# Marcus & Millichap

# Offering Memorandum



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VALLEY PAWN Sun Valley, NV ACT ID ZAA0420060

Eric Molfetta Broker of Record, NV (702) 215-7100 Lic.# B.1002310.CORP





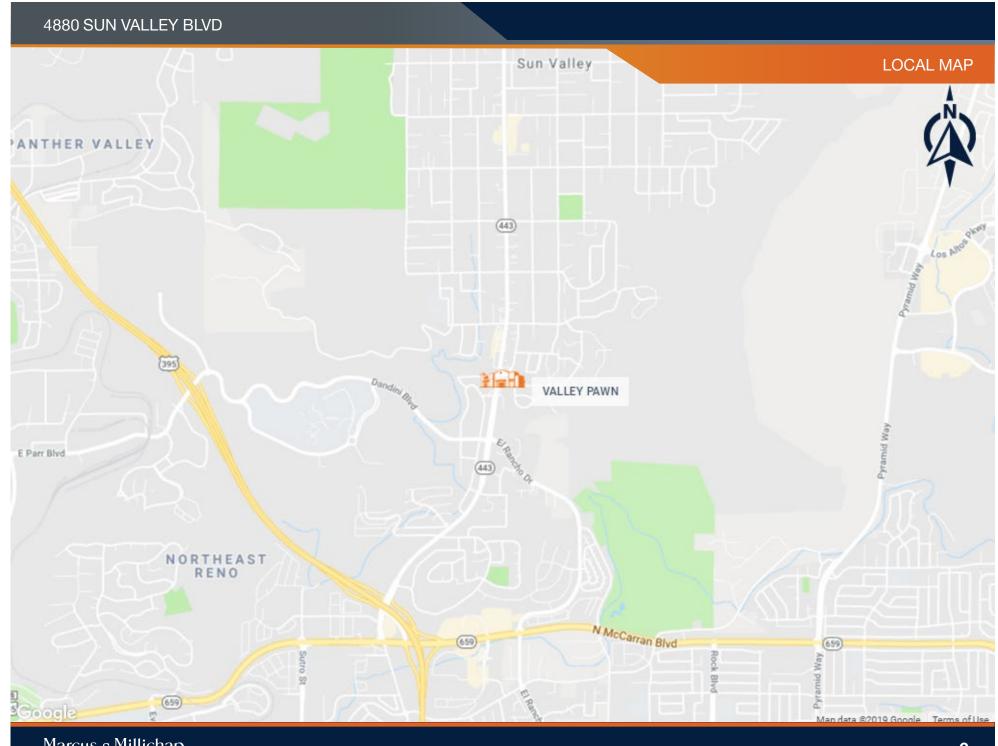
# **PROPERTY OVERVIEW**



# INVESTMENT HIGHLIGHTS

- Fronts Sun Valley Blvd A Main Arterial Road with 37,000 CPD (NDOT 2018 Estimate)
- Large 1.43-Acre Lot with Ample Parking
- Minutes from Interstate-80 and Highway 395
- Low Maintenance, Masonry Construction
- Less than 10 Minutes to Downtown Reno
- Close Proximity to University of Nevada, Reno and Truckee Meadows Community College

# 4880 SUN VALLEY BLVD **REGIONAL MAP** NV (395) (445) Cold Springs Lemmon Valley-Golden Valley Olingh Spanish Springs (395) 395 Peak 🔷 Sun Valley 395 VALLEY PAWN Clark Patrick (663) (659) NORTHWEST RENO T Sparks Reno McCarran Verdi NEVADA B T (439) Lockwood (659) Hidden Valley Verdi Peak 😜 (659) Mystic Google Floriston Map data 82019 Google Terms of Use







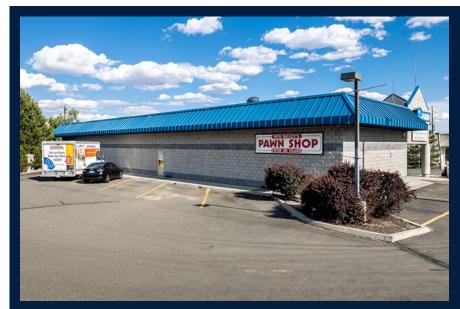
### **PROPERTY OVERVIEW**

The subject property, currently operated as "Valley Pawn", is a 6,038 square foot commercial building situated on 1.43 acres of commercial land in Sun Valley, Nevada. The property will be offered as vacant, allowing for a wide range of owner/user or investment opportunities.

Located at the corner of Rampion Way and Sun Valley Boulevard, this property fronts a main arterial road that sees an estimated 37,000 vehicles per day (NDOT 2018 Estimate). The subject property is also located in close proximity to both Highway 395 and Highway 80, allowing users to quickly access northern Nevada's growing customer base. Neighboring properties are occupied by a number of national credit tenants, which reinforces the strength of this prime retail corridor.

The 6,038 square foot commercial building was built by the current owner in 1997, who has operated in this location for 20+ years. Low maintenance, masonry construction coupled with a spacious lot allows for a wide array of future uses. The site enjoys 23 paved parking stalls, while still providing ample room for additional parking or potential future expansion of the existing structure.

Priced at \$1,350,000, the subject property offers a new owner a number of opportunities. This could be a turn-key property for a similar use, or an opportunity to bring a new concept into an excellent location that has room to grow.





### **PROPERTY SUMMARY**

THE OFFERING				
Property	Valley Pawn			
Price	\$1,350,000			
Property Address	4880 Sun Valley Blvd, Sun Valley, NV			
Assessors Parcel Number	035-074-03			
Zoning	NC			
SITE DESCRIPTION				
Number of Stories	1			
Year Built/Renovated	1997			
Gross Leasable Area	6,038 SF			
Ownership	Fee Simple			
Lot Size	1.43 acre(s)			
Parking	23 Stalls			
Topography	Flat			
Access Points	2			
UTILITIES				
Gas	NV Energy			
Electric	NV Energy			
Water	TMWA			
CONSTRUCTION				
Framing	Masonry			
Exterior	Concrete Block			
Parking Surface	Asphalt			
MECHANICAL				
HVAC	Central			

Nevada was ranked #5 in the Nation as the Most Business Friendly Tax Climate by the Tax Foundation in 2017.

- No Corporate Tax
- No Personal Income Tax
- No Inventory Tax
- No Franchise Tax

# DEMOGRAPHICS

POPULATION	3 Miles	5 Miles	7 Miles
2023 Projection			
Total Population	98,385	215,288	348,619
2018 Estimate			
Total Population	95,931	207,296	327,939
■ 2010 Census			
Total Population	88,700	190,888	301,841
■ 2000 Census			
Total Population	82,316	170,014	258,598
Current Daytime Population			
2018 Estimate	90,591	266,305	363,766
HOUSEHOLDS	3 Miles	5 Miles	7 Miles
2023 Projection			
Total Households	35,473	84,792	136,019
2018 Estimate			
Total Households	33,695	79,572	125,674
Average (Mean) Household Size	2.77	2.53	2.55
■ 2010 Census			
Total Households	31,462	73,714	116,443
■ 2000 Census			
Total Households	29,661	65,361	100,697
Occupied Units			
2023 Projection	35,473	84,792	136,019
2018 Estimate	36,417	86,421	135,825
HOUSEHOLDS BY INCOME	3 Miles	5 Miles	7 Miles
2018 Estimate			
\$150,000 or More	3.51%	4.92%	6.53%
\$100,000 - \$149,000	8.03%	10.24%	11.97%
\$75,000 - \$99,999	11.44%	12.10%	12.91%
\$50,000 - \$74,999	18.91%	18.89%	19.30%
\$35,000 - \$49,999	17.00%	15.50%	14.94%
Under \$35,000	41.12%	38.37%	34.34%
Average Household Income	\$55,727	\$61,895	\$69,204
Median Household Income	\$42,275	\$45,548	\$50,892
Per Capita Income	\$19,907	\$24,219	\$26,830
Average Household Income  Median Household Income	\$42,275	\$45,548	\$69,204 \$50,892

Total Average Household Retail Expenditure  **Consumer Expenditure Top 10 Categories  Housing \$14,725 \$15,428 \$16,192 Transportation \$10,189 \$10,945 \$11,800 Shelter \$8,965 \$9,339 \$9,710 Food \$5,315 \$5,597 \$5,939 Personal Insurance and Pensions \$4,157 \$4,565 \$4,992 Health Care \$3,464 \$3,700 \$3,965 Utilities \$2,977 \$3,115 \$3,298 Entertainment \$2,341 \$2,546 \$2,762 Cash Contributions \$1,378 \$1,510 \$1,637 Household Furnishings and Equipment \$1,315 \$1,403 \$1,496 POPULATION PROFILE \$3 Miles \$5 Miles 7 Miles  **Population By Age 2018 Estimate Total Population 95,931 207,296 327,939 Under 20 27,42% 24,65% 25,00% 20 to 34 Years \$2,466 \$2,666 \$2,666 \$3,599 \$4,000 \$3,965 \$1,378 \$1,510 \$1,637 \$4,565 \$4,992 \$4,656 \$2,762 \$4,656 \$4,992 \$4,992 \$4,992	HOUSEHOLDS BY EXPENDITURE	3 Miles	5 Miles	7 Miles
Consumer Expenditure Top 10	Total Average Household Retail			
Categories	Expenditure	\$55,395	φ36,649	φ02,300
Transportation \$10,189 \$10,945 \$11,800 Shelter \$8,965 \$9,339 \$9,710 Food \$5,315 \$5,597 \$5,939 Personal Insurance and Pensions \$4,157 \$4,565 \$4,992 Health Care \$3,464 \$3,700 \$3,965 Utilities \$2,977 \$3,115 \$3,298 Entertainment \$2,341 \$2,546 \$2,762 Cash Contributions \$1,378 \$1,510 \$1,637 Household Furnishings and Equipment \$1,315 \$1,403 \$1,496 POPULATION PROFILE 3 Miles 5 Miles 7 Miles Population By Age 2018 Estimate Total Population 95,931 207,296 327,939 Under 20 27,42% 24,65% 25,00% 20 to 34 Years 24,66% 24,66% 23,68% 35 to 39 Years 6,10% 6,14% 6,29% 40 to 49 Years 11,59% 11,86% 12,05% 50 to 64 Years 17,34% 18,62% 18,68% Age 65+ 12,87% 14,08% 14,31% Median Age 33,46 35,53 35,99 Population 25+ by Education Level 2018 Estimate Population Age 25+ 61,716 139,416 221,413 Elementary (0-8) 9,30% 6,42% 5,40% Some High School (9-11) 12,00% 9,89% 9,01% High School Graduate (12) 30,57% 28,12% 26,58% Associate Degree Only 5,50% 7,02% 7,37% Bachelors Degree Only 10,58% 13,35% 15,22%				
Shelter         \$8,965         \$9,339         \$9,710           Food         \$5,315         \$5,597         \$5,939           Personal Insurance and Pensions         \$4,157         \$4,565         \$4,992           Health Care         \$3,464         \$3,700         \$3,965           Utilities         \$2,977         \$3,115         \$3,298           Entertainment         \$2,341         \$2,546         \$2,762           Cash Contributions         \$1,378         \$1,510         \$1,637           Household Furnishings and Equipment         \$1,315         \$1,403         \$1,496           POPULATION PROFILE         3 Miles         5 Miles         7 Miles           Population By Age         2018 Estimate Total Population         95,931         207,296         327,939           Under 20         27,42%         24,65%         25.00%           20 to 34 Years         24,66%         24,66%         23,68%           35 to 39 Years         6.10%         6.14%         6.29%           40 to 49 Years         11,59%         11,86%         12.05%           50 to 64 Years         17,34%         18,62%         18,68%           Age 65+         12,87%         14,08%         14,31%	Housing	\$14,725	\$15,428	\$16,192
Food \$5,315 \$5,597 \$5,939  Personal Insurance and Pensions \$4,157 \$4,565 \$4,992  Health Care \$3,464 \$3,700 \$3,965  Utilities \$2,977 \$3,115 \$3,298  Entertainment \$2,341 \$2,546 \$2,762  Cash Contributions \$1,378 \$1,510 \$1,637  Household Furnishings and Equipment \$1,315 \$1,403 \$1,496  POPULATION PROFILE 3 Miles 5 Miles 7 Miles  Population By Age  2018 Estimate Total Population 95,931 207,296 327,939  Under 20 27,42% 24,65% 25,00%  20 to 34 Years 24,66% 24,66% 23,68%  35 to 39 Years 6.10% 6.14% 6.29%  40 to 49 Years 11,59% 11,86% 12,05%  50 to 64 Years 17,34% 18,62% 18,68%  Age 65+ 12,87% 14,08% 14,31%  Median Age 33,46 35,53 35,99  Population 25+ by Education Level  2018 Estimate Population Age 25+ 61,716 139,416 221,413  Elementary (0-8) 9,30% 6,42% 5,40%  Some High School (9-11) 12,00% 9,89% 9,01%  High School Graduate (12) 30,57% 28,12% 26,58%  Some College (13-15) 24,83% 26,48% 26,75%  Associate Degree Only 5,50% 7,02% 7,37%  Bachelors Degree Only 10,58% 13,35% 15,22%	Transportation	\$10,189	\$10,945	\$11,800
Personal Insurance and Pensions \$4,157 \$4,565 \$4,992 Health Care \$3,464 \$3,700 \$3,965 Utilities \$2,977 \$3,115 \$3,298 Entertainment \$2,341 \$2,546 \$2,762 Cash Contributions \$1,378 \$1,510 \$1,637 Household Furnishings and Equipment \$1,315 \$1,403 \$1,496  POPULATION PROFILE 3 Miles 5 Miles 7 Miles Population By Age  2018 Estimate Total Population 95,931 207,296 327,939 Under 20 27,42% 24,65% 25,00% 20 to 34 Years 24,66% 24,66% 23,68% 35 to 39 Years 6.10% 6.14% 6.29% 40 to 49 Years 11,59% 11,86% 12,05% 50 to 64 Years 17,34% 18,62% 18,68% Age 65+ 12,87% 14,08% 14,31% Median Age 33,46 35,53 35,99 Population 25+ by Education Level 2018 Estimate Population Age 25+ 61,716 139,416 221,413 Elementary (0-8) 9,30% 6.42% 5,40% Some High School (9-11) 12,00% 9,89% 9,01% High School Graduate (12) 30,57% 28,12% 26,58% Some College (13-15) 24,83% 26,48% 26,75% Associate Degree Only 5,50% 7,02% 7,37% Bachelors Degree Only 10,58% 13,35% 15,22%	Shelter	\$8,965	\$9,339	\$9,710
Health Care	Food	\$5,315	\$5,597	\$5,939
Utilities	Personal Insurance and Pensions	\$4,157	\$4,565	\$4,992
Entertainment \$2,341 \$2,546 \$2,762 Cash Contributions \$1,378 \$1,510 \$1,637 Household Furnishings and Equipment \$1,315 \$1,403 \$1,496  POPULATION PROFILE 3 Miles 5 Miles 7 Miles  Population By Age  2018 Estimate Total Population 95,931 207,296 327,939 Under 20 27.42% 24.65% 25.00% 20 to 34 Years 24.66% 24.66% 23.68% 35 to 39 Years 6.10% 6.14% 6.29% 40 to 49 Years 11.59% 11.86% 12.05% 50 to 64 Years 17.34% 18.62% 18.68% Age 65+ 12.87% 14.08% 14.31% Median Age 33.46 35.53 35.99  Population 25+ by Education Level 2018 Estimate Population Age 25+ 61,716 139,416 221,413 Elementary (0-8) 9.30% 6.42% 5.40% Some High School (9-11) 12.00% 9.89% 9.01% High School Graduate (12) 30.57% 28.12% 26.58% Some College (13-15) 24.83% 26.48% 26.75% Associate Degree Only 10.58% 13.35% 15.22%	Health Care	\$3,464	\$3,700	\$3,965
Cash Contributions         \$1,378         \$1,510         \$1,637           Household Furnishings and Equipment         \$1,315         \$1,403         \$1,496           POPULATION PROFILE         3 Miles         5 Miles         7 Miles           Population By Age         2018 Estimate Total Population         95,931         207,296         327,939           Under 20         27.42%         24.65%         25.00%           20 to 34 Years         24.66%         24.66%         23.68%           35 to 39 Years         6.10%         6.14%         6.29%           40 to 49 Years         11.59%         11.86%         12.05%           50 to 64 Years         17.34%         18.62%         18.68%           Age 65+         12.87%         14.08%         14.31%           Median Age         33.46         35.53         35.99           Population 25+ by Education Level         2018 Estimate Population Age 25+         61,716         139,416         221,413           Elementary (0-8)         9.30%         6.42%         5.40%           Some High School (9-11)         12.00%         9.89%         9.01%           High School Graduate (12)         30.57%         28.12%         26.58%           Some College (13-15)	Utilities	\$2,977	\$3,115	\$3,298
Household Furnishings and Equipment \$1,315 \$1,403 \$1,496 POPULATION PROFILE 3 Miles 5 Miles 7 Miles  Population By Age  2018 Estimate Total Population 95,931 207,296 327,939  Under 20 27.42% 24.65% 25.00%  20 to 34 Years 24.66% 24.66% 23.68%  35 to 39 Years 6.10% 6.14% 6.29%  40 to 49 Years 11.59% 11.86% 12.05%  50 to 64 Years 17.34% 18.62% 18.68%  Age 65+ 12.87% 14.08% 14.31%  Median Age 33.46 35.53 35.99  Population 25+ by Education Level  2018 Estimate Population Age 25+ 61,716 139,416 221,413  Elementary (0-8) 9.30% 6.42% 5.40%  Some High School (9-11) 12.00% 9.89% 9.01%  High School Graduate (12) 30.57% 28.12% 26.58%  Some College (13-15) 24.83% 26.48% 26.75%  Associate Degree Only 5.50% 7.02% 7.37%  Bachelors Degree Only 10.58% 13.35% 15.22%	Entertainment	\$2,341	\$2,546	\$2,762
Equipment         \$1,315         \$1,405         \$1,496           POPULATION PROFILE         3 Miles         5 Miles         7 Miles           • Population By Age         2018 Estimate Total Population         95,931         207,296         327,939           Under 20         27.42%         24.65%         25.00%           20 to 34 Years         24.66%         24.66%         23.68%           35 to 39 Years         6.10%         6.14%         6.29%           40 to 49 Years         11.59%         11.86%         12.05%           50 to 64 Years         17.34%         18.62%         18.68%           Age 65+         12.87%         14.08%         14.31%           Median Age         33.46         35.53         35.99           • Population 25+ by Education Level         2018 Estimate Population Age 25+         61,716         139,416         221,413           Elementary (0-8)         9.30%         6.42%         5.40%           Some High School (9-11)         12.00%         9.89%         9.01%           High School Graduate (12)         30.57%         28.12%         26.58%           Some College (13-15)         24.83%         26.48%         26.75%           Associate Degree Only         5.50% <td></td> <td>\$1,378</td> <td>\$1,510</td> <td>\$1,637</td>		\$1,378	\$1,510	\$1,637
POPULATION PROFILE  Population By Age  2018 Estimate Total Population  95,931  207,296  327,939  Under 20  27.42%  24.65%  25.00%  20 to 34 Years  24.66%  35 to 39 Years  6.10%  6.14%  6.29%  40 to 49 Years  11.59%  11.86%  12.05%  50 to 64 Years  17.34%  18.62%  18.68%  Age 65+  12.87%  14.08%  14.31%  Median Age  33.46  35.53  35.99  Population 25+ by Education Level  2018 Estimate Population Age 25+  Elementary (0-8)  Some High School (9-11)  High School Graduate (12)  Some College (13-15)  Associate Degree Only  5.50%  7.02%  7.37%  Bachelors Degree Only  10.58%  1207,296  327,939  24.65%  24.66%  12.05%  12.0		\$1,315	\$1,403	\$1,496
2018 Estimate Total Population       95,931       207,296       327,939         Under 20       27.42%       24.65%       25.00%         20 to 34 Years       24.66%       24.66%       23.68%         35 to 39 Years       6.10%       6.14%       6.29%         40 to 49 Years       11.59%       11.86%       12.05%         50 to 64 Years       17.34%       18.62%       18.68%         Age 65+       12.87%       14.08%       14.31%         Median Age       33.46       35.53       35.99         Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	POPULATION PROFILE	3 Miles	5 Miles	7 Miles
Under 20       27.42%       24.65%       25.00%         20 to 34 Years       24.66%       24.66%       23.68%         35 to 39 Years       6.10%       6.14%       6.29%         40 to 49 Years       11.59%       11.86%       12.05%         50 to 64 Years       17.34%       18.62%       18.68%         Age 65+       12.87%       14.08%       14.31%         Median Age       33.46       35.53       35.99         * Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	<ul><li>Population By Age</li></ul>			
20 to 34 Years       24.66%       24.66%       23.68%         35 to 39 Years       6.10%       6.14%       6.29%         40 to 49 Years       11.59%       11.86%       12.05%         50 to 64 Years       17.34%       18.62%       18.68%         Age 65+       12.87%       14.08%       14.31%         Median Age       33.46       35.53       35.99         Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	2018 Estimate Total Population	95,931	207,296	327,939
35 to 39 Years 6.10% 6.14% 6.29% 40 to 49 Years 11.59% 11.86% 12.05% 50 to 64 Years 17.34% 18.62% 18.68% Age 65+ 12.87% 14.08% 14.31% Median Age 33.46 35.53 35.99  Population 25+ by Education Level 2018 Estimate Population Age 25+ 61,716 139,416 221,413 Elementary (0-8) 9.30% 6.42% 5.40% Some High School (9-11) 12.00% 9.89% 9.01% High School Graduate (12) 30.57% 28.12% 26.58% Some College (13-15) 24.83% 26.48% 26.75% Associate Degree Only 5.50% 7.02% 7.37% Bachelors Degree Only 10.58% 13.35% 15.22%	Under 20	27.42%	24.65%	25.00%
40 to 49 Years 11.59% 11.86% 12.05% 50 to 64 Years 17.34% 18.62% 18.68% Age 65+ 12.87% 14.08% 14.31% Median Age 33.46 35.53 35.99 Population 25+ by Education Level 2018 Estimate Population Age 25+ 61,716 139,416 221,413 Elementary (0-8) 9.30% 6.42% 5.40% Some High School (9-11) 12.00% 9.89% 9.01% High School Graduate (12) 30.57% 28.12% 26.58% Some College (13-15) 24.83% 26.48% 26.75% Associate Degree Only 5.50% 7.02% 7.37% Bachelors Degree Only 10.58% 13.35% 15.22%	20 to 34 Years	24.66%	24.66%	23.68%
50 to 64 Years       17.34%       18.62%       18.68%         Age 65+       12.87%       14.08%       14.31%         Median Age       33.46       35.53       35.99         Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	35 to 39 Years	6.10%	6.14%	6.29%
Age 65+       12.87%       14.08%       14.31%         Median Age       33.46       35.53       35.99         Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	40 to 49 Years	11.59%	11.86%	12.05%
Median Age       33.46       35.53       35.99         Population 25+ by Education Level         2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	50 to 64 Years	17.34%	18.62%	18.68%
■ Population 25+ by Education Level  2018 Estimate Population Age 25+ 61,716 139,416 221,413  Elementary (0-8) 9.30% 6.42% 5.40%  Some High School (9-11) 12.00% 9.89% 9.01%  High School Graduate (12) 30.57% 28.12% 26.58%  Some College (13-15) 24.83% 26.48% 26.75%  Associate Degree Only 5.50% 7.02% 7.37%  Bachelors Degree Only 10.58% 13.35% 15.22%	Age 65+	12.87%	14.08%	14.31%
2018 Estimate Population Age 25+       61,716       139,416       221,413         Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	Median Age	33.46	35.53	35.99
Elementary (0-8)       9.30%       6.42%       5.40%         Some High School (9-11)       12.00%       9.89%       9.01%         High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	Population 25+ by Education Level			
Some High School (9-11)         12.00%         9.89%         9.01%           High School Graduate (12)         30.57%         28.12%         26.58%           Some College (13-15)         24.83%         26.48%         26.75%           Associate Degree Only         5.50%         7.02%         7.37%           Bachelors Degree Only         10.58%         13.35%         15.22%	2018 Estimate Population Age 25+	61,716	139,416	221,413
High School Graduate (12)       30.57%       28.12%       26.58%         Some College (13-15)       24.83%       26.48%       26.75%         Associate Degree Only       5.50%       7.02%       7.37%         Bachelors Degree Only       10.58%       13.35%       15.22%	Elementary (0-8)	9.30%	6.42%	5.40%
Some College (13-15)         24.83%         26.48%         26.75%           Associate Degree Only         5.50%         7.02%         7.37%           Bachelors Degree Only         10.58%         13.35%         15.22%	Some High School (9-11)	12.00%	9.89%	9.01%
Associate Degree Only         5.50%         7.02%         7.37%           Bachelors Degree Only         10.58%         13.35%         15.22%	High School Graduate (12)	30.57%	28.12%	26.58%
Bachelors Degree Only 10.58% 13.35% 15.22%	Some College (13-15)	24.83%	26.48%	26.75%
	Associate Degree Only	5.50%	7.02%	7.37%
Graduate Degree 4.87% 7.06% 8.26%	Bachelors Degree Only	10.58%	13.35%	15.22%
	Graduate Degree	4.87%	7.06%	8.26%

Source: © 2018 Experian

# RENO-SPARKS-CARSON CITY

# **OVERVIEW**

Once dominated by government and gambling, the Reno-Sparks-Carson City metro has diversified into a growing high-tech manufacturing and logistics hub in western Nevada, boosting employment opportunities. A lower cost of living and doing business than nearby California is drawing companies as well as residents. Over the next five years, more than 40,000 additional people are expected in the metro, which encompasses Washoe and Storey counties as well as Carson City, home to the state's capital. The eastern shore of Lake Tahoe is included in the metro, contributing to an active outdoor recreation segment. A diverse array of activities that include gambling and cultural amenities keep the tourism industry growing.

#### **METRO HIGHLIGHTS**



## LOWER BUSINESS COSTS

More affordable costs and a business-friendly climate attract firms including Switch Data, Apple, Google and Tesla to the region.



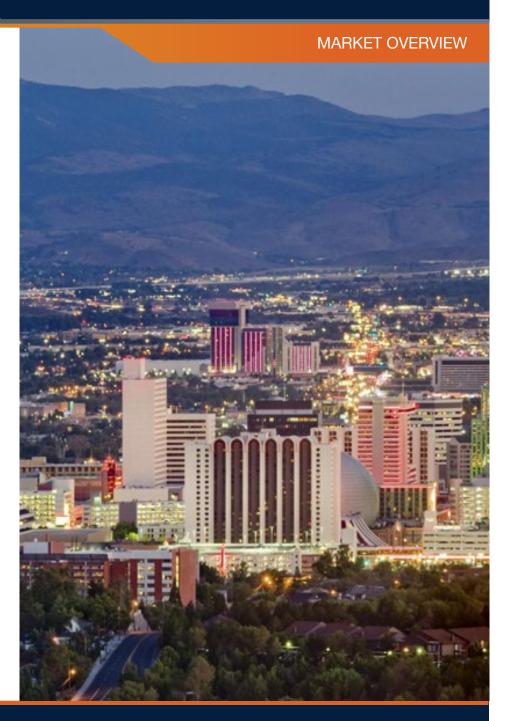
# STRONG EMPLOYMENT GAINS

Employment growth is expected to rise at a rate nearly double that of the nation over the next five years as companies move to and expand locally.



# **TOURISM**

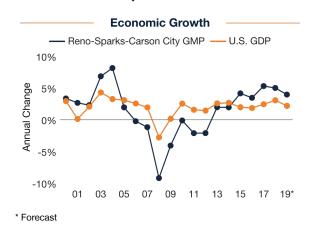
Special events such as the National Championship Air Races, as well as the region's many lakes, rivers, casinos, conventions and ski resorts, draw visitors and residents to the metro.

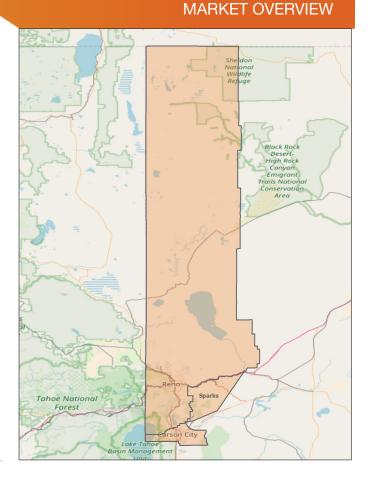


# ECONOMY

- The region is becoming an important center for distribution and industrial expansion as all West Coast markets can be reached in one day
- A pro-business environment and its proximity to the California border are attracting a diverse array of firms seeking to lower costs. Apple, Amazon and Jet.com have opened facilities in the metro. Tesla's battery Gigafactory is also based locally.
- Redeveloping unique neighborhoods such as the Brewery District and Mid-Town are drawing business, tourists and residents.
- Revenue from gambling in Washoe County has increased annually since 2013.

MAJOR AREA EMPLOYERS
University of Nevada, Reno
Renown Health
Peppermill Reno
International Game Technology
Atlantis Casino Resort
Eldorado Resort Casino
Saint Mary's Regional Medical Center
Carson Tahoe Health
State of Nevada
Western Nevada College





# **SHARE OF 2018 TOTAL EMPLOYMENT**



















