



Downtown Reno Business Improvement District Operating Plan and Budget FY 2020/2021

Name: Downtown Reno Business Improvement District, dba Downtown Reno Partnership

Changes to the boundaries of the BID: None

Modification to the BID Management Plan: None

Improvements/Services to be provided:

Ambassador Services

- Increase number of Ambassadors from 18 to 19
- Increase their wages from \$14.50 to \$16.00/hour
- Code enforcement support
- Homeless outreach
- Hospitality services
- Eyes and ears on the ground to address clean and safe issues (in cooperation with RPD)
- Presence at special events
- Special focus areas (i.e. river, 4th Street bus station, student housing)

Enhanced/Supplemental Police Services

- Additional police services for the BID area as defined in the Professional Services Agreement

Operations

- Maintain office operations and have staff retention measurements in place (i.e. sensible salary increases, staff retreats, holiday gatherings and staff development)

Marketing

- Digital marketing
 - Website development
 - Social media
- Special marketing campaigns for Downtown Reno (DTR)
- Outreach to residents and businesses
- Quarterly townhalls



- Media relations and content creation
 - Enhanced media coverage
 - Photography
 - Monthly newsletter
- Presentations and Reports
 - Annual report
 - Quarterly updates to City Council and stakeholders
 - Continued outreach to community to educate them on the BID programs and services

Economic Development/ Community Outreach

- Economic Development Roundtables: Start-up, Developers, Brokers
- Develop strategy to recruit targeted businesses to DTR
- Engage in different community efforts to drive economic development
- Collaboration with EDAWN, the City's Office of Economic Development, GOED, and UNR
- Surveys of residents, businesses and UNR
- Mainstreet Program participation and grant application
- Property inventory database
- Vacancy and development maps for DTR
- Organize the development of a DTR vision

Maintenance Services:

- Cleaning and maintenance services for the BID area as defined in the Downtown Reno BID management plan and Professional Services Agreement



DOWNTOWN RENO PARTNERSHIP
FY 2020/2021
BUDGETED REVENUE & EXPENSE OVERVIEW

Operating Revenue

Anticipated Prior Year Surplus Funds ¹		\$ 230,731.00
<i>Contingency Account - Standard Services</i>	\$ 222,507.00	-
<i>Contingency Account - Premium Plus Services</i>	\$ 8,224.00	-
FY 2020/2021 BID Assessments ²		\$ 2,874,110.19
<i>Standard Services</i>	\$ 2,374,110.19	-
<i>Premium Services</i>	\$ 400,000.00	-
<i>Premium Plus Services</i>	\$ 100,000.00	-
Donations		\$ 140,000.00
Other Income		\$ 5,345.64
<i>Interest Income</i>	\$ 5,345.64	-
Total Income		\$ 3,250,186.83

Operating Expenses

Standard Services		\$ 2,442,551.00
<i>Ambassador Services</i>	\$ 1,022,166.00	-
<i>Enhanced/Supplemental Police Services</i>	\$ 810,000.00	-
<i>Administration Costs</i>	\$ 610,385.00	-
Premium Services		\$ 400,000.00
Premium Plus Services		\$ 100,000.00
Other Expenses		\$ 140,000.00
<i>Additional Police Support (Backfill)</i>	\$ 140,000.00	-
Total Expenses		\$ 3,082,551.00

Available Contingency Funds		\$ 167,635.83
<i>Standard Services</i>	\$ 159,411.83	
<i>Premium Plus Services</i>	\$ 8,224.00	

1. *The Contingency Accounts are funded from previous year surplus funds associated with Standard and Premium Plus Services only. The Contingency Account helps absorb potential negative fluctuations of future annual budgets and unexpected expenses.*
2. *This is the total value of the assessments to be levied against properties in the BID, at a later date, by the Reno City Council for FY 2020/2021.*



**DOWNTOWN RENO PARTNERSHIP
FY 2020/2021
BUDGETED REVENUE SOURCE OVERVIEW**

Operating Services	Expenses		Revenue Source			Total
			BID Assessment ²	Contingency Funds/Other ¹	Donations	
Standard Services		\$ 2,442,551.00	\$ 2,374,110.19	\$ 68,440.81	\$ -	\$ 2,442,551.00
<i>Ambassador Services</i>	\$ 1,022,166.00					
<i>Enhanced/Supplemental Police Services</i>	\$ 810,000.00					
<i>Administration Costs</i>	\$ 610,385.00					
Premium Services		\$ 400,000.00	\$ 400,000.00	\$ -	\$ -	\$ 400,000.00
<i>Supplemental Maintenance Services</i>						
Premium Plus Services		\$ 100,000.00	\$ 100,000.00	\$ -		\$ 100,000.00
<i>Virginia Street - Enhanced Services & Improvements</i>	\$ 100,000.00					
Other Services		\$ 140,000.00	\$ -	\$ -	\$ 140,000.00	\$ 140,000.00
<i>Additional Police Support (Backfill)</i>	\$ 140,000.00					
Total Expenses/Revenues		\$ 3,082,551.00	\$ 2,874,110.19	\$ 68,440.81	\$ 140,000.00	\$ 3,082,551.00

1. The Contingency Accounts are funded from previous year surplus funds associated with Standard and Premium Plus Services only. The Contingency Account helps absorb potential negative fluctuations of future annual budgets and unexpected expenses.
2. This is the total value of the assessments to be levied against properties in the BID, at a later date, by the Reno City Council for FY 2020/2021.



The method and basis of levying the each assessment has not changed. Section 5, titled *Assessments*, of the Amended Downtown Reno BID Management Plan, dated May 8, 2019, is still applicable. The rates for FY2020/2021 are as follows:

Assessment by Service	Per \$1 of Assessed Value per Year	Per Foot of Linear Frontage per Year
Standard: Downtown-Wide Safety, Marketing & Economic Development	\$ 0.005061	\$ 0.00
Premium: Enhanced Maintenance	\$ 0.005061	\$ 10.92
Premium-Plus: Enhanced Maintenance/Improvements on Virginia Street	\$ 0.005061	\$ 18.88

Based upon the preceding calculations, plus the assessment adjustments for property types as outlined in Section 5, the following assessment rates are projected for each property type:

Property Type/Service Area	Per \$1 of Assessed Value per Year	Per Foot of Linear Frontage per Year
Commercial/Standard	\$ 0.005061	\$ 00.00
Commercial/Premium	\$ 0.005061	\$10.92
Commercial/Premium-Plus	\$ 0.005061	\$ 18.88
Residential/Standard	\$ 0.004302	\$ 00.00
Residential/Premium	\$ 0.004302	\$ 10.92
Residential/Premium-Plus	\$ 0.004302	\$ 18.82
Non-Profit-Government/Standard	\$ 0.002531	\$ 00.00
Non-Profit-Government/Premium	\$ 0.002531	\$ 05.46
Non-Profit-Government/Premium-Plus	\$ 0.002531	\$ 09.44

Per the Downtown Reno BID Management Plan, the DRP Board of Directors is able to increase the assessment rates by up to 5% per year. The assessment rates for FY2020/2021 have generally been set back to the rates used in year 1, FY2018/2019. More specifically, the rate increases are as follows:

- Standard Services – 0.67%
- Premium Services – 0.50%
- Premium Plus Services – 0.00%



The variation in rates across property types is due to residential properties receiving a 15% reduction on standard services only and non-profit and governmental entities receiving a 50% deduction in all service costs.

Outside Funding Sources:

The Downtown Reno Partnership anticipates receiving, \$140,000 from sources other than assessments levied. These funds will be donated directly to the City of Reno as part of the agreed upon police backfill for a three year period representing Fiscal Years 2018/2019, 2019/2020 and 2020/2021. FY 2020/2021 represents that last year of the agreement and funds raised outside of the assessments for future years are anticipated to be used on additional program services.

As with prior years, the total fundraising goal for the DRP totals \$625,000 and of this total, \$140,000 comes from the DRP and the remaining \$485,000 is donated directly to the City of Reno from various community partners to support the activities of the DRP and the transition from the previous Police and Maintenance Special Assessment Districts (SAD) model to that of the BID model.

The DRP was successful in meeting this goal in FY 2018/2019 and anticipate meeting this goal for the current fiscal year, FY 2019/2020, as well as FY 2020/2021.