

THE DOWNTOWN RENO PARTNERSHIP PRESENTS

THE STATE OF DOWNTOWN

A SUMMARY OF 2024 STATISTICS AND DATA | VERSION 2.0



DOWNTOWN

RENO

PARTNERSHIP

The logo for the Downtown Reno Partnership is located at the bottom of the page. It features the words "DOWNTOWN" and "PARTNERSHIP" in a bold, orange, sans-serif font, flanking a central graphic. The graphic consists of the word "RENO" in a stylized, white, outlined font, with a small orange star above the letter "O". Below the text are two horizontal orange lines.

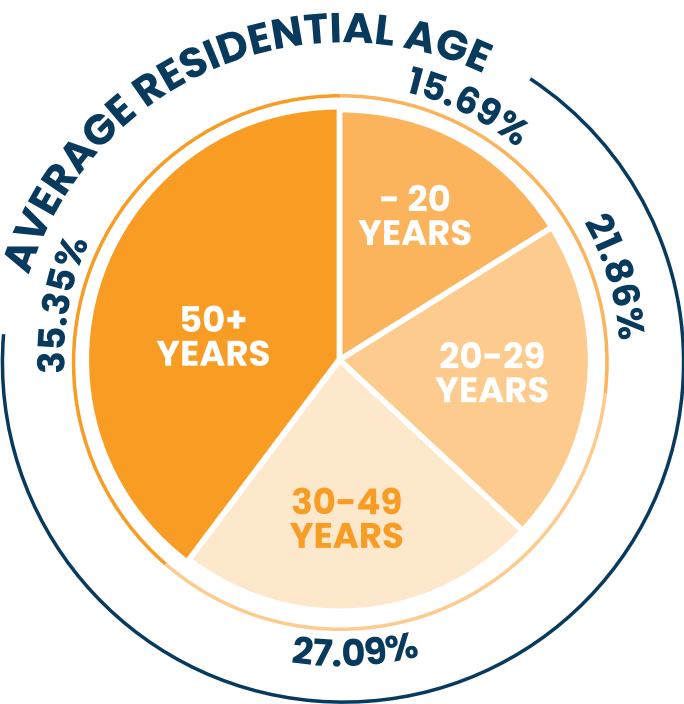
Downtown Reno offers a compelling mix of culture, walkability, and economic potential. With major assets like Greater Nevada Field, four nationally recognized museums, a Tier 1 research university, theaters, parks, public art, and year-round recreation—plus Nevada’s business-friendly tax environment—the urban core is well positioned for its next chapter. We hope this report helps illuminate where we are today—and encourages you to be part of what comes next.

DEMOGRAPHICS & EMPLOYMENT

Downtown Reno’s demographic landscape continues to evolve, with a modest shift in population and a growing **concentration of young adults** and working professionals. Average incomes rose again this year, reflecting broader economic trends. Employment remains diverse across industries, with **gains in arts, entertainment, and professional services** helping to offset changes

in the **hospitality sector**. Downtown offers a healthy mix of residential neighborhoods and **commercial hubs** with a wide variety of dining and entertainment options. Looking ahead, downtown’s success will depend on meeting the **diverse needs of residents, workers, and visitors** while expanding opportunities for entertainment, **family-friendly activities**, and additional residential units.

RESIDENTIAL STATISTICS



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



RESIDENTIAL POPULATION:

21,533

4,320 HOUSEHOLDS WITH PETS

12,880 TOTAL HOUSING UNITS

11,429 HOUSEHOLDS

SOURCE: ESRI



BUSINESSES

2,406 TOTAL BUSINESSES

34,137 TOTAL EMPLOYEES

AVERAGE INCOME

\$72,240 HOUSEHOLD INCOME

\$57,471 DISPOSABLE INCOME

ACTIVITY

50,073 DAYTIME POPULATION

EMPLOYMENT BY INDUSTRY

HEALTH CARE & SOCIAL ASSISTANCE	21.09%	MEDIA & INFORMATION	2.81%
ARTS/ENTERTAINMENT/REC	15.66%	FINANCE & INSURANCE	2.71%
PROFESSIONAL/TECH SERVICES	12.05%	CONSTRUCTION	2.65%
OTHER SERVICES	10.50%	EDUCATIONAL SERVICES	2.46%
ACCOMMODATION & FOOD SERVICE	9.87%	MANUFACTURING	1.92%
PUBLIC ADMINISTRATION	9.22%	REAL ESTATE	1.79%
RETAIL TRADE	3.34%	OTHER	3.95%

Industry Categorization Based on NAICS Codes.
*Other includes Admin/Support/Waste Mgmt, Wholesale Trade, Transportation/Warehouse, Mining Employees, Unclassified Establishments, Agric/Forestry/Fish/Hunt, Utilities, & Mgmt of Comp/Enterprises

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

TAPESTRY SEGMENT GROUPS

40.52%

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.

23.82%

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.

22.61%

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 music.

8.45%

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.

4.61%

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.

PARKS & OUTDOOR RECREATION

WELCOME TO THE RENO
TAHOE GATEWAY TO THE
SIERRA NEVADA MOUNTAINS.

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.**



HIGHLIGHTS



THE TRUCKEE RIVER: Open year-round, providing free public access for various water activities such as a class 2 Whitewater Park, kayaking, canoeing, and inner tubing. Floating the river from Mayberry Park to downtown is a favorite summer activity for locals!



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 of smooth concrete for skateboarding, roller skating, roller-blading, riding unicycles, doing wheelies, juggling, disco dancing, and more.



MICROMOBILITY-FRIENDLY: The Riverwalk 12-mile bike route passes through numerous parks and recreational areas, offering nearly 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



145 MILES FROM TIOGA PASS (2.5 HOURS)
RENO IS THE CLOSEST MAJOR CITY TO THE EASTERN GATE OF YOSEMITE.



25 MILES TO THE NEAREST SKI RESORT & 11 RESORTS WITHIN AN HOUR DRIVE



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



50 GOLF COURSES WITHIN 90 MINUTE DRIVE



48 TRAIL HEADS WITHIN A 30 MINUTE DRIVE



120 MILES DRIVE TO BLACK ROCK DESERT (2 HOURS)

OTHER MARKETS

PARKS & PUBLIC SPACE

DOWNTOWN DENVER
57 ACRES 54,668 PEOPLE

COLORADO SPRINGS
200 ACRES 2,574 PEOPLE

BOISE PARKS
292 ACRES 15,790 PEOPLE

SOURCE: ARCGIS



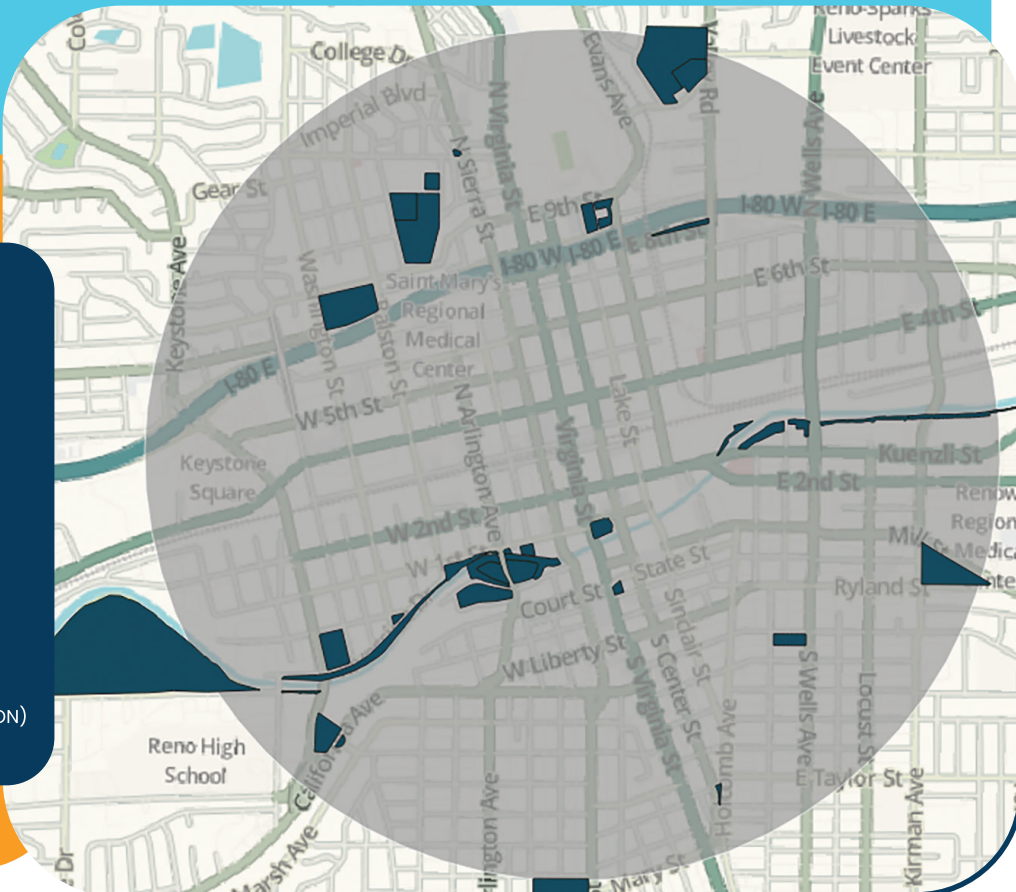
17.35 MILES OF BIKE LANES WITHIN THE 1-MILE RADIUS



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



RENO HAS ALL 4 SEASONS, 300 SUNNY DAYS/YEAR, AND RANKS #6 SUNNIEST UNITED STATES CITY
(WORLD METEOROLOGICAL ORGANIZATION)



OFFICE & REAL ESTATE

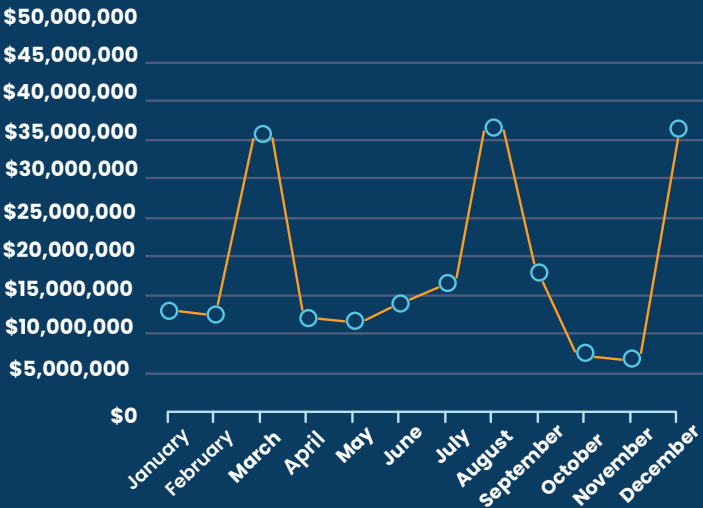
Downtown Reno’s office and real estate market is **evolving to meet new expectations**. While office lease rates softened slightly, occupancy remains high, and **well-located, high-amenity spaces continue to attract interest**. Retail rents rose significantly, reflecting increased demand for storefronts in active corridors. Property sales volume also climbed, **signaling sustained investor confidence**. On the residential side, **over 600 new units were built in 2024**, helping to address the development gap left by the previous decade and reinforcing downtown’s momentum as **a dynamic place to live, work, and invest**.

\$558,884
AVERAGE HOME VALUE IN 2024

\$479,104
MEDIAN HOME VALUE IN 2024

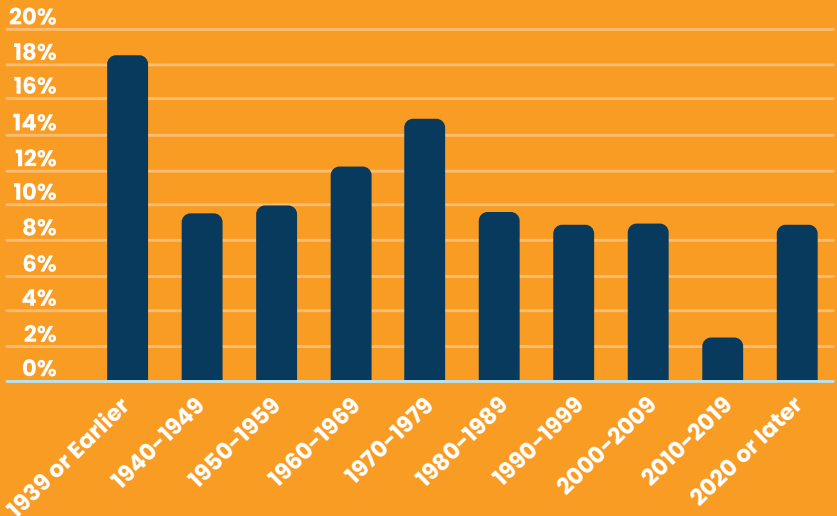
\$381 AVERAGE
SALES PRICE PER SQ FT

MONTHLY PROPERTY SALES VOLUME 2024



SOURCE: WASHOE COUNTY

HOUSING: YEAR BUILT



608 RESIDENTIAL
UNITS COMPLETED
IN 2024

1,212 UNITS
IN THE PIPELINE
(PROPOSED + UNDER
CONSTRUCTION)

\$250 PER SQ FT
AVERAGE COST OF
CONSTRUCTION

SOURCE: COLLIERS

RETAIL SPACE:

582,813 SQ FT OF
TOTAL RETAIL SPACE



87.3%
AVERAGE OCCUPANCY



\$1.83 AVERAGE RENT
PER SQ FT



OFFICE SPACE:

1,638,148 SQ FT
TOTAL OFFICE SPACE



585,732 SQ FT
CLASS A OFFICE SPACE

88.9% AVERAGE
OCCUPANCY



\$1.95 AVERAGE
OFFICE RENT PER SQ FT



SCAN TO VIEW
OUR DEVELOPMENT
MAP ONLINE

SOURCE: COLLIERS

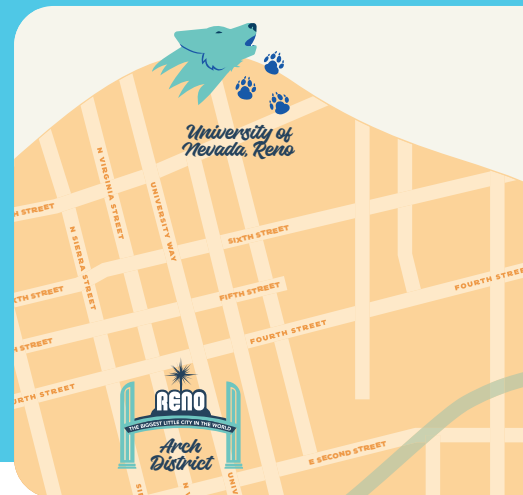
UNIVERSITY OF NEVADA, RENO



THE UNIVERSITY HAS
A STATEWIDE ECONOMIC
IMPACT OF MORE THAN
\$2.2 BILLION
ANNUALLY.

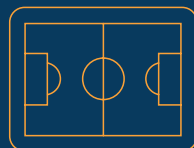
The University of Nevada, Reno plays a central role in downtown economic development and **long-term vitality**. In addition to advancing research and innovation, the University contributes to the **cultural fabric** of the city and strengthens the regional talent pipeline. Projects like **University Village** are helping extend the campus's presence into the urban core, creating more **opportunities for housing**, collaboration, and **community connection**. As the University continues to grow and invest in its surroundings, the relationship between campus and city is evolving into a stronger **town-and-gown partnership**—one that supports shared prosperity and long-term growth.

CARNEGIE R1 CLASSIFICATION:
DOCTORAL UNIVERSITIES WITH VERY HIGH RESEARCH ACTIVITY



PROXIMITY MAP

0.6 MILES
TO THE RENO ARCH
10 MINUTE WALK
TO THE RENO ARCH



HOME OF THE WOLF PACK

LAWLOR EVENTS CENTER
CAPACITY **12,000**

MACKAY STADIUM
CAPACITY **27,000**



23,029
TOTAL STUDENTS
(GRAD UNDERGRAD
& 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

560+
ACADEMIC
PROGRAMS

13
COLLEGES
& SCHOOLS

250+
STUDENT CLUBS
& ORGANIZATIONS

\$560.1
MILLION IN
ENDOWMENT

SOURCE: UNIVERSITY OF NEVADA, RENO

UNIVERSITY ADVANCEMENTS



\$194.1 MILLION
IN R&D EXPENDITURES IN FISCAL YEAR
2024 CONTRIBUTING TO RESEARCH-
BASED ADVANCEMENTS, GENERATING
JOBS & INFRASTRUCTURE
FOR NEVADA



RANKED **99TH** FOR FACULTY
RESEARCH PRODUCTIVITY AMONG
PUBLIC INSTITUTIONS IN FISCAL
YEAR 2024.



\$317,000
IN R&D EXPENDITURES PER
FACULTY MEMBER IN FISCAL
YEAR 2024.

UNIVERSITY VILLAGE

Located in the Downtown University District, **University Village**, a **16-parcel**, **2.29 acre development**, represents a transformational investment in the future of research and academic excellence.

By offering **high-quality, affordable** housing for faculty, researchers, staff, and graduate students, the University is cultivating a **vibrant, inclusive community** that strengthens the ties between campus and city. The University Village will provide around **100 beds** and significantly contribute to **revitalizing the area**.

THE MATHEWSON GATEWAY PROJECT

OPENING JULY 2025

STATE-OF-THE-ART BUSINESS BUILDING



70% OF CONSTRUCTION
VALUE AWARDED TO
LOCAL SUBCONTRACTORS



\$40 MILLION PARKING
GARAGE 814 PARKING SPACES



NEW HOTEL
AND CONFERENCE
CENTER COMPONENT

The Mathewson Gateway Project is a landmark collaboration between the University of Nevada, Reno and the City of Reno. It is reshaping the southern edge of campus and redefining the University's connection to downtown.

A cornerstone of the Gateway Project, the **John Tulloch Business Building**, opening July 2025, will serve as the new home for the College of Business. This five-story, 128,000 square-foot facility will welcome thousands of students into dynamic, future-focused learning environments designed to meet the evolving needs of modern business education.

The new building will also serve as the hub for entrepreneurial activity on campus, housing the **Ozmen Center for Entrepreneurship** and supporting a growing ecosystem of innovation, startups, and student-led ventures.

With **more than 70% of the project's value awarded to local subcontractors**, the building's construction is generating local jobs and fueling Northern Nevada's economy. Pursuing **LEED Gold Certification**, the facility reflects a strong commitment to sustainability, with significant energy and water savings built into its design.

LEARN MORE

TO LEARN MORE ABOUT THE UNIVERSITY OF NEVADA, RENO MATHEWSON GATEWAY PROJECT AND TO SUBMIT AN INTEREST FORM, VISIT unr.edu/gateway.

For further inquiries, contact the Office of Community and Real Estate Management at **775.784.6546**.

SOURCE: UNIVERSITY OF NEVADA, RENO

ENTREPRENEURSHIP, STARTUPS, & INNOVATION



\$170,000,000

RAISED BY DOWNTOWN
AREA COMPANIES
BASED ON CRUNCHBASE DATA



UNIVERSITY OF NEVADA, RENO

innevation center

POWERED BY SWITCH

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**.



\$170,000,000+

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**.

THE INNEVATION CENTER POWERING NEVADA'S INNOVATION ECONOMY

84 MEMBER COMPANIES

4 YEARS OF ANNUAL MAKERTHONS

FREE FOUNDER FRIDAYS

600+ HOURS OF EVENTS HOSTED

1,800 HOURS OF CONFERENCE
ROOM BOOKINGS

10 ROBOTICS TEAMS AT THE K-12
ROBOTICS CENTER

1,300 USES OF THE MAKERSPACE



1,029 REGISTERED
ATTENDEES

70 SESSIONS

33 SPONSORS

\$100K+ RAISED

7 VENUES THROUGHOUT
DOWNTOWN RENO

964 CUPS OF COFFEE

599 ACTIVE USERS
ON THE EVENT APP



\$1M IN INVESTMENTS

15 STARTUP PARTICIPANTS

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

Gener8tor, a startup accelerator, offers mentorship-driven accelerator programs across the globe. The Reno programs include five, **\$100K investments** into new high-growth startups each year. In 2024, with the support of community partners, gener8tor launched the **Electrify Nevada Accelerator**—a program designed to propel early-stage startups innovating in **energy solutions**. With a focus on advanced battery technology and **sustainable energy systems**, the program leverages Nevada's strategic role in the **global energy market**.

To date, gener8tor Reno has had **15 startup companies** participate in their investment and non-investment accelerator programs. A total of **\$1M has been invested** into startup participants' companies.



27 STARTUPS FUNDED

\$16 M INVESTED

300 JOBS CREATED

\$3.2 MILLION TO 24 COMPANIES IN 5 YEARS

Established in early 2019, the **Reno Seed Fund** continues to **generate value and opportunity** for its members and the broader region. With **\$3.2 million directly invested** in 27 companies and an additional **\$13 million in co-investment** capital, it is **Nevada's most active angel fund**. The Fund focuses on leading early-stage investments in Northern Nevada while also participating in **strategic partnerships** across the Mountain West—driving innovation, creating jobs, and helping to build long-term regional wealth.



1,145 FOUNDERS SERVED

9 UNIQUE PROGRAMS

139 COMMUNITY EVENTS

LEAD INVESTMENTS OF \$5.128 MILLION IN 5 STARTUPS
BRINGING TOTALS TO \$30.5 MILLION

Since 2017, **StartupNV** has been building Nevada's statewide startup ecosystem as a nonprofit accelerator and incubator. In addition to **supporting over 1,000 companies** and hosting more than 100 events annually, StartupNV manages four investor-focused funds: **FundNV** (pre-seed), **AngelNV** (a seed fund and investor education program), **the 1864 Fund** (seed-stage), and a **recently launched growth-stage fund**. Through these initiatives, StartupNV provides capital, mentorship, and resources to **help early-stage companies thrive** across Nevada.

MEDICAL & LIFE SCIENCES

2 FULL-SERVICE HOSPITALS

The **healthcare industry** remains a key driver of economic activity in downtown, accounting for **over 20% of local employment** within the one-mile radius. Anchored by leading institutions like **Renown**, Saint Mary's, the Reno Orthopedic Center (ROC), and Northern Nevada HOPES, the area offers high-quality care and a concentration of skilled, well-compensated professionals. Recent expansions—including major capital investments and expanded outreach by **ROC and HOPES**—reflect **long-term confidence** in downtown as a destination for care and innovation. **Saint Mary's** earned its eighth consecutive **Patient Safety Excellence Award** from Healthgrades, HOPES grew its patient base by 20%, and Renown continues to serve the region's youth as home to **Northern Nevada's only dedicated children's hospital**. ROC has been a downtown institution **since 1958** and continues to invest in research and educational partnerships with UNR, TMCC, and WCSD.

Saint Mary's

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



735,334 SQ FT MEDICAL FACILITY



352 HOSPITAL BEDS



\$38.89 AVERAGE PAY PER HOUR
700 PRACTICING PHYSICIANS
1,156 EMPLOYEES



THE ONLY HOSPITAL
IN NORTHERN NEVADA TO RECEIVE
THE HEALTHGRADES' PATIENT
SAFETY EXCELLENCE AWARD
8 YEARS IN A ROW

SOURCE: SAINT MARY'S REGIONAL MEDICAL CENTER

NORTHERN NEVADA HOPES

A FEDERALLY QUALIFIED
HEALTH CENTER PROVIDER



51 PRACTICING PROVIDERS
130 EMPLOYEES



\$70,483,411 REVENUE
\$56,315,446 EXPENSES



17,395 TOTAL PATIENTS SERVED
(20% INCREASE)
3,279 PEDIATRIC PATIENTS
5,378 NEW PATIENTS
117,081 PATIENT VISITS
(27% INCREASE)

roc reno orthopedic center



35 PRACTICING
PHYSICIANS
456 EMPLOYEES
\$84,267 AVERAGE SALARY



178,890 PATIENT VISITS



138,159 SQ FT
MEDICAL FACILITY



8 BED AMBULATORY
SURGERY CENTER

SOURCE: RENO ORTHOPEDIC CENTER

RENO ORTHOPEDIC CENTER IS
THE MOST ADVANCED ORTHOPEDIC
TREATMENT FACILITY IN THE REGION
LOCATED DOWNTOWN SINCE 1958

RENO ORTHOPEDIC CENTER FOUNDATION LOCATED DOWNTOWN
OFFICE DOES COMMUNITY OUTREACH ALONG WITH RESEARCH
AND EDUCATIONAL PARTNERSHIPS WITH WCSD, UNR AND TMCC.

Renown® HEALTH



2,290,413 SQ FT
MEDICAL FACILITY
826 HOSPITAL BEDS



543,569 PATIENT VISITS
407,890
OUTPATIENT VISITS
109,354 EMERGENCY
ROOM VISITS
22,217 SURGERIES



1,208 PRACTICING PHYSICIANS
4,250 EMPLOYEES
\$38.89 AVERAGE PAY
(NOT INCLUDING PROVIDERS)



1,600 AVERAGE HOURS
OF DOG THERAPY



4,108 BABIES BORN

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

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



HOSPITALITY

TOURISM & CULTURE

29.7 MILLION VISITS

FROM 3.4 MILLION VISITORS IN 2024

15% OF VISITORS ARE FROM WITHIN THE REGION

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



\$133 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



DOWNTOWN EVENTS

MINOR LEAGUE BASEBALL
MONTHLY WINE WALKS
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



NEVADA MUSEUM OF 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."**



GREATER NEVADA FIELD, HOME OF THE RENO ACES, HAS A CAPACITY OF 9,013 AND **WELCOMED OVER 314,000 VISITS IN 2024.**

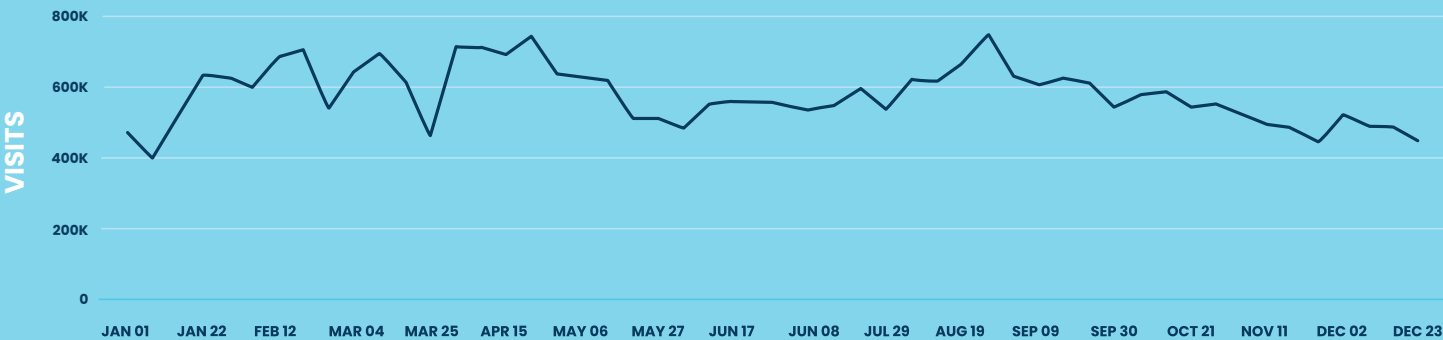
TOP 5 LOCATIONS FOR OUTSIDE THE AREA UNIQUE VISITORS

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

VISITOR TRENDS

DOWNTOWN RENO 1-MILE RADIUS

63% OF TOTAL VISITS ARE FROM WITHIN THE REGION



JAN 1ST, 2024 - DEC 31ST, 2024 Data Provided BY Placer Labs Inc. (www.placer.ai)

SOURCE: RENO SPARKS CONVENTION & VISITORS AUTHORITY AND PLACER.AI



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

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

30 YEARS
OF BROADWAY COMES TO RENO
SHOWS HOSTED BY THE PIONEER
CENTER FOR THE PERFORMING ARTS

CITY HIGHLIGHTS

CITY RECOGNITION



RENO RANKED **16TH** 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



THE BIGGEST LITTLE CITY RANKED **21ST** OUT OF **25** CITIES AS BEST PLACES TO LIVE IN THE WESTERN U.S.



RENO NAMED **HAPPIEST PLACE TO LIVE** BY OUTSIDE MAGAZINE.

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

DOWNTOWN SCORES

TRANSIT SCORE®



50/100

Good Transit

WALK SCORE®



97/100

Walker's Paradise

BIKE SCORE®



87/100

Very Bikeable

LESS TAX

NO CORPORATE INCOME TAX

NO INVENTORY TAX

NO FRANCHISE TAX

NO INHERITANCE TAX

NO PERSONAL INCOME 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 continues to present **meaningful opportunities** for investment, business expansion, and long-term value creation. The completion of over **600 new residential units in 2024**, alongside rising household incomes, reflects both market demand and upward **economic momentum**. With more housing on the way, ensuring these new units are successfully absorbed will be **critical to paving the way** for future development.

Retail vacancies and underutilized ground floors remain visible challenges—but also areas of **untapped potential** for place-making, entrepreneurship, and urban vibrancy. As residential density increases, the environment becomes more favorable for new retail, dining, and service concepts that will **benefit from additional foot traffic**.

To **maintain momentum**, downtown must continue aligning public and private efforts to support infill development, promote business activity, and create places where residents, workers, and visitors want to spend time. By **blending livability with investment-readiness**, downtown Reno is well positioned to attract the next wave of growth and **inspire new energy** across the community.



reno.gov



washoecounty.gov



thechambernv.org

The **Reno+Sparks Chamber of Commerce** is the largest business organization in Northern Nevada, representing more than **2,300 businesses**. As the voice of business, it champions a **thriving** regional economy through **advocacy**, networking, connections, and **community engagement**.



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**.



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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CONTACT



SCAN FOR DIGITAL
STATE OF
DOWNTOWN

DOWNTOWN RENO PARTNERSHIP

40 E. FOURTH ST. PAVILION A, RENO, NV 89501

OFFICE: 775.432.0772

AMBASSADOR HOTLINE: 775.313.4080

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