



MISSION STATEMENT

WHAT IS OUR CORE PURPOSE?

To lead and engage in efforts to revitalize downtown Reno as the thriving, sustainable, innovative and vibrant heart of the community.

FY19/20-21/22 STRATEGIC PLAN

Updated as of August 2019

STRATEGIC PRIORITIES & GOALS: WHERE ARE WE GOING?

The following Strategic Priorities and supporting Goals outline the direction of the DRP for the next three years:

PRIORITY #1: STABILIZE DOWNTOWN STREETS

Success looks like... a clean, beautified, and balanced downtown where all demographics can enjoy.

- **GOAL #1 - DOWNTOWN SAFETY, CLEANLINESS & FRIENDLINESS:** Create a friendlier downtown experience for visitors and residents by improving the perception of safety and cleanliness downtown through decreasing crime and creating programs and initiatives, resulting in a more balanced, welcoming environment.
- **GOAL #2 - HOMELESSNESS OUTREACH:** Be the first line of defense for the transient population interactions where we can affect a positive outcome prior to engaging with public service agencies, within the BID boundaries.

PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

Success looks like... an urban downtown that has yielded strong economic development through an increase of property values, home ownership and business growth.

- **GOAL #1 - ECONOMIC DEVELOPMENT RESOURCE:** Become a resource for stakeholders and provide a network for property owners, developers, brokers and investors downtown in order to encourage and attract businesses that would create foot traffic and investment in downtown.

PRIORITY #3: AWARENESS & PROMOTION

Success looks like... a renewed perception of downtown through increased awareness and communication as well as a strong relationship of the BID with the downtown community and key stakeholders.

- **GOAL #1 - STAKEHOLDER & COMMUNITY RELATIONSHIPS:** Become an organization with strong community relationships and support from the Reno community, creating value for its stakeholders.
- **GOAL #2 - PROMOTE DOWNTOWN:** Promote downtown Reno through strong marketing efforts on a variety of platforms to communicate the transformation of downtown and to promote the existing business community.

PRIORITY #4: ORGANIZATIONAL SUSTAINABILITY

Success looks like... a strong BID team and a dedicated Board, working to develop quantifiable results.

- **GOAL #1 - INDEPENDENTLY ASSESSED & FUNDED ORGANIZATION:** Become a sustainable organization that is funded through assessment only.
- **GOAL #2 - STAFF & BOARD DEVELOPMENT:** Continue the development of the staff, Board of Directors, Advisory Board and committees.

STRATEGIC PLAN

FY19/20 GOALS

FY20/21 GOALS

FY21/22 GOALS

PRIORITY #1: STABILIZE DOWNTOWN STREETS

Goal #1 Downtown Safety, Cleanliness & Friendliness

- Total of 18 Ambassadors, of which two are Social Outreach Specialists.
- Begin execution of a lighting project.
- Increase in ambassador hotline calls.
- Find a solution to river cleanliness issues.

- Total of 22 Ambassadors, of which four are Social Outreach Specialists.
- Create a visitor and resident feedback system.
- Increase the number of Big Belly Trash Cans with Waste Management.

- Total of 25 Ambassadors.
- Work with key agencies to enhance public transportation and create a walkable downtown.

Goal #2 Homelessness Outreach

- Refer 40 individuals into long-term programs.
- A decrease in panhandling and loitering.

- Refer 50 individuals into long-term programs.
- Establish robust relationships with mental health service providers and transitional housing options.

- Refer 60 individuals into long-term programs.
- Maintain robust relationships with mental health service providers and transitional housing options.

PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

Goal #1 Economic Development Resource

- Hire qualified Economic Development Liaison.
- Successful network of property owners developed, initiating a dialog about the future of downtown.
- Develop a roadmap through the Main Street program.

- Inventory of properties created by end of 2020.
- Identify the top five viable, occupiable properties.
- Implement Main Street roadmap.

- Identify one specific project that is in process through the efforts of economic development committee.

PRIORITY #3: AWARENESS & PROMOTION

Goal #1 - Stakeholder & Community Relationships

- Educate the community to begin to establish the value of the BID.
- Host general quarterly town halls.
- Support RAD in their political awareness efforts.

- The value of the BID is established within Downtown stakeholders and residents.

Goal #2 Promote Downtown

- Increased Ambassador and brand recognition.
- Promote downtown businesses.
- National recognition within BIDs across the Country.

- Focused on raising awareness around systematic issues.
- Influencer campaign established.

PRIORITY #4: ORGANIZATIONAL SUSTAINABILITY

Goal #1 - Independently Assessed Funded Organization

- Raise \$625,000.
- Explore legislation to update BID annual renewal process.
- Recruit or reelect seven Board Members.

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- Recruit or reelect seven Board Members.

Goal #2 - Staff & Board Development

- Board members to host town halls.
- Annual Board Retreat.
- Staff/Board to attend IDA conference.

- Board members to host town halls.
- Create a Board orientation.

- Board members to host town halls.
- Review Ambassador contract.