

THE DOWNTOWN RENO PARTNERSHIP PRESENTS

# THE STATE OF DOWNTOWN

A SUMMARY OF 2023 STATISTICS AND DATA

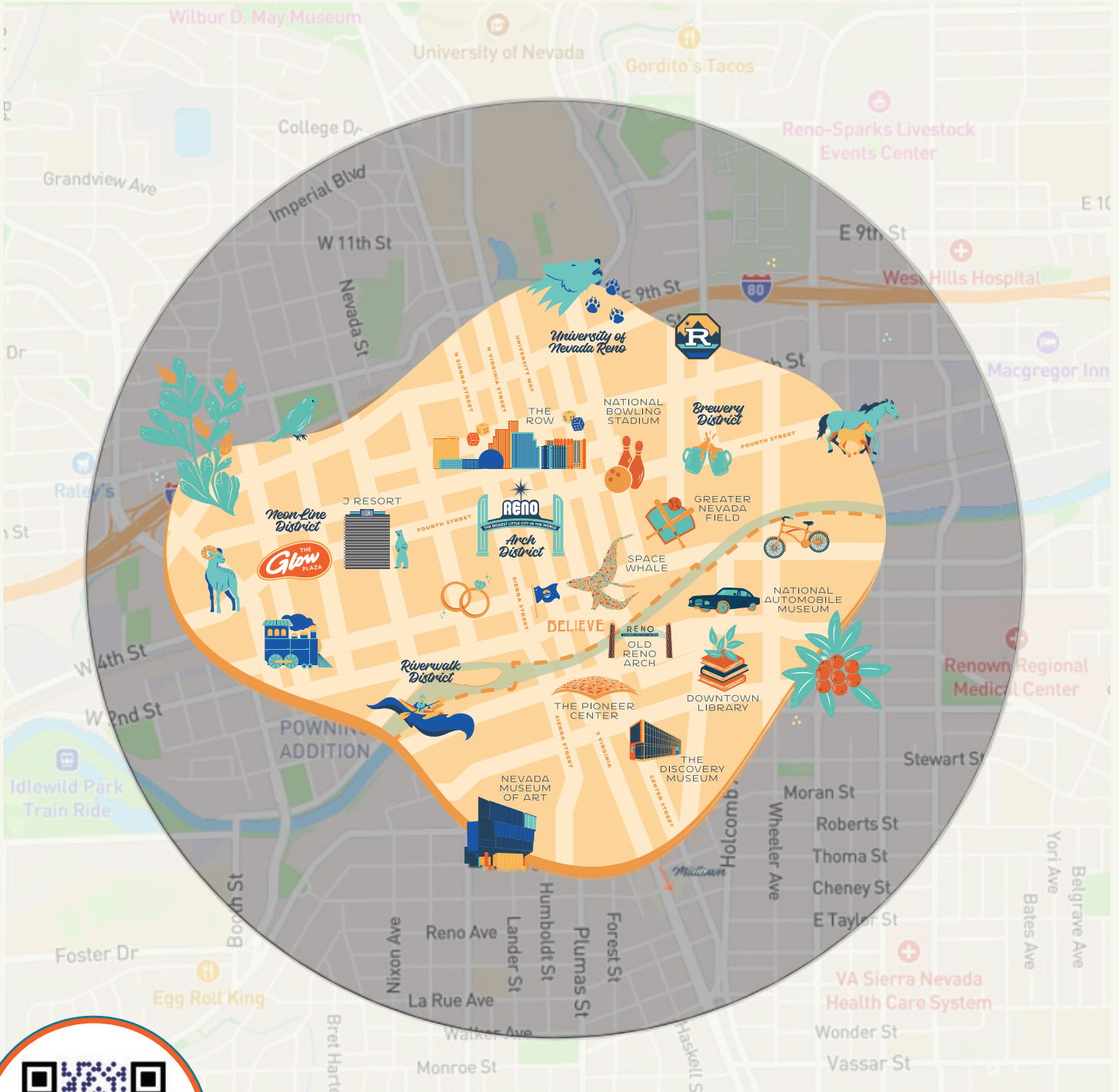
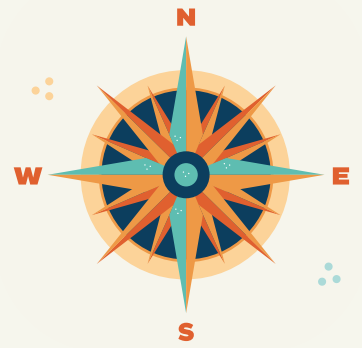


**DOWNTOWN**

**RENO**

**PARTNERSHIP**

# Downtown RENO



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# **DOWNTOWN** **RENO** **PARTNERSHIP**

THE DOWNTOWN RENO PARTNERSHIP PRESENTS

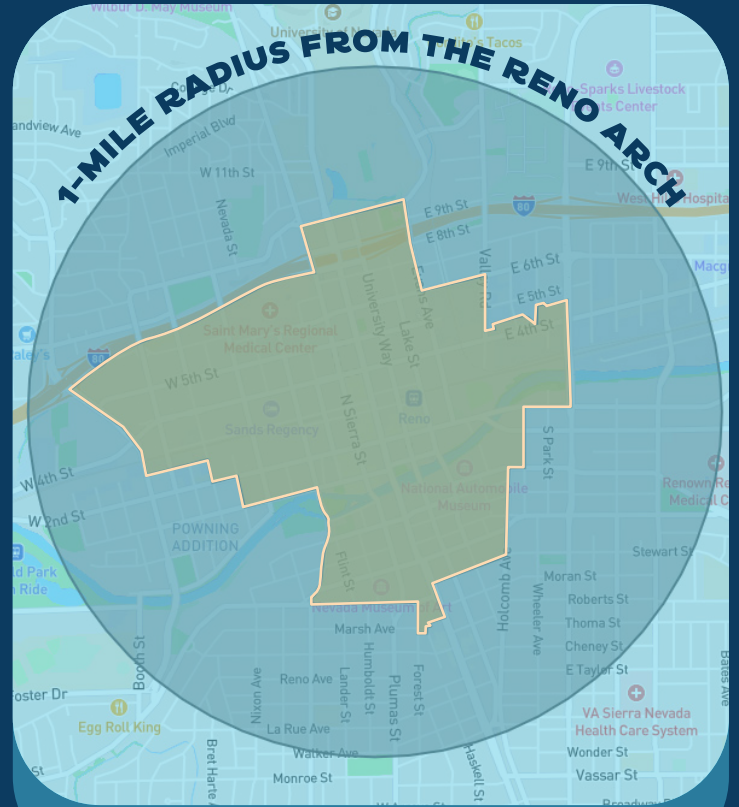
## **THE STATE OF DOWNTOWN**

A SUMMARY OF 2023 STATISTICS AND DATA

The Downtown Reno Partnership invites you to explore this State of Downtown report and leverage its insights to actively participate in the exciting opportunities in our thriving urban hub. This comprehensive document is valuable for anyone seeking to learn more about the area. If you are interested in conducting business, making investments, or engaging in construction projects downtown, we encourage you to reach out to us your first point of contact.

The primary purpose of this report is to establish a baseline for tracking the progress of downtown Reno on an annual basis. By collecting sophisticated information and data, we aim to offer insights into this vibrant urban center's current state and future prospects.

**EXPERIENCE** the value of NO corporate income taxes, personal income taxes, estate and gift taxes, unitary taxes, franchise taxes, inventory taxes, and franchise taxes on income. Downtown Reno is now in a second wave of development, with more revitalization and historic restoration than in the recent decade, including four primary east-west pedestrian corridors and newly developed multi-block pedestrian gathering zones that funnel tourists and locals alike.



THE YELLOW AREA MARKS THE BUSINESS IMPROVEMENT DISTRICT

Downtown Reno is a hub for creativity and freedom of expression. Whether you enjoy the energy of nightlife, are looking for that cozy spot to sip your latte, or want to get a bit of the city's history, there's a perfect place for you. Downtown is a brief walk to four nationally recognized museums, Greater Nevada Field and Northern Nevada's only Minor League Baseball Stadium; the University of Nevada Reno, a Tier one University; Regionally recognized Performance arts Theaters, Casinos, Convention Centers, year round recreation, the world's largest outdoor climbing wall; more than a dozen parks, and the Truckee River's world-class kayak park. Within the DRP boundaries exists six unique neighborhoods that contribute to vibrant Reno.

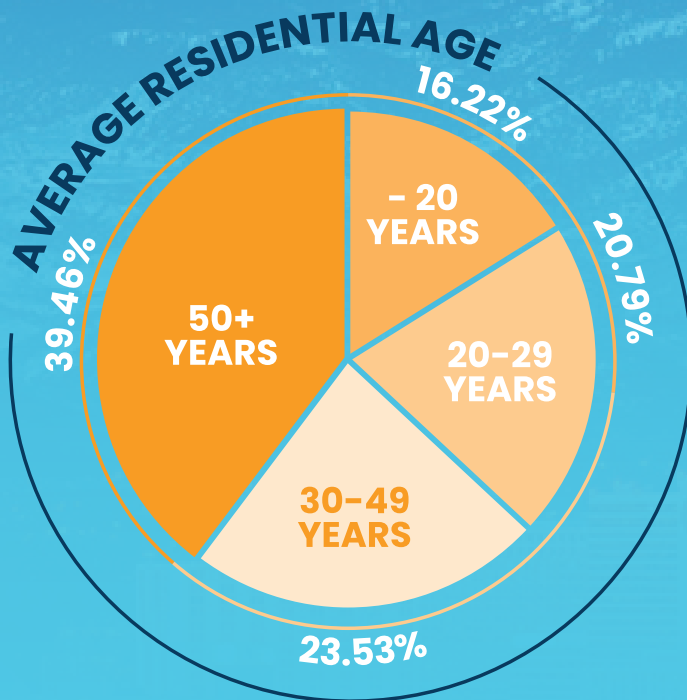


# DEMOGRAPHICS & EMPLOYMENT

**THE DEMOGRAPHIC LANDSCAPE OF DOWNTOWN RENO** is shaped by its **diverse urban composition**, blending residential areas with commercial hubs that include a variety of dining and entertainment options. This area serves as a **microcosm of urban life**, catering to a wide array of needs for both local residents and the workforce, accentuated by a **significant sector of healthcare**, professional,

and other service industries. The higher ratio of disposable income to household income within this 1-mile radius suggests a populace with **greater financial flexibility**, attributed partly to the lower tax burden and Nevada's absence of state income tax. This economic context, combined with the diverse urban offerings, positions downtown Reno as a **vibrant community** with a **unique demographic profile**.

## RESIDENTIAL STATISTICS



**21,775**  
RESIDENTIAL POPULATION



**4,907**  
HOUSEHOLDS WITH PETS



**13,257**  
TOTAL HOUSING UNITS

**11,449**  
HOUSEHOLDS

*The statistics listed here are measured within a 1-mile radius from the Reno Arch*



## BUSINESSES



**2,469**  
TOTAL BUSINESSES

**36,530**  
TOTAL EMPLOYEES

## AVERAGE INCOME



**\$66,878**  
HOUSEHOLD INCOME

**\$53,907**  
DISPOSABLE INCOME

## ACTIVITY



**48,084**  
DAYTIME POPULATION

## TAPESTRY SEGMENT GROUPS

**42.50%**

### SENIOR STYLES: SOCIAL SECURITY SET

Elderly residents (25% aged 65+) with fixed Social Security incomes, living in affordable high-rise apartments in business-heavy metropolitan centers. Access to healthcare, community facilities, and public transport.

**23.94%**

### SCHOLARS AND PATRIOTS: COLLEGE TOWNS

50% college students and faculty/service workers. Balancing academics, part-time work, and social activities. Digital-savvy, impulsive spenders who value new experiences and diversity.

**20.76%**

### MIDTOWN SINGLES: SET TO IMPRESS

Affordable, medium-to-large apartments in mixed-use areas. Non-family households (33% aged 20-34), including college students, are employed in food service. Bargain seekers, fashion-forward, with an interest in local

**8.38%**

### MIDTOWN SINGLES: YOUNG AND RESTLESS

Highly mobile, educated young adults (under 35) in professional, technical, sales, or administrative roles. Below average median income. Heavy smartphone and internet users in metropolitan areas.

**4.42%**

### GENXURBAN: IN STYLE

Professionally established singles or couples without children. Embracing an upscale urban lifestyle focused on arts, travel, and extensive reading. Active retirement planning dedicated to personal interests.

## EMPLOYMENT BY INDUSTRY

HEALTH CARE & SOCIAL ASSISTANCE	20.92%	RETAIL TRADE	2.96%
ACCOMMODATION & FOOD SERVICE	14.22%	EDUCATIONAL SERVICES	2.76%
ARTS/ENTERTAINMENT/REC	13.72%	MEDIA & INFORMATION	2.59%
PROFESSIONAL/TECH SERVICES	10.68%	FINANCE & INSURANCE	2.57%
OTHER SERVICES	9.69%	REAL ESTATE	2.13%
PUBLIC ADMINISTRATION	9.41%	CONSTRUCTION	2.08%
OTHER	4.48%	MANUFACTURING	1.79%

*Industry Categorization Based on NAICS Codes.*

*The statistics listed above are measured within a 1-mile radius from the Reno Arch*

# PARKS & OUTDOOR RECREATION

## DOWNTOWN RENO IS A HUB FOR OUTDOOR RECREATION DUE TO ITS PROXIMITY TO DIVERSE NATURAL LANDSCAPES AND ITS URBAN AMENITIES.

The city serves as a convenient starting point for accessing the surrounding **mountains, lakes, and trails**, making it ideal for a variety of outdoor activities such as skiing, biking, hiking, fishing, kayaking, rafting, boating, and more. This **unique combination** of **urban comforts** and immediate access to nature allows residents and visitors to **enjoy the best of both worlds**.



**17.35** MILES OF BIKE LANES WITHIN THE 1-MILE RADIUS

**224** SQ FT PARK SPACE PER PERSON  
(112 ACRES / 21,775 RESIDENTS)



**25** MILES TO THE NEAREST SKI RESORT

**11** RESORTS WITHIN AN HOUR DRIVE

**17** LAKES WITHIN AN HOUR DRIVE  
(41 WITHIN 90 MIN)



**ALL 4** SEASONS & AN AVERAGE **300** DAYS OF SUNSHINE

SOURCE: ARCGIS

# HIGHLIGHTS



**THE TRUCKEE RIVER:** Open year-round, providing free public access for various water activities such as class 2 Whitewater Park, kayaking, canoeing, and inner tubing.



**RICH BIODIVERSITY:** Nevada boasts diverse plant and animal species, crucial for maintaining the state's delicate ecosystem.



**BIG HEIGHTS:** Home to the world's largest climbing wall, at an impressive 164 feet, beckoning climbers of all skill levels.



**COMMUNITY PLAZAS:** 80,000 square feet for skateboarding, roller skating, rollerblading, and more.



**MICROMOBILITY-FRIENDLY:** A 12-mile bike route, passing numerous parks and recreational areas and near 190 alternate paths.



**THE TAHOE-PYRAMID TRAIL:** Hike and Bike the Truckee River, 114-mile pathway through a combination of existing dirt, paved, and historic roads, that runs from Lake Tahoe to Pyramid Lake.

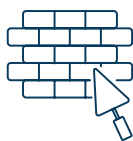
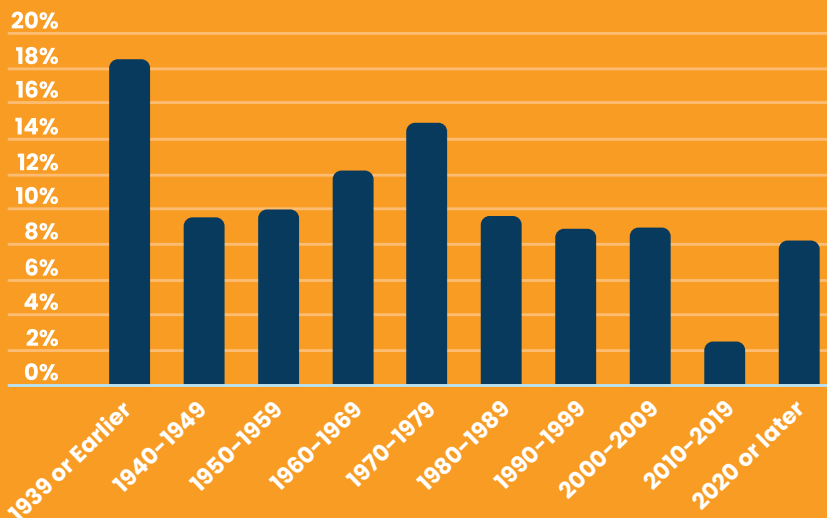
## 112 ACRES - TOTAL ACREAGE OF PARKS AND PUBLIC SPACE WITHIN 1 MILE OF THE RENO ARCH



# OFFICE & REAL ESTATE

The office sector presents a **promising equilibrium** of **quality** and **availability**, suggesting **ample opportunities** for **expansion** and **refinement**. Meanwhile, retail maintains steady dynamics, highlighted by **new construction activities**, showing continued **investor confidence**. However, the residential sector reveals a **critical development lag**, with less than 10% of total housing units constructed over the past two decades. The number of units currently under construction shows a **robust growth trajectory**, potentially **enhancing downtown Reno's** housing landscape, vibrancy, and **overall urban dynamics**.

## HOUSING: YEAR BUILT



**113** UNITS  
COMPLETED  
IN 2023

**1,506** UNITS  
CURRENTLY UNDER  
CONSTRUCTION

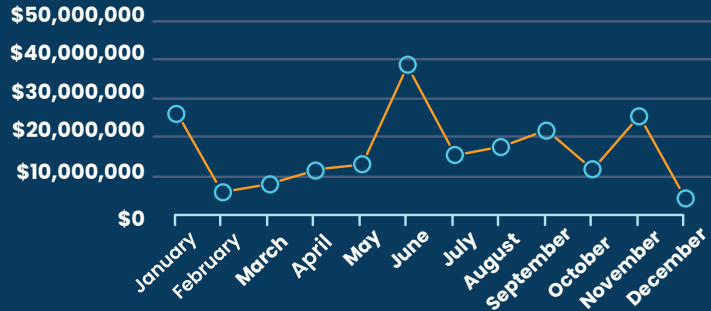
**\$250** PER SQ FT  
AVERAGE COST OF  
CONSTRUCTION



# \$200,336,397

## TOTAL PROPERTY SALES VOLUME

### MONTHLY PROPERTY SALES VOLUME 2023



SOURCE: WASHOE COUNTY

**\$448.20** AVERAGE SALES PRICE PER SQ FT

### RETAIL SPACE:

**27,046** SQ FT OF NEW CONSTRUCTION



**9.6%** AVERAGE VACANCY RATE

**\$1.48** AVERAGE RENT PER SQ FT



**603,654** SQ FT RETAIL SPACE

SOURCE: COLLIERS

### OFFICE SPACE:

**1,646,056** SQ FT TOTAL OFFICE SPACE



**585,732** SQ FT CLASS A OFFICE SPACE

**11.65%** AVERAGE OFFICE VACANCY

**\$2.03** AVERAGE OFFICE RENT PER SQ FT



SCAN TO VIEW OUR DEVELOPMENT MAP ONLINE

# UNIVERSITY OF NEVADA, RENO

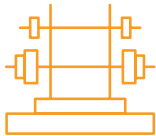


**21,778**  
TOTAL STUDENTS  
(GRAD & UNDERGRAD)



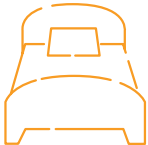
**60+** RESEARCH  
CENTERS & FACILITIES

**9** RESIDENT HALLS



**290** ACRE CAMPUS

**108,000** SQ FT  
FITNESS FACILITY



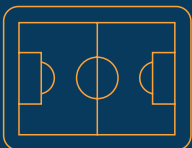
**5,199** PRIVATELY  
OWNED STUDENT BEDS

**3,400**  
UNIVERSITY OWNED  
STUDENT BEDS

The University of Nevada, Reno, is central to downtown Reno's future, serving as a **beacon of education, innovation**, and community engagement. As a vital source of research, **cultural activities**, and economic development, the University acts as a catalyst for **urban revitalization** and growth. By partnering with local enterprises and municipal entities, the University is weaving a **vibrant downtown fabric**, setting the stage for a **future rich in knowledge, cultural depth, and economic vitality**.

THE UNIVERSITY HAS  
A STATEWIDE ECONOMIC  
IMPACT OF MORE THAN  
**\$1.5 BILLION**  
ANNUALLY.

CARNEGIE R1 CLASSIFICATION:  
DOCTORAL UNIVERSITIES WITH VERY HIGH RESEARCH ACTIVITY



## HOME OF THE WOLF PACK

MACKAY STADIUM  
CAPACITY **27,000**

LAWLOR EVENTS CENTER  
CAPACITY **12,000**



**560+**  
ACADEMIC  
PROGRAMS

**13**  
COLLEGES  
& SCHOOLS

**250+**  
STUDENT CLUBS  
& ORGANIZATIONS

**\$458** MILLION  
IN ENDOWMENT

# UNIVERSITY ADVANCEMENTS



**\$188.5 MILLION**  
IN R&D EXPENDITURES  
IN FISCAL YEAR 2023  
CONTRIBUTING TO  
RESEARCH-BASED  
ADVANCEMENTS,  
GENERATING JOBS &  
INFRASTRUCTURE  
FOR NEVADA



**RANKED 97<sup>TH</sup>** FOR FACULTY  
RESEARCH PRODUCTIVITY  
AMONG PUBLIC INSTITUTIONS  
IN FISCAL YEAR 2022.

**\$287,000**  
IN R&D EXPENDITURES PER  
FACULTY MEMBER IN FISCAL  
YEAR 2022.



**MORE THAN \$850 MILLION**  
INVESTED IN ADVANCED LABS,  
RESIDENCE HALLS & FACILITIES  
SINCE 2009

## THE MATHEWSON GATEWAY PROJECT



**\$40 MILLION**  
PARKING GARAGE  
814 PARKING SPACES



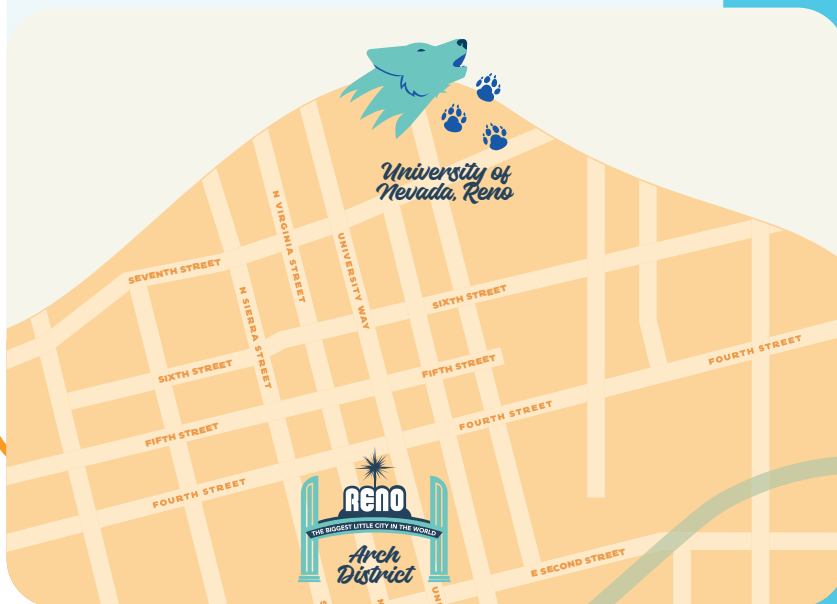
**NEW UNDER CONSTRUCTION**  
HOTEL AND CONFERENCE  
CENTER COMPONENT

Connection, revitalization and an inspiring corridor to campus — **the Mathewson Gateway Project** is about more than beautiful new buildings; it's about bridging the community together. A joint project from the University and City of Reno, the Mathewson Gateway Project transitions between the historic University campus and urban edge of downtown Reno to **leverage social encounters, drive community engagement and foster economic growth.** It will catalyze the invigoration of Northern Reno between I-80 and Downtown Reno while expanding the University beyond its southern boundary; therefore, creating a much-needed link between the University and the City of Reno via an urban University environment replete with a mix of academic and research uses.

### PROXIMITY MAP

**0.6 MILES**  
TO THE RENO ARCH

**10 MINUTE WALK**  
TO THE RENO ARCH



# ENTREPRENEURSHIP, STARTUPS, & INNOVATION



UNIVERSITY OF NEVADA, RENO

innevation center

POWERED BY SWITCH

## THE INNEVATION CENTER POWERING NEVADA'S INNOVATION ECONOMY

The **University of Nevada, Reno Innevation Center** located in the **heart of the urban core** is a community asset that houses a **maker space**, conference rooms, **event space**, and **offices**. The innovation ecosystem is **headquartered** here with it being the residence of the Reno Seed Fund, **StartupNV** (AngelNV, FundNV, SeedNV), and the **Genera8tor**.



**\$77,000,000+**

RAISED IN VENTURE FUNDING BY  
DOWNTOWN AREA  
LATE-STAGE COMPANIES.

**2 MAKER SPACES**



The **Reno K-12 Robotics Center** in downtown at the South Side School was built to **encourage** young students' **interest in robotics**, computer science, engineering, and automation, and to create a **pathway to degrees and careers**.



**1,200** TOTAL ATTENDEES

**\$25,000** OF CASH & PRIZES

**8** VENUES

**25** MEDIA MENTIONS

**1,126** CUPS OF COFFEE

**1,000** MINUTES OF MEDITATION



## EACH YEAR, 5 COMPANIES RECEIVE \$100,000 EACH

Gener8tor Reno is a **nationally ranked** accelerator that invests in only five companies per program. Accepted **startups receive \$100K** and 12 weeks of **mentorship-driven programming**. This is an industry-agnostic and business model-agnostic program. They accept **ALL types of startups across ALL industries and ALL business models**. The selected five companies will need to be in Reno for the duration of the program, and maintain a **meaningful presence in the state of Nevada** for a year afterward.

## \$3.2 MILLION TO 24 COMPANIES IN 5 YEARS

The Reno Seed Fund established in early 2019 and closed in 2023 has **invested \$3.2 million** into **24 companies**, along with generating an additional **\$10 million of co-investments**. The Reno Seed Fund is **Nevada's most active angel fund**, with the goal of driving innovation, creating jobs, and **building wealth in Northern Nevada**. They focus on leading investments in the region and round out activities with **partnership investments** across Mountain West.



## 26 FOUNDERS MENTORED & \$2 MILLION INVESTED

StartupNV has been **building Nevada's Startup Ecosystem** since 2017. They are a non-profit state-wide startup **accelerator and incubator** who also manage FundNV, a **pre-seed venture fund**; AngelNV, an annual conference seed fund that **educates investors**; and the 1864 Fund, a seed venture fund. Since inception, StartUpNV has **engaged 1000+ companies**, runs **80+ events per year**, and has worked with **40 Nevada companies raising \$77M+**. They operate **7 growth programs** for founders and **4 funds for investors** to support startups.

# MEDICAL & LIFE SCIENCES



## 2 FULL-SERVICE HOSPITALS

The **Healthcare Industry** represents **20.92% of total employment** within the 1-mile radius. Downtown is centrally located and **easily accessible** by the Interstate, so it is a **convenient area** for people to **receive care**. Medical employees also represent a **high level of skill and education**, which adds to the **overall sophistication of the daytime population**. With the **most advanced** orthopedic treatment center **in the region (ROC)**, the **#3 cardiovascular hospital in the US** (Saint Mary's), and the area's only **dedicated Children's Hospital** (Renown), downtown is a **top-tier location for medical services**. Encouraging the expansion of this **vital industry** will ensure downtown remains a **destination for health and wellness**. Northern Nevada HOPES is the **largest Federally Qualified Health Center (FQHC) in the area** and provides **affordable, high-quality medical, behavioral health, and support services** for all, **regardless of their ability to pay**.



## Saint Mary's

**735,334 SQ FT**  
MEDICAL FACILITY



**700**  
PRACTICING PHYSICIANS  
**1,156**  
EMPLOYEES

**352**  
HOSPITAL BEDS



**\$38.87**  
AVERAGE PAY PER HOUR

**SAINT MARY'S WAS NAMED**  
**#3 CARDIOVASCULAR HOSPITAL**  
**IN THE US BY FORTUNE**

SOURCE: SAINT MARY'S REGIONAL MEDICAL CENTER

## 2 FEDERALLY QUALIFIED HEALTH CENTER PROVIDERS

COMMUNITY  
HEALTH  
ALLIANCE

COMMUNITY HEALTH ALLIANCE HAS 2 OF THEIR 6 LOCATIONS WITHIN THE 1-MILE RADIUS INCLUDING A RECURRING LOCATION OF THE RONALD MCDONALD CARE MOBILE.

**51** PRACTICING PROVIDERS

**130** EMPLOYEES

**38,368** PATIENT VISITS IN 2023



NORTHERN NEVADA  
HOPES

**14,000** PATIENTS  
SERVED ANNUALLY IN 2023

**32,995** PATIENTS  
SERVED SINCE 2013

**85,771** PATIENT VISITS





**RENO ORTHOPEDIC CENTER IS  
THE MOST ADVANCED ORTHOPEDIC  
TREATMENT FACILITY IN THE REGION**



**30**  
PRACTISING PHYSICIANS  
**412**  
EMPLOYEES



**5** BED AMBULATORY  
SURGERY CENTER



**138,159** SQ FT  
MEDICAL FACILITY



**\$75,688**  
AVERAGE SALARY



**168,963**  
PATIENT VISITS

SOURCE: RENO ORTHOPEDIC CENTER



**Renown**<sup>®</sup>  
HEALTH

**RENOWN HEALTH IS  
THE REGION'S ONLY  
LEVEL II TRAUMA CENTER**



**2,290,413** SQ FT  
MEDICAL FACILITY



**544,534**  
PATIENT VISITS



**661**  
HOSPITAL BEDS



**1,208**  
PRACTISING PHYSICIANS  
**3,186**  
EMPLOYEES

SOURCE: AMERICAN HOSPITAL ASSOCIATION (2022), & RENOWN REGIONAL MEDICAL CENTER

# HOSPITALITY

## TOURISM & CULTURE

**29.9 MILLION VISITS**  
FROM 3 MILLION VISITORS IN 2023

Downtown Reno merges **diverse dining, entertainment, and outdoor activities**, creating an **inviting atmosphere** for both **leisure and business** visitors. The area's rich **arts scene** and array of events, from the month-long **Artown festival** to the Santa Crawl, reflect its vibrant **community spirit**. **Accessible** and **diverse neighborhoods** like the Riverwalk and Brewery districts contribute **unique cultural flavors**, enhancing Reno's appeal as a **dynamic destination** for travel and conventions.



**5,550**  
HOTEL ROOMS

**400,000**  
SQ FT OF MEETING  
& CONVENTION SPACE



**\$144**  
AVERAGE NIGHTLY  
HOTEL ROOM RATE



**4 MILES/8 MINUTES**  
AVERAGE DISTANCE TO  
THE NEWLY RENOVATED  
RENO AIRPORT



**15,000+**  
PARKING SPACES IN  
THE DOWNTOWN CORE

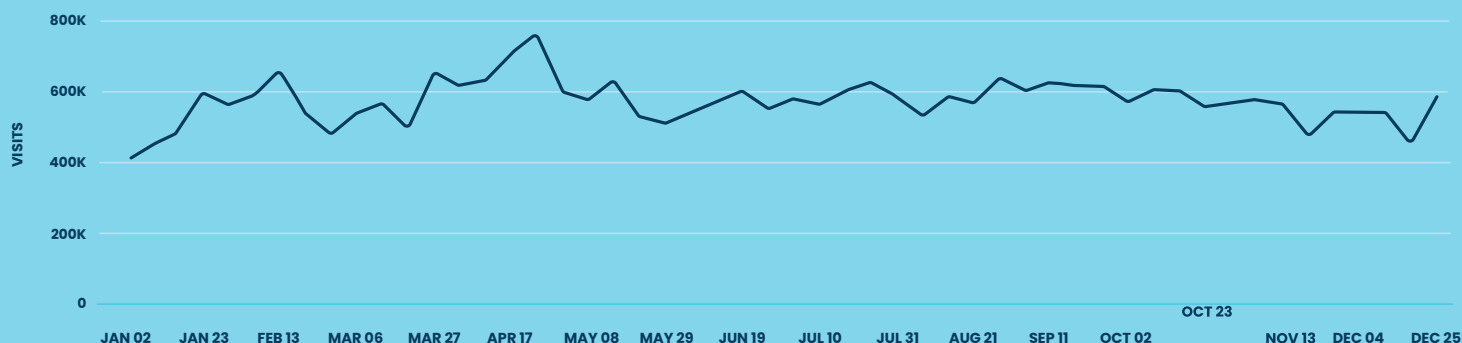
### TOP 5 LOCATIONS FOR OUTSIDE THE AREA UNIQUE VISITORS

1. SACRAMENTO
2. LAS VEGAS
3. SAN JOSE
4. SAN FRANCISCO
5. STOCKTON

### VISITOR TRENDS

DOWNTOWN RENO 1-MILE RADIUS

**62.5%** OF TOTAL VISITS  
ARE FROM WITHIN THE REGION



WEEKLY | VISITS JAN 1<sup>ST</sup>, 2023 – DEC 31<sup>ST</sup>, 2023  
DATA PROVIDED BY PLACER Labs Inc. ([www.placer.ai](http://www.placer.ai))





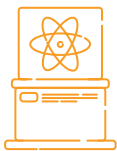
**N** NEV | MUS | OF  
ADA | EUM | ART

NEVADA MUSEUM OF ART IS **THE ONLY ART MUSEUM IN NEVADA ACCREDITED** BY THE AMERICAN ALLIANCE OF MUSEUMS.



## National Automobile Museum

THE NATIONAL AUTOMOBILE MUSEUM (THE HARRAH COLLECTION) HAS BEEN RECOGNIZED AS **"ONE OF AMERICA'S TOP TEN AUTOMOBILE MUSEUMS."**



**THE Discovery**  
Terry Lee Wells Nevada Discovery Museum

THE TERRY LEE WELLS NEVADA DISCOVERY MUSEUM (THE DISCOVERY) IS A **WORLD-CLASS SCIENCE CENTER** AND NORTHERN NEVADA'S HUB FOR FUN, HANDS-ON SCIENCE EXPLORATION FOR ALL AGES.



**PIONEER CENTER**  
FOR THE PERFORMING ARTS

PIONEER CENTER FOR THE PERFORMING ARTS IS THE **PREMIER PERFORMING ARTS FACILITY IN NORTHERN NEVADA.**

**BROADWAY★RENO**

SPONSORED BY **FIRST INDEPENDENT**



**30 YEARS**  
OF BROADWAY COMES TO RENO SHOWS HOSTED BY THE PIONEER CENTER

# DOWNTOWN EVENTS

- MINOR LEAGUE BASEBALL
- MONTHLY WINE WALKS
- X FEST
- QUARTERLY TOUR DE BREWS
- RIVERFEST
- BBQ, BLUES, & BREWS
- ARTOWN
- WINGFEST
- HOT AUGUST NIGHTS
- STREET VIBRATIONS
- ITALIAN FESTIVAL
- CORDILLERA INTERNATIONAL FILM FESTIVAL
- SANTA CRAWL
- GLOW PLAZA SUMMER CONCERT SERIES

## NEIGHBORHOODS:

RIVERWALK DISTRICT, BREWERY DISTRICT,  
WELLS AVE, NEON LINE, ARCH AREA, DICKERSON RD

# CITY HIGHLIGHTS

## CITY RECOGNITION



RENO RANKED **16<sup>TH</sup>** AMONG 200 LARGE U.S. CITIES IN THE 2023 BEST-PERFORMING CITIES BY MILKEN INSTITUTE

RENO DUBBED AS **1 OF 12** BEST PLACES TO LIVE IN THE U.S. BY OUTSIDE MAGAZINE

RENO TAHOE NAMED **THE ADVENTURE CAPITAL OF THE WEST** BY OUTSIDE MAGAZINE

### DOWNTOWN SCORES

#### TRANSIT SCORE<sup>®</sup>



**50/100**

Good Transit

#### WALK SCORE<sup>®</sup>



**97/100**

Walker's Paradise

#### BIKE SCORE<sup>®</sup>



**87/100**

Very Bikeable

### LESS TAX

NO CORPORATE INCOME TAX  
NO INVENTORY TAX  
NO FRANCHISE TAX  
NO PERSONAL INCOME TAX  
NO INHERITANCE TAX  
NO ESTATE TAX  
NO UNITARY TAX  
NO INTANGIBLES TAX

## TESTIMONIALS

"In a big city, it's hard to find community and even know your neighbors in a big city, **but with Reno**, I find I know quite a few people here. **It's just big enough, and it's just small enough for me, and I love it,**"

- **JEREMY RENNER**, Celebrity actor  
*Reno Gazette Journal*

"I went through different challenges in Reno, ... It's the place where I **grew up**. It's a place where I fell on my face. A place where I got up. It's a place where I **met lifetime friends**. It's a place where I **fell in love with playing football**. It's a place where I have a bunch of family now, still today."

- **BRANDON AIYUK**, NFL Player  
*Las Vegas Sun*

"**Reno has always been good to me.** I was born here, and there's a pretty decent chance **I'll still be here when I die**. Those of us that choose this place know exactly why we do."

- **DAVID WISE**, Olympic Gold Medalist  
*Instagram - David Wise*



# CONCLUSION & RESOURCES

**Downtown Reno** has showcased **significant growth** and **diversification** in the past year, underlined by **robust expansions** in the entertainment, retail, and residential sectors. The thriving arts scene and array of **cultural events** continue to **enhance** the **city's vibrancy** and appeal, drawing **visitors from across the nation**. However, the development lag in residential construction indicates a **critical area for improvement** to meet **growing demand** and ensure sustainable urban growth.

**Further efforts** are needed to **bridge gaps** in housing availability and affordability to maintain the momentum of **downtown revitalization**. Enhancing downtown connectivity and increasing activation in public spaces could also contribute to **a more livable** and **vibrant downtown**. Addressing these areas will not only **improve quality of life** for residents but also **bolster downtown Reno's status** as a dynamic, **inclusive urban center**. As we move forward, **fostering balanced development** that respects the needs of both residents and visitors will be **key to sustaining downtown Reno's renaissance**.



[nevadasbdc.org](http://nevadasbdc.org)

**Nevada SBDC** guides and assists Nevadans looking to **start and grow businesses**, with objectives to increase business starts, create, and retain jobs, and **increase access to capital**. One-on-one advising **services are free** and **confidential**. Nevada SBDC also offers and coordinates a wide range of **workshops** and **courses** in **collaboration** with public and private entities. They are an **instrumental partner for downtown business development**.

#### **SMALL BUSINESS DEVELOPMENT CENTER**

1664 N Virginia St, Reno, NV 89557 Office: 775.784.1717



[edawn.org](http://edawn.org)

**EDAWN**, established in 1983, is a private/public partnership focused on **enhancing the Greater Reno-Sparks area** by **attracting** new companies, **supporting** existing ones, and **aiding startups** to diversify the economy and **improve local quality of life**.

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[reno.gov](http://reno.gov)



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