



RREDC SERVICES

RREDC provides free and confidential services to established businesses, developers, and industries considering new locations for expansion, relocation or consolidation. The RREDC can help your firm:

- Identify available sites and facilities,
- Understand business licensing, registration and environmental permitting requirements,
- Streamline city, county and state development services requirements,
- Access applicable local and statewide business support and incentive programs,
- Secure market information such as population, age, education, and income statistics,
- Select architectural, engineering, construction and design-build firms for your project,
- Obtain utility (electric, natural gas, water and waste water) rate estimates,
- Evaluate labor availability, wage rates, access to markets and other critical site location factors.



Rio Rancho Economic Development Corporation

Phone: 505.891.4305

www.rredc.org

Contact: Deborah Breitfeld, dbreitfeld@rredc.org

City of Rio Rancho

Phone: 505.891.5002

<http://ci.rio-rancho.nm.us/>

Contact: George Bootes, gbootes@ci.rio-rancho.nm.us

RIO RANCHO, NEW MEXICO

RIO RANCHO NEW MEXICO

Retail Opportunities



The Central Business District is home to Rio Rancho's new City Hall, the Santa Ana Star Center, and a magnificent 77,000 SF office and retail building is in the planning stages.

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RETAIL MARKET OVERVIEW

RIO RANCHO, NM

Nesting on a mesa a mile high just northwest of Albuquerque, Rio Rancho overlooks the majestic Rio Grande and the western face of the Sandia Mountains (elevation 10,678 feet). Overall, the central New Mexico region, with a population of 759,178 (2004 Estimate), is the state's primary area for conventions, commerce, transportation, governmental agencies, and health and medical facilities.

Rio Rancho is well known for its low crime rate, top-notch educational system and excellent quality of life. Its employment base is a thriving combination of manufacturing, aviation, high-tech and customer service operations, with growing film and retail sectors.

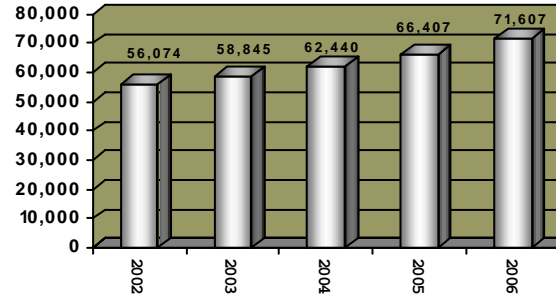
The City of Rio Rancho and RREDC have aggressively been targeting retail establishments in an effort to strengthen our gross receipts tax base and to encourage the community of Rio Rancho to shop locally.

POPULATION

The City of Rio Rancho estimates its current population to be approximately 74,000 people. The Census Bureau's official estimate had the City growing from 56,074 to 71,607 from 2002 through 2006 (see Historic Population table). Rio Rancho's population in the 2000 Census was 51,765. Assuming Rio Rancho's 2007 estimated population of 74,000, the City's population has increased 43% since 2000.

Historic Population Estimates

The following figures are as of July 1 of each respective year:

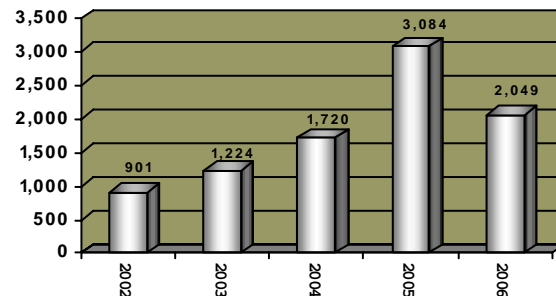


DEMOGRAPHICS

According to the Census Bureau, the median age of the City of Rio Rancho's population is 35.1, 51.5 percent of the population is female as compared to 48.5 percent male, 91.2 percent of the population has earned a high school diploma or better, the median household income is \$47,169, the average household size is 2.7, and the average family size is 3.14.

HOUSING PERMITS

Since January of 2007, Rio Rancho has issued 720 new single family housing permits. The following table shows the strong growth in Rio Rancho residential development over the last five years:



CENTRAL BUSINESS DISTRICT

The City is in the process of developing its Central Business District (CBD). The CBD is located in the geographic center of Rio Rancho's municipal boundaries. The CBD already includes a new 6,500 fixed seat multi-purpose events center and new City Hall. The CBD will ultimately provide business opportunities for the traditional mix of retail, office, entertainment and dining venues.



The Rio Rancho CBD's geographic position within the Albuquerque MSA.

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