

SHOP. EAT. DRINK. ENJOY. LIVE. SERVICE.



THE RIVER WALK[®] DISTRICT

PIONEER YOUR OWN TRAIL

MEMBERSHIP PACKET

The Reno Riverwalk District

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info@renoriver.org

[#RenoRiverWalkDistrict](https://twitter.com/RenoRiverWalkDistrict)



renoriverwalk.org





Join Downtown Reno's Riverwalk Association



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 Downtown Reno Partnership (BID), West Street Market, 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 monthly Wine Walk and the Annual 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 65,000 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 pg. 5). Please include a check for \$200.00 annual dues for general membership, \$50.00 annual dues for non-profits (501(c)6).

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: _____

DINE THE DISTRICT APPLICATION

2022 MERCHANT SIGN UP FORM:

As a participant you are allowed a rebate for food costs.

Date of Application: _____

Name of Business/Activity: _____

Name of Owner/Contact: _____

Business Address: _____

Business Phone: _____ Fax: _____

Business Web Site: _____

Email Address: _____

Current member: YES _____ NO _____

Menu Item First Choice: _____ Second Choice: _____

Please note if your location will have:

_____ Vegetation Items

_____ Music or Entertainment

_____ Drink Specials

_____ Art

I, _____ will agree to follow all the rules, regulations and guidelines of the Riverwalk Merchants Association and the Dine the District Food Tour event. I will adhere to all the rules, laws & regulations of the City of Reno, and Washoe County Health. I understand that if I do not meet the requirements and rules I risk the ability to receive a rebate or participate in future Riverwalk events.

_____ Yes, I agree to be ready to supply 8 00 attendees individual samples.

_____ Yes, I agree to offer water, napkins and a trash can to guests.

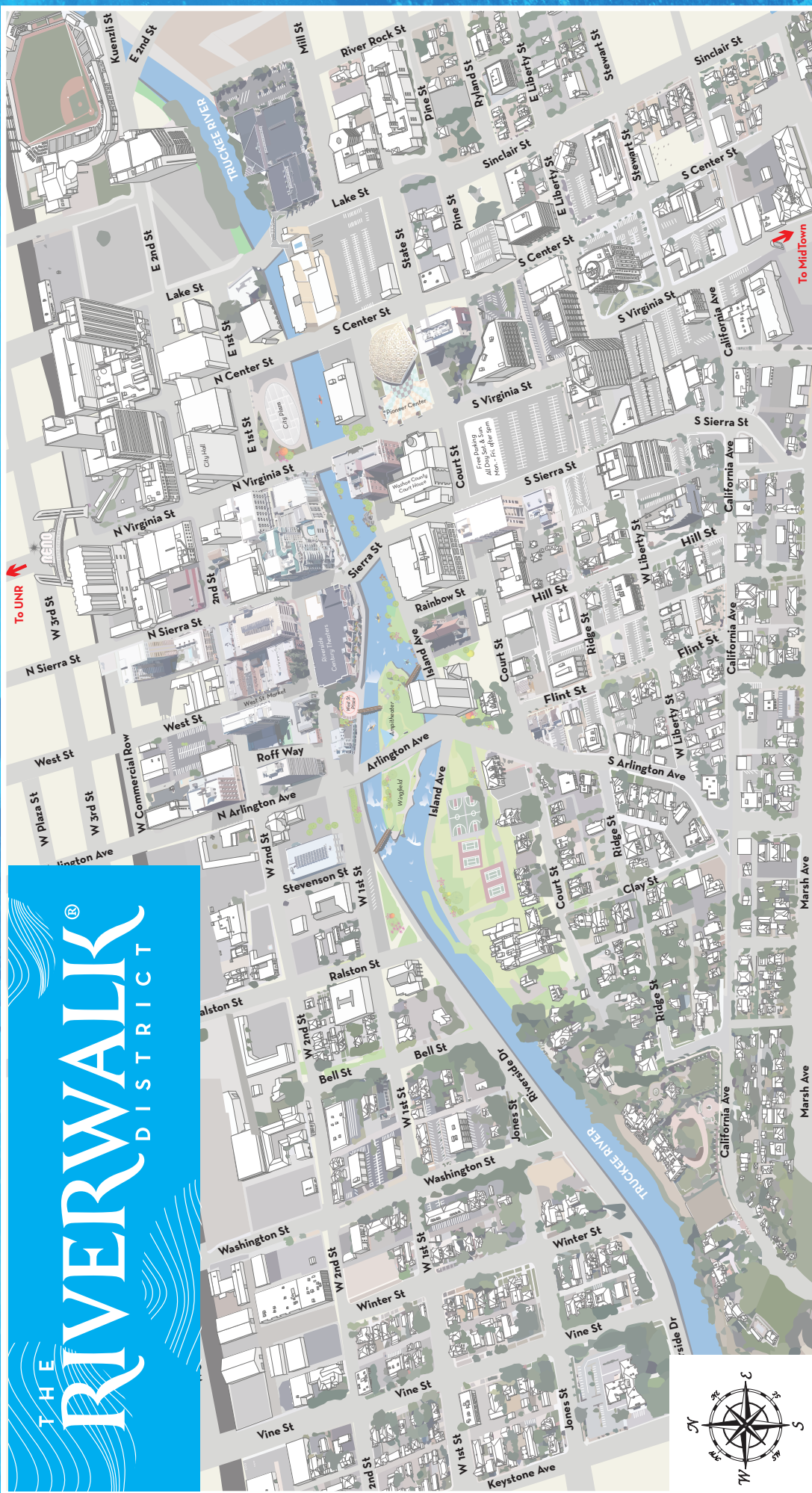
_____ Yes, I agree to have 1-2 individuals man my booth for the duration fo the tour.

_____ Yes, I agree to be ready for guests by 12:45 the day of the event.

Signature: _____

Date: _____

THE RIVERWALK[®] DISTRICT





“Membership has its benefits...”

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 65,000 are produced annually and distributed throughout northern Nevada.

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

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 // 8,000+ Contacts
 Riverwalk District Page (Facebook) // 5,299 Followers
 Wine Walk Page (Facebook) // 8,818 Followers
 Twitter // 3,000 Followers
 Instagram // 2,937 Followers
 Yelp // 4.5 Stars
 Trip Advisor // 4 Stars
 Facebook // 4.7 Stars

Website Analytics

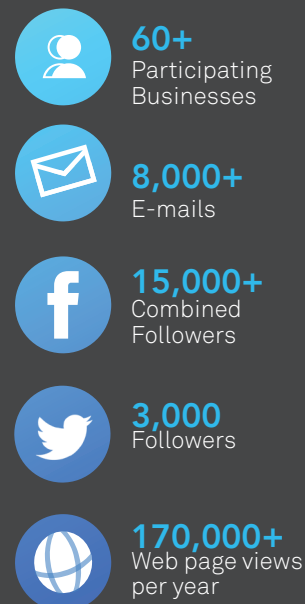
81,857 Session Per Year
 68,327 Annual Users
 235,153 Page Views
 Average length of visit 1:58 minutes
 Average of 2.87 pages per visit
 88% New Visits
 Average of 187 Visits per day

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 Monthly Event – The Wine Walk by Reno News & Review"
 "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"
 "Voted Best place to people watch by Reno News & Review"



The Stats



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 News & Review
 Reno Sparks Convention
 Authority Getaway Planner
 Reno Tahoe Getaway 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

As seen on...

Discovery Channel
 Food Network
 History Channel

Reno's Biggest Little Wine Walk...

3RD SATURDAY OF EVERY MONTH

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 \$30 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 the associations beautification program and collective marketing efforts and as an exclusive RWMA member you also qualify to receive a rebate every month for participating.




Recognized
in numerous
publications

2022 Wine Walk Dates

January 15, 2022
February 19, 2022
March 19, 2022
April 16, 2022
May 21, 2022
June 18, 2022
July 16, 2022
August 20, 2022
September 17, 2022
October 15, 2022
November 19, 2022
December 17, 2022
January 21, 2023

The Stats

-  **800-1,500**
Participants each month
-  **\$525,000+**
Donated in five years to local non-profits
-  **Since 2011**
The Wine Walk has been voted as the area's best monthly event
-  **Rebate**
Participating businesses receive a rebate for participating



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 \$30 in advance, \$35 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.

Dine The
District
food tour

2022 Food Tour Dates

May 7th, 2022

1 p.m. to 4 p.m.

\$30 pre-sale

\$35 day of event

Tickets are limited

The Stats



700

Participants
per event



Rebate

Participating
businesses
receive a rebate
for participating

2020 RWMA EXECUTIVE MEMBERS

Board of Directors & Committee Chairpersons

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kaya@kayastanley.org

PAST-PRESIDENT

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