




C I T Y O F  
**RENO**  
Memorandum

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**DATE:** October 3, 2024

**TO:** Mayor and City Council

**THROUGH:** Jackie Bryant, Interim City Manager 

**FROM:** Bryan McArdle, Revitalization Manager

**DEPT:** Economic Development

**SUBJECT:** Update on Downtown Safety, Clean and Maintained, and Welcoming Initiatives

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This memorandum provides highlights of new initiatives made over the last four months to address issues brought forward by Council related to downtown and associated areas.

**Safety Initiatives:** Making the downtown Reno area feel safe for locals and visitors.

- Hired a new code enforcement officer to focus on downtown (*Code Enforcement*).
- Updated City security officer deployment to enhance Clean and Safe operations overnight, 7 days a week (*Clean & Safe*).
- Implemented downtown walking teams with overtime shifts ahead of academy graduation (*Reno Police Department*).
- Reconfigured the Mobile Engagement Team (MET) to include full-time downtown walking patrols (*Reno Police Department*).
- Deployed additional resources, including a walking team, along the Fourth Street Corridor to support Directed Engagement, Enforcement, and Deployment Strategy (DEEDS) efforts (*Reno Police Department*).
- Conducted multiple operations on Second Street in response to citizen concerns, resulting in a 30-day suspension of a business license (*Reno Police Department/Code Enforcement*).
- Focused enforcement through the DEEDS initiative to address business concerns and nighttime crime at nightclubs on West Second Street (*Reno Police Department*).
- Operations conducted by the Community Safety and Services Team (CSAST) involving various city departments, focusing on East 4th Street (*Reno Police Department/Code Enforcement/Business Licensing*).

- Coordinated operations between the Reno Police Department and Washoe County Sheriff's Office to target crime and engage the unsheltered population along the 4th Street Corridor (*Reno Police Department*).
- Hosted 4<sup>th</sup> Street business meetings to address concerns, discuss reporting processes, and strategies to lessen loitering impacts along the corridor (*Reno Police Department/Clean and Safe*).

**Clean and Maintained Initiatives:** Ensuring downtown Reno is clean and well-maintained.

- Designated city-owned Truckee River land as a park (*Parks & Recreation*).
- Passed a new ordinance prohibiting camping or trespassing within 100 feet of railroad tracks (*Maintenance & Operations*).
- Awarded 20 ReStore grants downtown, including facade and tenant improvement projects, with properties on Virginia Street (101 N. Virginia, The Horseshoe, and Yuzu Sushi) slated for completion by year-end (*Economic Development*).
- Solution-Oriented Action Response (SOAR) team addressing Record Street issues by updating signs, enforcing ordinances, and exploring business moves to reduce loitering (*Housing and Neighborhood Development, Clean & Safe, Economic Development, Code Enforcement, Maintenance & Operations, Development Services, Business Licensing, and Reno Police Department*).
- Implemented SOAR strategies in the Virginia Square Area (*Economic Development & Code Enforcement*).
- The Karma Box Project has been working on 4th and Record Streets, addressing debris, loitering issues, and offering services to the unsheltered (*Clean & Safe*).

**Welcoming Initiatives:** Ensuring downtown Reno is vibrant and welcoming year-round with events and activities.

- Streamlined business interactions with the Redevelopment Agency (RDA) through a new scoring and process system (*Economic Development*).
- Completed branding and outdoor seating for the Biggest Little Café (*Economic Development*).
- Held one-on-one meetings with Virginia Street property owners, resulting in beautification projects like The Virginian Mural and The Nevadan roof replacement (*Economic Development*).
- Allocated \$1 million in ReStore funding, much of it for downtown businesses, including two on Virginia Street (*Economic Development*).
- Scheduled 71 days of new event activities for 2025 (*Economic Development – Special Events*).
- Achieved 29% year-over-year growth in special events, totaling 220 events (*Economic Development – Special Events*).