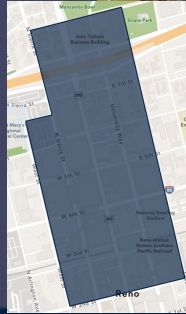


NEVADA MAIN STREET

Downtown Reno
Partnership
Community
Snapshot



2025

OVERVIEW

This snapshot provides key data and insights to inform Downtown Reno Partnership's local planning while highlighting trends that matter to Nevada's broader growth and policy

01

Demographic Overview

Summarizes population size, age distribution and growth trends shaping the community.

02

Social Characteristics

Examines education, income and household patterns influencing local stability and opportunity.

03

Industry Overview & Economic Characteristics

Reviews key industries, employment trends and economic drivers supporting the local economy.

04

Unmet Demand for Business & Service Overview

Identifies existing services and gaps presenting opportunities for new local businesses.



University of Nevada, Reno
Extension
College of Agriculture,
Biotechnology & Natural Resources



Demographic Overview

Demographic data describes the size and composition of the population within a Main Street district. Population, age, income and other household characteristics reveal who lives in the area, the wealth distribution and overall residential trends, while race and ethnicity provide insight into the community's diversity. These data points provide a foundational understanding of the community at this time.



General Characteristics

Downtown Reno
Partnership (2025)

Total Population: 769
Median Age: 48.5
Total Households: 508
Average Household Size: 1.36

\$581,044

Median
Home Value



\$92,239

Median
Household
Income



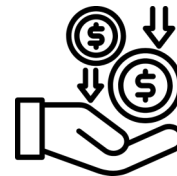
\$78,369

Per Capita
Income



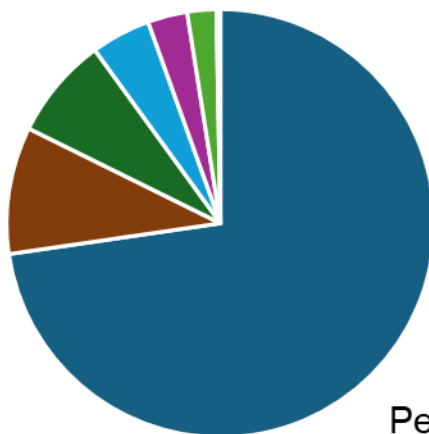
\$77,448

Median
Disposable
Income



Population by Race

Downtown Reno Partnership (2025)



- White - 72.7%
- 2+ Races - 9.6%
- Asian - 7.7%
- Black - 4.5%
- Some Other Race - 3.0%
- American Indian - 2.2%
- Pacific Islander - 0.3%

Percentage of Hispanic Origin: 9.8%



Social Characteristics

Social characteristic data provides insight into the lifestyles, behaviors and needs of residents within a Main Street district. Educational attainment and Tapestry Segmentation data highlight household dynamics, workforce skills, and lifestyle and spending patterns. Together, these data points can help to build a better understanding of resident preferences, as well as support inclusive, people-centered planning efforts.

Educational Attainment—Downtown Reno Partnership (2025)



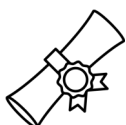
No High School Diploma

5.2%



High School Graduate

13.1%



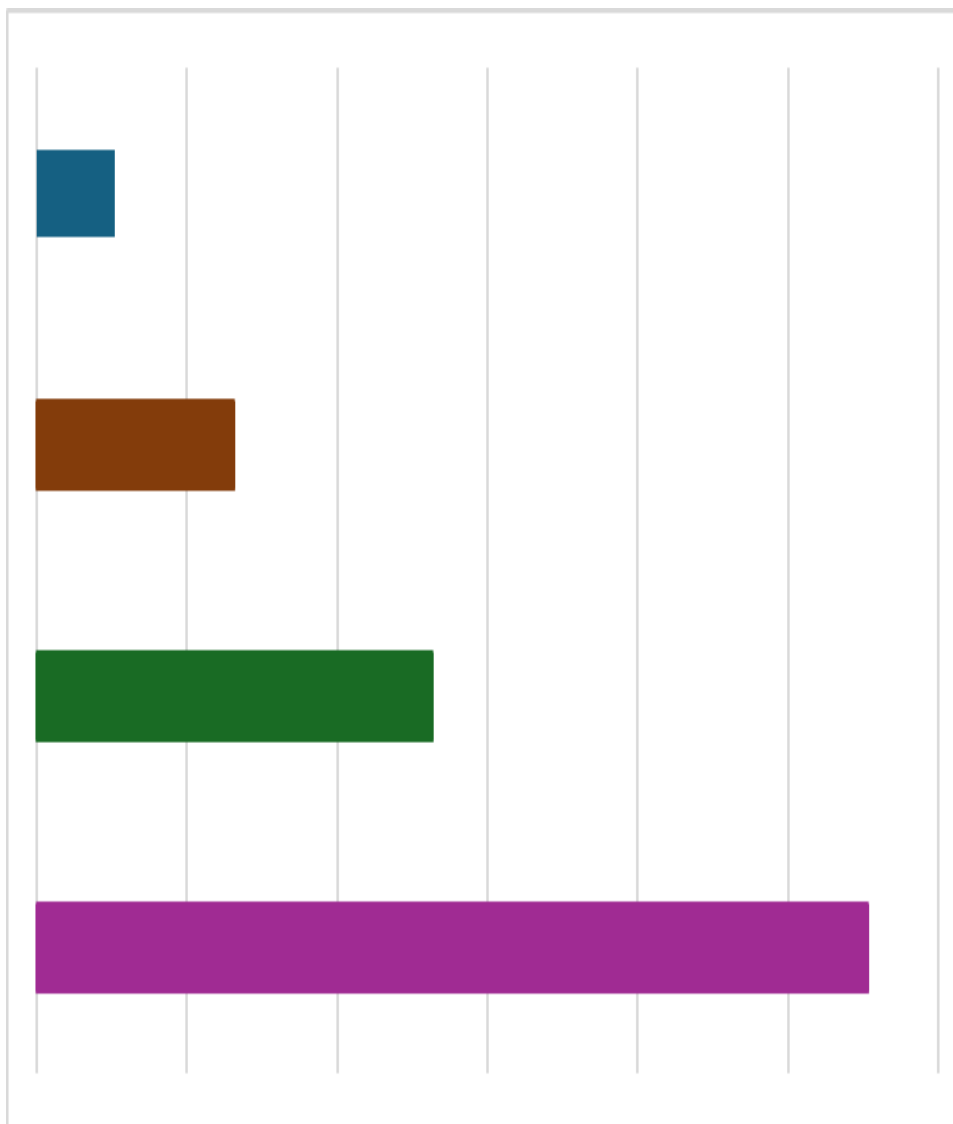
Some College / Associate Degree

26.3%



Bachelor's / Graduate / Professional Degree

55.3%



Nevada Economic Assessment Project (NEAP)

Tapestry Segmentation* provides a clear snapshot of community composition by grouping households with shared income, education, housing and lifestyle traits, offering deeper insight than demographics alone.

The data is developed by ESRI, combining U.S. Census information, consumer spending patterns and proprietary research through advanced statistical modeling.

Top 3 Segments by Household Count Downtown Reno Partnership (2025)

Segment	Number of Households	Percent of Households
Metro Renters	397	78.1%
Social Security Set	49	9.6%
Dorms to Diplomas	47	9.3%
Other	15	3.0%

Tapestry Segment Definitions

Metro Renters (D4): *Young, educated professionals in urban rentals*

Social Security Set (A3): *Urban neighborhoods with older, low-income residents*

Dorms to Diplomas (B1): *Young, educated residents in urban neighborhoods*

Other: *Aggregate value of households that fall into any and all Tapestry Segments that are not explicitly listed within the table above*



*For additional information about ESRI Tapestry Segmentation please visit
<https://doc.arcgis.com/en/esri-demographics/latest/esri-demographics/tapestry-segmentation.htm>

Industry Overview & Economic Characteristics

Industry and economic data provide insight into the forces shaping a community's business environment and overall economic health. Information on top industries by labor force participation, economic output, imports and exports reveals where jobs are concentrated, which sectors generate the most value, and how the community connects to regional and global markets. Additional indicators such as total businesses, recent business license activity, employment distribution, unemployment rates and countywide visitor spending highlight entrepreneurship, workforce conditions and economic diversity, and offer some insight on the role of tourism. Together, these data points can support informed Main Street revitalization strategies that strengthen existing businesses, attract new investment, and build a more resilient and competitive local economy.



Downtown Reno Partnership / ZIP Codes 89501 and 89503

Top 3 Industries by Labor Force Participation—Downtown Reno Partnership (2025)

Industry	Percent of Employed Population
Services	54.8%
Construction	10.5%
Manufacturing	8.6%

Top 3 Industries for Imports Downtown Reno Partnership (2025)

Industry	Imports
Corporate, Subsidiary, and Regional Managing Offices	\$113.1M
Commercial Banking	\$97.3M
Portfolio Management and Investment Advice	\$76.5M

Top 3 Industries in Total Output Downtown Reno Partnership(2025)

Industry	Sales
Casino Hotels	\$1.1B
Portfolio Management and Investment Advice	\$263.9M
Offices of Physicians (except Mental Health Specialists)	\$212.2M

Top 3 Industries for Exports Downtown Reno Partnership (2025)

Industry	Exports
Casino Hotels	\$1.1B
Portfolio Management and Investment Advice	\$183.1M
Offices of Physicians (except Mental Health Specialists)	\$147.3M

*The Output, Imports and Exports data tables exclude all Public Administration-related industry activity for the purposes of this report.



Nevada Economic Assessment Project (NEAP)

Downtown Reno Partnership (2025)

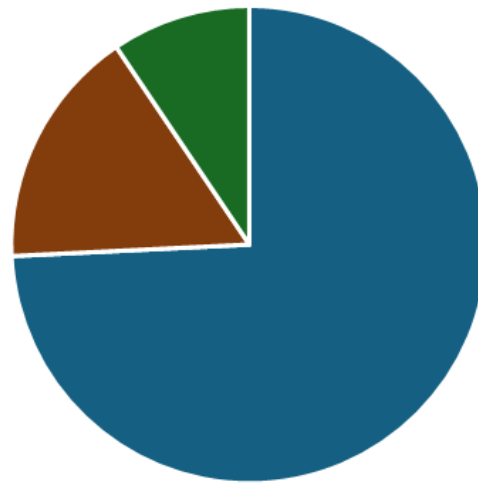


Total Number of Businesses:	134
Total Business Licenses Applied for Over the Year:	10
Total Business Licenses Approved Over the Year:	6

Employment Distribution by Occupation Downtown Reno Partnership (2025)

- White Collar - 74.6%
- Blue Collar - 16.4%
- Services - 9.5%

Unemployment Rate: 3.9%



Washoe County Visitor Data

The visitation data illustrates the spending patterns of the visitors to the county in 2024.

Total Direct Visitor Spending: \$3.4B

Average Daily Visitor Spending: \$9.2M

Direct Visitor Spending % Change: + 0.9%
(2023 v. 2024)

Top 3 Categories for Direct Visitor Spending Washoe County (2024)

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Gaming	\$726.8M	21.7%
Retail	\$615.7M	18.4%
Food and Beverage	\$574.8M	17.1%



Unmet Demand for Business & Service Overview

This data illustrates possible unmet demand for businesses and services by comparing the number of identified establishments in each of the defined key categories within the specific community to those present elsewhere in the county overall. By highlighting gaps and business voids, the data identifies areas where local demand may be leaking to surrounding communities. These insights can help Main Street stakeholders prioritize business recruitment, support entrepreneurial opportunities, and guide investment toward services most needed by residents and visitors. Understanding these gaps is essential for strengthening the local economy and creating a more complete and competitive commercial district.



A void analysis was conducted to identify potential unmet demand for specific types of businesses and services in the Downtown Reno Partnership Main Street District located in Reno, NV, using Washoe County as the comparison area. Voids represent business types present elsewhere in the county but not within the Downtown Reno Partnership area in 2025.

The results show gaps across all six categories analyzed. The Downtown Reno Partnership area has significant shortages in big box, financial and health care-related services, with zero or few identified businesses in these sectors. Additional gaps also exist in clothing, retail and restaurant services.

Health Care Void Analysis Results

Washoe County Locations	907
Locations in Downtown Reno Partnership	2
Voids in Downtown Reno Partnership	798

The health care category includes businesses such as hospitals, medical centers, home health services, dentists, optometrists, OD Clinics, physicians and surgeons, mental health services and pharmacies.

Restaurant Void Analysis Results

Washoe County Locations	956
Locations in Downtown Reno Partnership	24
Voids in Downtown Reno Partnership	652

The restaurant category includes businesses such as pizza parlors, Italian, Mexican and other restaurant types.

Financial Void Analysis Results

Washoe County Locations	834
Locations in Downtown Reno Partnership	3
Voids in Downtown Reno Partnership	663

The financial category includes businesses such as credit unions, federally chartered credit unions, banks, investments, insurance, insurance agents, brokers and services, life insurance agents, accountants, accounting and bookkeeping general services, real estate and real estate investments.

Clothing Void Analysis Results

Washoe County Locations	63
Locations in Downtown Reno Partnership	1
Voids in Downtown Reno Partnership	57

The clothing category includes retail businesses that offer clothing, men's clothing and furnishings and women's apparel.



Nevada Economic Assessment Project (NEAP)

Retail Void Analysis Results

Washoe County Locations	283
Locations in Downtown Reno Partnership	5
Voids in Downtown Reno Partnership	232

The retail category includes retail businesses such as bakers, grocers, shoes, hardwood, general merchandise, electronic equipment and supplies, beer and ale, liquors, sporting goods and other retail shops. This category also includes beer and ale wholesalers.

Big Box Void Analysis Results

Washoe County Locations	37
Locations in Downtown Reno Partnership	0
Voids in Downtown Reno Partnership	46

The big box category includes businesses such as shopping centers and malls, home centers, department stores and wholesale clubs.

Contacts



**Nathan Digangi, Downtown Reno Partnership
Main Street Contact**
ndigangi@downtownreno.org

**Shari Davis, Director of Rural Economic and
Community Development
Nevada Governor's Office of Economic
Development (GOED)**
sadavis@goed.nv.gov
775-221-9610

**Sierra Frykberg, Statistician
University of Nevada, Reno Extension**
sfrykberg@unr.edu
702-948-5977

Sources: ESRI, Lightcast, Travel Nevada and ONE
Regional Licensing and Permits Portal
(Accela)

Copyright © 2026, University of Nevada, Reno Extension
A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture

An AA/EEO Institution; The University of Nevada, Reno is committed to providing a place of work and learning free of discrimination on the basis of a person's age (40 or older), disability, whether actual or perceived by others (including service-connected disabilities), gender (including pregnancy related conditions), military status or military obligations, sexual orientation, gender identity or expression, genetic information, national origin, race (including hair texture and protected hairstyles such as natural hairstyles, afros, Bantu knots, curls, braids, locks and twists), color, or religion (protected classes). Where discrimination is found to have occurred, the University will act to stop the discrimination, to prevent its recurrence, to remedy its effects, and to discipline those responsible.

