

**DOWNTOWN RENO PARTNERSHIP YEAR FIVE
2022-2023 ANNUAL REPORT | VOLUME 5**



DEAR DOWNTOWN STAKEHOLDERS



Looking back on our fifth year as a Business Improvement District (BID) from July 2022 to June 2023, the Downtown Reno Partnership (DRP) takes immense pride in our accomplishments. With an expanded focus on transforming Downtown Reno into a safe, clean, and thriving destination, we have introduced new equipment, events, and initiatives that have significantly increased the value for our stakeholders.

Our dedicated Ambassador team has been instrumental in maintaining the safety and cleanliness of the BID. Their unwavering commitment resulted in nearly 42,000 stakeholder check-ins, collecting over 19,000 pounds of trash, completing 1,433 pressure washes, and more than 1,000 social services referrals such as shelters, detox facilities, clothing, and housing. Their positive impact in Downtown is undeniable, and we wholeheartedly appreciate their tireless efforts. We are overjoyed to see the continuous praise they receive from our stakeholders and visitors alike.

To further enhance our operations throughout the 110 blocks of the BID, the team has acquired three new pieces of equipment. Thanks to the generous funding from the City of Reno, we have added a dedicated truck that facilitates transportation for individuals seeking services and assists in removing debris from abandoned encampments. Additionally, a state-of-the-art sidewalk sweeper/scrubber is now deployed daily on Virginia and Sierra Streets, and a T3 mobile unit named MARV (Mobile Ambassador Rapid Response Vehicle) is now at the Ambassador's disposal thanks to funding from Washoe County, ensuring an extra level of cleanliness and maintenance.

During the year, we elevated our partnership with the City of Reno by implementing daily walks with City personnel to address and correct real-time issues. From removing graffiti and collecting trash to interacting with individuals needing services or requesting maintenance issues requiring attention, these walks have proven to positively and immediately impact our mission's safe and clean element. Additionally, The DRP team documented a 50% reduction in nuisance calls to the Reno Police Department. We have also played a vital role in decreasing the number of unsheltered homeless individuals on the streets by an impressive 58% since the opening of the

Cares Campus. These statistics highlight our efforts' positive impact on the shared vision for downtown revitalization.

The dynamic DRP team has successfully transformed a once-neglected space into a vibrant hub with a series of captivating events known as Downtown Tuesdays. This initiative aimed to draw in residents, locals, and visitors to the area, igniting a renewed sense of community spirit. Partnership Plaza, the epicenter of these free community events, exuded an inviting atmosphere enriched with live music, food, drinks, enticing vendors, and engaging games. All these attractions are nestled amidst a lush, tree-covered landscape. Taking inspiration from successful endeavors in other cities, the DRP team further pushed the boundaries of rejuvenation by launching the "Vacant Storefront Beautification Program" and the groundbreaking "Blue Carpet Treatment" program. These innovative endeavors welcome new businesses and highlight our commitment to fostering a flourishing business environment and removing blight.

In the realm of Economic Development, the Downtown Reno Partnership (DRP) has established itself as a crucial partner in shaping the trajectory of Downtown. Through a thorough analysis of the Truckee River Path's relation to Downtown, we identified a pressing need for a significant transformation. In collaboration with the esteemed consultants at Dig Studio, we worked to generate conceptual renderings that envision an elevated river path experience, delivering a remarkable makeover that will captivate visitors.

In close coordination with the City of Reno Revitalization Department, we actively identify vital opportunities, strategies, and priorities that will unlock the true potential of downtown properties, ensuring their long-term success.

As we progress, the Downtown Reno Partnership is proud to be at the forefront of the city's revitalization journey. Together with our stakeholders and community members, we will continue to shape Downtown's future, making it a vibrant, inclusive, and prosperous destination for all.



Neoma Jardon
Neoma Jardon
Executive Director



Chris Shanks
Chris Shanks
Board Chair



WHO WE ARE

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



OUR MISSION

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

A low-angle, blue-tinted photograph of a building facade. A large sign is visible, featuring the word 'BIGGEST' in large, white, sans-serif capital letters on the left, and 'LITTLE' in smaller, white, sans-serif capital letters on the right. Above the sign, there are large, stylized, metallic-looking letters that appear to be 'R' and 'S'. The building has a modern, industrial aesthetic with visible structural elements and windows.

BIGGEST LITTLE



PARTNERSHIPS WITH THE PARTNERSHIP

- Basin Street Properties
- Bird Scooters
- Club Cal Neva / Siri's Casino
- Design on Edge
- Dickson Commercial Group
- Economic Development Authority Of Western Nevada
- Governor's Office Of Economic Development
- Jacobs Entertainment, Inc.
- Karma Box
- Katie Grace Foundation
- Keep Truckee
- Meadows Beautiful
- Lifestyle Homes
- National Automobile Museum
- Nevada Division of Outdoor Recreation
- Nevada Small Business Development Center
- Northern Nevada Hopes
- Pacific Development
- REMSA Health
- Reno Aces / Greater Nevada Field
- Reno Brewery District
- Reno Fire Department
- Reno Housing Authority
- Reno Police Department
- Reno-Sparks Convention & Visitor Authority
- Reno Sparks Chamber of Commerce
- Regional Transportation Commission
- Riverwalk District
- Saint Mary's Regional Medical Center
- TEDx Reno
- The Depot/Louis' Basque Corner
- The Montage
- The Palladio
- The ROW (Eldorado, Silver Legacy & Circus Circus)
- Tolles Development Company
- University of Nevada, Reno
- Washoe County
- Western Nevada Development District
- Whitney Peak

DOWNTOWN RESIDENTS BY THE NUMBERS



5,987

POPULATION
OF DOWNTOWN

52.4

MEDIAN AGE
OF DOWNTOWN
RESIDENTS



1.6

AVERAGE
HOUSEHOLD SIZE

1,306

HOUSEHOLDS
OWN PETS

\$58,118

AVERAGE
DISPOSABLE INCOME



40%

ASSOCIATES DEGREE
OR HIGHER

31%

HIGH SCHOOL
GRADUATE

19%

SOME COLLEGE

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





DAILY CITY WALKS - A PIECE TO ENSURING A SAFE AND CLEAN CITY CORE

Since October, the Ambassadors and DRP team have been actively involved, in collaboration with the City of Reno, in conducting patrols across various zones within the BID. These daily walks involve the DRP team, Ambassadors, and several city departments, including City Management, Code Enforcement, Public Works, Clean and Safe, and more. The objective of these patrols is to ensure prompt resolution of any issues and provide necessary assistance to those needing services. In addition, the team picks up trash, takes note of any graffiti to remove, and records any code enforcement issues, among other things.



AMBASSADOR ROSCOE EARNS REMSA RECOGNITION



Ambassador Roscoe was alerted about an unconscious community member. Roscoe's first-aid training kicked in, and he recognized this as a likely drug overdose. He dialed 911 and administered Naloxone. Crews arrived and were able to assess the situation further and provide care. There's no doubt that Roscoe's quick-thinking, fast-acting, and willingness to intervene during a medical emergency made the difference for that individual. REMSA recognized Roscoe for his efforts and presented him with a Community Caregiver award.

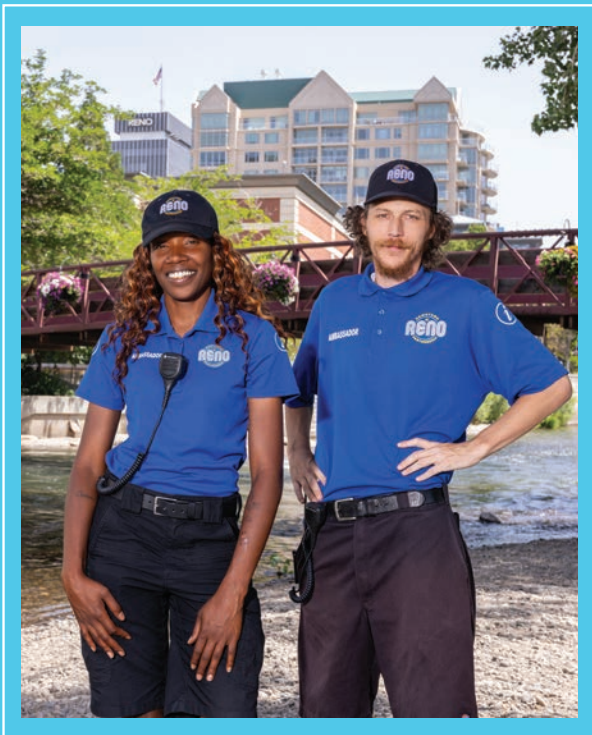


AMBASSADORS PROUD TO SUPPORT DOWNTOWN EVENTS

The Ambassadors take pride in the Downtown area daily and during the many special events and parades that take place throughout the year. The team always enjoys providing extra support and presence at these events, ensuring the area is safe and clean while interacting with visitors and those attending the events. The Ambassador team has provided support at the Women’s March, Veteran’s Day Parade, the USBC Bowling Championships, Reno Aces games, BBQ, Blues and Brews Festival, Wing Fest, Hot August Nights, the Italian Festival, and many more.



AMBASSADOR STATS JULY 2022 - JUNE 2023



41,000+
STAKEHOLDER
CHECK-INS



19,000+
POUNDS
OF TRASH REMOVED



3,220+
HOTLINE
CALLS TAKEN



1,400
PRESSURE WASHES
COMPLETED



745
SOCIAL SERVICE
REFERRALS



510+
VAN RIDES
TO SERVICES/SHELTERS



326
SHOPPING CARTS
RECOVERED



180
SYRINGES
REMOVED



143
PIECES OF GRAFFITI
REMOVED

NEW PIECES OF EQUIPMENT ALLOW AMBASSADORS TO ELEVATE THEIR EFFORTS

The Ambassadors added three new pieces of equipment to their toolkit this year to assist and elevate their ability to keep Downtown safe and clean.



The team added Scrubs, a sidewalk sweeper scrubber on loan from the City of Reno. Our Ambassadors run Scrubs daily up and down Virginia Street and Sierra Street.



The team also uses MARV daily. MARV, our mobile ambassador rapid response vehicle, is a three-wheeled unit with a trash picker and can, a first aid kit, Narcan, and an AED. MARV was secured thanks to funding from Washoe County.



Thanks to funds from the City of Reno, the Ambassador team secured a second transport vehicle. The truck allows for an additional way to transport people to services and the new option to haul away debris from encampments or collect shopping carts.



VACANT STOREFRONT BEAUTIFICATION PROGRAM

A proven method in other cities to help secure new tenants of vacant properties, the DRP launched the Vacant Storefront Beautification Program and completed its first two murals on the former Horseshoe and Little Nugget locations on Virginia Street. Painted by local artist Iain Harrison, he incorporated pieces of the location's history into this artwork while installing a light element to help further create a sense of vibrancy and draw attention to these locations.





FIRST-TIME EVENT, DOWNTOWN TUESDAYS, PROVES POPULAR AND ACTIVATES PREVIOUSLY BLIGHTED SPACE IN THE HEART OF DOWNTOWN RENO

The Downtown Reno Partnership created Downtown Tuesdays to engage the residents, community, and visitors and to activate a previously underutilized space in Downtown Reno – Partnership Plaza at 40 E 4th Street (the former RTC bus station.) Held the second Tuesday of each month from May until September, Downtown Tuesdays was a free event that featured live music, food and drinks, shopping vendors, and yard games. The plaza has been secured and cleaned up, with new landscaping installed along with up lighting on the 40+ trees that adorn the plaza.



BLUE CARPET TREATMENT CELEBRATES NEW BUSINESSES IN DOWNTOWN RENO



The Downtown Reno Partnership created the Blue Carpet Treatment, a special way to celebrate new businesses or businesses celebrating a milestone downtown. The DRP and Ambassadors roll out a blue carpet and stanchions for new businesses and invite representatives from the City of Reno, EDAWN, the Lt. Governor's Office, and the Office of Small Business Administration to celebrate. The DRP has held Blue Carpet Treatments for Marcolino's Italia, Bridgepointe Technologies, and Vistro.



ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY MAP

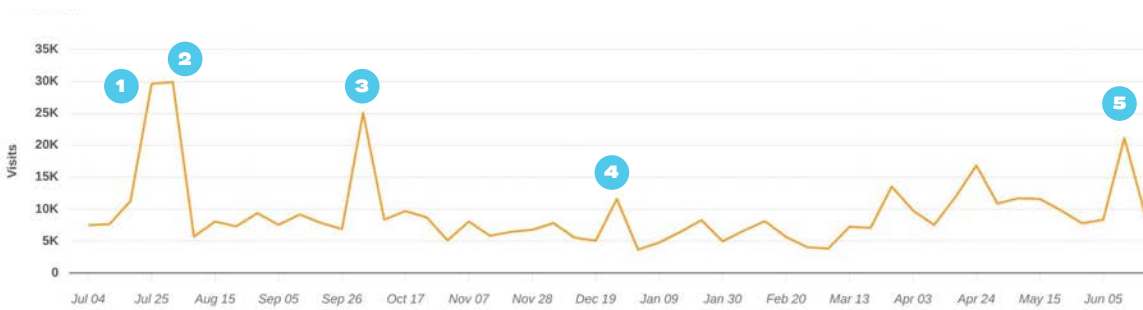
- Proposed
- Under Construction
- Completed
- Demolished



SCAN TO VIEW OUR ECONOMIC DEVELOPMENT MAP ONLINE



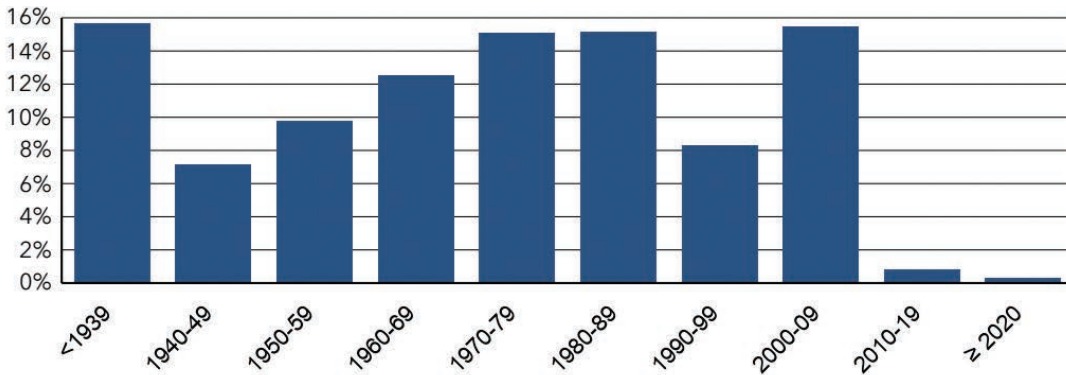
FOOT TRAFFIC DOWNTOWN RENO MAIN STREET



1. WINGFEST 2. HOT AUGUST NIGHTS 3. ITALIAN FEST 4. NEW YEAR'S EVE 5. BBQ, BLUES, & BREWS

Source: placera.i

DOWNTOWN HOUSING: YEAR BUILT



Source: ESRI

This chart illustrates the primary cause of downtown's housing shortage and affordability crisis. For an entire decade from 2010-2019, developers constructed less than 1% of the current housing unit inventory in Downtown Reno. Now they are trying to catch-up.



1,137
TOTAL BUSINESSES
IN DOWNTOWN



21,424
WORKERS
IN DOWNTOWN



4,627
HOUSING UNITS
IN DOWNTOWN



\$120,522,764
IN TOTAL PROPERTY SALES
FOR 2022/2023

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

COVID-19 RECOVERY: RETURNED TO WORK

Tracking employee visits is crucial for gauging downtown recovery post-pandemic. Reno’s exceptional performance, shown in our data, reflects minimal disruption to local office space demand due to the work-from-home trend. National economic factors, rather than local conditions, have primarily constrained expansion.

EMPLOYEE VISITS

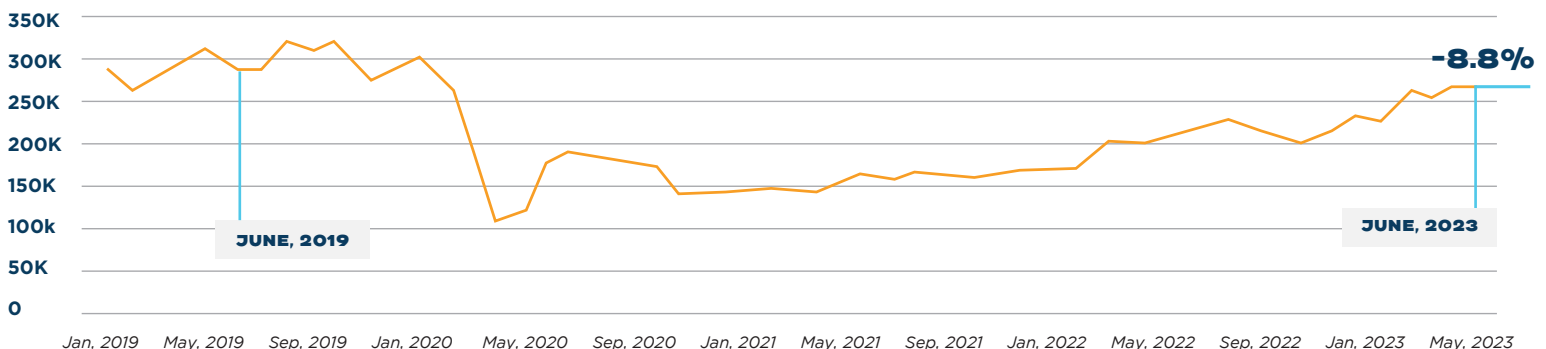
METRIC NAME	Downtown Reno BID Reno, NV Fiscal Year 18/19	Downtown Reno BID Reno, NV Fiscal Year 22/23
VISITS	3.9M	2.8M
EMPLOYEES	22.7K	20.4K (90% of pre-pandemic levels)
VISIT FREQUENCY	169.87	139.19
AVG. DWELL TIME	439 MIN	424 MIN
VISITS YOY	N/A	+30.8%
VISITS YO2Y	N/A	+46.3%
VISITS YO3Y	N/A	-6.8%



Downtown Reno’s employee visits for the recent fiscal year, are at 90% of pre-pandemic levels, with June 2023 down only 8.8% from June 2019, which shows a remarkable recovery compared to other urban areas. This positive trend demonstrates our strength as an emerging vibrant city center.

EMPLOYEE VISITS TREND

Downtown Reno BID
Reno, NV





ECONOMIC DEVELOPMENT

MISSION

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

GOALS

- 1. Data & Information** – Collect it, manage it, analyze it, and be a strong resource for it.
- 2. Community Organizing** – Facilitate meetings, make connections, collaborate, and be available.
- 3. Main Street** – Be involved, support entrepreneurship, small business, beautification, placemaking, and activation.

In our fourth year of fostering economic development in Downtown Reno, we've solidified our position as the leading authority on downtown data and information. We've also spearheaded initiatives to enhance activation and aesthetics while maintaining unwavering support for downtown businesses.

Leveraging data for measurement and reporting across various downtown areas empowers us to diligently monitor evolving metrics and indicators. To propel these metrics forward, our efforts now encompass placemaking, programming, beautification, and activation as we tirelessly work to enhance and enrich our downtown environment.

We sustained our commitment to the Truckee River Path 1 Mile Makeover initiative, actively seeking grants and securing support from numerous regional stakeholders and partners. Our partnership with Nevada Main Street has additionally garnered support from the Nevada Division of Outdoor Recreation for planning, outreach, and coordinating river path enhancements across diverse groups and agencies.

To strengthen our ties with the University of Nevada, Reno, we maintained our advocacy for the cleanup and beautification of the Walgreens parking lot. This transformation aims to create a safe and inviting route for students crossing Interstate 80. The dedicated efforts of City of

Reno staff have set the stage for promising future property enhancements.

In addition to utilizing foot traffic data to assess event impact, patterns, and trends, we fulfilled data report requests from property owners, businesses, and brokers. They utilized this data to discover new opportunities and gain valuable insights into their prospective customers.

Throughout the City of Reno-funded Virginia Street Placemaking Study, our organization played a pivotal role in collaboration with the consultant, Gehl. We supplied initial data, survey results, contacts, and knowledge to facilitate a pre-assessment, which enabled a smoother transition into their information gathering and outreach efforts.

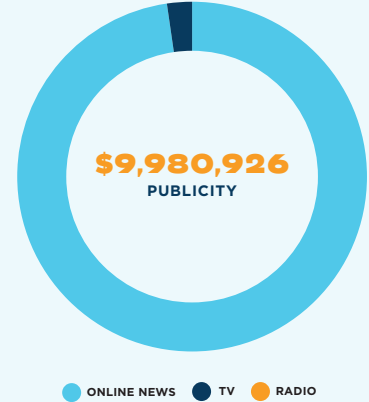
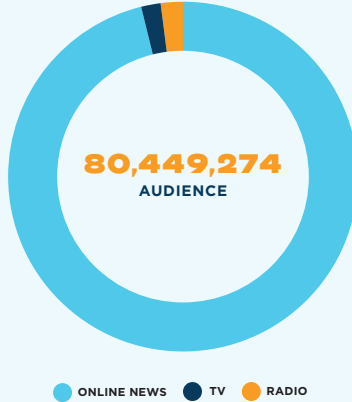
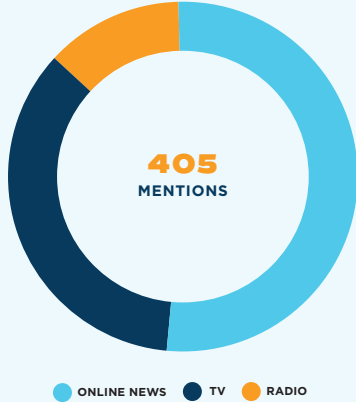
The Downtown Reno Partnership's economic development endeavors remain a driving force for transformation. Our commitment to fostering vibrancy, collaborating with property owners and businesses, serving as the foremost authority on downtown data, and maintaining an ongoing dialogue with stakeholders and regional partners all contribute to our vision of creating an urban environment in which people truly love to live, work, and play.



Construction at 301 State Street



MARKETING UPDATE



TOTAL NATIONAL TV AUDIENCE
1,158,203

TOTAL NATIONAL TV PUBLICITY
USD \$205,546

TOTAL LOCAL TV AUDIENCE
1,158,203

TOTAL LOCAL TV PUBLICITY
USD \$205,546

TOTAL RADIO AUDIENCE
1,468,292





TOTAL PUBLICITY VALUE
USD \$9,384

TOTAL ONLINE NEW AUDIENCE
77,822,779

TOTAL ONLINE NEWS PUBLICITY
USD \$9,765,996

DRP GROWS ITS SOCIAL MEDIA PRESENCE

The DRP has actively been working to create and share engaging social media content. Whether it's sharing DRP-hosted events, the work our Ambassador team does on a 24/7 basis to keep our BID safe and clean or other fun and exciting events taking place downtown, our social channels give followers a great glimpse into all that happens in Downtown Reno.

 /DowntownRenoBID  /DowntownRenoPartnership
 /company/DowntownRenoPartnership  /Downtown_Reno



DRP OFFICES RE-BRANDED PARTNERSHIP PLAZA

In an effort to connect with the community and beautify the plaza, the Downtown Reno Partnership has branded its plaza Partnership Plaza. The DRP team secured the plaza, planted landscaping with nearly 1,000 plants on the plaza, installed uplighting on the 40+ trees, added signage, and has a local artist paint seasonal murals on the pavilion.



DRP PARTNERS WITH THE RSCVA TO PROMOTE LOCAL BUSINESSES TO BOWLERS



The 2023 USBC Open Bowling Championships came to Reno in March for its four-month stay at the National Bowling Stadium in Downtown Reno. As a special treat for all participants, the DRP partnered with the RSCVA to create a coupon book for all participants to enjoy exclusive access to the 'Reno Discovery Guide.' This guide provides exclusive discounts to over 30 businesses in Downtown Reno.

LET IT GLOW, RENO!

The DRP partnered with Pineapple Pedicabs to create Let it Glow, Reno, a free, fun, and friendly light competition between several districts in Reno, including Downtown, Brewery, Midtown, Riverwalk, and Wells. Businesses in those locations hosted parties to celebrate and offered deals to customers as part of the festivities. And the public voted for their favorite light displays.





FINANCIALS, BOARD, AND STAFF

THE OVERALL BUDGET FOR 2022-23: \$3.2 MILLION

\$1.37 million of that paid for 25 ambassadors, their manager and equipment.

\$810,000 paid for supplemental Reno Police officers.

\$632,000 paid for staff, operations, economic development and marketing programs.

\$403,000 paid for the City of Reno staff who performed additional maintenance and cleaning throughout the district and for improvements along Virginia Street.

\$35,000 paid for premium services for beautification and improvements on Virginia Street.



2022-23 DRP STAFF

Neoma Jardon

Executive Director

Kristen Saibini

Strategic Operations Manager

Brian Bosma

Marketing Manager

Chris Reardon

Operations Manager (Ambassadors)

Nathan Digangi

Economic Development Manager

2022-23 BOARD OF DIRECTORS

Board Chair Chris Shanks

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

Sharon Chamberlain

CEO of Northern Nevada HOPES

Neoma Jardon

Reno City Council Member

Vice Chair Tony Marini

Vice President of Casino Operations, Community Relations, Midway & Caesars Sports Book

Tiffany Coury

CEO of Saint Mary's Regional Medical Center

Kathleen Taylor

Reno City Council Member

Mark Reece

Director of Business Development, Marketing and Communications at Saint Mary's Regional Medical Center

Eric Lerude

Downtown Reno resident at The Montage

Secretary Jim Gallaway

Resident of the Palladio Condominium Tower

Eric Edelstein

President at Reno Aces Baseball

Troy Miller

Assistant Vice President of Community and Real Estate at the University of Nevada, Reno

Treasurer Mike Rossman

Director of Development, Reno Basin Street Properties

Chris Phillips

GM / Chief Operations Officer at Reno Aces Baseball

Steve Polikalas

Ltd. Attorney at Law

Past Chair Par Tolles

President of Tolles Development Company

Britton Griffith

Vice President of Development for Reno Engineering Corporation

Kaya Stanley

Co-Owner of Old Granite Street Eatery and President of TEDxReno

Jonathan Boulware

Vice President of Nevada Operations at Jacobs Entertainment

Courtney Meredith

Co-Owner of Design on Edge, Marketing Director of the Reno Riverwalk District

Daniel Brown

Acquisition Director at CAI Investments

Alexis Hill

Washoe County Commissioner

Mariluz Garcia

Washoe County Commissioner

Jeff Siri

President and CEO of Club Cal Neva

**photos in this report were taken by Jen Schmidt, David Calvert, Mike Higdon, Brian Bosma, Kristen Saibini, Frank Haxton, Digiman and courtesy of the Reno-Sparks Convention and Visitors Authority and The ROW.*

STRATEGIC PLAN

FY 2022/2023 GOALS

PRIORITY #1: STABILIZE DOWNTOWN STREETS

Goal #1 Downtown Safety, Cleanliness & Friendliness

- 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

- Collaborate effectively with the County and Built for 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

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

Goal #2 Community Organizing

- 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

- 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

- 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

- 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

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

Goal #2 - Organizational Effectiveness

- 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.



SAFE * CLEAN * VIBRANT

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