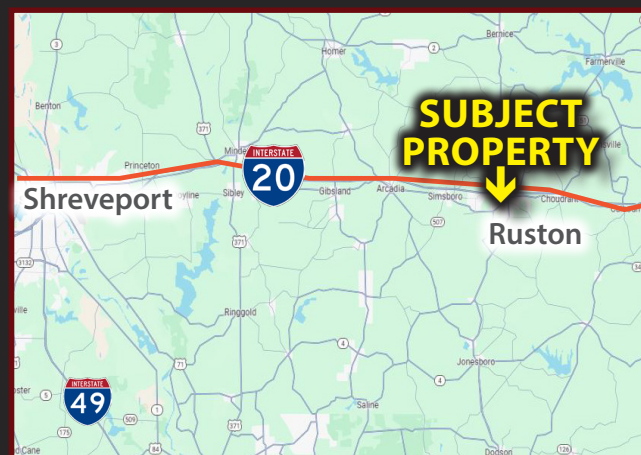




PRIME COMMERCIAL LOT IN RUSTON FOR SALE

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:

Trey Underwood | 318-278-3745

tunderwood@vintagerealty.com | vintagerealty.com

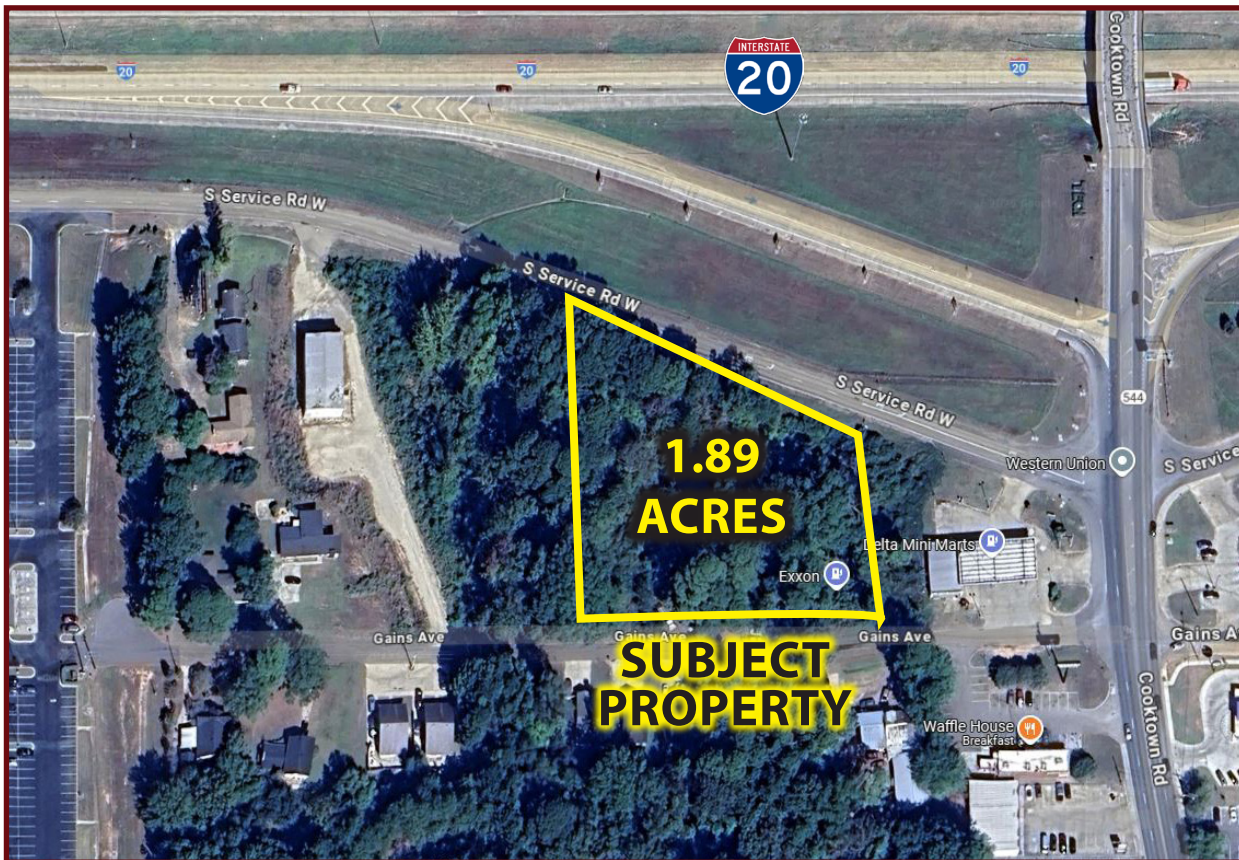
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ZOOMED IN AERIAL



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ECONOMIC NEWS AND DRIVERS



2024

Louisiana Tech University's College of Business was named to U.S. News & World Report's 2024-2025 list of Best Graduate Schools of Business. The university tied for the highest-ranked public business school in Louisiana at spot 97. Other recognitions include being named the Best College of Business in Louisiana by Niche and the second-best value MBA by College Consensus.



2024 / 2025

The first-ever Buc-ee's in Louisiana will open in Ruston in late 2025. 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 May 2024, there are 48 Buc-ee's stores in the United States.

New Sports Complex

In January 2022 the \$35 million Ruston Sports Complex opened. In 2023 it saw 210,000 annual visitors and in 2024 they are on track to see 410,000 visitors. 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, making a tremendous economic impact. The indoor and outdoor complexes includes a 62,470-square-foot indoor facility features a multipurpose room, meeting rooms, offices and concession area, plus six multi-use courts that can simultaneously host six basketball games, eight volleyball games, 15 pickleball games or six indoor soccer games. 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.



2024 - Construction began in July on a new 50,000-square-foot Chase operations center in Ruston, La. The project will create 150 full-time jobs when complete. The building is located on the Interstate 20 West frontage road and is scheduled to open in late 2025.



Ruston named a best small town

The Ruston Lincoln Convention & Visitors Bureau (Experience Ruston) announced that Ruston was a winner of the 2024 USA TODAY 10 Best Readers' Choice Award for Best Historic Small Town. Among the ten towns, Ruston ranked number 4. In 2023, Ruston saw an 18% increase in new visitors to the area, according to tourism bureau reports.



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DEMOGRAPHIC SNAPSHOT - LINCOLN PARISH



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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