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I'm proud to be mayor of the City of Reno, a modern, progressive and dynamic city located in Northern Nevada.

Reno is nationally recognized as one of the best places to live and raise a family in the United States. And Reno was voted the Friendliest Town in Nevada Magazine's 2003 Best of Nevada Readers' Poll, earning that title for the seventh year in a row.

Our community is bounded on the west by the beautiful Sierra Nevada, and on the north, south and east by the high desert of the Great Basin. One of the region’s most precious resources, the Truckee River, flows through our downtown area, creating recreation and wildlife opportunities for residents and visitors alike.

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Redevelopment Area 2 (RDA 2) was implemented in Reno in September of 2006. Subsequent to the successes in RDA 1 (predominantly comprised of the downtown core), the Reno Redevelopment Agency is now able to branch out into a noncontiguous series of sub-areas that make up RDA 2.

Redevelopment utilizes property tax increments to encourage private investment in areas where it might not otherwise occur. If redevelopment were not necessary, the private sector would already demonstrate its interest and willingness to independently invest in property within the targeted locales; which is often the case in new areas of town experiencing consistent population growth. However, in older, dilapidated areas of an urban environment – properties that have experienced urban blight, often featuring dangerous or fully decrepit structures – redevelopment agencies endeavor to partner with the private sector to eliminate substandard conditions, restore properties in strategic locations to a higher and better use, and to serve as a catalyst for other private sector investments. Over time, such redevelopment efforts create momentum as development expands over a much larger area; true revitalization occurs, and communities are transformed.

RDA 2 is a larger, more diverse area than RDA 1, with increased opportunities to diversify the economy and eliminate blight. It is comprised of older industrial areas and neighborhoods that extend out around downtown where people already reside. “RDA 2 by nature is larger than RDA 1 and essentially surrounds it,” said Scott Edwards, Reno Redevelopment Agency, economic development manager. “In a lot of ways we’re looking to build upon the successes we’ve achieved, in a sense, rippling out from the central core areas of downtown.” Rippling is an apt description, as a portion of RDA 2 follows the Truckee River eastward. As a key tourist draw, the river continues to be crucial in Reno’s revitalization, bringing residents downtown and creating diverse entertainment opportunities, including the Whitewater Park and its proposed extension.

**Truckee River Improvements**

Efforts have begun to increase the size and scope of the Truckee River Whitewater Park. The city recently approved creation of an eco-channel and extension of the whitewater course from its current length of 2,600 feet, which ends near Wingfield Park, to the area between Center Street and the National Automobile Museum on Lake Street.

Eventually, residents and visitors alike may be able to kayak downstream even farther. Grand Sierra Resorts (the former...
Reno Hilton) is looking to construct a whitewater park amenity, with the idea of creating a river connection whereby kayakers could enter the Truckee River downtown and exit the river at Grand Sierra Resort. Kayakers would then be able to enjoy the resort’s planned indoor water park (designed to be the largest indoor water park in the country) with a further option for kayakers to take the shuttle back to where their excursion began in downtown Reno.

For those embracing the leisure and adventure opportunities of the river, the Riverwalk Plaza will undergo expansion as well, emphasizing easy access to the river. If land acquisitions transpire as planned, the city will be able to terrace down from street level to the river itself, allowing kayakers and inner-tubers increased access to the river.

Proposed by city engineers, an ecological channelization project will promote and enhance river flow and improve biological environments, while offering additional recreational opportunities to enthusiasts. The project involves widening the existing channel of the Truckee from 60 feet to 130 feet where it flows through downtown, allowing for deeper water flow during low-flow periods (such as the height of summer). The project aids the river itself, improving water flow and increasing oxygenation, while minimizing evaporative exposure to the sun. Aquatic wildlife would thrive in the enriched environment created by a deeper water course flowing through a smaller area. In the future, the completed channel enhancements may even entice the Lahontan cutthroat trout — endangered since 1971 — to migrate downstream or congregate in the downtown channel. Furthermore, area residents and visitors alike will enjoy the improvement to overall water quality that will result once the river reaches the water treatment plan.

As an added benefit, the eco-channel will provide an alternative waterway, linking steps in the whitewater course and enabling kayakers and children on inner-tubes or rafts to forego leaving the river. "It is my understanding the second phase of the Whitewater Park will be downstream of the Lake Street Bridge," said Mahmood Azad, Reno Public Works, senior civil engineer. "This eco-channel will provide a link if kayakers want to go downstream and don’t wish to pull out of the river and walk, they can float, instead."

In addition to its proximity to the river, RDA 2 corresponds with transportation corridors. Its northernmost reaches extend along the Fourth Street corridor to the east and parallel to I-80, merging with RDA 1 along its top borders. "We’re looking to create attractive connections between our major traffic spine running north/south between downtown and the southern areas of this valley (Virginia Street), as well as east/west along the Fourth Street Transit Oriented Development (TOD) Corridor," said Edwards.

The ReTRAC Corridor Study

Currently under development with the firm of Freedman Tung & Bottomley, the ReTRAC Corridor Study identifies three strengths to Reno’s downtown structure:

**RTC 4TH STREET STATION**, the new transit center in downtown Reno, will improve bus operations and prepare for future growth. It will also support and enhance the transit experience with joint development retail opportunities for passengers and passersby. Design for the new transit center is underway. Visit [rtcwashoe.com](http://rtcwashoe.com) for complete project details.
Cabela’s Inc., which bills itself as the World’s Foremost Outfitter of hunting, fishing and outdoor gear, is slated to open a new 150,000-square-foot sporting goods outdoor superstore on 38.5 acres the company purchased near the Nevada/California border in 2007. Incorporating aspects of the outdoor environment into its indoor facilities, Cabela’s stores include features such as mountains and waterfalls, large aquariums stocked with endemic fish, shooting galleries and archery ranges.

1) a well-defined core entertainment district; 2) an exceptional riverfront district that was not in existence 15 years ago; and 3) a distinct core office district.

The firm further identifies three categories of weakness: 1) the train itself traveling through downtown was a “repellent” to private investment, causing noise, safety issues and traffic delays (largely resolved with the completion of ReTRAC); 2) the Fourth Street corridor – referred to as the Lincoln Highway prior to the construction of I-80 – has a large amount of uncoordinated mixed-use or abandoned properties and low-cost motels; and 3) the riverfront potential through much of downtown is incompatible with adjacent industrial waste sites, especially east of the downtown core.

ReTRAC, completed on time and under budget, facilitates the procession of trains below grade through the downtown area. The ReTRAC Corridor Study is therefore able to move forward to tackle the remaining issues, creating areas conducive to private investment (such as the Fourth Street corridor), and using transit-oriented development to fill out and develop a pattern of streets and urban neighborhoods that utilize public transportation more efficiently. In so doing, Reno’s infrastructure will be better able to manage its traffic demands as residents begin populating the new urban core and working at businesses located downtown.

“Along the Fourth Street corridor, those projected residents and jobs aren’t there yet, but they will be, and this can help envision that housing along that corridor to take advantage of the presence of public transit and give rise to expanded service in the future,” said Gregory Tung, principal, Freedman Tung & Bottomley. “These ideas are a little early for Reno because most people still drive their cars, but we can look for alternatives … plus planning in advance to implement such ideas is a good thing.”

The firm’s recommendations further include transforming the edges of the ReTRAC trench into a greenway path uniting the riverfront east and west and the ends of the city, bringing synergy and the value of the river into downtown through a sense of connectivity.

RDA 2 continues to the east of ReTRAC as far as Galletti Way, (including the Reno Hilton property), west to Keystone, south of I-80, and to Ninth Street north of I-80. An additional subsection consists of much of California Avenue, several blocks of South Virginia Street, the Virginia Street/Plumb Lane area, and a peninsula-shaped section from East Moana following U.S. 395 down to Virginia Street. The last noncontiguous piece encompasses a portion of Boomtown where the new Cabela’s is planned.

The Blueprint

The plans enabling the accomplishments of RDA 1 were set forth in a 1992 document called The Blueprint, which was created in partnership with Freedman Tung & Bottomley, the engineering firm developing the ReTRAC Corridor Study. “Over time, the projects and successes we have realized include projects like the design and construction of the Whitewater Park, the creation of the Riverwalk, and the completion of the Century Theaters movie multiplex,” said Edwards. “The Parking Gallery is another example, as well as the Events Center. What you’ve seen over time is public investment at work not only in the river area – which has taken back the river and embraced it as an amenity – but also the strategic investment of public dollars in the downtown core to serve as a catalyst for private investment.”
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Entertainment and Retail Establishments

When restaurant owners locate their establishments downtown, it demonstrates confidence in the city and its economy. For people who utilize downtown for residential, employment and leisure purposes, restaurants are a necessary service and part of a vibrant urban lifestyle.

In the last few years, several new restaurants have opened in Reno’s entertainment core, and more are slated to launch this year. In the “coming soon” category, the upscale Divine Ultra-Lounge will be located at 95 North Sierra Street, near the Century Theaters.

Wild River Grille will soon open at the old EJ’s Jazz Café site, in the Riverside Artist Lofts building at 17 South Virginia Street, one of Reno’s first redevelopment projects. The restaurant will offer casual to upscale meal choices, from salads to pasta to sandwiches with a few distinctive items, according to owner Chuck Shapiro.

Shapiro and business partner Doug Holter were encouraged to start the restaurant because they witnessed the influx of people returning to the downtown core. “Our observations are that the area continues to be cleaned up, that more people will frequent the area. We’re hoping to help continue the trend.”

However, this trend had not yet been established when Paolo Gaspari opened his fourth restaurant, La Famiglia Ristorante Italiano, on the corner of First and West streets two years ago. Gaspari said, “This was a bad corner. Everything was broken-down, and a large number of homeless people were sleeping here. The mayor asked if I knew what I was doing. I said, ‘Don’t worry, I know what I’m doing,’ that’s why I’m here.”

Apparently Gaspari’s experience has placed him among a vanguard of entrepreneurs choosing to locate in Reno’s downtown corridor, because his restaurant is a success, and the area keeps improving. Consequently, Gaspari has never regretted his decision to invest his faith and his funding in the downtown area.

Debbie Branby has owned the Cheese Merchant’s Association, which represents local sources of construction materials.

With its commitment to the community and the environment, DP Partners/Dermody Properties has proudly launched its “4 Green” program and is playing a pioneering role in energy and environmental conservation in northern Nevada’s industrial development arena.

The “4 Green” program focuses on four basic principles: design green, build green, work green and save green.

- Design green refers to designing building projects that promote and utilize environmentally friendly materials and energy-efficient systems, and retrofits of existing buildings for updated energy efficiency.
- Build green refers to constructing facilities utilizing green design criteria and reducing construction waste by promoting recycling during the course of construction.
- Work green refers to the company’s clients’ increase in employee productivity due to worker-friendly environmental designs.
- Save green also refers to DP client savings in operational costs, through the use of such features as energy-efficient lighting and others chosen for the “4 Green” program.

“Our ‘4 Green’ program is based upon research on what makes sense for and best fits the needs of our clients,” said Aaron Paris, Executive Vice President and Chief Operating Officer of DP Partners, the largest industrial developer in northern Nevada. “We are committed to further utilizing and exploring energy-efficient tools and environmentally-friendly options for all of our facilities.”

DP Partners “4 Green” program uses specific criteria that are taken into account when considering qualified projects. Criteria includes: conscientious site design to reduce the impact on developable land, utilize land to preserve and enhance its natural features, design sites that support energy conservation and prevent adverse impacts to adjoining properties; water efficiency to utilize plumbing fixtures and design landscaping that conserves and reduces water usage; energy efficiency to use energy modeling simulations and identify cost-efficient ways to improve energy efficiency whenever possible; indoor environmental quality to promote employee well-being and increase productivity by creating a healthy office atmosphere through improvements to indoor air quality, natural lighting and temperature control systems; and materials and resources containing recycled content, mandating recycling of construction waste and reduce energy and transportation costs by using local sources of construction materials.

To learn more about DP Partners “4 Green” program, visit www.dermody-properties.com.
the interests of retail businesses located downtown. He said he is looking forward to the future and thinks the presence of restaurants currently in downtown can only serve to bring in more, and continue to strengthen the economic success of the city’s core.

**Workforce and Education**

A talented, trained workforce is integral to any healthy city’s economy. Cities where universities are located, endeavor to retain graduates and reposition them into the local workforce. Such graduates are a vital component of the local economy. A robust local economy, in turn, improves employment opportunities and increases the probability that university graduates will remain in the area.

Downtown revitalization has impacted the University of Nevada, Reno (UNR) for several years. The Sierra Spirit shuttle operated by the Regional Transportation Comm-

mission has coupled UNR with the downtown corridor, enabling visitors and residents to take advantage of local transit opportunities as they attend Wolf Pack sporting events, as well as additional UNR offerings, and return to the downtown area for dining and other entertainment.

In addition, UNR is tied to downtown redevelopment through the Nevada Small Business Development Center (NSBDC) located on campus. NSBDC provides a variety of services for small businesses and start-ups, including workshops and seminars. “Our business counselors work with companies throughout Reno, a fair number of which are located downtown,” said Dick Barholet, director of research development, Bureau of Business and Economic Research, NSBDC. Barholet is enthusiastic about the number of new businesses locating and relocating downtown. “We find this extremely encouraging,” he said.

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Urban In-Fill Projects

RDA 1 included incentives for urban living. Several condominium projects have subsequently either opened, are on the verge of opening, or are under construction.

The Waterfront

The Waterfront is slated to be an upscale 35-story residential tower on the banks of the Truckee River on the former Bundo site on Lake Street. Preliminary renderings included designs for a glass-and-steel tower. However, such elements were cost-prohibitive and led developers Pete Stremmel and Nello Confiantini III to consider a more traditional design—a mixed-use project with restaurants lining the riverfront on the ground floor, office space on the next level up and loft units above the offices. Behind that will rise the condominium tower.

High-rise condos not only attract baby boomers in the market for urban housing, but also empty nesters seeking a lifestyle that excludes yard care, and young professionals who desire homeownership. "Everyone feels the momentum," said Stremmel. "Reno can become a vibrant, dynamic, forward-looking city. It isn't today, but by the time the projects come up and by the time they happen, a lot of smaller streetscape stores and services will create the coattails upon which the urban rooftops will ride. You can't have a laundry or dry cleaner or beauty shop or corner bar—all the services and conveniences that make downtown living vibrant and dynamic—without having people there first. Previously, the high percentages of casino visitors and employees created a transient population throughout the downtown locale. In terms of the area delivering a stable consumer market, that's just starting to happen."

The Residences at Riverwalk

The Comstock Hotel at 200 W. Second St. has been renovated as the Residences at Riverwalk, a 125-unit condominium project owned by Riverwalk Development.

Why are people moving into an urban setting? "I think it's a mixture of things," said Chaim Freeman, partner at Riverwalk Development. "People like the activity of downtown, plus, we've had empty nesters and retirees tell us they prefer the simplicity of condominium style living—they like having fewer things to take care of than the demands typical of owning a house."

In addition, homeowners would not necessarily have access to an outdoor pool and spa, a fitness center or a business center, all located in the center of downtown Reno, where a wide range of events occur year-round.
The Montage

At completion, The Montage will offer 380 condominiums – from studios to duplex penthouses – in a 350,000-square-foot, 24-story tower with a garden and pool deck, activity and fitness centers and two-story penthouses. The building itself stood empty as the old Golden Phoenix Hotel Casino at the center of Reno’s entertainment district on the corner of Second and Sierra Streets downtown.

Fernando Leal, managing partner of L3 Development, first visited Reno two years ago and became interested in the city. “He saw the city’s great lifestyle and that the region was poised for exploding. And it just has everything: a major university; a great city council that’s very interested in promoting the whole downtown area; a mild climate; numerous recreational opportunities, such as those found at Lake Tahoe; and the community is close to other large cities of commerce,” said Carol Griseto, Leal’s marketing director.

Leal was convinced enough to move his family and a significant portion of L3 Development to Reno.

While The Montage is scheduled to be completed in 2008, Griseto said it often appears to observers as if nothing is happening. However, on any given day 75 to 100 construction professionals work inside on the interiors and tower structure. “We probably have six or seven floors already framed up, and they’re putting up drywall,” Griseto said. “There’s a lot going on.”

Strong interest in The Montage project continued through summer 2006, despite the residential real-estate market downturn. “We’ve had a great response from people in Reno who want to buy and people from Lake Tahoe who want a Reno home and a lot of people from outside Reno,” said Griseto. “I think everyone is observing all the activity going on and they’re doing their research and seeing Reno’s potential – it’s an up-and-coming city with a huge arts movement, the university and the supportive city government. That’s what I think is going on.”

Grant's Landing and Virginia Lake Crossing

Bill Miller, principal of Silver Star Communities, moved his company from San Diego to Reno in 1995, searching for an area with a less depressed real-estate market. “It was probably one of the best career decisions I ever made,” he said, adding that working with Reno’s city government has been a positive experience – he enjoys the contrast between policymakers in Northern Nevada and those in Southern California.

Silver Star Communities focuses on in-fill properties and is currently working on a variety of endeavors. Virginia Lake Crossing encompasses several different projects including 1) Glen Manor – 83 high-density, single-family detached homes very similar to Brighton Manor – located in Reno near Moana Lane, but with San Francisco-style architecture; 2) Camden Place, 137 townhomes with similar architecture to Glen Manor; and 3) Towne Center, a 113,000-square-foot retail, restaurant and office complex, which takes a progressive stance to change the current system, helping to ensure that all hospitals have the right to contract with available insurance providers, expanding patient and physician choice and stimulating healthy competition that improves quality, improves customer service, and potentially lowers cost.

Saint Mary’s has been a market leader in advocating for patient and physician choice. Just as you have the flexibility to choose your supermarket, gas station, or eating establishment of preference, it should be equally as easy to select a hospital provider that you and your physician agree is the best location to meet your healthcare needs.

As consumers in a free-market economy, we rarely give much thought to our freedom to choose the goods and services we use to make modern living such a pleasure. Yet, when it comes to having a choice among hospital providers, our options wane considerably.

It is ironic that the most important decisions we make in life – healthcare decisions – are influenced more by contract terms between healthcare providers and insurance companies rather than by personal choice. In Washoe County, exclusive contracts between hospitals and certain health insurance providers further limit patient choice, restricting patient access to one hospital facility specified by a patient’s insurance plan.

And patients aren’t the only individuals who are needlessly restricted by exclusive contracts. Community physicians, many of whom retain practice privileges at multiple area hospitals, lose the ability to determine the most appropriate location in which to admit their patients, instead admitting patients to the exclusively contracted hospital, which may not be the facility ranked highest in quality and may not be the physician’s first choice.

Healthcare leaders in Washoe County are taking a progressive stance to change the current system, helping to ensure that all hospitals have the right to contract with available insurance providers, expanding patient and physician choice and stimulating healthy competition that improves quality, improves customer service, and potentially lowers cost.

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The Community Resources Program, the lead agency in the Washoe County Home Consortium, is endeavoring to improve neighborhoods in Reno. “Through affordable housing, we typically create substantial re-investment in a neighborhood. Projects that allow people affordable housing, also allow them to participate more fully in the community, while at the same time providing housing for many of the service industry workers that our economy is built on,” said Jodi Royal-Goodwin, Community Resources Program manager.

As RDA 2 plans are implemented, additional improvements shall be realized as projects such as the Waterfront transform existing industrial environments to a landscaping featuring upscale urban-style living.

J.C. Penney Building

The building at 100 N. Sierra St. once housed J.C. Penney’s department store. Currently, Lena Black’s Antique Mall occupies the lower level, while the building’s new owners are seeking tenants to set up an entertainment business. They would like to lease the space to businesses such as ESPN Zone or Lucky Strike Bowling, according to Gina Albanese, senior associate, CBRE Richard Ellis. “They’re new to the market and have invested a lot of money in the Tahoe-Reno Industrial Park. They’re out of San Francisco and they purchased this building with a really great vision that goes hand-in-hand with downtown redevelopment. They plan to give the building a face lift and lease space to businesses that will cater to all the condominium owners and university students,” Albanese said.

City of Reno Community Resources Program

As with any city of its size, Reno has a population of people living in weekly and monthly motel rentals. As RDA 2 plans are implemented, the city will seek options for the homeless in downtown. Officials also plan to implement improvements to blighted neighborhoods, as well as aging commercial properties such as rundown motels and similar neglected facilities.
The Truckee River serves as a tourist attraction, a venue for outdoor entertainment and an ecologically sound water source. “I think Reno WOULD be a lovely place with the river going through,” said Pete Stremmel, one of the three partners behind Viro Development and the proposed Waterfront. “Most cities don’t even have a river. For years, everyone who built in downtown Reno was oriented with their back to the river to focus on the street. Now everyone is discovering the river again.”
Martha Shelley spent her early years in Reno, but relocated first to San Francisco, then to Portland, Ore., before returning to Reno. “Reno has made tremendous strides since I grew up and left 18 years ago,” she said. “Downtown was not a place where you spent much time if you lived in Reno, but I think the city has done a nice job of cleaning up the river. The Whitewater Park is certainly an attraction popular among families with kids and enthusiasts who enjoy water activities.”

Shelley accepted a position with Capstone Partners in 2002. The small entrepreneurial real estate enterprise is now working on Arterra, a 16-story glass-and-steel development designed to accentuate mountain views. It is planned for the corner of Sierra and Liberty in the heart of the downtown arts district and will offer modern units ranging from studios to lofts.

Shelley’s experience with the city has been positive, she said. “Any time a municipality grows as quickly as Reno, you’re going to run into some challenges with time delays. But if you think about it, it’s a good thing – I’d rather have delays and a busy growing environment than the other way around – no delays, and nothing going on.”

Residential opportunities also encourage people to experience the city’s core. Though Reno is still in an early stage of downtown urban residential development, current condominium projects are being well received. “From my experience, Reno had very limited residential opportunities before. All we had were Park Towers and Arlington Towers and maybe some small one-off for-rent opportunities in downtown. Now we literally have a handful of projects we can point out that people are buying into, the benefits of which will take some time to realize, but they’re certainly on the rise,” said Shelley, who attributes her decision to return to Reno to such opportunities.

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"Downtown will become the place for dining out or enjoying a night on the town."
Kelly Bland, with Alliance Commercial, a brokerage company that handles all facets of commercial property including industrial, office, retail and investment properties, manages 5.5 million square feet in downtown Reno. Bland said, “I wanted to participate in the rejuvenation of the city center and thought there was a need for additional restaurants based downtown.” Among Alliance’s projects is River’s Edge Retail, the free-standing building beside the Century Theaters that houses Cold Stone Creamery and Taco Del Mar, plus, opening in the spring, the Divine Ultra-Lounge, an upscale lounge with limited food service and a very distinct decor: “overstuffed chairs and really cool lighting,” according to Bland.

“With the residential projects going forward, that’s the third leg of the tripod supporting downtown redevelopment,” said Bland. “Previously we had office development downtown, which brought office workers to the area, and of course, the tourists were there, but what we’ve been missing is the residential component. Now we have several residential projects going forward, which will help shore up some of the population base that restaurants and retailers will require for consistent operations.”

Until there is a population to serve, service industries are not going to be established, and Bland is hoping to see more retail shops downtown. “I think for the people who want to live downtown, they want the full downtown experience, which includes restaurants, shopping and entertainment. And tourists want entertainment, restaurants and shopping, as well.”

Bland would like to see some more big-name retailers and restaurants locating downtown now that the existing restaurants are doing well and showing the viability of such endeavors in the area. “And hopefully we’ll be able to continue to use the sales volumes of existing businesses to attract bigger names to downtown. I think that will benefit everybody because when more restaurants are available, more people will go to that area to dine and then decide what they want to do from there,” he said.
The duo of Kalin & Jinger envisioned Magic Underground at the Pioneer Center for the Performing Arts as a change from the casino performances they had been producing in Reno for years.

"About a hundred years ago there were theaters of magic around the country," said Mark Kalin. "They were very popular. Magicians developed new shows, experimented with illusions. Then came movies and television, and consequently, theaters of magic became a thing of the past."

The family-friendly Magic Underground is a 200-seat atmospheric, intimate underground club where one can witness illusions, ghostly manifestations and various other magical performances as part of downtown Reno’s rapidly growing arts and entertainment core.

CITY 2000

Pete Stremmel is a long-time Reno resident. “It’s funny,” he said. “Growing up here – the stores downtown were fun, and if you didn’t know what to do, you’d go downtown and knock around. Then suddenly it transformed itself and became a place locals wouldn’t visit for love or money, except for the occasional event at Harrah’s. Everything moved to the suburbs and things started happening north, south and west of town, and if you went east, you were in Sparks. Residents were living perfectly normal lives without ever having to go downtown.”

However, downtown has worked to embrace the local community in terms of residents, as well as in concept. One of the first efforts to bring people back to downtown was Culture in the Year 2000 (CITY 2000), which premiered prior to 2000 and was later renamed Artown. The month-long festival continues to be a draw for tourists and locals alike.

“We’re seeing a real serious demand for people wanting to move downtown, and everything will contribute,” Stremmel said. “Downtown now has more restaurants, more amenities, more of the cultural and arts activities. There’s Artown, the museum, the Pioneer Theater and that sort of thing.”

Grand Sierra Resorts

The Reno Hilton is in the process of a remodeling effort to transform it from one of Reno’s off-strip casinos with a focus on gaming to a family-friendly resort destination offering climate-proof entertainment year-round in addition to gaming. The future for the once-Hilton – now Grand Sierra Resorts – is a water park of some 150,000 square feet in a 225,000-square-foot building.

The first phase of the project includes a master plan, according to Daryl Schliem, vice president of government relations for Grand Sierra Resorts. It is necessary to establish proper infrastructure prior to construction of the actual
water park, which will be the key to generating revenue as occupancy rates go from 1.8 persons to 4.2 persons per room. Grand Sierra Resorts is based in Minneapolis, Minn., where indoor water parks have been driving resort revenues for the last six to 10 years. In Reno, population and feasibility studies showed the city to be a viable location for a destination water park resort.

Concurrent to these studies, the Reno/Sparks Convention and Visitors Authority was promoting its America’s Adventure Place promotion. “It looked like perfect timing for us to come in because of the major events held in the area – the great golf within 35 to 40 miles and the same with skiing. We thought this one element would tie families into coming in,” said Schliem. “It works for skiers who want to ski during the day and have a different kind of nightlife, or for family members who don’t ski and want something to do. We call it a controlled vacation – you don’t have to depend on the weather. If it’s pouring rain or too cold or too hot, the water park is climate-controlled, and it’s set up to be family friendly – brothers, sisters, parents, grandparents, everyone can come play.”

The Hilton property’s inclusion in RDA 2 served as an additional incentive to the Grand Sierra during the analysis of potential locations as several factors were considered in negotiating with Reno officials. “We know we’re going to bring a valuable asset to the 144 acres here that can’t be accomplished without the cooperation of city agencies, the completion of certain zoning permits and the ability to negotiate with local elected officials,” said Schliem.

In addition to the water park, Grand Sierra Resorts will build residential condominium towers and two small riverfront cottage condominium projects facing the Truckee River, as well 500,000 square feet of retail shopping, designed to attract high-end anchors.

“We feel this is going to be a destination resort for Northern Nevada,” said
Schliem. “That’s been our goal and direction from our CEO. He wants people coming in from everywhere, to attract people who don’t have these amenities within a 250-mile radius, currently. We built the model of a family destination with a night club and gaming resort amenities, however, gaming will no longer be the No. 1 attraction, just one of the things people can do if they want to.”

Forward Momentum

“Over the last 10 years, we’ve witnessed a number of redevelopment successes utilizing public funds, which has created an encouraging environment conducive to private investment. What we’re looking to do now is go beyond The Blueprint with the strategic public investment and the completion of redevelopment priorities that will continue to move Reno’s downtown in the direction we’d like to see it go,” said Edwards. “It’s a very exciting time.”

To an extent, all of the Reno Redevelopment Agency’s endeavors to diversify downtown – including residential, office, retail and entertainment opportunities – should add to or improve property values, generate additional employment opportunities, and create further sales tax revenue, which flows back into the city to pay for services. Thus, when the city enters into partnerships with private developers, begins development, or creates private investment through its own efforts, additional construction dollars are spent locally, short-term employment is created through those construction projects, and long-term employment is continued through the projects themselves.

When completed, those same efforts lead to new entertainment core retail areas, providing long-term employment in retail operations or additional employment in restaurants. New services, amenities and employment downtown can bring in new commitments for office space, as professionals set up shop in the area. In this way, future efforts are enabled by previous efforts.

The city’s commitment to harnessing the momentum of past revitalization endeavors is evidenced through the approval of several new opportunities, including the following priority projects.

Community Assistance Center (CAC): The second phase of the homeless shelter will conclude with the addition of the Single Women’s Shelter, Triage Center and offices for the Crisis Intervention Team.
The Montage

The Montage, with 380 condominiums, is the largest vertical residence in downtown Reno. With over 50 different floor plans and five distinct residence types; Lofts, Tower Residences, Rowhouses, Terrace Townhomes and Penthouses, this project has something for every lifestyle and budget.

The design is modern and refined with wood flooring, unique sliding glass walls, granite countertops, stainless steel appliances and spacious, private outdoor space for all homes. Other amenities exclusive to homeowners at The Montage are underground self parking, a 24-hour doorman, individual storage spaces, a fitness center, dog run, and a ‘rooftop oasis’ featuring a year-round heated pool, spas, gardens and a clubhouse.

L3 Development, the developer of The Montage, is committed to making this project a world-class residence in Reno. The Montage will be a main component of the new face of downtown. It will have more than 20,000 square feet of retail space on the ground floor, making dining, entertainment and shopping convenient for its residents. It is part of the revitalization of downtown that will help Reno develop into an urban-style village surrounded by cafes, restaurants, retail and plazas.

Stop into The Montage Sales Gallery and discover the future of Reno. You will see first hand a scale model of this building and a large display wall highlighting the new downtown area. You’ll agree that this project is just another added benefit of our wonderful downtown Reno. Take a tour and experience the future of The Montage, at 155 West Second Street, or call them at (775) 329-2800.

Nevada Commission on Economic Development

The Nevada Commission on Economic Development (NCED) is the state agency designed to provide leadership to ensure a healthy state economy. Its strategic efforts are providing Nevada with a more diverse and resilient economic base. Economic development is multi-faceted. NCED helps the state’s economy to grow and prosper through innovative programs such as Procurement Outreach, Global Trade and Investment and promotion of products through Made in Nevada. NCED supports the business attraction and retention efforts of Nevada’s communities through incentives and training grants. In fiscal year 2006, NCED approved incentives for 50 new or expanding businesses. Collectively, these companies made a capital investment of $410,995,758 and will infuse an additional $81.5 million in new wages into the state’s economy annually. Celebrating 25 years, the Nevada Community Development Block Grant program has guided the investment of $54.7 million into rural Nevada building infrastructure thus paving the way for future economic development. The Nevada Economic Development Fund established in 2005, has awarded $3 million in grants for projects in rural communities leveraging the state’s investment by more than three-to-one. Also under the NCED umbrella of programs are the Nevada Film Office and Nevada’s Office of Protocol. The Nevada Film Office works to attract film and television production projects to the state — bringing more than $100 million of new revenue into the state’s economy each of the last five years.

Nevada’s Office of Protocol works to build the state’s global reputation by working with foreign countries to establish consular representation within the state. These consuls foster educational, cultural and commercial exchange between the country they represent and Nevada. The U.S. State Department has approved consular officers representing 20 countries to Nevada.

The Commission is chaired by the Lt. Governor of Nevada and is comprised of six private-sector business people whose understanding of the daily intricacies of running a business assists them in making the important decisions regarding incentives that they are required to make. For more information on NCED and its programs, call (775) 687-4325 or visit www.expand2Nevada.com.
Reno-Tahoe International Airport is the gateway to Americas Adventure Place dedicated to making that all important first and last impression on travelers flying to and from our region. In 2006, Reno-Tahoe International Airport was named the 5th most efficient airport in North America by the Air Transport Research Society.

In 2006, for the third consecutive year, the Reno-Tahoe International Airport experienced more than 5 million passengers, while setting a record for cargo growth. This March, new twice daily service began to San Diego. New non-stop flights also began recently to Chicago Midway, Los Angeles, and Bellingham, WA.

Reno-Tahoe International offers a higher level of air service than any community of similar size in the nation. RTIA currently offers 84 daily flights to 18 non-stop and 23 one-stop destinations. The community is served by 11 airlines with Southwest providing nearly 60 percent of the 10,505 departure seats that are available each day.

Reno-Tahoe International Airport strives to provide a high level of customer service for all passengers. Passenger Aides guide customers through the terminal answering passenger questions and providing direction. Free wireless access is available anywhere in the airport, allowing passengers to stay connected to family, friends, or business. And the new Credit Express parking feature gives customers the option of paying with a credit card to avoid the hassle of having to pull a ticket.

The airport and its concessionaires recently completed a number of remodeling projects: from family friendly restrooms, new food options such as Quiznos and Peets Coffee, to new carpeting, mountain murals, rock facades, and redesigned retail outlets that reflect the look and feel of the region.

Reno-Tahoe Airport Authority is the owner and operator of Reno-Tahoe International and Reno-Stead Airports with a combined operating revenue budget of $42 million, 260 employees and an annual economic impact of $3.2 billion.

In the interim, the city will continue raising funds to construct a Family Shelter/Resource Center. The CAC is currently comprised of St. Vincent's Dining Hall, Reno-Sparks Gospel Mission and Men's Drop-In Center.

10 North Virginia: A canopy will be constructed to shelter the ice skating rink in the winter and provide shade in the summer. In addition, an accelerated Request for Qualifications to select a new developer shall progress to add a retail building to the site.

Downtown Parking Structure: Plans are underway for a 600-space parking structure with a retail component.

Acquisition of Downtown Post Office: Acquisition of the Downtown Post Office building, erected in the 1930s and originally designed by Frederic Delongchamps, will enable the city to preserve the building and transform it into a modern gathering place with the potential for retail, restaurant or entertainment venues. An additional component to this project would include the Post Office Riverfront Plaza, yet another amenity to enhance the enjoyment of the river.

Plans for revitalization of the once-empty one-time City Hall offices at Liberty and Center, will culminate with the opening of the 55,000-square-foot Nevada Discovery Museum. Geared toward children and hands-on discovery, the facility will include 10 interactive galleries, including adventures such as Space Odyssey, Under the Stars and Comstock Lode Mining, according to Chris Riche, executive director.

More information is available at nvdm.org or by calling (775) 852-5276.
ART GALLERIES

Artsmart Fine Dealers
100 N Sierra St, Reno, NV (775) 826-1984
River Gallery
135 N Sierra St # A, Reno, NV (775) 329-3698
Village Creek Gallery
135 N Sierra St, Reno, NV (775) 787-3600
VSA Arts
Lake Mansion, corner of Arlington Avenue and Court Street (775) 826-6100
Sierra Arts Gallery at the Riverside Artist Lofts
Sierra Arts Center
17 S. Virginia Street, Reno, NV (775) 329-ARTS
Bantu Spirit
17 S. Virginia Street, Suite 140, Reno, NV (775) 337-1717
University of Nevada Galleries
• Sheppard Gallery
• McNamara Gallery
• Front Door Gallery
• Exit Gallery
(All located in the Church Fine Arts Bldg)
University of Nevada Reno Campus, Reno, NV (775) 784-6658

 galleries
516 S Virginia St, Reno, NV (775) 333-0900
 Nevada Museum Of Art
160 W. Liberty St, Reno, NV (775) 329-3333
Metro Art Gallery
Reno City Hall
1 E. 1st St., Reno, NV (775) 329-8513
Artists Co-Op Gallery Of Reno
627 Mill St, Reno, NV (775) 322-8896
LSN Studios
19 Winter St, Reno, NV (775) 747-7211
McKinley Arts & Culture Center
925 Riverside Drive, Reno, NV (775) 334-2417
Gene Speck’s Silver State
719 Plumas St, Reno, NV (775) 324-2323
Dianda Galleria
995 Forest St, Reno, NV (775) 853-9988
S-M Art Co
910 S Wells Ave, Reno, NV (775) 329-2203
Stremmel Gallery
1400 S Virginia St, Reno, NV (775) 786-0558
Acquavella Modern Art
1400 S Virginia St, Reno, NV (775) 323-1116
Eagle Valley Frames & Art
120 E Plumb Ln # F, Reno, NV (775) 827-6206

Valle Art Gallery
213 E Plumb Ln, Reno, NV (775) 323-1887
A Wildflower Village
4395 W 4th St, Reno, NV (775) 747-8848
Min’s Art Gallery
2500 E 2nd Street, Reno, NV (775) 789-2000
Addi Art Gallery
2500 E 2nd St, Reno, NV (775) 323-1920
Creative Frame Designs
3702 S Virginia St # G11, Reno, NV (775) 828-5211
Frame Shop At Lakeside
3432 Lakeside Dr, Reno, NV (775) 825-1993
Gallery DecorARTive
3358 Lakeside Ct, Reno, NV (775) 825-7033
Richardson Gallery Of Fine Art
3670 S Virginia St, Reno, NV (775) 828-0888
Gallery DecorArtive
3358 Lakeside Court, Reno, NV (775) 825-7033
Fallen Leaf Gallery & Framery
3675 Baker Ln, Reno, NV (775) 826-7477
Galleries Addi
3189 Mill St, Reno, NV (775) 337-0520
Artsy In Bronze Gallery
1196 Terminal Way, Reno, NV (775) 324-1515
Giclee Limited Editions
2890 Vassar St, Reno, NV (775) 826-0900
Augustine Arts
2000 Harvard Way, Reno, NV (775) 828-3525

Gallery Chateau Decor
3882 Mayberry Dr # B, Reno, NV (775) 787-3577
Art Dogs and Grace Foundation Gallery
218 Vassar Street, Reno NV 775.234.2787
Powers Frameworks
2287 Kietzke Ln , Reno , NV (775) 825-8060
Red Mountain Gallery and Sturm Gallery
Truckee Meadows Community College
7000 Dandini Blvd., Reno, NV (775) 674-7698
American Visions Art Gallery
5138 Meadowood Mall Cir , Reno , NV (775) 824-4996
Thomas Kinkade Gallery
5138 Meadowood Mall Cir , Reno , NV (775) 824-4996
Eagle Valley Frames & Art
5460 Meadowood Mall Cir # C, Reno, NV
Campbell Art Center
255 Crammer Lane, Reno, NV (775) 829-2787
Boyce Fine Art
4900 Charlotte Way , Reno , NV (775) 857-6136
Artist Co-op Gallery
627 Mill Street, Reno, NV (775) 322-8896
Hermitage Gallery
8155 S Virginia St # A100 , Reno , NV (775) 852-2215
Odeon Gallery
7689 S Virginia St , Reno , NV (775) 852-4408
Blue Corn Gallery
Interstate 80, Exit 2 Verdi, NV (775) 345-2206
Zimmerman Gallery
1681 Dutch Ravine Ct , Reno , NV (775) 327-4646

The above painting is from the River Gallery.
May
Reno River Festival
Truckee River Whitewater Park
May 10-13, 2007
www.renoriverfestival.com

June
15th annual Tour de Nez Class Criterium
Part of USA Cycling’s National Race Series
June 13-16, 2007
www.tourdenez.com
Reno Rodeo
Reno Livestock Events Center
June 15-23, 2007
www.renorodeo.com
Whitewater Race and Music Festival
Truckee River Whitewater Park
June 23, 2007
www.angelkissfoundation.org

Reno-Tahoe Odyssey Relay Run Adventure
From Reno to Tahoe and back again, until each runner has run three 36-mile legs of the 178-mile race.
June 29-30, 2007
www.renotahoeodyssey.com

July
Food for the Soul World Music Series
Wingfield Park
See Web site for dates
www.fbnn.org
The Great Eldorado BBQ, Breows and Blues Festival outside the Eldorado Hotel & Casino
July 7, 2007
www.eldoradoreno.com
Pops on the River – Reno Philharmonic
Wingfield Park
See Web site for date
www.renophil.com

August
Hot August Nights
Locations throughout Reno, Sparks and the area
August 3-12, 2007
www.hotaugustnights.net
Reno-Tahoe Blues Fest
San Rafael Park
August 18-19, 2007
www.renotahoebluesfest.com
Nevada State Fair
Reno Livestock Events Center
August 22-26, 2007
www.nevadastatefair.org

September
Great Reno Balloon Race
Rancho San Rafael and the skies above Reno
Dates TBA — see Website
www.renoballoon.com
44th National Champion Air Races
Stead Airport
September 12-16, 2007
www.airrace.org
Street Vibrations
Downtown Reno and Sparks
September 19-23, 2007
www.road-shows.com
26th Annual Great Eldorado Italian Festival
Outside the Eldorado Hotel & Casino
October 6-7, 2007
www.eldoradoreno.com

July 1-31 ARTOWN
Various locations in and around downtown Reno
www.artown.org

ARTOWN
In August, *Nevada Business Journal* will host the 2nd annual Healthcare Heroes events to honor 20 individuals who have made significant contributions to healthcare in our state. In conjunction with these events, the August issue of *Nevada Business Journal* will include a special supplement detailing the accomplishments of these Healthcare Heroes, who will be chosen by a blue-ribbon panel of experts in the healthcare field. All proceeds from the events will aid students pursuing careers in healthcare education.

Healthcare Heroes will be chosen in the following categories:

- Administrator
- Care Provider
- Community Partner
- Educator
- Entrepreneur
- Humanitarian
- Innovator
- Lifetime Achievement
- Non-Profit
- Technology/Research

*www.NVhealthcareheroes.com*
Parks and Recreation

- Four public swimming pools
- Terrace Sports Complex
- Rancho San Rafael Sports Complex
- Truckee River Whitewater Park
- Rose Garden at Idlewild Park
- Truckee River bike path
- 73 city parks
- 50 regional community and special use facilities
- Rink on the River
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- 40 golf courses
- Access to public lands

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**FAST FACTS**

**Location:** The city of Reno comprises 69.1 square miles of Washoe County, bounded on the west by the towering Sierra Nevada Mountains and on the north and east by the more modest mountains of the high desert Great Basin.

**Elevation:** 4,411 feet above sea level

**Population:** 203,000 in Reno proper; 390,000 in Washoe County

**Climate:** 7.5 inches of precipitation per year, most in the form of snow. Winter lows reach down to the 20s, summer highs in the 90s. Reno boasts more than 300 sunny days a year and four distinct seasons.

**Taxes:** Nevada encourages business and has no:
- State corporate income tax
- Personal income tax
- Unitary tax
- Franchise tax
- Inventory tax
- Inheritance tax
- Estate and/or gift tax
- Capital gains tax

**Top 10 Washoe County Employers**
1. Washoe County School District (8,000+ employees)
2. University of Nevada, Reno (4,000+ employees)
3. Washoe County (2,500+ employees)
4. Washoe Medical Center (2,500+ employees)
5. International Game Technology (2,500+ employees)
6. Silver Legacy Resort Casino (2,000+ employees)
7. Eldorado Hotel Casino (1,500+ employees)
8. Peppermill Hotel Casino-Reno (1,500+ employees)
9. Saint Mary’s Regional Medical Center (1,500+ employees)
10. Integrity Staffing Solutions (1,000+ employees)

**Mileage from Reno to Other Destinations:**

- Lake Tahoe 57
- Sacramento 132
- San Francisco 230
- Las Vegas 450
- Los Angeles 470
- Salt Lake City 530
- Portland 580
- San Diego 600
- Seattle 730
- Phoenix 730
- Denver 1,030
- Chicago 1,950
- New York 2,710

**Transportation**

- Two major highway corridors: Interstate 80 and U.S. Highway 395
- Reno/Sparks Foreign Trade Zone
- Rail service: Union Pacific, Burlington Northern Santa Fe and Amtrak
- Bus service: Greyhound regional service, Citifare public transit service
- Reno-Tahoe International Airport with 5 million passengers and 110.8 million pounds of air cargo a year
BECOME ENLIGHTENED
SEE HOW OUR ECO DIFFERENCE MAKE SENSE... AND CENTS.

Our newest building at Sage Point Business Park in North Valley area of Reno, is not only eco-friendly, but also economics-friendly. Featuring the T-5 ENVIO Lighting system, 10855 Lear Boulevard is an enlightened way to provide savings to our clients as well as natural lighting that is environmentally friendly.

10855 Lear Blvd:
- 230,550 SF distribution facility, divisible to 45,000 SF
- Ready for occupancy March 2007
- Foreign Trade Zone designation

Sage Point Business Park:
- 120-acre business park, located within one mile of the Reno-Stead Airport, three miles from Hwy. 395 and six miles north of the I-80/395 interchange
- 20% of the region’s population living in the immediate area, providing a substantial labor pool
- Prestigious park residents include UPS, Volvo, Overhead Door, Sherwin-Williams, Carlisle FSP

For information contact Mike McCabe, (775) 858-8080 at ext. 141, Kirk Olsen at ext. 135 or Greg Shutt at ext. 143

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• One of the Top 10 best places to live - Cities Ranked and Rated

• One of the top three booming towns. “Geography and jobs make these markets hot – and they’re getting hotter.” - Fortune magazine

• One of the top cities to which businesses are migrating for quality of life and business-friendly atmosphere. - Time magazine

• One of the best states for business - Chief Executive magazine’s poll of 458 executive officers across the country

• No. 4 in the top 50 small metro areas to start and grow small businesses - Inc. magazine

• One of the top cities for doing business - Forbes magazine

• No. 2 “Friendliest Policy Environments for Entrepreneurs - Small Business & Entrepreneurship Council’s “Small Business Survival Index”

• The No. 1 outdoor recreation area in the United States - Rand McNally

• Second best adventure town in the nation - Men’s Journal

• The best small city in America for small business - Dun and Bradstreet and Entrepreneur magazine

• One of America’s hottest cities to find jobs - Time magazine

• The No. 1 literacy city - National Endowment for the Arts

• Among the top 150 Cities to Combine Fulfilling Job and Quality of Life - “Life 2.0” by Forbes

• Among the top Cities for Quality of Life and Business-Friendly Atmosphere - Time magazine

• “The Paris of Northern Nevada.” - VIA magazine

• The friendliest city in Nevada - Nevada magazine

Useful Web Sites

City of Reno
www.cityofreno.com

Washoe County
www.co.washoe.nv.us

State of Nevada
www.nv.gov

Economic Development Authority of Western Nevada
www.edawn.org

Nevada Commission on Economic Development
www.expand2nevada.com

Reno-Sparks Chamber of Commerce
www.renosparkschamber.org

Hispanic Chamber of Commerce of Northern Nevada
www.hcnn.org

Nevada Commission on Tourism
www.travelnevada.com

Reno-Sparks Convention and Visitors Authority
www.visitrenotahoe.com

University of Nevada, Reno
www.unr.edu

Truckee Meadows Community College
www.tmcc.edu

Desert Research Institute
www.dri.edu

Nevada Department of Taxation
www.tax.state.nv.us

River Walk Merchants Association
www.renoriver.org

Nevada Museum of Art
www.nevadaart.org

Sierra Arts
www.sierra-arts.org
Your Economic Engine Awaits

With enough power to transport over 110 million pounds of cargo and 5 million passengers per year, Reno-Tahoe International Airport continues to provide unparalleled economic lift for you, your business and our region.

Today, there are more than 160 daily arrivals and departures to and from Reno-Tahoe on nine airlines, keeping all kinds of destinations open for doing business. Hassle-free parking, up-lifting concessions like Peet’s Coffee & Tea and complimentary Wi-Fi internet services keep you and your business running smoothly while you’re away from home and out of the office.

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reno-tahoeairport.com