

# Building a Community Around a Project

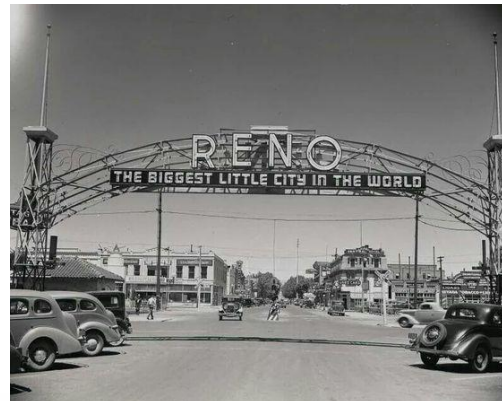
Britton Griffith-Douglass,  
PMI Presentation  
*August 26<sup>th</sup>, 2016*



NORTHERN NEVADA CHAPTER

# Tonight's Agenda

- *The 'Basics'*
  - What is REC?
  - Who am I?
- *Past Projects: "The Project WAS the Community"*
  - TRI Center & South Meadows
    - Master Planned Communities
    - Infrastructure Differences
- *New Projects: "The Project CREATED a Community"*
  - Private Development
  - Single Commercial Projects
    - Palladio
    - Marsh Offices
    - Arlington Towers 1<sup>st</sup> & 2<sup>nd</sup> Floor



# Agenda Continued...

- **Case Study**

- Arlington Towers – Second Floor

- Scope of the Project

- What is the Project

- Timeline

- Goal(s)

- Target Audience – Culture

- Obstacles

- Building a Community

- Timeline of Engagement.

- Who are my stakeholders?

- Accessing Stakeholders.

- Creating Trust



# Who Am I?



## **Britton Griffith-Douglass, VP Operations, Reno Engineering Corp.**

Britton Griffith-Douglass is Vice President, Operations at Reno Engineering, a development services company celebrating over 21 years in the Northern Nevada Community. Her company provides professional services to land owners, developers & builders to achieve development and construction objectives, priding themselves in assisting clients using experience in development consulting, entitlement and permitting acquisition, construction management & civil engineering. Britton is a 5th generation Nevadan, born and raised in Reno and is a University of Nevada (UNR) graduate with a degree in International Business &, economics emphasis with a Spanish minor. She is involved in many local groups including: Redevelopment Agency Board (City of Reno), I <3 Reno Magazine, Regional Alliance for Downtown, Riverwalk District, House of Genius, Nevada Youth

Empowerment Project, NCET, EDAWN, Volunteers of America and Reno Tahoe Tonight, CREW and Getaway Reno Tahoe.

## Community Involvement

- President, Riverwalk District
- Vice President: Regional Alliance for Downtown
- City Director: House of Genius (Reno)
- Board Member: Nevada Youth Empowerment Project
- Board Member: Redevelopment Advisory Agency Board
- Board Member, Volunteers of America
- Neighborhood Advisory Board: Ward 2
- Committee Member: StartUp Row & Liberty District
- Member: NCET, EN & EDAWN
- Founder: DSP; Alumni Chapter
- Co-Founder and Director: High Heels & Hopes, ROFF Street Fashion Show & Biggest Little 5k

WWW.RECNV.COM

## Awards

2016: Community Champion of the Year, NACE Impact Awards,

2016: Reno News and Review – Best Columnist and Creative Writer

2015: Nevada Business Magazine Family Owned Business, Award "Good to Be On Top", YPN/RGJ 20 under 40 Awardee

2015: NCET - Tech Award, Rising Star

## It's Good to be on Top

A business that is at the top of its game, doing better than ever.

### North

**Britton Griffith-Douglass, Vince & Cami Griffith**

**Reno Engineering**

**Est: 1993**



A family with multiple generations born in Nevada, the Griffith's founded Reno Engineering Corporation in 1993. After living in Las Vegas, Vince and Cami decided they wanted to raise their daughters, Britton and Samantha, in Reno. Today both Britton and Samantha are involved with the business which continues to thrive.



# Building a Community Around a Project.



Are you concerned about creating stakeholder buy-in for your projects? This I will describe my *company's* success mixing economic development, public service and real estate growth in an urban development by building a community around the project. Over the last few years my company has worked on multiple and mixed downtown projects, including one brand new building, the Palladio, and one building that required a renovation while maintaining its' historical attributes, the Arlington Towers. Marketing both buildings, establishing both locations as tech friendly tenant hubs and creating teams for construction and community support was daunting. These projects were successful by establishing a common community thread through both projects. The brand and movement of StartUp Row, the permitting process and creation of Reno's first Parklet, with the City of Reno, and they initiated relationships with EDAWN, UNR and the Chamber. We are known as open Landlords that allow groups and other companies to show our spaces in tours and discussions. With this trifecta of unity in the community we have built a buzz, are able to show people a hands on experience of each location, and were granted a place in downtown Reno by constructing buildings they believed in. Reno Engineering has built trust and relationships and through this has had access to assistance, marketing and positive perspective on projects. We dedicate all resources to build a community around each project.

# Past Projects – We ARE the Community



# Past Projects: We ARE the Community

- Past Projects – Community > Project
  - TRI Center
  - South Meadows
- Reno Engineering Corporation designed, managed the associations and applications for South Meadows. Moving on to the Tahoe Reno Industrial Center, where they designed the infrastructure, Water & Sewer Plant (later managed the plant) and designed roadways, utilities and other municipality avenues of the Project .
- We “*were*” the community and took care of the smaller pieces within the Master Planned region.



# Past Projects: We ARE the Community

- Reno Engineering Corporation managed relationships with Nevada Department of Environmental Protection Agency and Nevada Department of Transportation and Storey County.
- We were the umbrella agency, overlooking all the “*projects*”.
- Applications for water rights, architectural design and zoning issues were overseen by TRI Center (& REC).
- We were in effect the overseer and community of which people sought support, assistance and approvals.





# New Projects – Create the Community



# New Projects – Create the Community

- Nearly two years ago exactly Reno Engineering decided to step down as the Tri Center lead engineer to avoid conflicts of interest and be able to better put efforts into private developments.
  - Palladio
  - Marsh House
  - Arlington Towers 1<sup>st</sup>& 2<sup>nd</sup> Floor
- This change altered how we approached a project, changed what we need to make a project successful and forced us to reach out and engage the community, as we needed their support and not the other way around.

# Case Study: The Arlington Towers (2<sup>nd</sup> Floor)



# Case Study – Basics

- In the past REC planned by designing roadways, utilities, master zoning areas with a goal of creating a larger park for people to fit into.
- Now, we had to establish a timeline where we fit into already designed and operating buildings.
- This waterfall timeline is linear and although has come obstacles and unforeseen costs follows a construction plan and budget.
  - \*This project has about a year estimated timeline to fill the space with Tenants.
- Budgets were a smaller scale and much less in advanced planning.
- We were learning.
- We had high risk and new team members.



# The New 'Scope'

- What is the Project?
  - Who is my Team
  - Location
  - Square Feet
- What is my Goal?
  - Desired Tenants
- Build your Community
  - Construction Plans
    - Permitting
    - Asbestos Testing (& Abatement)
  - Site & Floor Plans
  - Begin to procure tenants.



# Project

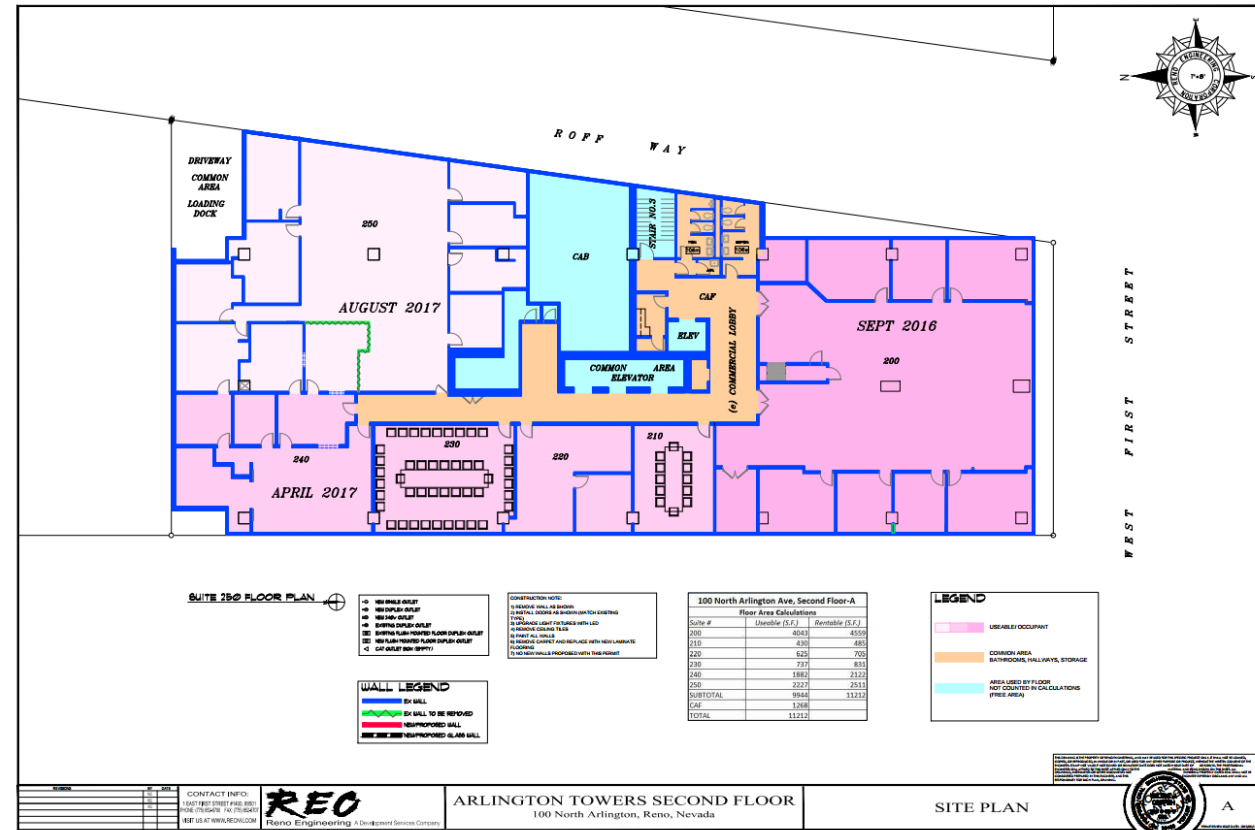
Arlington Towers – Second Floor

11,000 Square Feet

Downtown Reno

Riverwalk District

Who are my current tenants?



# The New Team

- *Reno Engineering as a whole was part of a bigger organization's team chart now we were the team as a whole.*
- Vince Griffith: P.E., Founder, Contractor, Leader, Construction Manager.
- Shu Nomura, Silas Callahan, Justin Farley & Alex Baker: Design and Layout.
- Britton Griffith-Douglass, Media Relations, PR, Permitting, Property Manager, Government Relations, Schedule & Finance\*\*
  - \*\*In this case study the budget was unknown and loose as it will morph as the Owner sees fit. In addition we back into a cost of rental per square foot\*\*
- Kate Reddick is our on site runner, team coordinator and calendar guru.



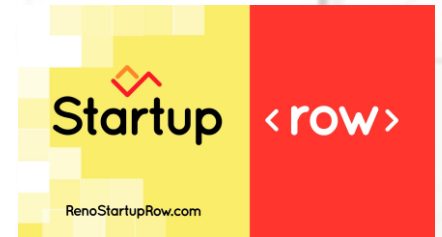
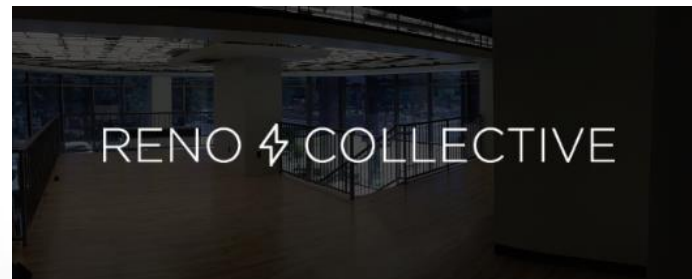


# Engaging your Community Stakeholders Working Together



# Who are the Stakeholders?

- Who are my Stakeholders?
  - Who can spread my message?
    - Media
      - Northern Nevada Business Weekly
      - Reno Gazette Journal
    - Current Tenants
    - City of Reno
    - Riverwalk District
    - Chamber
    - Regional Alliance of Downtown
    - Community Leaders
- Who is my Target Audience?
  - Future Tenants



# Engaging Stakeholders & Community

- Teambuilding in and out of your team.
  - Include others and make it interesting
- Creating a desire to assist.
  - Volunteering Efforts
  - Make it exciting
  - BE authentic
  - Be Passionate
- Dual purpose for a project.
  - Building up Downtown
  - Economic Development



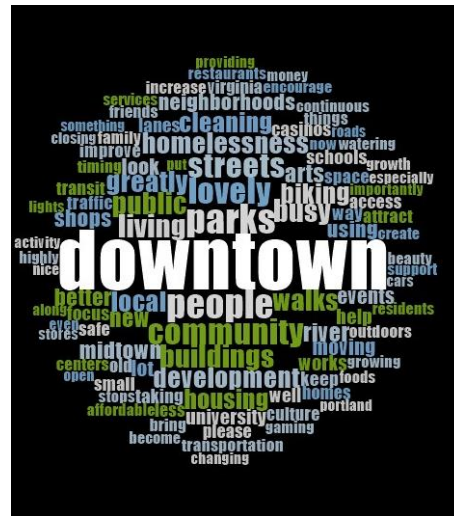


# Dual Purpose for a Project

- Building up Downtown



- Economic Development





# The Community Effect

- What happens when you build a community?
  - New companies to downtown.
  - Riverwalk District Grows Stronger .
    - Builds local support
    - Merchant Association
    - Encourages volunteers
      - Clean up Days
      - KTMB
      - Tedx
  - Tourism Grows.
    - National Press Coverage
    - “Reno is the new Reno”
  - Community leaders work together.
    - Startup Row
    - House of Genius
    - International Tours
    - The Parklet
    - Our Alley Initiative



# Stage 1: Demolition

- In the beginning stage(s) our construction team is working on demolition of the space. Doing Asbestos testing, tearing out walls, ripping out old carpet, furniture and bathroom items.
  - *Get a 'clean slate'*
- *While the construction is occurring bring in your Demolition Community team, "Who can help me remove old ideas, concepts and thoughts about my NEW Project?"*
- *Who are my stakeholders? Those who have 'The buzz effect' (Media is your best Demo team).*
  - Media
  - Events
  - Press Kits
  - Before and after's tours
- Create a desire of others to be included FROM THE GROUND UP!
- This establishes trust from DAY ONE.
  - Show them your process.
  - Emotional Investments.
  - Make them care about what you are up to,
  - Allows for follow-up time.
  - Be Passionate and authentic about your projects.







## Stage 2: Design

- Now that you have a clean slate you need to design the space
  - Who do you want as a Tenants?
  - Who is your culture (*StartUp Row*)?
- Who are my stakeholders?
  - Find volunteering opportunities to encourage guests in the space.
  - *Functions for groups (Space is free but 'under construction')*.
    - EDAWN
    - Regional Alliance for Downtown
    - The Robotics Team





# The Robotics Team – A.I. for Design

- Allowing the Robotics Team to use the space while under construction solved their problem and increased our presence in the community.
- This was no cost to the Budget and was fun it also started to build supporters.
  - EDAWN
  - Parents
  - Press



WWW.RECNV.COM

FOR IMMEDIATE RELEASE

Media Contact: Courtney Meredith (775) 746-0717 [courtney@designonedge.com](mailto:courtney@designonedge.com)

## **Reno Robot Challenge** *FIRST Robots Official "Unveil" Kickoff Party before Las Vegas Finals*

**RENO, NEV.** (February 17, 2016) Join us for the *FIRST* (For Inspiration and Recognition of Science and Technology) Robotics Competition Kickoff in the Reno Riverwalk District, featuring the areas First Young Robotics Engineer team of northern Nevada. The new game and playing field are unveiled and teams receive a Kickoff Kit made up of donated items and components worth tens

# Design Supporters

## Tower renovation almost done

Article   Comments (0)

Share 31   Tweet   Pin it   Share 5

A A +   [Envelope]   [Printer]



Photo by Ron Kots |

An aerial shot of Arlington Towers, located in the heart of downtown Reno. Reno Engineering owns the first two floors of the building and are currently finishing renovations on the second floor, which will provide space for six business tenants.

Construction on Arlington Towers' second floor offices in downtown Reno is near completion and its owners are currently looking for tenants to fill the newly renovated 11,000 square feet of office space.

Reno Engineering Company, a local development services company, purchased the second floor of the building in November 2015. They are wrapping up construction now and anticipate that it will be ready for businesses to move into in mid-April.

"This is truly a good workspace," Vincent Griffith, president of Reno Engineering, said of the downtown offices. "This is a place where you



### COVER STORY

**Reno Engineering Corporation**  
Text Oliver X  
Photos Ron Kots  
& Propelled Media

### REIMAGINING DOWNTOWN

The story of Reno's revival is more than the by product of the economic uptick. Labeled the "Detroit of the West" some analysts projected that our region wouldn't recover from the recession until around 2021! It started with the vision and the imagination of risk-takers like Lance Gilman and his partners at Tahoe Reno







## 11,000 sf Expansion <

- :: Comfortable spaces and flexible leasing options
- :: More than 6 executive suites to choose from
- :: Beautiful views of the Sierra Nevada Mountains
- :: Located in America's top Riverwalk Districts
- :: Minutes from UNR, and minutes to TMCC.
- :: Walking distance to restaurants, museums, theaters, parks and paths



Call Britton Douglass 623-RENO  
Startup Row Properties llc.  
[StartupRowReno.com](http://StartupRowReno.com)

[WWW.RECNV.COM](http://WWW.RECNV.COM)

### What is Startup Row?

Reno's budding Startup Row is located in the heart of downtown , along the Riverwalk District and the Arts District it is the area between Virginia Street and Washington Street.

Located in America's top Riverwalk Districts surrounded by over 35 eateries, taverns and bars, 3 major museums for the state of Nevada, theaters, activities and accommodations all within walking distance.

### Why should you consider Startup Row for your next business venture?

This area of town is now being recognized Nationally as an incubator for entrepreneurship, economic development and urban renewal.

Businesses relocating or those that are early in there ventures will find that Startup Row serves as an ideal establishment to grow your roots, develop relationship essential to success and network with like-minded individuals.

# Stage 3: The Final Touches

- Paint, carpet and the standard tiling. \*Make it Pretty Folks\*.
- You have a community Team:
  - Organizations – Riverwalk District, EDAWN, City of Reno.
  - Your Tenants are on Board. (*Parklet Tea Tasting*).
  - Your Space is nearly constructed.
  - You have taken people through the space beginning to end.
- Lock down your tenants (Goal).
  - Open House
    - Invite Brokers & potential Tenants to Space.
  - Encourage post & follow up tours.
  - Social Media Real Time Sharing.
    - Bragging rights online and offline
    - “Invites” – Part of our team





You're cordially invited for a private party and tour  
of the newly renovated Second & Third Floor of **Arlington Towers**.

**May 27th from 4 p.m. - 6 p.m.**

This event is invite only, present your ticket to Valet Parking on Roff Way.

**100 N Arlington Ave # 4, Reno, NV 89501**

[CLICK HERE TO RSVP](#)



---

#### WHAT TO EXPECT...

Sips & Bites by Wild River Grille  
Live Music  
Put Put Golf Course  
Special showing of the classic 1973 film Charley Varrick (1973)  
Tours of the Parklet on Roff Way  
Old Reno **photos** by Snap Tap  
Level Up Curbside Gaming

A showcase of how Downtown has been renovated just like **Arlington Towers**  
including a signings of the Reno Riverwalk book by local authors.

Want to take a private tour of the second floor?

[CLICK HERE TO BOOK A PRIVATE TOUR](#)



Reno Engineering Corp. 1 East 1st Street Suite 1400  
Reno, Nevada 89509  
Ph: [775.852.5700](tel:775.852.5700) Fax: [775.852.8507](tel:775.852.8507) [info@recnv.com](mailto:info@recnv.com)



# The “Oh, Shoot” Moments

- Risk Management
  - Bite off what you can chew
    - Always be bidding (even if you have a core team)
    - *Budget per room and what needs to be done, don't push far ahead*
    - Mitigate mistakes by having communication that is open and fast
      - Subs need to have access to you 24/7
      - Tenants need to stay informed
      - Have a bid book and keep subs in the know of their team
- *Example of 'Uh-Oh'*
  - Asbestos Removal
    - This is a large cost (unknown until tested)
    - Can be intimidating to other tenants keep them in the know
- Losing Current Tenants
  - Work with those already on site – build relationships, communicate & be transparent
  - *If you are removing tenants “cleaning house” inform them a standard timeline*
- Losing Potential Tenants
  - Show the space when ready
  - Be realistic and honest about your timeline
  - Do NOT overpromise
  - Do your research (Example – HVAC/Allergies)



*Use as a learning experience.*



# The “Shoo” Moment

- **Why** do so much work to build a community around a project?
  - Long Term Tenants.
  - Positive Team Building.
  - Strengthening your Reputation.
  - Create a Brand.
  - Long Term Property Value increase.
  - *IT’S FUN!*
- *Lastly... you meet your goal....*

---

## PRESS CONFERENCE INVITATION

Female-Founded Software Technology Company  
Moves HQ to Reno and Adds 150 New Jobs

The Economic Development Authority of Western Nevada invites you to attend this important press conference and company announcement.

**When: Monday, Aug. 29, 2016 at 1:00pm**  
**Where: Eldorado Casino Resort**  
**Lower Level Convention Center, California Room**  
**345 N. Virginia St. Reno NV 89501**





# Thank You.

*Britton Griffith-Douglass*  
Reno Engineering Corporation  
Britton.rec@gmail.com  
775.813.1822

WWW.RECNV.COM

