

POPULATION

2013 (Est) - PRIMARY TRADE	50,355
2013 (Est) - CITY LIMITS	3,202
Annual Growth 2000-13 - PRIMARY TRADE	0.32%
Annual Growth 2000-13 - CITY LIMITS	1.40%
Annual Growth 2013-18 (Est) - PRIMARY TRADE	0.60%
Annual Growth 2013-18 (Est) - CITY LIMITS	0.60%

EDUCATION - PRIMARY TRADE

Earned a College Degree	25.60%
Some Post-Secondary Education	47.60%

COMPOSITION - PRIMARY TRADE

Family Households	81.90%
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AVERAGE INCOME - PRIMARY TRADE

Household Income - 2013 Estimate	\$62,659
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OCCUPATION - PRIMARY TRADE

White Collar Workers	53.00%
Blue Collar Workers	47.00%
Unemployment Rate	5.90%

HOUSING - PRIMARY TRADE

Owner Occupied Housing	66.60%
Median Housing Value	\$88,468
Houses built between 2000 and 2010	16.30%

OPPORTUNITY GAP HIGHLIGHTS

PRIMARY TRADE

TOTAL RETAIL LEAKAGE **\$290,605,994***

Grocery Stores	\$88,044,343
Non-Store Retailers	\$46,184,355
Pharmacies and Drug Stores	\$40,366,079
Other Build Materials	\$29,544,879
Full Service Restaurants	\$15,296,519
Gasoline Stations	\$14,682,974
Electronics and Appliances	\$9,847,007
Clothing	\$9,022,682
Special Food	\$6,049,329
Furniture and Home Furnishings	\$5,525,966
Drinking Places	\$2,508,006
Optical Goods	\$1,948,242

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.

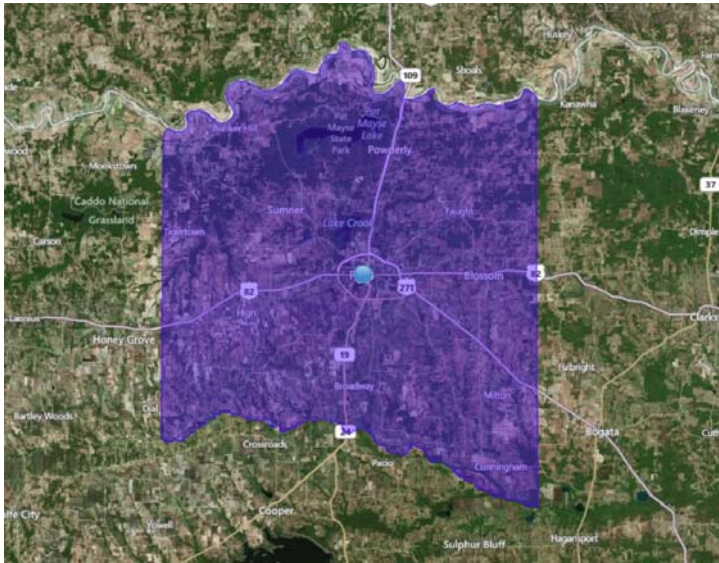
About the City of Reno

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
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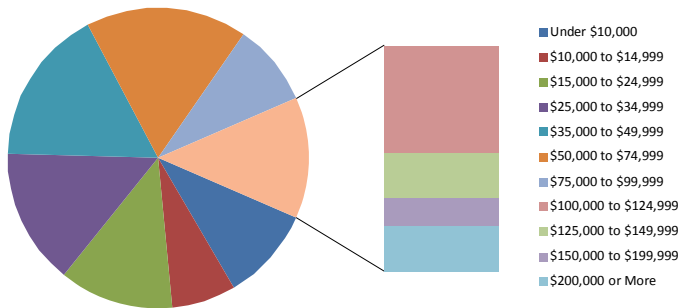
Reno Texas



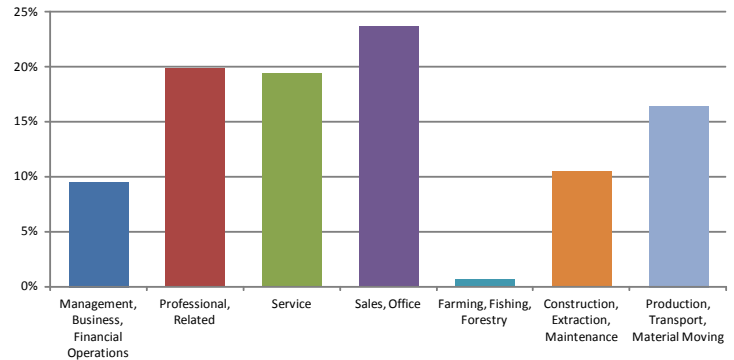
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Lamar County has a rich and vibrant history and is composed of just over 907 square miles of surface area. Lamar County falls within the area of the Ark-Tex Council of Government and 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.

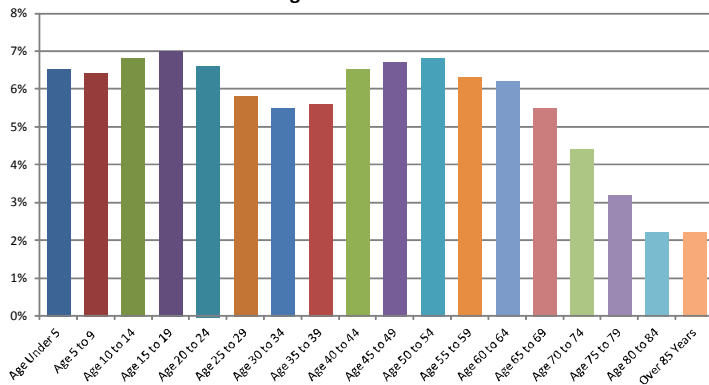
Household Income 2013



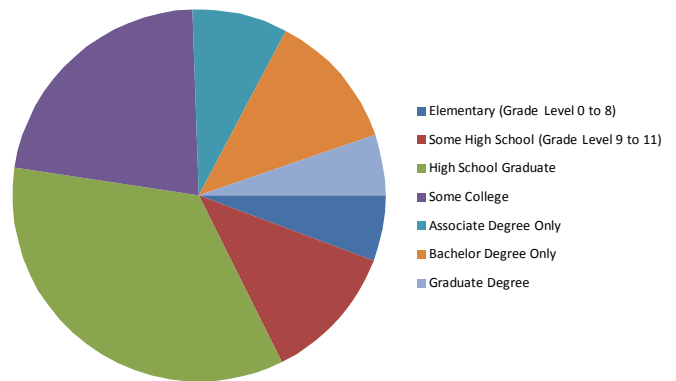
Occupational Classification, Employed Population Aged 16+



Age Classification 2013



Educational Attainment 2013



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