



City Manager's Office

MEMORANDUM

DATE: May 7, 2023

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager **Approved Electronically**

FROM: Rachel Macintyre, Activation Coordinator

SUBJECT: Downtown Activations & Special Events

This memo is to update Council on the initiatives being undertaken to activate our underutilized public spaces within downtown and to energize our community with vibrant special events and programming.

The Activation strategy includes repurposing vacant spaces and transforming the urban core into a vibrant hub of culture and community engagement. Earlier this year, staff launched the City of Reno's "Activation Pilot Program," a pivotal initiative in the downtown revitalization strategy.

The Activation Pilot Program launched in February 2024 on the Placemaking page of the City of Reno's website, and an email was sent to the promoter distribution list. Applicants had 60 days to submit their activation proposals for new recurring events series' that take place at one of the three priority plazas: West Street Plaza, City Plaza, Locomotion Plaza, or within another public area of the Downtown core. Eligible events should seek to transform downtown parks and plazas into vibrant hubs, enrich community life through diverse experiences, foster a sense of pride and community, and catalyze economic development through unique recurring events appealing to diverse audiences.

This program has provided hands-on mentorship to new promoters to help bring more life and activity to our downtown streets and plazas and as a result has facilitated six (6) new recurring events totaling nineteen (19) events days this season.

In addition to the Activation Pilot Program staff have worked with local promoters to create a Fourth of July Celebration and a Juneteenth Parade.

We're excited to announce several new activations coming to Downtown Reno:

1. ***Off the Rails***; a monthly summer concert series presented by OffBeat Music Festival
 - a. 6/20, 7/18, 8/15 and 9/19 | 5:30PM-9:30PM | at Locomotion Plaza
 - b. This event is funded through the Activation Pilot Program

2. ***Harmony on the River***; a monthly community show by the Reno Philharmonic
 - a. 6/6, 7/11, 8/8 and 9/12 | 6:30PM-8:30PM | at West Street Plaza
 - b. This event is funded through the Activation Pilot Program

3. ***Flicks on the Bricks***; a monthly community movie night hosted by Cordillera Film Festival
 - a. 8/2, 9/6 and 10/4 | 7:30PM-10:30PM | at West Street Plaza
 - b. This event is funded through the Activation Pilot Program

4. ***Dancing on the River***; a bi-monthly community cumbia dance event
 - a. 6/1, 6/22, 7/6, 7/20, 8/3, 8/17, 8/31, 9/21 | 4:00PM-9:00PM | at West Street Plaza
 - b. This event is funded through the Activation Pilot Program

5. ***Great American Craft Fair's 4th of July Celebration***; a 4th of July parade, artisan market and concert in the heart of Downtown
 - a. 7/4 | 11:00AM-7:00PM | City Plaza, Virginia St. Bridge, Riverwalk, West Street Plaza and Wingfield
 - b. This event is funded by the third-party promoter with sponsorship from the City of Reno from the Special Event Sponsorship Program

6. ***Juneteenth Parade***; a Downtown Reno parade and celebration hosted by NBCAS to celebrate Juneteenth
 - a. 6/19 | 11:00AM-3:00PM | Virginia St. and Locomotion Plaza
 - b. This event is funded by the third-party promoter with sponsorship from the City of Reno from the Special Event Sponsorship Program

We are thrilled to welcome these new activations to Downtown Reno and stay tuned for a few additions that we are still finalizing with promoters.