



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



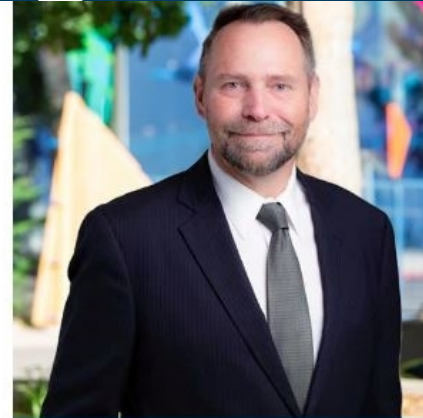
Chris Phillips

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



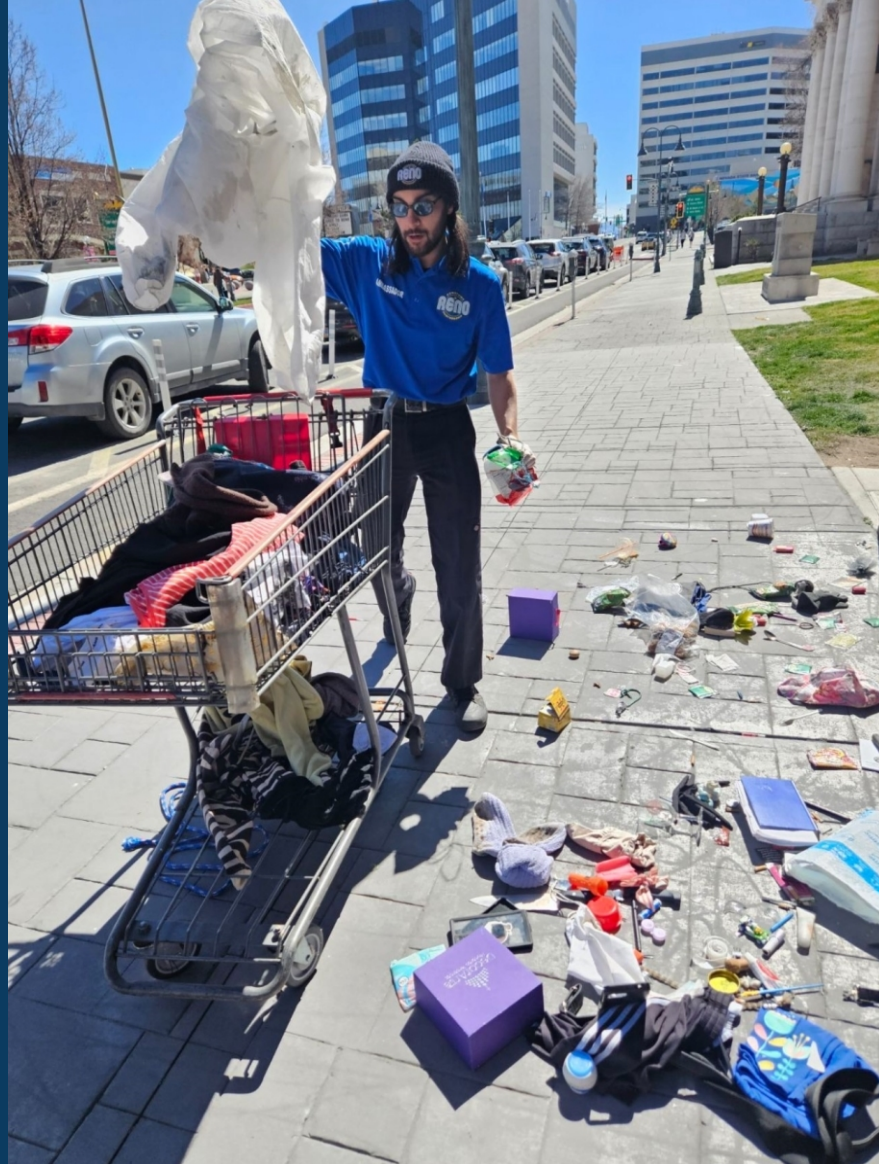
11,149 social service referrals

#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 4th 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

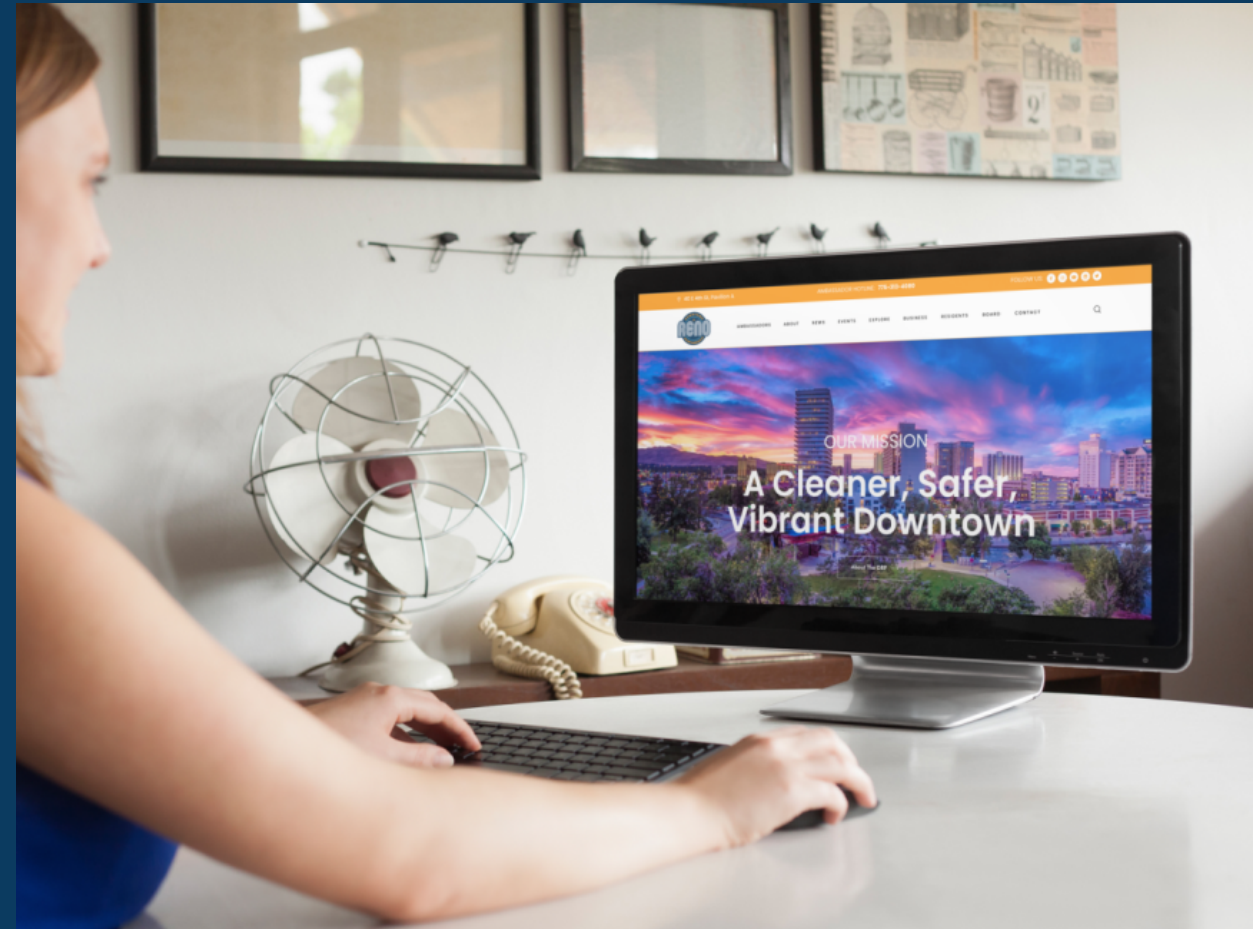
- The DRP, Reno Police and City of Reno personnel conduct regular walks throughout the BID to address issues in real time.
- These walks started in the BID and have proven so successful, the City has deployed these walks in other areas of Reno with their personnel and staff.



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)
 - 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

2NEWS NEVADA

Downtown Reno Now Receiving 24/7 Patrolling Service

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

≡ **NEWS4** ON YOUR SIDE

THINGS TO DO

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



Evan Haddad

Reno Gazette Journal



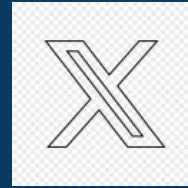
Mark your calendars for Downtown Reno Partnership's Rollin' Reno community event



DRP Social Media



facebook.com/DowntownRenoBID



twitter.com/downtown_reno



instagram.com/downtown_reno



[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



RNR
Reno News & Review
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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



1 More

Currently

63°

100°

63°

Go to top

SUB

We're also

news in

what's goi

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

By Downtown Reno Partnership Cuts 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

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Vacant Storefront Beautification



DOWNTOWN RENO PARTNERSHIP

April 10, 2024

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We Have a Map!

Positively
Downtown
campaign



State of Downtown

OFFICE & REAL ESTATE

MONTHLY PROPERTY SALES VOLUME 2023



JANUARY	\$26,360,260	JULY	\$15,419,900
FEBRUARY	\$6,022,000	AUGUST	\$17,748,500
MARCH	\$8,024,850	SEPTEMBER	\$21,740,500
APRIL	\$11,616,250	OCTOBER	\$11,984,346
MAY	\$13,059,500	NOVEMBER	\$25,490,291
JUNE	\$38,573,500	DECEMBER	\$4,296,500

SOURCE: WASHOE COUNTY

\$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. 4TH 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 / 25,775 RESIDENTS)



25 MILES TO THE
NEAREST SKI RESORT

11 RESORTS WITHIN
AN HOUR DRIVE



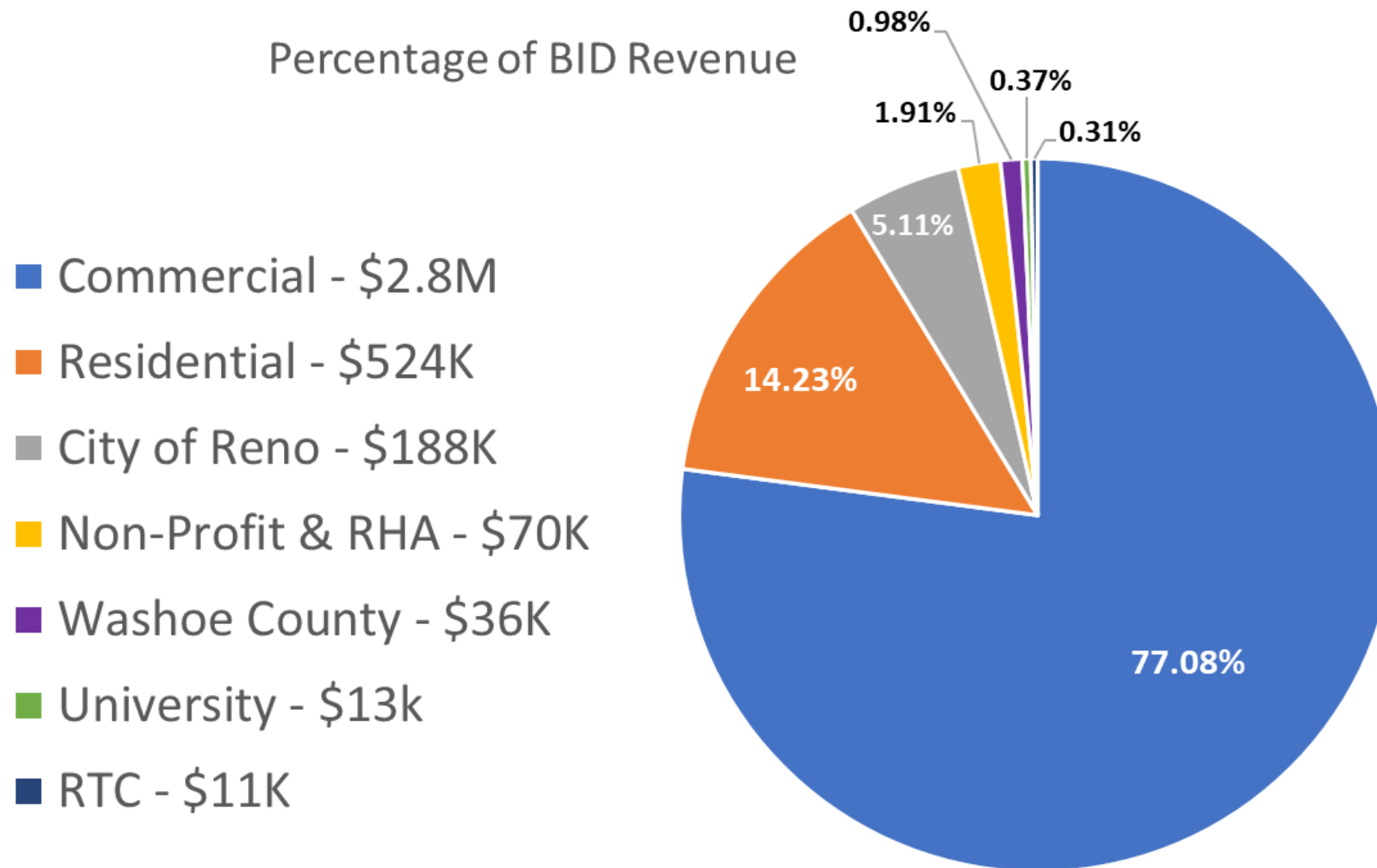
17 LAKES WITHIN
AN HOUR DRIVE
(41 WITHIN 90 MIN)



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

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BID Parcel Groups



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



Questions?