

April 9, 2019

City of Reno
City Clerk's office
PO Box 1900
Reno NV 89505
Re: CitiCenter Plaza RFI

Dear Committee Members:

Please find enclosed an RFI proposal from Buy Nevada First A Nevada Benefit Corp., DBA Buy Nevada First Gift Shop and Visitors' Center, to open a second retail sales location in the North Building of the CitiCenter Plaza. Our current location is in the Reno Town Mall at 4001 S. Virginia St., where we feature Made in Nevada products and Nevada based businesses. David Asher is the contact person for this project. Thank you for your consideration.

Sincerely,

David Asher
President, Buy Nevada First A Nevada Benefit Corp.
(775) 224-2242
dave@livelocalrenosparks.com



Buy Nevada First A Nevada Benefit Corp., DBA Buy Nevada First Gift Shop and Visitors' Center, proposes to open a second 3,064 sq. ft. retail location in the North Building of the CitiCenter Plaza.

Project Concept –

Our vision is a thriving Nevada based retail center that draws tourists and locals downtown, featuring Souvenirs: Reno, Tahoe, Nevada, and Wolf Pack on mugs, shirts, hats, magnets, keychains, etc.

and Nevada shaped gift baskets.

Art galleries: Nevada images, scenery, and wildlife along with other creations by Nevada artists

Made in Nevada products including coffee, tea, honey, jams, sauces, jewelry, crafts, books

Welcoming atmosphere for visitors where they are greeted by friendly knowledgeable staff who assist in making their visit to our area positive and memorable.

As in our current store, we will support 100% Nevada based businesses, and anticipate retailing products from hundreds of local merchants.

This location could serve as a future cashier training center, in partnership with a program such as Sierra Nevada Job Corps, providing skills training and experience for participants.

We believe this project successfully complies with the Downtown Action Plan and ReImagine Reno Master Plan.

RFI Team –

The primary person is Dave Asher, president of Buy Nevada First A Benefit Corp., a 3rd generation Renoite. His interest in this project is a continuation of the Buy Local-Buy Nevada First campaign that he started in 2010 to promote local economic recovery and sustainability through supporting locally owned businesses. His extensive community outreach includes serving on the board for Entrepreneur Nevada, and KUNR public radio.

Experience –

Dave Asher's qualifications include 25 years in retail management and ownership. He assisted in creating, starting and operating several successful local businesses including Buy Nevada First gift shop and Visitors' Center, Sport Haus exotic car showroom, and Reno Fernley Raceway. The current Buy Nevada First location occupies 20,000 sq. ft. in the Reno Town Mall at 4001 S. Virginia St., Reno and contains products from 250+ Nevada merchants. Five years ago, he opened a 4,000 sq. ft. location in the same mall, and expanded into the larger space in July 2018. Under Dave's guidance, construction was completed and the expanded business was opened 60 days after acquisition of the new space.

Through Buy Nevada First, Dave mentored 18 interns from Sierra Nevada Job Corp, teaching business management, website creation, customer service and cashier skills. The current Buy Nevada First gift shop has a store management team trained and ready to expand into a second location. Current vendor relationships are already in place to provide needed inventory. The financial success of the current store provides the cash flow and reserves needed to invest in a second location. Based on the current sales of similar items, we anticipate a profitable second location with cash flow sufficient to meet all ongoing operational expenses.

Thanks to our proximity to the Reno Sparks Convention Center, and positive Google and Yelp reviews, we currently attract many out of town visitors. They are welcomed by friendly staff and directed to information on enjoying their stay, including brochures from the visitors' information rack. We anticipate a similar flow of visitors and positive interactions in the proposed downtown location. Our current successful marketing plan (radio, TV, print, and social media) could easily be extended to include this project.

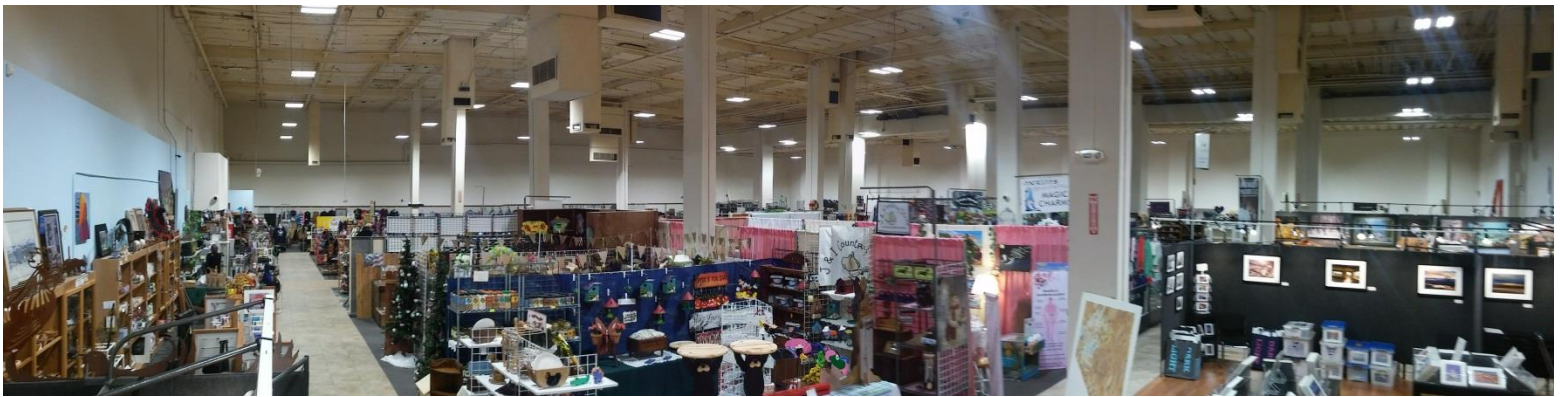
Project detail

Anticipate a 60-90 day timeline to: obtain needed permits and licenses, remodel space as needed to create an open floor plan, set up display fixtures and cashier system, stock inventory, and open.

Remodel needs and costs are minimal for this project, and we have the cash reserves on hand.

We already own the display fixtures and have enough inventory on hand to stock the store for immediate occupancy once the space is ready. Below are photographs of our current store, to be replicated in a second location.

PHOTOS:



AFTER

BEFORE



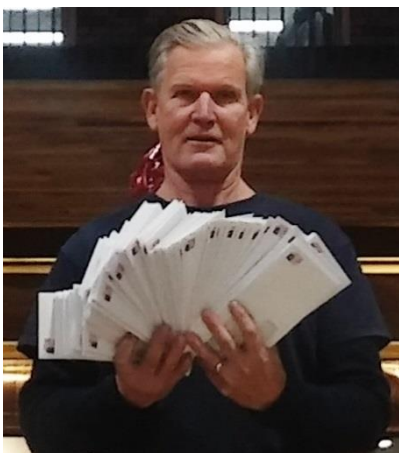
RFI – CitiCenter Plaza North Building



Buy Nevada First

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Checks mailed to 100% Nevada Merchants, for one month's sales.

