

THE DOWNTOWN RENO PARTNERSHIP PRESENTS

# THE STATE OF DOWNTOWN

A SUMMARY OF 2025 STATISTICS AND DATA | VERSION 3.0

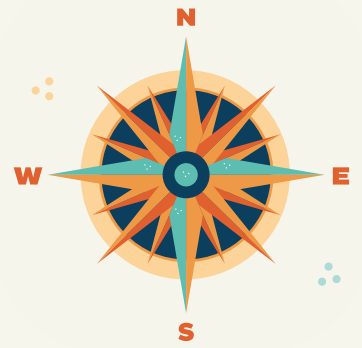


**DOWNTOWN**

**RENO**

**PARTNERSHIP**

# Downtown RENO



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# THE STATE OF THE DOWNTOWN

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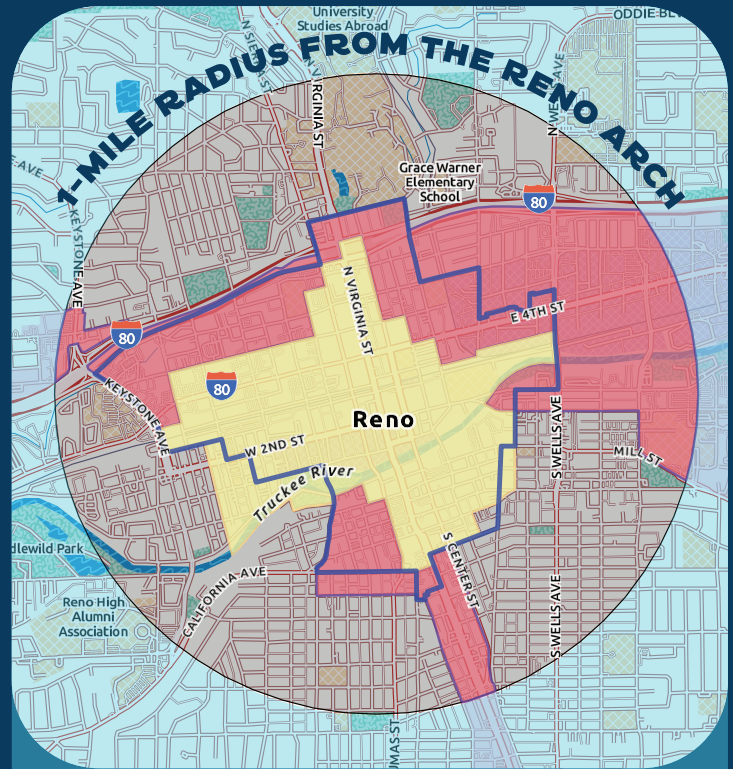
The Downtown Reno Partnership invites you to explore this State of Downtown Report and use its insights to guide business decisions, identify investment opportunities, and support informed conversations around downtown's continued evolution.

This report offers a clear, data-driven view of the economic conditions shaping the heart of our city, designed for business owners, developers, brokers, civic leaders, and anyone with a stake in downtown Reno's future. It extends beyond downtown proper to include surrounding areas that both influence and are influenced by the economic fabric of the urban core.

In our third year of publishing this report, we've seen the value it brings to revitalization and redevelopment efforts. With dozens of public presentations reaching thousands of people, hundreds of printed copies in circulation, and many more accessed digitally, this report has become a trusted resource. We remain committed to being stewards of good data and reliable information, welcoming opportunities to share these findings with your team, organization, or community.

**Downtown Reno continues to progress.**

Recently completed residential projects are leasing up, with additional development in the pipeline signaling steady growth. The University of Nevada, Reno's expansion toward downtown is highlighted by new projects within the Mathewson Gateway and ongoing neighborhood renewal in the University Village.



- BID BOUNDARY
- REDEVELOPMENT AREA 1
- REDEVELOPMENT AREA 2 (in 1-mile radius)

We use a 1-mile radius as an economic area of influence and a standard comparison geography.

The Riverwalk and Brewery Districts have also expanded their impact, becoming Exploring programs with Nevada Main Street and the Governor's Office of Economic Development.

Downtown Reno offers a compelling mix of culture, walkability, and economic potential. With major assets like Greater Nevada Field, nationally recognized museums, a Tier 1 research university, theaters, parks, public art, growing residential density, and year-round recreation, along with 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.

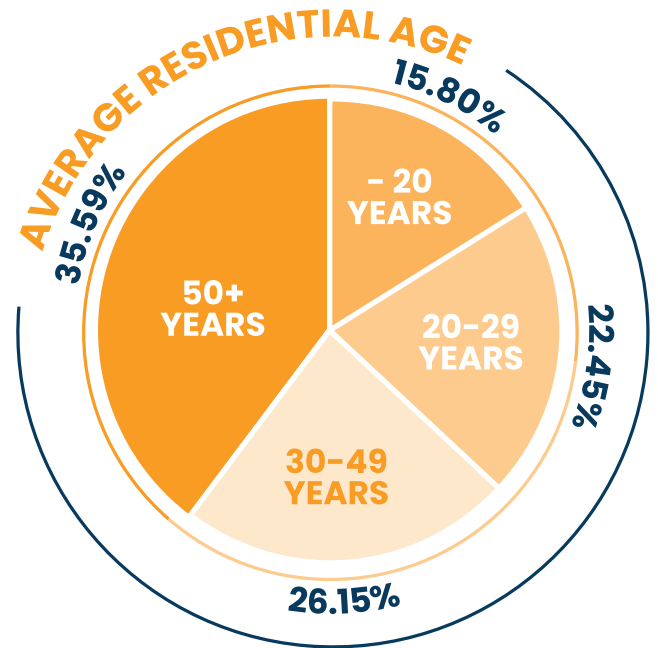
# DEMOGRAPHICS & EMPLOYMENT

**Downtown Reno's demographic landscape remains stable**, with a slight decline in population alongside continued **growth in housing units**, reflecting ongoing residential development. The age mix continues to **skew toward young adults**, while household composition remains steady, including a **small increase in pet ownership**.

**Income levels rose across all measures**, indicating continued economic growth. **Employment declined modestly**, with fewer businesses and employees contributing to a **slight drop in daytime population**. Despite this, downtown's **employment base remains diverse**, with growth in arts, entertainment, professional services, and other **service sectors helping offset declines in health care**.

With a more balanced mix of residents, including students, young professionals, and older households, **downtown continues to function as a mixed-use urban center**. Looking ahead, success will depend on **supporting residential growth, strengthening employment opportunities, and expanding retail amenities**.

## RESIDENTIAL STATISTICS



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

RESIDENTIAL POPULATION:  
**21,185**



**4,463**  
HOUSEHOLDS WITH PETS



**49,025**  
DAYTIME POPULATION



**12,880**  
TOTAL HOUSING UNITS



**\$74,788**  
AVERAGE HOUSEHOLD INCOME



**11,421**  
HOUSEHOLDS

**\$58,906**  
AVERAGE DISPOSABLE INCOME

SOURCE: ESRI

# TAPESTRY LIFEMODE NEIGHBORHOOD GROUP SEGMENTS

## ESRI released a major update to its Tapestry Segmentation system in 2025.

As a result, this year's top segments are based on a different framework than the prior year and are not directly comparable. Overall, the mix of LifeMode groups is trending toward a more balanced distribution.

### OTHER SEGMENTS INCLUDED:

**6.81% - Tech Trailblazers: Metro Renters**

**4.48% - Mature Reflections: Retirement Communities**

**2.31% - Urban Threads: Young and Restless**

**1.02% - Mature Reflections: Senior Escapes**

### URBAN THREADS: SOCIAL SECURITY SET **27.43%**

Predominantly older residents, often living alone and relying on fixed Social Security incomes, residing in affordable high-rise apartments in dense, business-heavy metropolitan centers. These neighborhoods include a mix of backgrounds and income levels, with many households relying on public transit and not owning a vehicle.

### TECH TRAILBLAZERS: EMERGING HUB **18.36%**

Young, mobile residents living in urban neighborhoods, often relocating frequently. These communities include many young graduates and students, with most living alone or with roommates or partners. Most earn middle-tier incomes in professional fields, with higher rates of remote work and a mix of housing options.

### METRO VIBES: SINGLE THRIFTIES **14.50%**

Younger residents in their 20s and 30s living in urban and near-urban neighborhoods, often as singles or couples without children. These communities are mobile and diverse, with many renters in older, lower-cost apartments. Most earn lower to moderate incomes in service and retail jobs, with short commutes and varied transportation options.

### BOOKS AND BOOTS: COLLEGE TOWNS **12.45%**

This year: A mix of students and university-affiliated residents living in and around college-centered communities. These populations are highly mobile, with many renters in multifamily or campus housing. Part-time work is common, often tied to education or service industries, with lifestyles centered around academics and social activity.

### BOOKS AND BOOTS: DORMS TO DIPLOMAS **12.32%**

The youngest residents across all segments, primarily students in their late teens to early 20s pursuing higher education. Most are unmarried and live in dorms or multifamily housing near campus. Part-time work is common in service-related fields, with lifestyles centered around school, social activity, and shared living environments.

## EMPLOYMENT

### BUSINESSES

**2,376**

**TOTAL BUSINESSES**



**30,051**

**TOTAL EMPLOYEES**

## EMPLOYMENT BY INDUSTRY

ARTS/ENTERTAINMENT/REC	17.02%	FINANCE & INSURANCE	3.10%
HEALTH CARE & SOCIAL ASSISTANCE	14.70%	MEDIA & INFORMATION	3.00%
PROFESSIONAL/TECH SERVICES	13.48%	CONSTRUCTION	2.87%
OTHER SERVICES	11.97%	EDUCATIONAL SERVICES	2.53%
ACCOMMODATION & FOOD SERVICE	10.73%	REAL ESTATE	2.06%
PUBLIC ADMINISTRATION	9.33%	MANUFACTURING	1.95%
RETAIL TRADE	3.76%	OTHER	3.50%

*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

# 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. With a unique combination of urban comforts and immediate access to nature that allows residents and visitors to **enjoy the best of both worlds**, Reno remains a **competitive destination** for the attractive lifestyle the region provides. Planned investments, including the **Downtown Reno Amateur Sports Association** sports fields will further expand recreation opportunities, with Jacob's Entertainment's first phase of **four soccer fields expected in summer 2026**.



**145 MILES FROM TIOGA PASS**

(2.5 HOURS) RENO IS THE CLOSEST MAJOR CITY TO THE EASTERN GATE OF YOSEMITE



**50 GOLF COURSES**

**WITHIN 90 MINUTE DRIVE**



**25 MILES TO THE NEAREST SKI RESORT**

**11 RESORTS WITHIN AN HOUR DRIVE**



**48 TRAIL HEADS WITHIN**

**A 30 MINUTE DRIVE**



**17 LAKES WITHIN AN HOUR DRIVE**

(41 WITHIN 90 MIN)



**120 MILES DRIVE TO BLACK ROCK DESERT**

(2 HOURS)

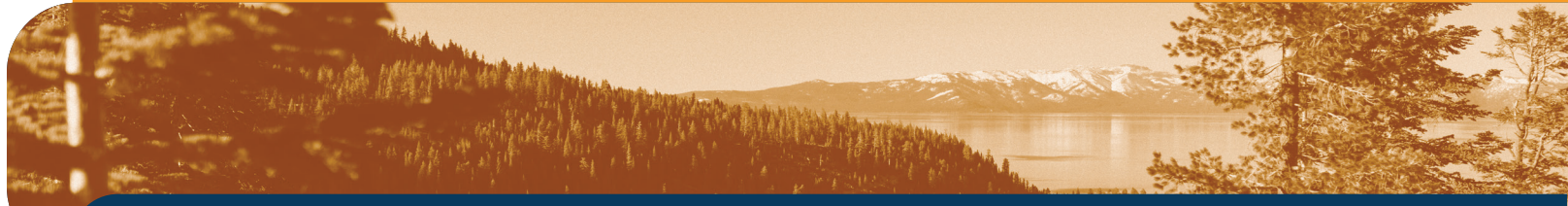


**17.35 MILES OF BIKE LANES WITHIN THE 1-MILE RADIUS**



**RENO HAS ALL 4 SEASONS, 300 SUNNY DAYS/YEAR, AND RANKS #6 SUNNIEST UNITED STATES CITY**

(WORLD METEOROLOGICAL ORGANIZATION)



# 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.



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

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

## OTHER MARKETS

### PARKS & PUBLIC SPACE

SOURCE: ARCGIS

#### DOWNTOWN DENVER

**57 ACRES** **54,668** PEOPLE  
**45 SQ FT** PER PERSON

#### DOWNTOWN COLORADO SPRINGS

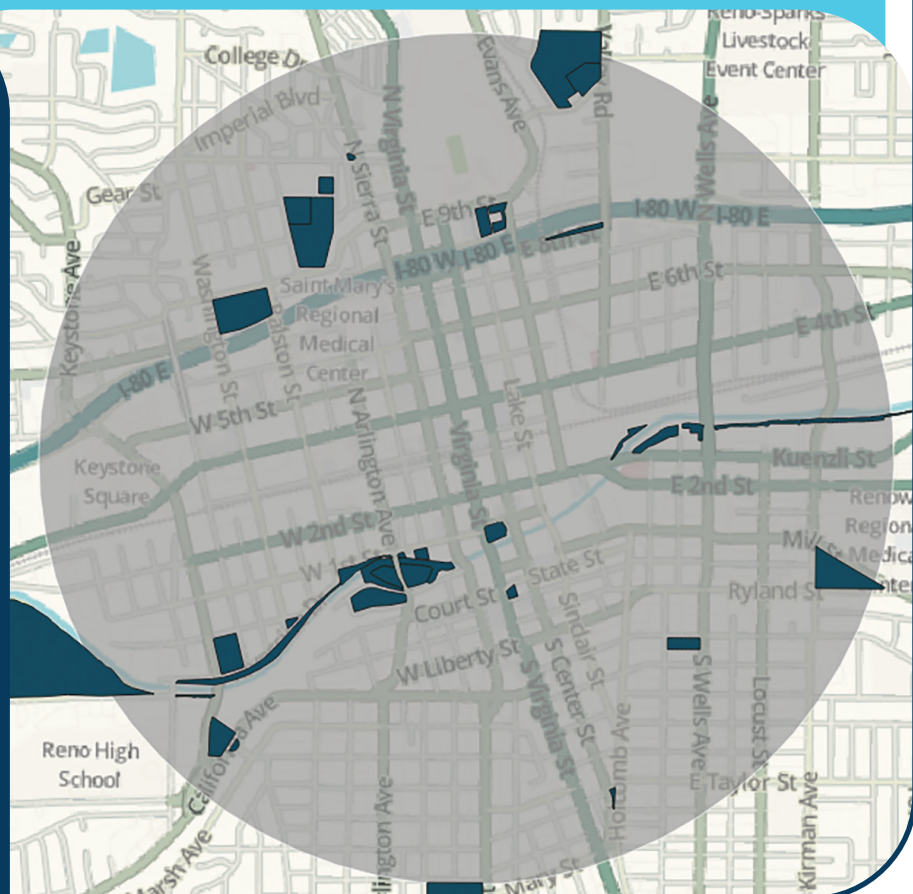
**200 ACRES** **2,574** PEOPLE  
**3,385 SQ FT** PER PERSON

#### DOWNTOWN BOISE

**292 ACRES** **15,790** PEOPLE  
**806 SQ FT** PER PERSON

#### DOWNTOWN TACOMA

**55 ACRES** **30,247** PEOPLE  
**79 SQ FT** PER PERSON



# OFFICE & REAL ESTATE

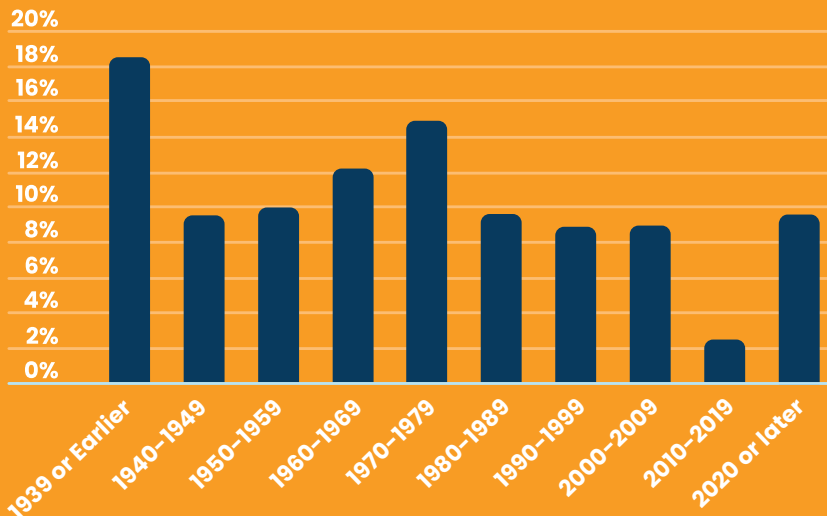
Downtown Reno's office and real estate market continued to adjust to shifting conditions. **Office occupancy and lease rates remain stable.** Retail lease rates increased again, with occupancy holding steady, reflecting **continued demand for high-quality spaces** in active corridors.

Property sales volume **declined modestly**, along with price per square foot, indicating a **slight cooling following prior growth** while still signaling underlying investor activity. On the residential side, **home values increased again** this year, and new development continues, with 148 units delivered and over 1,400 units in the pipeline. Together, these trends reinforce **downtown's long-term trajectory** as a **place to live, work, and invest.**

**\$558,884**  
AVERAGE HOME  
VALUE IN 2025

**\$479,104**  
MEDIAN HOME  
VALUE IN 2025

## HOUSING: YEAR BUILT



**148** RESIDENTIAL  
UNITS COMPLETED  
IN 2025

**1,472** UNITS  
IN THE PIPELINE  
(PROPOSED + UNDER  
CONSTRUCTION)

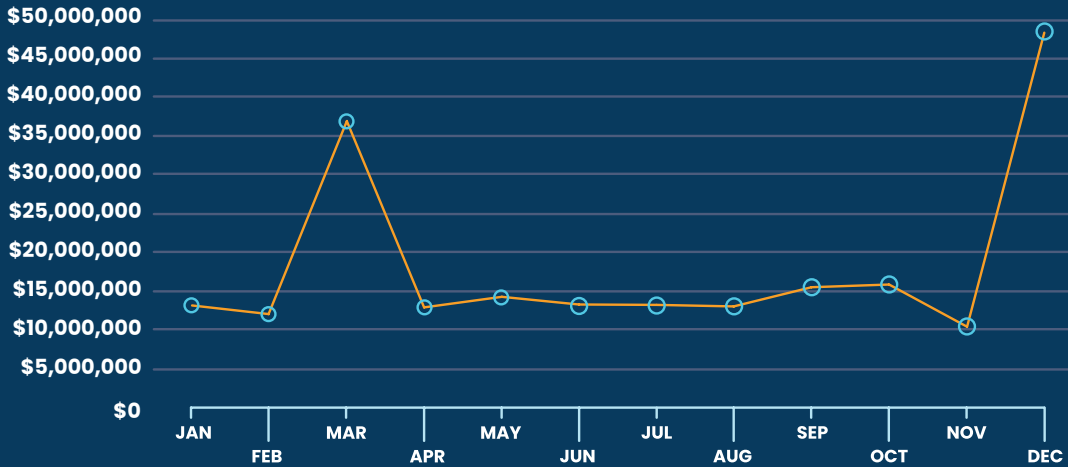
**\$250** PER SQ FT  
AVERAGE COST OF  
CONSTRUCTION

# \$221,922,862

## TOTAL PROPERTY SALES VOLUME

**\$357** AVERAGE  
SALES PRICE PER SQ FT

### MONTHLY PROPERTY SALES VOLUME 2025



SOURCE: WASHOE COUNTY

### RETAIL SPACE:

**538,892** SQ FT OF  
TOTAL RETAIL SPACE



**88.6%**  
AVERAGE OCCUPANCY



**\$2.00** AVERAGE RENT  
PER SQ FT



### OFFICE SPACE:

**1,638,812** SQ FT  
TOTAL OFFICE SPACE



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

**88.78%** AVERAGE  
OCCUPANCY



**\$1.98** AVERAGE  
OFFICE RENT PER SQ FT



SCAN TO VIEW  
OUR DEVELOPMENT  
MAP ONLINE

# UNIVERSITY OF NEVADA, RENO



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

The University of Nevada, Reno's continued expansion and investment into downtown serves as a momentum driver and **catalyst for revitalization**. A growing student population contributes to the **cultural fabric of the city** while **strengthening the regional workforce** talent pipeline. New projects planned for the Mathewson Gateway, including a **hotel and life sciences building**, will be complemented by a public-private partnership student housing development at 600 University Ave.

**CARNEGIE R1 CLASSIFICATION:**  
DOCTORAL UNIVERSITIES WITH VERY HIGH RESEARCH ACTIVITY

## PROXIMITY MAP



### PROXIMITY MAP

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



**24,061** TOTAL STUDENTS  
(GRAD UNDERGRAD & UNDERGRAD)  
**4,662** TOTAL DEGREES AWARDED



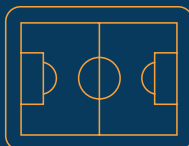
**60+** RESEARCH CENTERS & FACILITIES  
**9** RESIDENT HALLS  
**290** ACRE CAMPUS



**108,000** SQ FT FITNESS FACILITY



**5,550** PRIVATELY OWNED STUDENT BEDS  
**3,500** UNIVERSITY OWNED STUDENT BEDS



## HOME OF THE WOLF PACK

LAWLOR EVENTS CENTER  
CAPACITY **12,000**

MACKAY STADIUM  
CAPACITY **27,000**

**560+**  
ACADEMIC PROGRAMS

**13**  
COLLEGES & SCHOOLS

**250+**  
STUDENT CLUBS & ORGANIZATIONS

**\$72,262,744**  
TOTAL GIVING IN 2025

**\$640.3**  
MILLION IN ENDOWMENT

# RESEARCH & DEVELOPMENT

**\$195.5 MILLION**

INVESTED INTO RESEARCH-BASED ADVANCEMENTS, JOB CREATION, & INFRASTRUCTURE DEVELOPMENT

**169 ACTIVE RESEARCH AWARDS**  
EACH EXCEEDED \$1 MILLION IN FUNDING



## FUTURE DEVELOPMENT



### LIFE SCIENCES BUILDING

**85,000 SQ FT FACILITY WITH 18 RESEARCH LABS, 4 TEACHING LABS, AND A 300-SEAT LECTURE HALL TO ADVANCE BIOLOGICAL AND BIOMEDICAL SCIENCES.**



### 135 KEY HOTEL

**EXPECTED TO GO TO BOARD OF REGENTS FOR APPROVAL IN 2026 TO BEGIN CONSTRUCTION IN 2027**



### 600 UNIVERSITY AVE

**500 UNITS WITH A MIX OF STUDIO, 1 AND 2 BEDROOM FINAL DESIGN AND BONDING APPROVAL EXPECTED IN 2026 WITH CONSTRUCTION STARTING IN 2027**

## UNIVERSITY VILLAGE

By the end of 2025, **University Village** was approximately 80% occupied and completed, with three additional parcels added to the original sixteen. **This expanding university presence in downtown has transformed the surrounding neighborhood by improving properties, reducing blight, and increasing overall vibrancy.**

Rents are set at approximately 85% of **market rate**, with total investment in acquisition and **improvements exceeding \$10 million.**

## THE MATHEWSON GATEWAY PROJECT

### STATE-OF-THE-ART BUSINESS BUILDING

**The Mathewson Gateway Project** is a landmark collaboration between the University of Nevada, Reno and the City of Reno, **reshaping the southern edge of campus** and strengthening its **connection to downtown.**

The cornerstone of the project, the **John Tulloch Business Building**, opened in August 2025 as the new home of the College of Business and the **Ozmen Center for Entrepreneurship**, a hub for campus entrepreneurial activity. The **five-story, 128,000-square-foot facility** delivers modern, flexible learning environments designed to **meet the evolving needs of business education.**

## LEARN MORE

**TO LEARN MORE ABOUT THE UNIVERSITY OF NEVADA, RENO MATHEWSON GATEWAY PROJECT AND TO SUBMIT AN INTEREST FORM, VISIT [unr.edu/gateway](http://unr.edu/gateway).**

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

# ENTREPRENEURSHIP, STARTUPS, & INNOVATION



**\$30,743,744**  
RAISED BY DOWNTOWN  
AREA COMPANIES  
BASED ON CRUNCHBASE DATA

The **University of Nevada, Reno Innevation Center**, located in the heart of Reno's urban core, serves as a hub for **entrepreneurship, innovation, and community connection**. The Center brings together founders, builders, students, and partners in a shared space that includes a makerspace, flexible **offices, conference rooms, and event space** designed to support ideas from early **exploration to growth**.

More than a coworking space, the **Innevation Center anchors the region's startup ecosystem**. It is home to key partners, including StartUPNV, The Gener8tor, Nevada Governor's Office of Economic Development, Nevada Small Business Development Center, and the Sierra Accelerator for Growth & Entrepreneurship, **connecting founders** more quickly to mentorship, capital, prototyping resources, and customers.

The K-12 Robotics Center, located at the historic Southside School, serves as both a **community resource** and an entry point into the **innovation ecosystem**. The Center supports local robotics teams and **hosts workshops, field trips, and camps** that introduce students to robotics, computer science, engineering, and automation, **building early interest** while creating a pathway into **continued learning, university engagement, and future careers**.



## 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

**BUILDING NORTHERN NEVADA'S  
INNOVATION PIPELINE**

**84** MEMBER COMPANIES

**25** COMPANIES INCUBATED

**13** ENTREPRENEURSHIP  
SUPPORT ORGANIZATIONS &  
CORPORATE PARTNERS ON SITE

**139** COMMUNITY MEMBERS

**239** UNR STUDENT  
& FACULTY MEMBERS

**73** K-12 STUDENTS  
ENGAGED IN PROGRAMS

**149** EVENTS HOSTED



**1,445**  
REGISTERED ATTENDEES

**55** SESSIONS

**75** VOLUNTEERS

**\$77K+** RAISED

**6** VENUES THROUGHOUT  
DOWNTOWN RENO

**1,111** CUPS OF COFFEE

**599** ACTIVE USERS  
ON THE EVENT APP



**\$1M** IN INVESTMENTS

**30** STARTUP PARTICIPANTS

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

**Gener8tor, a startup accelerator**, offers mentorship-driven accelerator programs across the globe. In partnership with the **Governor's Office of Economic Development, UNLV, and UNR**, 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**.



**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



## MEDICAL SECURITY

**Medical and life sciences** remain an important part of downtown Reno's economy and regional identity. Although healthcare's share of downtown employment declined to 14.7% this year, **downtown continues to serve as a center for specialized care and medical services.** Major institutions and ongoing investment reinforce its role as both an **employment hub** and a destination for patients from across the region.



**2 FULL-SERVICE  
HOSPITALS**



## Saint Mary's

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



**700,000+ SQ FT  
MEDICAL FACILITY**



**352 HOSPITAL BEDS**



**\$39.05 AVERAGE PAY PER HOUR  
700 PRACTICING PHYSICIANS  
1,100+ EMPLOYEES**



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

**Forbes RECOGNIZED BY FORBES  
AS TOP HOSPITAL 2026 HONOREE**

SOURCE: SAINT MARY'S REGIONAL MEDICAL CENTER



**A FEDERALLY QUALIFIED  
HEALTH CENTER PROVIDER**



**\$54,787,324 REVENUE  
\$59,014,398 EXPENSES**



**16,376 TOTAL PATIENTS SERVED  
2,859 PEDIATRIC PATIENTS  
3,813 NEW PATIENTS  
117,081 PATIENT VISITS**

SOURCE: NORTHERN NEVADA HOPES 2025 ANNUAL REPORT



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

The Reno Orthopedic Center Foundation, located in the Downtown office, does community outreach along with research and educational partnerships with WCSD, UNR and TMCC.



**37 PRACTICING PHYSICIANS**  
**479 EMPLOYEES**  
**\$87,345 AVERAGE SALARY**



**138,159 SQ FT MEDICAL FACILITY**



**205,001 PATIENT VISITS**



**8 BED AMBULATORY SURGERY CENTER**

SOURCE: RENO ORTHOPEDIC CENTER



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

**THE REGION'S ONLY  
CHILDREN'S HOSPITAL**



**713 PRACTICING PHYSICIANS**  
**1,556 PROVIDERS WITH PRIVILEGES**  
**4,400 EMPLOYEES**



**91,306 ER VISITS**  
**5,800 TRAUMA PATIENTS**



**2,180 AVERAGE HOURS  
OF DOG THERAPY**



**4,210 BABIES BORN**  
**29,414 CHILDREN'S ER VISITS**

SOURCE: RENOWN REGIONAL MEDICAL CENTER

# HOSPITALITY TOURISM & CULTURE

## 30.3 MILLION VISITS

FROM 3.3 MILLION VISITORS IN 2025

15% OF VISITORS ARE FROM WITHIN THE REGION

**Downtown Reno** remains a consistent destination for dining, entertainment, and events, with visitation patterns reflecting **continued engagement**. Total visits increased year-over-year, **including growth** in return visits, while total unique visitors declined slightly. Notably, **the share of tourists surveyed reported visiting Downtown Reno increased by 9 percentage points**.

Visitor sentiment **continues to trend positively**, with more tourists identifying Reno as having a **vibrant and engaging atmosphere** and a strong urban experience. Locally, special events, dining, and entertainment remain the **primary drivers of downtown visitation**, reinforcing the area's role as a **central hub for activity**.



**5,550** HOTEL ROOMS

**400,000** SQ FT OF MEETING AND 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



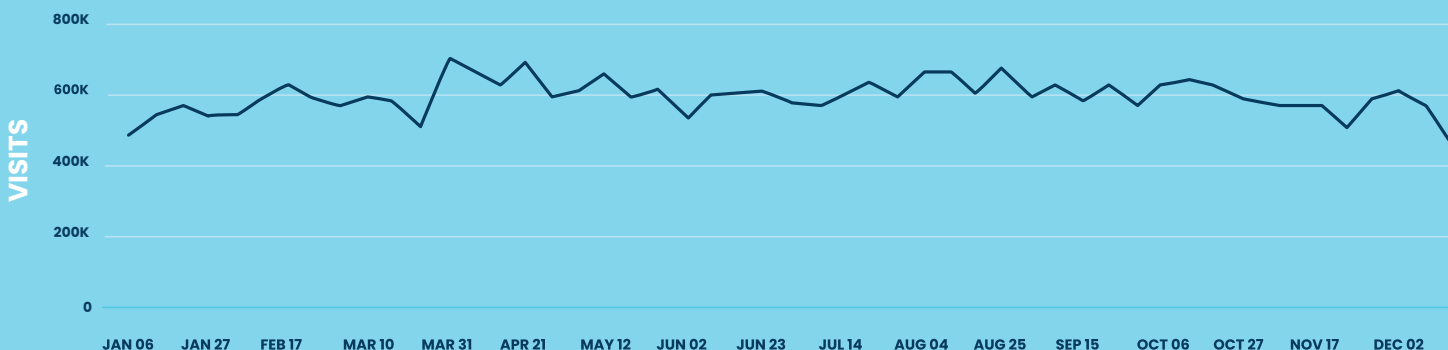
### TOP 5 MARKETS:

1. SACRAMENTO-STOCKTON-MODESTO, CA
2. SAN FRANCISCO-OAKLAND-SAN JOSE, CA
3. LAS VEGAS-HENDERSON, NV
4. LOS ANGELES, CA
5. CHICO-REDDING, CA

## VISITOR TRENDS

DOWNTOWN RENO 1-MILE RADIUS

**60%** OF TOTAL VISITS ARE FROM WITHIN THE REGION



JAN 1ST, 2025 – DEC 31ST, 2025 Data Provided BY Placer Labs Inc. (placer.ai)

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



# DOWNTOWN EVENTS

- MINOR LEAGUE BASEBALL
- MONTHLY WINE WALKS
- OFFBEAT MUSIC FESTIVAL
- WESTERN LIGHTS FESTIVAL
- RENO ANTIQUE FAIRE
- HOME FOR THE HOLIDAYS
- RIVERFEST
- BBQ, BLUES, & BREWS
- ARTOWN
- BIGGEST LITTLE WING FEST
- HOT AUGUST NIGHTS
- STREET VIBRATIONS
- THE GREAT ITALIAN FESTIVAL
- CORDILLERA INTERNATIONAL FILM FESTIVAL
- SANTA CRAWL
- GLow PLAZA SUMMER CONCERT SERIES



**N** 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 383,000 VISITS IN 2025.**



**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 FOR THE PERFORMING ARTS

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

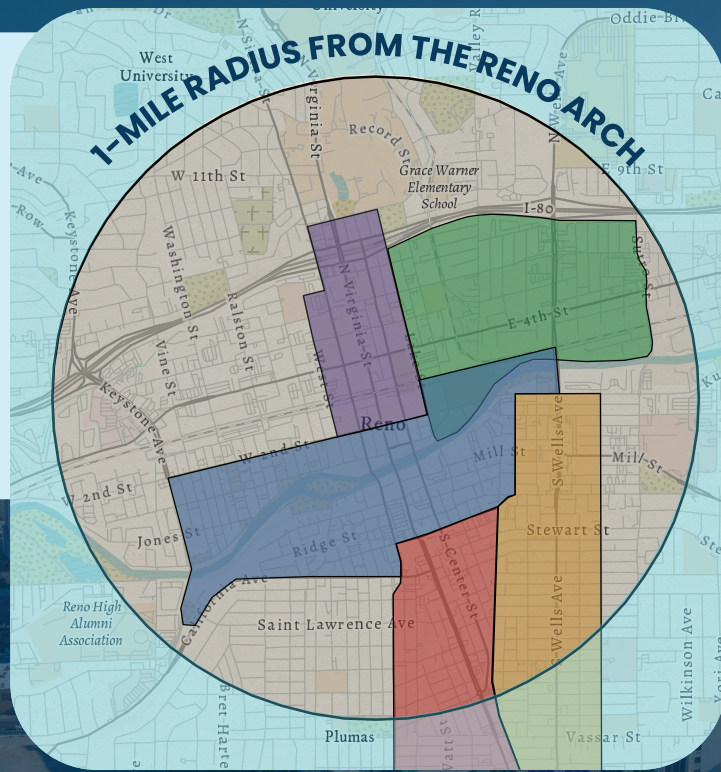
# NEVADA MAIN STREET PROGRAMS IN RENO



Reno has a **substantial commercial core** with five officially recognized Nevada Main Street Urban District programs. **These private nonprofits do extensive work to enhance their neighborhoods and revitalize the surrounding areas.** While not entirely contained within the 1-mile radius, their influence and support make a **significant impact to the region** as a whole.

- WELLS AVE DISTRICT
- MIDTOWN DISTRICT
- RIVERWALK DISTRICT
- DOWNTOWN RENO MAIN STREET
- RENO BREWERY DISTRICT

We use a 1-mile radius as an economic area of influence and a standard comparison geography.



RENO MAIN STREETS MAP

## DOWNTOWN RENO MAIN STREET

The **Downtown Reno Main Street** program is administered by the **Downtown Reno Partnership** and was started in 2019. They were awarded **\$20,000 in grant funds** for wall and window murals. Multiple events welcomed over 125,000 visitors in 2025.



**769**  
POPULATION



**134**  
BUSINESSES



**3,584**  
EMPLOYEES



**172**  
HOUSEHOLDS  
WITH PETS



**8.6M**  
NON-RESIDENT  
VISITS

Source: Placer.ai

2025 RESTORE PROGRAM AWARDS



34 APPLICATIONS RECEIVED



11 NEW BUSINESSES SUPPORTED



13 BUILDINGS AWARDED



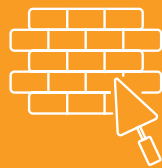
28 STOREFRONTS IMPROVED, SUPPORTING 11 NEW BUSINESSES



RENO.GOV/GOVERNMENT/DEPARTMENTS/ECONOMIC-DEVELOPMENT-REDEVELOPMENT-AGENCY

# THE RENO REDEVELOPMENT AGENCY

The Reno Redevelopment Agency relaunched in 2024 after spending more than a decade only servicing debt. There are **two redevelopment areas**. The entirety of RDA1 is inside the **1-mile radius** along with a significant portion of RDA2. The Redevelopment Agency's key programs in 2025 included the **ReStore Façade** and **Tenant Improvement** matching grants, **Western Lights** Festival, activations in downtown public space, and Tax Increment Financing development agreements. During its first year, **Western Lights Festival brought 60,000 visitors** to downtown Reno. In 2025, the **RDA supported \$881 million** in approved private development projects.



## \$20,000,000

IN IMPROVEMENTS  
(20:1 PRIVATE - PUBLIC MATCH)



# NEVADA MAIN STREET PROGRAMS IN RENO



## RENO BREWERY DISTRICT

RENOBREWERYDISTRICT.COM



### THE RENO BREWERY DISTRICT ORIGINATED IN 1903

The Brewery District Main Street program is administered by the Brewery District Coalition nonprofit. They were awarded **\$20,000 in grant funds** for Branding and Digital Presence, including a new website and logo. They recently held elections for a new board of directors and were **accepted into Nevada Main Street**. They are the home of **Offbeat Music Festival**, which had over **1,500 attendees** in 2025.



**172**  
BUSINESSES



**3,095**  
EMPLOYEES



**4.1M**  
NON-RESIDENT  
VISITS



**283**  
HOUSEHOLDS  
WITH PETS



# THE RIVERWALK<sup>®</sup> DISTRICT

RENORIVER.ORG

The Riverwalk Main Street program is administered by the **Riverwalk Merchants Association** nonprofit. They were awarded **\$8,500 in grant funds** for Placemaking Banners. Their signature monthly **Wine Walk** event welcomed over **13,200 visitors** in 2025.



## RENO'S ORIGINS STARTED IN THE RIVERWALK DISTRICT



**3,914**  
POPULATION



**331**  
BUSINESSES



**2,691**  
EMPLOYEES



**902**  
HOUSEHOLDS  
WITH PETS



**20+**  
RESTAURANTS



**24**  
HISTORIC  
LOCATIONS



**4**  
MUSEUMS



**75+**  
SCULPTURES  
& MURALS



# CITY HIGHLIGHTS

RENO RANKED **#8** BEST COLLEGE TOWN IN AMERICA (WALLETHUB 2025)

## 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*



TECHHUBS.GOV

# CONCLUSION & RESOURCES

**Downtown Reno continues to evolve**, with recent residential growth, rising incomes, and ongoing development activity signaling long-term confidence in the market. At the same time, modest declines in employment and daytime population reflect **shifting patterns** in how downtown is used, with a growing **emphasis on residential and visitor activity** alongside its role as an employment center.

**The University of Nevada, Reno continues to be a key catalyst in this transition.** Its expanding presence near the urban core is strengthening connections between campus and downtown, **supporting housing demand**, and contributing to overall activity and investment in surrounding areas.

Retail vacancies and underutilized ground floors **remain visible challenges.** In many cases, these conditions are tied to property-level decisions and the pace of reinvestment. **There is still work to be done** to expand housing options, further diversify the economy,

and **rehabilitate blighted properties.** As market conditions continue to shift, aligning available spaces with current demand and tenant **readiness will be important** for improving activation and **overall vibrancy.**

Looking ahead, **substantial public and private investment is being deployed** through the Business Improvement District, Redevelopment Agency, and Main Street programs to support a **safe, clean, and vibrant downtown.** Continued coordination across these efforts will help **reduce barriers to occupancy**, advance targeted projects, and ensure that recent **momentum translates into sustained, balanced growth.**



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



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



[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.**



[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.**



[thechambernv.org](http://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.**

# THANK YOU

## TO OUR CONTRIBUTING PARTNERS

### WHO MADE THIS REPORT POSSIBLE

City of Reno

Colliers

Reno + Sparks  
Chamber of Commerce

Design on Edge

Washoe County

Dickson Commercial Group

Economic Development  
Authority of Western Nevada

gener8tor Reno-Tahoe

National Automobile Museum

Nevada Museum of Art

Nevada Small Business  
Development Center

Northern Nevada HOPES

Regional Transportation  
Commission

Reno Orthopedic Center

Reno-Sparks Convention  
& Visitors Authority

Renown Health

Saint Mary's Regional  
Medical Center

StartupNV

Terry Lee Wells Nevada  
Discovery Museum

University of Nevada, Reno



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775.313.4080**



**SCAN FOR DIGITAL  
STATE OF  
DOWNTOWN**

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