



**DOWNTOWN RENO PARTNERSHIP YEAR SIX  
2023-2024 ANNUAL REPORT | VOLUME 6**





As we reflect on our last fiscal year (July 2023- June 2024), our sixth as a business improvement district (BID), we are proud of the work the Downtown Reno Partnership (DRP) has accomplished and the expanded focus on making Downtown Reno a safe, clean and vibrant place. Whether hosting events or creating the first-ever State of Downtown report, we are constantly looking for ways to increase value to you, our stakeholders.

During the year, our Ambassador team did incredible work keeping the BID safe and clean. The 28-member team made 92,788 stakeholder check-ins, collected 176,721 pounds of trash, completed 4,988 pressure washes and gave more than 1,200 van rides to services and shelters. The team's ongoing commitment to the downtown area is their top priority and we are grateful for their efforts and appreciative of the thanks they receive from residents and visitors for their tireless work.

Throughout the year we continued our partnership with the City of Reno with ongoing City Walks while also focusing on several other operations in key hotspot areas in the district to address concerns in real-time. These additional operations have focused on recovering and returning shopping carts, educating individuals about Reno Municipal Codes, regularly partnering with the Reno Police Department and attending meetings with community groups to share everything that is happening in Downtown Reno.

The DRP created a very popular event called Rollin' Reno to activate Locomotion Plaza in the heart of Downtown Reno. More than 1,000 people attended the two events which featured roller skating, music,

food and drinks bringing together people from Reno and surrounding communities in Nevada and California. The DRP team also added another project to its Vacant Storefront Beautification Program by creating and installing decorative fence screening at the old Harrah's property. Applying temporary art or screening on a vacant property or building helps breathe some life into the space, making it more vibrant and eye-catching as the location awaits a tenant or renovations while helping to reduce blight.

In the realm of Economic Development, the BID remains a critical partner in shaping downtown's trajectory. We consistently collect and report on downtown metrics, regularly collaborate with Truckee Meadows Tomorrow, Urban Land Institute, EDAWN and the City of Reno's Revitalization leaders who are all working in the economic development space. And finally, we created the first ever State of Downtown Report. This report is a downtown data baseline that will assist investors, developers, businesses and brokers in making informed, data-driven decisions.

We are grateful so many are passionate about the downtown area, and we are proud to be a part of its revitalization.



**Neoma Jardon**  
Executive Director



**Chris Shanks**  
Board Chair



## **WHO WE ARE**

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



## **OUR MISSION**

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

**BIGGEST LITTLE**



# PARTNERSHIPS WITH THE PARTNERSHIP

- Basin Street Properties
- City of Reno
- 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
- 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

# DOWNTOWN RESIDENTS BY THE NUMBERS



**5,649**

POPULATION  
OF DOWNTOWN

**49.1**

MEDIAN AGE  
OF DOWNTOWN  
RESIDENTS



**1.59**

AVERAGE  
HOUSEHOLD SIZE

**1,142**

HOUSEHOLDS  
OWN PETS

**\$61,011**

AVERAGE  
DISPOSABLE INCOME  
MEDIAN: \$39,773



**42%**

ASSOCIATES DEGREE  
OR HIGHER

**30%**

HIGH SCHOOL  
GRADUATE

**18%**

SOME COLLEGE



**1,162**

TOTAL BUSINESSES  
IN DOWNTOWN



**21,803**

WORKERS  
IN DOWNTOWN



**4,627**

HOUSING UNITS  
IN DOWNTOWN



**\$89,055,121**

IN TOTAL PROPERTY SALES  
FOR 2023/2024

## CONTINUED COLLABORATION BETWEEN AMBASSADORS AND THE RENO POLICE DEPARTMENT

The Ambassadors, the Reno Police Department and City Leadership have a regular schedule of collaboration to help keep Downtown Reno safe and clean and address issues in real time. Together, the team clears hotspots in the downtown area and identifies code issues. Together, their work is making a positive impact in downtown for residents, visitors, businesses and students.



## AMBASSADORS FEATURED IN THE MEDIA



The DRP Ambassadors have had their impact and work highlighted in the media throughout the year, both personally and professionally. The Ambassadors were highlighted in two segments on KOLO News Channel 8 as part of Anchor Noah Bond's story on the Cares Campus and how the Ambassadors play an important role in connecting people to services. In addition, Ambassador Juan was featured in Washoe County's Documentary on the Cares Campus, and Ambassador David was featured on the front page of the Reno Gazette Journal sharing how he came to be an Ambassador.

# **AMBASSADORS PRESENCE AT DOWNTOWN EVENTS**

The Ambassadors can be spotted at the numerous special events and parades in Downtown Reno. From walking through the event and along the perimeter as part of their daily patrols, Ambassadors help to ensure a safe and clean environment during the many events in the heart of Downtown Reno. They also engage with attendees, providing area recommendations and more. The Ambassador team provided assistance at many events including: the USBC Bowling Tournament, the Shriner's Convention, BBQ, Blues, & Brews, the Great Italian Festival, the Biggest Little City Wing Festival, Hot August Nights, Reno Aces Baseball Games, concerts at Glow Plaza, and many more.



## **AMBASSADOR STATS JULY 2023 - JUNE 2024**



**92,788**  
STAKEHOLDER  
CHECK-INS



**176,721**  
POUNDS  
OF TRASH REMOVED



**2,000+**  
HOTLINE  
CALLS TAKEN



**4,988**  
PRESSURE WASHES  
COMPLETED



**10,246**  
SOCIAL SERVICE  
REFERRALS



**1,201**  
VAN RIDES  
TO SERVICES/SHELTERS



**1,035**  
SHOPPING CARTS  
RECOVERED



**163**  
SYRINGES  
REMOVED



**525**  
PIECES OF GRAFFITI  
REMOVED



## THE DOWNTOWN RENO PARTNERSHIP IN THE COMMUNITY

While the Downtown Reno Partnership focuses on patrolling the 110-block boundaries in Downtown Reno to keep its district safe and clean, we always welcome the opportunity to share the work we do as well as all that is going on in downtown with other groups and those in other parts of Reno.

Throughout the year, the DRP made presentations to the Reno-Tahoe Airport Authority Board of Directors, the Business Expo with the Chamber of Commerce, the Nevada Department of Transportation, the Gay and Lesbian Chamber of Commerce, and EDawn.



## LUNCH & LEARNS



In an effort to hear feedback from specific groups in the downtown area, the DRP launched a Lunch & Learn series. The team held Lunch & Learns for downtown residents, the Brewery District and the Riverwalk District with another Lunch & Learn scheduled for the Arts/Theater/Museum organizations.

During these meetings, the DRP presented on all things Downtown Reno from our safe and clean mission and strategic plans to marketing and economic development while also taking questions and feedback from attendees.





## DRP DRAWS PEOPLE TO DOWNTOWN FOR ROLLIN' RENO

Over the last year, the DRP created and hosted a one-of-a-kind roller skating event in the heart of Downtown Reno called Rollin' Reno. During the two events, Rollin' Reno drew more than 1,000 locals and visitors into the heart of downtown for a night of roller skating, music, food, drinks and fun.





## CELEBRATING BUSINESSES WITH THE BLUE CARPET TREATMENT

In 2022, the Downtown Reno Partnership created the Blue Carpet Treatment as “a special way to celebrate new businesses or those celebrating a milestone anniversary.” The DRP and Ambassadors roll out a blue carpet to celebrate the business and invite representatives from the City of Reno, EDAWN, the Lieutenant Governor’s Office of Small Business Advocacy, and the community to join as well. Over the last year, the DRP rolled out the Blue Carpet for the Biggest Little Cafe located at City Hall and Food Shed Cafe at the Great Basin Community Food Co-op, among others.



# DRP IN THE MEDIA

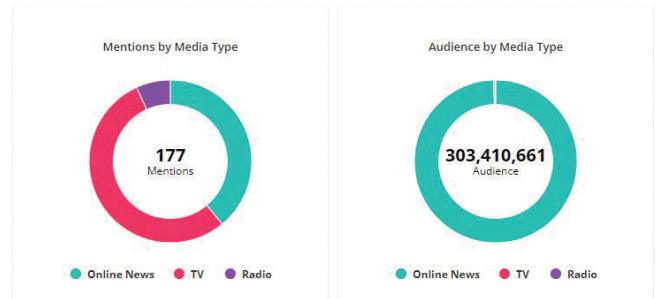
## For David Papaleo, an ambassador for the Downtown Reno Partnership, troubled past drives him to help those in need

**Evan Haddad**  
Reno Gazette Journal

Published 5:45 a.m. PT Aug. 21, 2023 | Updated 7:42 a.m. PT Aug. 21, 2023



Throughout the last year, the DRP and Downtown Reno received 177 media mentions that reached an audience of over 300,000,000 people. Some of the larger media coverage came from our Rollin' Reno event, a feature on Ambassador David Papaleo and the launch of our Ambassador overnight program.



# DRP SOCIAL MEDIA GROWS ACCOUNTS & REACH

Our social media reached new heights, with our platforms achieving record reach and engagement. Our Facebook impressions grew by over 215%, reach by nearly 200% and followers by 66%. Our Instagram account also saw its reach increase by 122%, its clicks by 100% and the account grew by more than 3,450 followers. Don't forget to tag us on social so we can help share all the great events, work and happenings in Downtown Reno.

[f /DowntownRenoBID](#)   [@ /DowntownRenoPartnership](#)

[in /company/DowntownRenoPartnership](#)   [X /Downtown\\_Reno](#)





## DRP LAUNCHES VIDEO BLOG TO HIGHLIGHT DOWNTOWN BUSINESSES

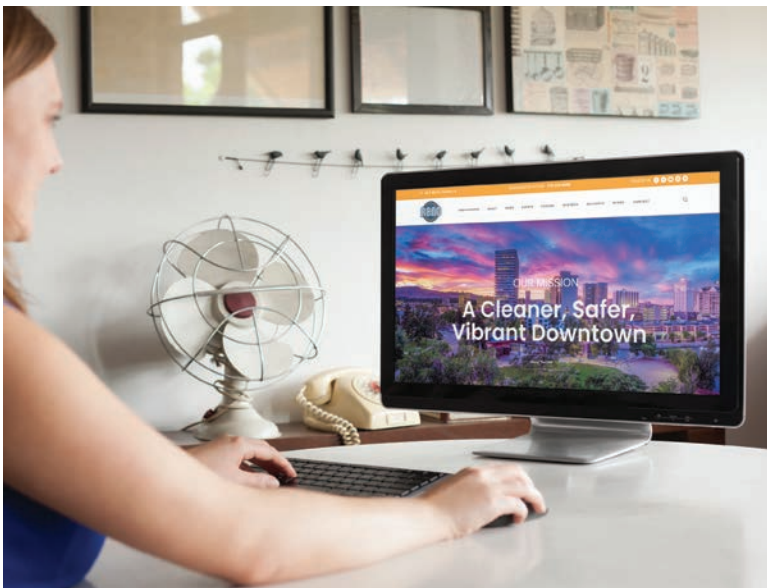
In an effort to showcase and share all the great businesses located in Downtown Reno, the DRP launched a video blog series called "What's Up Downtown." In this series, downtown businesses are featured in a short, interview-style video with DRP Executive Director Neoma Jardon as host to learn more about what makes each business unique and a place you don't want to miss. Blog entries have featured Battle Born Brewery, Pitch Black Printing Company, R\Lab at the Reno Renaissance, The National Automobile Museum and more.



YOUTUBE.COM  
"What's Up Downtown:" Battle Born Beer Working to Become Nevada's Beer  
In the latest edition of "What's Up Downtown," DRP's video blog series, DRP Executive Directo...



## DOWNTOWN RENO PARTNERSHIP DEBUTS NEW WEBSITE



The Downtown Reno Partnership launched a new website! Designed by the talented team at Design on Edge, the new site allows users to stay up-to-date on all the latest DRP and Downtown Reno news, events and developments on their mobile and desktop devices. The site has a new events calendar, district pages with highlights and offerings, Ambassador stats and archive of their work, a getting around Downtown section and more. The URL remains the same: [downtownreno.org](http://downtownreno.org).

## DOWNTOWN RENO PARTNERSHIP CREATES FIRST-EVER STATE OF DOWNTOWN REPORT

The State of Downtown report provides a recent snapshot of data to illustrate the current state of downtown, utilizing a 1-mile radius as an area of economic influence to allow for easier evaluation and comparison. This report establishes a baseline to measure future progress and it is an asset to help investors, developers, businesses and brokers to make better data-informed decisions.



## FORMER HARRAH'S SITE IS THE LATEST ADDITION TO THE VACANT STOREFRONT BEAUTIFICATION PROGRAM



While all of downtown and those in Reno are excited to see the Reno City Center site activated (former Harrah's location), we also realize the location is central to Downtown and appears in the background of countless photos that tourists take in front of the Reno Arch. Given that, the DRP team worked with the Reno City Center to create screen wraps with images and graphics central to Downtown Reno to temporarily shield the unfinished front of the plaza as the community awaits the next step in that project.

# ECONOMIC DEVELOPMENT

In our fifth year of downtown economic development, we have significantly advanced in data collection and sharing, expanded our stakeholder network and sphere of influence, promoted effective policies and best practices, beautified downtown, collaborated with local businesses and deepened our expertise in all downtown-related matters.

We consistently monitor downtown metrics, including foot traffic, fulfilling over 30 data report requests and more than 200 information inquiries from businesses and partners. We have joined the Data Advisory Group for Truckee Meadows Tomorrow, and recently published the inaugural State of Downtown report to assist investors, developers, businesses and brokers in making informed, data-driven decisions.

We attended the International Downtown Association (IDA) conference in Chicago, IL, where we connected with experts to learn about new initiatives and research best practices. To collaborate with regional partners in attraction-based economic development, we participated in ICSC Las Vegas to understand retail trends, developer priorities and paths to success while engaging with brands to invite them to Reno.

To better connect with professional communities in planning and urban development, we joined the Urban Land Institute and are actively involved in establishing a Northern Nevada chapter.

In downtown beautification, we are advancing a river path makeover that has evolved from our 1-Mile Makeover initiative to the comprehensive City of Reno Truckee River Vision Plan, led by our friends at Dig Studio. Additionally, we continue landscaping and maintenance at Locomotion Plaza and have beautified the area around the Reno Arch by installing custom fence screens at the former Harrah's property.

Summarizing our accomplishments over the past year is challenging, even when focusing on the most significant achievements. Our collaborators and those most impacted by our work have witnessed the benefits provided by the Downtown Reno Partnership. We have created numerous opportunities for citizens to engage in conversations about downtown revitalization. The importance of downtown-focused economic development is firmly established, and we will continue striving to be leaders and experts in making downtown a place where people love to visit, live, work and play.

## THREE PILLARS OF ECONOMIC DEVELOPMENT



**DATA & INFORMATION**



**PARTNERSHIPS & POLICY**



**COMMUNITY DEVELOPMENT**



*Ballpark Apartments at 201 Evans Avenue*

# DEVELOPMENT ACTIVITY MAP

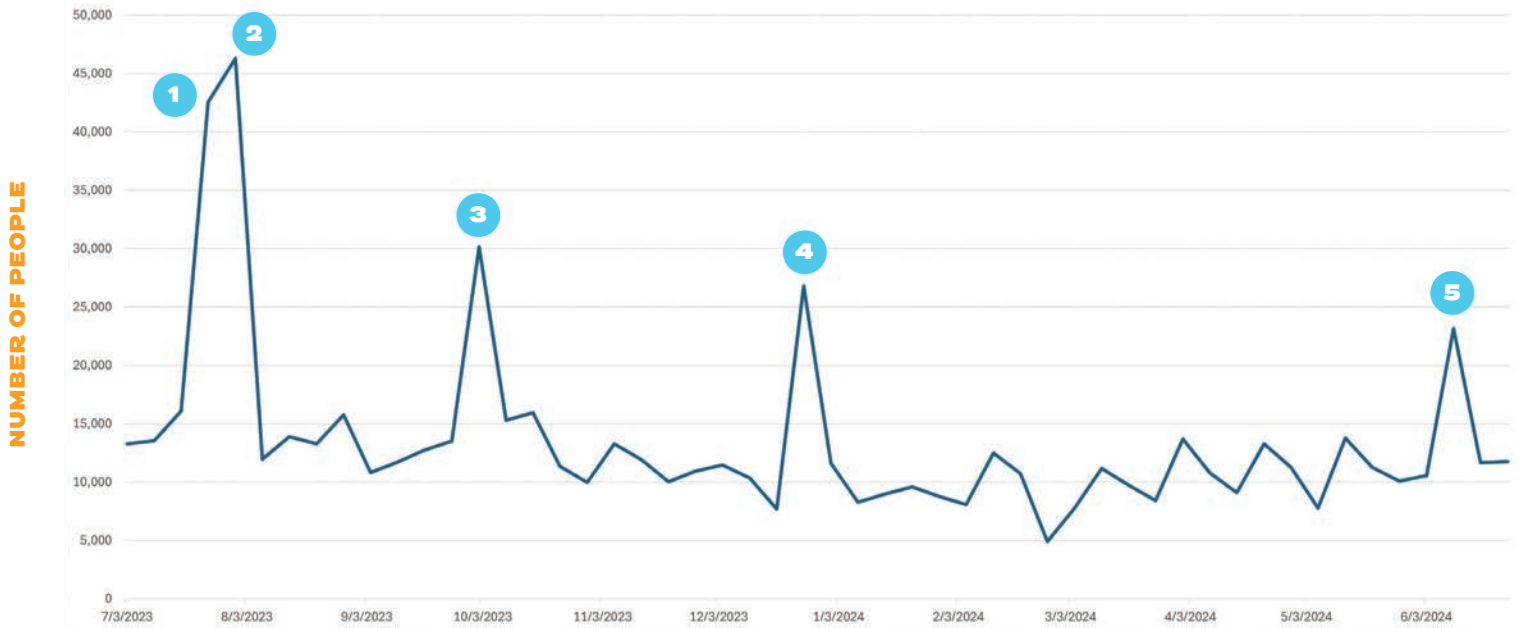
- Proposed
- Completed
- Under Construction
- Demolished



SCAN TO VIEW OUR ECONOMIC DEVELOPMENT MAP ONLINE



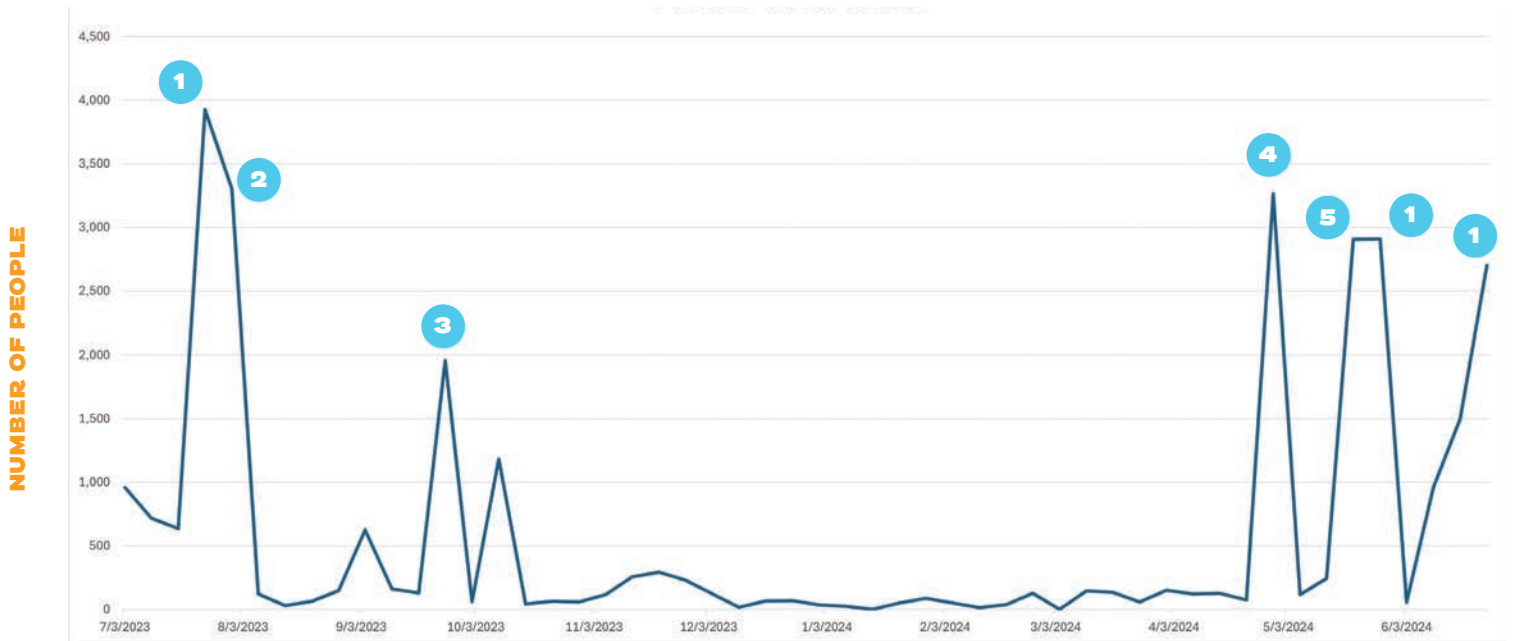
# FOOT TRAFFIC DOWNTOWN RENO VIRGINIA STREET FY 23/24



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

Source: placera.ai

# FOOT TRAFFIC GLOW PLAZA VISITS FY 23/24

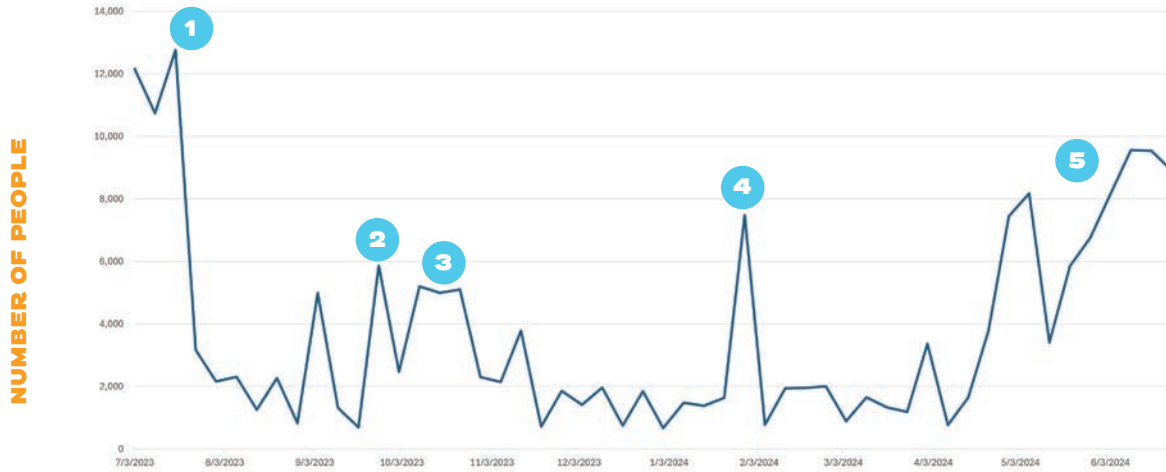


1. RENO NIGHT MARKETS 2. ZAPP CLUB NOUVEAU 3. JOURNEY TRIBUTE 4. CINCO DE MAYO 5. BONE THUGS-N-HARMONY

Source: placera.ai

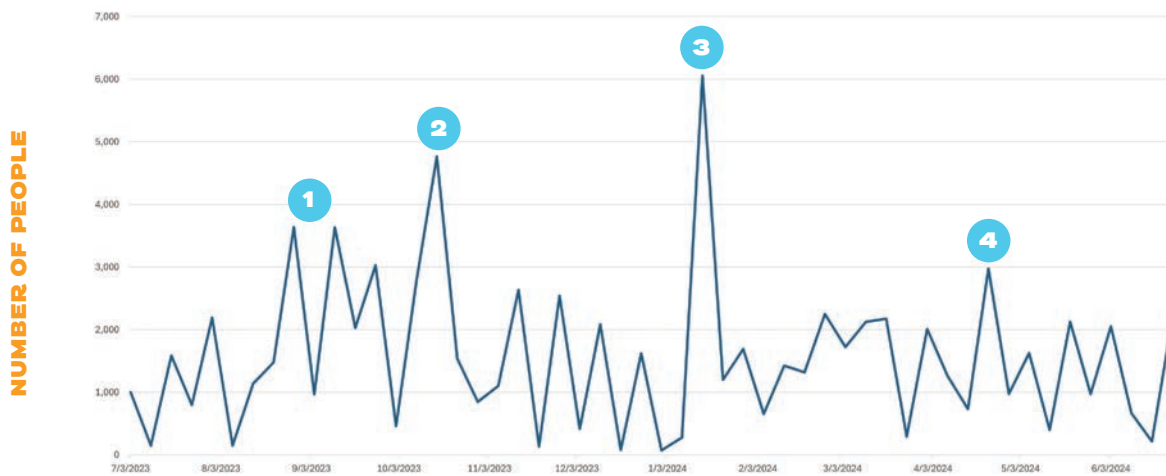


# FOOT TRAFFIC NATIONAL BOWLING STADIUM VISITS FY 23/24



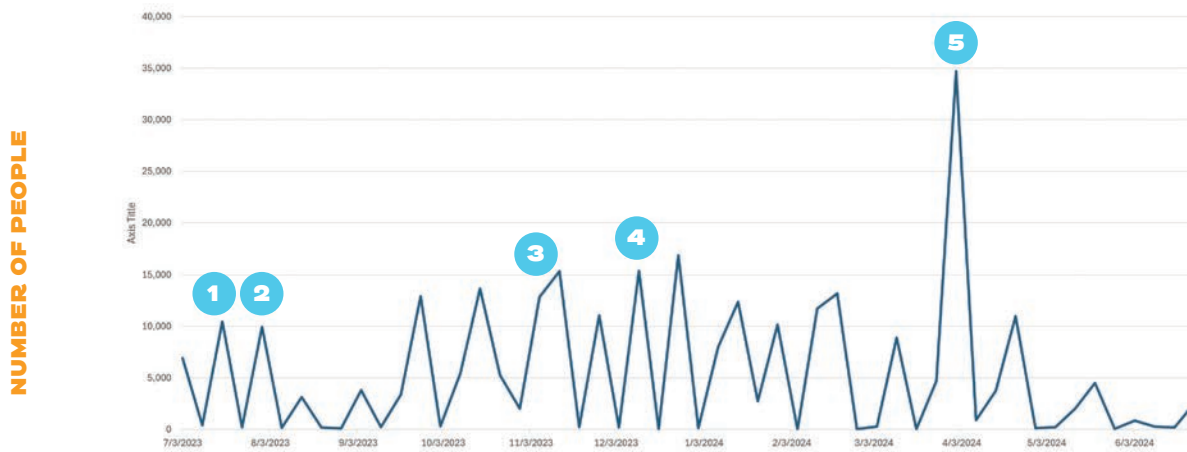
1. 2023 USBC CHAMPIONSHIPS 2. JUBILEE TOURNAMENT 3. DARK CORNER HAUNTED HOUSE  
4. JUNIOR ASSEMBLY 5. 2024 WOMEN'S CHAMPIONSHIP

# FOOT TRAFFIC RENO BALLROOM VISITS FY 23/24



1. CASINO EVENT CONCERT 2. EMPRENDEDORES CONVENTION 3. BOBBY DOLAN BANQUET 4. UNIVERSITY OF NEVADA RENO BANQUET

# FOOT TRAFFIC RENO EVENTS CENTER VISITS FY 23/24



1. FUERA REGIDA CONCERT 2. HOT AUGUST NIGHTS BIG BOY TOY STORE 3. DISNEY ON ICE  
4. RENO TOURNAMENT OF CHAMPIONS 5. RENO WORLD OF WRESTLING & TEDX RENO

# FINANCIALS, BOARD AND STAFF

## THE OVERALL BUDGET FOR 2023-24: \$3.725 MILLION

**\$1.6 million** of that paid for 28 ambassadors, their manager and equipment.

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

**\$708,000** paid for staff, operations, economic development and marketing programs.

**\$415,000** paid for the City of Reno staff who performed additional maintenance and cleaning throughout the district and for improvements along Virginia Street.

**\$92,000** paid for premium services for beautification and improvements on Virginia Street.

**\$100,000** supplemental Revenue Contract/Contribution Revenue



## 2023-24 DRP STAFF

### Neoma Jardon

Executive Director

### Nathan Digangi

Economic Development Manager

### Gary Bartolomeo

Operations Manager (Ambassadors)

### Kristen Saibini

Marketing Manager

## 2023-24 BOARD OF DIRECTORS

### Board Chair Chris Shanks

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

### Jeff Siri

President and CEO of Club Cal Neva

### Mariluz Garcia

Washoe County Commissioner

### Vice Chair Tony Marini

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

### Eaton Dunkelburger

Northern Nevada Community Foundation

### Kathleen Taylor

Reno City Council Member

### Sharon Chamberlain

CEO of Northern Nevada HOPES

### Eric Lerude

Resident of The Montage

### Secretary Jim Galloway

Resident of the Palladio Condominium Tower

### Mark Reece

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

### 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

### Kaya Stanley

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

### Past Chair Par Tolles

President of Tolles Development Company

### Courtney Meredith

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

### Steven T. Polikalas

Commercial Property

### Jonathan Boulware

Vice President of Nevada Operations at Jacobs Entertainment

### Britton Griffith

Vice President of Development for Reno Engineering Corporation

# STRATEGIC PLAN

## FY 2024/2025 GOALS

Our core purpose is to lead and engage in efforts to revitalize Downtown Reno as the thriving, sustainable, innovative, and vibrant heart of the community

### PRIORITY #1: VIBRANT DOWNTOWN STREETS

A clean, safe, beautified, and vibrant downtown where all demographics can enjoy.

### PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

An urban downtown that has yielded strong economic development through an increase of property values, home ownership, business growth and reduction in vacancies.

### PRIORITY #3: AWARENESS & PROMOTION

A renewed perception of downtown through increased awareness, promotion, and rapport on downtown activity as well as building strong relationships with the community and key stakeholders.

### PRIORITY #4: OPERATIONAL EXCELLENCE

A strong BID team and a dedicated Board, with tangible results.





# Downtown RENO



**SAFE \* CLEAN \* VIBRANT**

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**DOWNTOWNRENO.ORG**