

## STAFF REPORT

---

**Date:** November 15, 2017

**To:** Mayor and City Council

**Thru:** Sabra Newby, City Manager

**Subject:** **H.2. Staff Report (For Possible Action): Resolution No. \_\_\_\_\_ Resolution of the Reno City Council declaring that tracts of land owned by the City of Reno within the area of downtown bounded by Interstate 80/Ninth Street to the north; Wells Avenue to the east; the Truckee River, California Avenue and Moran Street to the south; and Keystone Avenue to the west; are specially benefited by the downtown Reno Business Improvement District pursuant to NRS 271.040(2); together with other matters properly relating thereto.**

**From:** **Bill Dunne, Revitalization Manager**

---

**Summary:** Through the “Consolidated Local Improvement Law” (Chapter 271 of the Nevada Revised Statutes), counties, cities and towns are allowed to form Neighborhood Improvement Projects for the improvement of an area by providing promotional activities including “providing services related to security, sanitation, the removal of graffiti, the cleaning of streets and sidewalks and providing other municipal services that are supplemental to those typically provided by the municipality”. (NRS 271.178)

The Downtown Reno Business Improvement District (BID) is intended to be a private sector led and managed Neighborhood Improvement Project under NRS chapter 271 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.

**Background:** In April of 2016, the City Council approved a professional services contract with Progressive Urban Management Associates (PUMA) of Denver, Colorado. PUMA was retained by the City to lead efforts to create a Downtown Action Plan aimed at identifying and recommending methods to address blight and blight-related issues in downtown Reno, as well as creating a playbook for downtown revitalization. In April of 2017, the City Council unanimously accepted the Downtown Action Plan and authorized a second contract with PUMA for assistance in creating and rolling out a Downtown Management Organization and Business Improvement District.

**Discussion:** The Downtown Reno BID will encompass a large area of the downtown bounded roughly by Interstate 80/Ninth Street to the north; Wells Avenue to the east; the Truckee River, California Avenue, and Moran Street to the south; and Keystone Avenue to the west. A map of the proposed BID service area is provided in Exhibit 1.

The Downtown Reno BID will offer the following levels of service to properties within the proposed BID service area:

- *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.

The BID operating budget is distributed on a cost allocation basis to a database that contains assessed valuations and linear street frontage for all *assessable properties* within each service zone. For the purpose of this discussion, pursuant to NRS 271.040, “assessable property” means the tracts of land specially benefited by the Downtown Reno BID, excluding land owned by the City. Under NRS 271.040(2), the City may opt in to pay its fair share of assessment, but is not

required to do so by the statute.

The City Council is asked determines that tracts of land owned by the City within the proposed service area provided in Exhibit 1 are specially benefited by the Downtown Reno BID pursuant to NRS 271.040(2) and that the City opts to pay its fair share of the assessment through the adoption of the attached resolution.

**Financial Implications:** None at this time.

**Legal Implications:** Legal review completed for compliance with City procedures and Nevada Law.

**Recommendation:** Staff recommends City Council approve the Resolution.

**Proposed Motion:** I move to approve staff recommendation.

**Attachments:**

- Bid Layout and Boundary - V8 - 17 - 10.24(PDF)
- City BID Parcels (PDF)

**RESOLUTION NO.**

**RESOLUTION NO.**

**RESOLUTION OF THE RENO CITY COUNCIL  
DECLARING THAT TRACTS OF LAND OWNED BY THE  
CITY OF RENO WITHIN THE AREA OF THE  
DOWNTOWN BOUNDED 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; ARE SPECIALLY BENEFITED  
BY THE DOWNTOWN RENO BUSINESS IMPROVEMENT  
DISTRICT PURSUANT TO NRS 271.040(2), AND OTHER  
MATTERS PROPERLY RELATING THERETO.**

A. **WHEREAS**, through the “Consolidated Local Improvement Law” (Chapter 271 of the Nevada Revised Statutes), counties, cities and towns are allowed to form Neighborhood Improvement Projects for the improvement of an area by providing promotional activities (see NRS 271.147(2)); and,

B. **WHEREAS**, a “promotional activity” includes “providing services related to security, sanitation, the removal of graffiti, the cleaning of streets and sidewalks and providing other municipal services that are supplemental to those typically provided by the municipality” (NRS 271.178); and,

C. **WHEREAS**, the Downtown Reno Business Improvement District (BID) is intended to be a private sector led and managed Neighborhood Improvement Project under NRS chapter 271 with the following objectives:

a. *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.

b. *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.

c. *Unified Voice and Champion for Downtown*: Align existing groups to speak with a single unified voice on behalf of downtown

d. *Accountability*: Offer accountability to ratepayers through a property and business owner-managed governance structure.

D. **WHEREAS**, 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 provided in Exhibit 1; and,

E. **WHEREAS**, the Downtown Reno BID will offer the following levels of service to properties within the proposed BID service area:

a. *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, but not limited to “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.

b. *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.

F. **WHEREAS**, the BID operating budget is distributed on a cost allocation basis to a database that contains assessed valuations and linear street frontage for all *assessable properties* within each service zone; and,

G. **WHEREAS**, pursuant to NRS 271.040, “assessable property” means the tracts of land specially benefited by the Downtown Reno BID, excluding land owned by the City; and,

H. **WHEREAS**, under NRS 271.040(2), the City may opt in to pay its fair share of assessment, but is not required to do so by the statute.

**NOW THEREFORE** be it hereby resolved by the City of Reno Council as follows:

**Section 1.** The City Council hereby finds that the foregoing recitals are true and correct and are incorporated by reference.

**Section 2.** The City Council hereby finds and determines that tracts of land owned by the City within the proposed service area provided in Exhibit 1 are specially benefited by the Downtown Reno BID pursuant to NRS 271.040(2), and the City opts to pay its fair share of the assessment.

**Section 3.** The Mayor, City Manager, members, officers, employees and agents of the City are hereby authorized and directed, jointly and severally, to do any and all things and to execute, deliver and record all documents as may be required and otherwise to give effect to, carry out and comply with the terms and intent of this Resolution, and to take all necessary and

appropriate actions to effectuate the intent of this Resolution.

**Section 4.** This resolution shall take effect immediately upon its passage.

Upon motion by Councilmember \_\_\_\_\_, and seconded by Councilmember \_\_\_\_\_, the foregoing Resolution was passed and adopted this \_\_\_\_ day of \_\_\_\_\_, 2017, by the following vote of the Council:

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSTAIN: \_\_\_\_\_ ABSENT: \_\_\_\_\_

APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2017.

\_\_\_\_\_  
HILLARY L. SCHIEVE  
MAYOR

ATTEST:

\_\_\_\_\_  
ASHLEY TURNEY  
CITY CLERK