

The attached document was submitted to the
Washoe County Board of Commissioners during
the meeting held on October 10, 2017.
by City of Reno
for Agenda Item No. 6
and included here pursuant to NRS 241.020(8).

Downtown Reno Business Improvement District: Management Plan Summary (DRAFT October 1, 2017)

BID Objectives

The Downtown Reno Business Improvement District (BID) is intended to be a private sector led and managed neighborhood improvement program with the following objectives:

- **Stabilize Downtown Streets:** Provide advocacy, leadership, and services that address downtown's most pressing challenges/opportunities, such as improving public safety, reducing homelessness, enhancing cleanliness, increasing mobility (transportation and access), and activating quality public spaces.
- **Economic and Community Development:** Increase business activity for existing operators and attract new investment to downtown through housing, economic development, and diversification initiatives. Enhance property values, sales, and occupancies.
- **Unified Voice and Champion for Downtown:** Align existing groups to speak with a single unified voice on behalf of downtown
- **Accountability:** Offer accountability to ratepayers through a property and business owner-managed governance structure.

BID Boundaries

The Downtown Reno BID will encompass a large area of the downtown bounded roughly by Interstate 80/9th Street to the north; Wells Avenue to the east; the Truckee River, California, and Moran Streets to the south; and Keystone Avenue to the west. A map of the proposed BID service area is attached.

Service Areas

(see attached map)

The Downtown Reno BID will offer the following levels of service:

- **Standard Services** will include a "clean and safe" program that deploys teams of safety ambassadors and maintenance patrols throughout the downtown. Ambassador services will include quality of life crime deterrence, engagement of the homeless population, on-demand safety escorts, ongoing public engagement, and hospitality services. These services will augment supplemental City of Reno police services, including foot and bike patrols that will be supported by BID funds. District-wide maintenance services will include "on-demand spot cleaning" throughout downtown. In addition, the program will include support for a downtown management organization providing leadership, economic development, communications, marketing services, and advocacy to advance issues and policies that benefit downtown and improve the area's overall image and appeal for employees, visitors, and residents.
- **Premium and Premium-Plus Services** will add maintenance patrols concentrated within the core of downtown providing periodic removal of litter, weeds, and graffiti; cleaning of public furniture and fixtures; power washing; and special maintenance needs as they arise. The Virginia Street corridor will receive daily maintenance services and properties along this corridor will pay a higher "premium-plus" service rate.

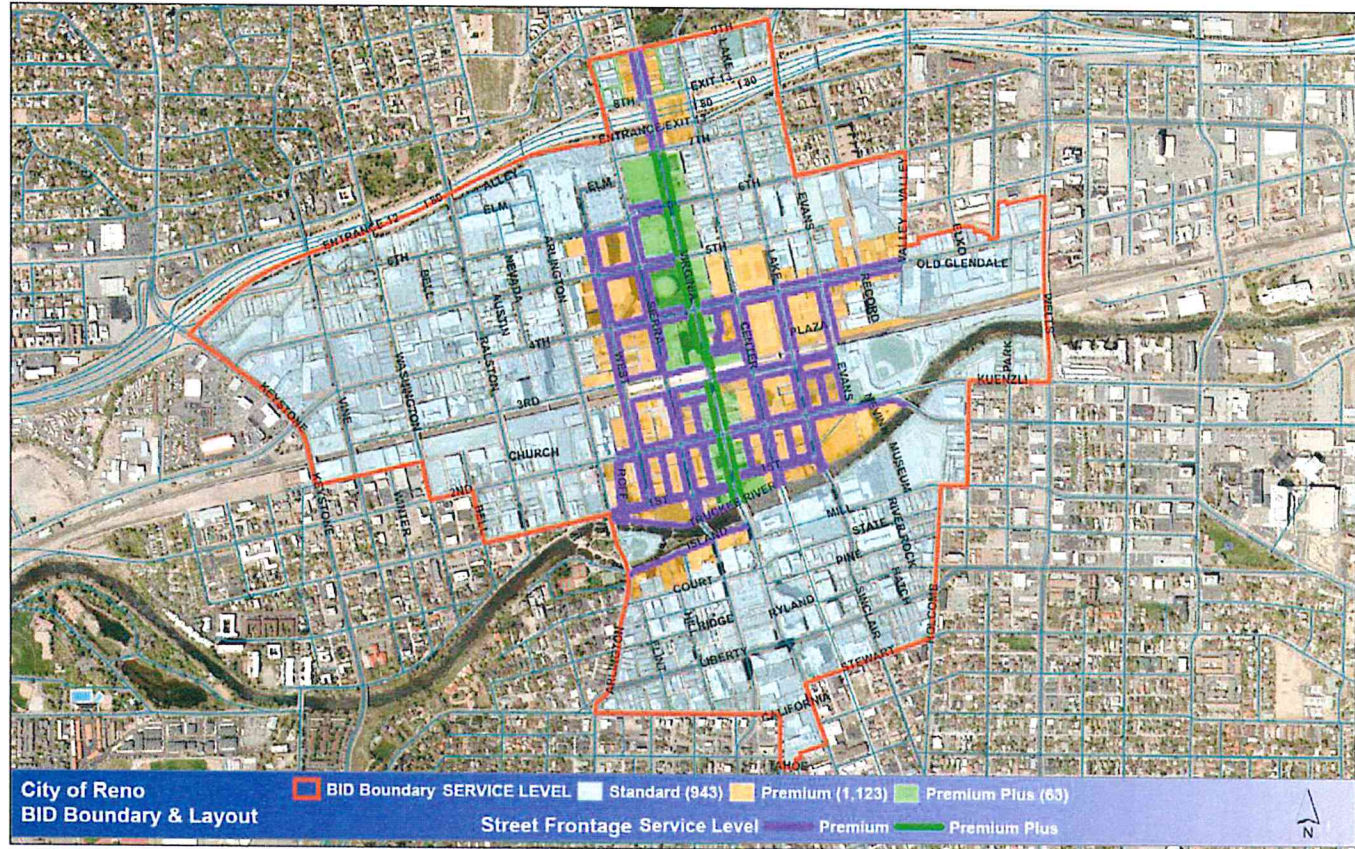
BCC 10-10-17 #6
City of Reno

Assessment Cap	For properties that are in excess of \$50,000,000 in assessed value, the standard assessment applies only to the first \$50,000,000 of assessed value. This cap acknowledges the diminished benefit from BID services to large high value properties and also acknowledges the assessed value differential between newer and older real estate improvements.
City Services	<p>The City of Reno will establish a documented base level of pre-BID City services. The BID will not replace any pre-existing general City services.</p> <p>Currently, one of the SADs raises \$1.6 million annually to support dedicated deployment of City of Reno police officers within the downtown area. This Management Plan initially allocates \$700,000 annually to support these supplemental police services, and recommends that these services be deployed exclusively through foot and bicycle patrols. The City of Reno has committed to fund the remaining amount (i.e. \$900,000) with a combination of city general fund allocations and other non-city contributions to ensure that existing supplemental patrols are retained for the first three years of the BID.</p>
Collection & Enforcement	BID assessments will appear as a line item on annual property tax bills and will carry the same lien authority for enforcement as standard property taxes.
Term of the District	The BID will be established with an initial term of 10 years. In Year 5, the BID will undergo a formal evaluation to determine that the services and assessment methods are consistent with the needs of the district. Any adjustments may be considered at that time. To extend the BID beyond the initial 10-year term, a new operating plan will need to be developed and a property owner petition process consistent with NRS 271 undertaken to affirm support for the district.
Annual Adjustments to Assessments	It is the intent of the BID operating plan that budgets and assessment will be adjusted annually. Any increase in assessment rates will be limited to a maximum of 5% as determined by the BID board of directors. The BID assessment roll will be updated annually to incorporate new development.
Annual Adjustments to Boundaries and Service Areas	NRS271 allows for annual adjustments to BID boundaries and service areas. The process would require the Downtown Reno Management Organization (see below) to request modifications to the Reno City Council. Adjustments would be considered during a public hearing. Boundary and service area adjustments are anticipated to respond to new development activity and/or other needed adjustments to programming.

minded organizations will have the option to organize under the umbrella of the Reno Downtown DMO if mutually agreed upon.

The DMO will have committees that encourage property owners, residents and other stakeholders to have creative input into the design and implementation of DMO and BID-funded initiatives. Initial recommended committees include 1) Clean and Safe and 2) Marketing and Economic Development.

Map of BID Service Areas (DRAFT)

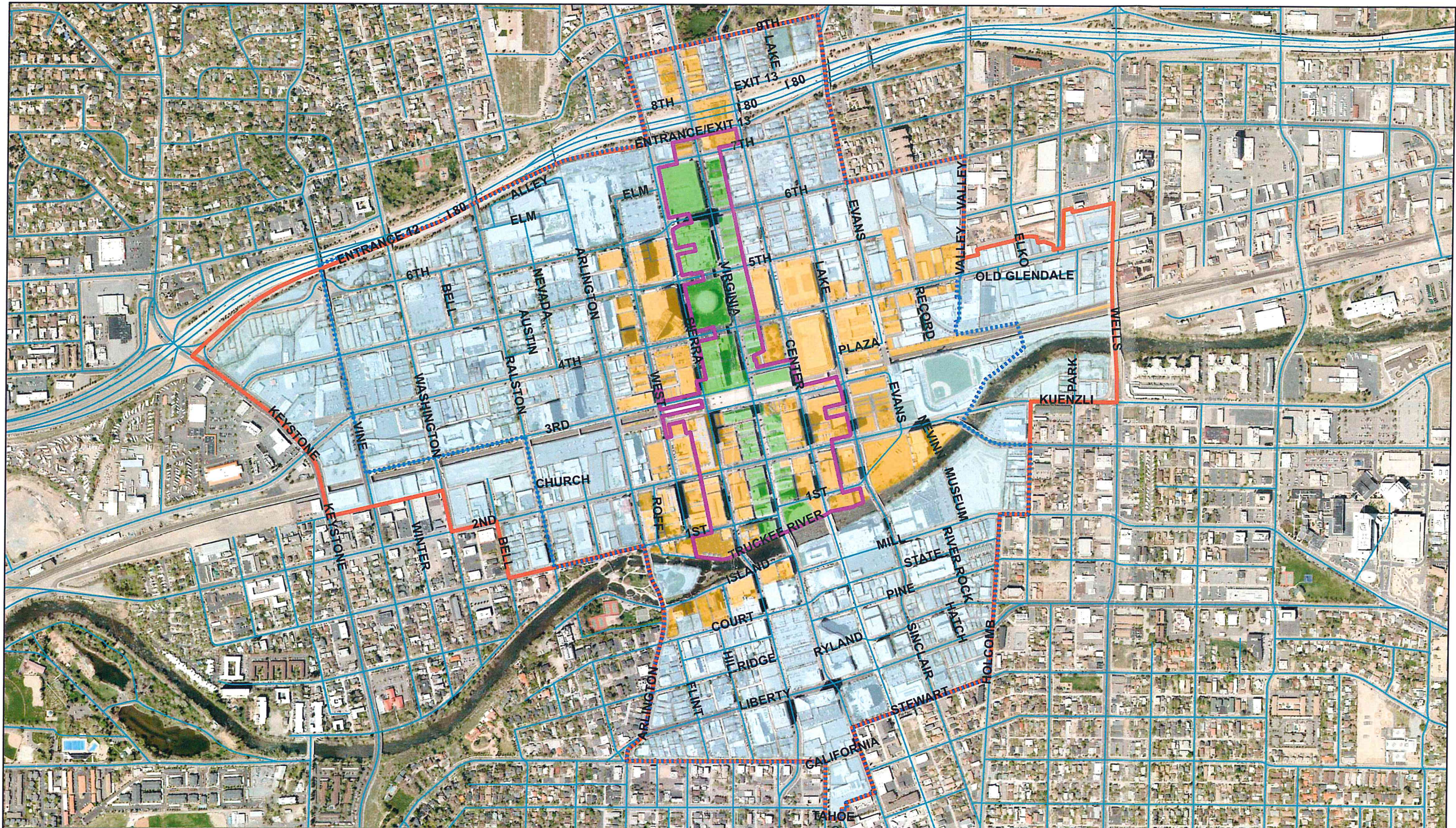


City of Reno
Proposed BID Assessments • Parcel Group Summary

PARCEL GROUP	APN	ASSESSED VALUE	STANDARD SERVICE COSTS	PREMIUM SERVICE COSTS	PREMIUM PLUS SERVICE COSTS	BID TOTAL ASSESSMENT 2018	SAD TOTAL ASSESSMENT 2017	BID VS SAD
City of Reno	54	\$ 50,656,815	\$ 129,935	\$ 35,214	\$ 4,817	\$ 169,966	\$ 7,718	\$ 162,248
Commercial	702	\$ 267,325,438	\$ 1,371,379	\$ 348,964	\$ 150,657	\$ 1,871,000	\$ 1,433,322	\$ 437,678
Common Area	74	\$ -	\$ -	\$ 22,483	\$ -	\$ 22,483	\$ -	\$ 22,483
Federal	1	\$ 12,015,275	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Non-Profit & RHA	24	\$ 18,574,530	\$ 47,644	\$ 733	\$ -	\$ 48,377	\$ 898	\$ 47,478
Public Utility	3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Residential	1,233	\$ 66,378,274	\$ 289,442	\$ 2,532	\$ -	\$ 291,975	\$ 446,294	\$ (154,319)
RTC	1	\$ 1,692,955	\$ 4,342	\$ 6,007	\$ -	\$ 10,349	\$ -	\$ 10,349
School	1	\$ 198,714	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
State of Nevada	1	\$ 230,493	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
University	22	\$ 1,723,196	\$ 4,420	\$ -	\$ -	\$ 4,420	\$ -	\$ 4,420
Washoe County	13	\$ 12,417,008	\$ 31,850	\$ 1,332	\$ -	\$ 33,182	\$ -	\$ 33,182
Grand Total	2,129	\$ 431,212,698	\$ 1,879,012	\$ 417,266	\$ 155,474	\$ 2,451,751	\$ 1,888,232	\$ 563,519

City of Reno
Proposed BID Assessments - Top 30 by Common Owner

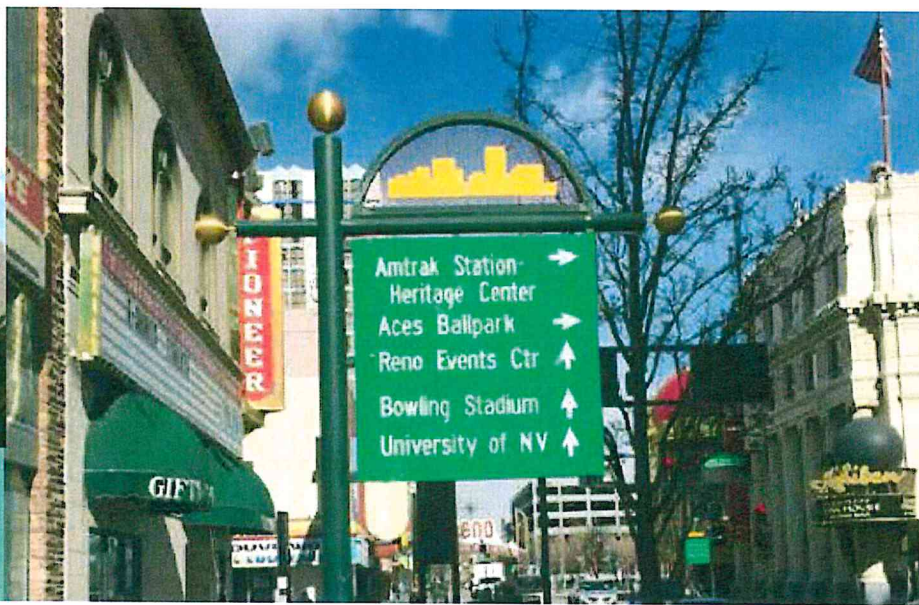
COMMON OWNER	APN	2017 SAD ASSESSMENT	2017 SAD %	2018 BID ASSESSMENT	2018 BID %	SAD vs. BID
Eldorado Resorts	25	\$ 421,365	22.32%	\$ 482,988	19.70%	\$ 61,623
St. Mary's Hospital	21	\$ 176,641	9.35%	\$ 183,092	7.47%	\$ 6,450
City of Reno	54	\$ 7,718	0.41%	\$ 169,966	6.93%	\$ 162,248
Basin Street	5	\$ 107,787	5.71%	\$ 116,203	4.74%	\$ 8,417
Harrahs	23	\$ 47,083	2.49%	\$ 68,841	2.81%	\$ 21,759
Real Estate Ventures Management LLC (WP)	11	\$ 43,111	2.28%	\$ 58,229	2.37%	\$ 15,117
CHAWIN PROPERTY INC	2	\$ 40,635	2.15%	\$ 41,757	1.70%	\$ 1,122
Siegel	11	\$ 22,914	1.21%	\$ 35,571	1.45%	\$ 12,657
Nevada Land	9	\$ 16,809	0.89%	\$ 33,635	1.37%	\$ 16,826
Washoe County	13	\$ -	0.00%	\$ 33,182	1.35%	\$ 33,182
Jacobs Entertainment	51	\$ 31,647	1.68%	\$ 33,042	1.35%	\$ 1,396
Iliescu	25	\$ 11,386	0.60%	\$ 27,356	1.12%	\$ 15,970
CTO16 RENO LLC	3	\$ 26,206	1.39%	\$ 25,465	1.04%	\$ (741)
Belvedere Towers	139	\$ 27,870	1.48%	\$ 24,344	0.99%	\$ (3,527)
Club Cal-Neva	6	\$ 8,452	0.45%	\$ 24,251	0.99%	\$ 15,799
303 RENO LLC	1	\$ 21,878	1.16%	\$ 23,620	0.96%	\$ 1,742
NNV Urban Development	27	\$ 7,371	0.39%	\$ 21,444	0.87%	\$ 14,073
HMRN LLC	7	\$ 19,587	1.04%	\$ 20,128	0.82%	\$ 541
RIVERWALK DEVELOPMENT LLC	17	\$ 7,433	0.39%	\$ 18,327	0.75%	\$ 10,894
WARNER SIERRA LLC	2	\$ 14,097	0.75%	\$ 17,456	0.71%	\$ 3,359
Bajwa Properties	17	\$ 7,244	0.38%	\$ 16,291	0.66%	\$ 9,047
PHRR LLC et al	2	\$ 15,393	0.82%	\$ 15,818	0.65%	\$ 425
NEVADA MUSEUM OF ART INC	2	\$ 477	0.03%	\$ 14,738	0.60%	\$ 14,261
CITY CENTER LTD PTSP	1	\$ 14,328	0.76%	\$ 14,723	0.60%	\$ 396
RENO MASONIC TEMPLE ASSN	1	\$ 1,932	0.10%	\$ 14,069	0.57%	\$ 12,137
RENO ORTHOPAEDIC PROP LLC	4	\$ 13,533	0.72%	\$ 13,906	0.57%	\$ 374
STUDIO 3 LIMITED PARTNERSHIP	1	\$ 13,367	0.71%	\$ 13,736	0.56%	\$ 369
ONE EAST LIBERTY C2K LLC	1	\$ 12,983	0.69%	\$ 13,341	0.54%	\$ 358
BRAR	4	\$ 7,992	0.42%	\$ 12,537	0.51%	\$ 4,545
TDC RENO OFFICE 1-DE SPE LLC	5	\$ 11,105	0.59%	\$ 11,412	0.47%	\$ 307



**City of Reno
Proposed BID Boundary & Layout**

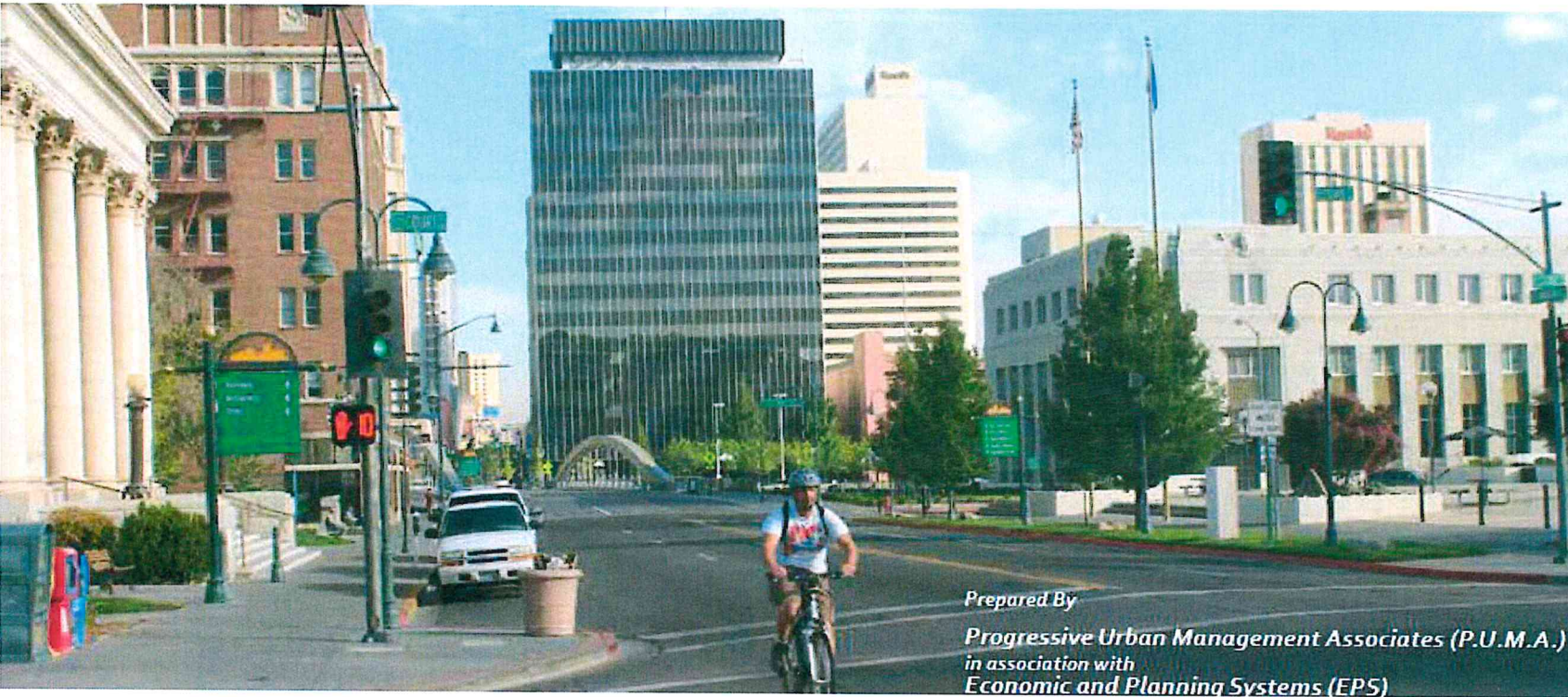
SERVICE LEVEL Standard (943) Premium (1,123) Premium Plus (63)

Police SAD Maintenance SAD



CITY OF RENO

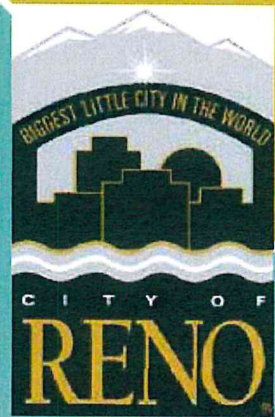
DOWNTOWN ACTION PLAN



OCTOBER 2017

City of Reno, Nevada

*Prepared By
Progressive Urban Management Associates (P.U.M.A.)
in association with
Economic and Planning Systems (EPS)*



Core Values

1. **Prosperous:** jobs, innovation, new investment, economic linkages to UNR
2. **Connected:** walking, biking, and transit options to UNR, Truckee River, close in neighborhoods and other destinations
3. **Livable:** new housing, rehabilitate/redevelop blighted and/or historic buildings, neighborhood serving retail and amenities
4. **Safe & Clean:** welcoming, improve quality of experience, fundamental to achieving all other goals
5. **Vibrant:** active, mixed use, inviting for everybody

Action Plan

Prosperous | Connected | Livable | Safe & Clean | Vibrant

ECONOMY	ENVIRONMENT	EXPERIENCE
Housing for Everyone	Connections & Key Streets	Safe & Clean
Jobs & Innovation	River	Arts, Culture & Tourism
Improve Blighted & Underutilized Properties	Public Spaces	Parking & Transportation
Champion: Downtown Management Organization		

Implementation Recommendations



Management Organization

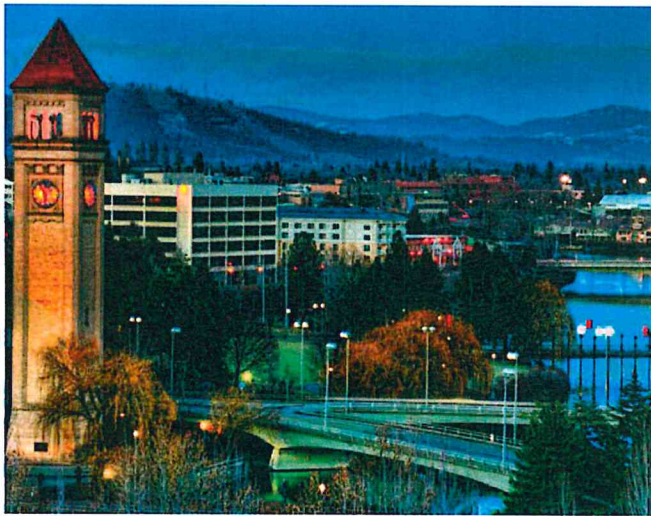
Why a Downtown Management Organization?

- Stabilize Downtown Streets
- Create a Public/Private Partnership to Champion Downtown
- Unified Voice and Accountability
- Employ National Best Practices in Reno



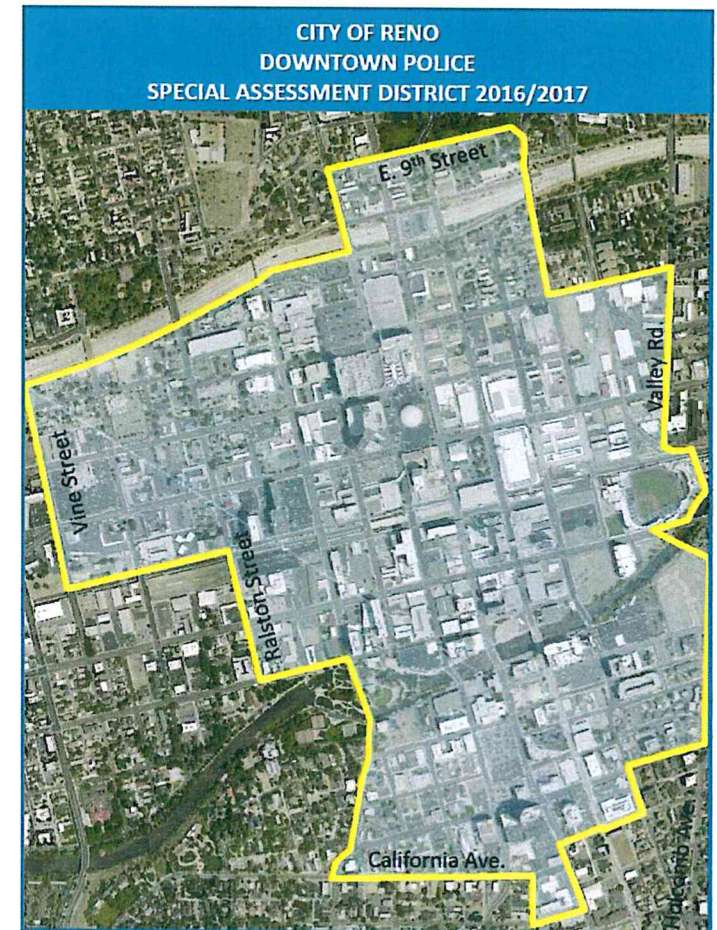
Management Organization – Best Practices

- Boise, ID
- Spokane, WA
- Salt Lake City, UT
- Sacramento, CA



Management Organization | How?

- 501(c)3 or (c)6 non-profit
- Re-engineer two existing assessment districts into one new “business improvement district” (BID) per NRS 271
- A 13 to 17-member board of directors is recommended, representing all geographic sub-districts, a variety of business types, residents and the City.
- Majority of board should be private sector property owners



Management Organization | Services

- Augment Reno policing efforts with a team of uniformed ambassadors and case workers.
- Continue enhanced city policing services deployed in walking and/or biking patrols.
- Continue enhanced maintenance services along Virginia Street, add “spot cleaning” to other parts of the downtown.
- Support a new executive director and marketing resources for the Downtown Management Organization.



Management Organization | April 2017

BID Plan Development

- Refine Database & Assessment Scenarios
- Draft BID Management Plan
- Engineer's Report
- Base Level of Services Agreement from City
- Plan Review Workshops & Meetings
- Create the New Non-Profit Organization that will provide day-to-day services

Draft BID Plan | Services

Three Service Zones

- **Standard**
 - ✓ Clean & Safe Program, introducing new safety ambassadors & case workers to augment Reno Police
 - ✓ Support for downtown organization, including marketing, economic development & communications
- **Premium**
 - ✓ Enhanced maintenance throughout downtown core – larger service area than maintenance SAD
- **Premium-Plus**
 - ✓ Daily maintenance services along Virginia Street corridor

Draft BID Plan | Budget

SERVICE AREA	BUDGET
Standard Services	
Safety Ambassadors	\$ 700,000
Supplemental Reno Police	\$ 700,000
BID Staff & Marketing	\$ 400,000
Total Standard Services	\$ 1,800,000
Premium Services	
Supplemental Maintenance: Downtown Core	\$ 400,000
Enhanced Daily Services: Virginia Street	\$100,000
Total Premium Services	\$500,000
TOTAL OPERATING BUDGET	\$ 2,300,000

Draft BID Plan | Estimated Assessments

Service Area	Existing SAD Rates	Proposed BID Rates
Standard	\$ 0.00499 per \$1 of value	\$ 0.00513 per \$1 of value
Premium	\$ 0.00805 per \$1 of value	\$ 0.00513 per \$1 of value + \$11.38/ft of linear frontage
Premium-Plus	\$ 0.00805 per \$1 of value	\$ 0.00513 per \$1 of value + \$30.70/ft of linear frontage

Adjusted rates for non-profit, government and residential properties:

- Non-profits and government: 50% discount on commercial assessment rate*
- Residential: 15% discount on commercial assessment rate*

Draft BID Plan | Other Considerations

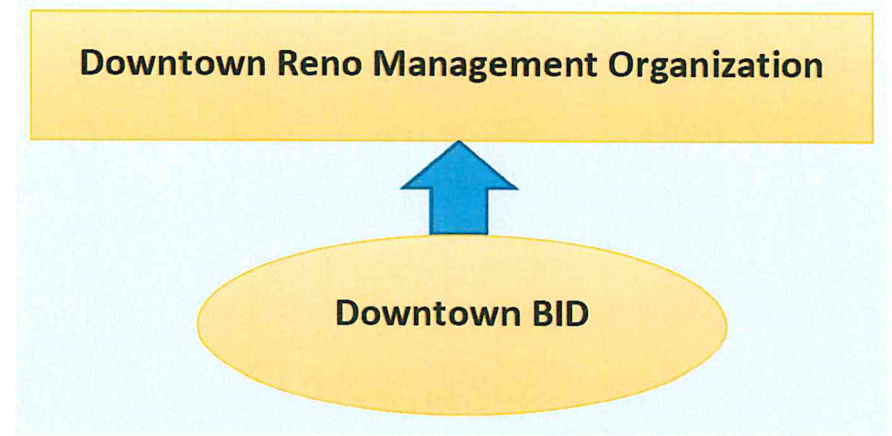
City Services	<ul style="list-style-type: none">• Base level of services documentation• Commitment to full Reno Police funding first 3 years
Collection & Enforcement	<ul style="list-style-type: none">• Appears as line item on annual property tax bill
Term of the District	<ul style="list-style-type: none">• Ten years with 5-year review
Annual Rate Adjustments	<ul style="list-style-type: none">• Up to 5%, determination by BID board of directors
Annual Boundary Adjustments	<ul style="list-style-type: none">• Downtown Management Organization requests modification to Reno City Council (annual review)
BID Formation	<ul style="list-style-type: none">• Requires petition support from property owners representing more than 50% of assessments• Reno City Council forms BID through ordinance

Draft BID Plan | Governance

New Downtown Management Organization (501(c)6 non-profit)

Board of Directors: 15 member board, self-selected nominating process, including:

- Geographic representation
- Use-type mix
- Mix of large and small owners
- At least two businesses that are not owners
- One Reno City Council (or designee)
- One Washoe County (or designee)



Draft BID Plan | Next Steps

BID Formation – Fall 2017/Winter 2018

- Property Owner Petition – Need support from property owners representing more than 50% of assessments to be paid
- City Council Approval – BID formed through ordinance
- Services start July 2018



Discussion and Questions

