



RENO

THE BIGGEST LITTLE CITY IN THE WORLD

City Council Meeting March 22nd, 2023

Presented by Downtown Reno Partnership
Vice Chair, Tony Marini, Vice President of Casino
Operations and Community Relations at THE ROW



DOWNTOWN RENO
PARTNERSHIP
Ambassadors

What is the Downtown Reno Partnership?

- Created by the City of Reno at the request of property owners and with the direction of the Progressive Urban Management Associates, in 2018.
- 1 of 1,500+ throughout the country.
- Private-sector led and managed Neighborhood Improvement Project under NRS271.
- 501c6 nonprofit business whose main purpose is to make downtown Reno a safer, cleaner, and more vibrant district for residents and visitors.
- Funded by property assessments which pay for operations, street maintenance, extra downtown police officers, Streetplus-administered Ambassadors, marketing and economic development.





Before the BID was created

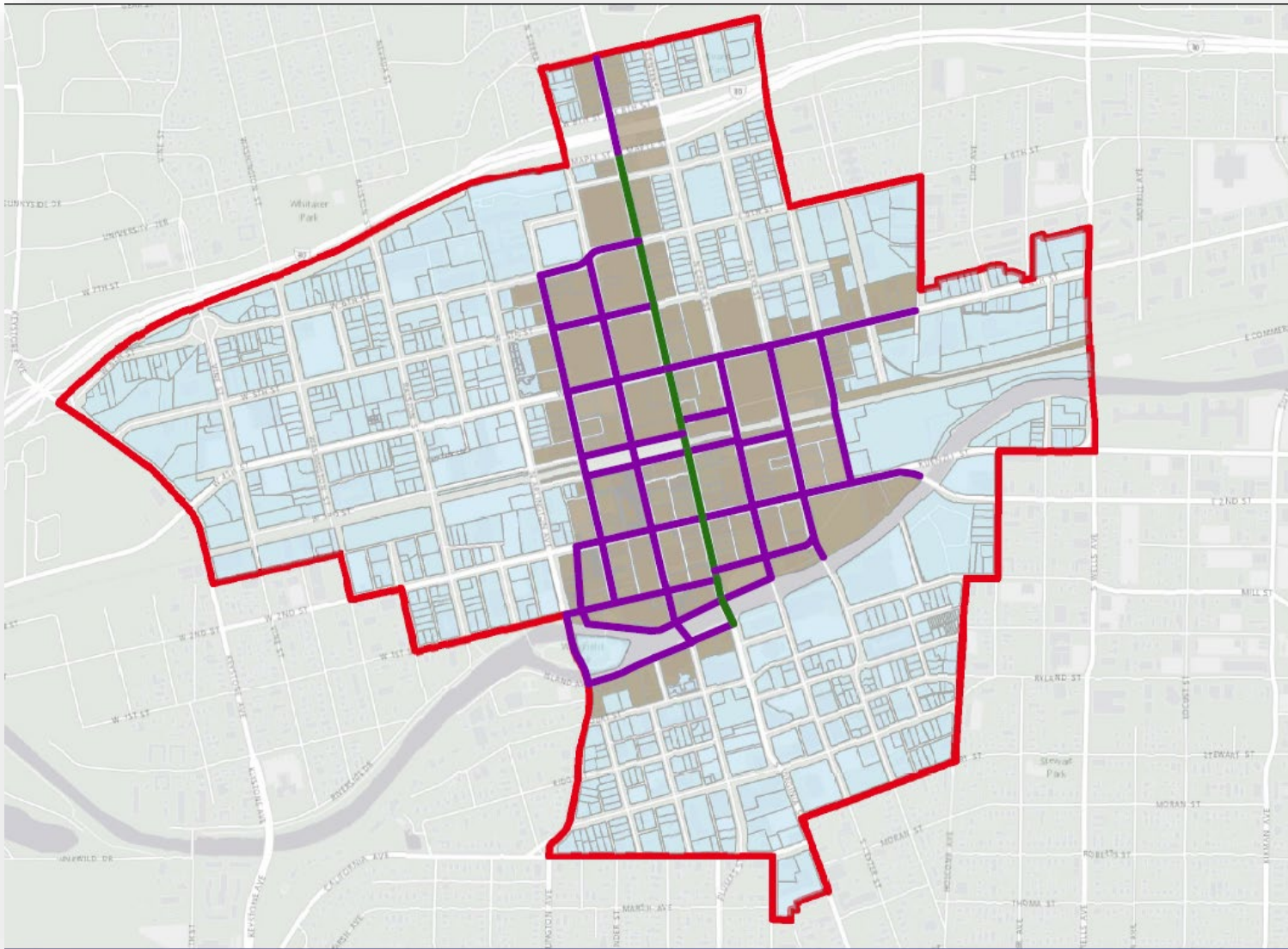
- Major cleanliness issues.
- Downtown's reputation was negative.
- Developers were hesitant to come downtown.
- No strong sense of a community.
- Homeless individuals were not strongly tended to for help and referrals to resources.
- Police were inundated with nuisance calls for service (i.e. trash, weeds, vandalism, graffiti, illegal camps).





After the BID was created

- Ambassador services to the homeless reduced demand on emergency services.
- Along with regional collaboration and the opening of the Nevada CARES campus, unsheltered homeless has been reduced by 42%.
- Reno had a major decline in cleanliness issues and illegal dumping.
- There was a 50% reduction in nuisance crime.
- Graffiti was removed quickly.
- Based on assessment fees collected, property value has risen 30.2%.



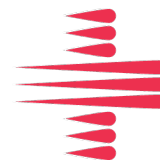
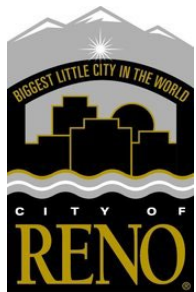
BID Boundary & Service Zones

Standard Services are provided throughout the entire district and include safety, on-demand spot cleaning, crime deterrence and engagement with street populations and visitors.

Premium services added patrols within the core of downtown, heavy concentration on litter and graffiti removal, public furniture cleaning and power washing.

Premium-plus services are concentrated along the Virginia Street corridor and include additional daily services. Premium-plus properties also pay into a special beautification budget for annual projects.

Strategic Deployment





Clean and Safe



AMBASSADOR STATISTICS JULY 2021-JUNE 2022



2,896 HOTLINE CALLS



269 GRAFFITI REMOVED



14,400 POUNDS OF TRASH REMOVED



5,222 DIRECTIONS GIVEN AND ENGAGEMENTS WITH VISITORS



414 SHOPPING CARTS RECOVERED



3,944 REFERRALS TO SERVICES



1,946 WELLNESS CHECKS



56,473 BUSINESS, PROPERTY AND RESIDENTIAL CHECK-INS



455 BAGS OF TRASH COLLECTED FROM PUBLIC PARKS



342 SYRINGES REMOVED



1,252 SAFETY WALKS



98 CLIENTS TO LONG-TERM HOUSING/TREATMENT



656 VAN RIDES FOR DMV, SOCIAL SECURITY, SHELTER AND MEDICAL APPOINTMENTS

Ambassador's Program Next Steps



Overnight Ambassador Services



Street Sweeper "Scrubs"



Training



Event Assistance





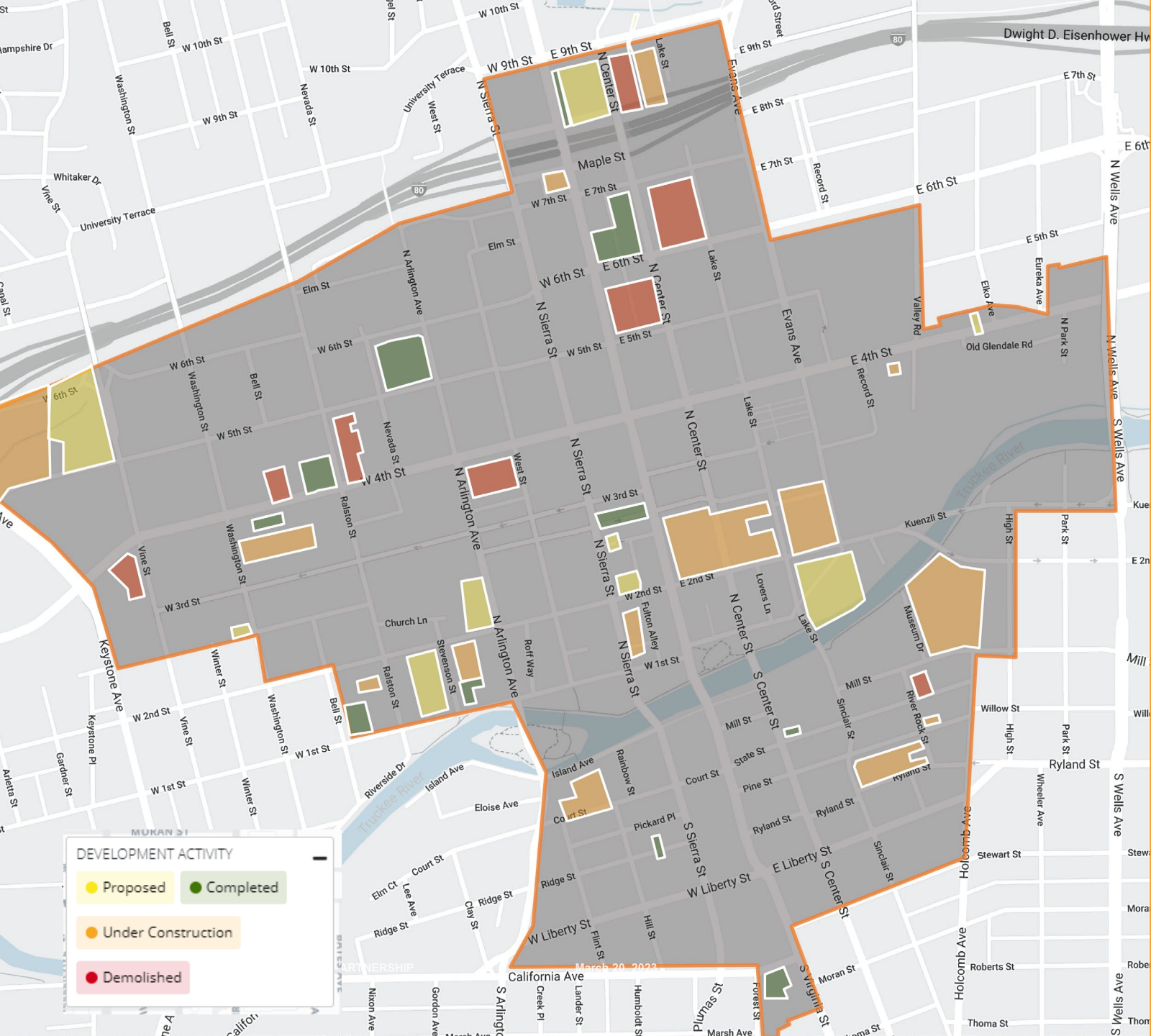
Economic Development Update





Downtown Construction

- ~1,327 residential units currently under construction
- ~641 proposed units in the pipeline
- Full picture





University Crossing

Retail spaces to include Jimmy Johns, coffee shop, and another retail business.





UNR Parking Garage





Reno City Center

- Nation's largest adaptive re-use project
- 530 Units
- Restaurants and retail.

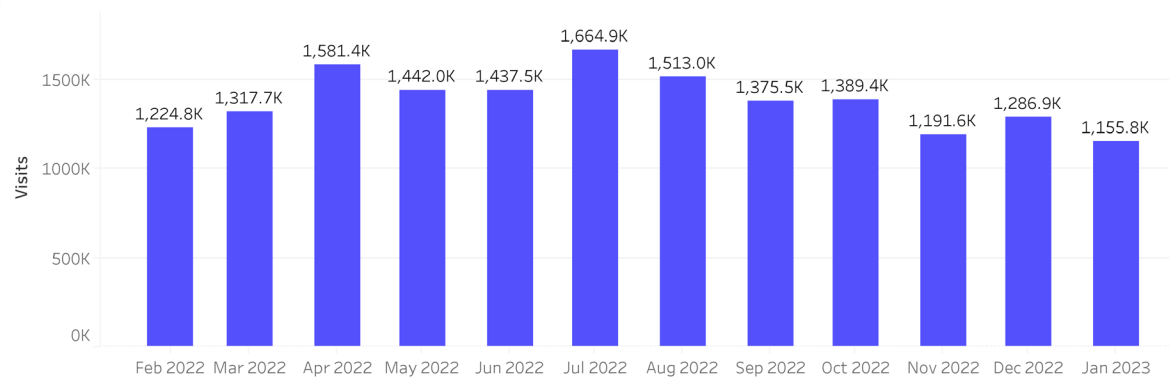




Visitors

Jan 2023

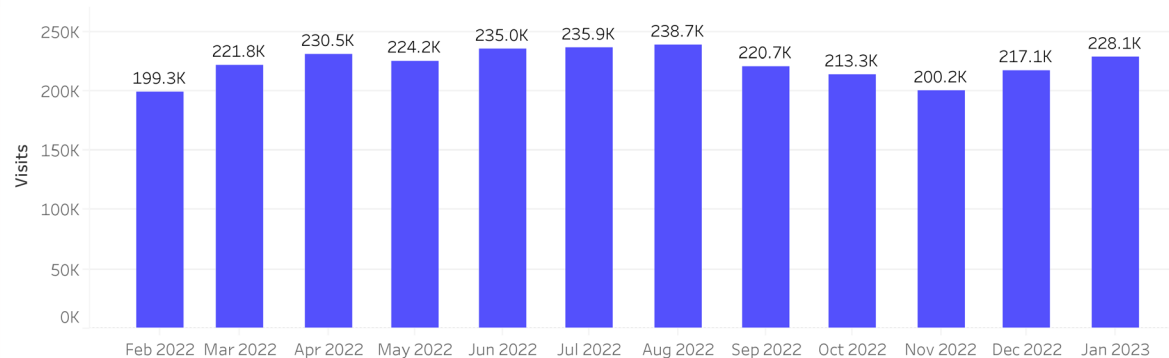
Visits	1,155.8K
MoM	-10.2%
YoY	3.0%
Yo3Y	-20.6%



Employees

Jan 2023

Visits	228.1K
MoM	5.1%
YoY	16.3%
Yo3Y	-25.4%



Foot Traffic & Visitor Data

Tracking trends and patterns.

Resident and non-resident population.

Visitor demographics, behavior, attitude, and psychographics.

Events and business counts



Visits Trend

Jan 1, 2017 - Mar 13, 2023

- 1 - BBQ, Blues & Brews
- 2 - Wingfest
- 3 - Hot August Nights
- 4 - Street Vibrations



Economic Marketing

Selling Reno to the World

- Create economic marketing collateral to showcase Downtown Reno from multiple vantage points.
- Distribute and market this collateral to site selectors nationwide and use a data driven approach to find good businesses to amplify the downtown core to residents and the thousands of incoming downtown residents.
- New website redesign, microsites and Downtown Reno hype video
- Become the go-to for economic development, data and vibrancy in Downtown Reno.



Economic Development Next Steps

- ❖ Main Street Program accreditation & grant funding.
- ❖ Build support for Truckee River Path improvements between Lake St. and Sparks.
- ❖ Vacant storefront program on Virginia Street



The Nugget

233

The Nugget
THE FAMOUS
Nugget Diner
Open 24 Hours
PANCAKE & EGG
BREWERY
ARTFUL & FUN
LET PANTS
ANTHONY DOO

235

The Nugget

233



The Nugget
THE FAMOUS
Nugget
Diner
Coke & Nugget
PANCAKE & EGG
BREWERY
ARTFUL & FUN
LET PANTS
ANTHONY DOO

235

HORSES

JEWELRY AND LOAN



229



Marketing Update

Marketing Manager M. Brian Bosma



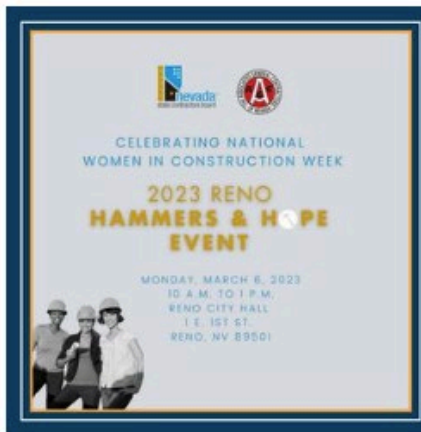
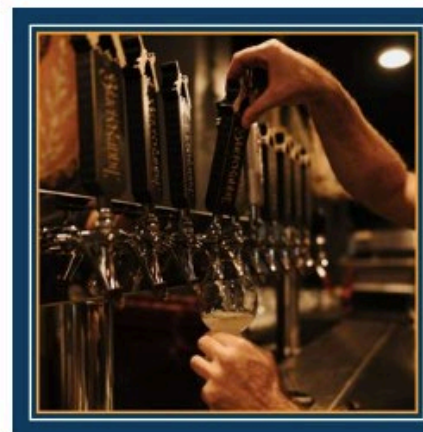


Downtown Reno Partnership @downtown_reno · Jan 5
 A feel-good story to start your New Year from our partners at
 @REMSAHealth honoring Ambassador Roscoe!

REMSA Health @REMSAHealth · Jan 5
 A feel-good story to start your New Year - a 🏆:
[Show this thread](#)



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THIS IS RENO

LOCAL NEWS & EVENTS

- Branded Content (36 Articles): Doing it Right it Downtown / This is Downtown / What's Up Downtown Articles.
- Yearlong rotating Downtown Reno Partnership graphics on the website and newsletter.
- Featured event marketing (8 featured events).



**WHEN WAS
THE LAST TIME
YOU WERE
DOWNTOWN?**

#BELIEVEINRENO



**It takes a city: Kromer
Investments is a key component
in Downtown's revitalization
(sponsored)**



**REPORT LITTER,
NUISANCES, GRAFFITI
AND MORE IN
DOWNTOWN**

CALL: 775-313-4080



DOWNTOWN RENO PARTNERSHIP PERFORMANCE

STABILIZING DOWNTOWN STREETS

- 14,400 pounds of trashed removed by Ambassadors since April 2022
- 3,944 people referred to services
- 1,946 wellness checks
- 414 shopping carts recovered
- 269 pieces of graffiti removed

4:27 82°



Downtown Reno Partnership Announces Key Performance Indicators for Fiscal Year 2021-2022



DOWNTOWN RENO PARTNERSHIP

March 20, 2023

PODCAST: The successes and challenges of being downtown Reno ambassador

By Bob Conrad | August 5, 2022





Practice safe riding!



To help keep Reno safe and accessible for everyone, follow these helpful riding tips:

- ✓ Stay off the sidewalks
- ✓ Be mindful of pedestrians and other riders
- ✓ One rider per scooter
- ✓ Wear a helmet
- ✓ Use a bike lane when available or ride along the side of the road



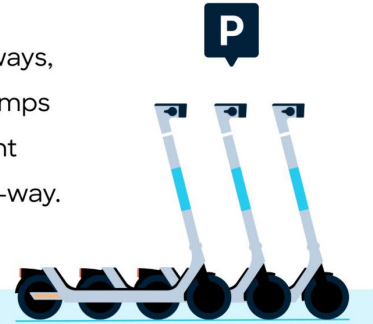
Snap a selfie in Reno!

- 1 Ride a Bird Scooter
- 2 Snap a selfie of you wearing a helmet
- 3 Share post using #BirdHelmetSelfie
- 4 Receive a future ride credit of \$0.25

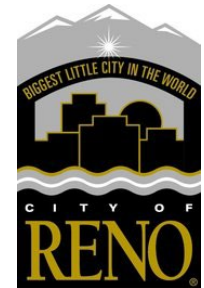
Always park your Bird responsibly

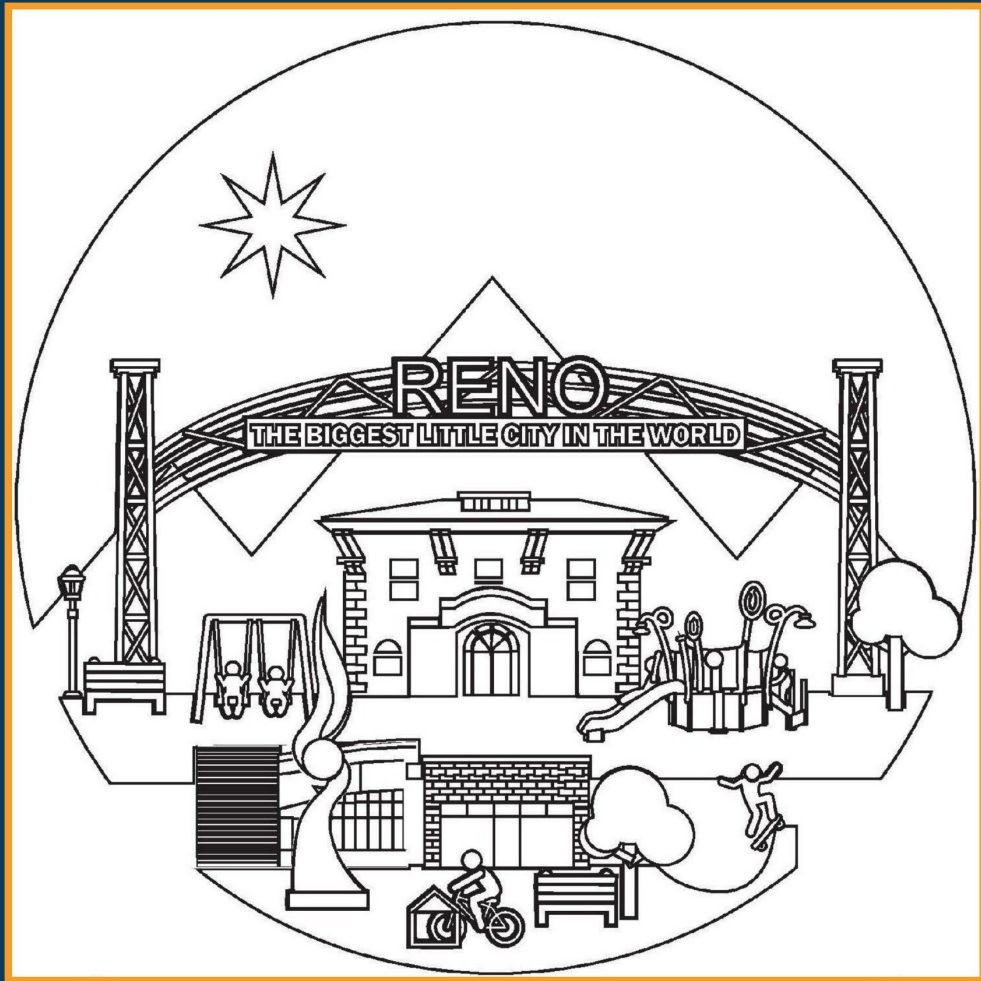


Keep sidewalks, doorways, and ADA accessible ramps clear by parking upright and out of the right-of-way.

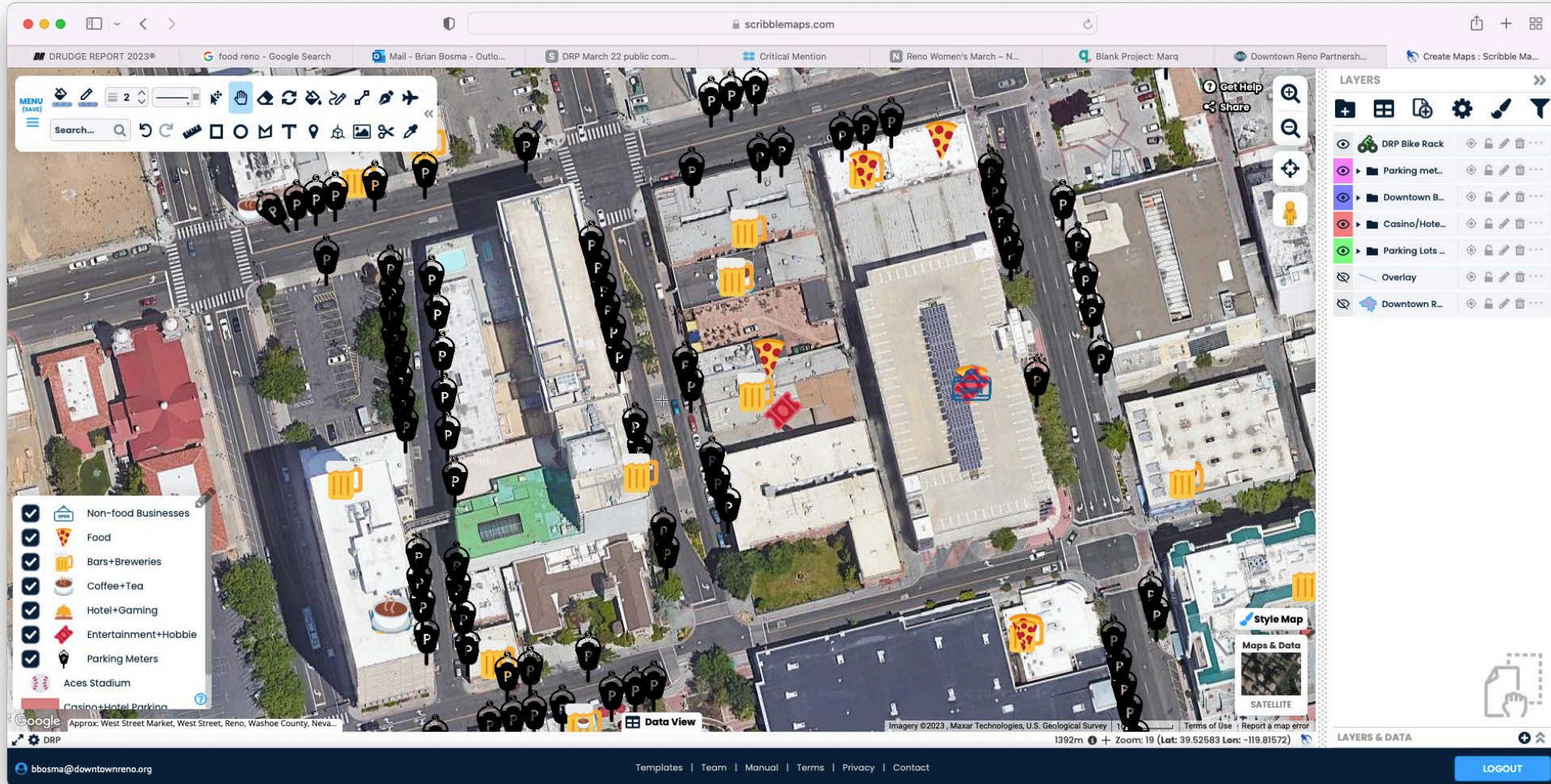


Go electric, ride with Bird.





Downtown Reno Parking Map



FRIDAY, JUNE 9, 2023

Rollin' Reno

\$5 ADMISSION | LOCOMOTION PLAZA
UNLIMITED SKATING, & FOOD TRUCKS, AND MUSIC



Blue Carpet Treatment

Promoting the wins in Downtown Reno

- Community event and showcase to highlight and welcome new businesses downtown.
- Create and distribute personalized press releases and social media wireframes to bring awareness and new business.
- Opportunity for downtown residents to create community with one another and show appreciation for new businesses in a structured event.



DOWNTOWN RENO PARTNERSHIP

March 20, 2023





PARTNERSHOP
PLAZA



40 E 4th St

Critical Mention Report

Downtown Reno Partnership - July 2022-Feb 2023



Mention Analytics

Mentions by Media Type



Online News Radio TV

Audience by Media Type



Online News Radio TV

Publicity by Media Type



Online News Radio TV



Total National TV Audience
749,769

Total National TV Publicity
USD \$77,752

Total Local TV Audience
749,769

Total Local TV Publicity
USD \$77,752



Total Radio Audience
1,390,167

Total Publicity Value
USD \$9,066



Total Online News Audience
77,394,989

Total Online News Publicity
USD \$9,748,591

DOWNTOWN RENO PARTNERSHIP REPORT



It takes a city (sponsored)

#765003



It takes a city (sponsored)

Employees from the Downtown Reno Partnership have come together to assist those in need, document and...

On This Is Reno
<https://thisisreno.com/2023/01/it-takes-a-city-sponsored/>

Total Reads

472

Unique Readers

299

Complete Reads

351

Average Time on Page

03:13

Link Clicks

1

Unique Referrers

9



Unique Readers

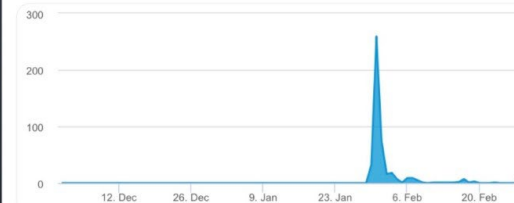
63.35%



Reads Completed

74.36%

Reader Count by Day



ADDITIONAL STATS

Preview Count

1

Facebook Shares

0



DOWNTOWN RENO PARTNERSHIP

March 20, 2023

36

Feedback Form



We want to hear from you on how the DRP has helped elevate Downtown Reno as a cleaner, friendlier and safer place to live.

Name *

Email *

Title *

Company *

Review *

If the DRP so chooses, Can we use this review for our website, social and marketing collateral, yes or no. *

☐ Yes ☐ No

We encourage anyone who sees something in the downtown area that needs attention to reach out to us so we may address problems in the most timely and effective manner



Total assessment budget

TOTAL ESTIMATED ASSESSMENT BUDGET \$3.675 million

STANDARD SERVICES

Ambassador Services	\$1,674,432
Police Services	\$810,000
Operating Expenses*	\$980,735

*Including marketing and econ dev services

PREMIUM SERVICES

Supplemental Maintenance	\$403,176
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PREMIUM PLUS SERVICES

Enhanced Daily Services, Beautification & Improvements on Virginia Street	\$100,460
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Supplemental Revenue

Contract/Contribution Revenue	\$100,000
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Estimated Contingency Funds**	\$613,916
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**Not included in totals above. Funds are reserved for Standard and Premium Plus Services.





**Scan To
View**

DOWNTOWN RENO PARTNERSHIP YEAR FOUR

2021-2022 ANNUAL REPORT



Questions?

Hotline Number: 775-313-4080
(Text or Call)

