



DOWNTOWN RENO PARTNERSHIP YEAR EIGHT

2025-2026 ANNUAL REPORT | VOLUME 8





As we reflect on our last fiscal year (July 2025 - June 2026), our eighth 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 it's creating an activation for the 55,000 bowlers that visited downtown or adding additional flowering planters along Virginia and Fourth Streets, we are constantly looking for ways to increase value to you, our stakeholders.

During the year, our Ambassador and Licensed Security Guard teams did incredible work keeping the BID safe and clean. The Ambassadors performed 26,906 stakeholder check-ins, collected 260,447 pounds of trash, completed 2,894 pressure washes and gave more than 800 van rides to services and shelters. In addition, we transitioned our Ambassador services third-party contract to Block by Block for expanded stats and tracking coverage, fleet maintenance and more robust leadership operations. Our Ambassadors and Licensed Security Guards work 24 hours a day, seven days a week.

Throughout the year we continued our partnership with the City of Reno in a variety of ways including our weekly walks with the Reno Police Department, Code Enforcement, Parks and City leadership. These group walks continue to prove to be beneficial in identifying hotspot areas and issues while allowing the team to address problems in a coordinated and timely manner. We also meet with Reno Police as well as other agencies in our office weekly to coordinate efforts to benefit downtown.

The DRP team welcomed the 55,000 USBC Bowlers with an activation on our plaza each Tuesday from mid-March to mid-July with free music, treats, swag and more. In addition, we added 30 flowering planters to Virginia and Fourth Streets to bring the number of planters to 130. As an effort to share downtown with the community at large, we secured an every other week, free, live morning spot on KRXI Channel 11 to highlight all things, events and businesses in Downtown Reno. The DRP also continued to share information about Downtown Reno through numerous community meetings and presentations as well as on social media with its ever-growing reach to highlight the numerous events and businesses through more organic content.

Economic development remains a core focus of the Downtown Reno Partnership, and we continue to lead efforts that shape the future of downtown. With our Downtown Reno Main Street program now nationally accredited by Main Street America, and with expanded use of advanced mapping tools, we've strengthened our role as a go-to source for data and insight that drives investment and revitalization. This year, we released Version 3.0 of the State of Downtown Report, building on the baseline established last year to better equip investors, developers, businesses, and brokers with the information they need to make strategic, data-driven decisions. We also published the retail attraction booklet to let developers and potential businesses know of spaces available in downtown.

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



Tony Marini
Board Chair



WHO WE ARE

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



OUR MISSION

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



PARTNERSHIPS WITH THE PARTNERSHIP

Basin Street Properties

Brewery District

Caesars Entertainment
(Eldorado, Silver Legacy
& Circus Circus)

City of Reno

Club Cal Neva / Siri's

Community Foundation
of Northern Nevada

Design on Edge

Dickson Commercial Group

Greg's Garage

Governor's Office
Of Economic Development

Jacobs Entertainment, Inc.

Karma Box

Keep Truckee
Meadows Beautiful

Lifestyle Homes

National Automobile Museum

Northern NV Now

REMSA Health

Reno Aces /
Greater Nevada Field

Reno Fire Department

Reno Housing Authority

Reno Police Department

Reno Sparks
Chamber of Commerce

Regional Transportation
Commission of
Washoe County

Riverwalk District

Saint Mary's Regional
Medical Center

The Depot /
Louis' Basque Corner

The Montage

The Palladio

Tolles Development
Company

University of Nevada, Reno

Visit Reno Tahoe

Washoe County

Washoe County
Sheriff's Department

DOWNTOWN RESIDENTS BY THE NUMBERS



5,629

POPULATION
OF DOWNTOWN

47.9

MEDIAN AGE
OF DOWNTOWN
RESIDENTS



1.48

AVERAGE
HOUSEHOLD SIZE

1,210

HOUSEHOLDS
OWN PETS

\$64,620

AVERAGE
DISPOSABLE INCOME
MEDIAN: \$38,679



41%

ASSOCIATES DEGREE
OR HIGHER

28%

HIGH SCHOOL
GRADUATE

21%

SOME COLLEGE



1,115

TOTAL BUSINESSES
IN DOWNTOWN



20,096

WORKERS
IN DOWNTOWN



4,721

HOUSING UNITS
IN DOWNTOWN



\$132,300,000

IN TOTAL PROPERTY SALES
FOR 2025/2026



MEET THE DOWNTOWN RENO PARTNERSHIP AMBASSADORS & LICENSED SECURITY GUARDS

The Downtown Reno Partnership deploys Ambassadors & Licensed Security Guards throughout the downtown area to help everyone who visits, lives and works in our evolving district.

Our Ambassadors patrol the 110-block of Downtown Reno representing 1,500 property owners. The job of an Ambassador is to create a cleaner, safer, more vibrant environment for visitors, residents, businesses and students. We contract with Block by Block to hire, train and manage our ambassadors. Ambassadors & Licensed Security Guards work 24 hours a day, seven days a week patrolling the public realm (sidewalks, The Riverwalk, alleys and parks.)

On a regular basis, Ambassadors work with Reno Police, Reno Fire, REMSA and City of Reno Code Enforcement maintenance departments to maintain the district.



AMBASSADOR STATS JULY 2025 - JUNE 2026



85,990
STAKEHOLDER
CHECK-INS



260,447
POUNDS
OF TRASH REMOVED



4,080
HOTLINE
CALLS TAKEN



2,894
PRESSURE WASHES
COMPLETED



858
SOCIAL SERVICE
REFERRALS



816
VAN RIDES
TO SERVICES/SHELTERS



705
SHOPPING CARTS
RECOVERED



433
PIECES OF GRAFFITI
REMOVED



WHAT ARE THEY SAYING ABOUT THE DRP AMBASSADORS?

“The Ambassadors have been an invaluable asset. Whether I call at 4 a.m. or 4 p.m., they are always there and genuinely happy to help.”

- **BRIGHTON DENISON, GREAT AMERICAN CRAFT FAIRS**

“The Ambassadors have completely changed our outlook about working downtown. We had a situation where we considered moving away from downtown, versus staying. But thanks to the Ambassadors and their work, it has been a night and day difference for us.”

- **SURAJ P. VERMA, MD., RALSTON FAMILY PHYSICIANS**

“The Downtown Reno Partnership has been the single best improvement to the downtown area in the eleven years we have been here. Their hard work, compassion, and professionalism have helped me, our staff, and the entire community feel more welcome in our district.”

- **BRANDON WRIGHT, CO-FOUNDER, BREWMASTER AND DISTILLER, THE DEPOT**



AMBASSADOR & LICENSED SECURITY GUARD SUCCESS STORIES



On January 16, 2026, Social Services Ambassador Tremaine helped a long-term client take a major step toward stability by entering Safe Camp. After years of trust-building and encouragement, the client chose shelter, was accepted, and completed every requirement. She is now in Safe Camp with her dog, receiving the wrap-around services she needs, and moving toward permanent housing.

While patrolling 4th Street during the USBC Open Championships, Security Guard Sazo encountered a group of out-of-state visitors wanting to explore the river walk. He volunteered to safely escort the group and provided simple instructions to return to their hotel, ensuring they could enjoy their time in Reno with confidence and safety.



NEARLY 20 NEW BUSINESSES OPENED IN DOWNTOWN LAST YEAR

From July 2025 until June 2026, 17 new businesses opened in Downtown Reno! Businesses included a spa, numerous restaurants, a vintage store, a coffee house and bar, three sushi restaurants and more adding to the numerous dining and service options in Downtown Reno.

OPENINGS INCLUDE:

Perenn Nevada Museum of Art
Wing Zone - University Crossing
Golden Boy Mariscos and Sushi
Karajillo & Co.
Starsound Audio
Kilroy Vintage
Pasta Fresca
Pho 777 III
CutThroat Barbershop
Yuzu Sushi
Tidal Wave Tattoo
The Elera Spa

The Wave Sushi & Bar
Daddy's Tacos (City Hall)
The Bodega
Powerhouse Gym



WAVE SUSHI



ELERA SPA



KARAJILLO & CO.



DOWNTOWN RENO PARTNERSHIP SUPPORTS BOWLERS IN DOWNTOWN RENO

March to July saw more than 55,000 USBC Open Championships bowlers come to Downtown Reno to compete at the National Bowling Stadium. Each week during that time frame, our team enjoyed welcoming them to Downtown Reno, especially during the Tuesday activation we held for them each week which featured treats, swag, music, Rollin Rec and more while also recommending small businesses in the downtown area for them to visit and enjoy. In addition, the DRP added bowling-specific signage to its plaza, more lighting and bowling-themed trash can clings to the area.



15
 ACTIVATIONS
 FROM MAR - JULY



1,500
 FROZEN TREATS
 CONSUMED



38 HOURS
 OF MUSIC
 ENJOYED



100S
 OF BOWLERS
 DANCING



3,000
 PIECES OF SWAG
 HANDED OUT



1,000S
 OF BOWLERS
 SMILING





DOWNTOWN RENO PARTNERSHIP SOCIAL MEDIA CONTINUES TO REACH AUDIENCES AND MAKE AN IMPACT

The DRP continues to create and push original content on our social media channels to inform and share all the work the Ambassador are doing as well as all the businesses and events in Downtown Reno.

DRP'S SOCIAL MEDIA BY THE NUMBERS DURING FY25-26:



1.13 MILLION
VIEWS
ON FACEBOOK



211% INCREASE
IN FOLLOWERS
ON FACEBOOK



840,000
EST. REACH
ON INSTAGRAM



5,000+
NEW FOLLOWERS
ON INSTAGRAM



DOWNTOWN RENO PARTNERSHIP'S DISTRICT EVENT SPONSORSHIP CONTINUES TO MAKE AN IMPACT

For the second consecutive year, the DRP was able to offer an events and or marketing sponsorship to the two formed districts in our BID, the Riverwalk and Brewery Districts. In the Riverwalk, the sponsorship went to support the monthly Wine Walk. In the Brewery District, the sponsorship went to support the annual OffBeat Music Fest that takes place in the district in early October.





DOWNTOWN RENO PARTNERSHIP SECURED REGULAR SEGMENT ON KRXI FOX 11

In an ongoing effort to promote all things Downtown Reno, last fall the Downtown Reno Partnership secured a free, live, in-studio segment to talk about all things downtown. From events, to businesses and our Ambassadors and more, this bi-weekly segment allows us to bring a guest to help them highlight what they are doing to make Downtown Reno so special. Below is a list of business, events and topics we've covered as part of this earned news segment.

The Downtown Reno Partnership - Our Mission

Flicks on the Bricks
Movie Night

The Reno Aces season

OffBeat Music Festival

DRP's Blue Carpet Treatment event
celebrating El Malecon Mariscos
Bar & Grille, Home Means Nevada,
Pizano's Pizza, Sierra Street Kitchen
& Cocktails and Karajillo & Co.

The National Automobile Museum
events and speaker series

Visit Reno Tahoe and the 50,000
bowlers in Downtown Reno March -
July 2026

The Depot, spring events, classes
and menu offerings

Pitch Black Printing Anniversary

Broadway Comes to Reno

Festival of Lights

Soundstar coming to the
Brewery District

New exhibit opening at the
Nevada Museum of Art

Holiday events at 50 S Virginia

Ambassador and Downtown Reno
Partnership year in review

New Year's Eve in Reno

DRP launches Dog Waste Campaign

Neon Line district updates

The Discovery new exhibit,
Above and Beyond

Pasta Fresca Blue Carpet Treatment

Updates about the University
in Downtown Reno

Saint Mary's Regional Medical
Center awards

The Elera Spa Grand Opening



**SCAN TO SEE
THE NEWS
SEGMENTS**

DRP-HOSTED BLUE CARPET EVENTS HIGHLIGHT NEW AND EXPANDED BUSINESSES



The Blue Carpet Treatment is the Downtown Reno Partnership's signature event to highlight and celebrate new business openings, renovations, and expansions in the city's urban core. We literally roll out the blue carpet to create a fun, high-visibility event that doubles as a content party, with full support from our team.

Each event is promoted through our social channels, email newsletter, press release with direct invitations to City of Reno leaders, the Governor's Office of Economic Development, the Nevada Small Business



Development Center and other partner organizations. Events are designed to generate great social content, with photo opportunities, media coverage, and local influencers.

BLUE CARPET TREATMENTS LAST YEAR:

Pasta Fresca
The Elera Spa
Playfield Sport and Games
Block Party celebration with Home Means Nevada, Pizano's Pizza, Karajillo & Co., El Malecon, Sierra Street Kitchen & Cocktail.

DOWNTOWN RENO PARTNERSHIP HOLDS LUNCH AND LEARN'S FOR STAKEHOLDERS

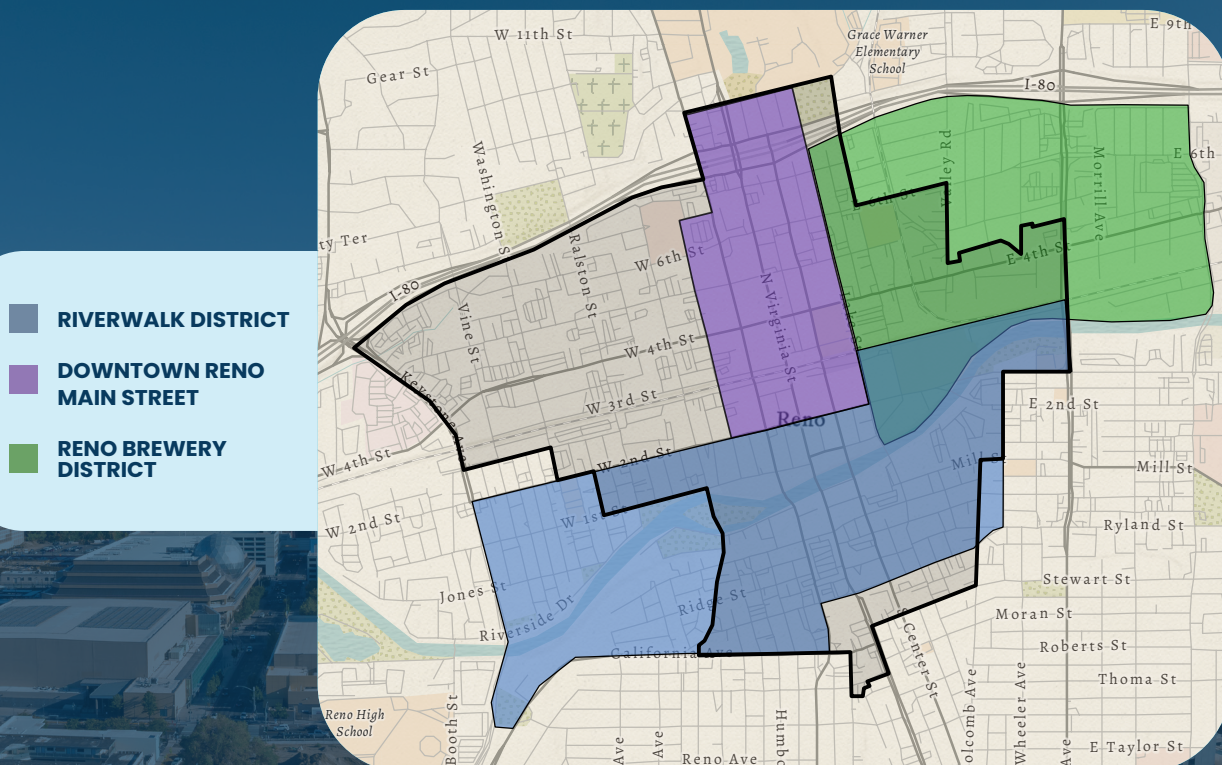
The Downtown Reno Partnership holds various lunch and learns throughout the year for different stakeholder groups including residents, Riverwalk and Brewery District members. These lunch and learns give stakeholders a chance to hear from the DRP team about all the work and efforts they are doing throughout our 110-block district as well as gives participants an opportunity to ask questions and give feedback.



GOED
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

NEVADA MAIN STREET

RENO MAIN STREETS MAP



172
HOUSEHOLDS
WITH PETS

8.6M
NON-RESIDENT
VISITS



Source: Placer.ai

ECONOMIC DEVELOPMENT

Our economic development team has built on the work and success of previous years by continuing established programs while launching new initiatives.

Downtown's economic fabric remains stable, supported by ongoing residential development, property investment, and institutional growth. The University of Nevada, Reno continues to be a catalyst for downtown revitalization with the completion of the new John Tulloch Business Building and continued growth of University Village.

We consistently manage business and property data, identify vacancies, track investment, plan streetscape assets, and help partners better understand downtown conditions. Our geospatial analysis and mapping capabilities have become a valued resource for tracking, managing, and deploying streetscape assets and other public realm investments.

We continue to maintain strong relationships with key partners, including re:up, Northern NV now, University of Nevada, Reno, Nevada Small Business Development Center, Washoe County, City of Reno, and many others.

Our Downtown Reno Nevada Main Street program once again earned national accreditation from Main Street America. In partnership with the Governor's Office of Economic Development and Nevada Main Street, we facilitated strategic planning workshops for the Riverwalk and Brewery Districts and continue to participate in their district board meetings. We were also awarded a \$20,000 Nevada Main Street grant to place wall and window murals at visible downtown properties.

Version 3.0 of the State of Downtown Report was published to provide updated information to developers, brokers, leasing agents, real estate professionals, investors, businesses, residents, and other stakeholders. We met with more than 170 groups and individuals seeking to learn more and participate in the downtown conversation. We fulfilled more than 52 requests for data and foot traffic reports, participated in eight media interviews, and conducted more than a dozen downtown tours and walk audits.

We continue working to address vacant and underutilized properties through our Retail Opportunities Booklet, property owner outreach, and the development of retail attraction strategies.

Following strong positive feedback from businesses and residents about our downtown sidewalk planters, we added 30 more along Fourth Street to create additional visual beauty, greenery, and colorful softscape.

In collaboration with our marketing team, we continued our signature Blue Carpet Treatment events, honoring eight businesses celebrating openings, anniversaries, and other important milestones that contribute to downtown vibrancy.

Together, these efforts support a stronger, more informed approach to downtown revitalization. By combining reliable data, strategic partnerships, business support, placemaking, and direct engagement with property owners and stakeholders, our work helps create the conditions for continued investment and a cleaner, more active, and more vibrant downtown.

THREE PILLARS OF ECONOMIC DEVELOPMENT



DATA & INFORMATION



PARTNERSHIPS & STRATEGY



COMMUNITY DEVELOPMENT



John Tulloch Business Building

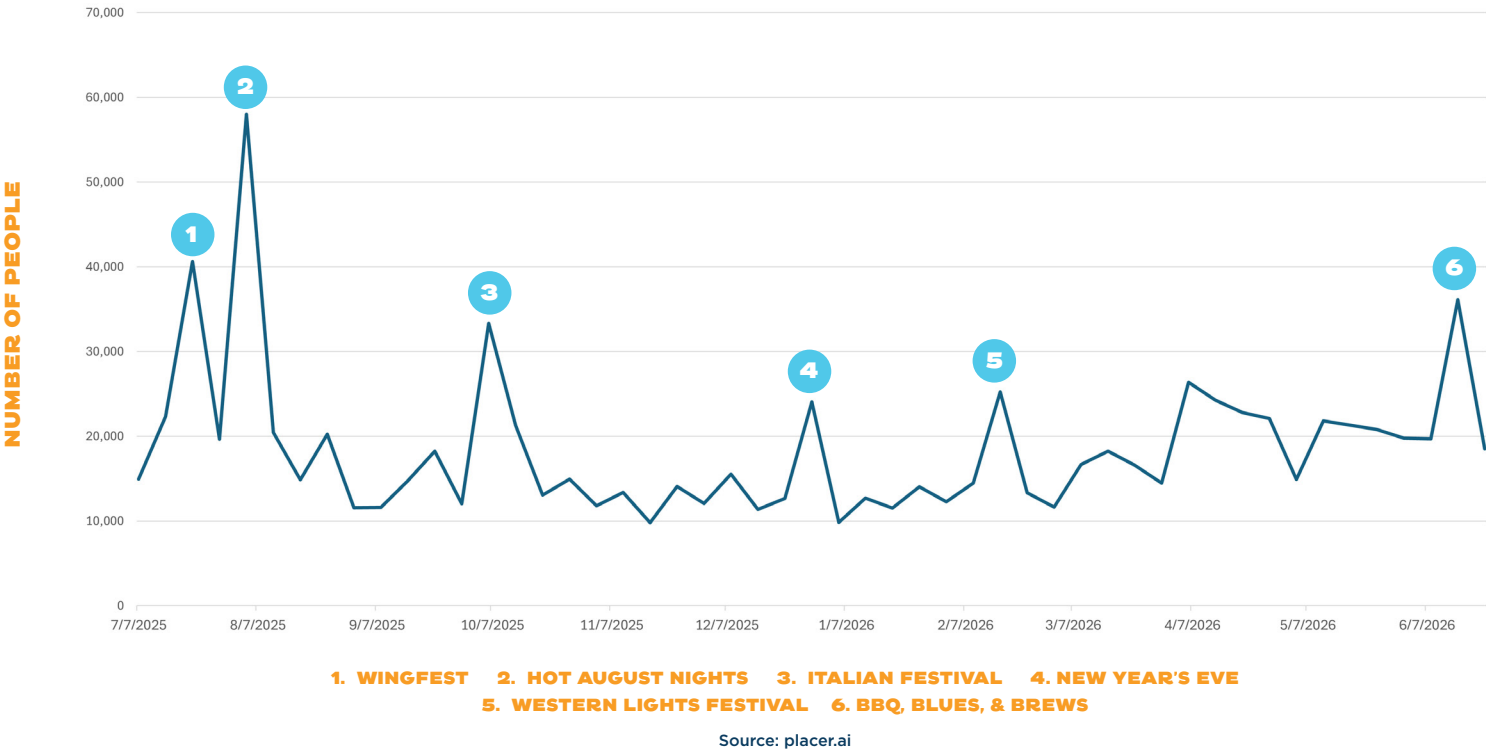


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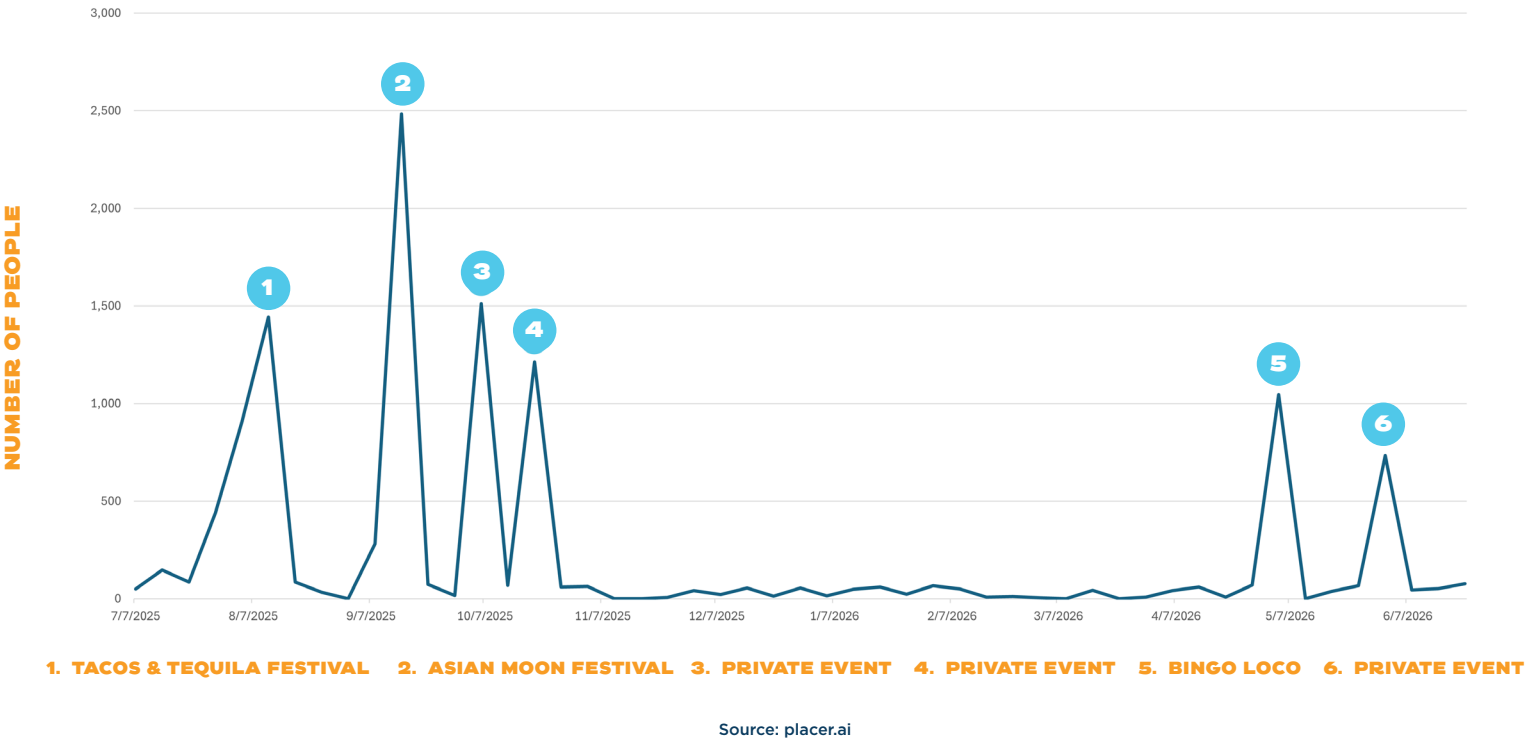
GEAR ST
W 10TH ST
NEVADA ST
RALSTON ST
W 7TH ST
W 5TH ST
W 3RD ST
W 2ND ST
W 1ST ST
JONES ST
WINTER ST
RIVERSIDE
HILL ST
S SIERRA ST
STATE ST
PINE ST
MORAN ST
ROBERTS ST
THOMA ST
N WELLS AVE
MORILL AVE
S PARK ST
HIGH ST
VALLEY RD
E 7TH ST
E 6TH ST
E 5TH ST
E 2ND ST

UNR TULLOCH BUSINESS BUILDING
UNR MATHEWSON GATEWAY HOTEL
UNR UNIVERSITY VILLAGE
REVIVAL RENO
ONE18 WEST APARTMENTS

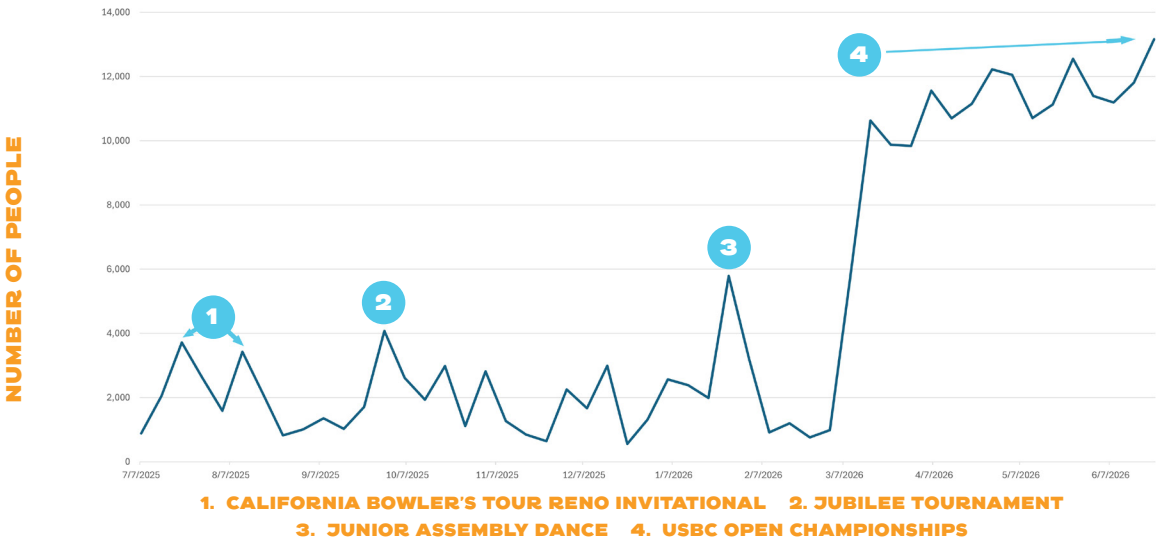
FOOT TRAFFIC DOWNTOWN RENO VIRGINIA STREET FY 25/26



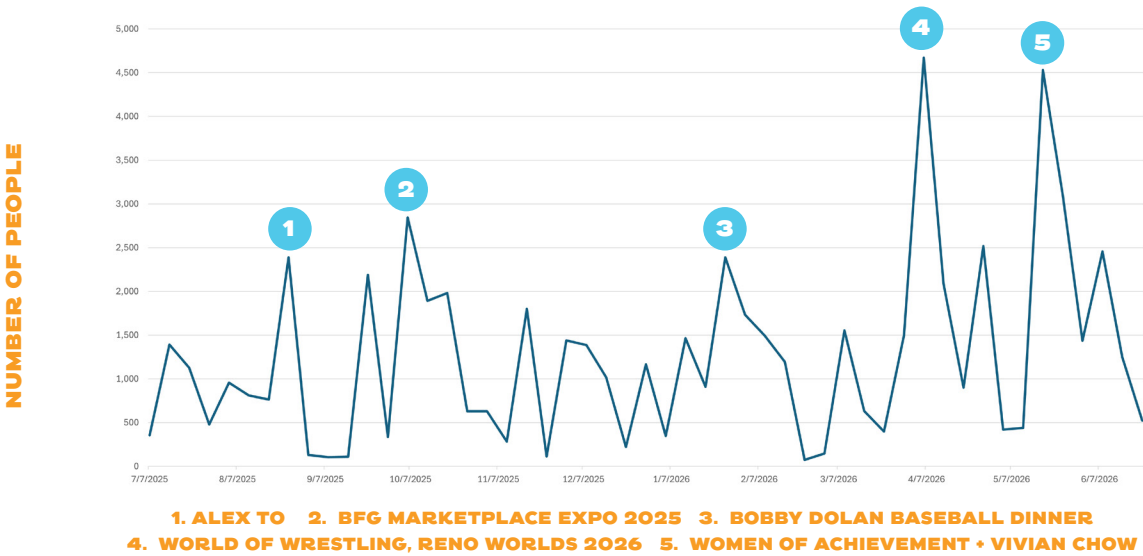
FOOT TRAFFIC GLOW PLAZA VISITS FY 25/26



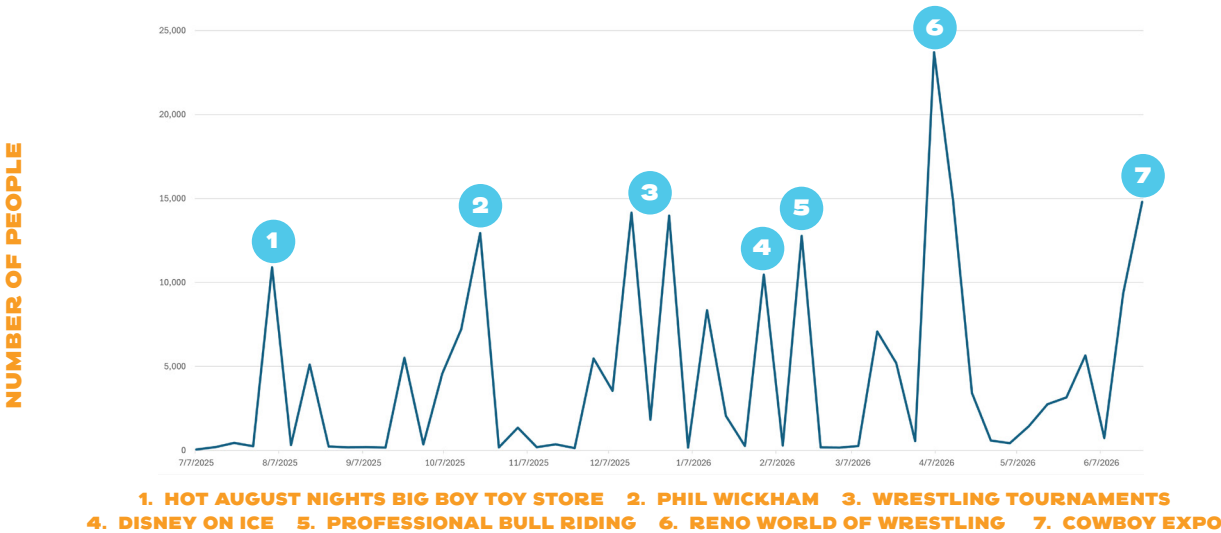
FOOT TRAFFIC NATIONAL BOWLING STADIUM VISITS FY 25/26



FOOT TRAFFIC RENO BALLROOM VISITS FY 25/26



FOOT TRAFFIC RENO EVENTS CENTER VISITS FY 25/26



FINANCIALS, BOARD AND STAFF

THE OVERALL BUDGET FOR 2025-26: \$4.08 MILLION

\$2.5 million of that paid for the Ambassadors, security guards, their manager and equipment.

\$1.1 million paid for staff, operations, economic development and marketing programs.

\$480,000 paid for the City of Reno staff who performed additional maintenance and cleaning throughout the district and for improvements along Virginia Street.



2025-26 DRP STAFF

Neoma Jardon

Executive Director

Nathan Digangi

Economic Development Director

Kristen Saibini

Assistant Executive Director /
Marketing Manager

Harold Cofer

Jonah Clark

Operations Managers
(Ambassadors)

2025-26 BOARD OF DIRECTORS

Board Chair Tony Marini

Vice President of Player Development,
Caesars Entertainment

Vice Chair Jonathon Boulware

Vice President of Nevada Operations
at Jacobs Entertainment

Secretary Par Tolles

President of Tolles
Development Company

Treasurer Mike Rossman

Director of Development,
Reno Basin Street Properties

Eric Edelstein

President, Reno Aces Baseball

Immediate Past Chair Chris Shanks

Dickson Commercial Realtor, Owner
of The Depot Craft Brewery-Distillery
& Louis Basque Corner

Paul Irving

Resident of the Palladio
Condominium Tower

Jeff Siri

President and CEO of Club Cal Neva

Eaton Dunkelburger

Northern Nevada
Community Foundation

Mark Reece

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

Courtney Meredith

CEO of Design on Edge,
Marketing Director of the
Reno Riverwalk District

Mariluz Garcia

Washoe County Commissioner

Kathleen Taylor

Reno City Council Member

Emily Skyle

Resident at Arlington Towers

Troy Miller

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

Kaya Stanley

Co-Owner of Old Granite
Street Eatery

Greg Doyle

Owner, Greg's Garage

Steven T. Polikalas

Attorney at Law

STRATEGIC PLAN

FY 2025/2026 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 downtown activity, while building strong relationships with the community and key stakeholders

PRIORITY #4: OPERATIONAL EXCELLENCE

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





[X /Downtown_Reno](#)