



ReStore FAQ

The ReStore Facade and Tenant Improvement Program, funded through the Reno Redevelopment Agency (RDA), is designed to stimulate economic development and revitalize downtown and surrounding districts within designated Redevelopment Areas 1 and 2 ([Area Map](#)). This matching reimbursement program supports eligible property owners and tenants in improving and activating vacant or underutilized commercial storefronts, restoring historically significant facades, and launching or expanding public-facing businesses that contribute to a diverse and thriving downtown and neighboring districts.

To encourage investment and improvements to vacant and underutilized storefronts, the Reno Redevelopment Agency will reimburse applicants for 50% of the eligible costs up to a maximum award of \$50,000 for exterior façade improvements, and up to \$50,000 for interior tenant improvement projects. Matching funds for façade and tenant improvements can be combined up to a total of no more than \$99,999 in reimbursement per storefront. Projects that are on the National Register of Historic Places or the Nevada State Register of Historic Places are eligible for a \$25,000 bonus.

Applications must be submitted through the online application portal via Submittable:

[Submit your application](#)

Program Information

What is the ReStore Facade & Tenant Improvement Program?

Imagine walking through downtown Reno and seeing vibrant storefronts, creative signage, inviting lighting, fresh landscaping, and bustling small businesses filling formerly vacant spaces. The ReStore Program was created to help make that vision a reality—one storefront, one improvement, one business at a time.

Funded by the Reno Redevelopment Agency, ReStore provides matching reimbursement dollars to small business owners and commercial property owners to help improve the exterior and interior of buildings located in key redevelopment areas. Whether it's a new sign, updated lighting, restored windows, a fresh coat of paint, or a full build-out of a vacant space, ReStore can help make it happen.

Why is the Redevelopment Agency offering this program?

Downtown and our urban core areas are at a turning point. Small changes can create big momentum. When businesses and property owners reinvest in their buildings—even small upgrades like signs or lights—it helps restore community pride, attract more customers, reduce vacancy, and spark new investment in the block. The ReStore Program is one of the ways the Redevelopment Agency is partnering with businesses to build a better, more vibrant downtown - restoring our city one space at a time.

Who can apply?

This program is designed for:

- Small businesses or entrepreneurs opening or improving a storefront
- Commercial property owners looking to renovate or activate a space
- Existing business tenants looking to reinvigorate their storefront and space.

The projects must be located within Redevelopment Area 1 or 2 in Reno. If you're unsure, here's an [Area Map](#).

What types of improvements are eligible?

We fund both small and large projects—with an emphasis on improvements that activate the street and enhance the customer experience. Some common examples:

- Signage, exterior lighting, landscaping
- Facade refresh, painting, windows, doors, awnings
- Interior improvements needed to open a business (HVAC, accessibility, restrooms, etc.)

Small, high-impact projects are especially encouraged. In fact, applying for a modest award—say, to add a new sign or lighting—can increase your chances of approval as funding is limited.

How much can I get?

Awardees can receive up to \$99,000 in reimbursement, and possibly more if there is a historic rehabilitation component. Restore will reimburse up to \$50,000 for façade and another \$50k for interior improvements. All projects require at least a 50% match by the applicant. This is a reimbursement program, so applicants will be reimbursed after the project is completed and verified.

How does the application process work?

1. [Check eligibility and review the program guidelines](#)
2. Submit a simple application with the project concept, estimates, budget, and images

3. We'll review applications based on readiness, location, quality, and overall impact
4. If selected, you'll sign an agreement, complete the work, and receive your reimbursement

Where does this money come from?

The ReStore Program is funded by property tax increment revenue generated within Reno's Redevelopment Areas. When property values rise within these areas, the increase in property tax revenue (the "increment") is reinvested back into the same area to support revitalization efforts, like this program.

This is not a citywide tax or a general fund expense. These are dedicated funds that stay within the redevelopment district and are reinvested into projects that reduce vacancy, eliminate blight, and stimulate economic growth.

Where do I learn more or apply?

[Visit the ReStore Landing Page](#)

[Submit your application](#)

[Email the Redevelopment Agency](#)

Frequently Asked Questions:

I am a tenant. Do I need the property owner's approval to apply for the program?

Yes, if you are a tenant applying for the program, you will need to provide a letter signed by both the applicant and property owner. The property owner's consent is necessary to ensure that both parties are aligned on the improvements being made to the property and the distribution of reimbursement funds.

I am a property owner. Do I need to work with my tenant?

Yes, property owners are required to collaborate with their tenants and obtain their consent for the proposed improvements. This program encourages cooperation between property owners and tenants to enhance the storefronts and overall commercial spaces. Mutual agreement is an essential part of the application process.

I only want to replace my signage or install new lighting. Can I still apply?

Yes. While all eligible projects are evaluated on their merits, smaller award requests may increase your chances of being selected - especially when funding is limited. We welcome small-scale, high-impact improvements like signage, lighting, landscaping, and exterior paint. These types of projects are often more feasible, quicker to implement, and can significantly enhance the look and feel of a business. Small, tactical upgrades that improve the pedestrian experience are highly encouraged.

How much reporting am I required to do?

The reporting requirements for the program are designed to be straightforward. While specific details will be outlined in the award agreement, participants are generally expected to provide project updates, documentation of expenses, and completion reports. The Reno Redevelopment Agency aims to streamline the reporting process to minimize the administrative burden.

Do I get to choose my design consultant and the contractor for construction?

Yes, you have the flexibility to choose your design consultant and contractor for the project. It's important to work with professionals who are experienced and capable of delivering the desired improvements. The design and contractor selection should align with the project's goals and meet all necessary permitting and code requirements.

Are the improvements required to meet prevailing wage requirements?

No, the improvements under this program are not required to meet prevailing wage requirements unless the reimbursement award exceeds \$100,000. However, participants are encouraged to adhere to fair labor practices and work with reputable contractors.

How long will funds be available?

Funds for the ReStore Facade and Tenant Improvement Program will be awarded on a first-come, first-served basis, subject to availability and funding allocated to the program. It's recommended to submit your application promptly to secure your place in the program.

I have multiple storefronts. How many projects can I apply for?

Property owners with multiple storefronts are eligible to apply as a separate project for each storefront. Each project will be evaluated independently, and approval will be based on the merits of each application. However, a single building, parcel, or owner with multiple storefronts may not exceed \$200,000 in cumulative awards across all projects

Will there be a legal agreement with the application?

Yes, if your project is selected for funding, an award agreement will be established between the Reno Redevelopment Agency and the award recipient. This agreement will outline the terms, conditions, and responsibilities related to the funding, project implementation, reporting, and maintenance of improvements.

Appendix

Map of Redevelopment Areas

