

STRATEGIC PLAN

FY20/21 GOALS

FY21/22 GOALS

FY22/23 GOALS

PRIORITY #1: STABILIZE DOWNTOWN STREETS

Goal #1 Downtown Safety, Cleanliness & Friendliness

- 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

- Increase cross-training on cleaning equipment and cleaning processes, to enable expanded deployment of DRP cleaning resources.
- Working with property owners & Reno Direct to actively address persistent illegal encampments and loitering on private property,
- Continue to strengthen strategic relationships with our partners (such as safety personnel & City services).

Goal #2 Homelessness Outreach

- 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.

- Collaborate effectively with the County and Built of Zero (i.e. assist in collecting data), streamlining weekly HMIS input and referring 100 individuals into long-term housing.
- Continue van share rides to government, health, and human services.

PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

Goal #1 Data and information resource

- 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.

- Integrate data platforms like PBID Manager and Gingko.
- Leverage existing data with better visualization, mapping, and modeling.

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.

- Continue to work with property owners to encourage property rehabilitation and development.
- Conduct two additional surveys and produce an easily digestible report for our unified downtown vision.
- Provide monthly snapshots and respond to requests for additional data.

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.

- Secure more grant funds for beautification and place-making.
- Collaborate with marketing department to develop economic & community development tools of informational material.
- Explore program accreditation and facilitate fund management for strategic initiatives

PRIORITY #3: AWARENESS & PROMOTION

Goal #1 - Stakeholder & Community Relationships

- 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.

- Collaborate with key organization to create vibrancy in Downtown Reno by establishing, organizing, and promoting key businesses & events.
- Encouraging feedback of DRP services to increase effectiveness and increase awareness of DRP activities to downtown residents, businesses, and the media.

Goal #2 Promote Downtown

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

- Influencer campaign established.

- Encouraging feedback of DRP services to increase our effectiveness and increase awareness of DRP activities to downtown residents, businesses, and the media.
- Collect and share reviews and testimonials about positive Ambassador interactions & stats and to educate the community on DRP impacts.
- Create and promote community/vibrancy by interacting with organizations and events that align with a vibrant downtown.
- Expand opportunities for others to tell our story.
- Promote safe and sustainability initiatives.

PRIORITY #4: ORGANIZATIONAL EXCELLENCE

Goal #1 - Strategic Funding Opportunities

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

- Using fundraising dollars to increase Ambassador Program.

- Identify and secure potential funders for identified strategic initiatives.
- Develop the prospect list.
- Establishing the funder engagement and outreach process.
- Re-establish RAD.

Goal #2 - Organizational Effectiveness

- 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.

- Successfully manage and execute all strategic initiatives.
- Increase Board engagement and attendance through strategic community and management presentations.
- Engage the Board to achieve the DRP goals and fundraising targets.