

**DOWNTOWN**

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**PARTNERSHIP**

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# Business Improvement District Overview

Presented by Executive Director Alex Stettinski



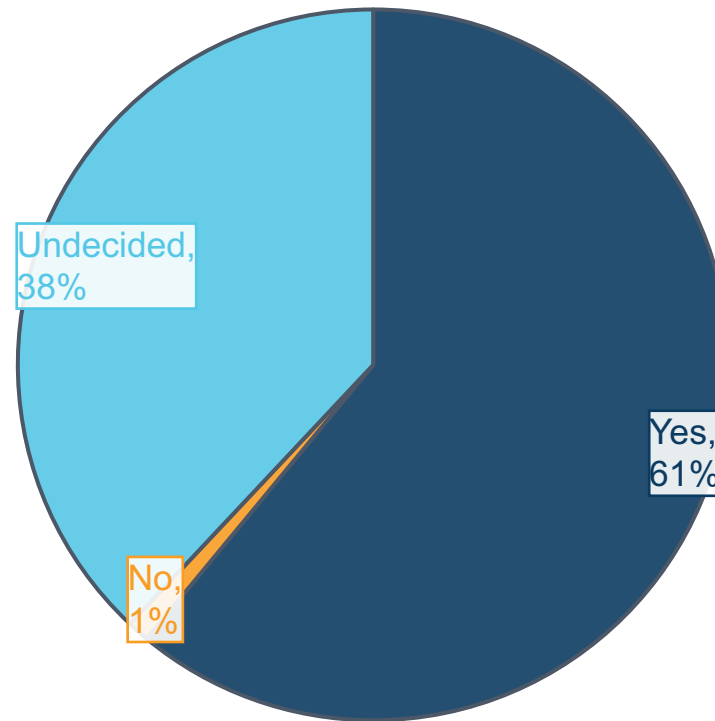
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CHAB BOARD MEETING

June 3, 2019



# Petition Drive | By the numbers

## SIGNATURES



# Basic Concept

- Replace existing Police & Maintenance Special Assessment Districts (SADs) with a single non-profit 501c6 Business Improvement District (BID)
- Use teams of Ambassadors to augment Reno Police Department (RPD) to focus on hospitality, quality of life issues and social work
- Create a private, Downtown Management Organization (DMO) to oversee BID functions and services, market and champion downtown



# Services

## Standard

- Clean & Safe Program, introducing new safety ambassadors & case workers to augment Reno Police
- Support for downtown organization, including marketing, economic development & communications

## Premium

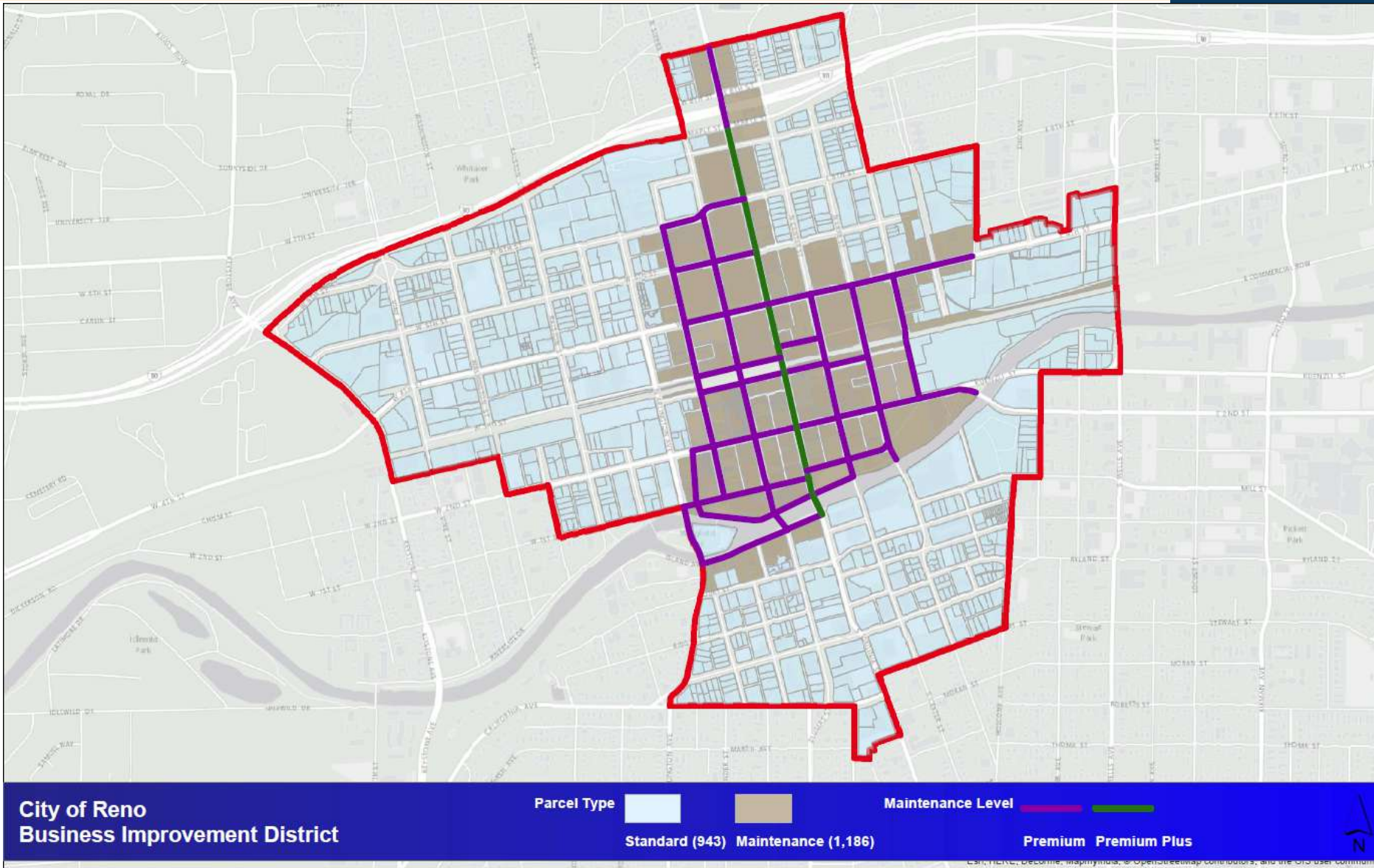
- Enhanced maintenance throughout downtown core – larger service area than maintenance SAD

## Premium-Plus

- Daily maintenance services along Virginia Street corridor



# BID Boundary & Service Zones



City of Reno  
Business Improvement District

Parcel Type



Standard (943)



Maintenance (1,186)

Maintenance Level



Premium



Premium Plus



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# BID Vision and Mission

- Stabilize Downtown Streets
- Economic and Community Development
- Unified Voice and Champion for Downtown
- Accountability



# Ambassador highlights

Training, statistics and accomplishments





# Ambassador statistics

- Over 1,000 wellness checks
- Over 100 shelter referrals
- Placed 22 people into long-term care services
- 2 lives saved thanks to Narcan training
- Over 500 graffiti removals
- Over 100 sidewalk repair orders placed
- Over 10 street light issues reported
- Over 100 illegal dumping incidents reported
- Over 80 human feces incidents addressed
- 13 people were stopped from publicly urinating
- 350 syringe site clean-ups and assisted HOPES in their efforts to clean up needles
- Over 1,000 directions given per month
- Over 1,700 check-ins with businesses and stakeholders



# Ambassador training

- Ride along training with Reno Police Department
- Tour of services by Reno-Sparks Gospel Mission
- Tour of services with Volunteers of America at the Community Assistance Center
- Tour of services with the VOA Resource Center
- Tour of services with the Community Health Alliance
- Tour of services with ReStart Program
- Tourism presentation by Reno-Sparks Visitor and Convention Authority



# Ambassador training, cont.

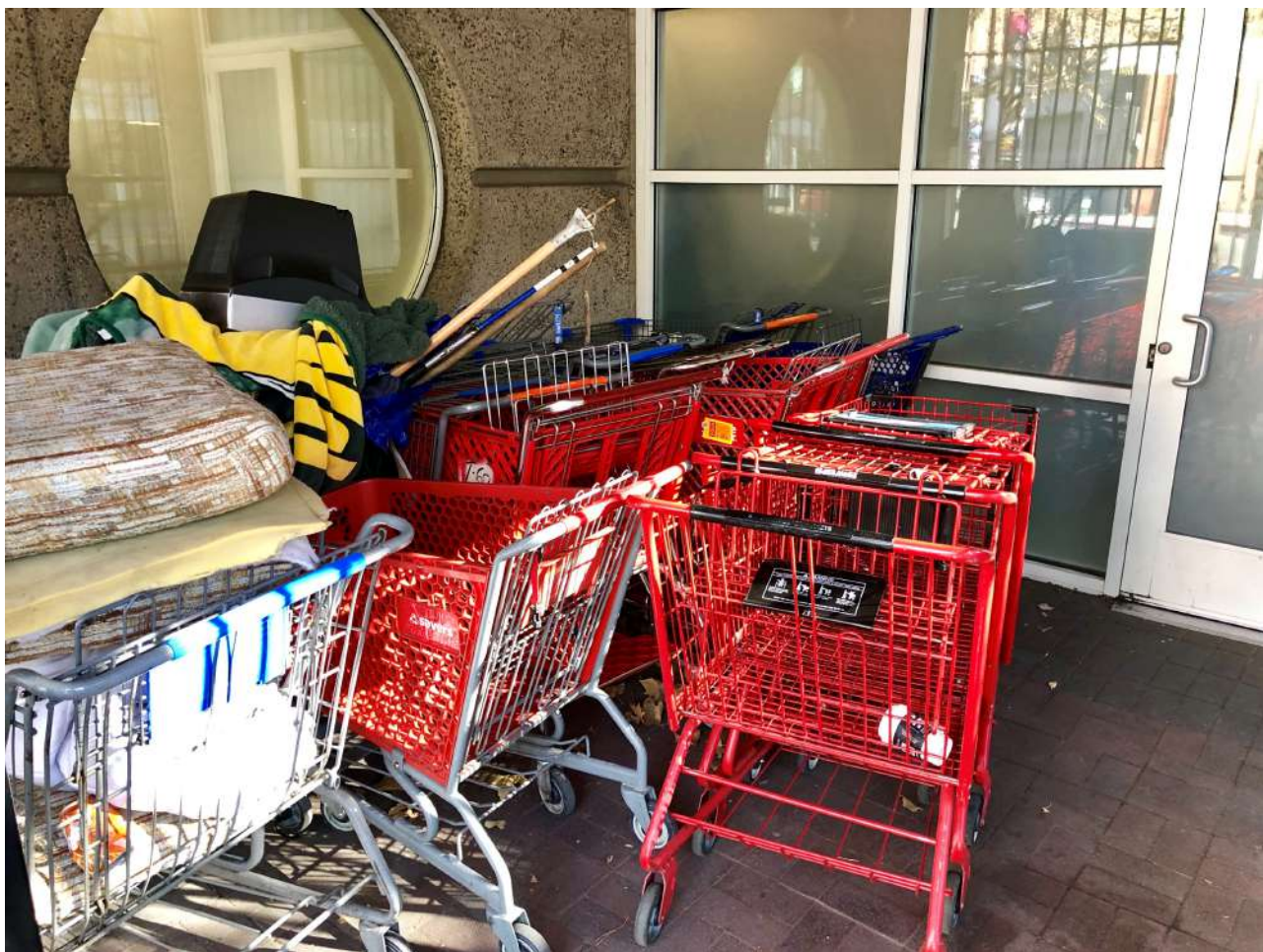


- Received presentation by Veterans Resource Center
- Received presentation by City of Reno Code Enforcement Department
- Received crisis intervention training from the Reno Police Department and Mobile Outreach Safety Team
- Received training to work with people with mental illness by RPD
- The Life Change Center trained the ambassadors how to use Narcan
- HOPES trained ambassadors on needle pick-up and disposal

# Ongoing training

- Ambassadors will receive “Get to Know Reno” training by historian Alicia Barber
- Ambassadors will receive sex trafficking awareness training by Safe Embrace
- Ongoing training by various groups, nonprofits and professionals





# We collect abandoned carts

- Over 800 shopping carts collected in two months
- Each cart is already abandoned before being collected
- They represent a \$150-\$400 value, depending on materials



# Cleaning up the streets

BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER





“I think it’s a great start to a really progressive idea and I look forward to connecting with the ambassador program”

Matt Polley, former owner of The Jungle

“Glad the ambassadors started coming around, it’s helped us out a lot.”

Anthony Valle, Antonio’s Mexican Grill



“I wanted to say thanks for directing me with information to get off the streets. I'm off the streets and into a program through the veterans resource center. ... I have a place over my head and food in my belly, which I'm grateful for, but feel I'm still far from where I need to be. If there were more people like Jeremy and the others (ambassadors) I met that day the world would be greater than it is.”

Brandon Bird, homeless veteran



# Hospitality and visitor services

BID Vision and Mission



# Make downtown feel approachable



# Helping people navigate



RGJ photo



# Ambassadors at special events



# Economic & community development

BID Vision and Mission



# What we've done so far

- Urban Main Street Committee received a \$35,000 state grant to beautify parts of Virginia Street
  - *Two pop art projects, bike racks and brochure*
- Economic Development Committee
- Working with local services and businesses
- Opportunity zone task force





# Marketing downtown

BID Vision and Mission



# What we've done so far...

- Launched a complete website with news page and events calendar
- Launched a Facebook page
- Launched an email newsletter sign up
- Added location Google, Bing and Apple Maps
- Created Google and YouTube accounts
- Monthly newsletters
- Holiday campaigns to attract customers



# Next steps

BID Vision and Mission



# Future plans

## Ambassador program

- Hire four more ambassadors
- Including one additional social outreach specialist
- Hospitality training with downtown businesses
- Strengthening relationships with Washoe Co. Jail, City Depts.



# Future plans

## Economic Development

- Create Economic Development Manager position
- Economic Development Roundtable, to facilitate the creation of a downtown vision by property owners
- Survey of residents, businesses and the university
- Develop strategy to recruit targeted businesses to downtown
- Mainstreet Program participation
- Townhall meetings



# Future plans

## Marketing

- Digital and Content Marketing
- Special marketing campaigns for downtown
- Outreach to residents and businesses
- Media relations and content creation



# Questions?

Visit [DowntownReno.org](http://DowntownReno.org)

Or find Downtown Reno Partnership on Facebook

