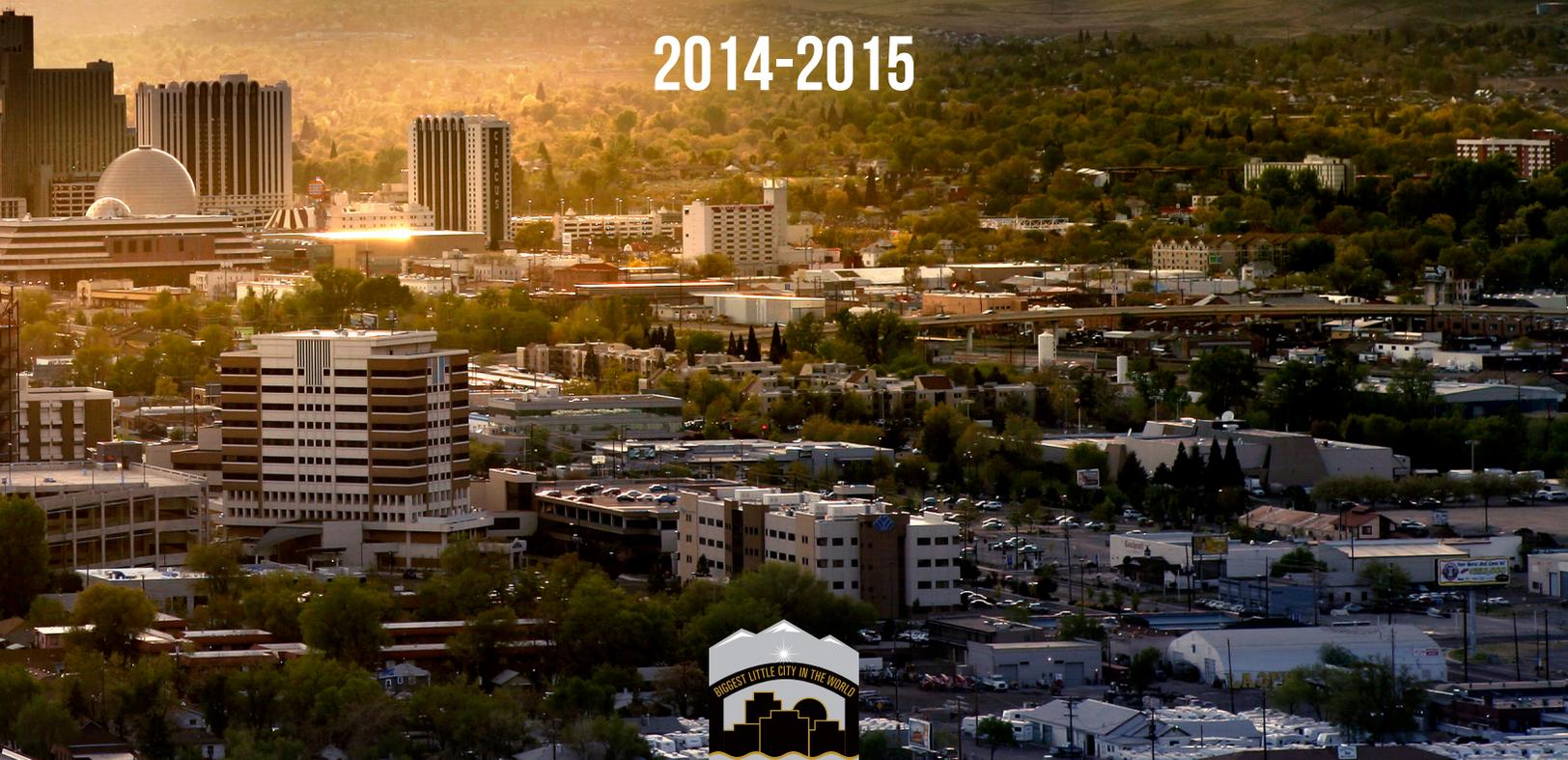




City of Reno

ANNUAL REPORT

2014-2015





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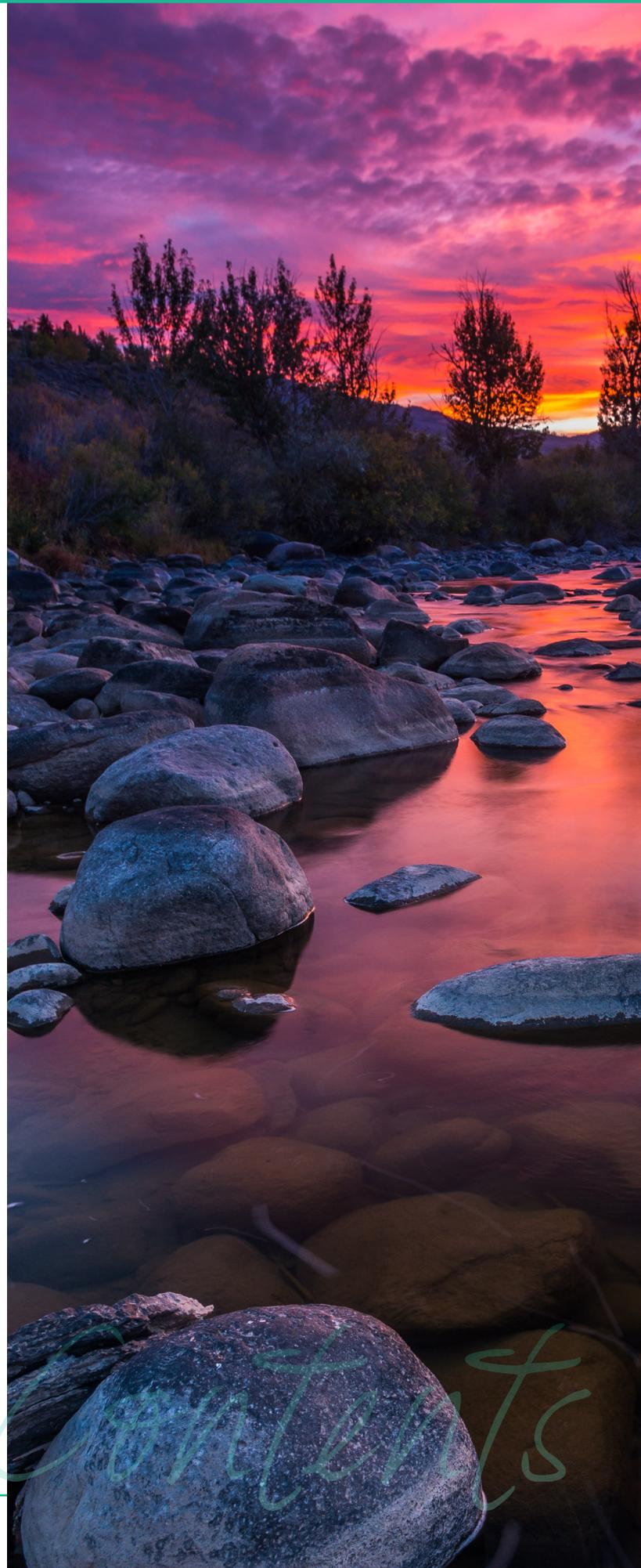


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“THE BIGGEST LITTLE
city in the world”

Reno is known around the world as the “The Biggest Little City in the World.”

Its 235,000-plus residents enjoy a consistently sunny, high-desert climate and have access to first-class entertainment, dining, and recreational opportunities. The Truckee River runs through the heart of downtown, and Lake Tahoe, nestled in the Sierra Nevada Mountains, is a mere 30 minutes away.

YESTERDAY AND TODAY

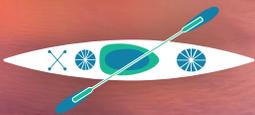
Reno emerged as a frontier town in the early 1860s. By the turn of the 20th century, it had become known as the divorce capital of the United States. Many celebrities, including Carol Lombard and Clark Gable, took advantage of Nevada’s progressive laws for a six-week “Reno-vation.” Casino gaming was legalized in 1932, and since that time Reno has been a popular tourist destination.

Today, Reno is pioneering a future in advanced manufacturing, clean energy, and technology. Companies such as Switch and Tesla continue to choose the Reno region for its sunny days, friendly business climate, and endless recreation opportunities.

Reno is home to a Tier 1 university, the internationally recognized Desert Research Institute, a Triple-A baseball stadium, an urban whitewater kayak park, and world-class arts and culture programs and events. Reno is proud to maintain its reputation as The Biggest Little City in the World as it welcomes more than 4 million visitors every year.

Reno

RENO *is home TO*



1 **WHITewater KAYAK PARK**



8 **MUSEUMS**



86 **PARKS**
2,477 ACRES



4 **COLLEGES**



2 **PROFESSIONAL SPORTS TEAMS**

Photographer:
Mike Lindberg
#RenoLens



MESSAGE FROM THE MAYOR

This is a new day in Reno. It's one of the most incredible times to live in Reno, to work here, and to visit here.

We aren't just a gaming town anymore, which is surprising to a lot of people who aren't familiar with our city. We have rebounded from one of the worst recessions in our history quite successfully.

Not only is Reno growing, it is diversifying, with major companies and tech giants like Amazon, Apple, Clear Capital, Switch, and Tesla making monumental investments in our region. We refer to it as the "Tesla effect," as we're quietly transforming into one of the West's great tech hubs.

Earlier this year, in fact, the University of Nevada, Reno (UNR) announced a partnership with Switch to open the university's downtown "Innovation" Center, scheduled to happen this fall. It seems like weekly, if not daily, there is an exciting new announcement around the growth of our city.

It's important to realize that Reno's recent success is very much due to a strong collaborative effort. We'll continue to work with our regional partners like Desert Research Institute (DRI), Economic Development Authority of Western Nevada (EDAWN), Regional Transportation Commission (RTC), Reno-Sparks Convention and Visitors Authority (RSCVA), UNR, Washoe

County, and our sister city, Sparks, to make sure that we take the necessary steps to prepare and respond to our region's anticipated growth.

Our downtown has been revitalized as well:

- We have one of the tallest climbing walls in the country at Whitney Peak Hotel.
- Our restaurant scene is incredible, as new eateries are popping up all around downtown, in Midtown, and across our city.
- We recently put \$1 million for this current fiscal year into blight reduction.
- Construction crews continue to work on replacing the historic Virginia Street Bridge next to City Hall. When the new bridge is completed next year, our residents and visitors will not only have a more reliable flood-resistant bridge, but they will be able to enjoy the improved walkability and family-friendly amenities the new bridge will provide.

Even though there's new energy in our city, and it's truly a new day in Reno, make no mistake that we're also extremely proud of our roots as The Biggest Little City in the World.

Community input will continue to drive the important decisions we make. On that note, let us know what events and activities you're enjoying by using the hashtags #CityofReno or #RenoLens. Or call or email Reno Direct at 775-334-4636 or renodirect@reno.gov.

Sincerely,
Hillary Schieve, Reno Mayor

“ THIS IS A
new day in Reno ”

Schieve





This is an exciting time for the City of Reno as July 1, 2015 kicked off the beginning of a new fiscal year. We will continue to focus our attention on the new strategic priorities that were established by Reno City Council earlier this year, including a vibrant downtown, safe and healthy neighborhoods, planning for growth, fiscal stability and sustainable services, and an efficient business environment.

But before we look ahead, it's important to recognize our City's accomplishments over the past fiscal year, some of which include:

- Approval of the University of Nevada, Reno Regional Center Plan, which allows for the expansion of university development into our downtown core.
- Groundbreaking of the Virginia Street Bridge Project, with an expected completion date of May 2016. The purpose of the project is to improve flood control in downtown Reno as well as the safety of our residents and visitors.
- A dedicated focus on pedestrian and public safety, which included \$400,000 of funding toward projects such as installation of crosswalk flash beacons and striping, improved street lighting, speed reduction, and sidewalk repairs. We also held a Public Safety Forum at City Hall.
- Reinstatement of Neighborhood Advisory Boards (NABs), to give our citizens more input in the City of Reno's policy decisions.

- A 20-year Master Plan initiation effort with extensive public input (view page 20 for more information).

Looking ahead to FY 15/16, we remain focused on increasing reserves and reducing debt while funding critical public-safety needs, continuing to address deferred maintenance issues, creating a business-friendly city, addressing blight, and fostering a vibrant downtown.

As city manager, it is my vision to lead a team that is recognized as a model organization for both creating excellence and being a pivotal force in the transformation of Reno into a vibrant university town known for its hi-tech industries that are leading innovation.

City of Reno employees and I will continue to work with our regional partners to improve the EMS and fire service delivery model, help reduce chronic homelessness, expand our university town image, and improve our downtown.

I look forward to working with the Mayor and Reno City Council to continue to move The Biggest Little City forward. It is indeed a new day in Reno.

Sincerely,
Andrew Clinger, Reno City Manager

THIS IS AN EXCITING TIME
for the City of Reno



Clinger



MEET THE RENO CITY COUNCIL

Reno is the largest city in Northern Nevada and the third largest city in the state. Its citizens are represented by a City Council consisting of five Ward representatives, one at-large member, and a Mayor. City Council members are elected to four-year terms. Per Nevada Revised Statutes, they can serve no more than three consecutive terms.

Reno has a council-manager form of government, with the Mayor and six Council Members working in unison with the Reno City Manager, who implements the Council's policy decisions and oversees all aspects of City operations.

The Reno City Council meets at Reno City Hall at least twice a month, generally on Wednesdays beginning at 10 a.m. Meetings are streamed live at Reno.gov/Meetings. For more information about the Reno City Council, visit Reno.gov/CityCouncil.



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“RENO IS NOW GAINING *recognition for technology and advanced manufacturing*”

A city once known for table games and divorce, Reno is now gaining recognition for technology and advanced manufacturing.

MISSION

The City of Reno is dedicated to creating a community that people are proud to call home.

VISION

Reno will “Get it Right” by leading northern Nevada through a once-in-a-generation cultural and economic shift with the vision of transforming the city into a vibrant university town known for its innovative industries.

STRATEGIC PRIORITIES

After thoughtful consideration, the Reno City Council identified the following strategic priorities to focus where the City’s financial resources, service delivery, staffing, and infrastructure development should be dedicated:

- Vibrant Downtown
- Safe and Healthy Neighborhoods
- Planning for Growth
- Fiscal Stability and Sustainable Services
- Efficient Business Environment

In the following pages, you will learn how the City of Reno, as an organization, supports the five strategic priorities.

Reno

 **Photographer:**
Lee Molof
#RenoLens



VIBRANT DOWNTOWN

Identified by the annual Citizen Survey as one of the top concerns of residents, the City of Reno has prioritized downtown and corresponding quality of life issues to make it a

more vibrant location to live, work, and recreate. The City's accomplishments over the past year are reflective of the resurgence Reno is experiencing in its downtown core.

Continuing to align downtown with the University of Nevada, Reno remains a focus. Approval of the UNR Regional Center Plan allows for the downtown expansion

Vibrant Downtown



Photographer:
Tony Fuentes
#RenoLens

of university development. UNR's new Master Plan, with support from the City of Reno, sets a unified vision for growth to the south of campus and is the first step in implementing the university town vision.

Groundbreaking of the Virginia Street Bridge Project took place in the spring, with an expected completion date of May 2016. The purpose of the project is to improve flood control in downtown Reno as well as the safety of residents and visitors.

Downtown has also become a hub for arts and culture, which the City of Reno is proud to support. The community has a rich variety of special festivals and events, historic buildings, performing arts, and galleries. For FY 14/15 Council approved the allocation of \$64,786 from the General Fund to 22 non-profit arts and culture organizations, and \$130,240 from the Room Tax Fund to 23 non-profit arts and culture organizations.

In addition, Council approved an agreement to purchase the BELIEVE sculpture by artist Jeff Schomberg for \$70,000 in Room Tax Funds. The popular sculpture, which was conceived at

Burning Man, is tentatively planned for permanent installation in downtown Reno in October 2015. The BELIEVE sculpture also found a temporary home under the famous Reno Arch as part of the inaugural Reno Sculpture Fest.

VIBRANT LOCATION TO
live, work, and recreate

Earlier this year, Council approved a \$1-million Blight Mitigation Fund, as well as two new positions at the City of Reno: a Revitalization Manager (who will manage the blight funds) and a Code Compliance Inspector. Staff has developed new ideas to address blight, particularly in the downtown corridor. These include creating a dedicated fund for the abatement and demolition of dangerous buildings, organizing multiple neighborhood clean-ups, purchasing approximately 1,000 graffiti kits, and establishing a program requiring annual inspections of weekly motels.

An essential part of a vibrant downtown is a clean downtown, which is why the City



Photographer:
Lee Pfalmer
#RenoLens

of Reno initiated the Truckee River Fund clean-up crew (a three-year program related to overall management of the Truckee River Corridor) and created a partnership with the High Sierra Industries (HSI) on a "Downtown Ambassadors" walk and clean program.

Facility improvements and upgrades ensure that City-owned structures remain viable for residents and tourists. For example, Council approved a \$500,000 lane replacement project at the National Bowling Stadium. Additionally, a contract revision with the United States Bowling Congress (USBC) ensures that national bowling tournaments will continue to be a boon to the Reno economy.

\$195,026
FROM GENERAL AND ROOM TAX FUND

+ 45 NON-PROFIT ARTS & CULTURE ORGANIZATIONS



BELIEVE
SCULPTURE ARTIST: JEFF SCHOMBERG



TEMPORARY HOMES FOR SCULPTURE
CITY PLAZA - SUMMER 2014
UNDER RENO ARCH - 2015 SCULPTURE FEST

+ \$70,000 PURCHASE OF THE BELIEVE SCULPTURE



The City of Reno has continued to place a strong emphasis on the safety of our residents and visitors. Some highlights of the past year include a heightened focus on

public safety with the reinstatement of additional firefighter and police officer positions as well as increased attention on pedestrian safety and park planning. 32 of the 53 full-time

positions added to the City of Reno this fiscal year are in the area of public safety.

Staff is in the process of creating a pedestrian safety action plan, which



will encompass existing and future efforts with our regional partners. The City of Reno allocated an additional \$400,000 last fiscal year to be used toward installation of crosswalk flash beacons and striping, improved street lighting, speed reduction, sidewalk repairs, and median modifications in high-risk areas.

The Reno Fire Department has established itself as a national leader in public safety. In a 2014 report, the Insurance Service Office (ISO) gave the Reno Fire Department a prestigious Class 2 public protection rating. Only 750 cities (or 1.5 percent) out of the 50,000 that were rated by ISO were named a Class 2. The Reno Fire Department responded to 33,534 calls for service in 2014, with an average response time of 5 minutes and 46 seconds, well under the national standard.

The Reno Police Department is nationally recognized as a model for Community Oriented Policing and Problem Solving. In the most recent Presidents Task Force on 21st Century Policing, Barack Obama mentioned the Reno Police Department as a national leader, citing its progressive community training model for new police officers.

Among the Reno Police Department's recent accomplishments was re-instituting its Graffiti Enforcement Team in January 2015. Since then, 97 percent of reported graffiti has been abated within 24 hours. Prior to 2015, the typical time it took to abate graffiti in our city was between 48 and 72 hours. The Reno Police Department responded to 208,290 calls for service in 2014, with an average response time of 5 minutes and 38 seconds to Priority 1 calls.

CREATING A PEDESTRIAN *safety action plan*

Also important to public safety, the Communications and Technology department's Dispatch Division answered more than 468,000 non-emergency and 911 calls last year.

The City of Reno's renewed focus on neighborhoods was highlighted by the reinstatement of Neighborhood Advisory Boards (NABs) in early 2015. The five NABs, which meet once a month, provide citizens the opportunity for early engagement on important community issues



and create a venue to review and provide feedback on certain development projects.

The Parks, Recreation, and Community Services (PRCS) department also consistently contributes to our healthy neighborhoods. New projects and initiatives this fiscal year included a new roof and ADA improvements to Northwest Pool; planting 100 new trees in a fire-damaged portion of Oxbow Nature Study Area; and newly paved recreational pathways at Mira Loma Park. PRCS also continues to host the popular Senior Games competition; the 2015 Winter Senior Games was the program's largest turnout ever.



RESPONDED TO
208,290
CALLS FOR SERVICE

5M 38s
AVERAGE RESPONSE TIME



RENO POLICE DEPARTMENT
RECOGNIZED AS A MODEL FOR
COMMUNITY

ORIENTED POLICING & PROBLEM SOLVING



97%

REPORTED GRAFFITI
ABATED WITHIN 24 HRS



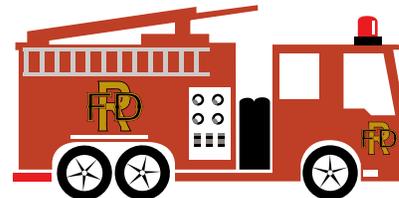
INSURANCE SERVICE OFFICE (ISO)
GAVE RENO FIRE DEPARTMENT

CLASS 2

PUBLIC PROTECTION RATING

5M 46s

AVERAGE RESPONSE TIME



RESPONDED TO
33,534
CALLS FOR SERVICE



PLANNING FOR GROWTH

As Reno recovers from the recession and witnesses the influx of companies such as Tesla, Switch, Apple, and others, the City of Reno will turn its immediate attention toward

deferred maintenance of critical infrastructure and creating a responsible 20-year master plan.

The growth of the region will affect many City departments, and keeping

up with the demand in services will be pivotal to sustain our organization in the long term.

The Community Development department

Planning for Growth



Photographer:
Lee Molof
#RenoLens

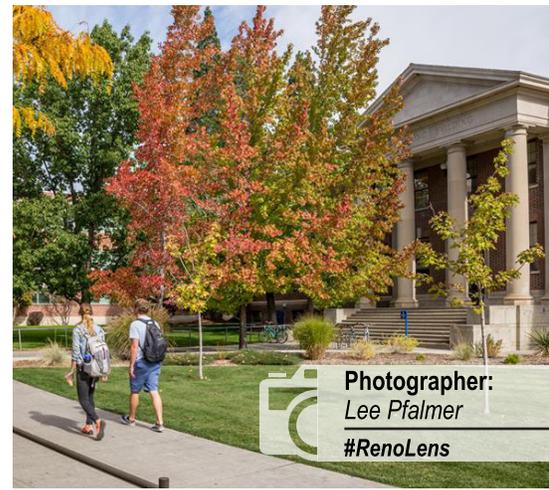
is essential to how the City manages and tracks building growth. In an effort to get ahead of projected growth, the City added 15 Community Development positions during the last fiscal year. Recent Community Development statistics are indicative of an improving economy. In fiscal year 2014/15, the City of Reno issued approximately 8,000 building permits, up from about 6,800 in FY 13/14. This number has grown every year for the past four fiscal years. Total development valuation came in at more than \$725 million last year, up from \$455 million in FY 13/14. Additionally, City building permit fees were reduced by 35 percent, and 90 percent of building permits were reviewed in 10 business days or less.

The Public Works department also plays a significant role in how the City of Reno prepares for and responds to growth. An area of concern regionally is how the sewer system will handle a substantial population boost. One proactive measure put in place by the City of Reno is Phase 1 of the Truckee Meadows Water Reclamation Facility (TMWRF) Nitrification System project. The \$2 million joint project will replace valves necessary for the control and operation of TMWRF's nitrifying filters. In early 2014, City Council

approved a performance contract for energy cost savings with Ameresco, Inc., at TMWRF for nearly \$25 million with City of Reno's share being more than \$17 million (TMWRF is jointly owned by the cities of Reno and Sparks). An audit performed by Ameresco analyzed energy, water, chemical usage, and operating cost savings measures at TMWRF.

CREATING A RESPONSIBLE *20-year Master Plan*

Public Works was also instrumental in capacity improvement measures needed for university expansion and North Valleys growth over the next 20 years via Phase II of the North Virginia Interceptor Improvements project. The project entails construction of a new gravity sanitary sewer pipe, a sewer pump station, and approximately 4,500 ft of sewer force main. Additionally, the 2015 Sewer Rehabilitation Project includes the replacement of approximately 7,900 ft of sanitary sewer at several locations throughout the city. Phase 2A of the 2015 Sewer Lift Station Replacement project will also replace a failing sanitary sewer pump station.



Earlier this year, the City of Reno's Parks, Recreation, and Community Services (PRCS) department accepted an Excellence Award from the Nevada Recreation and Park Society (NRPS) for its Sierra Vista Park Conceptual Plan. The 10-year park plan, which will revitalize land once occupied by a former northwest Reno golf course, incorporates an outdoor recreation theme that highlights walking, hiking, and mountain biking trails.

Finally, the initiation of a formalized Master Plan effort with intensive public input is critical to creating a region that is responsive and desirable. The Master Plan project initiation along with the necessary funding will guide land use decisions for the future. Turn to page 20 for more information on Reno's Master Plan.

COMMUNITY DEVELOPMENT IMPROVING ECONOMY



DEVELOPMENT VALUATION
\$725 MILLION

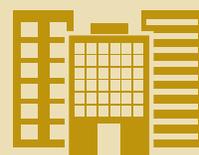
FY 13/14
6,800
BUILDING PERMITS ISSUED



FY 14/15
8,000
BUILDING PERMITS ISSUED



REDUCED
35%
BUILDING PERMIT FEES



FISCAL STABILITY & SUSTAINABLE SERVICES

Debt reduction continues to highlight the City of Reno's commitment to fiscal stability. In the past year, the City has paid off five separate bonds totaling more than \$9.6 million.

The City of Reno's total debt now stands at \$515 million, which has decreased by more than \$130 million from the 2009 high point, which was \$648 million.

In addition, the City of Reno continues to address its deferred maintenance issues, investing \$1.6 million in various facility improvements during the last fiscal year. These one-

Fiscal Stability



Photographer:
Matt Taylor
#RenoLens

time strategic investments went toward the City Hall elevators, upgrades to park floors, roofs, and lights, and enhanced security systems for City facilities.

\$3.5 million also went toward infrastructure improvements, such as contributing separate funds that will be used to eventually pay for a new Reno Police Department headquarters and continue to make improvements to the parking garage adjacent to City Hall.

The debt reduction, deferred maintenance, and infrastructure investments were part of a \$10.9 million budget augmentation that occurred after revenues came in higher than projected as expenditures remained flat. Managing those funds falls largely on the Office of Management and Budget and Finance departments, which again garnered the Distinguished Budget Presentation Award and Certificate of Achievement for Financial Reporting, respectively.

Working with our labor groups, the City of Reno has been able to reach new labor agreements that are helping to address our Other Post Employment Benefits (OPEB) liability. These are lifelong medical insurance benefits that are owed to former City of Reno employees, who are now retired. The City of Reno currently carries a burden of approximately \$226 million due to OPEB. A new contract with the Reno Firefighters Association, for instance, eliminates the OPEB responsibility to new hires and instead utilizes a defined contribution plan, known as a Voluntary Employee Benefit Association (VEBA).

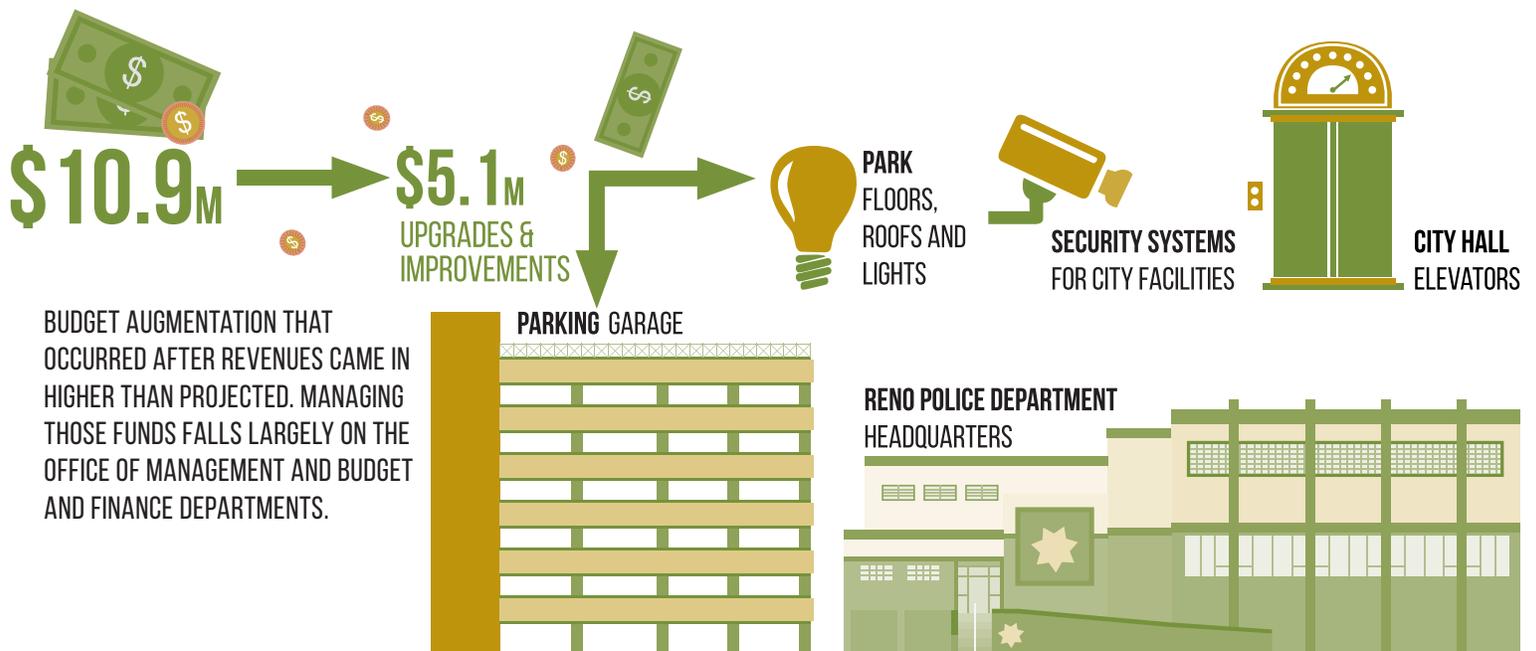
process and increased the number of City-sponsored events 30 percent over FY 13/14. Additionally, the City taught two special events classes in partnership with Truckee Meadows Community College to educate event promoters.

The Parks, Recreation, and Community Services department took proactive drought response measures by implementing the first phase of a turf reduction program through a grant from Truckee Meadows Water Authority, removing nearly one acre of grass at University Ridge Park and replacing it with low water dependent and low maintenance native plants.

Educating citizens also factors into sustainability as a City. The winter 2015 Reno Citizens Institute graduating class was 51, the largest in the program's history. The free seven-week program, which will return in the fall, provides participants with an in-depth look at how our local government functions.

“**THE CITY SUPPORTED**
56 special events”

Special events is another important service area for the City of Reno, both for residents and visitors. The City supported 56 special events during the last fiscal year through its formalized committee and sponsorship





EFFICIENT BUSINESS ENVIRONMENT

As Reno becomes an even more attractive option for businesses to start, relocate, and expand, the City of Reno believes it should have an easy-to-navigate regulatory

environment to open and operate within. It also recognizes that supporting businesses will be a key to the city's future success.

The Biggest Little City is

able to attract and retain businesses due to its operating advantage, business-friendly tax climate, and overall quality of life offerings. Reno is centrally and strategically

Efficient Business



Photographer:
Robert Petersen
#RenoLens

located among the 11 western states and is in a strategic position to support new and expanding companies, with more than 72 million square feet of industrial space. More than 18,000 business licenses were issued by the Community Development department during the last fiscal year, resulting in more than \$24.5 million of revenue for the City.

Last year, City Council approved the launch of the new Business First Program, which assists prospective business owners through the process of starting and launching a business in the City of Reno. The program, developed by the Community Development department's Business License Division, gives business owners access to a hotline, licensing by appointment, and expanded online services.

In late 2014, Google named Reno as the 2014 eCity for the State of Nevada. The eCity Awards recognize the strongest online business communities in all 50 states. Google specifically credited Reno's small business community, which it said "is leading the state when it comes to embracing the web to grow and thrive." Going forward, the City of

Reno will continue to place a high priority on its broadband market development and the regional deployment of this critical infrastructure (Reno Mayor Hillary Schieve has referred to Reno as a potential "GigCity").

EASY-TO-NAVIGATE *regulatory environment*

In partnership with the State of Nevada, Community Development and Reno Police Department staff oversaw the business and fee structure for City of Reno Medical Marijuana Establishments (MMEs). Reno's first dispensary is scheduled to open in summer 2015, pending local and state approval.

The City of Reno recognizes that performance measurement will be a key to our internal business efficiency. Earlier this year, Council approved a services agreement with Socrata for a cloud-based performance management and open data platform for the City of Reno. In an effort to continue the City's commitment to transparency, collecting and publishing performance and open data through



Socrata will both highlight where current performance is being met or exceeded and identify areas where performance may be improved.

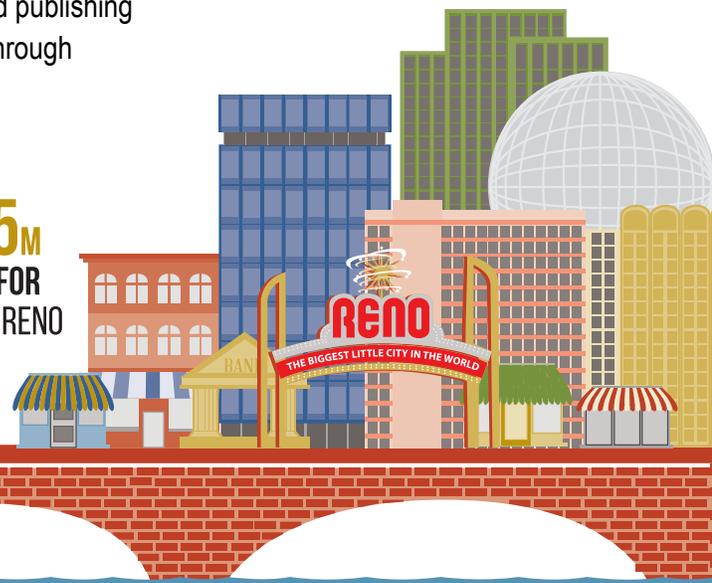
Affordable living costs, an emerging new downtown, a strong sense of community, four vibrant seasons, endless recreation opportunities, a burgeoning arts and food scene, and a balanced pace of life are all elements that make Reno an attractive business climate. City of Reno initiatives and policies will continue to support all these areas in the near and distant future.

SUPPORTING BUSINESSES
WILL BE A KEY TO THE CITY'S
FUTURE SUCCESS

+ 18,000
BUSINESS LICENSES
ISSUED

\$24.5M
REVENUE FOR
THE CITY OF RENO

+ 72M
SQUARE FEET
INDUSTRIAL SPACE



GENERAL FUND BUDGET

Fiscal Year 2014-2015

The City of Reno's General Fund is distributed into the following departments: Fire; Police; Emergency Communications (dispatch) and Technology; Public Works; Parks, Recreation, and Community Services; Community Development; City Manager's Office; City Attorney's Office; Finance; Human Resources; Municipal Court; and Reno City Council. The majority of the General Fund is allocated toward public safety (see graphic).

67%

SPENT ON POLICE AND FIRE DEPARTMENTS



33%

SPENT ON ALL OTHER SERVICE DEPARTMENTS



CITY OF RENO BUDGET GUIDING PRINCIPLES

- 1 Structural Budget Deficit Elimination
- 2 General Fund Reserves
- 3 Stabilization Fund
- 4 Allocation of New Revenue Sources
- 5 Budget Forecasting
- 6 Commit to Maintaining Delivery of Core Services
- 7 Commit to Improve Service Delivery and Reduce Duplication
- 8 Use of One-Time Resources
- 9 Establish Cost Recovery for Identified Programs and Services
- 10 Include Resources Required to Maintain and Operate Capital Improvements and New Programs
- 11 Fully Fund Annual Contribution to OPEB Trust
- 12 Public Works Capital Project Fund
- 13 Essential Capital Assets
- 14 Year-end Fund Balance by Department

REVENUE TRENDS

The City's assessed valuation is \$6.722 billion. Ad valorem (property tax) revenues increased 3.3% to nearly \$59.9 million. Reno's citywide tax rate for 15/16 remains the same at \$0.9598 per \$100 of assessed value which includes voter-approved tax overrides of \$0.5351 for police, fire, and street maintenance.

FY 2011-12



FY 2012-13



FY 2013-14



FY 2014-15



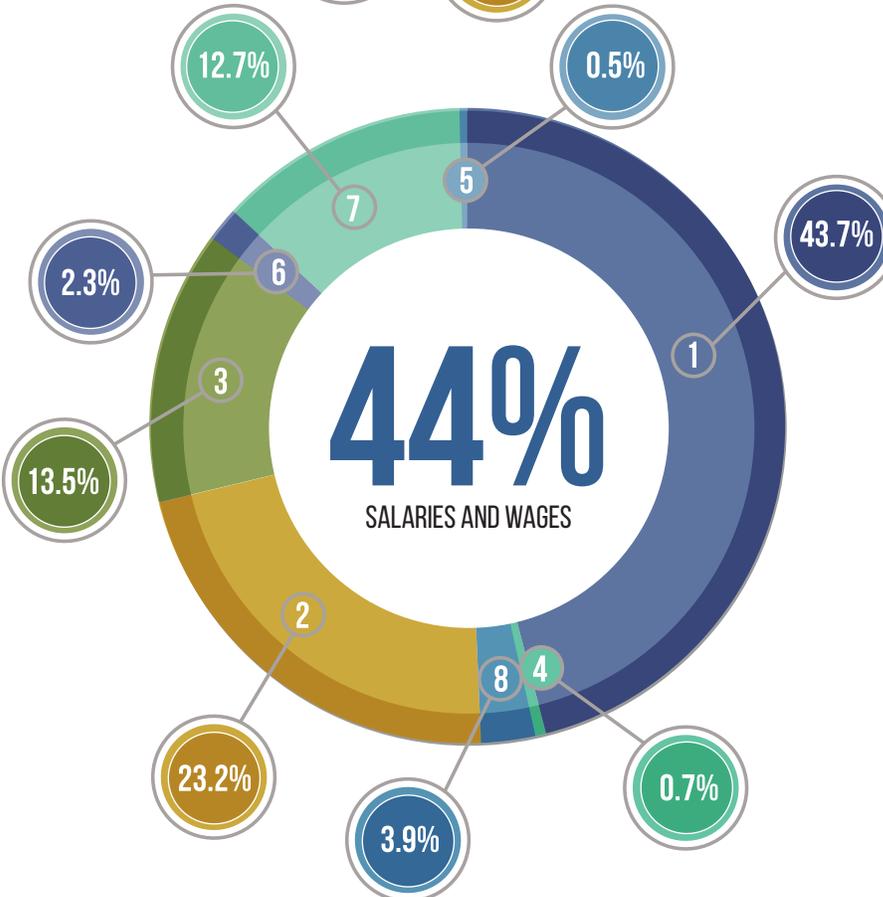
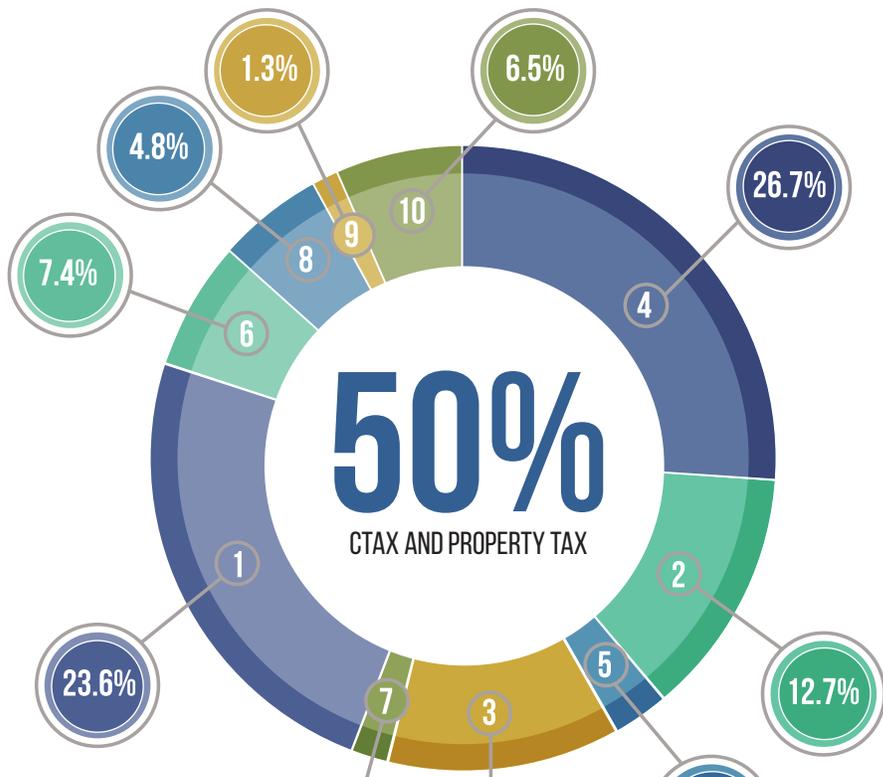
FY 2015-16 *projected*



- Property Tax (General Fund)
- CTAX (General Fund)

CTAX, primarily comprised of sales tax, revenue is projected to be more than \$50 million for the second year in a row. CTAX, which includes government services tax, cigarette tax, liquor tax, and real property transfer tax, will make up approximately 28.6% of the FY 15/16 General Fund revenues.





GENERAL FUND REVENUES

Estimated Fiscal Year July 1, 2014-June 30, 2015

1	Property Tax	\$44.7m
2	Franchise Fees	\$24.0m
3	Licenses and Permits	\$22.7m
4	CTAX	\$50.5m
5	Intergovernmental <i>(e.g. gaming licenses, state & federal grants)</i>	\$6.6m
6	Charges for Services <i>(e.g. special assessments, parking, facility use fees)</i>	\$13.9m
7	Fines and Forfeits	\$3.0m
8	Other/Miscellaneous <i>(e.g. city property sales, private grants, rents)</i>	\$9.0m
9	Other Financing Sources	\$2.5m
10	Beginning Fund Balance	\$12.2m
TOTAL REVENUES		\$189.1m

GENERAL FUND EXPENDITURES

Estimated Fiscal Year July 1, 2014-June 30, 2015

1	Salaries and Wages	\$82.6m
2	Benefits	\$43.8m
3	Supplies and Services	\$25.5m
4	Capital Outlay	\$1.0m
5	Debt Service	\$0.5m
6	OPEB	\$4.3m
7	Non-Departmental <i>(e.g. insurance, utilities, security)</i>	\$24.0m
8	Ending Fund Balance	\$7.4m
TOTAL EXPENDITURES		\$189.1m



REIMAGINE RENO

planning for the future

The City of Reno has launched a multi-year effort to prepare a new Master Plan. Reimagine Reno is an opportunity for everyone who cares about the City to assess our community today, understand choices for the future, and influence the Master Plan policies to match the vision.

The Reimagine Reno process will ultimately result in the development and adoption of an updated Reno Master Plan, which will guide decision-making, investment, and program development for the City of Reno into the future.

The Reimagine Reno process is divided into two main phases of work: Phase I and Phase II.

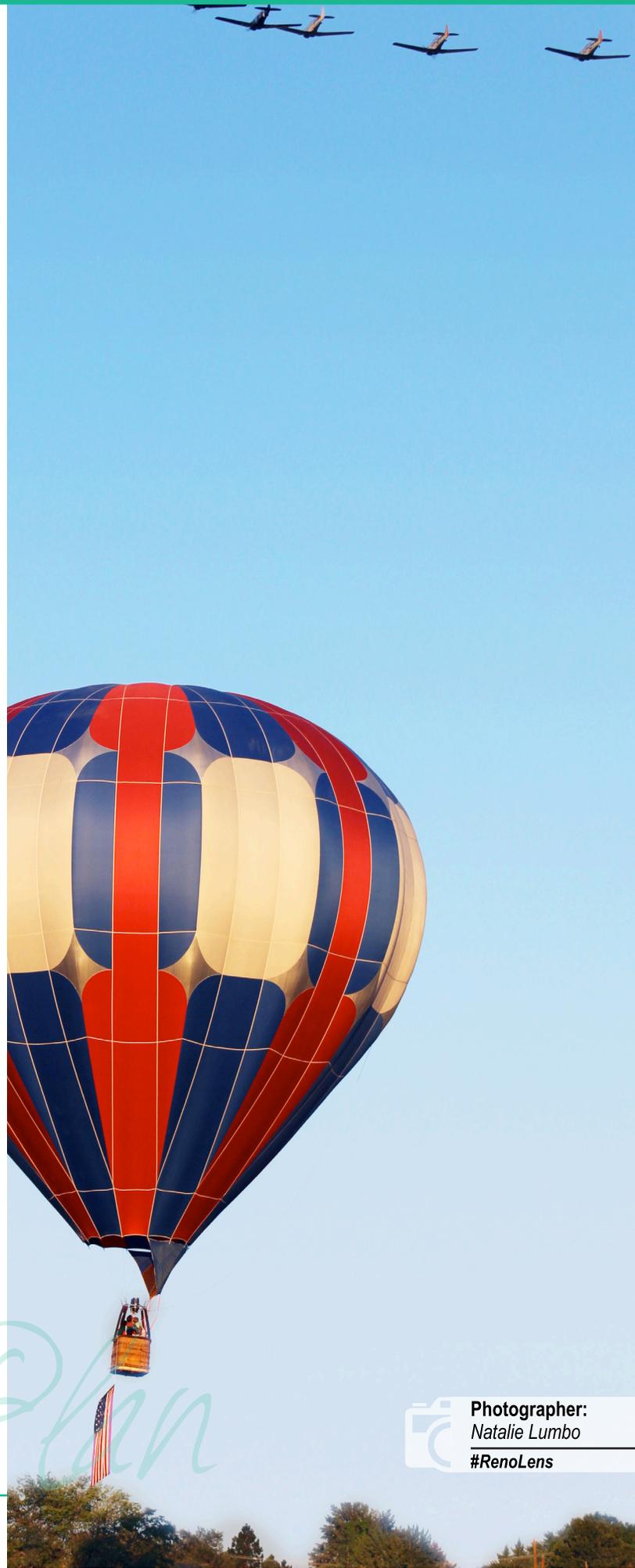
Phase I is taking place from April 2015 to January 2016 and will result in the following work products:

- A community profile report, expected in July 2015
- Summaries of public input, ongoing July-December 2015
- A white paper on issues and opportunities, expected in January 2016

Phase II is expected to take place from January 2016 to January 2017. Additional details on Phase II work products and continued public engagement program will be announced later in the year.

Visit Reno.gov/ReImagineReno for more information.

Master Plan

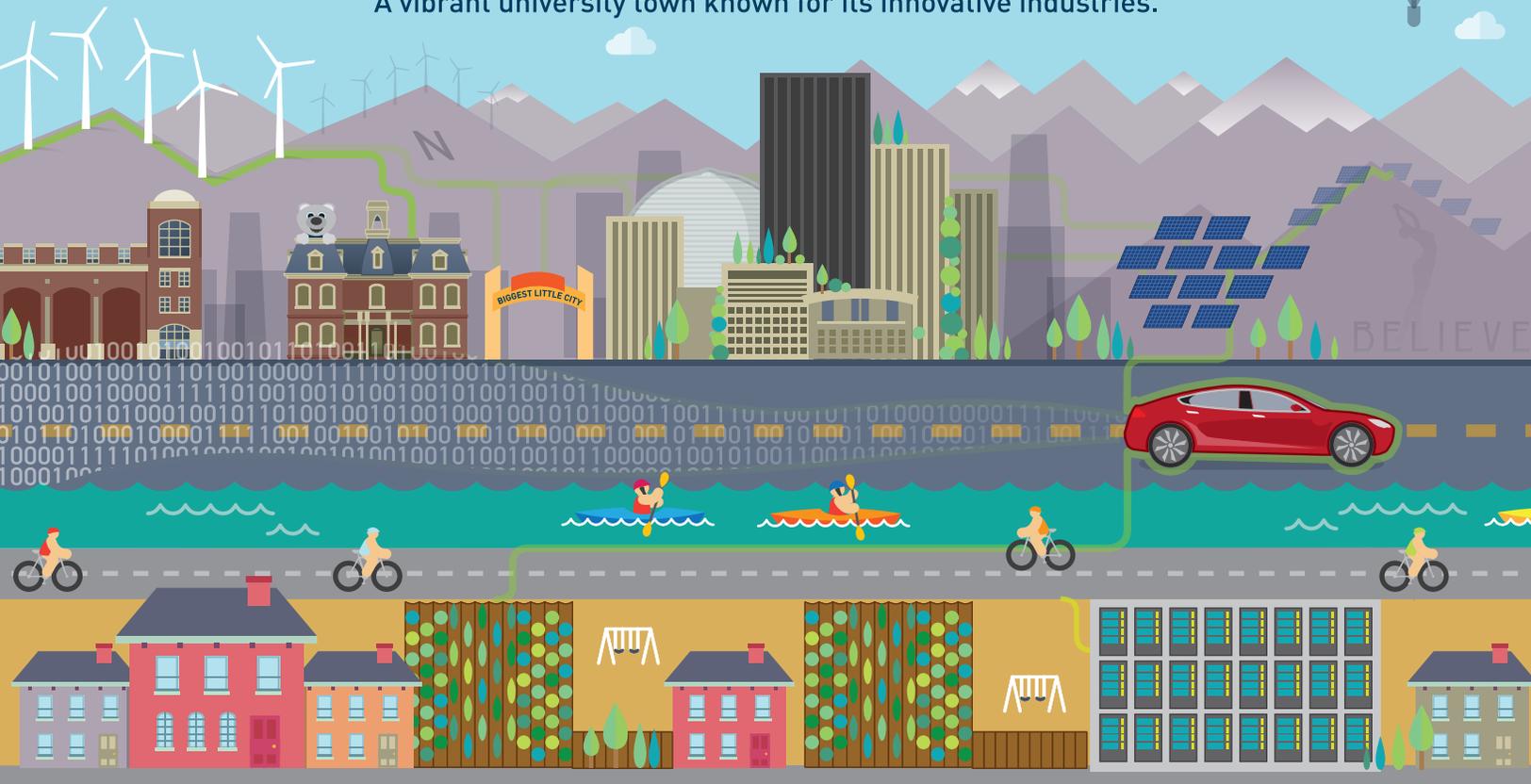


 **Photographer:**
Natalie Lumbo
[#RenoLens](https://twitter.com/RenoLens)

CITY OF RENO VISION 2020

Reno will "Get it Right" by leading northern Nevada through a once-in-a-generation cultural and economic shift with the vision of transforming the city into...

A vibrant university town known for its innovative industries.



CITY OF RENO OUR MISSION

The City of Reno is dedicated to creating a community that people are proud to call home

FY 16-18 STRATEGIC PRIORITIES & GOALS

SAFE & HEALTHY NEIGHBORHOODS

PEDESTRIAN SAFETY

Reduce the number of pedestrian fatalities and/or injuries

REGIONAL FIRE

Develop a regional fire and emergency services model

VIBRANT DOWNTOWN

REVITALIZATION

Enhance the infrastructure that will lead to more activity downtown

PLANNING FOR GROWTH

MASTER PLAN

Complete Phase I and Phase II of the Reno Master Plan update

EFFICIENT BUSINESS ENVIRONMENT

NEW BUSINESSES

Implement and support automated online business processes including permitting and licensing for highly used functions

FISCAL STABILITY & SUSTAINABLE SERVICES

FISCAL GUIDELINES

Adhere to fiscal principles to achieve financial stability and address outstanding fiscal and infrastructure liabilities

CORE SERVICES

Define the City's core services and re-focus the organization to core programs

STAFF SUPPORT

Increase employee development and training to maintain standards and balance staff resources to meet service demands

GUIDING PRINCIPLES

CORE
FOCUS

CLIMATE
RESILIENCY

COMMUNITY
ENGAGEMENT

COMMITTED
WORKFORCE

REGIONAL
COLLABORATION

APPRECIATE
DIVERSITY





FREQUENTLY CALLED NUMBERS

**General Information
(Reno Direct)**
(775) 334-4636 (INFO)

City of Reno Social Media
Reno.gov/Social

Email Alerts
Reno.gov/RenoConnect

City of Reno Online
Reno.gov
Aroundthearch.com (blog)

Abandoned Vehicles
(775) 334-4636

Neighborhood Services
(775) 334-4636

Affordable Housing
(775) 334-4228

Jobs
(775) 334-2285

Animal Services
(775) 353-8900

Park Reservations
(775) 334-3888

Animal Services Dispatch
(775) 322-3647

Parking Tickets
(775) 334-2279

Building Department
(775) 334-2063

Public Records
(775) 334-2030

Business Licensing
(775) 334-2090

RPD Non-Emergency Dispatch
(775) 334-2121

Code Enforcement
(775) 334-4636

Recreation Services
(775) 334-2262

Graffiti Abatement
(775) 334-4636

Special Events
(775) 326-6697

Historic Preservation
(775) 747-4478

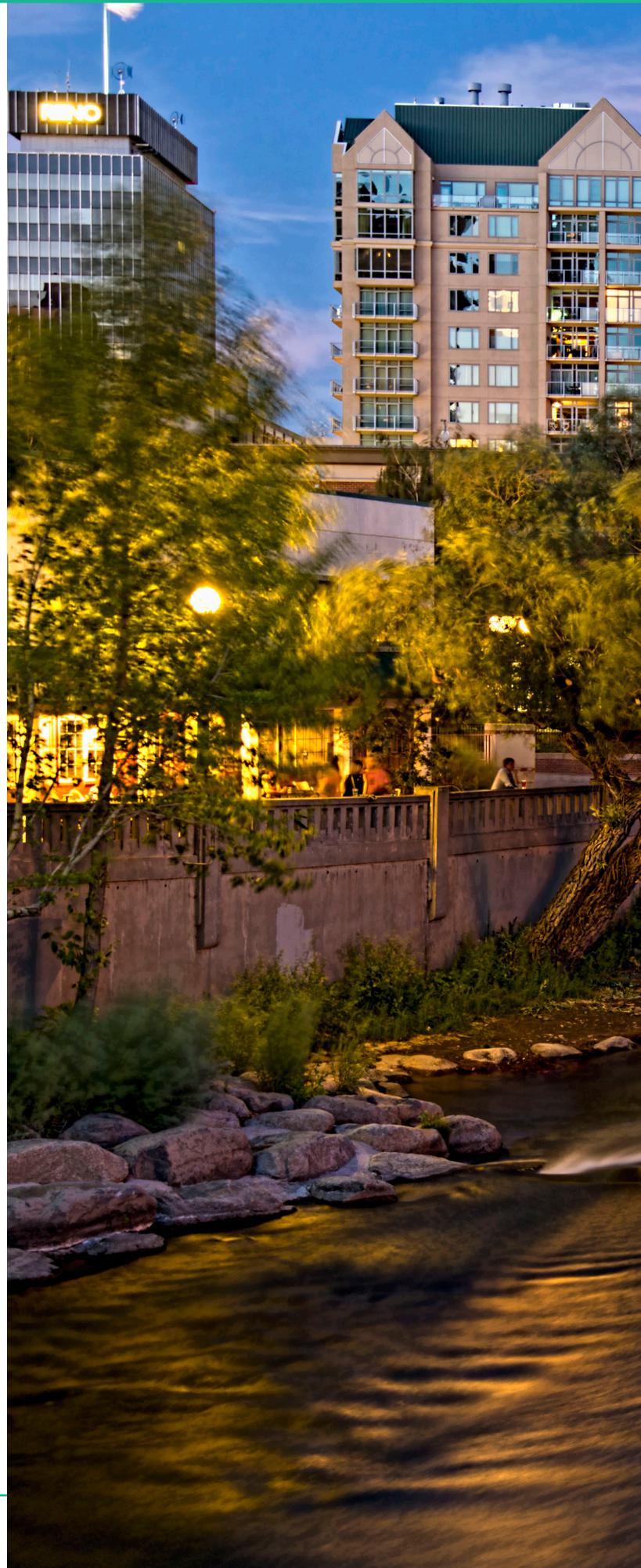
Street Light Maintenance
(775) 834-4444

Media Relations
(775) 354-8780

City Tree Maintenance
(775) 334-4636

Municipal Court
(775) 334-2290

Contacts





 **Photographer:**
Dianne Phelps
#RenoLens

