

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

THE RIVER[®] WALK DISTRICT

PIONEER YOUR OWN TRAIL

MEMBERSHIP PACKET

The Reno Riverwalk District

P.O. Box 1606
Reno, NV 89505

info@renoriver.org
#RenoRiverWalkDistrict

→ renoriverwalk.org



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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 50 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, EDAWN, The Reno Sparks Chamber of Commerce, 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. 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 20,000 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 review the Riverwalk District boundaries to verify if you can qualify for Membership (see map pg. 4). Please include a check for \$250.00 annual dues for general membership, \$150.00 annual dues for non-profits (501(c)6).

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

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

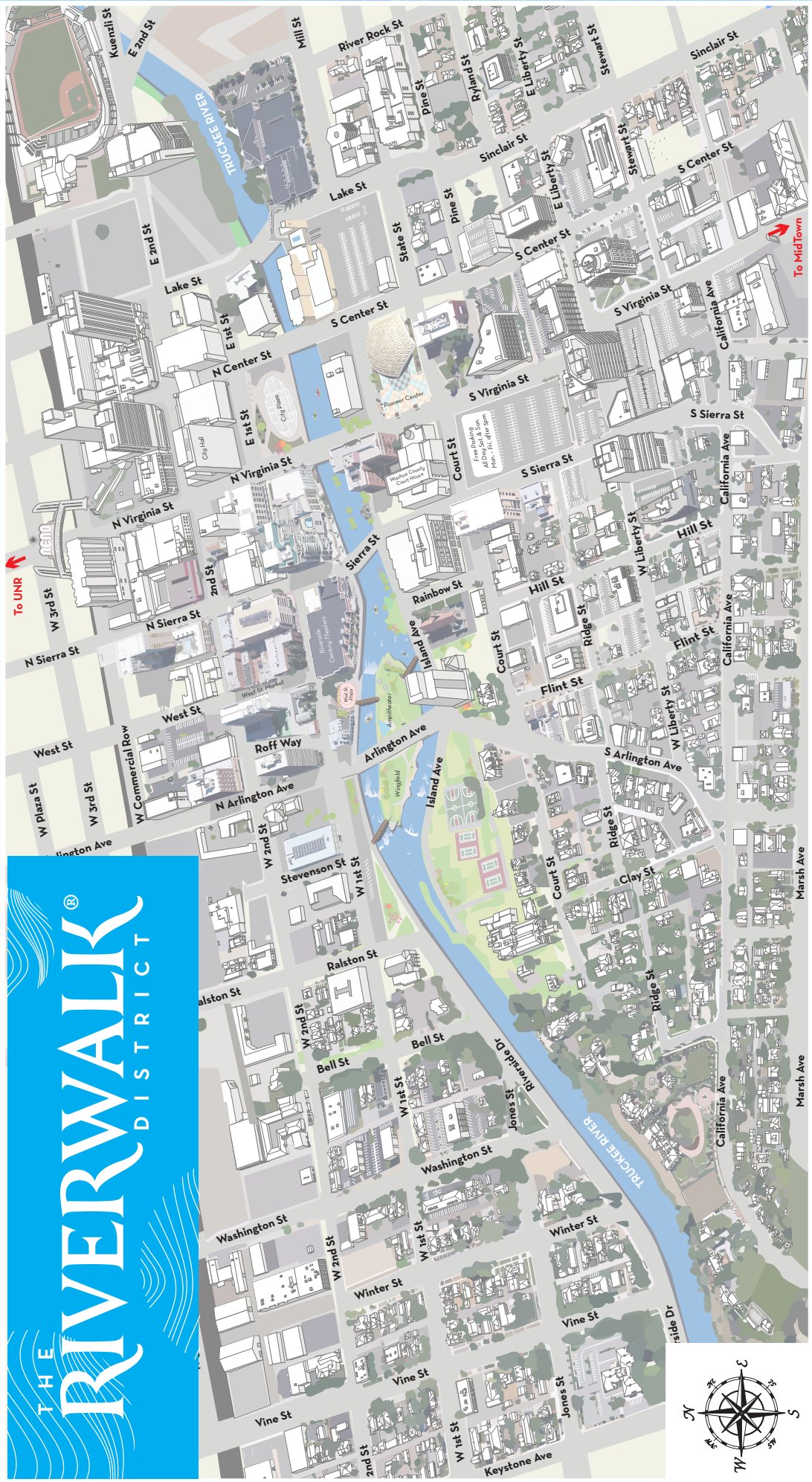
The Riverwalk Merchants Association

Signature: _____



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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 30,000 are produced annually and distributed throughout northern Nevada.

A full page listing on our official website, renoriver.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 RWMA provides support and representation through a working board of directors who advocate for the best interests of the Riverwalk. This includes engaging with the City of Reno's Redevelopment Department, City Council Ward Representatives, and special committees, as well as offering feedback and guidance on district infrastructure changes.

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.



The Stats



50+
Participating
Businesses



9,500+
E-mails



15,000+
Combined Social
Media Followers



150,000+
Web page views
per year

Digital Reach

Social Media Overview

E-mail Marketing Database // 9,500+ Contacts
 Riverwalk District Page (Facebook) // 7.6K Followers
 Wine Walk Page (Facebook) // 9.5K Followers
 Instagram // 4,912 Followers
 Yelp // 4.5 Stars
 Trip Advisor // 4 Stars
 Facebook // 4.7 Stars

Website Analytics

Users: 55,000+ Per Year
 Page Views: 150,000+ Per Year

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”

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

2025 Wine Walk Dates

- January 18, 2025
- February 15, 2025
- March 15, 2025
- April 19, 2025
- May 17, 2025
- June 21, 2025
- July 19, 2025
- August 16, 2025
- September 20, 2025
- October 18, 2025
- November 15, 2025
- December 20, 2025

The Stats

-  **300-500** Participants each month
-  **\$525,000+** Donated in 10+ years to local non-profits
-  **Since 2011** The Wine Walk has been voted as the area's best monthly event
-  **Rebate** Some participating businesses receive a rebate for participating

MEMBER DIRECTORY

Visit our website for more information



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

Antonio's Mexican Grill 95 N.
Sierra Street
(775) 870-9353

**Arch of Reno
Wedding Chapel**
119 N. Virginia St.
(775) 337-1555

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

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

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

Ceol Irish Pub
410 California Ave.
(775) 737-9373

**Cortyard by
Marriott Reno
Downtown/Riverfront**
1 Ballpark Lane
(775) 324-0400

Design on Edge
201 W. Liberty St.
Ste. 208
designonedge.com

Dorinda's Chocolates
727 Riverside Dr., Ste. E
(775) 432-2024

**Home Means
Nevada Co.**
135 N. Sierra St.,
Ste. C
(775) 682-3800

Hookava
100 N. Arlington Ave. Ste. 100
(775) 420-5459

Granite Street Cafe
1 Lake St.
(775) 622-3222

**Labels Consignment
Boutique**
601 W. First St.
(775) 825-6000

Liberty Food & Wine
100 N. Sierra St.
(775) 336-1091

Marcolino's Italia
254 W. First St.
(775) 800-1693

Mane Obsession
231 Flint St.
(775) 433-1224

The Dispensary
132 E. Second St.
(775) 538-6968

**National
Automobile Museum**
1 Museum Drive
(775) 333-9300

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

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

Outsiders Hair Studio
Winter St. Ste. 18B
(775) 323-1548

**Papa What
You Cooking**
50 S. Virginia St.
(775) 258-6862

Pizza Collective
148 West Street
(775) 800-6577

**Pioneer Center for
the Performing Arts**
100 S. Virginia St.
(775) 686-6600

Playfield 76
150 N. Arlington Ave.
(775) 384-2262

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

Puzzle Room Reno
135 S. Sierra St.
(775) 525-5576

**Reno Aces
Baseball Club**
250 Evans Ave.
(775) 334-4700

Reno Axe Bar
100 N. Sierra St.
(775) 235-5658

**Reno Engineering
Corporation**
201 W. Liberty St.
Ste. 300
(775) 852-5700

Reno-Tahoe Comedy
100 S. Virginia St.
(775) 322-5233

Sierra Adventures
11 N. Sierra St.
(866) 323-8928

Sierra Arts Gallery
17 S. Virginia St.,
Ste. 120
(775) 329-2787

Sierra Tap House
253 W. First St.
(775) 322-7678

Thali
148 West St.
(775) 470-5898

The Arch
111 N Virginia St
(775) 683-9912

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

The EDDY
16 S. Sierra St.
(775) 276-6622

The Mod at Riverwalk
339 W. First St. Ste. 203
(775) 502-8186

**The Renaissance Reno
Downtown Hotel**
1 S. Lake Street
(775) 321-5880

The Shore
1 Lake St.
(775) 321-5831

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

Uncle Junkee
101 N. Virginia St.
(775) 622-9832

Whitewater Park Apartments
467 W. First St.
(775) 786-8888

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

2025 RWMA EXECUTIVE MEMBERS

Board of Directors & Committee Chairpersons

PRESIDENT
Britton Griffith
Reno Engineering Corporation
201 W. Liberty St. Ste. 300
(775) 852-5700
britton.rec@gmail.com

VICE-PRESIDENT
Vicki Savini
Renaissance Hotel & Spa
1 S. Lake St.
(775) 682-3900
vsavini@renaissancereno.com

**SECRETARY /
DIRECTOR**
Kristen Saibini
Downtown Reno Partnership
40 E. 4th St Pavilion A
(775) 432-0772
ksaibini@downtownreno.org

**WINE WALK
CHAIR & CONTACT**
Scott Dunseath
Home Means Nevada Co.
135 N. Sierra St., Ste. C
(775) 682-3800
scottd1@nvcbell.net

**WINE WALK
COORDINATOR**
Ginger Graves
Home Means Nevada Co.
135 N. Sierra St., Ste. C
(775) 682-3800
ginger@homemeansnevada.com

**TREASURER /
DIRECTOR**
Ginger Martin
727 Riverside Dr, Ste. E
(775) 433-0300
ginger@refugespa.com

DIRECTOR
Tasha Holloway
*Reno-Sparks Convention
& Visitors Authority*
4065 S. Virginia St. Ste. 100
(775) 827-7721
THolloway@visitrenotahoe.com

DIRECTOR
Evelynn Klatt
Reno Philharmonic
925 Riverside Dr. Ste. 3
(775) 323-6393
eklatt@renophil.com

DIRECTOR
Thanh-Thuy "T" Tran
Emerging Cities Investments, LLC
339 W. First St. Ste. 203
(775) 502-8186
t@emergingcities.io

**AGENCY OF
RECORD / MARKETING**
Courtney Meredith
Design on Edge
201 W. Liberty St. Ste. 208
courtney@designonedge.com