

# Washoe County Board of Commissioners Meeting

February 10, 2026



# What is the Downtown Reno Partnership?

- Created in 2018 by the City of Reno at the request of downtown property owners. It replaces and expands two previous Special Assessment Districts.
- 1 of 1,600+ throughout the country.
- Private-sector led and managed Neighborhood Improvement Project under NRS271.
- 501c6 nonprofit business whose main purpose is to make downtown Reno a safer, cleaner, and more vibrant district for residents and visitors.
- Funded by property assessments which pay for cleaning operations, Ambassadors, security guards, marketing and economic development.



# DRP Team



- Neoma Jardon, Executive Director
- Kristen Saibini, Assistant Executive Director & Marketing Manager
- Nathan Digangi, Economic Development Director

# DRP Board of Directors



**Tony Marini**  
Board Chair



**Jonathan Boulware**  
Board Vice Chair



**Chris Shanks**  
Past Board Chair



**Par Tolles**  
Secretary



**Eric Edelstein**  
Board Treasurer



**Mark Reece**  
Representing: High Assessed  
Properties



**Emily Skyle-Golden**  
Representing: Residents



**Steven T. Polikalas**  
Commercial Property



**Kathleen Taylor**  
Representing: City of Reno



# DRP Board of Directors



**Mike Rossman**

Representing: High Assessed Properties



**Mariluz Garcia**

Representing: Washoe County



**Troy Miller**

Representing: University of Nevada, Reno



**Jeff Siri**

Representing: Entertainment District



**Courtney Meredith**

Representing: The Riverwalk District



**Eaton Dunkelberger**

Representing: Non-profit sector



**Paul Irving**

Representing: Residents

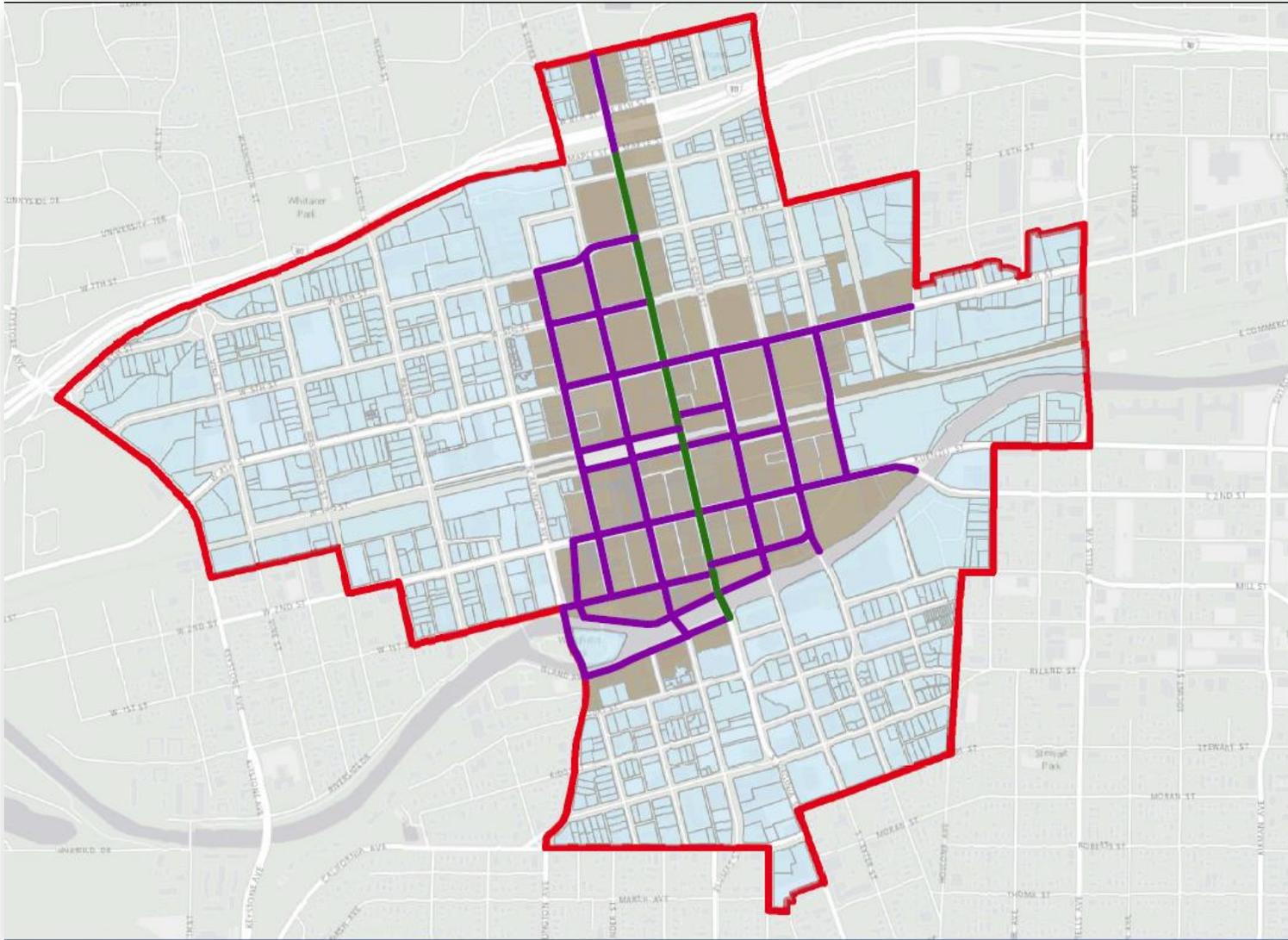


**Open Seat**

Representing: Small Property Owner

# BID Boundary & Service Zones

## 110 Block Area



**Standard Services** are provided throughout the entire district and include safety, on-demand spot cleaning, crime deterrence and engagement with street populations and visitors.

**Premium services** added patrols within the core of downtown, heavy concentration on litter and graffiti removal, public furniture cleaning and power washing.

**Premium-plus services** are concentrated along the Virginia Street corridor and include additional daily services. Premium-plus properties also pay into a special beautification budget for annual projects.



# Before the BID was created

- Major cleanliness issues.
- Downtown's reputation was negative.
- Developers were hesitant to come downtown.
- No strong sense of a community.
- Homeless individuals were not strongly tended to for help and referrals to resources.
- Police were inundated with nuisance calls for service (i.e. trash, weeds, vandalism, graffiti, illegal camps).

# Downtown Reno Partnership Ambassadors/Security Guards

- Tasked with improving the cleanliness, safety and vibrancy Downtown Reno
- 40 Ambassadors
  - Nearly tripled number since DRPs inception
  - Focus includes Cleaning, Social Outreach and Ambassador patrols
- 10 Security Guards (added in fall 2024)
- Work 24 hours a day, 7 days a week over three shifts
- Patrol on foot and in vehicles
- Have the use of three vehicles including a pressure washing truck, transport van and trash hauling/transport truck, and 2 four-wheeled Kubotas



# Security Guards

- National trend since the pandemic – augmented program with licensed security personnel
- Allows for on-foot patrolling in problematic areas to serve in an education capacity and as a deterrent
- Provides augmented security for ambassador team as they do outreach and cleaning
- Increase the feeling of safety for all those working, living or visiting the downtown area
- According to RPD, since the security guard's deployment, there has been a decrease in DRP Ambassador calls to RPD

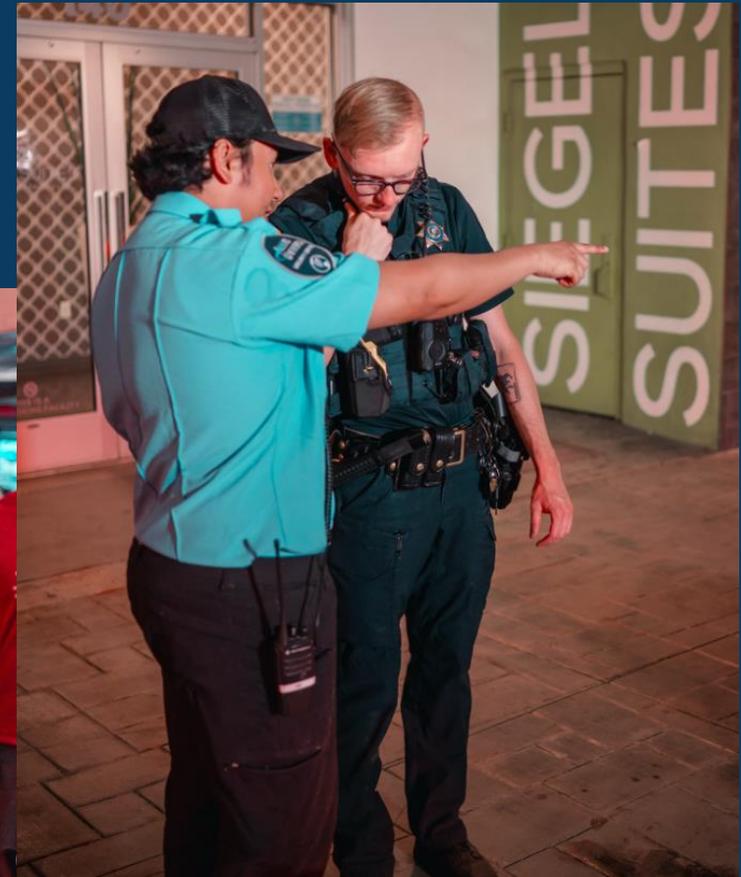


Photo credits: @renoafterdark



## January 2025 - December 2025 Ambassador Stats



468,245 pounds of  
trash collected



3,052 power  
washes completed



957 pieces of  
graffiti removed



955 rides given to  
shelter/services

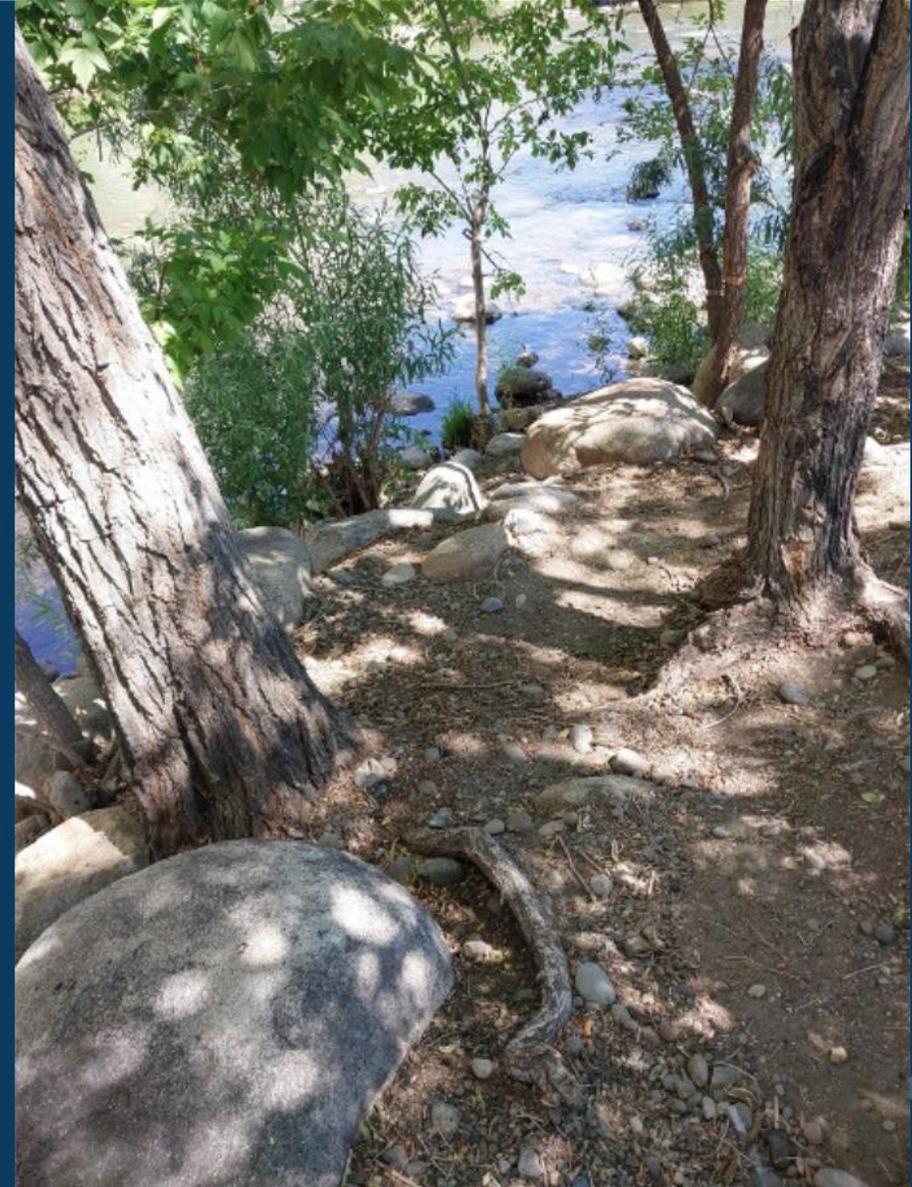


1,177 shopping  
carts recovered

#BELIEVEINRENO



# Before & After: Truckee River



# Before & After: Union Pacific Railroad



# Before & After: Brodhead Park



# River Path at AT&T Building



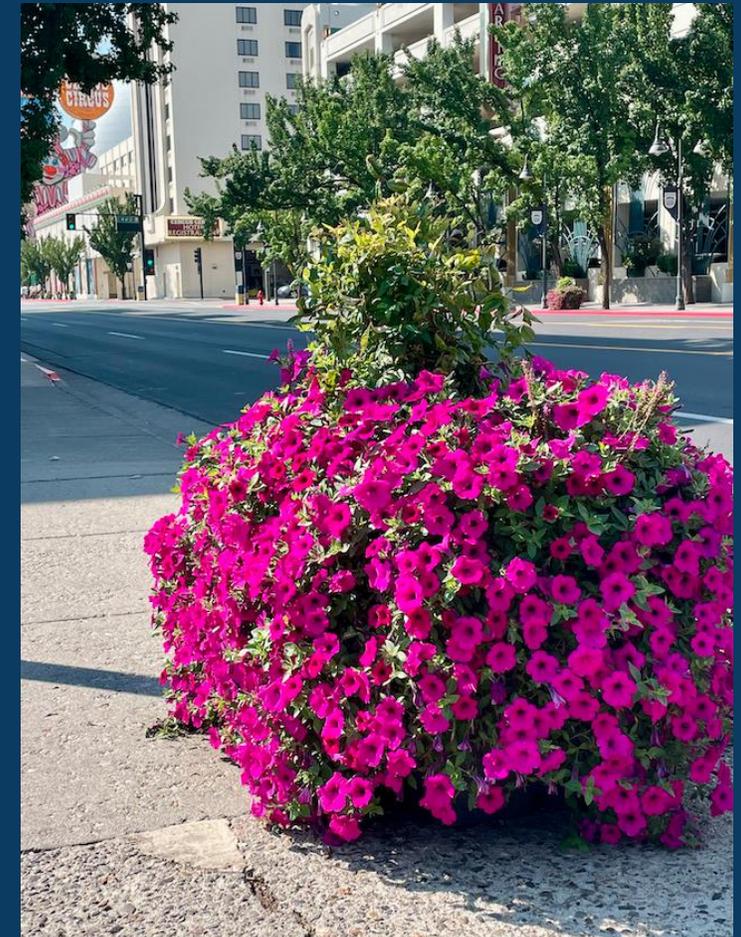
# Coordinated City Walks

- Started in late 2023
- The DRP, Reno Police, Code Enforcement and City of Reno leadership conduct weekly walks throughout the BID to address issues in real time.
- These walks started in the BID and have proven so successful, the City has deployed these walks in other areas of Reno with their personnel and staff.



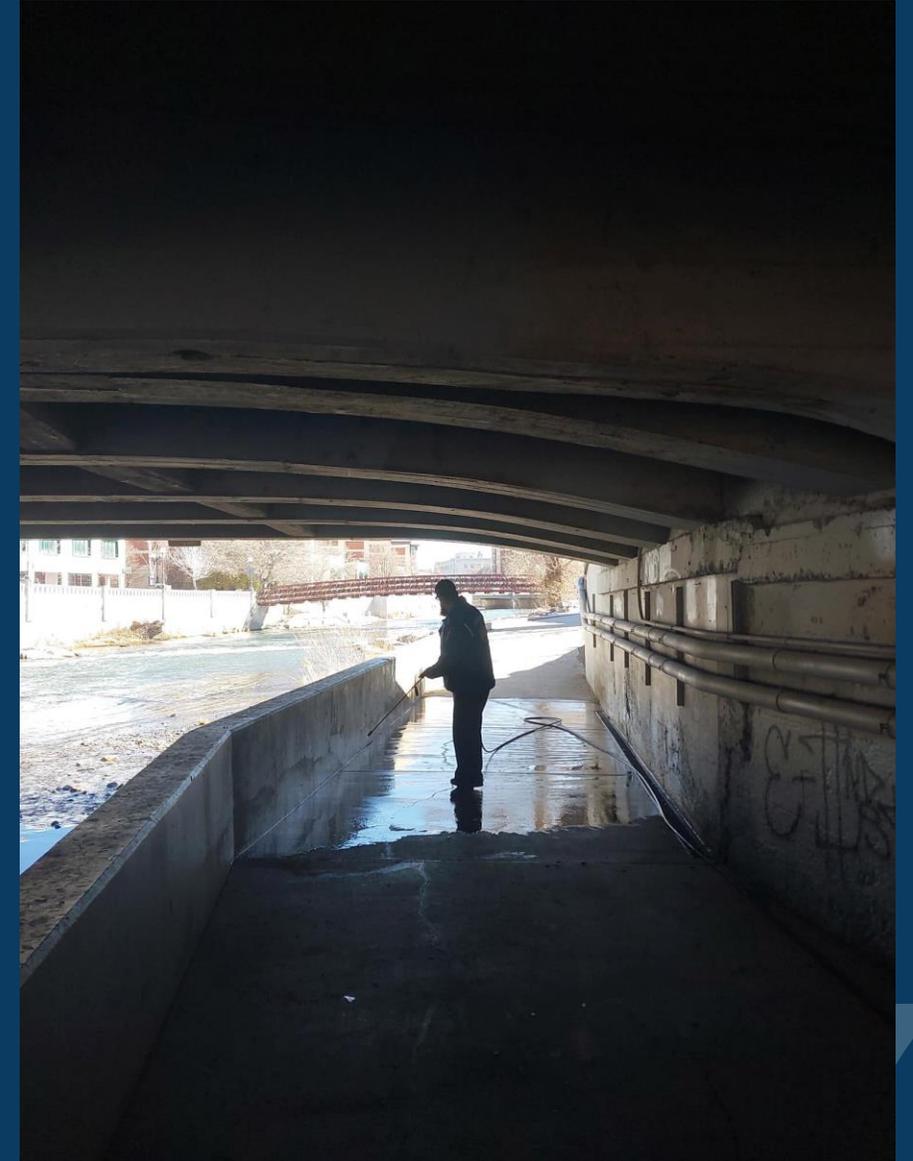
# New Trash Cans and Planters

- New, dig-proof trash cans (Thank you City of Reno!)
  - Double of current number in Downtown (now 198)
- 100 planters added on Virginia Street from the Virginia Street Bridge to 8<sup>th</sup> Street and planters along the Riverwalk



# New Equipment: Kubotas

- Two new pieces of equipment
- One with a pressure washing unit to fit along the river path
- The second hauls trash and can plow snow



# Marketing Update

- KRXI, live in studio interview
- Paid matching social for businesses
- Positively Downtown – promotion and round 2
- Social media content creation
- Yearly district marketing/event sponsorship



< **downtown\_reno** ...

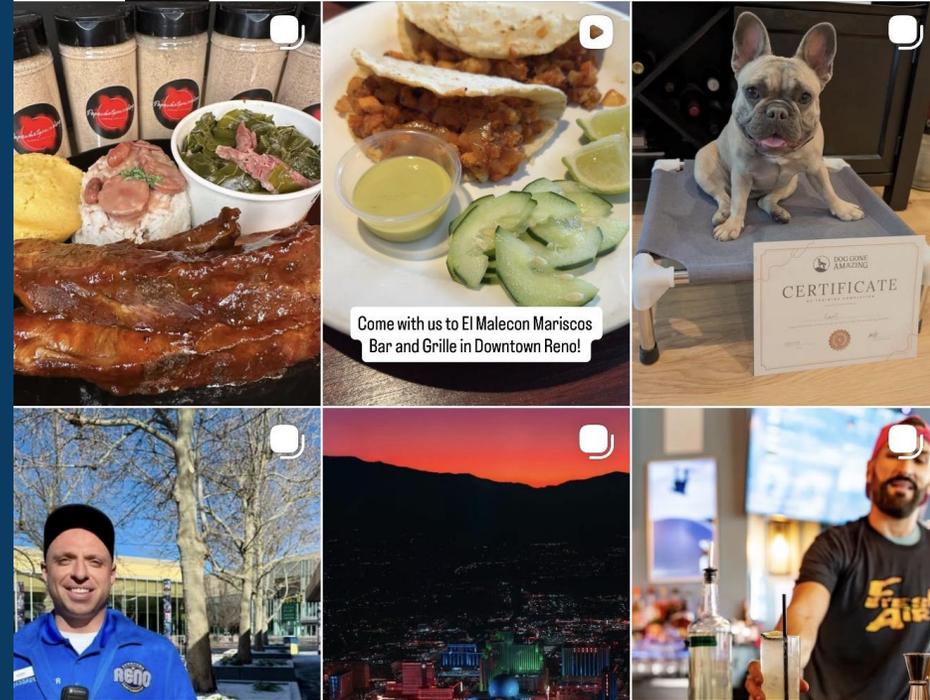


**Downtown Reno Partnership**

<b>998</b> posts	<b>14.9K</b> followers	<b>290</b> following
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The Downtown Reno Partnership is a 501c6 nonprofit business improvement district in Reno, NV working to make downtown safer, cleaner and more vibrant.

[linktr.ee/downtownrenopartnership?utm\\_...](https://linktr.ee/downtownrenopartnership?utm_...)





## OFFICE & REAL ESTATE

Office and real estate market... new expectations. While... occupancy... well-located, high-amenity... to attract interest. Retail rents... reflecting increased demand... in active corridors. Property sales... signaling sustained investor... On the residential side, over 600 new... built in 2024, helping to address the... gap left by the previous decade and... downtown's momentum as a dynamic... live, work, and invest.

**\$558,884**  
AVERAGE HOME VALUE IN 2024

**\$479,104**  
MEDIAN HOME VALUE IN 2024

### HOUSING: YEAR BUILT



**608** RESIDENTIAL UNITS COMPLETED IN 2024

**1,212** UNITS IN THE PIPELINE (PROPOSED + UNDER CONSTRUCTION)

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

SOURCE: COLLIER

**\$229,111,481**  
TOTAL PROPERTY SALES VOLUME

**\$381** AVERAGE SALES PRICE PER SQ FT

### MONTHLY PROPERTY SALES VOLUME 2024



SOURCE: WARDEN COUNTY

### RETAIL SPACE:

**582,813** SQ FT OF TOTAL RETAIL SPACE

**87.3%** AVERAGE OCCUPANCY

**\$1.83** AVERAGE RENT PER SQ FT



SOURCE: COLLIER

### OFFICE SPACE:

**1,638,148** SQ FT TOTAL OFFICE SPACE

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

**88.9%** AVERAGE OCCUPANCY

**\$1.95** AVERAGE OFFICE RENT PER SQ FT



SCAN TO VIEW OUR DEVELOPMENT MAP ONLINE

View the report: [downtownreno.org/stateofdowntown](https://downtownreno.org/stateofdowntown)



- The Blue Carpet Treatment is the Downtown Reno Partnership's signature event series to highlight and celebrate new business openings, renovations, expansions, and milestones 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.



# Ambassador Event Support



- The DRP promotes and shares BID business events on social
- DRP routinely supports events in the BID to provide safe walks, extra presence and more:
  - Veterans Day Parade
  - Reno Aces games
  - National Bowling Tournaments
  - Hot August Nights
  - Biggest Little City Wing Fest
  - The Great Italian Festival
  - BBQ, Brews & Blues Festival
  - Pioneer Center for the Performing Arts Shows
  - Western Lights Festival

# Downtown Event Foot Traffic

Event	2022	2023	2024	2025
Reno River Festival	7,000	14,000	14,600	Not downtown
BBQ, Brews & Blues	13,000	17,000	16,700	17,800
Biggest Little Wing Fest	25,750	30,000	30,700	31,000
Hot August Nights	27,600	36,700	34,900	49,500
Great Reno Italian Fest	19,300	21,700	25,300	24,000
Western Lights Arts Fest	—	—	—	53,000
J Resort NYE	—	—	1,400	700



# Downtown Developments



- Oslo
- 5 stories  
88 units  
Reported job value:  
\$8,554,173

- NV Museum of Art Expansion
- 50,000 square-foot  
2025 Completion  
Reported job value:  
\$60,000,000



- Ballpark Apartments
- 5 stories  
368 units  
Reported job value:  
\$63,551,556

- UNR Business Building
- 5 stories  
128,000 sq ft  
Hotel component



- Vintage at Washington
- 5 stories  
205 units  
Affordable senior living  
Reported job value:  
\$17,092,584

- 245 N Arlington
- 5 stories  
60 units  
Reported job value:  
\$14,104,956.74



Crime Type	0.5 mile	0.75 mile	1 mile
July 2023-June 2024			
<b>Total Incidents</b>	646	835	1,074
<b>Shooting</b>	4	7	11
<b>Assault</b>	20	24	42
<b>Robbery</b>	54	68	78
<b>Burglary</b>	35	46	51
<b>Theft</b>	290	361	467
<b>Vandalism</b>	182	229	280
<b>Arrest</b>	61	100	145

Crime Type	0.5 mile	0.75 mile	1 mile
July 2024-June 2025			
<b>Total Incidents</b>	519	682	939
<b>Shooting</b>	8	8	15
<b>Assault</b>	11	15	32
<b>Robbery</b>	45	51	67
<b>Burglary</b>	15	25	34
<b>Theft</b>	196	263	380
<b>Vandalism</b>	156	184	226
<b>Arrest</b>	88	136	185

- 0.5 mile went from 646 total incidents to 519 = **19.7% reduction**
- 0.75 mile went from 835 to 682 = **18.3% reduction**
- 1 mile went from 1,074 to 939 = **12.6% reduction**



# DRP Social Media



[facebook.com/DowntownRenoBID](https://facebook.com/DowntownRenoBID)



[twitter.com/downtown\\_reno](https://twitter.com/downtown_reno)



[instagram.com/downtown\\_reno](https://instagram.com/downtown_reno)



[Downtown Reno Partnership](https://www.linkedin.com/company/downtown-reno-partnership)

# Questions?

