

### POPULATION

2013 (Est) - SECONDARY TRADE	201,782
2013 (Est) - CITY LIMITS	3,202
Annual Growth 2000-13 - SECONDARY TRADE	0.28%
Annual Growth 2000-13 - CITY LIMITS	1.40%
Annual Growth 2013-18 (Est) - SECONDARY TRADE	0.30%
Annual Growth 2013-18 (Est) - CITY LIMITS	0.60%

### EDUCATION - SECONDARY TRADE

Earned a College Degree	21.60%
Some Post-Secondary Education	43.20%

### COMPOSITION - SECONDARY TRADE

Family Households	81.90%
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### AVERAGE INCOME - SECONDARY TRADE

Household Income - 2013 Estimate	\$58,416
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### OCCUPATION - SECONDARY TRADE

White Collar Workers	49.80%
Blue Collar Workers	50.20%
Unemployment Rate	5.10%

### HOUSING - SECONDARY TRADE

Owner Occupied Housing	68.50%
Median Housing Value	\$88,398
Houses built between 2000 and 2010	13.90%

## OPPORTUNITY GAP HIGHLIGHTS

### SECONDARY TRADE

**TOTAL RETAIL LEAKAGE** **\$681,437,866 \***

Non-Store Retailers	\$177,218,628
General Merchandise	\$131,916,280
Supermarkets	\$84,745,837
Full Service Restaurants	\$79,993,911
Other Build Materials	\$47,224,221
Clothing	\$24,255,461
Sporting Goods, Hobby, Books and Music	\$21,458,597
Special Food	\$19,874,789
Hardware	\$19,644,056
Office Supplies, Stationery, Gift	\$14,189,814
Drinking Places	\$11,570,908
Computer and Software	\$7,731,385

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census. \* The Total Retail Leakage listed above includes other categories not included in the Opportunity Gap Highlights above.

## About the City of Reno

Reno, Texas is located on US Highway 82 just east of Paris in Lamar County. Paris is one of the strongest micropolitan markets in northeast Texas as demonstrated by sales tax growth and escalating retail sales. The Paris retail corridor is easily defined and feeds directly into the western city limits of Reno. Reno is bisected by State Highway 82, and traffic counts coming into Reno out of Paris' retail corridor are as high as 22,000 daily and decrease to 14,000 daily east of Highway 82. Several smaller cities to the east of Reno travel through Reno to shop in the retail corridor of Highway 82 on the east side of Paris.

Reno is an affluent residential community just outside of Paris, Texas. Reno is situated on Highway 82 and is well positioned for potential commercial and/or retail development. The administration of the City of Reno has identified a need for retail expansion to provide goods and services to their residents so their tax dollars do not leave the community. Reno has taken a proactive approach to growth, and incentives are available to retailers expanding or locating in Reno. The City of Reno is committed to supporting new and existing businesses.

For more information about the City of Reno contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
Visit [www.retailattractions.com](http://www.retailattractions.com) to download this and other information about Reno and other client cities

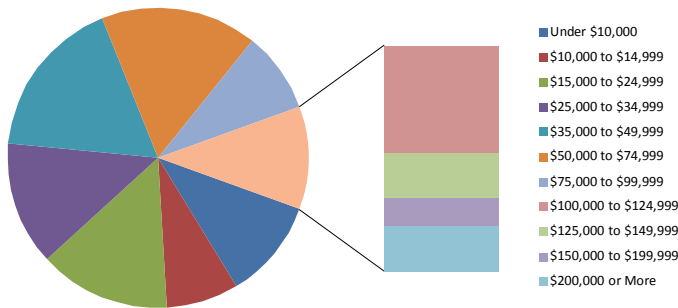
# Reno Texas



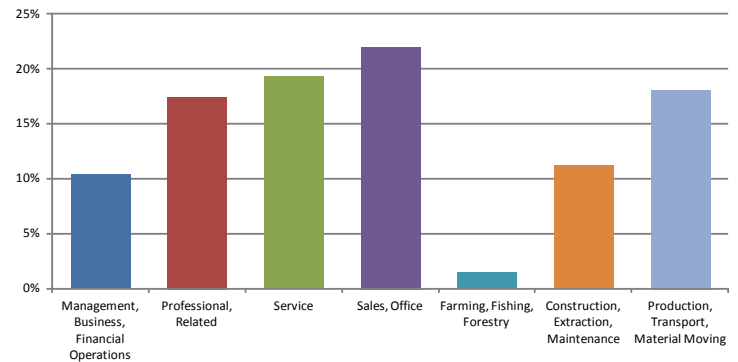
The secondary trade area should be used for niche and destination retailers and other shopping and dining establishments that are not readily available in the surrounding areas. This trade area is indicative of the strength of the regional trade pull.

The region has a rich and vibrant history and falls within the area of the Ark-Tex Council of Government. The region is considered by the State Comptroller of Public Accounts to fall within the Upper East Texas economic region. Transportation has played a pivotal role in the growth of the area, and Reno has benefited from good access to the Paris Loop via State Highway 82.

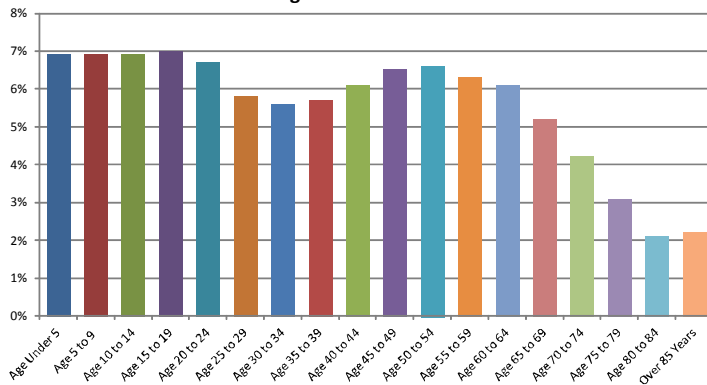
**Household Income 2013**



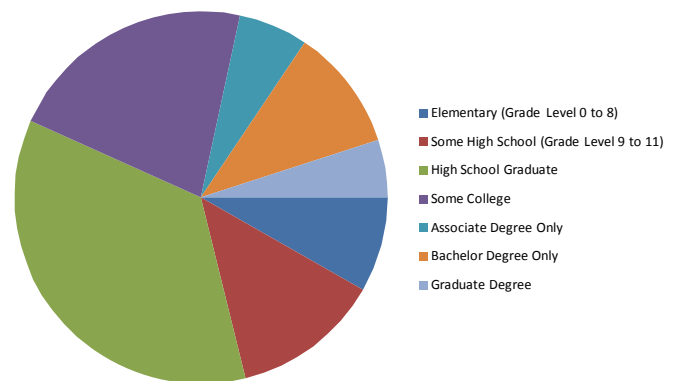
**Occupational Classification, Employed Population Aged 16+**



**Age Classification 2013**



**Educational Attainment 2013**



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