

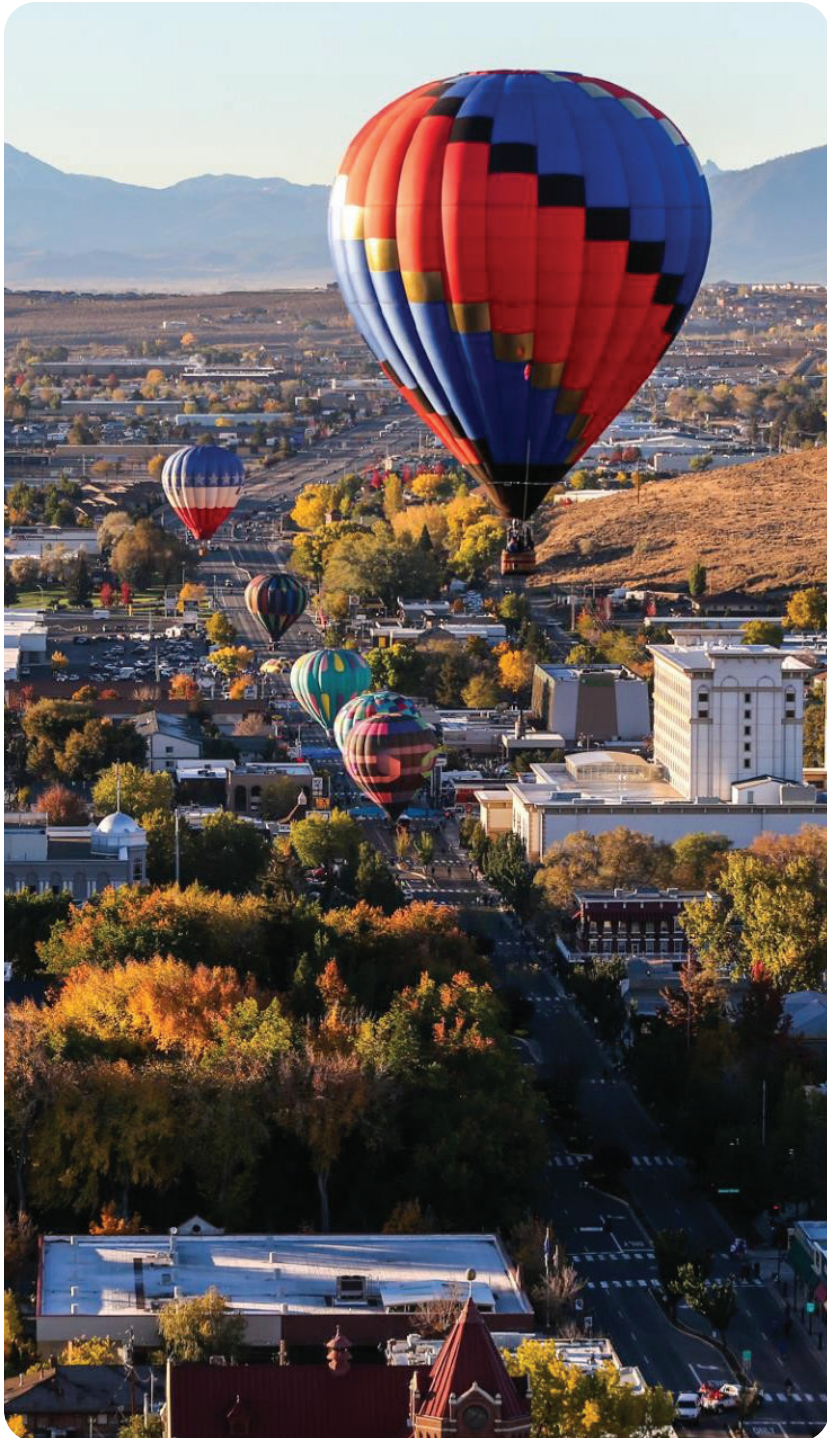
**OFFERING  
MEMORANDUM**

**WINNEMUCCA LANDING**  
HUMBOLDT COUNTY



**E 2ND ST**



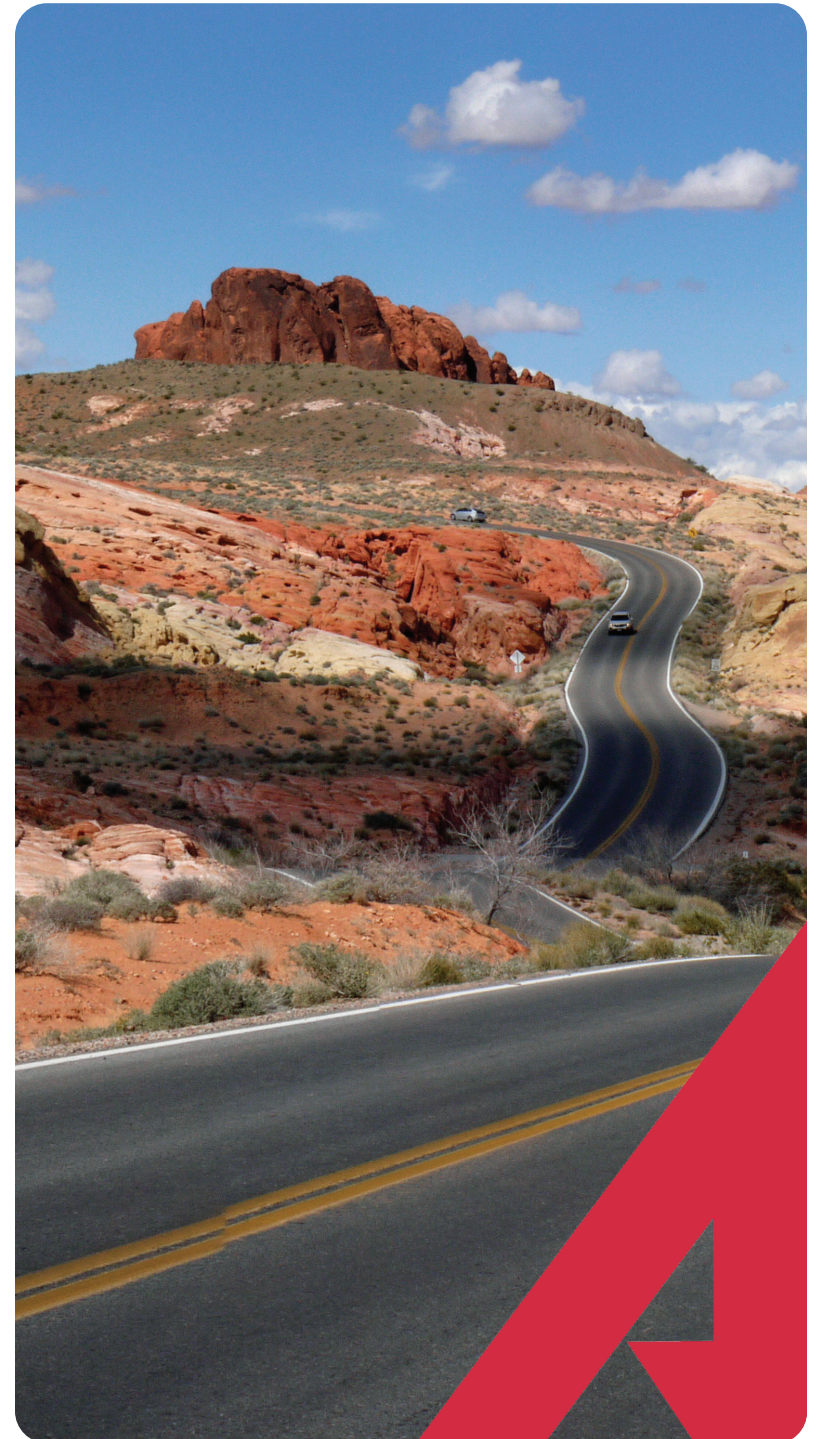


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# 01 Executive Summary

Offering Summary  
Property Details



# Offering Summary

NAI Alliance is pleased to present the opportunity to purchase land in Winnemucca. Situated on the corner of E. 2nd St. and Dwight Eisenhower Hwy. (I-80), these adjacent parcels provide a very strong corner for commercial development. Located halfway between Salt Lake City and San Francisco, Winnemucca is the first stop for traffic coming east making it an excellent place for travelers to stop. With both a Pilot and a Flying J travel center in southwest Winnemucca, there is a lack of Travel centers on the northeast side of Winnemucca heading east. Due to the lack of travel centers and the close proximity to both I-80 and US-95, these parcels are well suited for a travel or rest stop. These parcels hold potential for hotel and casino development if desired as there is a lack of hotels and casinos on the Northeast side of Winnemucca. In total, these parcels offer flexibility in many different development opportunities.

## Offering Summary



**Negotiable**  
OFFERING PRICE



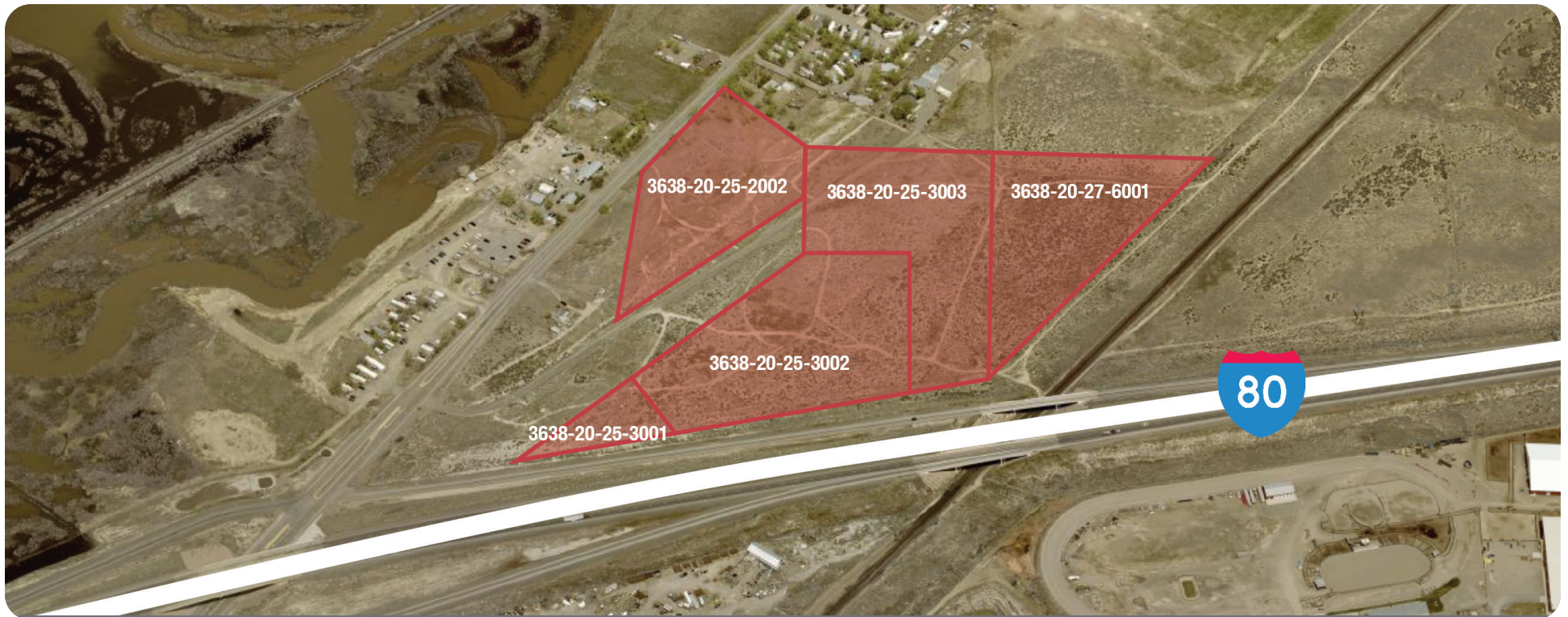
**M-1, AR, & G-C**  
ZONING



**±28.74 AC**  
TOTAL AC



**±1,251,914 SF**  
TOTAL SF



# Property Details

Situated halfway between the vibrant urban centers of Salt Lake City, UT, and San Francisco, CA, Winnemucca stands as a crucial junction and first stop for travelers embarking on journeys eastward. This strategic positioning elevates Winnemucca to a prime destination, offering a vital respite for weary travelers and a convenient hub for various services, including fuel, accommodations, and dining options. The city's accessibility, coupled with its serene desert landscapes and welcoming atmosphere, makes it an excellent place for tourists to pause, recharge, and explore the surrounding natural wonders before continuing on their adventures.

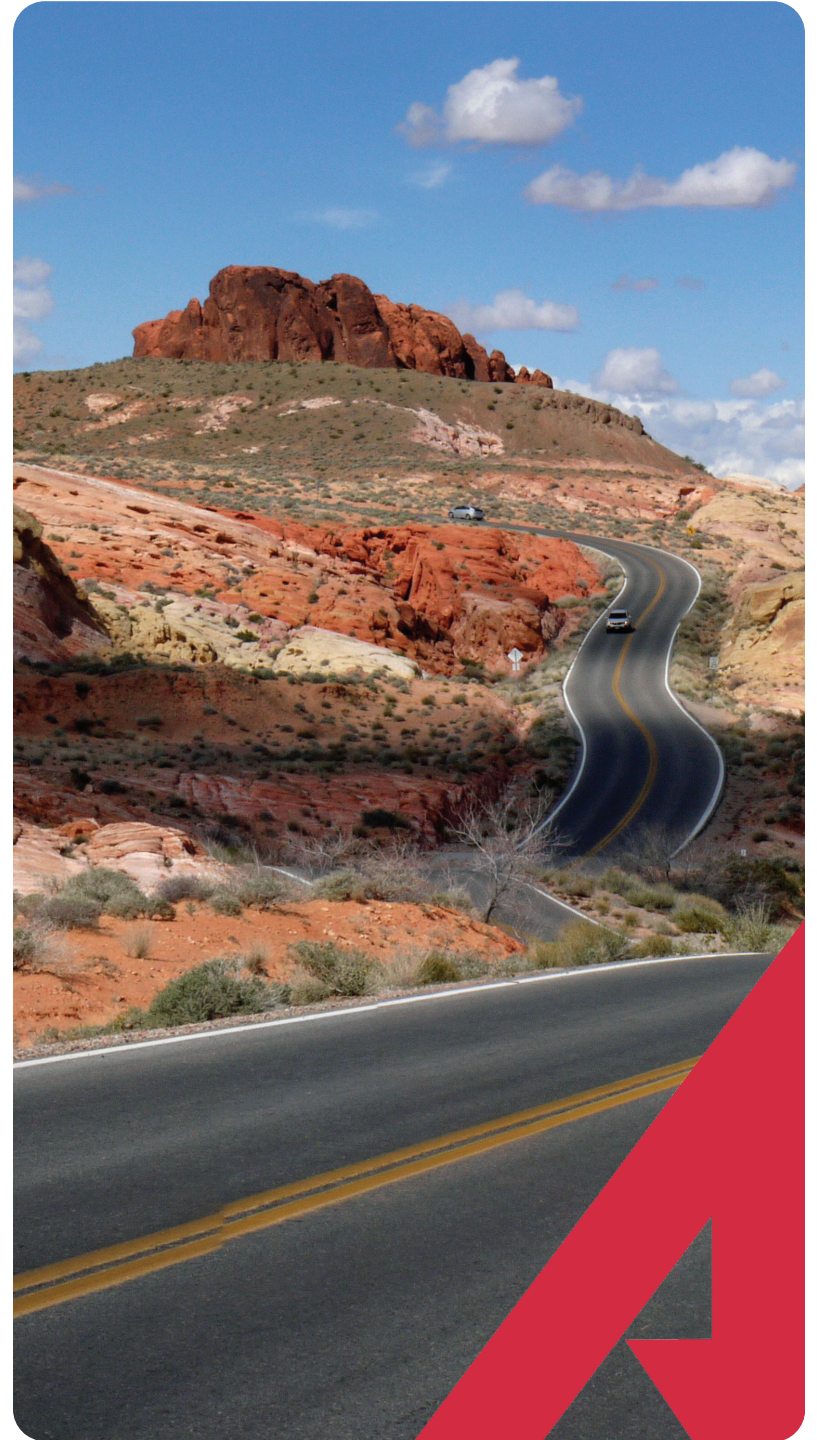
## Overview

Address	E. Second St. Winnemucca, NV 89445
Total SF	±1,251,914 SF
Lot Size	±28.74 AC
Parcels	3638-20-253-001 3638-20-253-002 3638-20-253-003 3638-20-252-002 3638-20-276-001
Zoning	M-1, AR, G-C



# 02 Property Information

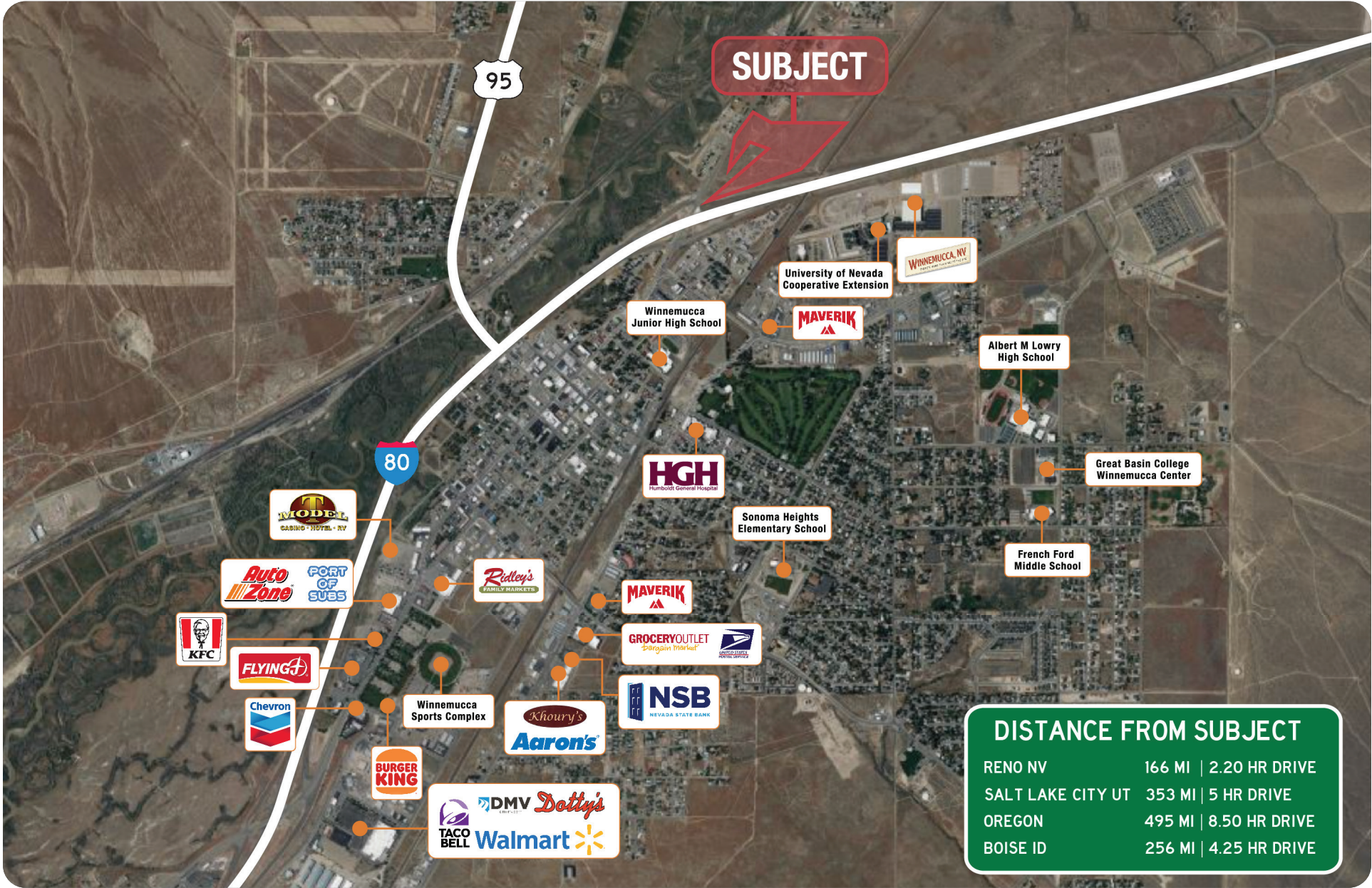
Local Map  
Regional Map



# Local Map



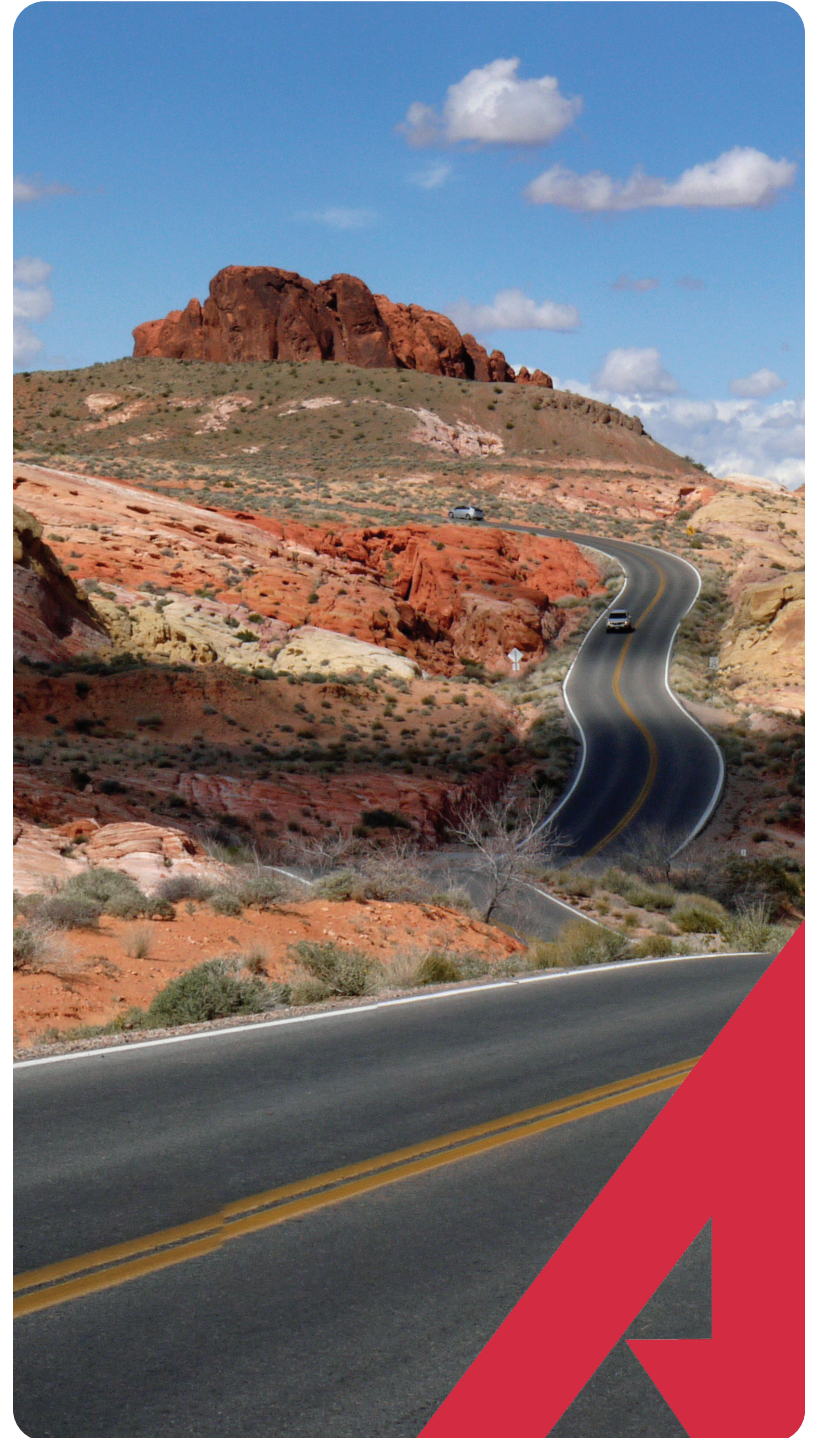
# Aerial Map





# 03 Market Analysis

Market Overview  
Demographics  
About Nevada  
About Northern Nevada



# Market Overview

Winnemucca, a hidden gem in the high desert landscape, lies at the heart of northern Nevada, serving as a pivotal link between major urban hubs like Reno, NV, Boise, ID, and Salt Lake City, UT. Strategically positioned, it marks the juncture of the northern US Highway 95, which stretches from Oregon and Idaho, and Interstate 80, a key transcontinental route traversing the vast expanse from central California to Utah. This quaint community, often referred to as an “oasis in the desert,” surprises travelers with its serene beauty and vibrant culture.

As the sole incorporated city and county seat of Humboldt County, Nevada, Winnemucca is more than just a passageway; it's a thriving hub with a population of 7,174 people, 2,736 households, and 1,824 families as of the 2000 census. The city's economy is buoyed by large mining companies and businesses catering to the gold mining industry, offering ample employment opportunities to its residents. Moreover, with a burgeoning tourism sector, Winnemucca is attracting a growing number of visitors, drawn by its unique charm and outdoor recreational activities.

Notably, until 2013, Winnemucca Farms operated the world's largest potato dehydration plant, contributing significantly to the region's agricultural prominence. Today, the area remains one of the largest potato farming regions globally, underscoring the city's rich agricultural heritage and its enduring importance in the state's economy.



# 10 Mile Demographics

## KEY FACTS



**15,021**  
POPULATION



**4.8%**  
UNEMPLOYMENT



**2.6**  
HOUSEHOLD  
SIZE (AVG.)



**38**  
MEDIAN  
AGE

## INCOME FACTS



**\$75,901**

MEDIAN  
HOUSEHOLD  
INCOME



**\$36,971**

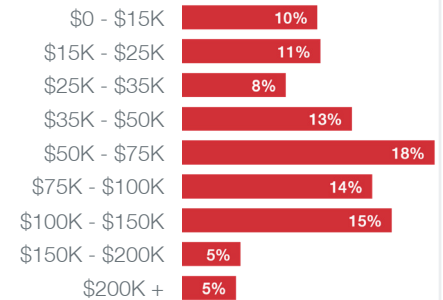
PER CAPITA  
INCOME



**\$165,276**

MEDIAN  
NET WORTH

### HOUSEHOLDS BY ANNUAL INCOME



## BUSINESS FACTS



**566**  
BUSINESSES



**6,699**  
EMPLOYEES

## EDUCATION FACTS



**13%**  
NO HIGH  
SCHOOL  
DIPLOMA



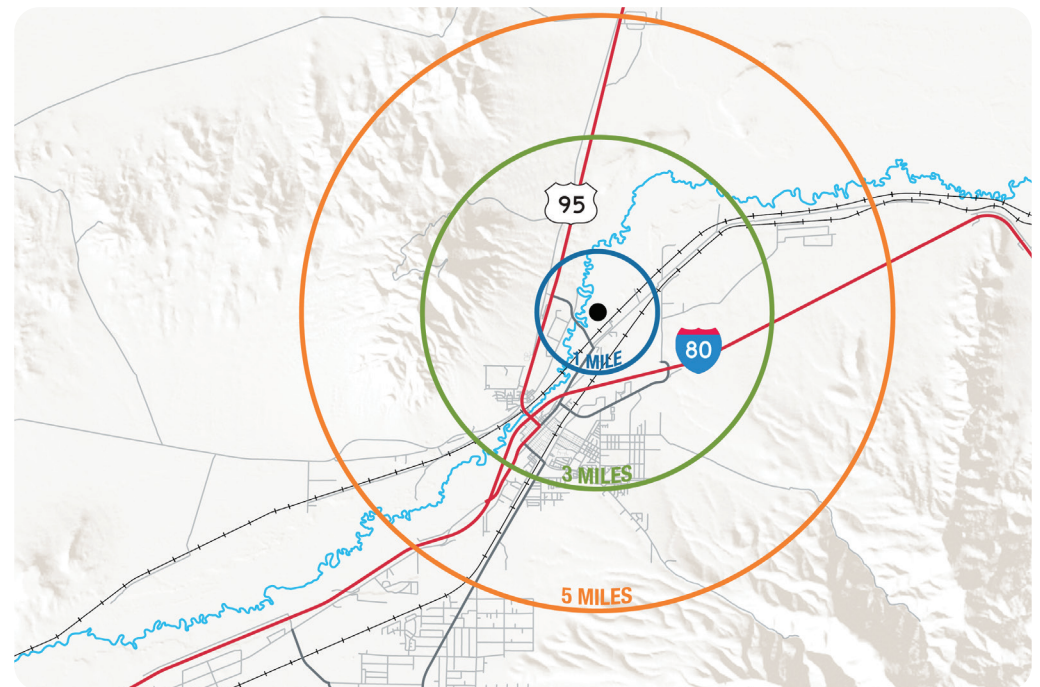
**36%**  
HIGH  
SCHOOL  
GRADUATE



**29%**  
SOME  
COLLEGE



**23%**  
BACHELOR'S  
DEGREE

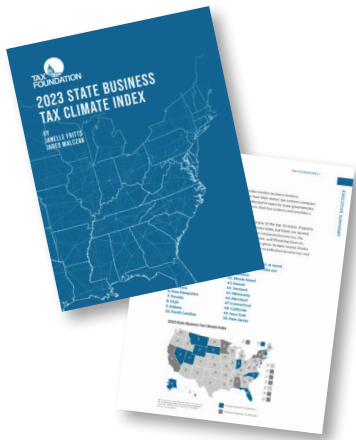


Source: 5 Mile Demographic Profile by ESRI

E. Second St.  
Winnemucca, NV 89445

# About Nevada









Nevada is a business-friendly state with a very low-regulation environment, a streamlined licensing and approval processes, and a favorable tax environment for business and industry. A state with the workforce, education, and infrastructure in place to support economic development.



## THE BEST IN THE WEST

The Tax Foundation's 2023 State Business Tax Climate Index named Nevada the 7th best in the country. The Index looks at five areas of taxation including corporate tax, individual income tax, sales tax, unemployment insurance tax, and property tax. It is designed to show how well states structure their tax systems and provides a road map for improvement.

### No Tax on

-  Corporate Income Tax
-  Corporate Shares Tax
-  Franchise Tax
-  Personal Income Tax
-  Franchise Tax on Income
-  Inheritance or Gift Tax
-  Unitary Tax
-  Estate Tax

### Tax Abatement on

-  Sales & Use Tax
-  Modified Business Tax
-  Personal Property Tax
-  Real Property Tax (for Recycling)
-  Aviation Parts Tax
-  Data Center Tax



## 61 OPPORTUNITY ZONE DESIGNATIONS

In June 2018, 61 of Nevada's low-income census tracts received official designation as Qualified Opportunity Zones (QOZ) by the U.S. Department of Treasury and the IRS. The tax incentives reduce taxes on realized capital gains that are quickly reinvested into these designated census tracts by providing three benefits:

-  The deferral of taxes
-  A reduction in taxes by 10 to 15 percent
-  The exclusion of capital gains tax on appreciation if held for 10 years

Sources: 2022 State Business Tax Climate Index provided by the Tax Foundation  
Tax + Opportunity Zone incentive details provided by the Nevada Governor's Office of Economic Development

# About Northern Nevada



**WASHOE COUNTY**

Washoe County is in the Northwest corner of Nevada, along the California and Oregon borders.

Since 2010, the population of Washoe County has grown by nearly 20%. It is the second most populous county in Nevada, behind Clark County.



**CITY OF RENO**

Named #1 Small City by *BestCities.org* in 2020, the Reno area hosts over 5m annual visitors for events like the Reno Rodeo, Street Vibrations, and more.

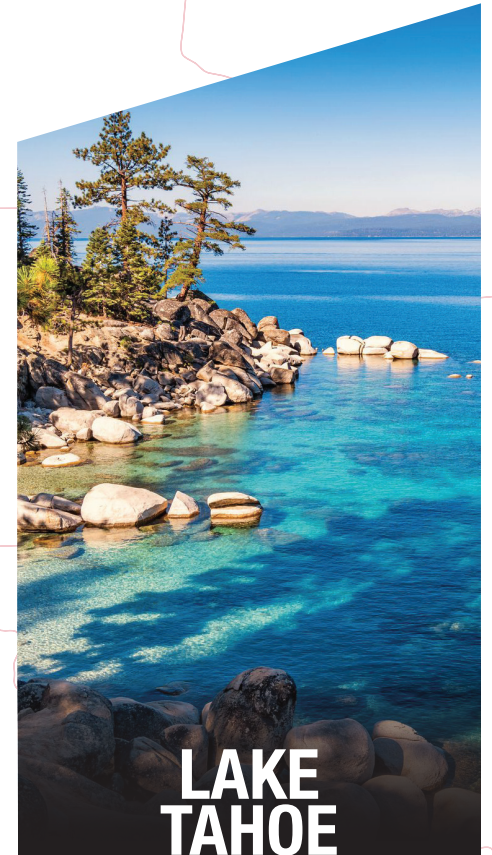
Reno is home to a robust mix of the world's top businesses and a burgeoning arts community.



**UNIVERSITY OF NEVADA, RENO**

The University of Nevada, Reno was founded in 1874 and has been based in Reno since 1885.

Comprised of 11 separate colleges and schools, the University offers over 145 tier-1 degree programs and averages over 17,000 students annually.

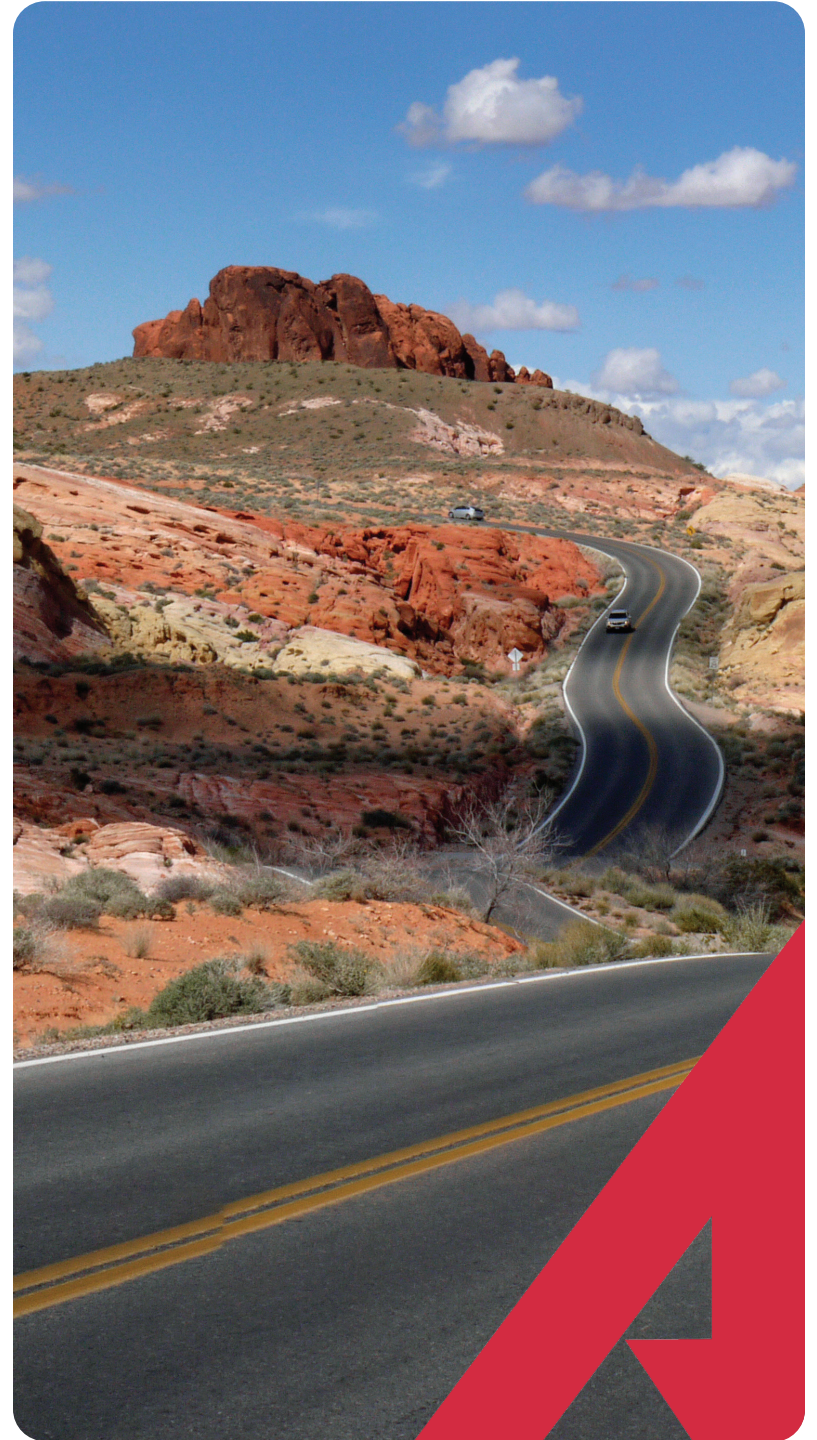


**LAKE TAHOE**

Lake Tahoe is less than 25 miles from downtown Reno, a short drive for Northern Nevada's residents and visitors.

Tahoe is a year-round outdoor attraction offering beautiful beaches and views, sports and relaxation, and gourmet food and beverage experiences.

04 About The Team



# PREPARED BY



## **Randy Pease, ccim**

Director | NRED N°: S.177243

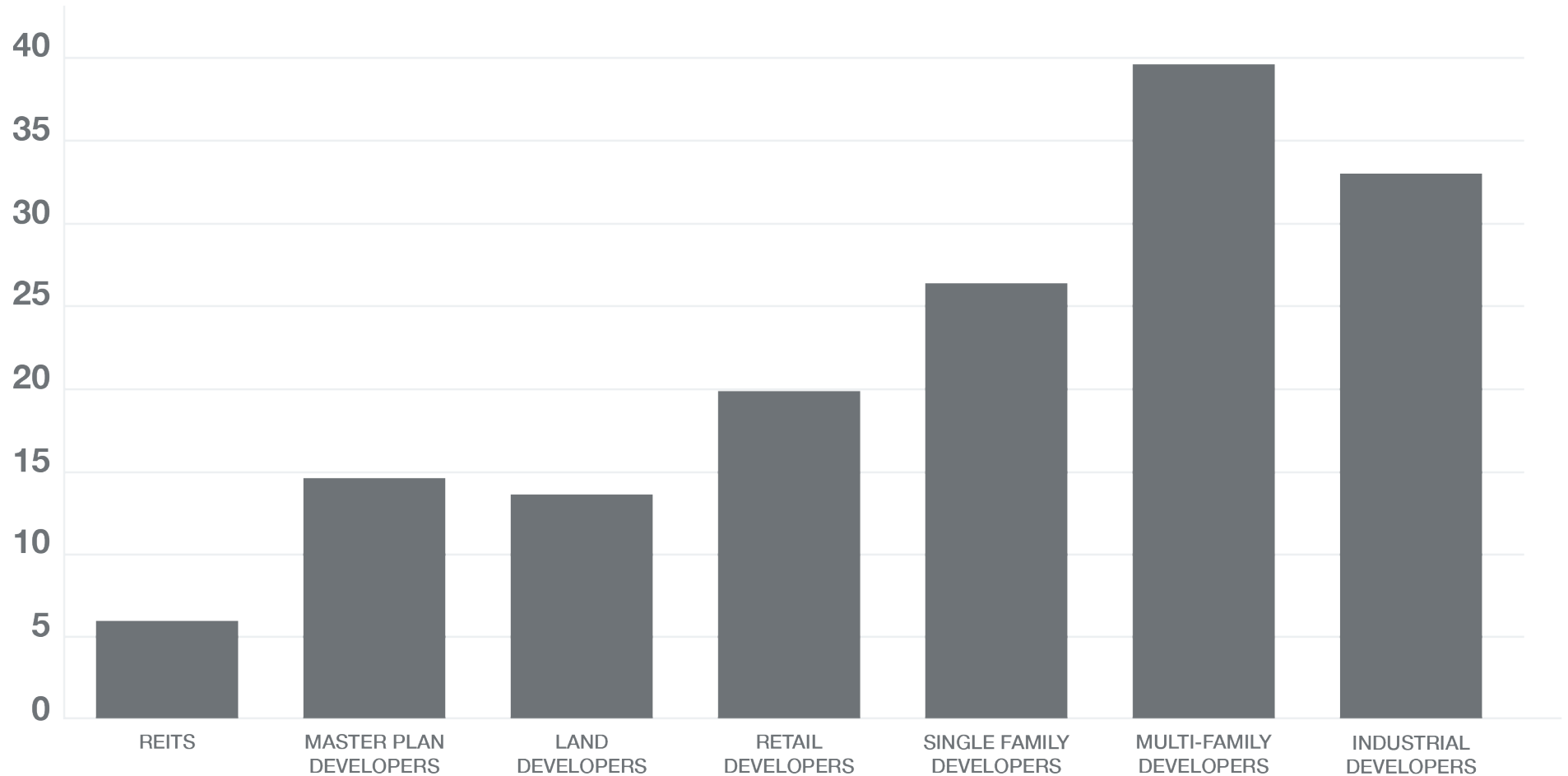
(775) 225 9910 | [rpease@naialliance.com](mailto:rpease@naialliance.com)

Randy Pease, Director joined NAI Alliance in 2024 as a Land and Investment Specialist representing property owners, developers, and investors throughout Nevada. Randy earned his CCIM designation in 2019, and his Development certification through the CCIM institute in 2022

Randy's experience with land assemblage, development and investment analysis, combined with his extensive market knowledge, enables him to assist his clients with maximizing value on the investment, acquisition and disposition phases of real estate transactions.

Prior to joining NAI, Randy was a Land Specialist with Cushman & Wakefield and a Vice President with Logic Commercial Real Estate. Randy was a Founding Member of the City of Reno Green Building Task Force, a Past Member of the City of Reno Technology Council, and a Past President of the Sierra Arts Foundation. Randy holds multiple professional certifications and considers himself a lifelong student.

# Developer Network





# CONFIDENTIALITY AGREEMENT

The Offering Memorandum provided herewith contains valuable and confidential information that is the sole property of the issuing party. It is of utmost importance that the recipient of this document, who has received it exclusively through an NAI Alliance broker, understands the strict confidentiality and proprietary nature of its contents. Therefore, it is imperative that this information is not shared with any other individual or entity without obtaining prior written consent.

This comprehensive Offering Memorandum has been meticulously prepared to offer a concise overview and outline of key details to potential purchasers. However, it is important to note that the information provided herein is of a summary and unverified nature, and it is not intended to replace or substitute a thorough due diligence investigation. Prospective buyers are strongly advised to conduct their own independent investigation and assessment of the subject property before making any decisions.

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In summary, this Offering Memorandum serves as an introductory document, providing prospective buyers with a preliminary level of interest in the property at the specified address. It is crucial that the recipient acknowledges the confidential and proprietary nature of the information contained herein and strictly abides by the confidentiality requirements. The document acts as a starting point for further investigation and evaluation, and any decisions or actions taken based on this memorandum are solely at the discretion and responsibility of the recipient.

# WINNEMUCCA LANDING

HUMBOLDT COUNTY



E 2ND ST



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**NA Alliance**