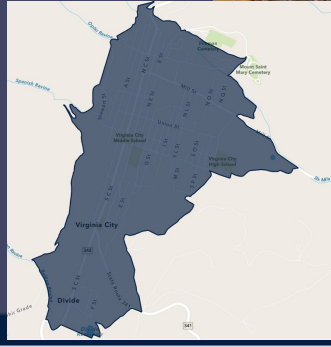


NEVADA MAIN STREET

Virginia City Community Snapshot



OVERVIEW

This snapshot provides key data and insights to inform Virginia City's local planning while highlighting trends that matter to Nevada's broader growth and policy decisions.



2025

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.



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

Virginia City (2025)

Total Population:	772
Median Age:	56.6
Total Households:	378
Average Household Size:	2.04

\$472,500

Median
Home Value



\$125,389

Median
Household
Income



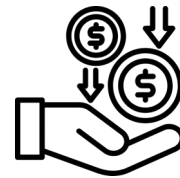
\$61,821

Per Capita
Income



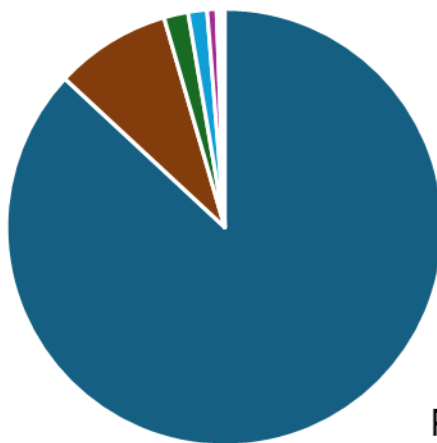
\$98,801

Median
Disposable
Income



Population by Race

Virginia City (2025)



- White - 87.0%
- 2+ Races - 8.6%
- American Indian - 1.8%
- Some Other Race - 1.4%
- Asian - 0.7%
- Black - 0.3%
- Pacific Islander - 0.3%

Percentage of Hispanic Origin: 5.7%



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—Virginia City (2025)



No High School Diploma

14.6%



High School Graduate

3.0%



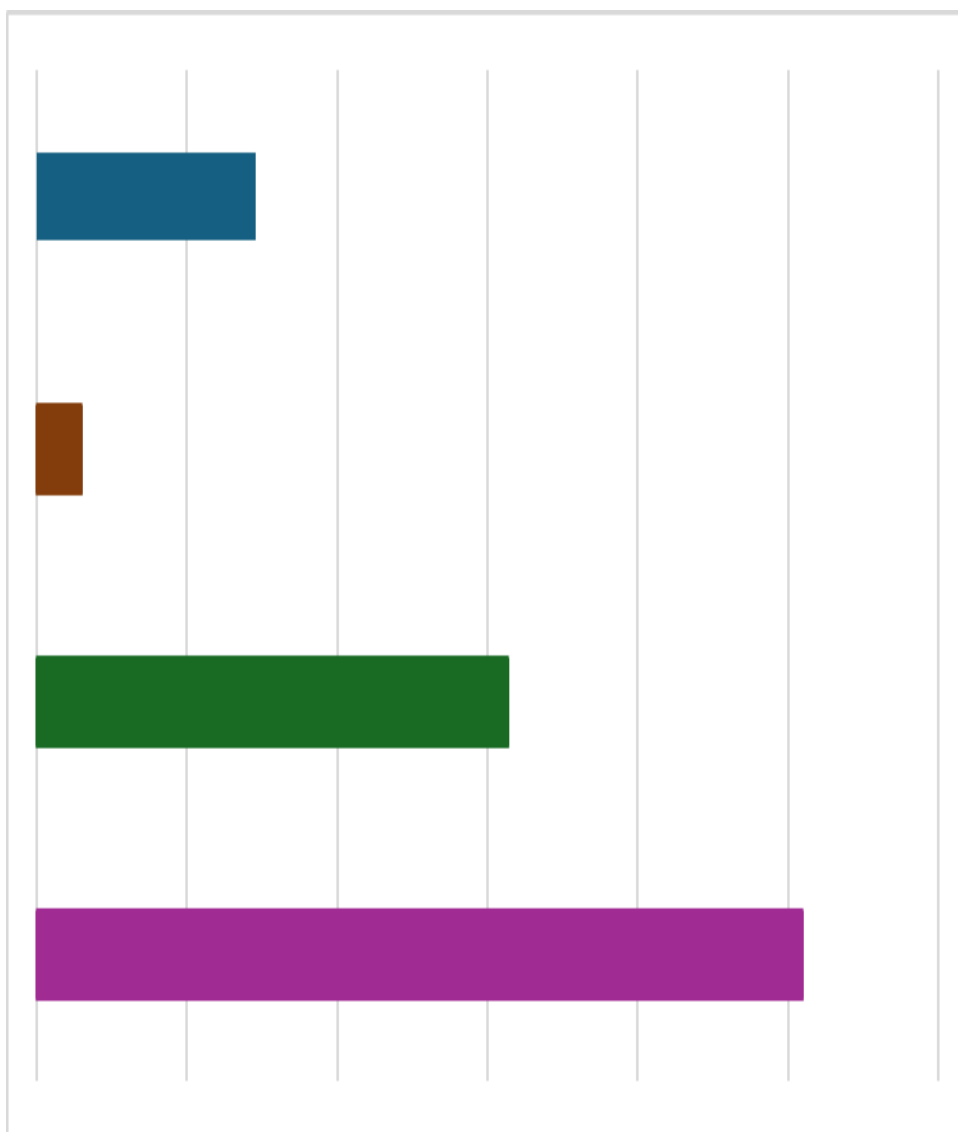
Some College / Associate Degree

31.4%



Bachelor's / Graduate / Professional Degree

51.0%



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 Virginia City (2025)

Segment	Number of Households	Percent of Households
Rural Resort Dwellers	378	100.0%
N/A	-	-
N/A	-	-
Other	0	0.0%

Tapestry Segment Definitions

Rural Resort Dwellers (15): *Rural areas with seasonal homes and seniors with skilled jobs*

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.



Virginia City / ZIP Code 89440

Top 3 Industries by Labor Force Participation—Virginia City (2025)

Industry	Percent of Employed Population
Services	40.7%
Manufacturing	30.0%
Transportation/Utilities	13.6%

Top 3 Industries for Imports Virginia City (2025)

Industry	Imports
Crude Petroleum Extraction	\$39.6M
Natural Gas Extraction	\$13.5M
Corporate, Subsidiary, and Regional Managing Offices	\$13.3M

Top 3 Industries in Total Output Virginia City (2025)

Industry	Sales
Petroleum Refineries	\$144.9M
Dog and Cat Food Manufacturing	\$137.2M
Heavy Duty Truck Manufacturing	\$69.9M

Top 3 Industries for Exports Virginia City (2025)

Industry	Exports
Petroleum Refineries	\$143.9M
Dog and Cat Food Manufacturing	\$136.5M
Heavy Duty Truck Manufacturing	\$68.9M

*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)

Virginia City (2025)



Total Number of Businesses:	113
Total Business Licenses Applied for Over the Year:	N/A*
Total Business Licenses Approved Over the Year:	163

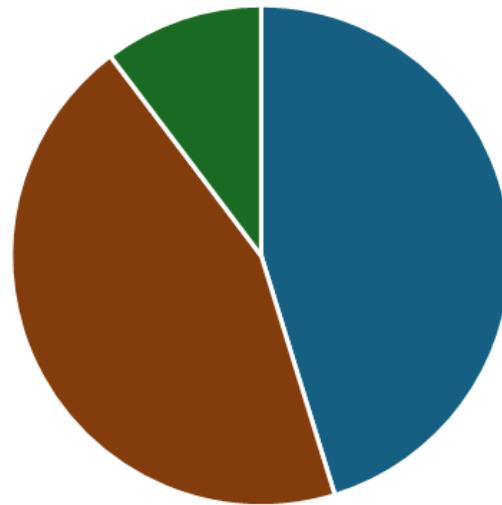
*The Storey County Community Development Office only provided data for active/approved businesses in Virginia City for 2025.

Employment Distribution by Occupation

Virginia City (2025)

- White Collar - 45.2%
- Blue Collar - 44.4%
- Services - 10.3%

Unemployment Rate: 0.0%



Storey County Visitor Data

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

Total Direct Visitor Spending: \$10.7M

Average Daily Visitor Spending: \$29.4K

Direct Visitor Spending % Change: + 11.4%
(2023 v. 2024)

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Food and Beverage	\$3.8M	35.3%
Retail	\$2.1M	19.4%
Recreation	\$1.8M	16.3%



Nevada Economic Assessment Project (NEAP)

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 Virginia City, NV, using Storey County as the comparison area. Voids represent business types present elsewhere in the county but not within Virginia City in 2025.

The results show gaps across all six categories analyzed for Virginia City and three of six categories for Storey County overall. Storey County has no identified health care, clothing or big box services. Virginia City also has shortages in retail, restaurant and financial-related services, with few identified businesses in these sectors as well.

Health Care Void Analysis Results

Storey County Locations	0
Locations in Virginia City	0
Voids in Virginia City	0

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

Storey County Locations	11
Locations in Virginia City	5
Voids in Virginia City	6

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

Financial Void Analysis Results

Storey County Locations	5
Locations in Virginia City	4
Voids in Virginia City	1

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

Storey County Locations	0
Locations in Virginia City	0
Voids in Virginia City	0

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

Storey County Locations	5
Locations in Virginia City	2
Voids in Virginia City	3

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

Storey County Locations	0
Locations in Virginia City	0
Voids in Virginia City	0

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

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Sources: ESRI, Lightcast, Travel Nevada and Storey County Community Development Office

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