

The attached document was submitted to the **Washoe County Board of Commissioners** during the meeting

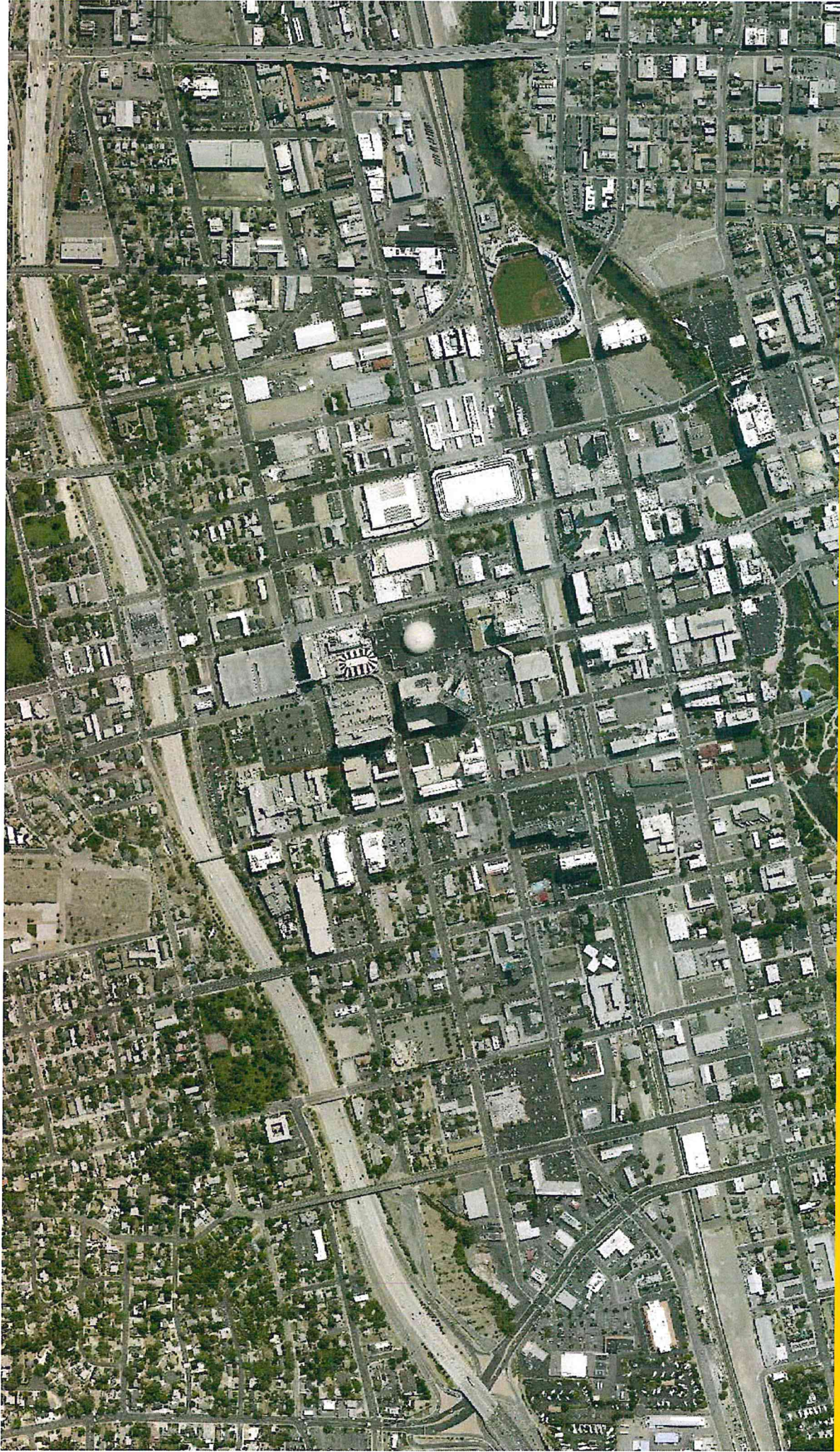
held on 4.18.17

by Managers Office

for Agenda Item No. 9

and included here pursuant to NRS 241.020(7) as

amended by AB65 of the 2013 Legislative Session.

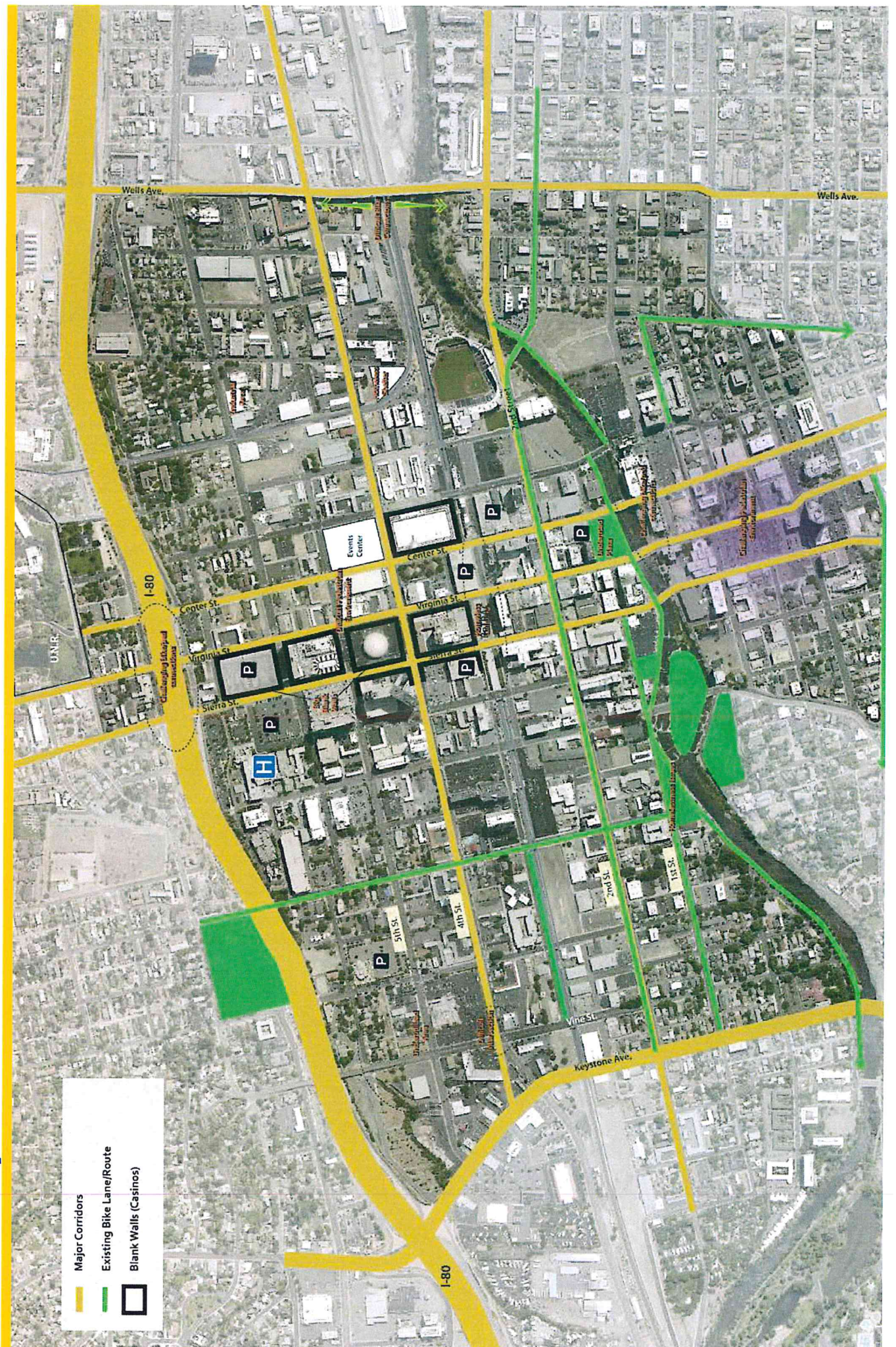


City of Reno Downtown Action Plan

Implementation | April 2017

Study Area

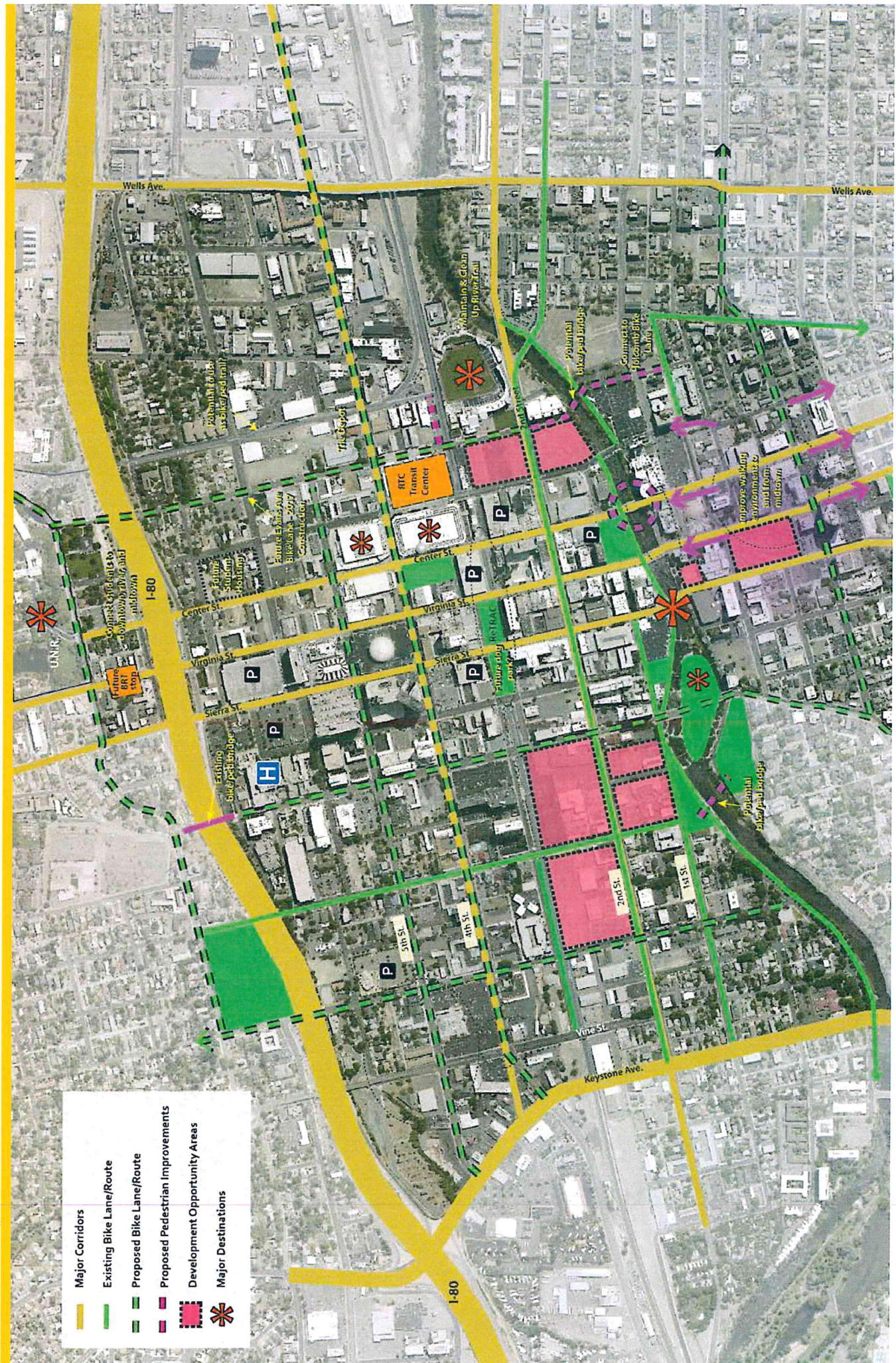
- Major Corridors
- Existing Bike Lane/Route
- Blank Walls (Casinos)



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

Bicycle, Pedestrian, Infill Recommendations



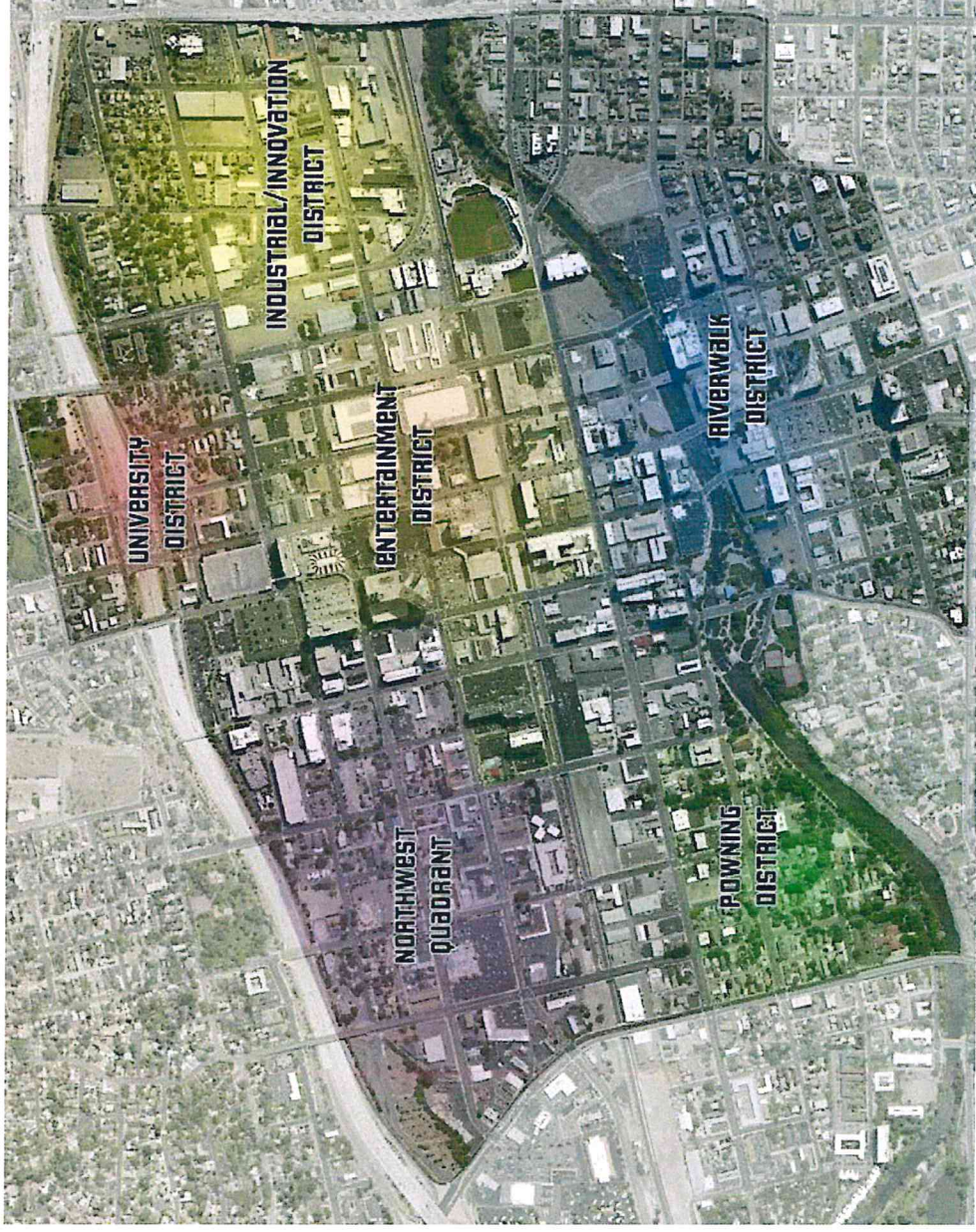
District Recommendations

University expand physical and economic connections to downtown across I-80, opportunity for student housing and university facilities

Innovation/Industrial mixed-use and light industrial environment that is anchoring innovation districts in other cities

Riverwalk one of Reno's best natural resources – the catalyst for attracting new mixed use development on both sides of the river

Entertainment traditionally the 24 hour gaming area that includes the Events Center and National Bowling Stadium



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

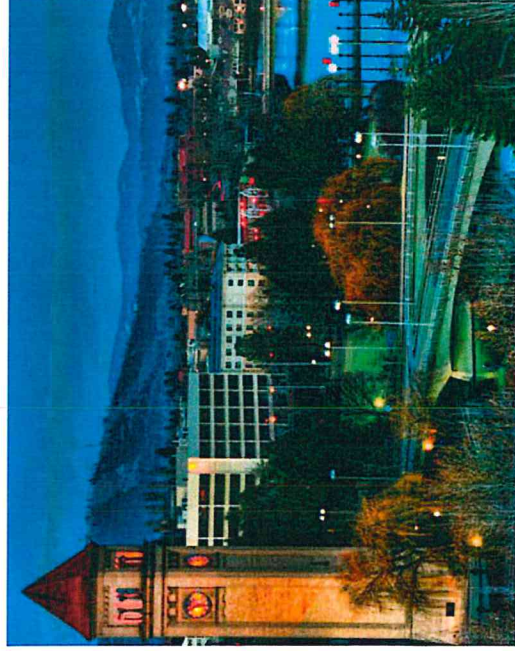
Why a Downtown Management Organization?

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



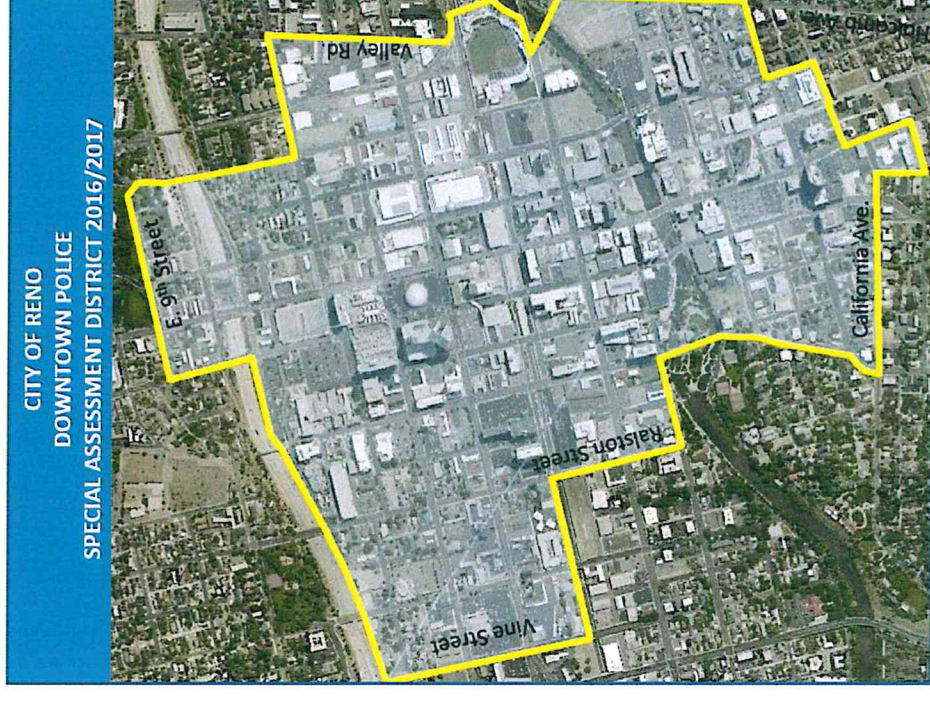
Management Organization – Best Practices

- 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 | Funding

Existing Districts	Proposed New DMO BID	
Safety District: Funds enhanced Reno policing in downtown.	\$ 1,600,000	Safety: New team of ambassadors and case workers; 530 hrs of deployment per week \$700,000
Maintenance District: Funds enhanced maintenance concentrated along Virginia	\$ 300,000	Safety: Enhanced Reno policing for walking and/or bicycle patrols \$ 600,000
		Enhanced maintenance along Virginia and beyond \$ 300,000
		DMO director, marketing and economic development \$ 300,000
TOTAL	\$ 1,900,000	\$ 1,900,000
Additional Private Sector Investment		Membership support for the new DMO \$ 150,000
Additional City Investment		“Backfill” to maintain enhanced Reno policing \$ 850,000

Management Organization | Funding

Sources of Funds for Recommended “Backfill”

- Expand the boundary of the proposed BID.
- Create an “impact fee” on liquor & marijuana sales.
- Obtain significant contributions from major institutions, such as UNR.
- Explore options to share revenue from public parking.
- Consider general fund support, addressing one of the city’s top policy priorities.

Management Organization | Next Steps

BID Plan Development – Next 3 Months

- 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

Management Organization | Next Steps

BID Formation – by Fall 2017

- 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 first quarter of 2018?





Discussion and Questions