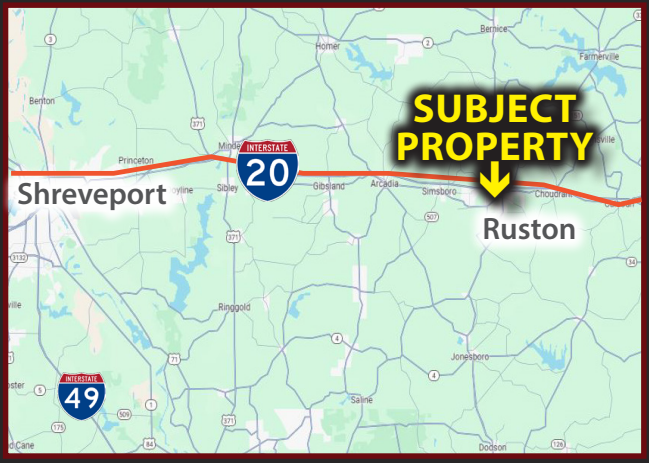
# PRIME COMMERCIAL LOT IN RUSTON FOR SALE

## 1204 GAINS AVE., RUSTON LA 71270

- Vacant Lot (1.89 Acres) on South Service Road and Gains Avenue
- Excellent Visibility from I-20 at the Louisiana Tech University Exit
- Less than ½ mile from Louisiana Tech University
- Additional adjoining land is available
- Price: $1,070,000




For more information, contact:

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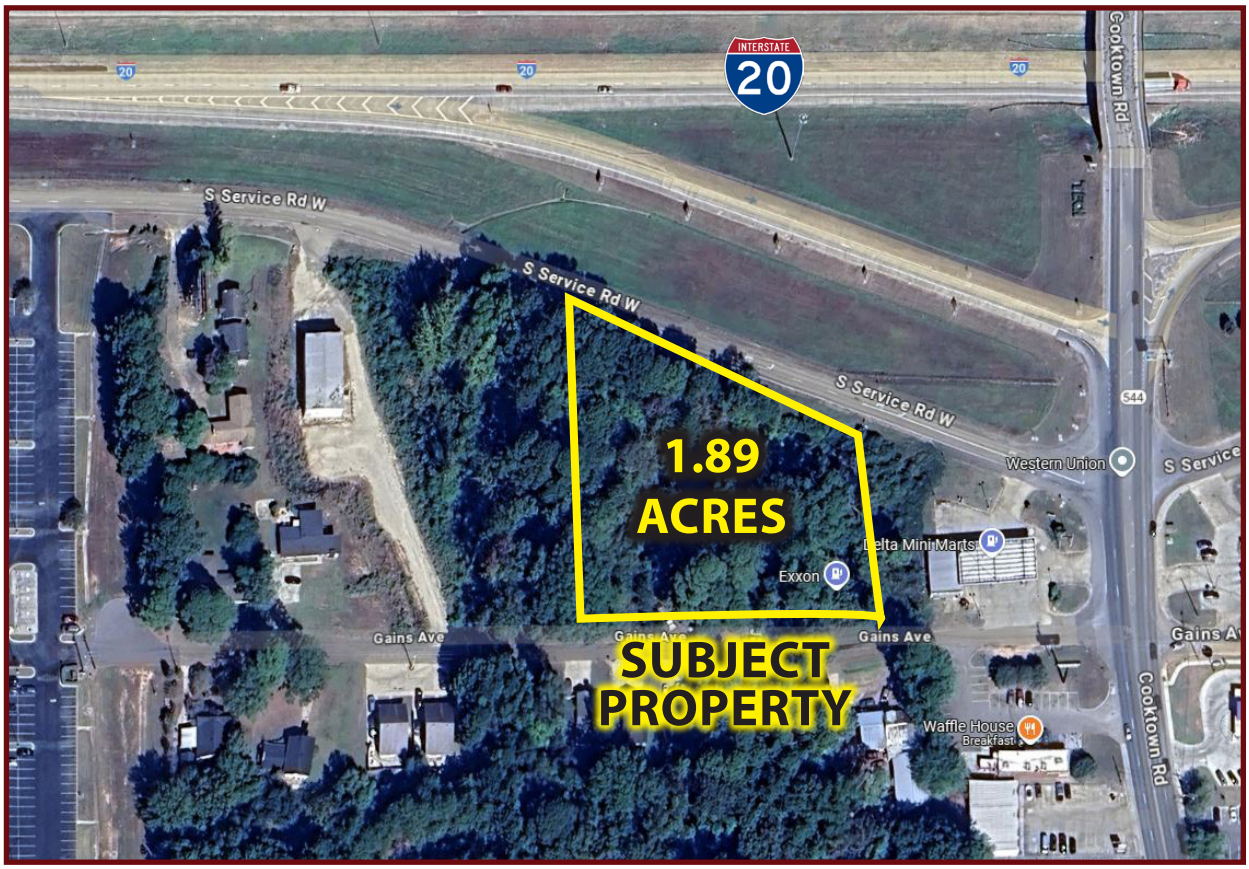
## ZOOMED IN AERIAL





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## ECONOMIC NEWS AND DRIVERS

### 2025

Louisiana Tech University enrolled 12,145 students in the 2025 Fall Quarter, the highest total enrollment since 2018 and the third consecutive year of increase. The freshman class of 2,416 represents the largest domestic class in the institution's more than 130-year history.

### Coming Soon

The first-ever Buc-ee's in Louisiana will open in Ruston in 2027. Conveniently located off I-20 across from Ruston Junior High School, the new Buc-ee's will bring 250 jobs to the area. As of July 2025, there are 54 Buc-ee's stores in the United States.

### New Sports Complex

In January 2022, the $35 million Ruston Sports Complex opened. The complex hosts baseball, softball, soccer, tennis and football, and attracts sports enthusiasts in the region. The complex is expected to generate $1.2 billion over the next 20 years. The indoor and outdoor complexes includes a 62,470-square-foot indoor facility with a multipurpose room, meeting rooms, offices and concession area, plus six multi-use courts. The outdoor facility features 15 turf multi-use fields, nine tennis courts, three grass soccer and football fields, seven grass baseball and softball fields, three playgrounds, a six-acre pond, a walking trail, charging station areas, concessions and 10 full-service RV slots.

### New Microchip Packaging Facility

Radiance Technologies is set to expand its operations in Louisiana with a $370 million microchip packaging facility in Ruston. This facility will be a significant investment in the region's economic development, focusing on national security and innovation. The facility will be developed by the Louisiana Tech Foundation on land provided by the City of Ruston, north of the Ruston Sports Complex. It's expected to open in 2027, creating 150 new jobs.

Construction on the new 50,000-square-foot operations center in Ruston was completed in Oct. 2025. The $31 million investment is set to open with 50 employees and is expected to grow to 200 full-time jobs with an average wage of $50,000 per year. The building is located on the North Frontage Road of Interstate 20.

### New Medical Office

In October 2025, the Willis-Knighton Health Care System announced they will construct a 90,000-square-foot medical office in Ruston. The $50 million investment is intended to broaden access to coordinated primary and specialty healthcare in Ruston, Lincoln Parish and the surrounding region.The four-story building will be located along the I-20 corridor at 1100 Willow Glen Drive. Groundbreaking is scheduled for 2026 and construction is expected to take approximately 18 months.


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# DEMOGRAPHIC SNAPSHOT - LINCOLN PARISH

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## Executive Summary

Lincoln Parish, LA
Lincoln Parish, LA (22061)
Geography: County

Prepared by Esri

| | Lincoln Paris... |
|---|---|
| **Population** | |
| 2010 Population | 46,735 |
| 2020 Population | 48,396 |
| 2024 Population | 48,478 |
| 2029 Population | 48,567 |
| 2010-2020 Annual Rate | 0.35% |
| 2020-2024 Annual Rate | 0.04% |
| 2024-2029 Annual Rate | 0.04% |
| 2020 Male Population | 48.0% |
| 2020 Female Population | 52.0% |
| 2020 Median Age | 29.9 |
| 2024 Male Population | 48.7% |
| 2024 Female Population | 51.3% |
| 2024 Median Age | 30.3 |

In the identified area, the current year population is 48,478. In 2020, the Census count in the area was 48,396. The rate of change since 2020 was 0.04% annually. The five-year projection for the population in the area is 48,567 representing a change of 0.04% annually from 2024 to 2029. Currently, the population is 48.7% male and 51.3% female.

| | |
|---|---|
| **Households** | |
| 2024 Wealth Index | 47 |
| 2010 Households | 17,599 |
| 2020 Households | 18,075 |
| 2024 Households | 18,241 |
| 2029 Households | 18,487 |
| 2010-2020 Annual Rate | 0.27% |
| 2020-2024 Annual Rate | 0.22% |

| | |
|---|---|
| **Average Household Income** | |
| 2024 Average Household Income | $62,913 |
| 2029 Average Household Income | $71,597 |
| 2024-2029 Annual Rate | 2.62% |

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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