



# RENO

THE BIGGEST LITTLE CITY IN THE WORLD

**Reno City Council Presentation**  
**City Hall**  
**April 10, 2024**



DOWNTOWN RENO  
PARTNERSHIP  
**Ambassadors**



## Downtown Reno Business Improvement District (BID)



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

# DRP Board of Directors



**Chris Shanks**  
Board Chair



**Tony Marini**  
Board Vice Chair



**Par Tolles**  
Past Board Chair



**Jim Gallaway**  
Board Secretary



**Mike Rossman**  
Board Treasurer



**Kathleen Taylor**  
Representing: City of Reno



**Mariluz Garcia**  
Representing: Washoe County



**Troy Miller**  
Representing: University of Nevada,  
Reno



**Kaya Stanley**  
Representing: Small Property  
Owner



# DRP Board of Directors



**Jonathan Boulware**  
Representing: Northwest District



**Mark Reece**  
Representing: High Assessed  
Properties



**Eric Lerude**  
Representing: Residents



**Steven T. Polikalas**  
Past President



**Jeff Siri**  
Representing: Entertainment  
District



**Chris Phillips**  
Representing: Commercial Property



**Courtney Meredith**  
Representing: The Riverwalk  
District



**Eaton Dunkelberger**  
Representing: Non-profit sector





## March 2023 - March 2024 Ambassador Stats



117,199 pounds of  
trash collected



5,522 pressure washes  
completed



486 pieces of  
graffiti removed



38,211 stakeholder  
check-ins



836 shopping carts  
recovered

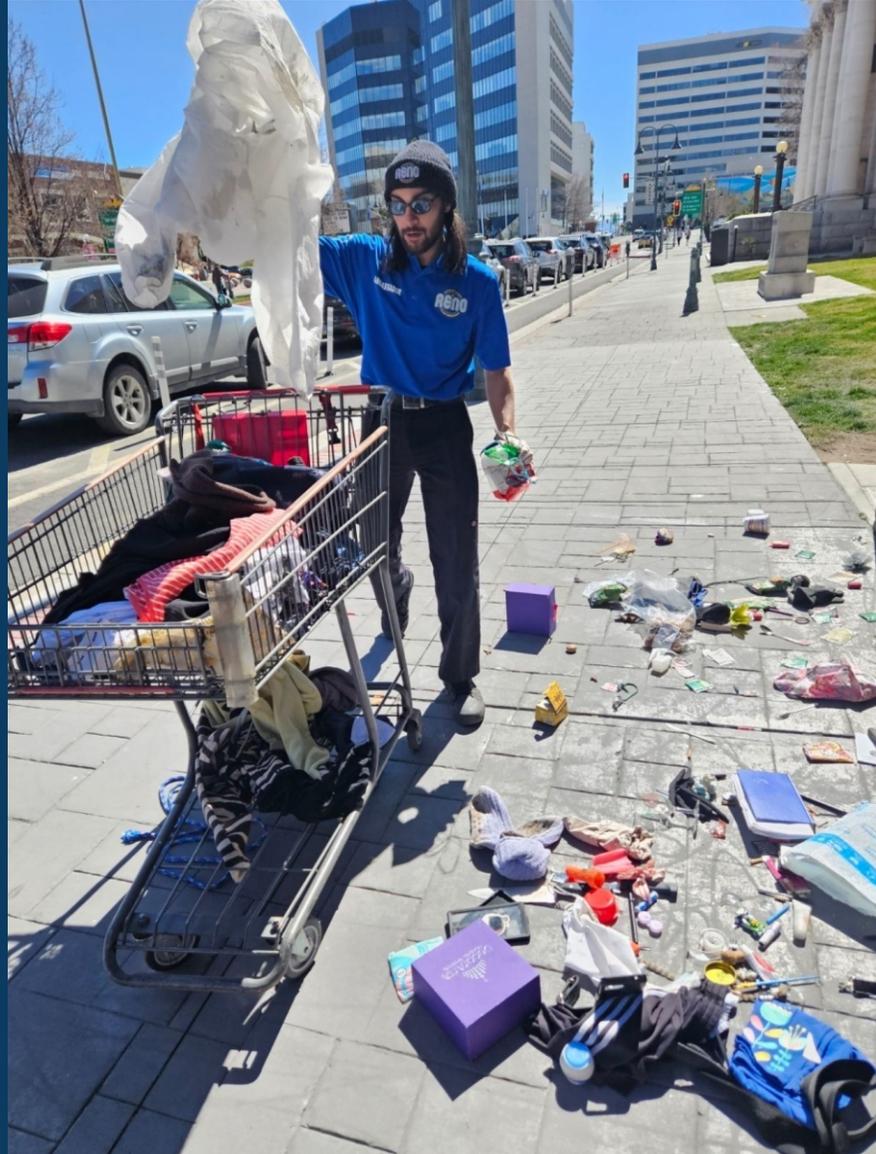


11,149 social service referrals

#BELIEVEINRENO



# 117,199 pounds of trash collected March 2023 – March 2024



# 486 pieces of graffiti removed March 2023 – March 2024



# 836 Shopping Carts Recovered & Returned to Owners

March 2023 – March 2024



# 5,522 Pressure Washes Completed March 2023 – March 2024



# 38,211 Stakeholder Check-ins March 2023 – March 2024



# 11,149 Social Service Referrals

## March 2023 – March 2024



# Before & After Riverwalk



# Before & After Arlington Bridge



# Before and After Wingfield Park



# Before & After Railroad Tracks on 4<sup>th</sup> Top Call for Service in all of BID



# Before & After Record Street Top Call for Service in all of BID



# Overnight Ambassadors



- Officially launched an overnight Ambassador program
- Goal is to shine a light into the dark corners of the BID to keep negative activities from establishing overnight
- Two teams of two patrol 7 nights a week
  - 11 p.m. - 7:30 a.m.
- Secured an additional vehicle to help remove trash, carts and encampment debris
- Deploy on foot once the sun comes up

# New Tools

- The DRP has a new truck and a new piece of cleaning equipment to help keep downtown clean and safe.
- The truck was purchased through ARPA funds allocated by the City of Reno and City Council.
- Scrubs is a sidewalk sweeper scrubber on loan from the City of Reno.
- Our cleaning team runs Scrubs daily with a focus on Virginia and Sierra Streets.



# City Walks

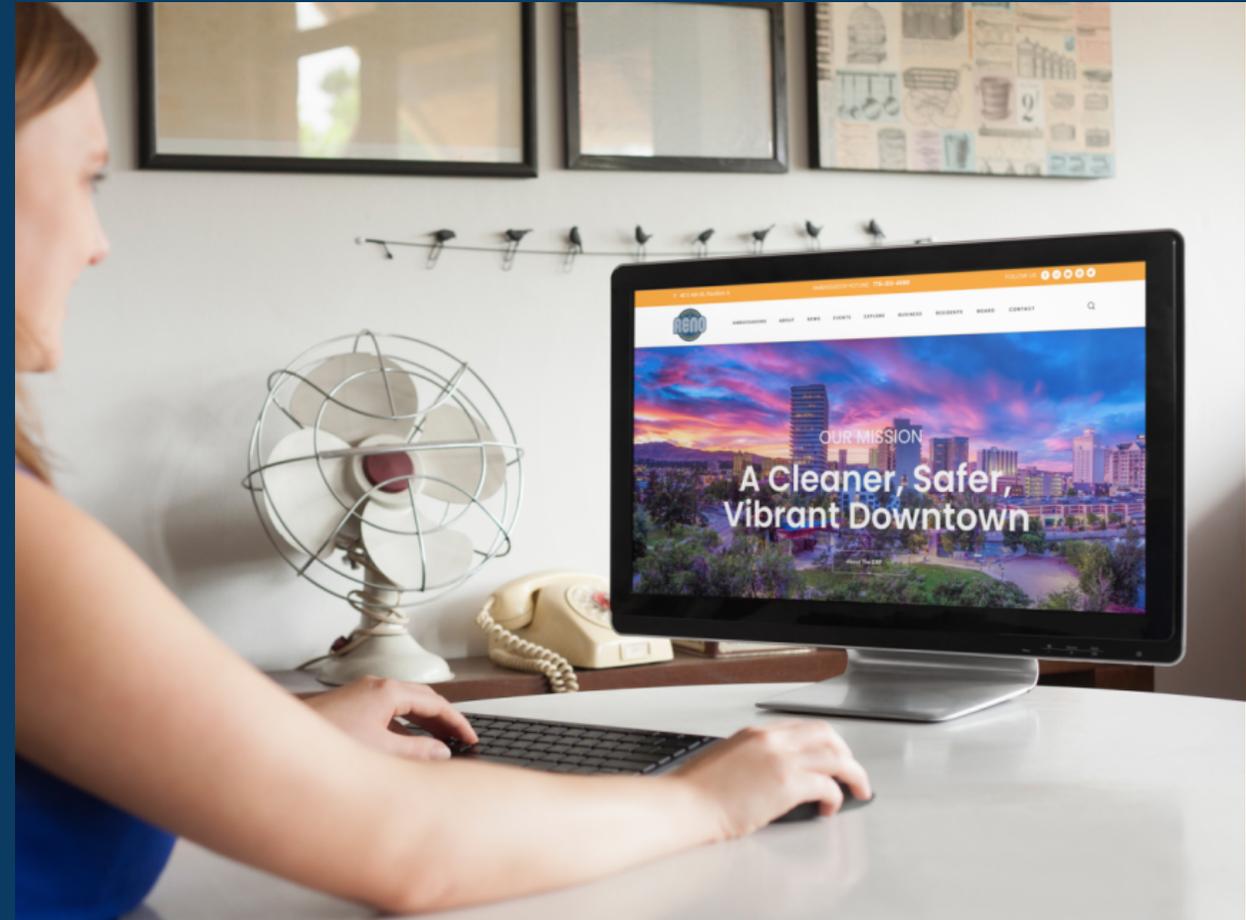
- The DRP, Reno Police and City of Reno personnel conduct regular walks throughout the BID to address issues in real time.
- These walks started in the BID and have proven so successful, the City has deployed these walks in other areas of Reno with their personnel and staff.



# Marketing & Media

## Communication Tools

- Monthly newsletter
  - o 2,091 subscribers; 49% open rate (industry standard is 21% open rate)
- New lunch & learn series
- Ambassador monthly report
- New video blog
- New website ([downtownreno.org](http://downtownreno.org))
  - o New features like district pages & a DRP-specific events calendar
- Community presentations
  - o Montage resident speaker series
  - o Rotary
  - o Gay & Lesbian Chamber of Commerce
  - o Reno – Sparks Chamber of Commerce
  - o EDAWN
  - o Reno Tahoe Airport Board
  - o Coming soon: RSCVA



# DRP In The News

U.S.

## Reno Is Beating the Odds in Solving Homelessness

Number of unsheltered dropped by more than half in this Nevada city after large tent to house its homeless was built

By *Jim Carlton* [Follow](#)

THE WALL STREET JOURNAL.

Nov. 29, 2023 10:00 am ET

FEATURED TOP STORY

**2 NEWS NEVADA**

## Downtown Reno Now Receiving 24/7 Patrolling Service

Downtown Reno Partnership bringing live music, food trucks, more starting in May

**NEWS 4** ON YOUR SIDE

THINGS TO DO

## Catch food, fun and music in Downtown Reno at this free event



**Evan Haddad**

Reno Gazette Journal

MARKETPLACE Search For & Place Classifieds

reno gazette journal

News Sports Business Life Opinion Advertise Obituaries eNewspaper Legals

NEWS

### For David Papaleo, an ambassador for the Downtown Reno Partnership, troubled past drives him to help those in need

 **Evan Haddad**  
Reno Gazette Journal

Published 5:45 a.m. PT Aug. 21, 2023 | Updated 7:42 a.m. PT Aug. 21, 2023





Mark your calendars for Downtown Reno Partnership's Rollin' Reno community event



ROLLIN' RENO

SEPTEMBER 28-30 6-9 PM

DOWNTOWN PLAZA - UNDER THE RENO ARCH

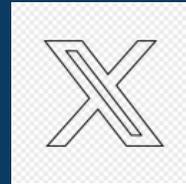
MUSIC, FOOD TRUCKS, AND MORE!

**KOLO 8** NEWS

# DRP Social Media



[facebook.com/DowntownRenoBID](https://facebook.com/DowntownRenoBID)



[twitter.com/downtown\\_reno](https://twitter.com/downtown_reno)



[instagram.com/downtown\\_reno](https://instagram.com/downtown_reno)



[Downtown Reno Partnership](https://www.linkedin.com/company/downtown-reno-partnership)



ARTS & CULTURE

### New mural 'activates' vacant storefront on Virginia Street; Downtown Reno Partnership plans more wall art

by Staff Reports May 25, 2022



RN&R  
Reno News & Review

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@RENONEWSREVIEW

RECENT STORIES

In search of Reno's last pay phones: A few survive, but younger people don't know

# Vacant Storefront Beautification Program

2NEWS NEWS WATCH WEATHER SPORTS FEATURES EVENT CALENDAR

### Beautification of Downtown With New Murals and Flower Planting

Jaden Urban May 19, 2022 Updated May 19, 2022



Currently 63°  
High 63°  
Low 63°

SUB

We also need to see what's going on

Go to top



### DRP completes first mural as part of its vacant storefront beautification initiative, space now available for lease (sponsored)

By Downtown Reno Partnership | Date: May 12, 2022



# Blue Carpet Treatment



- Created the Blue Carpet Treatment to welcome and bring attention to new BID businesses
  - Biggest Little Café
  - Marcolinio's Italia
  - Bridgepoint Technologies
  - Vistro
  - The Basement & 50 S. Virginia
  - Foodshed Café



# DRP-Hosted Events



# DRP Lunch & Learns

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



# 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
  - WingFest
  - Italian Festival
  - BBQ, Blues and Brews



# Downtown Event Foot Traffic

Five major special events that took place in Downtown Reno this summer each saw a significant increase in foot traffic for their 2023 events over their 2022 events:

- Riverfest  
2022: 7,000 attendees  
2023: 14,000 attendees  
Increase of 112%
- Hot August Nights  
2022: 35,000 attendees  
2023: 39,000 attendees  
Increase of 14.4%
- BBQ, Brews and Blues Festival  
2022: 13,000 attendees  
2023: 17,000 attendees  
Increase of 31%
- Great Reno Italian Festival  
2022: 19,300  
2023: 21,700  
Increase of 12.4%
- WingFest  
2022: 25,750 attendees  
2023: 30,059 attendees  
Increase of 16.7%



# Downtown Developments



- 301 State Street
- 5 stories
- 88 units
- \$8,554,173
- NV Museum of Art Expansion
- 50,000 square-feet
- 2025 Completion
- \$60,000,000



- Ballpark Apartments
- 5 stories
- 368 units
- \$63,551,556
- UNR Business Building
- 5 stories
- 128,000 sq ft
- Hotel component



- Vintage at Washington
- 5 stories
- 205 units
- Affordable senior living
- \$17,092,584
- University Crossing
- Jimmy John's
- Qargo Coffee
- Wing Zone
- Teriyaki Madness
- Planet Smoothie



# Partnership Plaza

- Rebranded to welcome and connect with the downtown community
- New landscaping, lighting and uplighting on all the trees
- Host DRP-led events
- Rocks removed from tree wells and all available benches reinstalled



# City Collaboration



# FY 24-25 Look Ahead

- Increase in Ambassadors (type and number)
  - Security Ambassadors – 8 (4 overnight; 2 day; 2 swing)
  - Bring number of Ambassadors from 28 to 32
- Deploy a River Path pressure washing Gator
- Host events to draw people to downtown and support events being hosted by the districts
- Expand vacant storefront beautification program
- Complete and Distribute State of Downtown report and host annual event to share information and ideas on Downtown Reno

# Security Ambassadors

- **Launch Security Ambassador Team**
  - 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
  - They are licensed security personnel that will be deployed in the time, place and manner as issues dictate



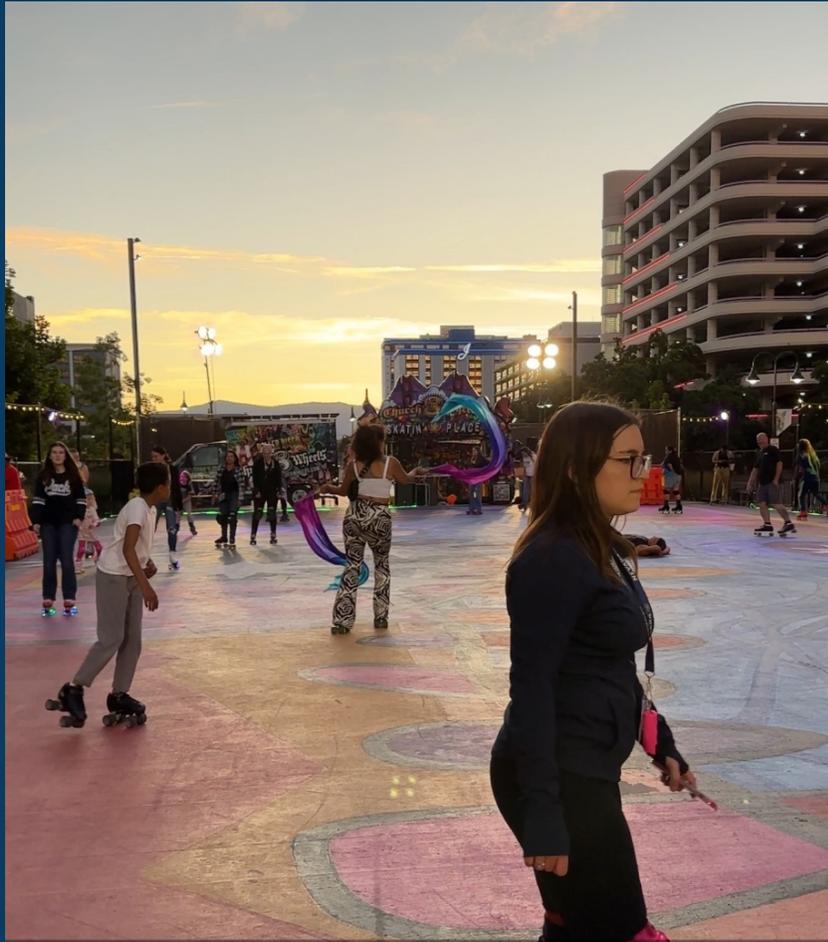
# Gator to enhance cleaning

- Gator complete with pressure-washing equipment will allow for the Ambassadors to reach places that need pressure washing that our truck can't access:
  - River path in downtown
  - Under the Arlington Bridge



# 2024 DRP-Hosted Events

- 2 Rollin' Reno events
- June 4, Sept. 26
- Locomotion Plaza
- Rollerskating, music, food





# Vacant Storefront Beautification



DOWNTOWN RENO PARTNERSHIP

April 10, 2024

36



# Vacant Storefront Beautification



DOWNTOWN RENO PARTNERSHIP

April 10, 2024

We Have a Map!

Positively  
Downtown  
campaign

# Downtown RENO



LAKE TAHOE

Midtown

# State of Downtown

## OFFICE & REAL ESTATE



**\$200,336,397**  
TOTAL PROPERTY SALES VOLUME

**1,646,056** SQ FT  
TOTAL OFFICE SPACE

**585,732** SQ FT  
CLASS A OFFICE SPACE



**603,654**  
SQ FT RETAIL SPACE

**\$1.48** AVERAGE  
RENT PER SQ FT



**\$448.20** AVERAGE  
SALES PRICE PER SQ FT

**9.6%** AVERAGE  
VACANCY RATE

The office sector presents a promising equilibrium of quality and availability, suggesting ample opportunities for expansion and refinement. Meanwhile, retail maintains steady dynamics, highlighted by new construction activities, showing continued investor confidence. However, the residential sector reveals a critical development lag, with less than 10% of total housing units constructed over the past two decades. The number of units currently under construction shows a robust growth trajectory, potentially enhancing downtown Reno's housing landscape, vibrancy, and overall urban dynamics.



**113** UNITS  
COMPLETED  
IN 2023

**1506** UNITS  
CURRENTLY UNDER  
CONSTRUCTION



**27,046** SQ FT NEW  
CONSTRUCTION COMPLETED



SCAN TO VIEW OUR ECONOMIC  
DEVELOPMENT MAP ONLINE

SOURCE: COLLIER'S

DOWNTOWNRENO.ORG • 775-432-0776 • 40 E. 4<sup>TH</sup> ST, PAVILION A, RENO, NV

## PARKS & OUTDOOR RECREATION

### DOWNTOWN RENO IS A HUB FOR OUTDOOR RECREATION DUE TO ITS PROXIMITY TO DIVERSE NATURAL LANDSCAPES AND ITS URBAN AMENITIES.

The city serves as a convenient starting point for accessing the surrounding **mountains, lakes, and trails**, making it ideal for a variety of outdoor activities such as skiing, biking, hiking, fishing, kayaking, rafting, boating, and more. This **unique combination of urban comforts** and immediate access to nature allows residents and visitors to **enjoy the best of both worlds.**



**THE TRUCKEE RIVER:** Open year-round, providing free public access for various water activities such as class 2 Whitewater Park, kayaking, canoeing, and inner tubing.



**RICH BIODIVERSITY:** Nevada boasts diverse plant and animal species, crucial for maintaining the state's delicate ecosystem.



**BIG HEIGHTS:** Home to the world's Largest climbing wall, at an impressive 164 feet, beckoning climbers of all skill levels.



**COMMUNITY PLAZAS:** 80,000 square feet for skateboarding, roller skating, rollerblading, and more.



**MICROMOBILITY-FRIENDLY:** A 12-mile bike route, passing numerous parks and recreational areas and near 190 alternate paths.



**ADVENTURE OPPORTUNITIES:** Driveable access to 10 lakes and 14 world-class ski resorts.

**112 ACRES** - TOTAL ACREAGE OF PARKS AND PUBLIC SPACE WITHIN 1 MILE OF THE RENO ARCH



**224** SQ FT PARK  
SPACE PER PERSON  
(112 ACRES / 23,775 RESIDENTS)



**25** MILES TO THE  
NEAREST SKI RESORT

**11** RESORTS WITHIN  
AN HOUR DRIVE



**17** LAKES WITHIN  
AN HOUR DRIVE  
(41 WITHIN 90 MIN)



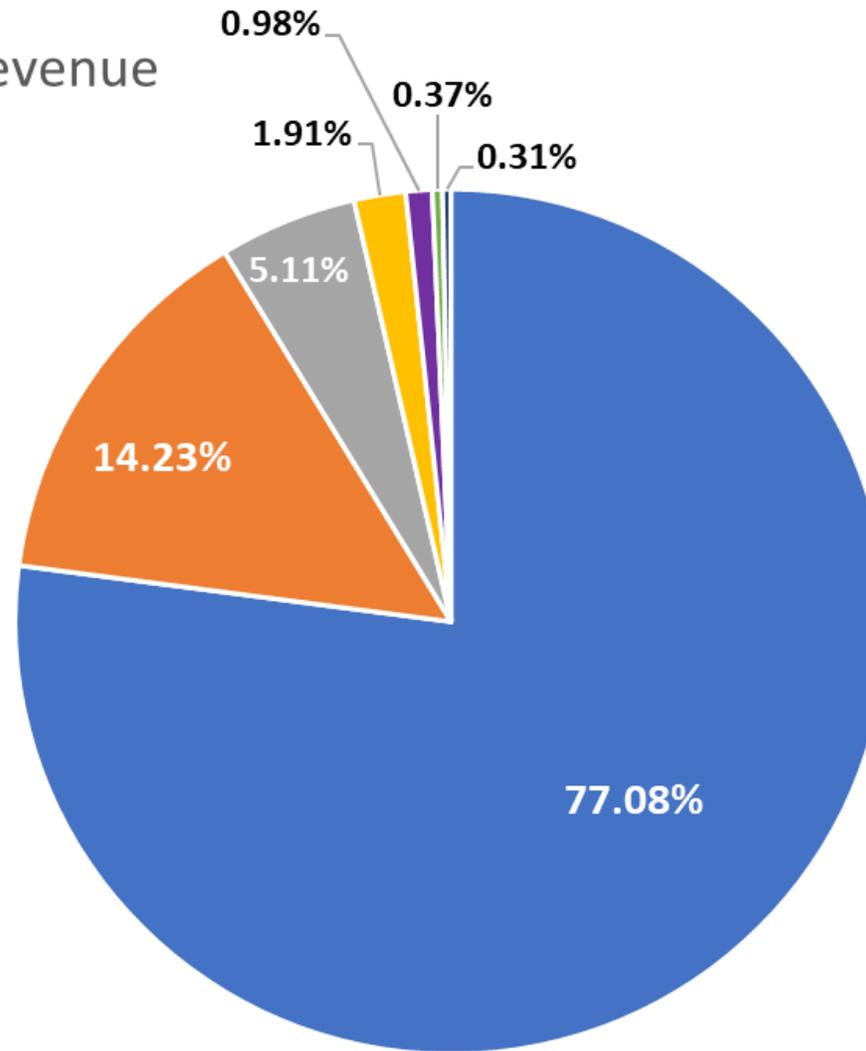
**ALL 4 SEASONS &  
AN AVERAGE 300  
DAYS OF SUNSHINE**

DOWNTOWNRENO.ORG • 775-432-0776 • 40 E. 4<sup>TH</sup> ST, PAVILION A, RENO, NV

# BID Parcel Groups

Percentage of BID Revenue

- Commercial - \$2.8M
- Residential - \$524K
- City of Reno - \$188K
- Non-Profit & RHA - \$70K
- Washoe County - \$36K
- University - \$13k
- RTC - \$11K



# Lowering FY 24-25 Assessment

- For FY 24/25, the DRPs board has voted to reduce the assessment formula by the maximum of 5% in response to ongoing economic challenges created by the pandemic and fluctuating interest rates.
- This move aims to provide relief to property owners and stimulate further interest in downtown properties.



**Downtown Reno Partnership Board of Directors**

# BID Assessment Rate Table

For fiscal year 24/25, the Downtown Reno Partnership's 17-member board has voted to reduce the assessment formula by the maximum 5% in response to ongoing economic challenges created by the pandemic and fluctuating interest rates. This move aims to provide relief to property owners and stimulate further interest in downtown properties.

Zone	Rate History						Rate Applied To	
	FY18/19	FY19/20	FY20/21	FY21/22	FY22/23	FY23/24		FY24/25
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
Zone	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%	

# Downtown Reno Partnership Budget

**Assessment Revenue (FY24-25)**

**\$3.850 million (est.)**

**Program Services**

\$2,067,000\*

**2023-24 Rollover Funds**

\$322,000

**Other Revenue**

\$100,000 (RTC)

**Operating Expenses**

\$950,000\*\*

**Supplemental Maintenance**

\$415,000\*\*\*

\* includes eight security ambassadors | \*\*Including marketing and econ dev services | \*\*\*in process with the City of Reno



Hotline: 775-313-4080

[downtownreno.org](http://downtownreno.org)



Questions?