MEMBERSHIP PACKET

The Reno Riverwalk District
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#RenoRiverWalkDistrict

renoriverwalk.org
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
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: __________________________________________
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:
   ______ Vegetarian 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 800 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 of the tour.
_____Yes, I agree to be ready for guests by 12:45 the day of the event.

Signature: ______________________________________________________________________
Date: ______________________________
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 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”

As seen in...
Alaskan Airlines
Delta Airlines
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
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
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.

**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.
2020 RWMA EXECUTIVE MEMBERS

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