



## **Downtown Reno Business Improvement District Operating Plan and Budget FY 2023/2024**

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**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:** The budget increase of approximate \$560k will focus on the creation of an overnight ambassador program (4 additional ambassadors deployed 5 days per week), reactivation of vacant spaces (Pavilion B of Partnership Plaza), a downtown vacant property beautification program and expenses related to the activation, placemaking and programming of Partnership and Locomotion Plazas.

**Improvements/Services to be provided:**

### ***Ambassador Services***

- Increase the number of Ambassadors by 4 to deploy an overnight Ambassador team five days per week between the hours of 10pm – 6am (29 Ambassadors in total)
- 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
- 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 bus station, railroad adjacency, alleys, plazas, 2<sup>nd</sup> Street, West Street and Riverwalk)



### ***Enhanced/Supplemental Police Services***

- Additional police services for the BID area as defined in the Professional Services Agreement
- Expanded training with RPD (identification of hot spots, trespassing, reporting, RMC education)

### ***Operations***

- Maintain office operations and have staff retention measurements in place (i.e. sensible salary increases, staff training, strategic plan development and workflow benchmarks)
- Continue to support and enhance City Walks

### ***Marketing***

- Publish sponsored content promoting downtown businesses and events to highlight the positive shift occurring in Downtown Reno.
- 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 and Made in Nevada.
- Promote and brand the 'Partnership Plaza'.
- Believe in Reno, Downtown Economic Promo video to showcase the tremendous potential of downtown.
- Child coloring contest to engage and promote family friendly restaurants.
- Digital Downtown Reno Coupon Book for locals and visitors to be used to promote businesses and engage with visitors with our hospitality ambassadors.
- Downtown Reno parking and business legend.
- Promotional Partner for 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 conduct Quarterly townhalls
- Using feedback form to amplify organization effectiveness.
- Complete website rebuild 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***

- Enhanced strategies to fight blight
- 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 once a month from May – September with a signature music event along with food trucks and vendors
- Activating Locomotion Plaza three times per year with larger, events during the summer months of 2023

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

- Cleaning and maintenance services for the BID area as defined in the Downtown Reno BID management plan and Professional Services Agreement
- Deployment of enhanced sidewalk sweeping/scrubbing, biohazard removal, power washing and trash removal