

Reno City Council Presentation
March 12, 2025



Downtown Reno Business Improvement District (BID)



- 110 blocks
- 1,500 property owners
- Formed in 2018
- 501c6 nonprofit
- Governed by a 17-member board

DRP Board of Directors



DRP Board of Directors



Mike Rossman
Representing: High Assessed
Properties



Mariluz Garcia
Representing: Washoe County



Troy Miller
Representing: University of
Nevada, Reno



Kaya Stanley
Representing: Small Property
Owner



Jeff Siri
Representing: Entertainment
District



Courtney Meredith
Representing: The Riverwalk
District



Eaton Dunkelberger
Representing: Non-profit sector



Paul Irving
Representing: Residents

DRP Current Fiscal Year 24-25

Downtown Reno Partnership Ambassadors/Security Guards

- Tasked with a safe and clean Downtown Reno through the 110-block business improvement district boundaries
- 32 Ambassadors
 - Nearly tripled number since DRPs inception
 - Focus includes Cleaning, Social Outreach and Ambassadors
- 10 Security Guards (added in fall 2024)
- Work 24 hours a day, 7 days a week over three shifts
- Patrol on foot, in vehicles, and on bikes
- Have the use of three vehicles including a pressure washing truck, transport van and trash hauling/transport truck





January 1 - December 31, 2024 Ambassador Stats



236,052 pounds of
trash collected



2,099 power
washes completed



897 pieces of
graffiti removed



32,187 business,
property, residential
check-ins



1,136 shopping
carts recovered



1,445 rides given to
shelter/services

#BELIEVEINRENO



**236,052 pounds of trash collected
January 1 – December 31, 2024**



**897 pieces of graffiti removed
January 1 – December 31, 2024**



1,136 Shopping Carts Recovered & Returned to Owners January 1 – December 31, 2024



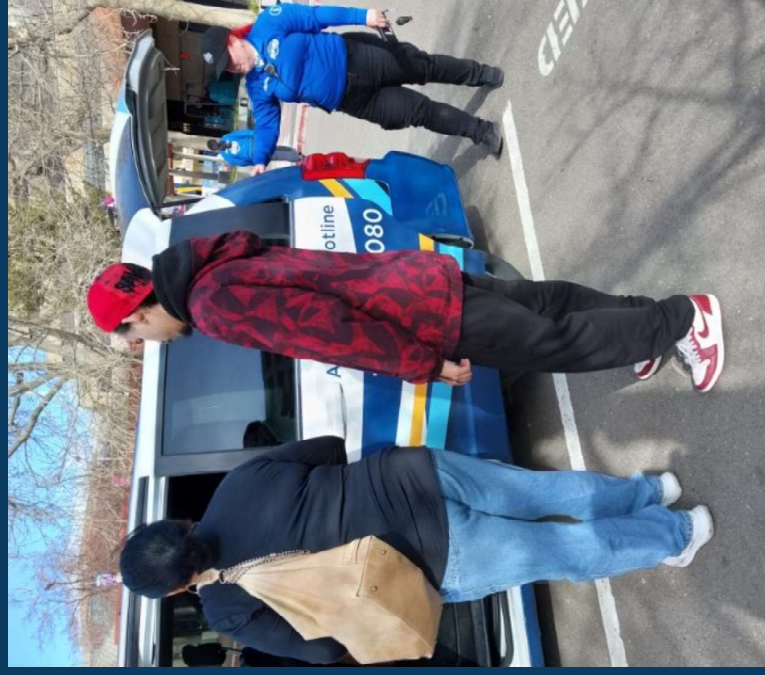
2,099 Pressure Washes Completed January 1 – December 31, 2024



32,187 Business, Residential & Property Check-ins January 1 – December 31, 2024



1,445 Rides to Shelters/Services January 1 – December 31, 2024



Before & After Alley behind Reno-Sparks Gospel Mission



Before & After West Street Plaza



Before & After Brodhead Park



Before & After Riverbank area under AT&T Building walkway



Launched Security Guards

- National trend since the pandemic – augmented program with licensed security personnel
- Allows for on-foot patrolling in problematic areas to serve in an education capacity and as a deterrent
- Provides augmented security for ambassador team as they do outreach and cleaning
- Increase the feeling of safety for all those working, living or visiting the downtown area
- According to RPD, since the security guard's deployment, there has been a decrease in DRP Ambassador calls to RPD



Photo credit:
@renoafterdark

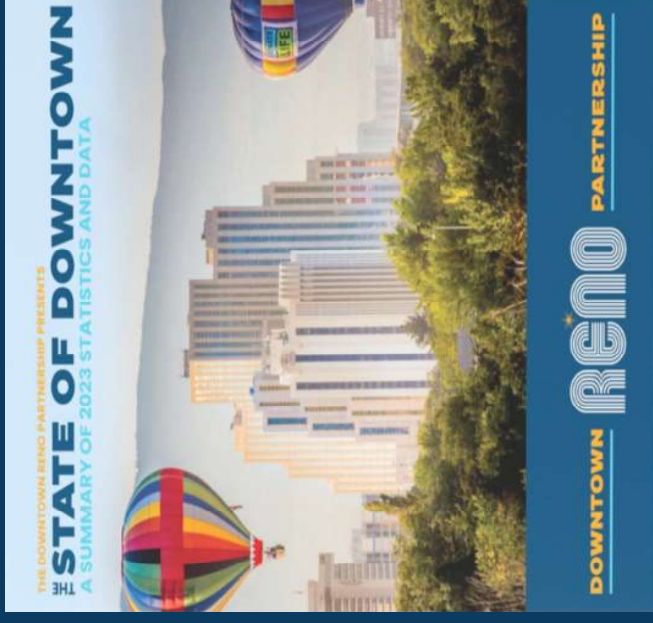
Rolled Out The Positively Downtown Campaign

- Launched mid-October 2024
- Series of videos, social, blogs, digital tool kit, dedicated landing page etc., to highlight Downtown Reno
- Use compelling visual narratives from local stakeholders and enthusiasts to showcase their reasons for endorsing or residing in Downtown Reno
- Crafting enticing out-of-town promotional strategies with engaging headlines and images to attract visitors
- Allow for those in the community, visitors etc., to share their Downtown Story



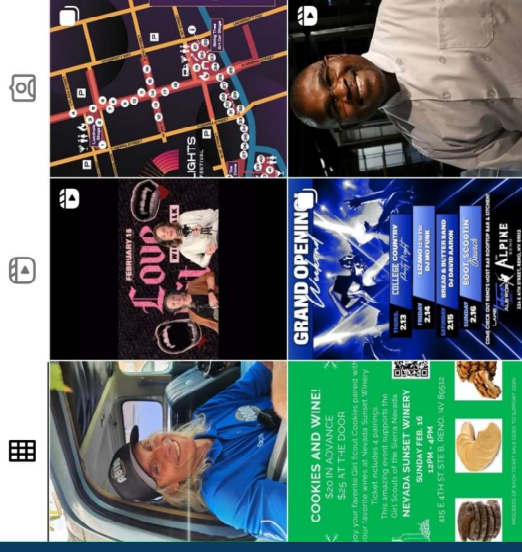
Created The Inaugural State of Downtown Report & Roadshow

- The State of Downtown report provides a recent snapshot of data to illustrate the current state of downtown, utilizing a 1-mile radius as an area of economic influence to allow for easier evaluation and comparison. This report establishes a baseline to measure future progress, and it is an asset to help investors, developers, businesses, and brokers to make better data-informed decisions.



Marketing / Social Media / Website Metrics

- For calendar year 2024: Per month, on average create and promote between 11-13 businesses and or events in the Downtown area through posts on our social media channels
 - Social media continues to grow in reach (up 83% on FB and up 200% on IG), visits (up 29% on FB and up 143% on IG) and followers (+3,500 up on IG)
- Sent 20 newsletters during calendar year 2024
 - The average open rate of our newsletters is 48% well above the industry standard of 27%
- downtownreno.org website
 - Over the last 12 months, traffic to the website has increased 239%, new users increased by 235%, direct search is up 148% and referring sites are up 76%



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Curb Painting

- In an effort to help with the visual look of the curbs in Downtown Reno, the DRP paid to have all the years of layered-on curb paint on Virginia Street and in the premium zone ground off and repainting is being done by the City of Reno.



Continue Coordinated City Walks

- The DRP, Reno Police, Code Enforcement and City of Reno leadership conduct twice a week walks throughout the BID to address issues in real time.
- These walks started in the BID and have proven so successful, the City has deployed these walks in other areas of Reno with their personnel and staff.

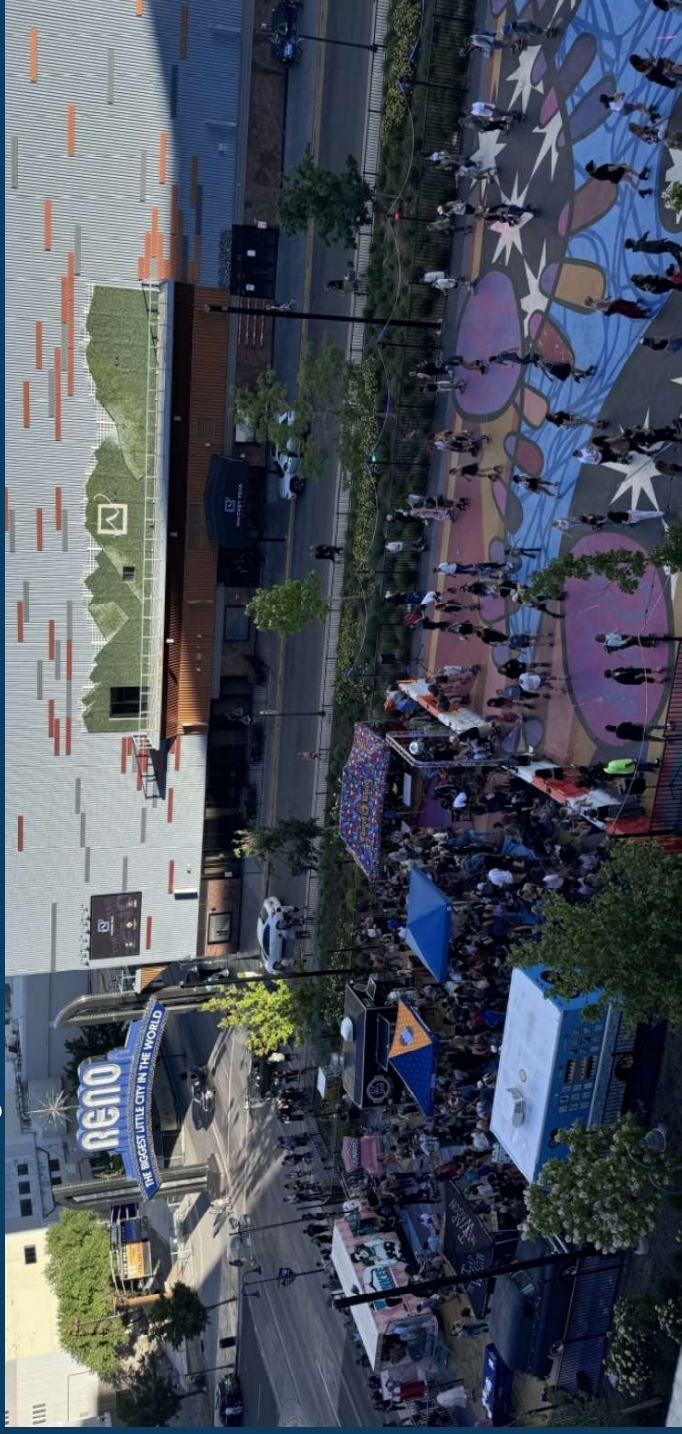


Addition to Vacant Storefront Beautification Program



DRP-Hosted Rollin' Reno Event

- Hosted Rollin' Reno roller skating event on June 4
- Drew more than 700 people from in and out of town to the three-hour event
- Featured music, skating, food and drinks on Locomotion Plaza



Downtown Event Support

- Provide support to districts for festivals and events to bring vibrancy, foot traffic and business to Downtown Reno.
 - Events supported included:
 - Riverwalk monthly wine walk
 - Brewery District Tour de Brews and Off Beat Music Festival
 - City of Reno Western Lights Illuminated Arts Festival



Reno Riverwalk District Monthly Wine Walk



Western Lights Illuminated Arts Festival
Photo credit: Naomi Duerr

DRP Lunch & Learns For BID Districts

- Created to hear needs and feedback from districts
- Groups of focus include:
 - Residents
 - Brewery District
 - Riverwalk District
 - Arts, Theater, Museums



Ambassador Event Support



- The DRP promotes and shares BID business events on social
- DRP routinely supports events in the BID to provide safe walks, extra presence and more:
 - Veterans Day Parade
 - Reno Aces games
 - National Bowling Tournaments
 - Hot August Nights
 - Biggest Little City Wing Fest
 - The Great Italian Festival
 - BBQ, Brews & Blues Festival
 - Pioneer Center for the Performing Arts Shows
 - Western Lights Festival

Downtown Event Foot Traffic

- Reno River Festival
2022: 7,000 attendees
2023: 14,000 attendees
2024: 14,600 attendees
- BBQ, Brews & Blues Festival
2022: 13,000 attendees
2023: 17,000 attendees
2024: 16,700 attendees
- Biggest Little City Wing Fest
2022: 25,750 attendees
2023: 30,000 attendees
2024: 30,700 attendees
- Hot August Nights
2022: 27,600 attendees
2023: 36,700 attendees
2024: 34,900 attendees
- Great Reno Italian Festival
2022: 19,300
2023: 21,700
2024: 25,300
- Western Lights Illuminated Arts Festival
2025: 53,000
- J Resort Life in Lite NYE Event
2024: 1,400



Downtown Developments



- Oslo
- 5 stories
88 units
Reported job value:
\$8,554,173



- NV Museum of Art Expansion
- 50,000 square-feet
2025 Completion
Reported job value:
\$60,000,000



- Ballpark Apartments
- 5 stories
368 units
Reported job value:
\$63,551,556



- UNR Business Building
- 5 stories
128,000 sq ft
Hotel component



- Vintage at Washington
- 5 stories
205 units
Affordable senior living
Reported job value:
\$17,092,584



- 245 N Arlington
- 5 stories
60 units
Reported job value:
\$14,104,956.74

Pavilion B Renovation and Activation

- Completed tenant improvements in the previously water-damaged Pavilion B that has been part of lease since DRP inception
- Ambassadors and security guards will work out of Pavilion A
- Pavilion B will house the DRP administrative staff, have a 25-person meeting space for board and district meetings as well as an additional, larger space for retail attraction meetings, information sessions etc.



ARPA \$370,000 funding from City of Reno

- DRP was awarded \$370,000 from the City of Reno through ARPA funds to do activation and beautification on Virginia Street from Believe Plaza to the Arch
- Initiatives, to be in spring/summer 2025 include:
 - 2 –month roller skating at Believe Plaza (five nights a week)
 - Planters with flowers
 - Signage
 - Crosswalk art
 - Parklets
 - Mural



DRP FY 25-26 Look Ahead More Ambassadors & Security Guards



- Currently we staff a maximum of 8 ambassadors during day and swing shifts (2 of these ambassadors are dedicated to pressure washing and trash/encampment removal)
- By adding 6-8 ambassadors we can increase coverage



We currently have 10 security guards. This works out to 2 security guards per shift to cover hotspot areas as well as respond to ambassador support situations

By adding 2 additional security guards we can better cover the BID during peak times (swing and weekends)

Positively Downtown Campaign

- Continue expanding and adding to the Positively Downtown campaign by:
 - Filming additional testimonials
 - Additional boosted social media
 - Paid ad buys and placement locally as well as regionally to highlight and showcase Downtown Reno

*Seeking Grants from NV Commission on Tourism and RSCVA to potentially offset some of the costs of ad placement

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Additional planters/flowers/maintenance in the BID



- Installation and maintenance of planters Starting with Virginia Street then possibly moving to parts of 4th Street & Sierra Street.
- These are the highest foot traffic areas that could benefit from this beautification initiative

Matching Paid Social for BID businesses

- In an effort to help BID businesses promote and share their business, develop a paid, matching-grant type program with the BID and business contributing money for content creation as well as paid content on our channels.
- Sample package to include:
 - 3-5 photos (product, lifestyle etc.)
 - 1 reel & story for social (boosted) and geotargeting the DRP boundaries
 - 1 post 2-months later (boosted) and geotargeting the DRP Boundaries
 - 1 story/blog at the 6-month mark after first post
 - 1 email announcement inclusion
 - 1 Blue Carpet treatment event to tie into a grand opening, anniversary etc.

Downtown Reno Partnership
Published by Kristan Floyd
January 10 at 11:49 AM

As we look into 2025, we are excited and looking forward to these new businesses opening in Downtown Reno (as well as enjoying those that have recently opened!) Which are you most looking forward to?

Coming soon:
Sierra Nevada Bakery & Creamery: 170 S Virginia St #102
Tahoe Aleworks: 324 E 4th Street... See more

135
25 comments 60 shares

Boost post

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 - 2 –month roller skating at Believe Plaza (five nights a week)
 - Planters, landscaping and associated ongoing maintenance
 - Signage
 - Crosswalk art
 - Parklets
 - Mural



FUSUS

- FUSUS is a camera integration platform that allows the monitoring of video feeds from multiple public and privately-owned sources, in one place, all in real time by RPD
- In order for RPD to be able to access the footage, there needs to be hardware in addition to the businesses-owned cameras
- The DRP would purchase units to connect business cameras to and is working directly with RPD to place units in strategic locations in order to get full camera coverage of the Downtown Reno area



BID Assessment Rate Table

For fiscal year 25/26, the Downtown Reno Partnership's 17-member board will not change the assessment rate. After a 5% reduction in 24/25, the lower rate remains in place for FY 25/26. This move aims to provide relief to property owners and stimulate further interest in downtown properties.

In fiscal year 24/25, the Downtown Reno Partnership's 17-member board voted to reduce the assessment formula by the maximum 5% in response to ongoing economic challenges created by the pandemic and fluctuating interest rates. The same formula is used for fiscal year 25/26.

Zone	Rate History						FY25/26	Rate Applied To
	FY18/19	FY19/20	FY20/21	FY21/22	FY22/23	FY23/24		
Standard	\$ 0.005061	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.0047756	Assessed Value
Premium	\$ 10.87	\$ 10.87	\$ 10.92	\$ 10.98	\$ 10.98	\$ 10.98	\$ 10.98	Linear Foot
Premium Plus	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	Linear Foot
Rate Change %								
Standard	0%	-0.66%	-0.01%	0.00%	0.00%	0.00%	-5.00%	
Premium	0%	0.00%	0.50%	0.54%	0.00%	0.00%	0.00%	
Premium Plus	0%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	

Nonprofit uses will receive a 50% discount on the assessment rate, while residential properties will pay 85% of the standard assessment rate.

Downtown Reno Partnership Budget

Assessment Revenue (FY25/26) \$3.988 million (est.)

Program Services*

\$2,545,000

2024-25 Rollover Funds

\$283,000

Other Revenue

\$100,000 (RTC)

Operating Expenses**

\$1,177,000

Supplemental Maintenance

\$480,000

* includes 12 security guards | **Including marketing and econ development services



DRP Social Media



facebook.com/DowntownRenoBID



twitter.com/downtown_reno



instagram.com/downtown_reno



Downtown Reno Partnership

Questions?

