



C I T Y O F
RENO
Memorandum

DATE: April 1, 2025
TO: Mayor and Council
THROUGH: Jackie Bryant, City Manager
FROM: Nathan Ullyot, Director Parks and Recreation
DEPT: Parks and Recreation
SUBJECT: Fund Development Updates

A handwritten signature in black ink, appearing to read "Jackie Bryant".

Council approved the Parks and Recreation Fund Development Manager position as part of the Fiscal Year 25 budget. After a recruitment process, Landon Miller was hired to fill this spot effective September 2024. The Fund Development Manager is already playing a critical role in securing new revenue streams for Reno’s Parks and Recreation services, at a time when creative funding solutions are needed more than ever. Historically, Parks and Recreation has missed out on numerous funding opportunities simply because there was no dedicated staff to pursue them. Now, with a focused approach on grants, sponsorships, and community partnerships, the Fund Development Manager is exploring new possibilities for park and facility improvements, in addition to enhanced programming for all residents.

Grant Successes and Ongoing Efforts:

The Fund Development Manager is turning missed opportunities into tangible improvements. Since October 2024, over \$1 million in grant funding has been pursued to directly benefit Reno’s parks and public spaces.

Accepted:

- Truckee River Fund Grant: A successful \$50,000 award to support the River Ranger Program, enhancing watershed protection and public engagement.
- Nevada Division of Outdoor Recreation: \$6,702 awarded for outdoor recreation equipment, expanding access to nature-based programming for local youth through our River Rangers.

Pending:

- Carson Truckee Watershed District: We submitted two grant applications totaling \$70,000 for riverbank restoration and tree branch removal equipment along the Truckee River. Official notification is expected in April.
- Land and Water Conservation Fund: In October 2024 we applied for two LWCF grants: \$197,000 to resurface the Crooked Mile walking pathway and replace its wooden deck; and a \$119,000 grant to fund signage at the Rosewood Nature Study Area in partnership with the Truckee Meadows Parks Foundation. Nevada Division of State Parks selected our projects for award, and all required federal clearances for both projects have been completed. The National Park Service is in the process of completing final reviews to move the projects towards award, however, due to uncertainties in the federal grant space, we do not have a definitive timeframe on when that may occur.

Future:

- Applications are in review for \$10,000 in American Association of Retired Persons (AARP) funding to support scholarships and a separate \$8,000 AARP grant for adaptive cycling. Notification is expected in May.
- A \$318,000 application was submitted for Virginia Lake irrigation improvements through the Nevada Division of Forestry. However, as mentioned, award dates are not defined due to uncertainties at the federal level.

Sponsorship and Community Engagement:

Beyond grants, the Fund Development Manager is developing a comprehensive sponsorship initiative, providing businesses and community members with meaningful opportunities to invest in parks and recreation. The Fund Development Manager is making it easy for businesses and individuals to contribute in ways that align with their values and community impact goals. Until now, there were no formal policies guiding sponsorships and donations. That is changing.

A structured sponsorship inventory is being finalized, offering opportunities such as:

- Facility Sponsorships: Naming rights and branding opportunities for spaces at Evelyn Mount Northeast Community Center, Plumas Gym, Moana Springs Community Aquatics and Fitness Center, Neil Road Recreation Center, and Reno Sports Complex.
- Donor Wall: We hope to install a new donor wall at Moana Springs by late Spring 2025. We are finalizing a design now.
- Program Sponsorships: Sponsorships for adult athletic leagues, flower baskets and beds, Rolling Recreation, Junior Rangers, Corporate Challenge, swim lessons, and other community/ fitness initiatives.
- Grassroots Partnerships: Engaging residents who are eager to improve their neighborhood parks including Sierra Vista Park, Crissie Caughlin Park, and Idlewild Park.

The Fund Development Manager has also coordinated with the Departments of Policy and Strategy, Finance, Development Services, and the City Attorney's Office to develop policies and legal framework encompassing grants, donations, and sponsorships.

To strengthen our partnership with the northern Nevada business community, we have also launched RecConnect Corporate Memberships that offer 20% discounts to any employer of more

than 5 people. This effort allows members to have discounted access to any City of Reno Parks and Rec facility including gyms, pools, and workout centers. The Fund Development Manager has so far secured two RecConnect Corporate partners including Ferrari Lund and the Washoe County School District.

Looking Ahead:

Efforts are underway to streamline donation management through digital tools, develop standardized sponsorship agreements, and introduce the mentioned policies that create a sustainable, long-term approach to funding. This work ensures that future opportunities don't slip through the cracks. There is undeniable momentum behind these initiatives. The community is ready to get involved, and with a strategic approach, our Fund Development efforts are positioned to harness that enthusiasm.