2018 MEMBERSHIP PACKET

The Reno Riverwalk District
P.O. Box 1606
Reno, NV 89505

Phone (775) 825-WALK
info@renoriver.org
#RenoRiverWalkDistrict

renoriver.org
Dear Business Owner:

You are invited to join the Riverwalk Merchants Association (RWMA). This organization is dedicated to the future growth and success of small businesses within the Downtown Reno Riverwalk area. It is more important today than ever before for small businesses to support each other and maintain a progressive and productive approach benefitting downtown Reno and beyond. Membership offers the platform to create strong relationships with like-minded business owners, embracing our unique area while marketing and building your small business.

The RWMA is comprised of over 60 local for profit and non-profit businesses including cafés, restaurants, world-renowned museums, theaters, boutiques, hotels, stadiums, beauty salons, bars, churches and shops. This variety helps in making downtown Reno a great place to do business, enjoy life and culinary affluence, raise a family, entertain, and appreciate the arts and culture of Nevada. RWMA sponsors a variety of monthly events and provides donations to local charities and non-profit organizations focused on art, theater, health, animals, and families. The RWMA continually works with the City of Reno to improve downtown parking, landscaping, crime reduction, special events, and other related projects. RWMA is affiliated with the Regional Alliance for Downtown (RAD), West Street Market, The Chamber of Commerce, Startup Row, EDAWN, NCET, and other organizations working to make small business profitable and pleasurable.

RWMA appreciates having every small business in the area participate with us through special event committees, monthly programs, and marketing. RWMA’s goal is to make our businesses, our organization and our town succeed and continue to be an energetic and lively place to live. RWMA encourages all members to buy from other RWMA businesses as well as refer additional customers to our network.

Joining RWMA doesn’t cost a lot of money. It’s an investment providing you an active voice among the many other small business owners making continued positive change within the downtown district. Membership includes your company name and information in various marketing and advertising pieces as well as optional participation in upcoming special events such as the Wine Walk and the Dine the District Food Tour. Membership includes heavy social media outreach and postings, event calendar inclusions, mentions in the monthly e-newsletter, and a full listing page on the RWMA website that includes interactive maps and galleries. As a member, your company is also included in the 60,000 informative brochures that are distributed throughout northern Nevada annually.

Thank you for considering membership with the RWMA. Your dues are an investment toward the future success of your business ensuring you are at the decision-making table with the latest happenings in and around our business area.

Sincerely,
Members of Reno Riverwalk Merchants Association
Merchant Membership Application

Mission Statement

To increase year-round traffic and business for Riverwalk Merchants while creating and nurturing a vibrant and safe downtown district. To celebrate and support Reno's diversity in the arts, its cultural and historic heritage and contribute to the growth, education and diversity of vital downtown shopping and entertainment for locals and visitors.

Date of Application: __________________________________________________________
Name of Business/Activity: __________________________________________________
Name of Owner/Contact: _____________________________________________________
Business Address: ____________________________________________________________
Business Phone: __________________ Fax: __________________
Business Web Site: __________________________________________________________
Email Address: ______________________________________________________________
Describe Your Business/Activity: ______________________________________________

Please attach two business-related letters of reference. Please have them each include:

1. Their name;
2. Their Company, position and contact phone number;
3. Their relationship to you and length of time known;
4. A brief description of your business character;
5. Their signature.

Please review the Riverwalk District boundaries to verify if you can qualify for Membership (see map). Please include a check for $200.00 annual dues for general membership, $50.00 annual dues for non-profits (501(c)3).

Note: This application is not to be viewed as acceptance. Riverwalk Merchants Association members will review all applications for final approval.

A member of the Membership Committee or the Executive Administrative Assistant will notify you of vote results via email or phone call within two (2) business days of the RWMA decision. Thank you for your interest!

The Riverwalk Merchants Association

Signature: _________________________________________________________________
Membership has its benefits...

2018 MEMBERSHIP

RWMA Membership is open to businesses that are located within the boundaries of the Riverwalk District in downtown Reno, Nevada.

All Riverwalk Merchant Association members benefit from collective marketing efforts, plus:

Listing in the The Riverwalk District walking map with a brief description of your business, of which 60,000 are produced annually and distributed throughout northern Nevada.

A full page listing on our official website, www.renoriver.org complete with interactive maps and galleries. The website also includes complimentary link from The Riverwalk District website to your business website.

The ability to submit event information, retail sales and table booking for inclusion in the Riverwalk District website and monthly e-mail newsletter events section.

The opportunity to participate in all Riverwalk District promotions, including the original Wine Walk and Dine the District Food Tour.

Social media exposure through daily online messages regarding your offers and promotions.

Discount advertising and marketing opportunities.

Participation in RWMA committees, meetings, and special event planning.

A complimentary SHOP, EAT, DRINK, ENJOY, LIVE or SERVICE decal for your company.

Discounts, offers, and promotions from neighboring businesses.

The opportunity to participate in membership meetings, networking events, and other functions.
Social Reach

Social Media Overview
E-mail Marketing Database // 7,000+ Contacts
Riverwalk District Page (Facebook) // 4,014 Followers
Wine Walk Page (Facebook) // 8,208 Fans
Twitter // 3,024 Followers
Instagram // 504 Followers
Yelp // 4 Stars
Trip Advisor // 4 Stars
Yahoo Travel // 4 Stars

Website Analytics
81,857 Session Per Year
68,327 Annual Users
235,153 Page Views
Average length of visit 1:56 minutes
Average of 2.87 pages per visit
88% New Visits
Average of 187 Visits per day

Awards
“Voted Promotional Group of the Year
by the American Advertising Federation”
“Voted One of the 10 Best Riverwalks in America by Travel & Leisure”
“Voted #2 Best Attraction in Reno by U.S. News”
“Voted One of the 10 Best Attractions by Travel Host Magazine”
“Voted Best Place for a First Date by Reno News & Review”
“Voted Best Place to enjoy with the Family by Reno News & Review”
“Voted Best Non-Casino Thing to do Downtown by Reno News & Review” (2017)
“Voted Best place to people watch by Reno News & Review” (2017)

As seen on...
Discovery Channel
Food Network
History Channel

The stats...
60 +
Participating Businesses
7,000 +
E-mails
15,500 +
Combined Followers
3,024
Followers
168,100 +
Web page views per year

As seen in...
Alaskan Airlines
In-flight Magazine
Delta Airlines
In-flight Magazine
Edible Reno-Tahoe Magazine
Images of America Reno’s Riverwalk District Book
Mountain Living Magazine
Nevada Magazine
New York Magazine
New York Travel
Northern Nevada Business Weekly
Reno Gazette Journal
Reno Magazine
Reno News & Review
Reno Sparks Convention Authority Getaway Planner
Reno Tahoe Getaway Magazine
Reno Tahoe Tonight Magazine
Reno Tahoe Visitor Guide
Roadrunner Magazine
Southwest Airlines
In-flight Magazine
Sunset Magazine
Travel & Leisure
Travel Host Magazine
U.S. News & World Report
VIA AAA Magazine
Virgin Australia’s in-flight Magazine Voyeur
Every third Saturday of the month from 2 p.m. to 5 p.m., the Riverwalk Merchants host the popular Wine Walk along the Truckee River and neighboring streets.

Go to the participating merchant of your choice and for a $20 wine-tasting ticket fee and valid photo ID, you’ll receive a wine glass and a map that allows you to sample wine at any participating merchant.

Each month a portion of the Wine Walk proceeds benefit a local charity and as an exclusive RWMA member you also qualify to receive a rebate every month for participating.

2018 Wine Walk Dates

January 20, 2018
February 17, 2018
March 17, 2018
April 21, 2018
May 19, 2018
June 16, 2018
July 21, 2018
August 18, 2018
September 15, 2018
October 20, 2018
November 17, 2018
December 15, 2018

The stats...

1,200 Participants each month

$125,000 + Donated in five years to local non-profits

Since 2011 The Wine Walk has been voted as the area’s best monthly event by Reno News & Review

Rebate Participating businesses receive a rebate for participating

Recognized in numerous publications
The perfect way to experience all the delicious dining downtown Reno has to offer.

DINE THE DISTRICT FOOD TOUR

Foodies flock the area to enjoy the unique options in dining and entertainment for the “Dine the District” self-guided food tour presented by the Riverwalk District. With a variety restaurants and businesses participating in the event, “Dine the District” offers attendees the chance to enjoy culinary cuisine from around the world.

Proceeds from this event support the continued development of the Riverwalk District and help establish a safer, cleaner, and more vibrant downtown area.

With events like “Dine the District” the Riverwalk District is quickly growing to be the culinary epicenter of the city leading us closer to achieving the association’s vision to create quarterly food tours, progressive food tours, and a Riverwalk cookbook.

Tickets for “Dine the District” are $20 in advance, $25 on the day of the event, and free for children 10 years of age and under. Participants will receive a food tour map as formal admission to sample food at any participating merchant. Sales are limited to 700. As an RWMA exclusive member you also qualify to receive a rebate for participating.

2018 Food Tour Dates

April 28, 2018
October 6, 2018
1 p.m. to 4 p.m.
$20 pre-sale
$25 day of event
Tickets are limited
www.renoriver.org

The stats...

Participants per event

Rebate
Participating businesses receive a rebate for participating
MEMBER DIRECTORY

Visit our website for more information

5 Star Saloon
132 West St.
(775) 329-2878

Antiques & Treasures
151 N. Sierra St.
(775) 327-413

Antonio’s Mexican Grill
95 N. Sierra St., Ste. 103
(775) 870-9353

Art Indeed!
142 Bell St.
(775) 846-8367

Art Spot Reno
(775) 250-1278

Arts for All Nevada
250 Court St.
(775) 826-6100

Blind Dog Tavern
100 N Arlington Ave
Ste. 102

Brüka Theatre
99 N. Virginia St.
(775) 323-3221

Bumblebee Blooms
135 N. Sierra St.,
Ste. A2 (775) 348-2799

Bundox Bocce
1 Lake St.
(775) 321-5866

CAMPO
50 N. Sierra St.,
Ste. 104 (775) 737-9555

Ceol Irish Pub
538 S. Virginia St.
(775) 329-5558

Champions of Honors
Academy of Literature
195 N. Arlington Ave.
(775) 737-4087

Courtyard Marriott Reno
1 Ballpark Ln.
(775) 324-0400

Crafted Palette
130 West St.
(775) 409-4781

National Automobile Museum
10 S. Lake St.
(775) 333-9300

Nebraska Home Connection / Realtor Jake Kellames
527 Lander St. #102
(775) 409-3378

Nevada Museum of Art
160 W. Liberty St.
(775) 329-3333

Noble Pie Parlor
239 W. Second St.
(775) 622-9222

Old Granite Street Eatery
243 S. Sierra St.
(775) 622-3222

Ole’ Bridge Pub
50 N. Sierra St., Ste. 105
(775) 322-8877

Our Bar
211 W. First St., Ste. 102
(775) 329-2684

Outsiders Hair Studio
11 N. Sierra St.
(775) 336-3560

Perk Up Coffee
310 S. Virginia St.
(775) 322-8877

Plaza Resort Club
121 West St.
(775) 786-2200

Pizanos Pizza
95 N. Sierra St.
(775) 329-3700

Pizza Reno
26 W. Second St.
(775) 322-2002

Thai Corner Café
100 W. Second St.
(775) 327-4333

The Brewer’s Cabinet
475 S. Arlington Ave.
(775) 786-2659

The Colonial Garden Court Apt-Homes
232 West St.
(775) 786-5038

The Drive In
205 S. Sierra St., Ste. 104 (775) 870-1667

The Hub
727 Riverside Dr.
(775) 453-1911

The Jungle
246 W. First St.
(775) 329-4484

The Library
134 West 2nd. St.
(775) 683-3308

The Rack
111 N. Virginia St.
(775) 329-2909

The Stick
118 West St.
(775) 323-3044

Trinity Episcopal Church
200 Island Ave.
(775) 329-4279

West Street Wine Bar
148 West St., Ste. A1
(775) 336-3560

Wild Garlic Pizza & Pub
170 S. Virginia St.,
Ste. 103
(775) 284-8900

Wild River Grille
17 S. Virginia St.,
Ste. 180
(775) 284-7455
2018 RWMA EXECUTIVE MEMBERS
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