

Reno getting its retail mojo back

By Jason Hildago, Reno Gazette-Journal

Just a few years removed from the worst recession in its history, Reno is starting to get its mojo back. This includes garnering interest from franchise and corporate retail stores that are eyeing communities expected to see big growth in the coming years.

New store openings in the last year in Reno-Sparks include a nice mix of retail establishments such as Nordstrom Rack and Lululemon as well as national food franchise Dunkin Donuts and regional chain Roberto's Taco Shop.

After falling off the radar screen for many companies during the recession, companies that are giving the Reno area a look today are liking what they see, said Carl Gerhardt, a franchise consultant who works with FranNet and mentoring group Senior Core of Retired Executives (SCORE).

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