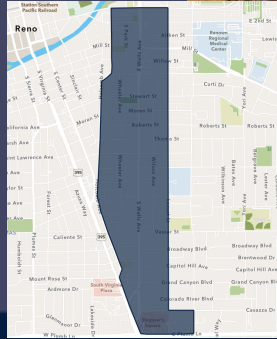


NEVADA MAIN STREET

Reno Wells
Avenue
District
Community
Snapshot



2025

OVERVIEW

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

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.



Reno Wells Avenue District (2025)

General Characteristics

Total Population:	3,914
Median Age:	38.3
Total Households:	2,194
Average Household Size:	1.71

\$450,000

Median
Home Value



\$52,384

Median
Household
Income



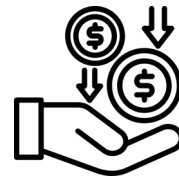
\$40,280

Per Capita
Income



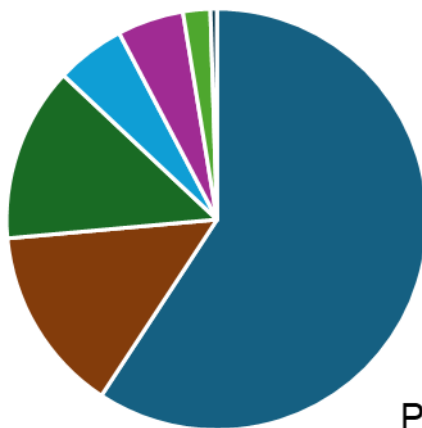
\$43,941

Median
Disposable
Income



Population by Race

Reno Wells Avenue District (2025)



- White - 59.2%
- Some Other Race - 14.3%
- 2+ Races - 13.4%
- Asian - 5.3%
- Black - 5.1%
- American Indian - 2.1%
- Pacific Islander - 0.5%

Percentage of Hispanic Origin: 28.4%



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—Reno Wells Avenue District (2025)



No High School Diploma

13.9%



High School Graduate

27.8%



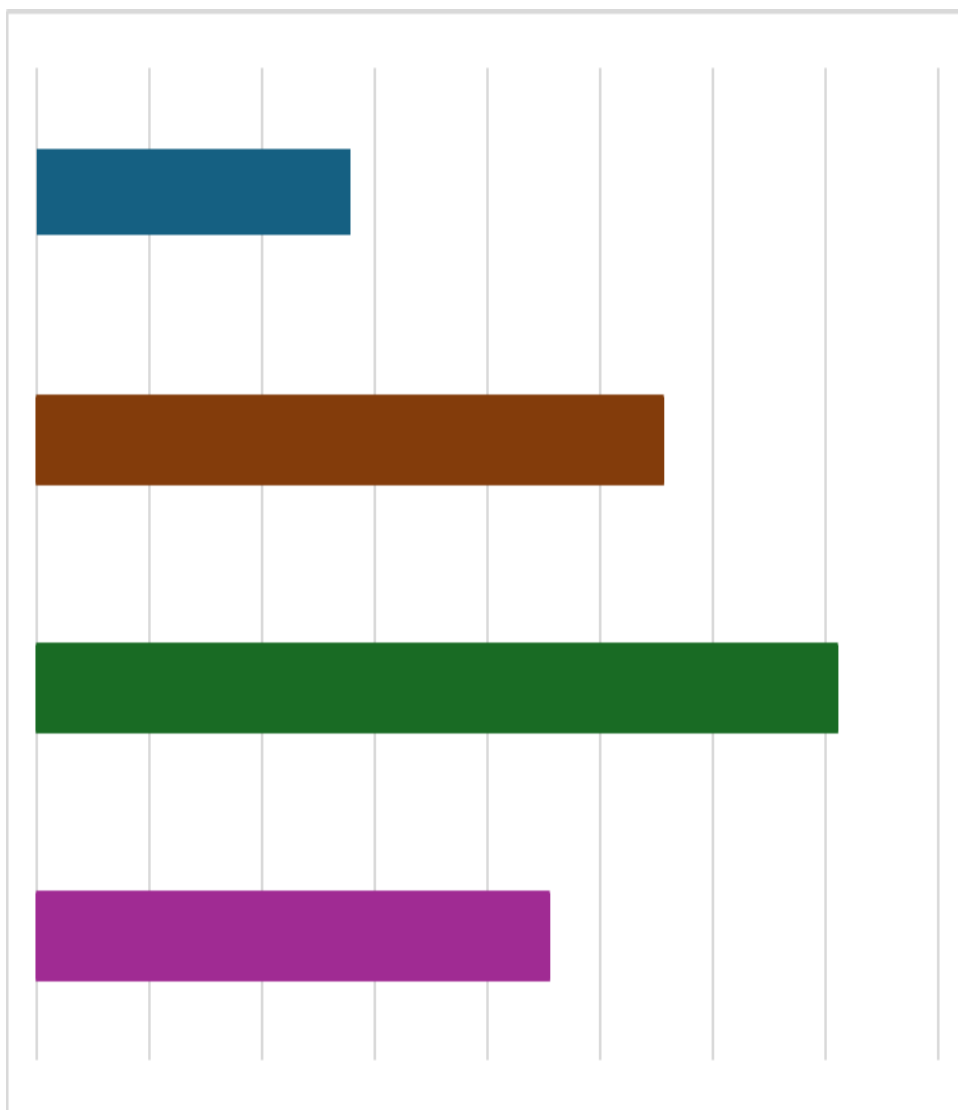
Some College / Associate Degree

35.5%



Bachelor's / Graduate / Professional Degree

22.7%



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 Reno Wells Avenue District (2025)

Segment	Number of Households	Percent of Households
Emerging Hub	1,093	49.8%
Social Security Set	436	19.9%
Metro Fusion	339	15.5%
Other	326	14.9%

Tapestry Segment Definitions

Emerging Hub (D1): *Young, high-earning, mobile urban professionals*

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

Metro Fusion (C3): *Mobile households in densely populated urban areas*

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.



Reno Wells Avenue District / ZIP Code 89502

Top 3 Industries by Labor Force Participation Reno Wells Avenue District (2025)

Industry	Percent of Employed Population
Services	54.8%
Manufacturing	11.5%
Retail Trade	9.3%

Top 3 Industries for Imports Reno Wells Avenue District (2025)

Industry	Imports
Commercial Banking	\$129.5M
Media Streaming Distribution Services, Social Networks, and Other Media Networks/Content Providers	\$113.3M
Portfolio Management and Investment Advice	\$107.3M

Top 3 Industries in Total Output Reno Wells Avenue District (2025)

Industry	Sales
General Medical and Surgical Hospitals	\$722.4M
Corporate, Subsidiary, and Regional Managing Offices	\$680.7M
Offices of Physicians (except Mental Health Specialists)	\$505.6M

Top 3 Industries for Exports Reno Wells Avenue District (2025)

Industry	Exports
General Medical and Surgical Hospitals	\$548.0M
Corporate, Subsidiary, and Regional Managing Offices	\$451.9M
Offices of Physicians (except Mental Health Specialists)	\$403.8M

*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)

Reno Wells Avenue District
(2025)



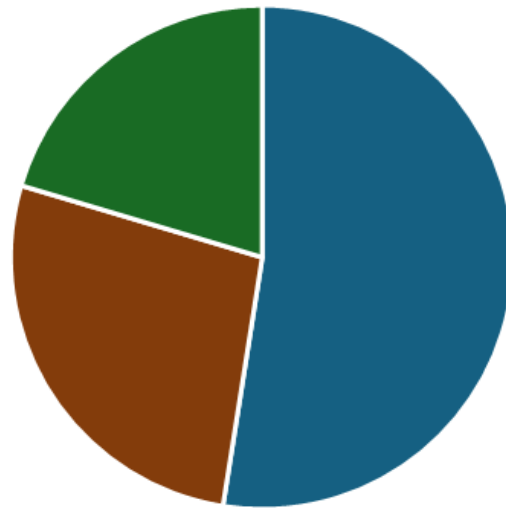
Total Number of Businesses:	331
Total Business Licenses Applied for Over the Year:	146
Total Business Licenses Approved Over the Year:	122

Employment Distribution by Occupation

Reno Wells Avenue District (2025)

- White Collar - 52.5%
- Blue Collar - 27.1%
- Services - 20.4%

Unemployment Rate: 6.8%



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 Wells Avenue Main Street District of Reno, NV, using Washoe County as the comparison area. Voids represent business types present elsewhere in the county but not within the Reno Wells Avenue District in 2025.

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

Health Care Void Analysis Results

Washoe County Locations	907
Locations in Reno Wells Avenue District	23
Voids in Reno Wells Avenue District	777

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 Reno Wells Avenue District	28
Voids in Reno Wells Avenue District	648

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 Reno Wells Avenue District	15
Voids in Reno Wells Avenue District	651

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 Reno Wells Avenue District	0
Voids in Reno Wells Avenue District	58

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 Reno Wells Avenue District	11
Voids in Reno Wells Avenue District	226

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	67
Locations in Reno Wells Avenue District	1
Voids in Reno Wells Avenue District	45

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

Contacts



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

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