

# Downtown Reno Partnership

## Positively Downtown



2025

## SITUATION / RESEARCH / PLANNING

Downtown Reno has experienced significant challenges associated with urban blight, declining foot traffic, and an outdated perception as a destination. Despite years of grassroots efforts and progress, downtown lacked a cohesive, positive narrative capturing its ongoing revitalization and unique community spirit. Research identified a critical need to showcase the remarkable progress made in cleanliness, safety, business diversity, and cultural vibrancy to revitalize both resident and visitor engagement.

The Downtown Reno Partnership (DRP), representing 110 city blocks and 1,500 property owners, developed the “**Positively Downtown**” campaign as a strategic initiative to celebrate and amplify this positive momentum, reach a broad audience, and foster community participation. The campaign was designed to shift public perceptions, increase awareness of downtown Reno’s assets, and encourage local pride and economic growth.

## RESEARCH / AUDIENCE

The campaign targeted a diverse range of stakeholders including local residents, business owners, tourists, and community leaders invested in downtown Reno’s revitalization. Secondary audiences included potential visitors and investors, media outlets, and city governance.

### GOALS / ACTION

To establish Downtown Reno as a cleaner, safer, vibrant, and culturally rich district that attracts residents, tourists, and businesses, fostering long-term sustainable economic and social growth.

### BUDGET AND RESOURCES

Total campaign budget: \$45,000 (combination of cash and donated goods/services)

- \$15,000 cash budget included \$10,000 for commercial video production, printing, and signage.
- \$30,000 worth of donated media buying, creative services, and materials to support launch and ongoing outreach.

Personnel included DRP staff, marketing agencies, community volunteers, and partnerships with City of Reno and local media outlets.

## SMART OBJECTIVES

- Increase pedestrian and visitor traffic downtown by **15% within 12 months** of campaign launch.
- Engage **at least 40 community members** through storytelling and social media participation within the first 6 months.
- Enhance downtown cleanliness by collecting and removing over **70,000 lbs of trash** within one year.
- Achieve measurable media coverage across at least **10 local and regional outlets** within 9 months.
- Distribute campaign materials to **50+ district-branded locations** by campaign midpoint.

## STRATEGIES

- Integrate community-driven storytelling with visual branding and environmental improvements to create authentic engagement.
- Deploy multi-channel marketing including digital, physical activation, and partnerships with city and media to maximize reach.
- Leverage arts, business, and cultural investments as focal points to celebrate the district’s unique character.
- Utilize ambassadors and infrastructure upgrades to tangibly improve public space and perception.

## TIMELINE

**2025-2026:** Progressive groundwork and neighborhood improvements established the foundation.

**Early 2025:** Campaign development, production of assets, and strategic planning.

**Mid 2025:** Official campaign launch and activation events.

**6-12 months post-launch:** Ongoing activations, media placements, and evaluation.

## TACTICS

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- Community story collection and social media campaigns.
- Branded public infrastructure (trash cans, flower baskets, banners).
- Digital and physical marketing assets (videos, posters, ads in multiple languages).
- Public events and outreach presentations.
- Collaborations with City of Reno and local media.
- Commercial video production and merchandise distribution.

## IMPLEMENTATION

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The campaign officially launched at the National Automobile Museum, featuring an announcement event that brought together key stakeholders, city officials, local businesses, and media.

### Key components included:

- Installation of 200+ fully wrapped trashcans branded with neighborhood-specific graphics and QR codes linking to community advocates and entrepreneur stories.
- Upgraded street signage, flower baskets, and large wayfinding banners to enhance aesthetics and provide information.
- A digital toolkit enabling community members and travelers to submit stories, photos, and videos to celebrate their downtown experiences.
- Deployment of swag (coffee mugs, stickers, shirts, pins, etc.) to increase campaign visibility.
- Production of commercial-quality videos, digital and print advertisements of real locations with dual-meaning headlines in both English and Spanish for use across TV, social media, and local airport displays.
- Live presentations, lunch-and-learns, and business signage rollouts to deepen stakeholder involvement.
- Strategic media buying partnerships to extend campaign reach via OTT streaming, billboards, PPC campaigns, and airport ads.
- A grassroots activation, Rollin Reno, further engaged the community with dynamic public experiences.

## EVALUATION / RESULTS

The “Positively Downtown” campaign delivered outstanding outcomes across multiple performance indicators:

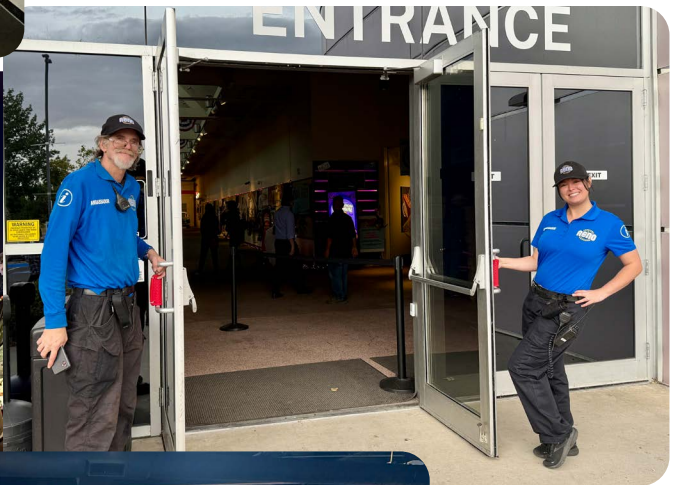
- Over 400,000 pounds of trash were collected in 12 months, contributing to the cleanest downtown in recent memory.
- Hundreds of tourists and locals reported increased visits and positive experiences downtown.
- Website analytics showed significant growth in online engagement:
  - Active users increased to **88,000**, a **19.4% rise** over the previous year.
  - **New users increased by 20.1%**, reaching 87,000.
  - **Total visitors grew by 10.1%**, totaling 416,000 for the year.
- Extensive local media coverage in outlets including rgj.com, 2news.com, kolotv.com, and foxreno.com, with recurring features about downtown programming and revitalization efforts.
- Earned media exposure increased by 53.7%, achieving a **total reach of 782 million**, with stories averaging **\$7.23 million in media value** over previous periods.
- **The City of Reno adopted “Positively Downtown”** as part of their redevelopment initiative, investing **\$10,000+ in OTT** streaming ads to boost local tourism.
- Community engagement milestones surpassed targets with over **500 story submissions** and widespread use of the digital toolkit.
- The campaign became the leading story driver for downtown activation with sustained visibility in local and regional media.
- Tangible improvements in public space management, safety outreach, and business vibrancy were documented in coverage and local reports.

The campaign’s measurable success in driving physical visitation and digital engagement underscores its strategic impact in elevating Downtown Reno’s reputation as a vibrant, thriving destination.

This initiative has laid a foundation for continued growth, community cohesion, and economic revitalization in downtown Reno, demonstrating the power of integrated, grassroots, and multimedia campaign approaches.

## POSITIVELY DOWNTOWN PRESS CONFERENCE

IN ATTENDANCE - CITY OF RENO MAYOR, RENO CITY COUNCIL,  
GOVERNORS OFFICE REPRESENTATION, LOCAL MEDIA.



OUTDOOR SIGNAGE + MURALS



BIWEEKLY COVERAGE

Biweekly FOX 11 news segment highlighting the businesses, events, and revitalization efforts driving positive momentum in Downtown Reno.

VISIT [DOWNTOWNRENO.ORG/POSITIVELY-DOWNTOWN-NEWS-SEGMENT](https://downtownreno.org/positively-downtown-news-segment) FOR OUR WHOLE CATALOGUE



A look back at the 'Positively Downtown' program in 2025

Neoma Jordan with the Downtown Reno Partnership and Jonah Clark with the Ambassadors join Marianna Daniele to give a quick refresher on what the Downtown Reno Partnership is and the

LEARN MORE



Positively Downtown: A look back at 2025 and New Year's Eve celebrations

Neoma Jordan and Kristen Saibini with the Downtown Reno Partnership joined Marianna Daniele to highlight some local business accomplishments this year and talk about New Year's Eve celebrations happening around

LEARN MORE



Christmas at the post office!

Nathan Digangi with the Downtown Reno Partnership and 50 South Virginia owner Bernie Carter joined Marianna Daniele to talk about available dates for this interactive Christmas event.

LEARN MORE



City of Reno Holiday of Lights Festival continues

Brighton Denison with Great American Craft Fairs and Kristen Saibini with the Downtown Reno Partnership joined Marianna Daniele to talk about an expanded festival and new light displays happening December

LEARN MORE



Into the Time Horizon" takes over the Nevada Museum of Art

Neoma Jordan with the Downtown Reno Partnership and Aspara DiQuinzio with the Nevada Museum of Art join Marianna Daniele to talk about all kinds of exciting things happening at the

LEARN MORE



Positively Downtown: Changes coming to downtown Brewery District

Chris Reilly and Nathan Digangi joined Marianna Daniele for this week's segment focused on all things downtown Reno. View Segment

LEARN MORE

KOLO 8 IN STUDIO WITH DENISE WONG



Positively Downtown Reno

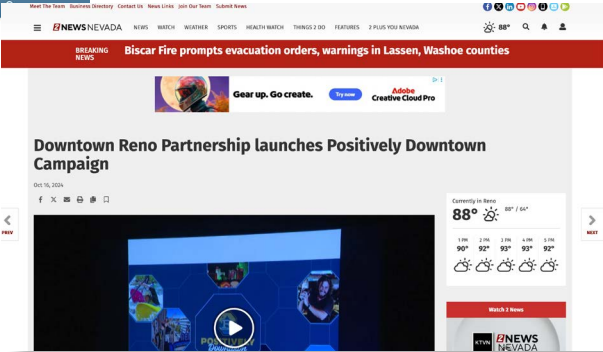
Published: Nov. 1, 2024 at 6:58 PM PDT



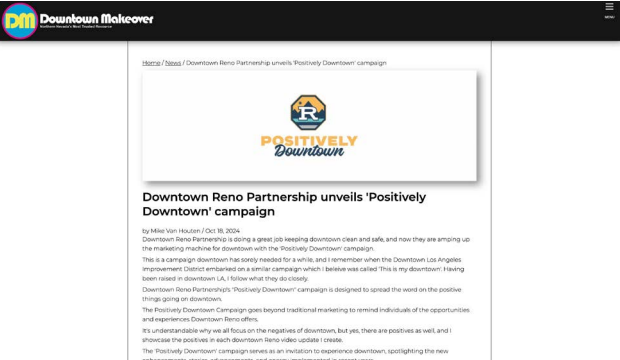
WHAT'S UP DOWNTOWN



KTVN 2 NEWS

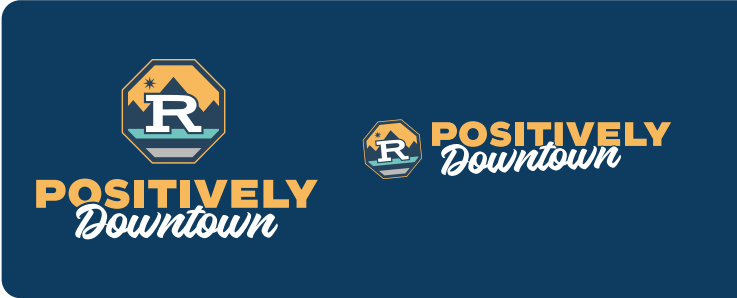


DOWNTOWN MAKEOVER



BRANDING + VISUALS

LOGOS



CAMPAIGN TAGLINES

No Longer  
the Punchline.  
**WE'RE A  
KNOCKOUT**

Nevada's  
**NORTHERN  
LIGHTS**

Masters of  
**THEIR  
CRAFT**

No Last Call.  
**WE'RE  
ALWAYS  
HOPPIN'**

Rock On!  
**WITHOUT  
THE CROWD**

Art of the Burn  
**MINUS  
THE DUST**

BRAND GUIDE



DRP  
Blue Wave



DRP  
Map Typefaces



DRP  
Map Grid



#BiggestLittleCity



Reno Flag



Positively Downtown

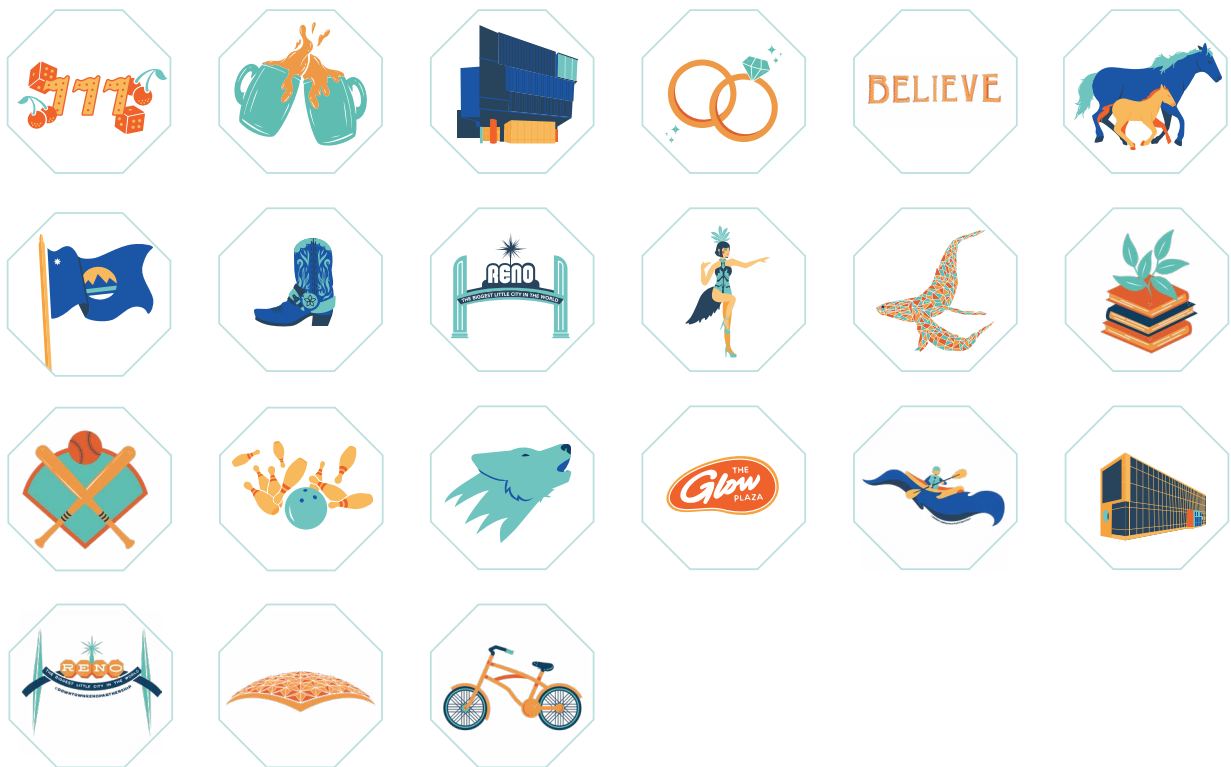
MARK Breakdown



CUSTOM ILLUSTRATED MAP AND DESIGN SYSTEM



CUSTOM ILLUSTRATED ICONOGRAPHY

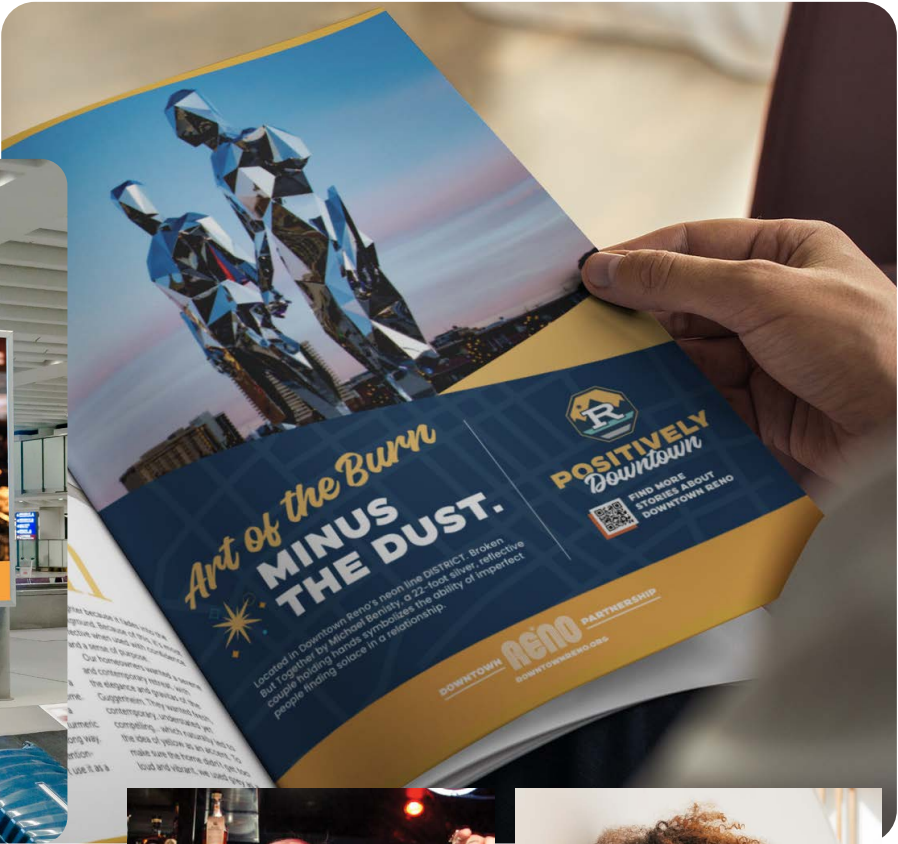


BRANDED MERCHANDISE & APPARAL



PRINT ADVERTISEMENTS

Ad placement in reno-tahoe international airport.  
Ads in both english and spanish.  
Print ads in multiple local magazines.



**LANDING PAGE: [DOWNTOWNRENO.ORG/POSITIVELY-DOWNTOWN](http://DOWNTOWNRENO.ORG/POSITIVELY-DOWNTOWN)**

**Website analytics showed significant growth in online engagement: Active users increased to 88,000, a 19.4% rise over the previous year. New users increased by 20.1%, reaching 87,000. Total visitors grew by 10.1%, totaling 416,000 for the year.**

**DOWNTOWNRENO.ORG/POSITIVELY-DOWNTOWN**



Spread The Love

Get our shareable Digital Tool Kit, show your support for Downtown Reno on social media, and contribute to spreading the word.



Do you have a secret food find, a go-to spot for sunset views, or a deep love for Downtown Reno? Share your stories with us! Submit your note-worthy experiences, upload a photo and our discovery team will followup.

By submitting your story and images, you grant the Downtown Reno Partnership permission to fully utilize them for sharing on social media, blogs, marketing collateral, and the website to promote the Downtown Reno area. Note that all stories undergo a review process; not all may be posted or publicly displayed on this site.



**Featured**  
**STORY**

"Home Means Nevada to me for so many reasons. It's always a place where I find comfort and solace. We travel a lot, we camp a lot, and I just love coming home. My name is Scott Duncraft, and I'm the owner of the Home Means Nevada Company, which was formerly Reno Envy.

I grew up in the Bay Area and attended UNR. My plan was to spend two years in Reno and then go back home. But after two years, I fell in love with the place.

I love the people and the community. It's just been awesome. I was talking to a friend. I was giving him my address. So I told him Scott Durseath, Reno, NV. And he was like, Reno Envy?

I'm like, Reno Envy? So it was at that moment that was our oha moment; I realized that the state abbreviation for Nevada Envy sounded like the word Envy. So that's where it all started."

- Scott Dunseath  
OWNER OF HOME MEANS NEVADA

[View Scott's Story](#)

# DOWNLOADABLE TOOLKIT

A digital toolkit enabling community members and travelers to submit stories, photos, and videos to celebrate their downtown experiences.

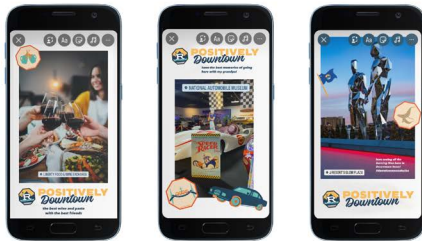


## DIGITAL TOOL KIT

Do you have a passion for Reno? If so, you'll be thrilled to learn about the Downtown Reno Partnership's "Positively Downtown" campaign and the accompanying promotional materials. These materials, including logos, graphics, and collateral, can promote the unique individuals and businesses that contribute to Downtown Reno's vibrant culture. They are instrumental in digital media and marketing efforts. Have fun, and help us celebrate how great Downtown Reno truly is.

### Facebook & Instagram Stories

Snap photos of your favorite Downtown Reno spaces, places, bites, or experiences, and download the icons below to craft one-of-a-kind content highlighting the Positively Downtown campaign. This will help draw attention and create unique visuals that celebrate the charm and character of Downtown Reno.



### Social Media Posts

We've curated specialty templates to use across a variety of social media platforms. Whether you're sharing your story, your love note to downtown, or tagging your favorite place in downtown, we ask you use these templates to develop your content and to stay on brand with our Positively Downtown Campaign.

Use the following social media sites:  
Facebook: DowntownRenoID  
Instagram: @Downtown\_Reno  
LinkedIn: DowntownRenoPartnership  
X (formerly Twitter): Downtown\_Reno  
Youtube: @DowntownRenoPartnership887

Use Hashtags:  
#PositivelyDowntown  
#DowntownStories  
#DowntownRenoStories  
#LoveRenoStories

[Access Canvas Templates](#)

### Facebook Banners

Show your love for Downtown Reno and invite your friends and family to share their Positively Downtown by promoting the campaign through these web banners.



English Facebook Banners

Spanish Facebook Banners



### Downtown Reno Illustrated Map

Download our illustrated map of Downtown Reno to share across social media platforms.

[Download Reno Map](#)

[Download Downtown Reno Map](#)



1.

SHARE  
Share the "R" Graphic to show your support!

2.

PLEDGE  
Make a pledge to change the perception of Downtown Reno

3.

DISPLAY  
Contact us for a window cling to display at your business.

[Download the R Logo](#)

### Take the Pledge

Download our pledge sheet and commit to showing your love for Downtown Reno on social media, and contribute to spreading the word.

[English Pledge Sheet](#)

[Spanish Pledge Sheet](#)



STORY SUBMISSIONS FROM THE COMMUNITY

COMMUNITY INTERACTION - OVER 500 STORY SUBMISSIONS

Share  
YOUR STORY

Do you have a secret food find, a go-to spot for sunset views, or a deep love for Downtown Reno? Share your stories with us! Submit your note-worthy experiences, upload a photo and our discovery team will followup.

By submitting your story and images, you grant the Downtown Reno Partnership permission to fully utilize them for sharing on social media, blogs, marketing collateral, and the website to promote the Downtown Reno area. Note that all stories undergo a review process; not all may be posted or publicly displayed on this site.

Full Name

Name

Email

someone@example.com

Message

Tell Your Story

Upload A Image

Choose File

no file selected

Select

Resident

protected by reCAPTCHA

Privacy Terms

Submit

*My favorite part of living down town is that I walk out my front door and I'm two minutes to the river. The moment I set eyes on the water, hear the rush of the rapids, and see the brilliant blue sky my mood lifts! I can cruise down the beautiful river path, grab a coffee, and cover a 3 mile nature loop in a hour. Best mornings ever!*

 Betty  
Downtown Reno Resident

*My favorite hidden gem of Downtown Reno is hands down the Powning District. Specifically the beautiful area of Riverside Drive right along the Truckee! Its a great spot to grab a coffee or ice cream and enjoy the River or meet friends on the beautiful patio right outside some the the best local shops!*

 Amber Hale  
Local Resident

*I utilize the river access all the time. So, when my dog and I go for walks, there are no longer homeless people with their encampments littered along the pathways and/or parks. The river corridor is a beautiful place to relax and enjoy nature. Thank you so much for cleaning up downtown!*

 Greg Doyle  
Downtown Reno Business Owner

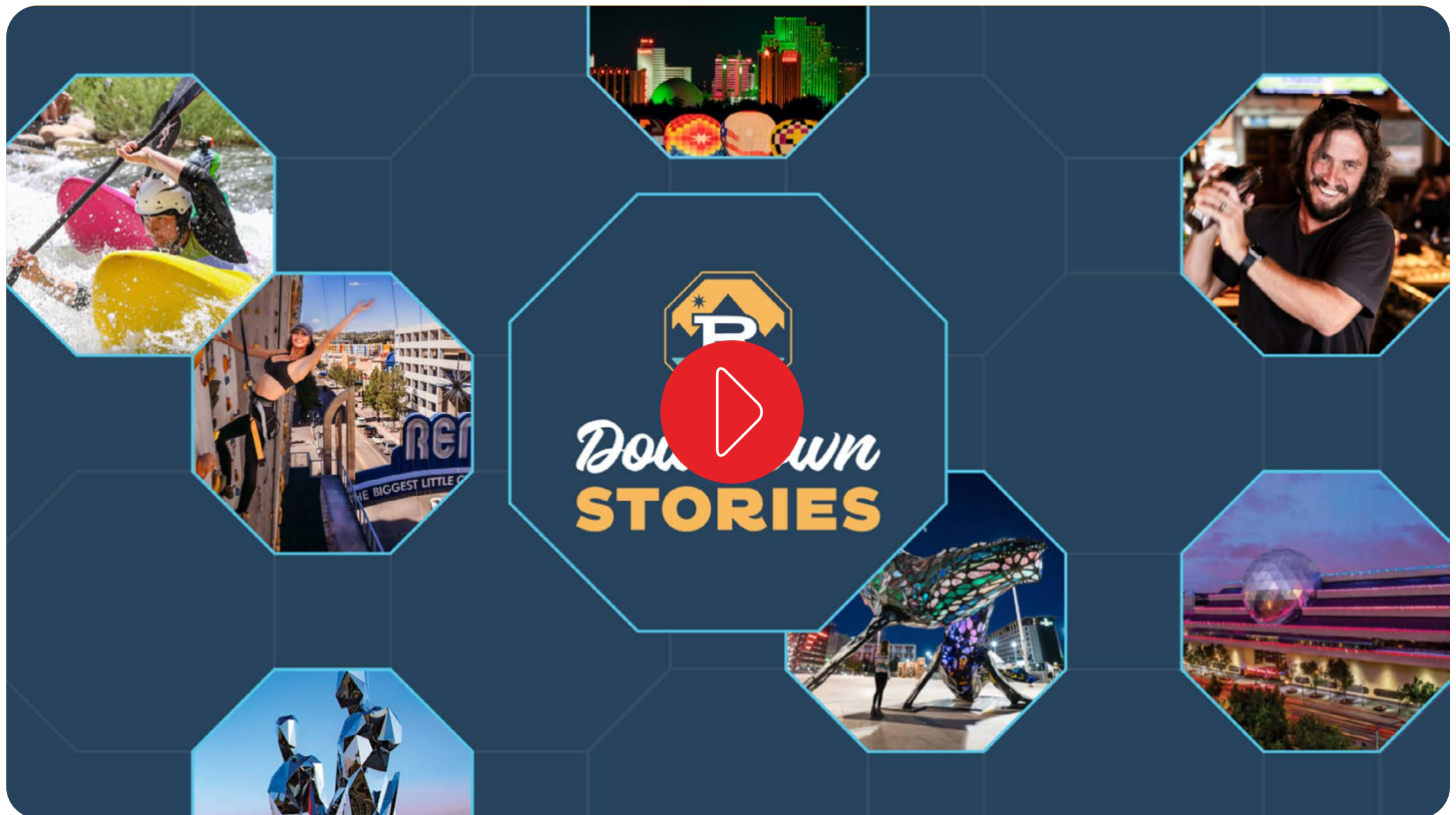
*I enjoy running around downtown Reno. Can't beat running along the Truckee River -- not many cities have a river running through the middle of it. And running on the UNR campus is a treat because the campus is so beautiful and quiet especially around the old Quad.*

 Eric Lerude  
Downtown Reno Resident

## POSITIVELY DOWNTOWN HYPE VIDEO

**Production of commercial-quality videos, of real locations with dual-meaning headlines in both English and Spanish for use across TV, social media, and local airport displays.**

*The City of Reno adopted "Positively Downtown" as part of their redevelopment initiative, investing \$10,000+ in OTT streaming ads to boost local tourism.*



FEATURED STORY - MARK ESTEE

CEO AND FOUNDER OF LOCAL FOOD GROUP

Featured STORY



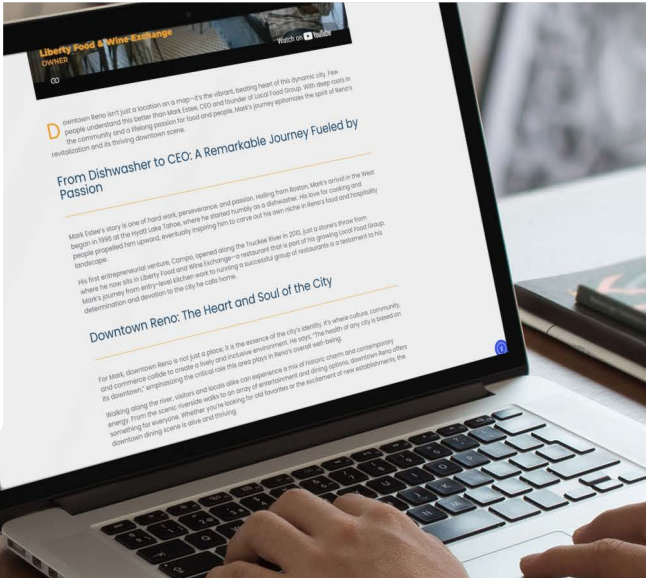
Downtown Reno isn't just a spot on a map to me; it's the vibrant heartbeat of our city. Having spent years building my life and business here, I've come to truly understand and appreciate the energy and spirit that make downtown Reno so unique.

When I arrived in the West back in '96, I started at the bottom, washing dishes at Hyatt Lake Tahoe. But it was my love for food and people that kept me moving forward, eventually leading me to open my first place, Campo, right on the Truckee River in 2010. Now, with Liberty Food and Wine Exchange and the Local Food Group family of restaurants, I feel deeply connected to this community and the incredible momentum downtown has gathered.

- Mark Estee  
CEO AND FOUNDER OF LOCAL FOOD GROUP

View Story

WRITTEN FEATURE:  
READ MARK'S STORY NOW

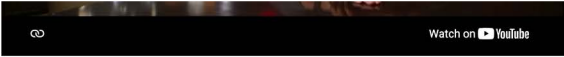


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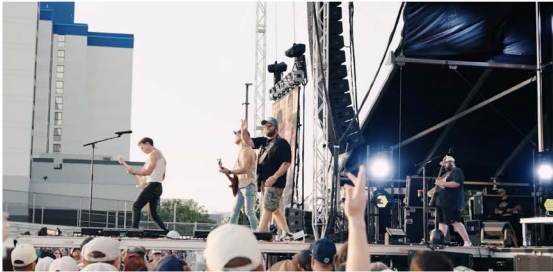
FEATURED STORY - JONATHAN BOULWARE

PRESIDENT OF RENO OPERATIONS FOR JACOBS ENTERTAINMENT



How J Resort and the Reno Neon Line District Are Transforming Downtown Reno Into a Vibrant Arts and Entertainment Hub

Downtown Reno has been undergoing an incredible transformation, evolving into a dynamic cultural and entertainment destination that honors its rich history while embracing an exciting future. Central to this revitalization are the newly reimagined **J Resort** and the visionary **Reno Neon Line District**, two landmark projects spearheaded by Jacobs Entertainment that are reshaping the heart of the Biggest Little City in the World.

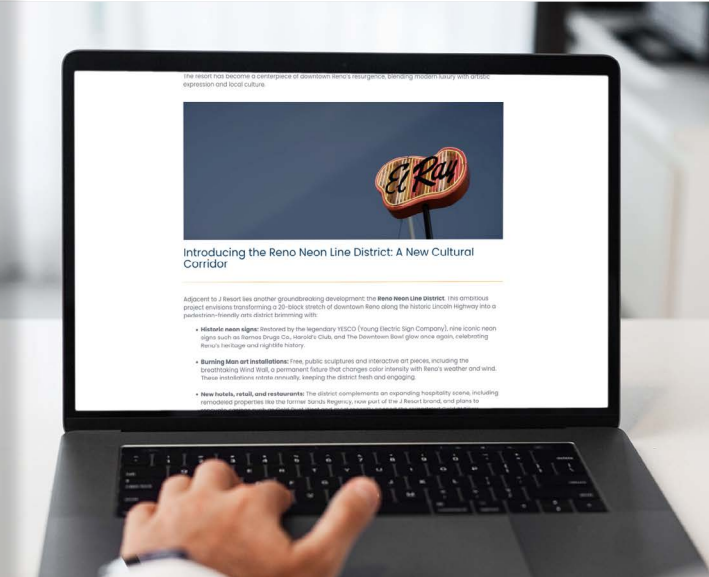


J Resort: Elevating Hospitality, Art, and Entertainment

Formerly a historic casino hotel, J Resort reopened in March 2023 following a \$400 million, multi-phase renovation. The first phase introduced 500 remodeled hotel rooms, an updated casino floor featuring the hottest slot and table games, three new restaurants, and additional parking to enhance guest convenience.

WRITTEN FEATURE:

READ JONATHAN'S STORY NOW



VIDEO FEATURE



FEATURED STORY - EMILY SKYLE

FOUNDER CORDILLERA INTERNATIONAL FILM FESTIVAL

Over time, downtown Reno also became a hotspot for film tourism, with visitors drawn not only to its famous casinos and entertainment but also to sites featured in popular movies and television shows. This connection between film and tourism has helped bolster local economies and expand the cultural footprint of cities like Reno.



Emily Skyle: Bringing Cinema to Downtown Reno

Enter Emily Skyle, a longtime downtown Reno resident and the creative soul behind a burgeoning film culture right in the city's core. Having lived here for over ten years, Emily has been both witness to and a driver of downtown's transformation into a cinematic hotspot. Recognizing the natural beauty of the city's streets, architecture, and vibrant arts scene, Emily launched the Cordillera International Film Festival to spotlight independent films and filmmakers, creating a unique cultural event that draws visitors and industry insiders alike.

Beyond the festival, Emily also initiated the Northern Nevada Film Initiative, an organization focused on nurturing the local film community by providing resources, networking opportunities, and support to filmmakers in the region. Her work has helped elevate Reno's status as not just a filming location but also a creative center, encouraging more filmmakers to consider Reno a home base for their projects.

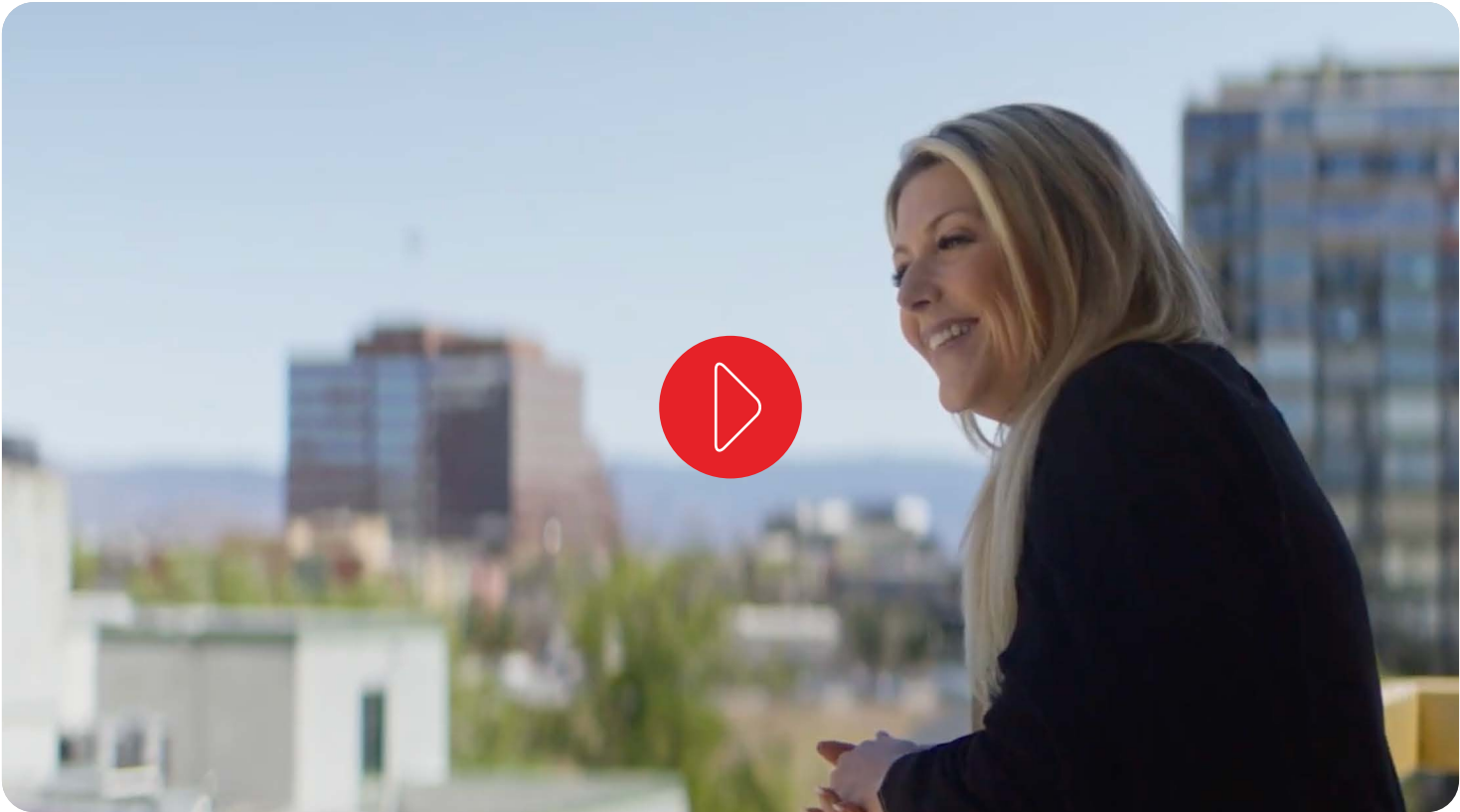
The Impact of the Cordillera International Film Festival

WRITTEN FEATURE:

READ EMILY'S STORY NOW



VIDEO FEATURE



FEATURED STORY - BRIAN SANDOVAL

PRESIDENT THE UNIVERSITY OF NEVADA, RENO

I've been President for four years. I've committed to working very closely with Reno, the Washoe County Commission, the town of Sparks, and all of Northern Nevada to emphasize what we have here. I grew up in Northern Nevada. I grew up in Sparks and went to grade school and high school at this incredible university. It was a wonderful place to grow up, and I'm proud of this community. A great university needs a great city, and a great city needs a great university. It's rare to have the proximity of a university to downtown Reno and then have the two grow up together. The first building was built in 1885, overlooking all of downtown Reno. This university grew up on a hill overlooking the city for everyone to admire and is just an example of what we can aspire to. This should be a university town where people are proud of this campus and what it is and the opportunity for their sons and daughters to come here and get an incredible education.

“ A great university needs a great city, and a great city needs a great university.

This is a destination where students can become whatever it is they dream about being, have an incredible experience, feel safe, make lifetime friends, and get mentored by some of the best faculty in the United States of America. This is a great place, and I've said over and over again that it shouldn't be a secret anymore, a well-kept secret. This university's future is growing south into downtown Reno. If I had a magic wand, I would create a university district. Working with the city, we renamed Center Street from the Truckee River forward to the University Way. I would love to see restaurants, student housing, faculty housing, and graduate student housing on both sides, east and west of that street, where all the community comes from. This is something you'll see in a lot of great cities where there are these districts. The city has made a lot of investments through the years to make it a beautiful place where people, again, can recreate and eat and just go for a walk and what have you. When we were in high school, everyone used to cruise Moine, and there was all this activity, and I can see that happening again.

My wife Laurelyn and I are going downtown to the restaurants, special events, hot August nights, and everything happening. If you haven't been downtown for a long time, I would encourage people to give it another opportunity because they'll be pleasantly surprised. It is becoming more dynamic, and with a little more investment and confidence, we'll have a downtown Reno that everyone will be proud of and seek to come to.

unr.edu

- Brian Sandoval

Former Nevada Governor

Northern Nevada

President

reno

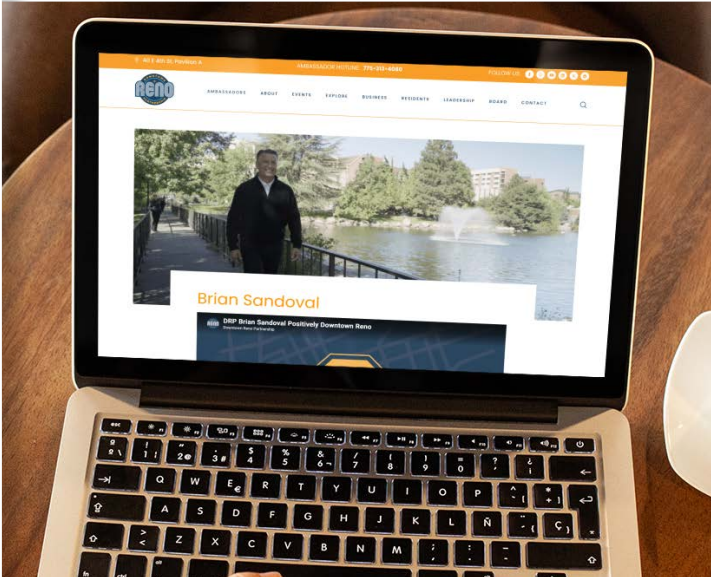
Sparks
- University of Nevada Reno

UNR

Washoe County Commission

WRITTEN FEATURE:

READ BRIAN'S STORY NOW



VIDEO FEATURE



FEATURED STORY - SCOTT DUNSEATH

FOUNDER OF HOME MEANS NEVADA

We have all sorts of great stuff. We have coffee from Glory Cloud and local honey and love collaborating with local celebrities. Krysta Palmer is an Olympic athlete, and we recently partnered with her to create an authentic Krysta Palmer battle-born T-shirt.

My name is Krysta Palmer, Nevada's Olympic diver. This is a really special company because my roots are in Nevada. I grew up down in Carson City. I genuinely feel this connection between Homewoods Nevada and my story.

“ I have always felt like Reno has been kind of our little secret, and we love to share that secret. We love to see Reno grow and prosper.

**KRYSTA PALMER**

This has been a cool partnership that I've developed over the years with Scott. I really see the projection of Reno downtown opening up more doors for people to continue to get outside, take their dogs for a walk, and enjoy the Reno Riverwalk, to have space to enjoy those lovely afternoons.

That's where I see Reno's progression going, and for more people to enjoy what Reno is, it's truly a treasure here. People believe in Reno, and we believe in Reno. There's so much opportunity and many different types of people in downtown Reno, and the city of Reno's been great with this partnership with the Visitor Center.

**SCOTT DUNSEATH**

The RSCVA has been great. Our collaborations with the community, the university, and Krysta Palmer, an Olympic athlete, really are about a community that kind of binds us together. Without that support, we wouldn't be able to survive in downtown Reno.

I have always felt like Reno has been kind of our little secret, and we love to share that secret. We love to see Reno grow and prosper. It's great for shopping for friends and gift giving. Come on down, visit us, and check it out.

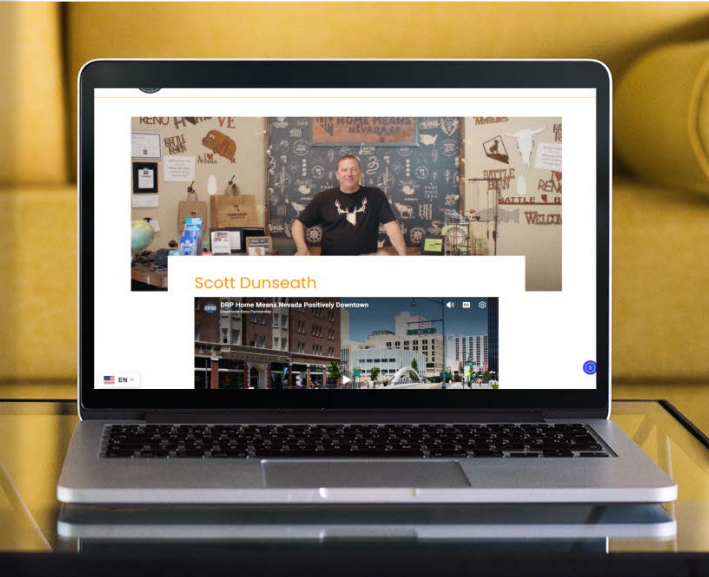
It's been a while. Visit downtown Reno and see what you still need to include.

homemeannevada.com

- Home Means Nevada
- Krysta Palmer
- Olympian
- Professional Diver
- Reno-Tahoe Visitors Center

WRITTEN FEATURE:

READ SCOTT'S STORY NOW



VIDEO FEATURE



FEATURED STORY - DENNYSE SEWELL

CEO, PIONEER CENTER OF PERFORMING ARTS

The Pioneer Center is a non-profit performing arts center located in the heart of downtown Reno. We are in an absolutely gorgeous, one-of-a-kind historic building on the banks of the Truckee River.

Our building was constructed in the 1960s, so we have been open and operating as a non-profit performing arts center for over 55 years now. I'm Dennyse Sewell, the CEO of the Pioneer Center for the Performing Arts.

One of the amazing things about being a community performing art center is that our historic stage is the first performance opportunity for so many young children in the area. Aspiring young musicians and dancers will perform their first recitals here on our stage.

There is incredible magic when all those children come into this professional theater for the first time. The feedback we get from those children and their parents is that it's life-changing for them to have those first experiences on our stage.

We know that many of those people choose to stay in this community and build their lives here in Reno as they grow. They remember those first experiences and what they meant to them. We are in the bedrock of downtown Reno, and we're not going anywhere.

We have seen and felt tremendous improvement since the business district created the Downtown Reno Partnership. The ambassadors' work to provide casual folks on the street with directions and assistance is especially impressive.

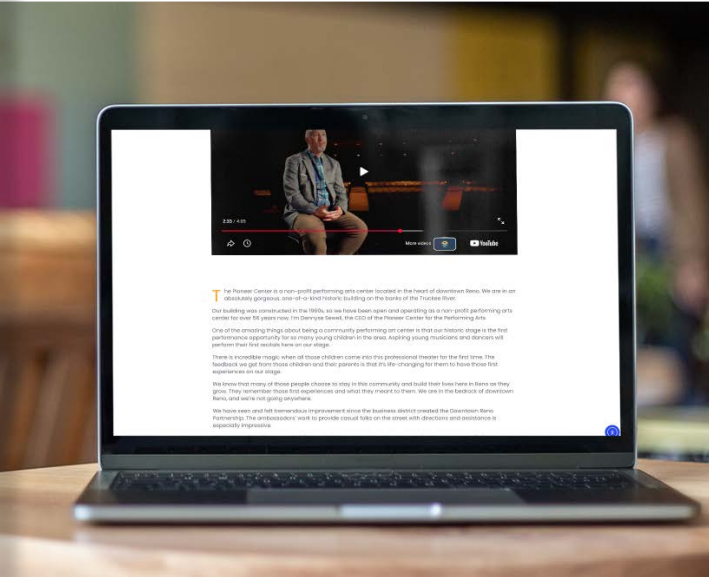
They are the friendliest, most helpful people in the community who advocate for downtown and all of the businesses. They truly are our partners. The name is well-earned: Downtown Reno Partnership.

They are partners in helping to make downtown the place that we all see in our hearts that we know it is. They help push that message to everyone they meet on the street.

They've just been an incredible asset to downtown, and we've been grateful to work with them. My name is Adam Cates, and I am the Director of Community Engagement for the Pioneer Center for the Performing Arts.

There is no limit to what that can do to change people's lives and to enrich a city well into the future. So whatever the future has in store for Reno, arts and culture are critical to our identity.

WRITTEN FEATURE:  
READ DENNYSE'S STORY NOW

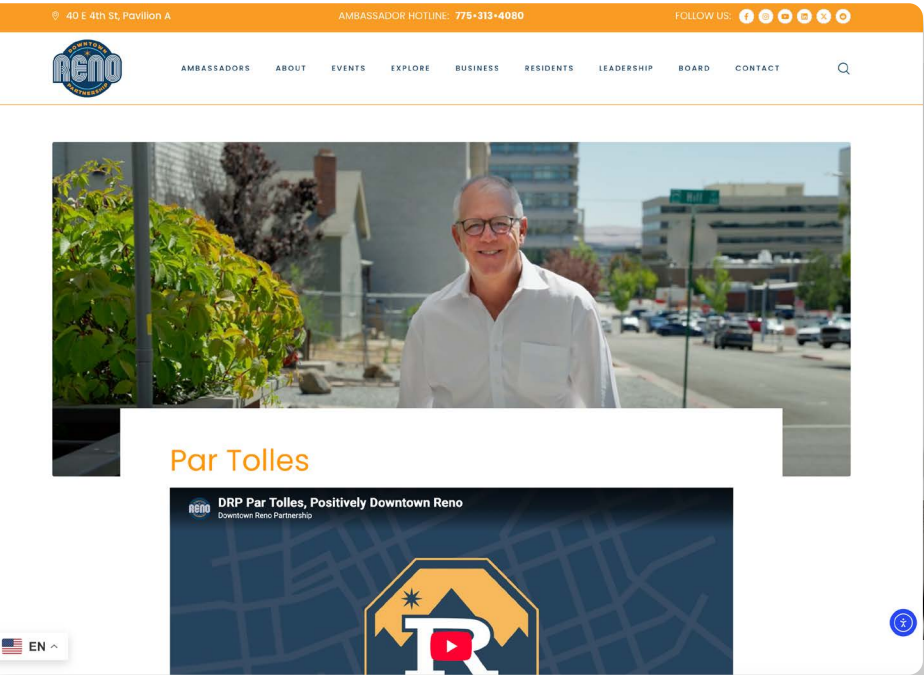


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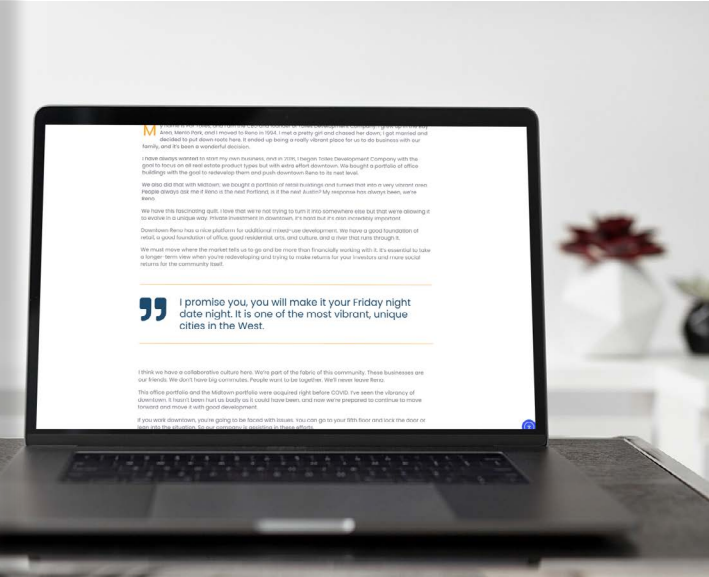
FEATURED STORY - PAR TOLLES

CEO AND FOUNDER OF TOLLES DEVELOPMENT COMPANY



WRITTEN FEATURE:

READ PAR'S STORY NOW



VIDEO FEATURE



FEATURED STORY - PHIL MACDOUGALL

PRESIDENT, NATIONAL AUTOMOBILE MUSEUM



I used to come here for vacation, to enjoy the hotels, and to go down to the river. I was familiar with the automobile museum, but I never, in a million years, thought I'd be working here.

My name is Philip McDougall. I'm the president of the National Automobile Museum, which has a long history. Most people know the name Harrah from the casinos but don't know its story.

Mr. Harrah had a collection of 1,400 of the most unbelievable cars. And when he passed, he didn't have a will. The community got together and said you can't sell all these things. This is part of our community; it's part of our identity.

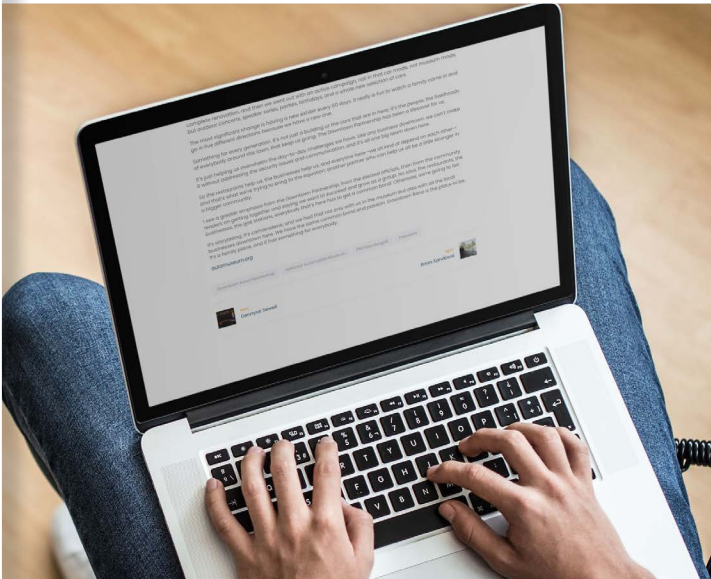
We need to keep them here. They raised money to build the museum. The city said we will contribute the land if you get the money to build it. And then the Holiday Inn, who purchased all the assets of Mr. Harrah's collection said that if you do all that, we will throw in 175 cars, for a total collection of 1,400 cars. So, all those things came together because the community thought it was important.

In 1989, the museum opened. We want to be a community partner, and we have great events. We have older cars, newer cars, Elvis' car, Jurassic Park, and Back to the Future. We have a brand new Children's Educational Activity Center, 3,000 square feet of technology for kids and adults to get hands-on experience on how cars work and how the next generation of technology was created.

“ We have the same common bond and passion. Downtown Reno is the place to be. It's a family place, and it has something for everybody.

WRITTEN FEATURE:

READ PHIL'S STORY NOW



VIDEO FEATURE



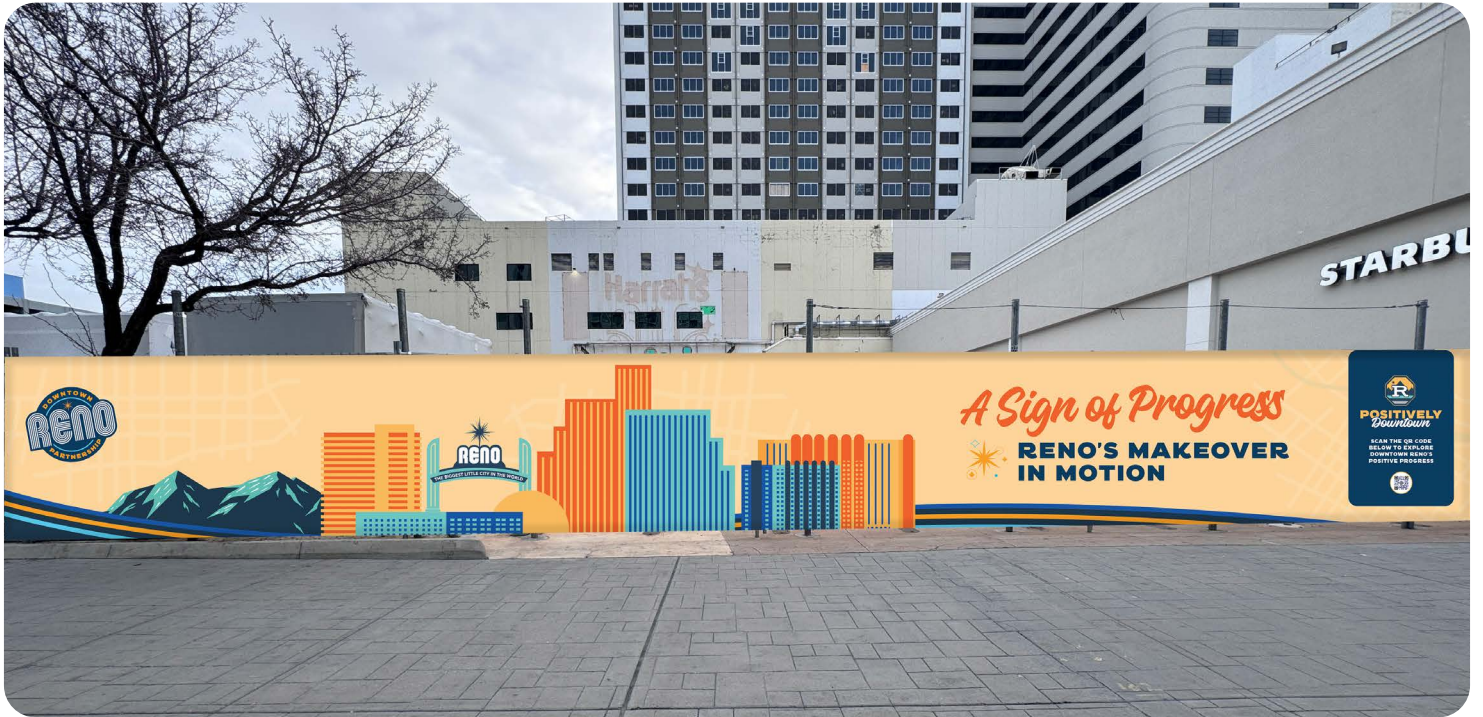
## BRANDED TRASH CANS

Installation of 200+ fully wrapped trash cans branded with neighborhood-specific graphics and QR codes linking to community advocates and entrepreneur stories.



## OUTDOOR SIGNAGE + MURALS

Upgraded street signage, flower baskets, and large wayfinding banners to enhance aesthetics and provide information.



using construction zones as an opportunity to show positivity



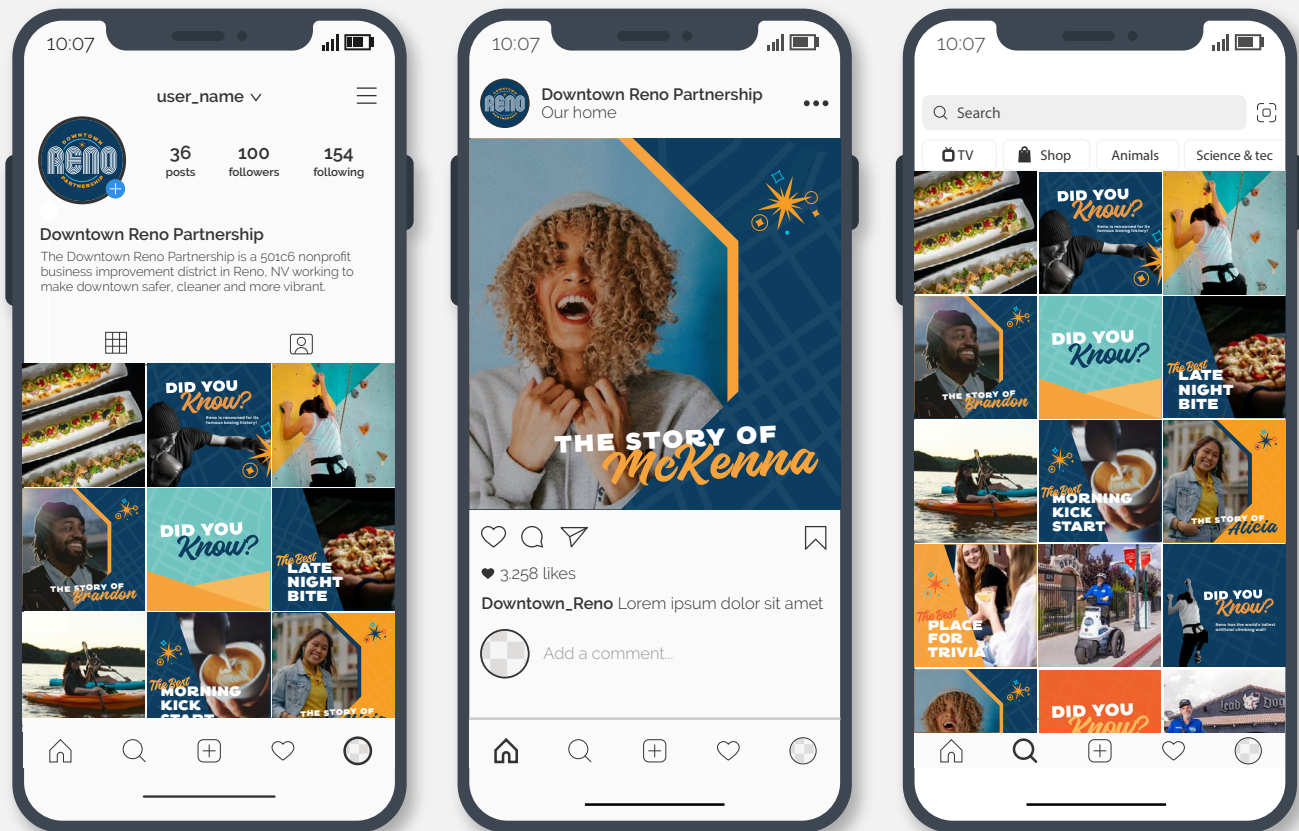
The positively downtown window decal can be found at businesses throughout downtown, proudly representing their support for the campaign and its mission.



CUSTOM ILLUSTRATED MURAL

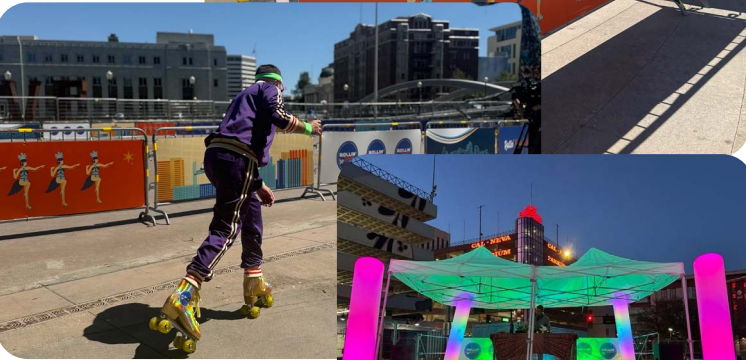
SOCIAL MEDIA INTEGRATION

SOCIAL MEDIA / EVENT POSTS / CONTENT CREATORS



## POSITIVELY DOWNTOWN SUBCAMPAIGN- ROLLIN' RENO

A grassroots activation, Rollin Reno, further engaged the community with dynamic public experiences.



### ROLLIN' RENO BRAND SHEET



#### GUIDELINES

The Rollin' Reno logo is comprised of a combined wordmark and a stylized icon of a roller skate. The mark utilizes the same typography as the overall Downtown Reno Partnership brand to maintain cohesiveness between the two brands.

The brand mark is almost always presented in full color, unless placed on a colored background then the logo must be placed in black, white, or an approved color. The logo is always in 100% opacity.

DO NOT PLACE MARK ON UNAPPROVED COLORED BACKGROUNDS OR PATTERNS. DO NOT CROP, DISTORT, OR ALTER THE MARK IN ANY WAY.

#### MAIN TYPEFACE

CA NEGORNI

#### SECONDARY

Bhineka

#### BODY COPY

Gotham



FOR FURTHER QUESTIONS REGARDING MARK GUIDELINES, PLEASE CONTACT DESIGN OR EDGE

775.460.7133 | DESIGN@EDGE.COM

