

Media Contact:
Brooke Brumfield
brooke@EastRiverPR.com
(530) 414-6259



PUBLIC STATEMENT

FOR IMMEDIATE RELEASE

Reno, We Are Listening

The Eddy invites community members to help shape the vision of a shared future at Believe Plaza

RENO, Nev. (June 5, 2026) – This week, we saw how deeply our community cares about downtown and our shared spaces. We recognize we did not engage the community early or directly enough.

Over the past five days, we have heard from hundreds of residents and community members about our Letter of Intent to the City of Reno proposing to occupy and activate Believe Plaza. We hear you, and we want to respond directly.

Our vision is for a privately owned public space. This model is used in cities like New York, Boston, and San Francisco to invest in public spaces that cities struggle to program and maintain on their own. The plaza would remain publicly accessible. The Believe sculpture and Space Whale stay. Community events, access to the Truckee River, and continuity of the Tahoe-Pyramid Bike Path are explicitly protected in our vision. This is not a takeover. It is an offer to invest.

An offer to invest is not the same as a decision. A proposal of this scale belongs to the community. We are committing to listening to the public before any final decisions are made. We want to hear what Reno thinks this space could be. We are one voice in that conversation.

This is an early-stage proposal. Studies, assessments, and negotiations lie ahead. What the space ultimately looks like will be shaped by that process, by the city, and by this community. We have more questions than answers at this point. That is exactly as it should be.

For a decade, we have shown up for Reno. We have hosted nonprofits, free programming, food truck operators, and community events because we believe in what this city has the potential to become. This proposal comes from that same place. A genuine belief that Believe Plaza deserves more investment, more activation, and more care than it is currently receiving. We want to devote our resources to make that happen.

We are listening right now. Share your ideas, your concerns, and your vision for this space at: <https://forms.gle/7p8dxF8XwT8qZh5u8>. We also invite you to join in the public process. We will be there, and we hope you will too.

Thank you for caring about this city as much as we do.

Kurt Stitser & Phil Buckheart
Co-Owners, The Eddy | Reno, Nevada

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