



## **DOWNTOWN RENO PARTNERSHIP YEAR THREE**

2020-2021 ANNUAL REPORT | VOLUME 3





## DEAR DOWNTOWN STAKEHOLDERS,

The Downtown Reno Partnership successfully finished its third year. The year was still strongly defined by the challenges of the pandemic, and we did whatever we could to support the community in its efforts to re-open its doors. We were able to increase our team of Ambassadors from 20 to 24, including three social outreach specialists and two licensed social workers. Here are a few numbers, reflecting their hard work:

- 2,500 referrals to service (including shelter)
- 42 referrals to long term treatment programs
- Over 640 safe walks
- Over 3,000 hotline calls received (mostly nuisance related)
- 86,000 business check-ins
- Thanks to Washoe County's support, we were able to purchase a van, which enables the team to transport individuals in need of services and shelter.

Our relationship with the Reno Police Department remains strong and there is great appreciation for the support the Ambassadors are providing to help continue to reduce the number of nuisance related crimes in Downtown and even more complex crimes like a kidnapping that happened in spring.

As the Nevada Cares Campus is now open and utilized heavily, we are involved in a substantial \$8.8 million fundraising campaign to help with the next phase of the campus; adding medical services, food services and other amenities to the existing structure.

In an effort to create a more walkable Downtown corridor, especially along Virginia Street, the Partnership identified locations that had trash receptacles missing and helped purchase six Big Belly trash cans. The biggest

score in placemaking, however, was the Locomotion Plaza. It took us almost two years to get all the pieces in place to beautify the ReTRAC area between Virginia and Sierra streets, and it finally came to fruition. We secured a \$50,000 grant, added another \$80,000 from our own budget and gifted the money to the City of Reno to create a landscaped area that includes 20 trees, 1,600 plants and a ground mural, called Locomotion, that expands over the entire concrete lid. The City of Reno was able to secure a \$25,000 Bloomberg grant for that.

We already started preparing for the second phase, adding beautiful lighting to the plaza. For that, we were able to secure another \$30,000 grant and \$50,000 from our beautification budget. The plan is to add more of these artistic highlights to the Downtown area to enhance the experience for residents and visitors to Reno.

In the Economic Development arena, we have seen great progress with CAI having started construction of one of the largest conversion projects in the country. The former Harrah's Casino and hotel is being converted to over 500 apartments, 150,000 square feet of office space and over 78,000 square feet of retail on the ground floor. We have continued to support economic development by providing important data and resources to developers and businesses looking to come to Downtown Reno, including a survey of people living around Downtown. We also started the process of a visioning exercise to have a better understanding about what our various stakeholder groups want Downtown to look and feel like in the future.

It takes a village to revitalize our Downtown, and we are a strong part of it.

Sincerely,



**Alexander Stettinski**  
Executive Director



**Par Tolles**  
Chairperson



## OUR MISSION

*We lead and engage in efforts to revitalize downtown Reno and create a thriving, sustainable, innovative and vibrant heart of the community.*

## WHO ARE WE?

The Downtown Reno Partnership is a private, 501(c)6 nonprofit corporation created to make downtown Reno a safer, cleaner and friendlier place for business, residents and visitors. Our goal is to change the feel of the district, increase resident and visitor traffic and new business.



## PARTNERSHIPS WITH THE PARTNERSHIP

The Downtown Reno Partnership's board, staff and ambassadors spent the year continuing to forge partnerships with downtown stakeholders, services and community organizations. Those partnerships help advance our mission of improving life in downtown Reno.

In fiscal year 2020-2021, the Downtown Reno Partnership's \$2.86 million budget covered various services, including Reno Police officers who had been patrolling the district for two decades already under city-run special assessment districts. Those special assessment districts helped fund extra police and maintenance in downtown. The Downtown Reno Partnership's creation converted the City of Reno's special assessment districts into one business improvement district. Doing so created a funding gap for the full cost of the police services. To close the gap, generous supporters of the partnership's mission pledged more than \$625,000 annually for the first three years to ensure those existing patrols are maintained in

order to support downtown and ensure success of the Partnership and its ambassador program. In fiscal year for 2020-2021, that number increased to \$900,000 but was also the final year of the pledge.

Specific partnerships with our ambassadors and marketing staff will be discussed in more detail in the related sections of this report.

In the first quarter of 2021, the Downtown Reno Partnership was awarded a Nevada Main Street Grant, through the Governor's Office of Economic Development. The grant of \$50,000 will help pay for the second phase of redesign and beautification of the ReTRAC train lids that we now call Locomotion Plaza. That project will be completed at the end of the next fiscal year and will appear in detail in 2021 annual report.



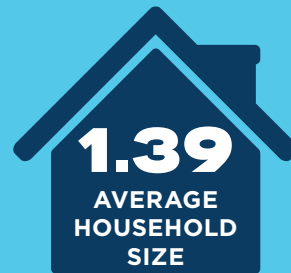
APPLE, INC.  
BASIN STREET PROPERTIES  
CLUB CAL NEVA  
SIRI'S CASINO, JEFF & SHERRY SIRI  
ECONOMIC DEVELOPMENT AUTHORITY  
OF WESTERN NEVADA  
ELDORADO, SILVER LEGACY  
& CIRCUS CIRCUS  
THE FOUNDRY  
GOVERNOR'S OFFICE OF  
ECONOMIC DEVELOPMENT  
RENO CITY CENTER  
JACOBS ENTERTAINMENT, INC.  
NEVADA DEPARTMENT OF  
TRANSPORTATION  
NV ENERGY  
REMSA HEALTH / CARE FLIGHT  
RENO ACES & RENO 1868 FC  
RENO LAND, INC.  
RENOWN HEALTH  
RENO-SPARKS CONVENTION  
& VISITOR AUTHORITY  
REGIONAL TRANSPORTATION  
COMMISSION  
SMALL BUSINESS DEVELOPMENT  
CENTER  
ST. MARY'S REGIONAL  
MEDICAL CENTER  
TOLLES DEVELOPMENT  
UNIVERSITY OF NEVADA, RENO

## DOWNTOWN RESIDENTS BY THE NUMBERS

**6,399**  
POPULATION



**50.1**  
MEDIAN AGE



**1.39**  
AVERAGE  
HOUSEHOLD  
SIZE

**\$44,662**  
AVERAGE  
DISPOSABLE  
INCOME



**1,568**  
HOUSEHOLDS  
OWN PETS

**9.5%**  
NO HIGH SCHOOL  
DIPLOMA



**30%**  
HIGH SCHOOL  
GRADUATE

**24%**  
SOME  
COLLEGE

**37%**  
BACHELOR'S, GRADUATE,  
PROFESSIONAL DEGREE

Source: Environmental Systems Research  
Institute, Demographic and Income  
Comparison Profile. Numbers come from  
within BID boundaries.



## AMBASSADOR PROGRAM

With our third year coming to an end, the Downtown Reno Partnership Ambassador program has not only overcome the challenges created by COVID-19, but they have also become a staple of our community. With Austin Pollard taking over operations in July of 2020, balance became the top priority.

Due to limited resources and new social distancing policies in the shelters during the peak of the pandemic, individuals experiencing homelessness found shelter on the streets and parks. As restrictions loosened, the Ambassador team help these individuals navigate to services as they re-opened.

The team of Ambassadors grew from 20 to 25 during the year. The five new team members included two Licensed Outreach, one Social Outreach and two Hospitality Ambassadors. The Licensed Outreach changed the game for the Outreach team by having full-time employees tasked with building and maintaining relationships with the supportive agencies as well as providing a form of case management to the clients. The Outreach team performed beyond expectations throughout the year. They successfully referred over 2,400 people to services and placed 60 individuals into long term housing or treatment, which is double the number from the previous year.

Along with referrals to services, the Outreach team started a new initiative to ensure everyone they work with is insured. Individuals without insurance have limited resources available to them, making it extremely difficult to get them to services when they are ready.

This new initiative essentially creates more possibilities for people our team serves, and also has a financial benefit to the community.

While working with Health Plan of Nevada, we learned that an individual without health insurance could cost the community on average \$102,500 in a single year through emergency room visits, hospital stays, ambulance rides, shelter, county jail, and community services. These costs can be drastically reduced or eliminated simply by insuring each person the team works with. Since the implementation of this initiative in January of 2021, the Ambassadors have signed up over 18 people with an insurance provider, potentially saving our community over \$1.8 million dollars.

Trust is the word that would best describe how they were able to accomplish so much through this last year. When living on the streets, many have found they can trust no one. That's where the Ambassador team stepped up. There is a phrase the team lives by, "Under promise and over deliver." Through this method they established a trust within the vulnerable population ensuring the Ambassadors deliver on what they say.

Going into this new fiscal year, the team of Ambassadors will have another new tool at their disposal. Transportation has been a major barrier for many seeking resources. Washoe County donated a van that will allow the Ambassadors to provide clients with transportation to services.

It is not just the vulnerable population benefiting from the Ambassador program, it is every individual and business within the downtown area. The Ambassador



team was tasked with regularly checking into every property and business, which in turn established a better relationship with them. Throughout the year, the team successfully provided 86,241 stakeholder check-ins. Before the new year, a survey was created for the businesses, property owners and individuals in the downtown area. This survey would show an overwhelming positive response about the work our Ambassadors are doing in the community. The Ambassadors have spent the last year cleaning the streets, engaging with people and building relationships, and it has shown.

With all the success the Ambassador program has had this last year it would be impossible for them to take the credit alone. A special thanks goes out to every agency in our community especially the Reno Police Department, REMSA Health, Reno Fire Department, City of Reno, Washoe County, Volunteers of America, Eddy House, Karma Box Project, RISE, Health Plan of Nevada, Northern Nevada HOPES, Community Health Alliance, Ridge House and many more.

The community has come together to support each other and together it is beginning to thrive.

## AMBASSADORS STATISTICS



**304** GRAFFITI REMOVED



**329** ILLEGAL DUMPING REPORTED



**71** SIDEWALK REPAIRS REPORTED



**5,262** DIRECTIONS GIVEN AND ENGAGEMENTS WITH VISITORS



**685** SHOPPING CARTS RECOVERED



**2,414** REFERRALS TO SERVICES



**2,626** WELLNESS CHECKS



**86,241** BUSINESS, PROPERTY AND RESIDENTIAL CHECK-INS



**567** BAGS OF TRASH COLLECTED



**399** FECES, URINE AND SYRINGES REMOVED



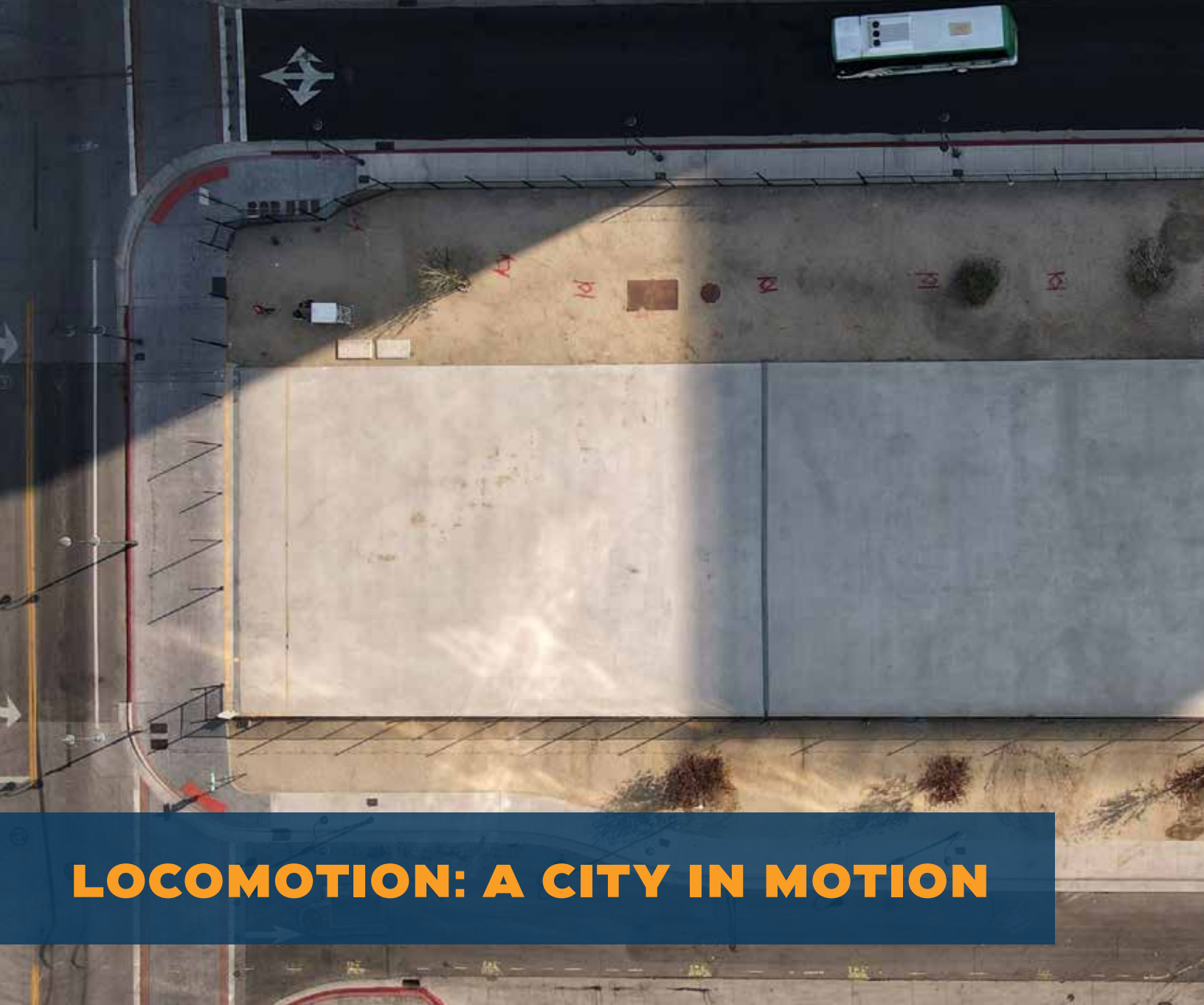
**2,747** NUISANCE ISSUES RESOLVED



**1,511** SAFETY WALKS



**60** CLIENTS TO LONG-TERM HOUSING/TREATMENT



# LOCOMOTION: A CITY IN MOTION

## THE HISTORY

For 100 years, railroad tracks split downtown Reno in two, moving freight but also causing delays and pedestrian safety hazards. In 2005, those railroad tracks were moved under downtown. Two “lids” were placed atop the tracks, with plans to turn them into parks. But the 2008 recession demolished any plans to fulfill that dream.

Thanks to the hard work of the Downtown Reno Partnership, City of Reno, sponsors, grants and partners, that dream was finally realized.

ReTRAC was just three-years-old when the Great Recession devastated Northern Nevada. Designed to

be a central component of the city, the original plans envisioned a large greenway and entertainment spine for citizens to gather for centuries to come, but due to the economic downturn, it fell into the shadows for 15 years.

Until this year, when financial partners joined forces once again.

After more than a decade-long-wait, innovative partnerships have come together to enhance the ReTRAC East Plaza concrete and dirt space between the Whitney Peak Hotel and Eldorado Resort Casino on Virginia Street. Residents and visitors can now visit a welcoming and aesthetically pleasing space. Plans are underway to enhance the western lid next to the Biggest Little Dog Park.





## THE ARTIST

The Reno Arts & Culture Commission and their Public Art Committee put out a call to artists for the ground mural project. The call received 25 applications from artists and artist teams. The PAC, along with input from the Downtown Reno Partnership, reviewed all applications and recommended artist Brad Carney based on his style and past experience. The RACC approved the PAC's recommendation.

The painting and installation of the mural was done by Carney with a group of coordinated volunteers. Carney's design concept includes abstracted elements specific to the site and our city. The design is intended to work

in tandem with downtown events and to encourage new uses of the space and interaction with the mural.

"This bright and vibrant 18,000 square-foot ground mural will allow participants to discover joy in downtown Reno," Carney said. "Family and friends will be greeted by colorful interpretations of Reno's landscape. Participants can walk the abstract rail path, or stroll the perimeter on a stripe pattern that takes you all the way around. The front entrance area begins with the rail path and images of local sagebrush. Mountain ranges give way to a raging river of blue beneath the stars, before squeezing through the rear section to form an oval and give way to the sun. The design was intended to be played with, staged, and transformed into whatever large scale event or setting."



## LOCOMOTION: A CITY IN MOTION

**R**eno was selected as one of 16 city projects in the first year of the Bloomberg Philanthropies Asphalt Art Initiative. Bloomberg's award, coupled with an additional Nevada Main Street grant, allowed the Downtown Reno Partnership, City of Reno, and local landscape and engineering firms to collaborate on a beautification project a decade in the making. Artist Brad Carney was selected to design a mural and lead teams of community volunteers to paint it.

The Reno Transportation Rail Access Corridor, or ReTRAC, was completed in 2005. The project lowered 2.25 miles of railroad tracks below the city streets.

This has been a beautification project in the making for over two years. We are proud this came to fruition in partnership with the City of Reno at a time when placemaking is crucial to help ignite traffic and vibrancy in downtown.

Nevada Landscaping Association and Stantec donated landscape architecture designs, while the City of Reno's Arts & Culture Commission Public Arts Committee chose an artist out of 25 applications. Brad Carney was selected based on his style and experience.

Brad Carney creates public and private works of art in a collaborative spirit for individual clients and community-based experiences. His personal aesthetic emphasizes rhythm, motion, and a playfulness using line, color and composition. Each project is an opportunity to create powerful human connections, he said. Recent projects have been inspired by abstract interpretations



of sound and movement in our environment, neighborhood architectural transition, and cultural identity of communities. The works reflect our history, discuss our present and reimagines a future together.

The City of Reno's Public Works department finished work on the landscape design at the end of April and complete it by the end of July. The Arts & Culture Commission assembled teams of local artists who aided community members in painting the mural. Carney painted and lead the community from June 7 to 18, 2021.

## LANDSCAPING

Small perennial shrubbery and six species of tree were planted on the edges of the ReTRAC lid. City of Reno Urban Forester Matt Basile created a list of appropriate tree types with a goal to encourage diversity. A more diverse urban forest is a more resilient urban forest. This mitigates the risk to the urban forest as the climate changes and different pests and diseases come to town. Most of the trees in downtown are a species of pear tree, for example, and if there was a pear disease, we'd lose all of them at once. So on a small scale, this project is an example of how the city wants to plant trees moving forward.



A total of 20 trees, and 1,600 flowers were planted. Variety of colors and flowering on the trees at different times of the year will create a beautiful canopy.

## COMMUNITY MEMBERS

Keep Truckee Meadows Beautiful created an opportunity for community members to also participate in planting flowers on the landscaped portion of the plaza after the art was completed. About 160 volunteers helped paint the mural on rotating shifts throughout the week of June 7, 2021.

# LOCOMOTION PLAZA BY THE NUMBERS



**18,000**  
SQUARE FEET OF CONCRETE  
WERE PAINTED



**260**  
VOLUNTEERS SIGNED UP FOR 300  
TIME SLOTS TO COMPLETE THE MURAL  
AND INSTALL LANDSCAPING



**100**  
HOURS TO  
COMPLETE  
THE MURAL



**21**  
COLORS IN  
THE MURAL



**250**  
GALLONS  
OF PAINT  
USED



**\$220,000**  
TOTAL COST OF PLAZA UPGRADE

**38**

MEDIA MENTIONS

**32 MILLION**  
MEDIA AUDIENCE

# ECONOMIC DEVELOPMENT



**RENO  
ORTHOPEDIC  
EXPANSION**



**KEYSTONE  
COMMONS**



# DEVELOPMENT ACTIVITY

- Under Construction
- Proposed
- Completed
- Demolished



1. RTC UNR Transfer Station - Rapid Extension
2. New College of Business Building
3. UNR Life Sciences Building
4. **UNR Gateway Parking Structure and Skyway** — Seven-story parking structure with 800 spaces and a skyway pedestrian bridge currently under construction.
5. Tolles Development University Retail Center
6. Canyon Flats
7. 661 Lake
8. **Keystone Commons** — Ten-acre site with 42,000 square feet of retail space including Starbucks, In-N-Out Burger, Firehouse Subs and 305 unit apartment complex breaking ground soon.
9. **Reno Orthopedic Clinic Expansion** — Four stories and 76,000 square feet of space. \$54 million investment in downtown
10. Compass Point
11. Loft 601
12. Renova Flats
13. Neon Line
14. Neon Line
15. Glow Plaza
16. Neon Line
17. P3
18. Greenstreet Senior Housing
19. Neon Line
20. Locomotion Plaza
21. Whitney Peak Expansion
22. 210 North
23. **Reno City Center** — Complete remodel of the former Harrah's Casino property to create 530 market-rate apartments, 150,000 square feet of office space, and 78,500 square feet of retail and public green space. Providing workforce training and housing for underemployed or homeless residents.
24. T3 Phase 1
25. Eden Towers
26. CasaBella Townhomes
27. Mod 2 Phase 2
28. Mod 2 Phase 1
29. The Mod at Riverwalk
30. T3 Phase 2
31. Kimpton Hotel
32. **El Centro** — Complete remodel of Joseph's to add kitchens to all 26 units, a community laundry area, and manager's office. Remained affordable housing.
33. 301 State
34. Ridge Street Apartments
35. Pine Street Townhomes
36. The Strand



## ECONOMIC DEVELOPMENT

### MISSION

Continue to transform downtown into a more vibrant community that is economically diverse, equitable, inclusive, sustainable, dynamic, beautiful and resilient.

Our mission within economic development aligns with the values of our organization to help build a downtown that has something for everyone. We have identified the core competencies of our department to include three goal areas as our core categories.

### GOALS

**Data & Information** – Collect it, manage it, analyze it, be a strong resource for it

**Community Organizing** – Facilitate meetings, make connections, collaborate, be available

**Main Street** – Be involved, support entrepreneurship, small business, beautification

In our second year of Economic Development, we

continued to build upon the achievements of our first year by focusing on our three established goals and six strategic initiatives.

Managing downtown data and information has emerged as one of our greatest strengths by becoming a strong resource hub of knowledge and collector of statistics. In the next year, we will be implementing a more robust database management system to further enhance our capabilities.

Some of our accomplishments in this goal area include compiling a report of the top 30 assessment payers representing 347 parcels and 63% of the overall BID budget, developing proficiency using ArcGIS to access Environmental Systems Research Institute data, and conducting another FlashVote survey that was sent out to the greater Reno area—receiving over 630 responses. We also launched an Economic Development section of our website to provide easier access to our development map and downtown stats.

We continue to maintain strong relationships with community partners, local government agencies, downtown stakeholders, and other industry experts. We have a substantial network and expanding sphere of influence that helps us add value to important

downtown discussions. Working with organizations like the Nevada Small Business Development Center allows us to better assist our downtown businesses, and maintaining connections with local developers and property managers keeps us in the conversation about new projects.

A few highlights in the last year of community organizing include over 186 meetings, calls and webinars, sending 131 letters to new property owners, and welcoming a dozen new businesses. Our monthly economic development committee and regional partners meetings have also become a vital resource for knowledge sharing and status updates.

As an active affiliate of Nevada Main Street, we collaborate with towns throughout the state and have regular access to partners in the Governor's Office of Economic Development. In addition to renewed placemaking and beatification efforts through our Urban Main Street program, we also have a new focus on ecosystem building and advocating for entrepreneurship programs and support organizations like 1 Million Cups and StartupNV.

Examples of recent successes for our Main Street goal area were the completion of a beatification project on ReTRAC that created Locomotion Plaza, convincing Whitney Peak to paint the façade of the old Vino's Lounge building, and helping property owners connect with the City of Reno to access EPA grant funds. We also received another placemaking grant from Nevada Main Street in the amount of \$30,000 to be used for new lighting on Locomotion Plaza.

During the pandemic, we shifted gears to focus on providing assistance for downtown businesses in the form of knowledge, information and technical assistance. We became a supporting member of the Nevada Business Information Network, which created a central hub of state information and resources. We participated in dozens of webinars to help us become experts on the Economic Injury Disaster Loan, Paycheck Protection Program and Restaurant Revitalization Fund as well as other components of the Coronavirus Aid, Relief and Economic Security Act and the American Rescue Plan Act. We reached out to and spoke directly to business owners to learn about their struggles and inform them about available resources.

The economic development efforts of the Downtown Reno Partnership have proven to be a catalyst for transformation that has been years in the making. We recognize that there is still much work to be done and our current momentum creates a great opportunity to accelerate the creation of a vibrant urban environment where people love to live, work, and play.

## DOWNTOWN BUSINESS BY THE NUMBERS



**1,060**  
TOTAL  
BUSINESS  
DOWNTOWN



**16,679**  
WORKERS IN  
DOWNTOWN

**5,237**  
NUMBER OF  
HOUSING UNITS



**\$127,653,791**  
TOTAL PROPERTY SALES FOR 20/21

**15.3%**  
INCREASE OF PROPERTY SALES FROM 19/20

Source: Downtown Reno Partnership analysis of regional data. Environmental Systems Research Institute, Demographic and Income Comparison Profile, numbers from within BID boundaries.



## MARKETING AND MEDIA

This year, the marketing department stayed busy spreading the word about ongoing business openings, started its first business forums, produced a lot of content with its three interns and started new holiday campaigns to drive foot traffic to downtown. The year rounded out with a bang when Locomotion Plaza opened.

The marketing department finished out 2020 with its first-ever Holiday Deal Hunt, a holiday marketing campaign invented to drive foot traffic to downtown businesses during COVID-19 isolation. The participating businesses all reported they would play the game again in the following year. More specifics and examples of the game will be discussed on the next page. The Partnership plans to start the game for a second year in 2021.

Content produced by the marketing department throughout the year continued to be a big resource for people looking for ways to support downtown businesses during COVID-19 shutdowns and isolation. We focused on small content, such as Instagram Stories, Facebook posts and blog lists.

Our three interns this year, Tamara Snight, Faith

Evans and Catherine Schofield, generated a lot of traffic to our social media channels and website that we turned into online advertisements and Facebook boosts. That content included student-focused guides to enjoying amenities, restaurants and attractions downtown.

Evans and Schofield were paid for by the University of Nevada, Reno Pack Internship program, which we signed up for in mid-2020. The University allowed us to hire two interns for spring and paid for both, instead of only one.

By the end of the year, marketing turned its attention to the work of a major website update and preparing for Locomotion Plaza. The website received a much-needed navigation upgrade, rewrite of the main web pages and clarifications for each department. The Locomotion Plaza, discussed more in detail on previous pages, received a specialized permanent web page on the site.

The purpose of the landing page is to give it a permanent story on the Internet so that anyone could learn about the project, its creators, its origin story and the volunteers who painted the mural and who planted the trees and flowers around it.

More than that though, the marketing department



## BY THE NUMBERS

**111** MEDIA MENTIONS

**33 MILLION** AUDIENCE

**\$15 MILLION** PUBLICITY VALUE

**5,200** COMBINED SOCIAL MEDIA FOLLOWING

**200,300** PEOPLE REACHED ON SOCIAL MEDIA

**36,000** PAGE VIEWS TO DOWNTOWNRENO.ORG

**1,738** EMAIL SUBSCRIBERS

created all the press materials and pitched all local media, some regional and national media, too. The Locomotion Plaza received more than 30 pieces of individual news content before, during and after the project. Marketing helped manage the news of the event for the Partnership and the City of Reno and Keep Truckee Meadows Beautiful so that everyone was included in relevant coverage.

As we wrapped up the fiscal year, we made plans to repeat some of the successes of the previous year and build on the momentum of reopening businesses and getting people back into downtown. An influencer campaign and business forums will begin in the fall.

## HOLIDAY DEAL HUNT

### THE GOAL

To entice people to come downtown and spend money in multiple businesses, including those they may not frequent regularly.

### HOW TO PLAY

To play, folks just needed to spend \$20 in a participating business and ask for a Downtown Holiday Deal Hunt Peel Off card. The card directed



them to the next participating business. They then peeled off the card to reveal what deal they were entitled to – whether it was a free item with purchase, a discount off their total bill, buy one get one free deal or whatever the participating business decided to offer. If they spent \$20 at that next business, they could get another card and keep playing as long as they'd like. The more cards they redeemed, the better their chance for one of several grand prizes, including staycations at some of our downtown Reno properties.

### TIMING

We launched the campaign on Black Friday and run it through the end of the year. Folks collected cards through Dec. 31, 2020 and had until Jan. 31, 2021 to redeem their deals.

### HOW DID IT GO?

Businesses came up with prizes ranging from small discounts to large gift cards, full dinner experiences and more. Many prizes went un-redeemed, which we expected, so that businesses did not have to deliver thousands of dollars in winnings. Social media advertising went well, but could've been improved with more participation from customers. We believe COVID-19 played a big role in dissuading people from going out. Businesses reported interest in repeating it "Without COVID" next year.

# 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.

- Keep the same level of Ambassadors
- With key agencies, enhance public transportation and create a walkable downtown.
- Contribute to the cleanliness of the Truckee River area

#### 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.

- Continue increasing long-term programs referrals.
- Robust relationships with mental health providers and transitional housing options.

### PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

#### Goal #1 Data and information resource

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

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

- Become the authority on downtown data.

#### Goal #2 Community Organizing

- Connecting with Brewery District & River Walk Merchant Associations.
- Generating stakeholder engagement for the creation of a unified downtown vision.
- Completed Economic Development section of the website.

- Provide leadership, facilitate conversations, and maintain a unified vision for downtown.

#### Goal #3 Main Street Support

- Coordinate with Nevada Main Street Program, support downtown businesses, entrepreneurship and a live/work/play urban lifestyle, and support sustainability in Design and Economic vitality.

- Work towards program accreditation.

### PRIORITY #3: AWARENESS & PROMOTION

#### Goal #1 - Stakeholder & Community Relationships

- Begin to establish the value of the BID.
- Host general quarterly town halls.
- Support RAD

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

- National recognition w/in BIDs across the Country.
- Local recognition w/in City & County.

#### Goal #2 Promote Downtown

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

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

- 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.

- Raise \$625,000.
- Recruit or reelect seven Board Members.

- Using fundraising dollars to increase Ambassador Program.

#### 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.

- Continue to fill expired Board Seats.
- Annual Board Retreats.
- Staff & Board to attend IDA conference.



## BOARD FINANCIALS, BOARD AND STAFF

The 2020-2021 fiscal year budget was \$2.86 million.

**\$1 million** of that paid for 24 ambassadors, their manager and equipment.

**\$900,000** paid for supplemental Reno Police officers in order to maintain previous police force paid for by the previous special assessment district.

**\$588,000** paid for staff, operations, economic development and marketing programs.

**\$400,000** paid for the City of Reno staff who performed additional maintenance and cleaning throughout the district and for improvements along Virginia Street.

**\$100,000** premium services for beautification and improvements on Virginia Street.

### STAFF

**Alex Stettinski**

Executive Director

**Mike Higdon**

Marketing Manager

**Nathan Digangi**

Economic Development Manager

**Austin Pollard**

Operations Manager

**Tanya Polli**

Office Manager

**Secretary Jim Gallaway**

Resident of the Palladio  
Condominium Tower

**Treasurer Mike Rossman**

Director of Development, Reno  
Basin Street Properties

**Jonathan Boulware**

Vice President of Nevada  
Operations at Jacobs  
Entertainment

**Sharon Chamberlain**

CEO of Northern Nevada HOPES  
Hospital

**Tiffany Coury**

CEO of Saint Mary's Regional  
Medical Center

**Eric Edelstein**

President at Reno Aces Baseball  
and Reno 1868 FC

**Heidi Gansert**

Executive Director, External  
Relations, University of Nevada  
*Succeeded by:*

**Patricia Richard**

Chief of Staff to University of  
Nevada President Brian Sandoval

**Britton Griffith**

Property owner in downtown and  
Reno Planning Commissioner

**Neoma Jardon**

Reno City Council Member

**Robert Lucey**

*Succeeded by:*

**Alexis Hill**

Washoe County Commissioner

**Steven T. Polikalas**

Attorney at law

**Eric Lerude**

Downtown Reno resident at  
The Montage

**Eric Olson**

General Manager of  
Whitney Peak Hotel

**Rick Murdock**

*Succeeded by:*

**Tony Marini**

Vice President of Operations &  
Guest Experience at THE ROW

**Kaya Stanley**

Co-Owner of Old Granite Street  
Eatery

### BOARD

**Chair Par Tolles**

President of Tolles Development

**Vice Chair Chris Shanks**

Dickson Commercial Realtor,  
owner of The Depot Craft  
Brewery-Distillery and Louis  
Basque Corner

**Secretary Ken Krater**

Principal of Krater Consulting  
*Succeeded by:*



SAFER • CLEANER • FRIENDLIER

**40 E. FOURTH ST. PAVILION A, RENO, NV 89501**  
**OFFICE: 775.432.0772 | AMBASSADOR HOTLINE: 775.313.4080**

**[DOWNTOWNRENO.ORG](http://DOWNTOWNRENO.ORG)**

 /DowntownRenoBID

 /DowntownRenoPartnership

 /company/DowntownRenoPartnership