



## **Downtown Reno Business Improvement District FY 2024/2025**

### **Operating Plan**

### **Assessment Formula Information**

### **Proposed Budget**

---

**Improvement District Name:** Downtown Reno Business Improvement District (BID)

**Nonprofit Association Contracted:** Downtown Reno Business Improvement District, dba Downtown Reno Partnership (DRP)

**Changes to the boundaries of the BID:** None

**Modification to the BID Management Plan:** None

**Revenue increase focus:** Budget increase will focus on the creation of a Security Ambassador program (4 additional ambassadors deployed 7 days per week, and all 4 overnight ambassadors upgraded to security ambassadors), reactivation of vacant spaces (renovation and activation of Pavilion B of Partnership Plaza), an expanded downtown vacant property beautification program and expenses related to placemaking and programming of Partnership and Locomotion Plazas. It will also allow for the additional expansion of the Ambassador program if deemed necessary/beneficial.

### **Improvements/Services to be provided:**

#### ***Ambassador Services***

- Increase the number of Ambassadors by 4 to deploy a security ambassador program seven days per week (32 ambassadors total with potential to increase further pending security ambassador evaluation period of 90 days)
- Train and license the overnight ambassador team of 4 as Security Ambassadors
- Deployment of MARV (mobile outreach rapid-response vehicle) 7 days per week for expanded presence and faster response
- Crosstrain all ambassadors to be clean ambassadors, operate sidewalk sweeper/scrubber, power washing truck, biohazard removal
- Deployment of sidewalk scrubber/sweeper 7 days per week
- Deployment of trash hauling truck 7 days per week
- Code enforcement support through enhanced reporting and coordination
- Homeless outreach with expanded service provider coordination
- Increased training - conflict resolution tactics and diversity training
- Hospitality services – directions, recommendations and information sharing



- Eyes and ears on the ground to address clean and safe issues (in cooperation with RPD, RFD & REMSA and Code Enforcement)
- Presence at special events (crowd support, trash mitigation, safe walks)
- Special focus areas (i.e. river, 4<sup>th</sup> Street, Record Street, railroad adjacency, alleys, plazas, 2<sup>nd</sup> Street, and Riverwalk)

#### ***Enhanced Police Collaboration and Training***

- Weekly meeting with RPD leadership, monthly safety and security meetings with downtown stakeholders and law enforcement
- Expanded training with RPD (identification of hot spots, conflict resolution, trespassing, reporting, RMC education, court summons education and collaboration)

#### ***Operations***

- Maintain office operations and have staff retention measurements in place (i.e. sensible salary increases, staff training, 5-year strategic plan deployment and workflow benchmarks)
- Continue to support and enhance City Walks
- Continue district specific “lunch and learn” sessions

#### ***Marketing***

- Pitch content promoting downtown businesses and events to highlight the positive shift occurring in Downtown Reno.
- Continue to promote downtown businesses via video blog
- Celebrate economic wins and provide media support with the ‘Blue Carpet Treatment’ which creates community and awareness for new downtown businesses in partnership with the City of Reno, EDAWN, Lt Governor's Office of Small Business Advocacy.
- Downtown Economic and experiential Promo video and collateral to showcase the tremendous potential of downtown
- USBC Digital Downtown Reno Coupon Book for locals and visitors to be used to promote businesses and engage with visitors
- Downtown map identifying the unique districts and arts/culture destinations
- Downtown Reno parking and business legend
- Promotional Partner to amplify River Walk District and the Brewery District events.
- Presentations and Reports
  - Annual report & quarterly updates to City leadership and stakeholders
  - Continued outreach to community to educate them on the BID programs and services and district lunch and learn sessions
- Using feedback form to amplify organization effectiveness.



- Continue website augmentation with micro-sites to promote events and economic marketing in downtown and make for a more user-friendly experience.
- Social media collaboration with businesses.

#### ***Economic Development/ Community Outreach***

- Develop and deploy State of Downtown data document
- Expanded Vacant Storefront Beautification program
- Be a strong resource for downtown data and information, track construction projects, developments, vacancies, property values, foot traffic, visitor, population, psychographic, and demographic data, respond to requests for data, and maintain a contact information database, property inventory, and current assessment roll.
- Continue to create good relationships with property owners, developers, commercial brokers, companies, businesses, and resident associations
- Collaborate with City of Reno, Washoe County, UNR, EDAWN, Nevada SBDC, Governor's Office of Economic Development, Lt. Governor's Office, and the Western Nevada Development District
- Survey downtown stakeholders
- Assist with the implementation of the GEHL Study strategies
- Placemaking, space programming, and tactical urbanism
- Work towards Main Street program accreditation
- Promote and support entrepreneurship and small business expansion
- Advocate for sustainability and conservation efforts

#### ***Activation / Events:***

- Activating Partnership Plaza during Summer of 2024 with a signature music/arts event along with food trucks and vendors
- Activating Locomotion Plaza two times per year during the summer months of 2024

#### ***Maintenance Services:***

- Cleaning and maintenance services for the BID area as defined in the Downtown Reno BID management plan and Professional Services Agreement (the scope of maintenance work is being evaluated at this time with City representatives and may be modified in 2024).
- Deployment of enhanced sidewalk sweeping/scrubbing, biohazard removal, power washing and trash removal



# Downtown Reno Partnership Budget

**Assessment Revenue (FY24-25)** **\$3.850 million (est.)**

<b>Program Services</b>	<b>\$2,067,000*</b>
<b>2023-24 Rollover Funds</b>	<b>\$322,000</b>
<b>Other Revenue</b>	<b>\$100,000</b>
<b>Operating Expenses</b>	<b>\$950,000**</b>
<b>Supplemental Maintenance</b>	<b>\$415,000***</b>

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



DOWNTOWN RENO PARTNERSHIP,  
BOARD UPDATE



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	
Standard	\$ 0.005061	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	Assessed Value Linear Foot Linear Foot
Premium	\$ 10.87	\$ 10.87	\$ 10.92	\$ 10.98	\$ 10.98	\$ 10.98	
Premium Plus	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	
Zone	Rate Change %						
Standard	0%	-0.66%	-0.01%	0.00%	0.00%	0.00%	
Premium	0%	0.00%	0.50%	0.54%	0.00%	0.00%	
Premium Plus	0%	0.00%	0.00%	0.01%	0.00%	0.00%	