



University of Nevada, Reno

Marc A. Johnson

President

November 9, 2017

Reno City Council Members:

On behalf of the University of Nevada, Reno, I write in support of creating a Business Improvement District (BID) within Reno's downtown area. We understand that BIDs currently exist in over 1,000 markets nationwide and are a proven model to supplement existing government services and enhance public safety, marketing and neighborhood beautification. As a large educational and research enterprise with over 25,000 students, faculty and staff, we support the BID and believe it will help create a vibrant business, retail, restaurant and entertainment district that benefits all of the University community as well as the broader community.

We are pleased to participate in the BID recognizing the University has numerous properties within the district and thousands of students living in and around it. The University has committed financial resources to this endeavor and has offered to appoint a representative to the BID's board.

We look forward to working with the City on this important initiative.

Sincerely,

Marc A. Johnson

Office of the President

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