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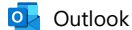
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FW: Downtown Reno BID (NRS Chapter 271) Proposal

From Bryan McArdle <McArdleB@reno.gov>
Date Tue 5/20/2025 9:22 AM
To Public Comment - CC <PublicComment@reno.gov>

1 attachment (845 KB)
 SKM_C45825042814000.pdf;

Please add this as public comment to item C.2 for tomorrow City Council meeting.
 -Bryan

From: Mikki Huntsman <HuntsmanM@reno.gov>
Sent: Monday, May 5, 2025 2:01 PM
To: paddy@urbanreno.com; City Clerk <CityClerk@reno.gov>; Hillary Schieve <hillaryforreno@gmail.com>
Cc: Bryan McArdle <McArdleB@reno.gov>; Lance Ferrato <FerratoL@reno.gov>; Victor Rameker <vr@desertwindhomes.com>; Joe Udvare <joe@urbanreno.com>; Maureen West-Cuthbert <WestM@reno.gov>
Subject: Re: Downtown Reno BID (NRS Chapter 271) Proposal

Hi Paddy,

Thank you for your comments, they have been passed along to the appropriate staff and entered into the record.

Take care,

Mikki Huntsman

([She/Her/Hers](#))



City Clerk

City Clerk's Office

775-334-2030 (o) or 775-399-4741 (c)

Huntsmanm@Reno.Gov

1 E. First St., Reno, NV 89505

Reno.Gov | Connect with us: [f](#) [t](#) [@](#) [in](#) [d](#)

From: Paddy Egan <paddy@urbanreno.com>
Sent: Monday, May 5, 2025 1:47 PM
To: City Clerk <CityClerk@reno.gov>; Hillary Schieve <hillaryforreno@gmail.com>
Cc: Bryan McArdle <McArdleB@reno.gov>; Lance Ferrato <FerratoL@reno.gov>; Victor Rameker <vr@desertwindhomes.com>; Joe Udvare <joe@urbanreno.com>
Subject: Downtown Reno BID (NRS Chapter 271) Proposal

Dear Ms. Huntsman and Members of the Reno City Council,

On behalf of my partners and myself, I am writing to formally express our strong opposition to the City's proposal to implement an additional special assessment on downtown properties—specifically those outlined in the attached documentation.

Over the past two years, we have consistently raised concerns regarding the increasing financial strain placed on downtown property owners. Persistently high vacancy rates, largely driven by diminishing affordability, are a direct consequence of the growing tax burden. Introducing yet another assessment at this time would further destabilize an already fragile economic environment.

Our team has made substantial investments in the revitalization of downtown Reno—well before the introduction of these special assessments. We undertook considerable financial risk to improve and enhance the livability and safety of the area. Rather than receiving support for these efforts, we feel we are being penalized through unsustainable increases in municipal costs.

These special assessments have produced no tangible benefit for our properties. Despite the added taxes, we continue to fund private security services out of our own pockets to ensure a basic level of safety and responsiveness. The lack of value provided in return for these escalating costs is both frustrating and disheartening.

Enclosed with this letter is a record of the tax bill increases for our properties over the past five years. The pattern of escalation is clear and untenable under any standard property investment model. As professionals specializing in commercial real estate and urban redevelopment, we can

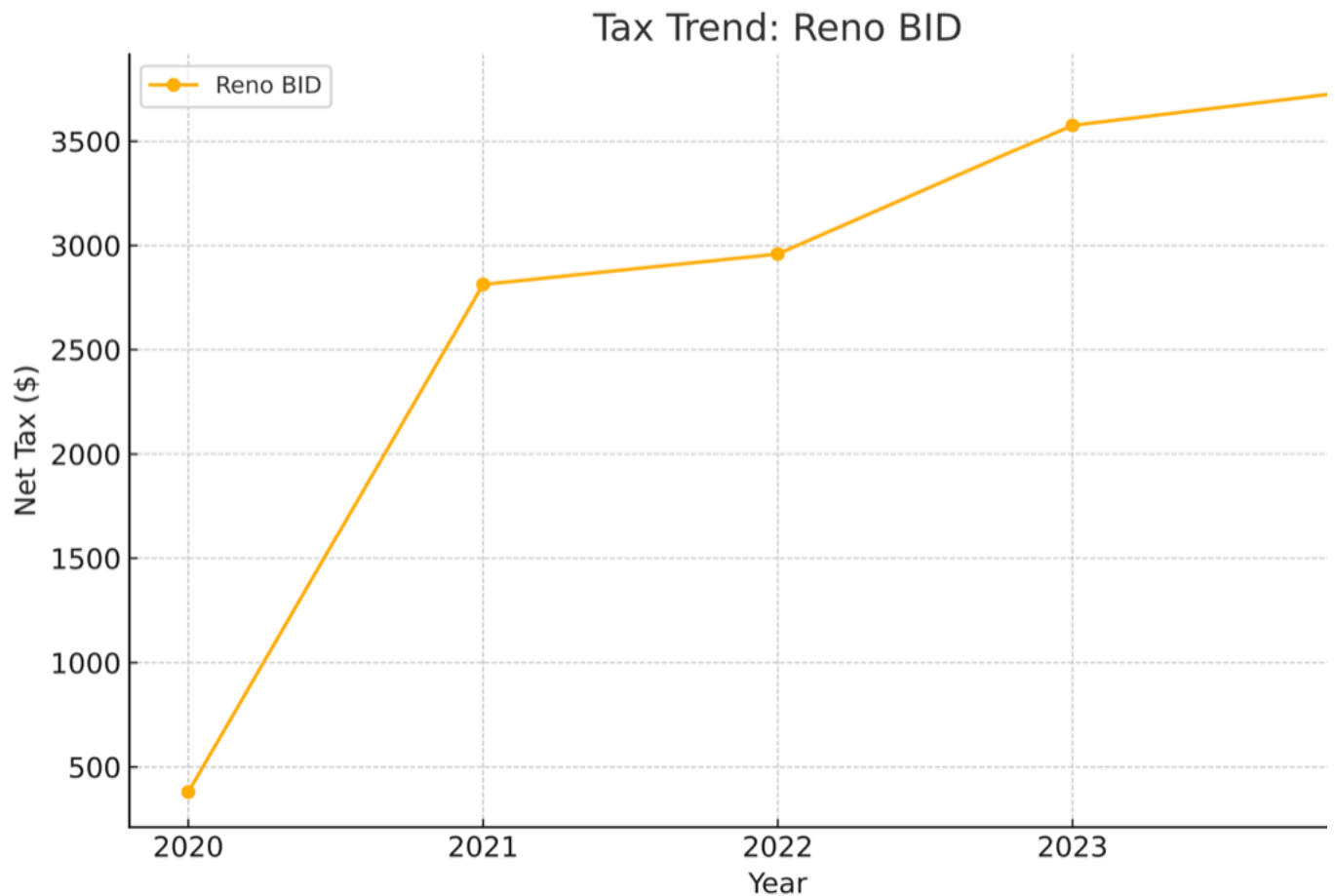
say with confidence that the City is already losing vital investment interest in the downtown area due to these growing burdens. Continued increases will only accelerate that decline.

Additionally, the "Application for Exemption" included in the assessment notice is unworkable for our tenants. Renters—arguably the most vulnerable population in the district—are not eligible to apply for relief, yet they shoulder the impact through rising housing costs. Contrary to what might be expected, downtown properties do not command a premium; in fact, they are increasingly difficult to lease at sustainable rates.

We respectfully urge the City to reconsider this proposed special assessment. Neither property owners nor tenants can absorb further financial pressure. If Reno intends to support a vibrant, thriving downtown, it must stop disincentivizing the very stakeholders who have worked hardest to make that vision a reality.

Thank you for your time and consideration.

Paddy Egan, CCIM
Urban Real Estate Investments
+1 775.233.0913
www.urbanreno.com



PROPOSED ASSESSMENT



1112*T4 P1*218*
URBAN LION II LLC
550 CALIFORNIA AVE
RENO, NV 89509-1450

CITY OF RENO, NEIGHBORHOOD IMPROVEMENT PROJECT, OTHERWISE KNOWN AS THE DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT (Pursuant to NRS Chapter 271)

- THIS IS NOT A BILL -

Dear Property Owner:

On May 21, 2025 at 10:00 AM, located in the Reno City Council Chambers at 1 East 1st Street, the Reno City Council will hold a Public Hearing for the objections to the proposed assessment property levy for the special benefits received within the Downtown Reno Business Improvement District (BID).

Objections must be submitted, in writing, to the Reno City Clerk's Office on the 2nd floor of Reno City Hall no later than 4:00 PM on Friday, May 16, 2025.

Virtual access to the meeting can be found via this link:

https://us06web.zoom.us/webinar/register/WN_KFhkBzKIQQywRxWddq-5fQ

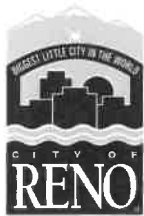
Should the Council confirm the assessment roll, as specified and filed with the Reno City Clerk's Office, the following assessments will be levied against your property, billed and collected as part of your property tax bill which is generated by the Washoe County Treasurer's Office:

APN:	Parcel Address	Parcel Zone
011-163-10	127 RIDGE ST	Standard
URBAN LION II LLC		Total: \$3,721.43

Per Nevada State Law, hardship waivers can be submitted for households that have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. For your convenience, an Assessment Exemption Application for a hardship waiver is included in this mailing with specific filing instructions.

Should you have any questions, please feel free to send to RENOBID@reno.gov or visit www.reno.gov/economicdevelopment for general information related to the BID or find specific information related to your parcel(s) by using the interactive map.

**APPLICATION FOR EXEMPTION FROM
ASSESSMENT DISTRICT**



ASSESSMENT DISTRICT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

ASSESSOR'S PARCEL #: _____ PHONE #: _____

City of Reno Ordinance Number 5385 established the criteria for establishing eligibility for approving exemptions from assessments. The applicant must have a principal residence within the boundaries of the special assessment district and have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. **Hardship approvals remain valid for a period of five years.**

<u>Number of Persons in Household</u>	<u>Annual Household Income Limits</u>
1	\$38,700
2	\$44,200
3	\$49,750
4	\$55,250
5	\$59,650
6	\$64,100
7	\$68,500
8	\$72,950

Number of people in your household: _____ Total household annual income: \$ _____

Proof of household income will be provided by submitting with this application a copy of your most recent federal income tax return (Form 1040). If you are not required to file a Form 1040, you may submit the annual statement of earning, Form SSA-4926-SM, from the Social Security Administration.

APPLICANT AFFIDAVIT

I am the applicant and the foregoing statements and answers herein contained and the information herewith submitted are in all respects complete, true and correct to the best of my knowledge and belief. I declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, in _____, Nevada
(Date) (City)

Name: _____

Signed: _____

Please attach a copy of Form 1040 (I.R.S.) or Form SSA-4926-SM (Social Security).
Please submit this form to RENOBID@reno.gov or Reno City Clerk on the 2nd floor of City Hall
by 4pm on May 16, 2025. If you have questions, please send to RENOBID@reno.gov.
Or mail to : ATTN. Maureen West-Cuthbert

City of Reno
PO Box 1900
Reno, NV 89505

Department Approvals:

Office of Economic Development

Date

PROPOSED ASSESSMENT



1119*T4 P1*225*
200 SOUTH CENTER LLC
C/O MERLION DEVELOPMENT GROUP LLC
550 CALIFORNIA AVE
RENO, NV 89509-1450

CITY OF RENO, NEIGHBORHOOD IMPROVEMENT PROJECT, OTHERWISE KNOWN AS THE DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT

(Pursuant to NRS Chapter 271)

- THIS IS NOT A BILL -

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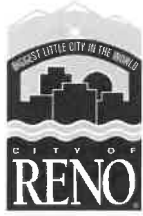
Should the Council confirm the assessment roll, as specified and filed with the Reno City Clerk's Office, the following assessments will be levied against your property, billed and collected as part of your property tax bill which is generated by the Washoe County Treasurer's Office:

APN:	Parcel Address	Parcel Zone
011-173-14	200 S CENTER ST 100	Standard
200 SOUTH CENTER LLC		Total: \$5,214.59

Per Nevada State Law, hardship waivers can be submitted for households that have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. For your convenience, an Assessment Exemption Application for a hardship waiver is included in this mailing with specific filing instructions.

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**APPLICATION FOR EXEMPTION FROM
ASSESSMENT DISTRICT**



ASSESSMENT DISTRICT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

ASSESSOR'S PARCEL #: _____ PHONE #: _____

City of Reno Ordinance Number 5385 established the criteria for establishing eligibility for approving exemptions from assessments. The applicant must have a principal residence within the boundaries of the special assessment district and have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. **Hardship approvals remain valid for a period of five years.**

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APPLICANT AFFIDAVIT

I am the applicant and the foregoing statements and answers herein contained and the information herewith submitted are in all respects complete, true and correct to the best of my knowledge and belief. I declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, in _____, Nevada
(Date) (City)

Name: _____

Signed: _____

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by 4pm on May 16, 2025. If you have questions, please send to RENOBID@reno.gov.
Or mail to : ATTN. Maureen West-Cuthbert

City of Reno
PO Box 1900
Reno, NV 89505

Department Approvals:

Office of Economic Development

Date

PROPOSED ASSESSMENT



1124*T4 P1*230*
CENTER & PINE INVESTMENTS LLC
550 CALIFORNIA AVE
RENO, NV 89509-1450

CITY OF RENO, NEIGHBORHOOD IMPROVEMENT PROJECT, OTHERWISE KNOWN AS THE DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT (Pursuant to NRS Chapter 271)

- THIS IS NOT A BILL -

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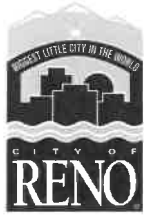
Should the Council confirm the assessment roll, as specified and filed with the Reno City Clerk's Office, the following assessments will be levied against your property, billed and collected as part of your property tax bill which is generated by the Washoe County Treasurer's Office:

APN:	Parcel Address	Parcel Zone
011-178-01	190 S CENTER ST	Standard
CENTER & PINE INVESTMENTS LLC		Total: \$740.47

Per Nevada State Law, hardship waivers can be submitted for households that have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. For your convenience, an Assessment Exemption Application for a hardship waiver is included in this mailing with specific filing instructions.

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**APPLICATION FOR EXEMPTION FROM
ASSESSMENT DISTRICT**



ASSESSMENT DISTRICT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

ASSESSOR'S PARCEL #: _____ PHONE #: _____

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Number of people in your household: _____ Total household annual income: \$ _____

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APPLICANT AFFIDAVIT

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(Date) (City)

Name: _____

Signed: _____

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Please submit this form to RENOBID@reno.gov or Reno City Clerk on the 2nd floor of City Hall
by 4pm on May 16, 2025. If you have questions, please send to RENOBID@reno.gov.
Or mail to : ATTN. Maureen West-Cuthbert
City of Reno
PO Box 1900
Reno, NV 89505

Department Approvals:

Office of Economic Development

Date

PROPOSED ASSESSMENT



1127*T4 P1*233*
URBAN LION LLC
550 CALIFORNIA AVE
RENO, NV 89509-1450

CITY OF RENO, NEIGHBORHOOD IMPROVEMENT PROJECT, OTHERWISE KNOWN AS THE DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT *(Pursuant to NRS Chapter 271)*

- THIS IS NOT A BILL -

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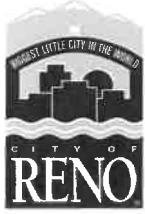
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APN:	Parcel Address	Parcel Zone
011-178-16	126 STATE ST	Standard
URBAN LION LLC		Total: \$1,576.43

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**APPLICATION FOR EXEMPTION FROM
ASSESSMENT DISTRICT**



ASSESSMENT DISTRICT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

ASSESSOR'S PARCEL #: _____ PHONE #: _____

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APPLICANT AFFIDAVIT

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(Date) (City)

Name: _____

Signed: _____

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Or mail to : ATTN. Maureen West-Cuthbert

City of Reno
PO Box 1900
Reno, NV 89505

Department Approvals:

Office of Economic Development

Date

PROPOSED ASSESSMENT



1128*T4 P1*234*
CENTER & PINE INVESTMENTS LLC
550 CALIFORNIA AVE
RENO, NV 89509-1450

CITY OF RENO, NEIGHBORHOOD IMPROVEMENT PROJECT, OTHERWISE KNOWN AS THE DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT (Pursuant to NRS Chapter 271)

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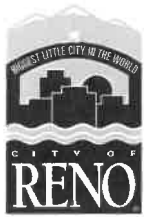
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APN:	Parcel Address	Parcel Zone
011-178-17	131 PINE ST	Standard
CENTER & PINE INVESTMENTS LLC		Total: \$304.42

Per Nevada State Law, hardship waivers can be submitted for households that have an equal to or less than 50% of the area median income for Washoe County, Nevada, adjusted for household size, as determined by the United States Department of Housing and Urban Development. For your convenience, an Assessment Exemption Application for a hardship waiver is included in this mailing with specific filing instructions.

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**APPLICATION FOR EXEMPTION FROM
ASSESSMENT DISTRICT**



ASSESSMENT DISTRICT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

ASSESSOR'S PARCEL #: _____ PHONE #: _____

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Signed: _____

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Or mail to : ATTN. Maureen West-Cuthbert

City of Reno
PO Box 1900
Reno, NV 89505

Department Approvals:

Office of Economic Development

Date

Committed to a Safe, Clean and Vibrant Downtown Reno

April 2024 - March 2025 Ambassador Stats



272,966 pounds of
trash collected



1,845 power
washes completed



1,198 pieces of
graffiti removed



55,379 business,
property, residential
check-ins



1,568 shopping
carts recovered



1,318 rides given to
shelter/services

#BELIEVEINRENO



Hotline (available 24/7) | 775-313-4080
Website: downtownreno.org

40 E Fourth Street, Pavilion B Reno, NV 89509 / Main Office Line 775-432-0772



Dear Downtown Reno Business Improvement District (BID) Property Owners,

As we complete our sixth year, the Downtown Reno Partnership (DRP) is excited to share our progress and accomplishments. We are also excited to share that the DRP Board of Directors has voted to maintain the 5% assessment formula reduction that was implemented last year! This is in recognition of current economic conditions and to spur investment in the heart of our city.

We continue our strong collaboration and coordination with the City of Reno, REMSA, Washoe County, and the Reno Police Department to address issues and identify opportunities to improve our community.

Our ambassador team remains the cornerstone of our organization, and their efforts have been irreplaceable in creating a safer, cleaner downtown. And we are happy to announce that our licensed security guard team has been a great addition, and is having a huge success in driving up downtown's sense of safety. Look at the back of this letter to see the impressive impacts of our team's work over the past year.

Our economic development team is the leading source for downtown Reno data and insights. We provide valuable resources like the State of Downtown Report, development and attractions maps, foot traffic data, property information, market data, and more. We've launched new initiatives to attract additional retail by identifying available spaces and engaging potential tenants. We've also become a trusted, active community partner through presentations and collaborations with the Reno+Sparks Chamber of Commerce, City of Reno, EDARN, Washoe County, UNR, GOED, Nevada Main Street, the Lt. Governor's Office of Small Business Advocacy, and others. Most recently, our Downtown Reno Urban Main Street program earned national accreditation from Main Street America—a new milestone that reflects our ongoing commitment to revitalization, economic growth, and vibrant public spaces.

Our marketing efforts are focused on showcasing the vibrancy and potential of Downtown Reno. Over the last year, we increased our media coverage, hosted the Rollin' Reno roller skating event at Locomotion Plaza, launched our Positively Downtown campaign, grew our social media channels and attended numerous community meetings. All this with the goal of highlighting Downtown Reno and the many incredible people and places in our city's core.

In conclusion, the Downtown Reno Partnership is playing a vital role in shaping the future of Downtown Reno. Our safe and clean focus along with special events, marketing and economic development initiatives have brought renewed energy and vitality to the area. Thank you for your commitment to making Downtown Reno a thriving place to live, work, play and do business.

Neoma Jardon
Executive Director



Keeping Downtown Clean!

Added two new pieces of equipment to our fleet to help with cleaning. One unit has a power washer to help get into spaces such as the river path while the other has a snowplow attachment.



Added Security Guard Program

Launched a Security Guard program to patrol the public realm along with our Ambassadors to add another layer of Assistance between the Ambassadors and Reno Police Department.



Bringing Foot Traffic Downtown!

For the second year in a row we hosted the popular Rollin' Reno roller skating event at Locomotion Plaza and drew over 700 attendees during the three-hour event.

Reno April 25, 2025

To whom it may concern,

I object the proposed assessment property levy for the special benefits received within the downtown Reno Business Improvement District. The burden of this work focused on the safety and welfare of the downtown area should be carried by the janitorial staff of the city and enforced by Police officers. The cost of this basic service should be carried through the regular residents and commercial real estate taxed!

Sincerely,

Lauren Merlino

Lauren Merlino

Presille,
50 N Sierra St
Reno, NV 89501



GEORGE MORRISON
FOREVER / USA

Received
MAY 01 2025
City Clerk

Reno City Clerk Office
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Reno, NV 89501