



Memorandum

DATE: August 22, 2025

TO: Chair and Redevelopment Agency Board Members

THROUGH: Jackie Bryant, Executive Director
Ashley Turney, Assistant City Manager

FROM: Bryan McArdle, Revitalization Manager

DEPT: Redevelopment Agency

SUBJECT: Redevelopment Agency 2025 ReStore Program

A handwritten signature in black ink, appearing to read "Bryan McArdle", is positioned to the right of the "THROUGH" field.

The Reno Redevelopment Agency recently announced the ReStore Façade and Tenant Improvement Program. The ReStore Program is designed to stimulate economic development and revitalize downtown and surrounding districts within designated Redevelopment Areas 1 and 2. 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. The program is funded with \$500,000 from Redevelopment Area 1 and \$500,000 from Redevelopment Area 2, for a total allocation of \$1,000,000.

The program offers:

- 50% matching reimbursement for eligible improvements
- Up to \$50,000 for exterior façade upgrades
- Up to \$50,000 for interior tenant improvements

- Maximum combined award of \$99,999 per storefront
- Additional \$25,000 bonus for properties listed on the National or Nevada State Register of Historic Places

To qualify, properties must be located within Redevelopment Area 1 or 2. Applicants may be property owners or tenants with owner's consent. Eligible uses include retail, food and beverage establishments, personal services, fitness and wellness facilities, and creative or experiential spaces.

Key requirements include:

- Permits must be obtained within 90 days of agreement execution
- Work must be completed within 180 days of permit approval
- All improvements must comply with applicable codes and permitting requirements

Applications are currently open and being accepted on a rolling basis through the Submittable platform, with awards granted on a first-come, first-served basis while funding remains available. Applications will be reviewed and scored based on a combination of need, impact, readiness, and alignment with program goals. Applicants are encouraged to schedule application meetings with RDA staff and take advantage of free advisory services through the Nevada Small Business Development Center to assist with business planning and project readiness.

Attachment 1: ReStore Copy of Application Form

Attachment 2: ReStore 2025 - FAQ

[Back to Edit](#)

ReStore Facade and Tenant Improvement Program Application 2025-2026

Name of Project: (required)

Limit: 300 characters

Submit a name that best describes your project. Example: the property address, business name, building name, or unique identifier.

Applicant Name: (required)

First Name (required)

Last Name (required)

Business Name (dba - doing business as):

Entity Legal Name:

Address of Property Being Improved: (required)

Country (required)

Address (required)

Address Line 2 (optional)

City (required)

State, Province, or
Region (required)

Zip or Postal Code (required)

Is This Property Located in Redevelopment Area 1 or Area 2?

(required)

- RDA 1 - Property is located within Redevelopment Area 1
- RDA 2 - Property is location within Redevelopment Area 2

TO BE ELIGIBLE, PROPERTIES AND PROJECTS MUST BE LOCATED WITHIN A DESIGNATED REDEVELOPMENT AREA. Funding for the ReStore program is supported through the Reno Redevelopment Agency. Therefore the properties and projects must be located within a designated redevelopment area.

Redevelopment Area Map.

(<https://experience.arcgis.com/experience/535261a078284a959656cad17d9b2727>)

Assessor's Parcel Number (APN):

Mailing Address: (required)

Country (required)

Address (required)

Address Line 2 (optional)

City (required)

State, Province, or
Region (required)

Zip or Postal Code (required)

**Is This Business a Certified Woman, Minority, Disadvantaged or
Veteran Owned Business Enterprise?**

Yes

No

Additional information on business certifications can be found at
https://business.nv.gov/Resource_Center/Business_Certifications/
(https://business.nv.gov/Resource_Center/Business_Certifications/)

Contact Email: (required)

Contact Phone Number: (required)



Which Grant Program are you applying for?: (required)

- Facade Improvement Program (FIP)
- Tenant Improvement Program (TIP)

Applicants can apply for both the Facade and Tenant Improvement Program but must submit project costs and details for each project separately, either by submitting separate applications or by itemizing costs under each program. If the City of Reno or the Reno Redevelopment Agency provides \$100,000 or more in matching funds to a single storefront, the grant award must be approved by the Redevelopment Agency Board and be subject to prevailing wage laws.

Are you the Property Owner or Tenant? (required)

- Property Owner
- Tenant

Lease Information:

Price per square ft (monthly): (required)

\$ USD

Lease Expiration Date (required)



What type of lease is it?

- Gross Lease: Landlord pays most or all of the operating expenses.
- Net Lease: Tenant pays a portion or all of the landlord's operating expenses.
- Triple Net Lease (NNN): Tenant pays base rent plus all property taxes, insurance, and maintenance.

Is there a rent escalation? How much and how often?

This outlines how the rent may increase over the lease term, which could be a fixed percentage increase, or tied to an index like the Consumer Price Index (CPI) annually or upon extension or renewal.

What is the Rent Allowance?

Rent allowances can take various forms, including free or reduced rent during improvement buildout.

What is the Tenant Improvement (TI) Allowance?

A tenant improvement allowance, also known as a TI allowance, is an amount of money provided by a landlord to a tenant to pay for the cost of improvements to a commercial property. The landlord typically provides the tenant with a lump sum payment or a line of credit to cover the costs of the improvements, or reduced rents.

Project Information:

What is the linear footage of the facade? (required)

The length of the property that faces the public realm.

What is the current square footage of the leasable area of the site?

(required)

Please describe the current condition of the property: (required)

Please describe and list the proposed improvements and use of funds: (required)

Limit: 350 words

Please describe the exterior and interior improvements separately.

Please describe the type of business activity and future use of the site once improvements are complete: (required)

Total Project Costs? (required)

\$ USD

All costs associated with the entire project, above and beyond what is being requested or matched by the Redevelopment Agency.

Cost of Eligible Improvements Under This Request? (required)

\$ USD

The sum of the itemized improvement costs to be matched by the Redevelopment Agency.

Matching Funds Requested? (required)

\$ USD

This should be 50% of the eligible improvements, not to exceed \$50,000 for exterior facade costs, and \$50,000 for interior tenant improvement costs.

Attach current photos of the site: (required)

Select up to 20 files to attach. No files have been attached yet. You may add 20 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Attach design and renderings of complete improvements: (required)

Select up to 20 files to attach. No files have been attached yet. You may add 20 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .jpg, .jpeg, .png, .svg

These should be completed by a licensed architect, engineer, or design professional.

Attach project bids and cost estimates: (required)

Choose File

Select up to 20 files to attach. No files have been attached yet. You may add 20 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .jpg, .jpeg, .png

Estimates for each category over \$5,000.00. Hard materials costs do not need multiple bids but must be itemized.

Provide a detailed and itemized budget: (required)

Choose File

Select up to 10 files to attach. No files have been attached yet. You may add 10 more files.

Acceptable file types: .csv, .doc, .docx, .pdf, .jpg, .jpeg, .png

Categorize by Hard and Soft Costs. i.e Flooring, Plumbing, Electrical, Signage, Design, and Engineering.

Attach a letter signed by both property owner and/or tenant describing and acknowledging the proposed improvements.

(required)

Choose File

Select up to 5 files to attach. No files have been attached yet. You may add 5 more files.

Acceptable file types: .doc, .docx, .pdf, .txt, .jpg, .jpeg, .png

Property owners (including legal entities) and tenants (if applicable) must confirm their understanding, consent, and agreement regarding the proposed improvements, project costs, grant funds distribution, and maintenance commitments.

Optional: Letters of support from neighboring businesses, property owners, and district leadership.

Choose File

Select up to 10 files to attach. No files have been attached yet. You may add 10 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Optional: Attached a Business Plan, Operating Plan, or Presentation Deck related to the project or business.

Choose File

Select up to 5 files to attach. No files have been attached yet. You may add 5 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff, .ppt, .pptx, .xls, .xlsx

Have you applied for a building permit? (required)

- Yes
- No

When do you expect to start the improvements?



When do you expect to complete the project?

Declaration: I hereby declare that the information provided in this application is true and accurate to the best of my knowledge. I understand that the approval of this application is

subject to the evaluation and selection process of the Reno Redevelopment Agency ReStore Facade and Tenant Improvement Program.

(required)

Save Draft

Submit Form

Drafts may be visible to the administrators of this program.



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:

<https://cityofrenoartscultureandevents.submittable.com/submit>

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
<https://cityofrenoartsandcultureevents.submittable.com/submit>
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: <https://www.reno.gov/government/departments/economic-development-redevelopment-agency/restore-reno-facade-and-tenant-improvement-program>

Questions? Contact:

Bryan McArdle, Revitalization Manager
City of Reno Redevelopment Agency
mcardleb@reno.gov | 775-447-3206

Frequently Asked Questions:

1. I'm a new or emerging business. Where can I go for help preparing my application or business plan?

The Nevada Small Business Development Center (NevadaSBDC.org) provides free one-on-one business advising and planning support. New entrepreneurs and established businesses are strongly encouraged to connect with Nevada SBDC advisors who can assist with business plan development, financial readiness, market analysis, and overall project preparation. Interested applicants can request support directly using this referral link:

<https://nsbdc.ecenterdirect.com/signup?centerid=0&reffrom=CR>

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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 improvement.

