



513 Ella Street
513 Ella St. Beatrice, Nebraska

Table of Contents

GENERAL INFORMATION

- 4 Project Purpose
- 5 General Community Information

BUILDING INFORMATION

- 7 General Building Information
- 8 Building History

DESIGN ASSISTANCE FORM

- 9 Design Assistance Form Evaluation and Information

ECONOMIC INFORMATION

- 27 Community Census Data
- 28 ZIP Code ESRI Data
- 29 ESRI Business Analyst Data

SUMMARY

- 31 Summary
- 31 Action Steps

RESOURCES

- 33 Organizations
- 34 Design
- 37 Economic Vitality
- 38 Promotion & Organization

FUNDING

- 40 Organizations & Businesses
- 41 Grants & Programs

APPENDIX

- 44 A. Building Images
- 45 B. Historic Images
- 47 C. Assessor Reports
- 53 D. ESRI Reports



Climate conditions this season have been such as to greatly shorten the supply of cut flowers, while, on the other hand, it has aided us in growing the most beautiful assortment of plants we have ever had at this time of year.

Many prefer sending plants, not only because of their lasting qualities, but because of their ability to radiate Happiness and cheer.

Order
Early. We
Deliver
According
To Your
Instruc-
tions.



Office
Is Now
Open
From 9 a.
m. To 6 p.
m. Satur-
day's
Until 9.

Blooming Plants

Poinsetta, the Xmas plant, according to size, 50c to \$2.50.
Begonia Chatelaine and Begonia Luminosa, 50c to \$1.50.
Primroses, 50c and \$1.00.
Cyclamen, red and pink, \$1.00 to \$2.50.
Pots of mixed plants, 50c to \$2.00.

Cut Flowers

Carnations, red, big pink, enchantress or white, per dozen, \$2.50 to \$3.00.
Roses, red, pink, yellow and white, per dozen, \$3.00 to \$7.50.
Paper white and yellow Narcissus, \$1.50.
Violets, per bunch of 25c to \$1.00.

Members Florist Telegraph
Delivery Association.

Flowers Telegraphed Any-
where.

Dole
FLORAL Co.

Phone 108,
513 Ella Street
Beatrice, Nebr.

Purpose

THE PROJECT

This document is intended to serve as a comprehensive resource for the redevelopment of a building situated in the downtown core of your community. It brings together essential information to support informed decision-making, including building-specific data, a design education packet*, relevant census and ESRI data, and a list of potential funding opportunities.

This work has been carried out by the Nebraska Main Street Network (NMSN) as part of our ongoing commitment to supporting community revitalization and historic preservation efforts across the state. We are sincerely grateful to the Nebraska State Historical Society and the National Park Service**. for awarding the Historic Preservation Educational Programming–Statewide Grant (HPEP), which made this project possible. The grant has enabled us to engage directly with communities, providing this resource at no cost. In addition to facilitating the evaluation of buildings in each participating Nebraska Main Street Community, the program also supports three educational workshops focused on historic preservation.

*DISCLAIMER:

The Nebraska Main Street Network provides these design case studies as an educational tool for member communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.

** This material was produced with assistance from the Historic Preservation Fund, administered by the National Park Service, Department of the Interior under Grant Number P23AF01076 and P24AF01925. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the Department of the Interior.

Scan the QR code to visit
the HPEP virtual database:

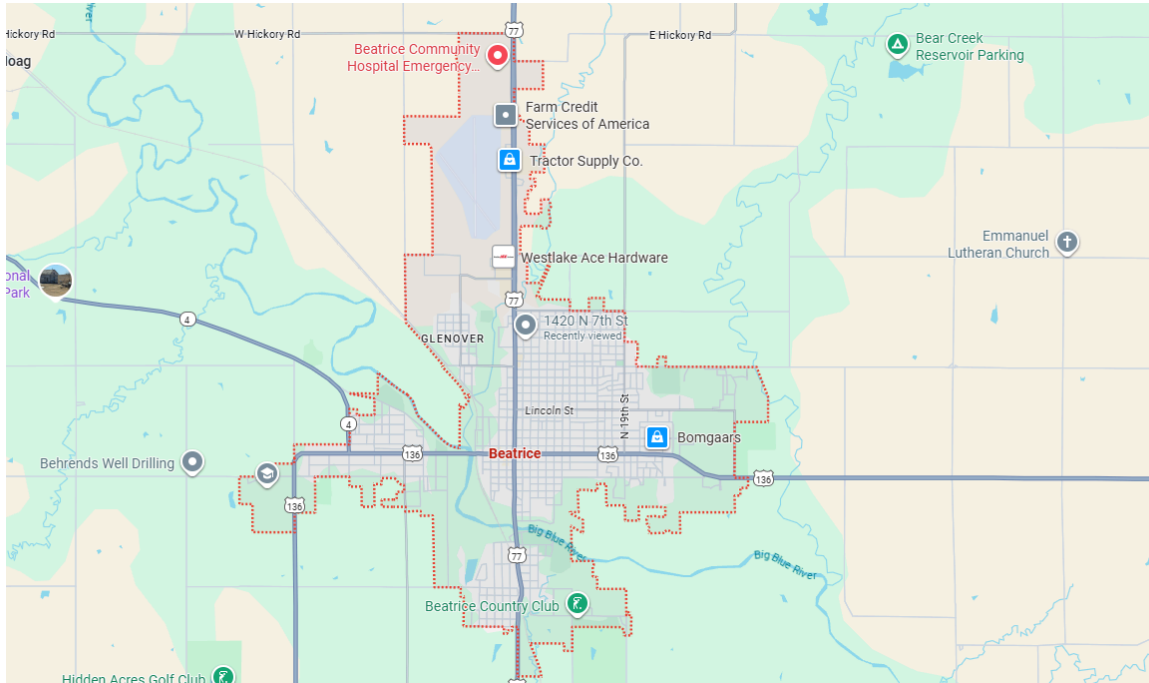


[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

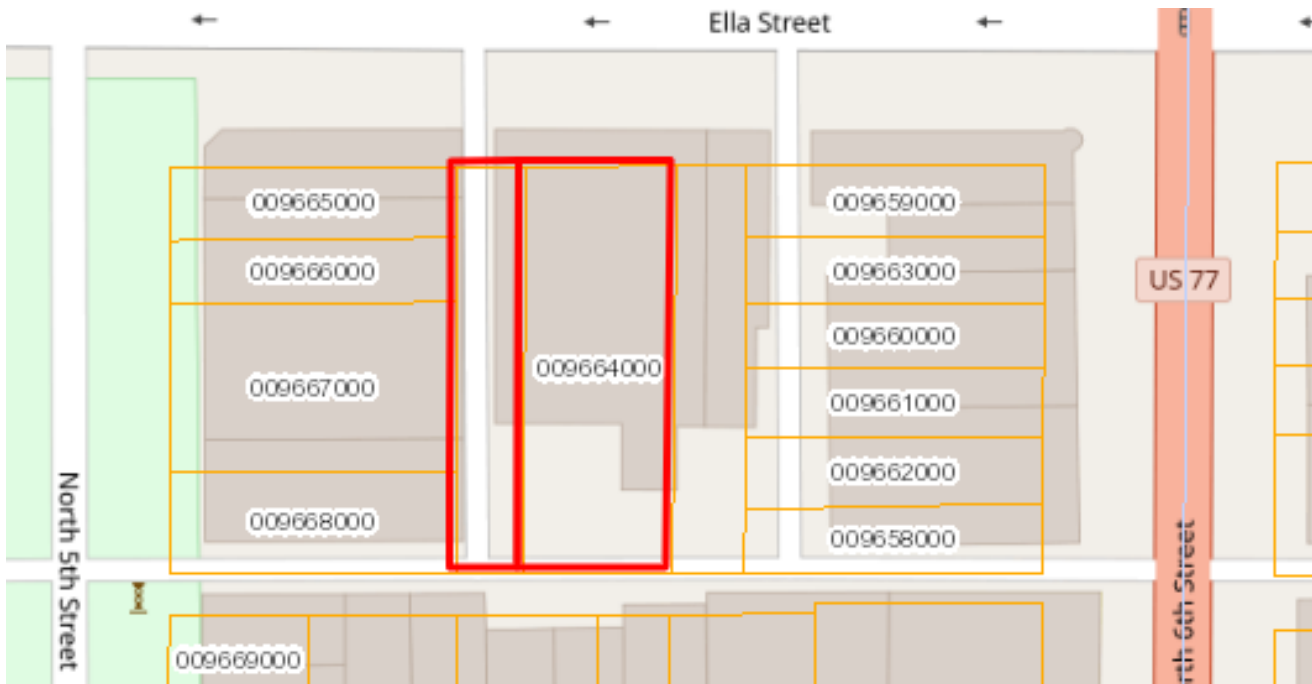


Community Information

BEATRICE, NE (GOOGLE MAPS)



BUILDING SITE (GAGE COUNTY GIS)



Mayor Sargent announced that a hearing will now be held on the application of Doren & Dorothy M. Portwood dba "The Office" for a Retail Class C Liquor license at 513 Ella Street.

Received and placed on file the Affidavit of Publication of the Notice of Hearing and the Investigation Report of the Police Department with respect to the above application, and indicating no objection to issuing the license.

Mayor Sargent asked if anyone present desires to be heard with respect to the application on the Retail Class C Liquor license and no one appeared in regard to the above application, and the hearing was closed.

Motion approved that in view of no objections from the Police Department, and since no protests or objections had been filed, the City Council approve the granting of a Retail Class C Liquor license to Doren M. & Dorothy M Portwood dba "The Office", 513 Ella Street for the remainder of the current license year ending April 30, 1975, upon payment of all required fees, and the City Clerk be instructed to notify the Nebraska Liquor Control Commission of the Action taken by the City Council.

Building Information

Community: Beatrice, NE
Building Name: 513 Ella St.
Parcel ID: 009664000
Site Address: 513 Ella St.
Owner Name: Gregory Guenther (east), Ron & Brandy Properties LLC (West)
Owner Address: 205 N Sumner St. Beatrice, NE (East), 116 N 5th Beatrice, NE (West)
Tax District Code: 157
Zoning: Commercial
Overlays: N/A
Future Land Use: N/A
Flood Zones: N/A
Construction Date: 1900
Latest Remodel: Exact Date Unknown
National Register: Y ☒ N ☐
Date Listed: District, 2016 (16000481)
Architectural Style: Commercial Style
Construction Material: Masonry
Value Year: 2025 (Values Combined)
Building Value: \$85,470
Land Value: \$26,250
Total Value: \$111,720
Lot Size: Exact Unknown
Vacant Square Footage: 22,500 Sq. Ft.
Occupied Square Footage: 0 Sq. Ft.
Usable Square Footage: Exact Unknown
Total Square Footage: 22,500 Sq. Ft. (Combined)
Total Floors: 3
Current Use(s): Vacant
Previous Use(s): Commercial
Previous Use Date: Exact Unknown

Building History



NORTHWESTERN BUSINESS COLLEGE.

1908 Northwest Business College (From Gage County Historical Society)

From 1896 to 1902, the building at 513 Ella Street housed Wosika Tailor, operated by F. J. Wosika. By the early 20th century, it became home to Savage's Meat Market, later known as O. L. Savage Meat Market, which operated from 1910 to 1929. The upper floors also played an important role in education, as they were the first location of the Northwest Business College, established in 1892. The college relocated in 1911 to larger accommodations at the northwest corner of 4th and Court, continuing until its closure in 1923 after 35 years of operation. Later, from 1957 to 1959, the building was occupied by Tom's Furniture, run by local auctioneer Tom Hawkins. In the latter half of the century, the site became known for The Office Bar, which operated from 1974 into the 2000s.



Design Education Service

NEBRASKA MAIN STREET NETWORK

DISCLAIMER:

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DESIGN ASSISTANCE REQUEST FORM

The Nebraska Main Street Network provides design assistance to official Main Street communities. Rooted in historic preservation, a range of services are offered to individual property / business owners and Main Street Managers within the designated Main Street District as part of a community's program.

SERVICES AVAILABLE

Preservation Consultation

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

Building/Property Design Recommendations

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

Public Space Design Recommendations

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

Programming + Design Planning

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

Signage

Provide recommendations on signage type, placement, and size in relationship to building façade utilizing business branding provided.

Other

Describe the design problem in the scope of work section and Staff will determine how best to assist.

Education Consultation

Design Staff can provide (virtual and in-person) education sessions for specific community needs

Office Use Only

Date Received _____

Date Approved _____

Payment Received _____

Design Team _____

NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): _____

Executive Director (Signed): _____ Date: _____

Email: _____ Phone: _____

APPLICANT INFORMATION

DATE OF REQUEST

Applicant's Name: _____

Main Street City: _____

Main Street Manager: _____

Phone: _____ Email: _____

SCOPE OF WORK



MAIN STREET FOUR-POINT APPROACH

DESIGN | **ECONOMIC RESTRUCTURING** | **PROMOTION** | **ORGANIZATION**

DESIGN

Enhancing the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes and landscaping. The Main Street program also focuses on instilling good maintenance practices in the commercial district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and integrating long-term planning.

DESIGN IS...

COMPREHENSIVE

For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.

INCREMENTAL

Incremental: Baby steps come before walking. Incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

SELF-HELP

No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

CHANGE

Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

ASSETS

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique.

PARTNERSHIPS

Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the others strengths and limitations in order to forge an effective partnership.

QUALITY

Emphasize quality in every aspect of the revitalization program. Concentrate on quality projects over quantity.

NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO

THE PROGRAM

Design is an essential component of a successful Main Street revitalization program's activities. The physical appearance and condition of buildings and public spaces are vital to economic development efforts in today's competitive business climate. Historic preservation and adaptive reuse are key in ensuring important community assets are retained and continue to serve a useful purpose. The Nebraska Main Street program provides design assistance to designated local Main Street programs through the Nebraska Main Street District Design Case Study Program. All Nebraska Main Street Network member communities are eligible to request this program. For designated Main Street communities this service is cost-share contract. For all other members, the actual cost of the program will be paid for by the requesting community.

DESIGN TEAM

1 Main Street design professional (consultant) & 1 Nebraska Main Street Network staff member.

THE PROJECT

Building, façade or storefront rehab, sign design/graphics, paint, awnings or canopies, building maintenance issues, landscaping/streetscape & public spaces*, interior store merchandising/window display*.

PROCESS

Pre-visit briefing and planning session, initial community presentation/training with Q&A, site visits, team work time & presentation prep, wrap up community presentation with Q&A, final project report.

NEBRASKA MAIN STREET RESPONSIBILITIES

On and off site management of the program, select Main Street design professional (consultant), host pre-visit briefing and planning session, on-site materials, supplies and equipment, assemble, print and distribute final project report, assist community with implementation.

COMMUNITY RESPONSIBILITIES

Selecting projects for the case studies, commitment of participation from building and business owners, meeting room for initial and wrap up presentations, workspace for design team w/internet access, completed forms and photos provided pre-visit, post-visit written evaluation, implementation of recommendations.

DESIGN PROFESSIONAL RESPONSIBILITIES

Willingness to share time and expertise, laptop and other necessary on-site tools, provide content for final project report.

*services not currently offered; to be added to design program at a later time



NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO CONTINUED

COSTS

Designated Nebraska Main Street communities fee-for-service cost share contract & member communities fee-for-service contract for actual cost. Non-member community requests for these services will be taken on a case by case basis.

OUTCOME

Final project report with illustrations and written recommendations (will not include cost estimates).

DESIGN ASSISTANCE FORM

SERVICES AND REQUIREMENTS

SERVICES AVAILABLE

PRESERVATION CONSULTANT

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

BUILDING/PROPERTY DESIGN RECOMMENDATIONS

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

PUBLIC SPACE DESIGN RECOMMENDATIONS

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

PROGRAMMING + DESIGN PLANNING

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

SIGNAGE

Provide recommendations on signage type, placement, and size in relationship to building facade utilizing business branding provided.

OTHER

Describe the design problem in the scope of work section and Staff will determine how best to assist.

EDUCATION CONSULTATION

Design Staff can provide (virtual and in-person) education sessions for specific community needs.

REQUIREMENTS

INFORMATION

You will need information on the property/building, budget, and schedule.

PHOTOGRAPHS

Make sure photos are well lit and show the building features clearly. The entire building should be shown in the photo. If the building is on the corner, make sure the front and side are visible. If the building is infill (in between buildings) make sure the whole front of the building is visible.

CASE STUDY

BUILDING CONDITION



BUILDING CONDITION

GOOD **FAIR** POOR

AESTHETIC CONDITION

GOOD **FAIR** POOR

MAIN CONCERNS

Paint

Windows

Storefront

CONDITION DEFINITION

GOOD

It is intact, structurally sound, and performing its intended purpose. There are few or no cosmetic imperfections. It needs no repair and only minor or routine maintenance.

FAIR

There are early signs of wear, failure, or deterioration, although the feature or element is generally structurally sound and performing its intended purpose. There is failure of a sub-component of the feature or element. Replacement of up to 25 percent of the feature or element is required.

Replacement of a defective sub-component of the feature or element is required.

POOR

It is no longer performing its intended purpose. It is missing. It shows signs of imminent failure or breakdown. Deterioration or damage affects more than 25 percent of the feature or element and cannot be adjusted or repaired. It requires major repair or replacement.

CASE STUDY

BUILDING EVALUATION | 513 ELLA | BEATRICE



BUILDING INFORMATION

Evaluation Team: Aly Ramage (NMS Executive Director), Melissa Dirr-Gengler (HRG, Inc., NMSN Board Secretary)

Evaluation Date: July 24, 2025

Building Name: 513 Ella Street

Building Address/ Location: 513 Ella St. Beatrice, NE

Building Use (current): Vacant

Building Use (Historically): Commercial

Building Style/ Period: Commercial Style

Building Materials/ Elements: Brick/Masonry

CASE STUDY

BUILDING EVALUATION | 513 ELLA | BEATRICE

MASONRY PAINT AT STOREFRONT

Arches over storefronts are painted .

RECOMMENDATIONS

Research whether paint could be removed sensitively without damaging the stone underneath. If not, repaint the arches in a color sensitive to the building design to reflect the natural stone color underneath.

INFILLED WINDOWS

The façade is punctuated with rounded arched windows at every level. The shape of the windows are a character defining feature of the wall.

RECOMMENDATIONS

Research whether windows are present under the infill. Remove infill panels to restore windows across the façade.

STOREFRONT INFILL

Three storefronts are capped with rounded arches in stone. The top of the arches are infilled with panels.

RECOMMENDATIONS

Preference would be to remove panels and restore arches with glass or transparent feature. Condition of existing panels should be evaluated if they removing them is not feasible, then replacing them with new panels and painting the panels out to more sensitively match the building façade.

SOURCE: Secretary of the Interior's Standards for the Treatment of Historic Properties.

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CASE STUDY

BEFORE | 513 ELLA | BEATRICE



GENERAL STATEMENT

This building is unique to Beatrice. The three arched storefronts and rounded arched windows and entry doors are important features to the façade. Currently, the infilled arches and doors are painted in flat panels that detract from the architectural design and intent of the façade. The three-story masonry façade has a detailed stepped cornice with dentil molding at the parapet. Stone sills are at every window opening with a soldier course of arched brick above.

CASE STUDY

AFTER | 513 ELLA | BEATRICE



GENERAL STATEMENT

The generated image illustrates the building after the recommended changes from the Design Education section. This includes removing paint from the facade to reveal the natural stone color above the arched windows. Additionally, boarded windows should be repaired and replaced as necessary to allow light into the upper floors. The transom windows above the storefront have been replaced with a window, but an investigation should be done to see what currently exists.

GLOSSARY OF TERMS

1. APPURTENANCE

An additional object added to a building; typical includes vents, exhaust hoods, air conditioning, etc.

2. AWNING

An architectural projection, which provides weather protection, identity or decoration, and is supported by the building in which it is attached. It is composed of a lightweight rigid retractable skeleton structure over which another cover is attached that may be a fabric or other materials. Awnings are typically sloped.

3. BUILDING PERMIT

A building permit is a document of authorization issued by the city when an individual or company wants to build a new structure or begin construction on an existing structure for expansion or repair. Applicant must have already completed the process to obtain a Certificate of Appropriateness (COA.)

4. CERTIFICATE OF APPROPRIATENESS

A document that grants approval for an exterior modification to a building. COA may be required before the city will issue any permits.

5. COLUMN

A slender upright structure, generally consisting of a cylindrical shaft. A base and a capital; pillar. It is usually a supporting or ornamental member in a building.

6. CONTRIBUTING BUILDING

A building, structure, object or site within the boundaries of the district that adds to the historic architectural qualities, or archaeological values for which the historic district is significant.

7. CORNICE

The continuous projection of at the top of a wall. The top course of molding of a wall when it serves as a crowning member.

8. DEMOLITION

The complete destruction of a building or structure; or removal of more than 30 percent of the perimeter walls; or removal of any portion of a street facing facade. Certificate of Appropriateness and city permits will be required.

9. DEMOLITION BY DECONSTRUCTION

The selective dismantlement of building components, specifically for re-use, recycling, and waste management.

10. DEMOLITION BY NEGLECT

Allowing a property to fall into a serious state of disrepair so as to result in deterioration, which would produce a detrimental effect upon the life and character of the property itself.

GLOSSARY OF TERMS

11. DESIGN REVIEW COMMITTEE

A committee consisting of Main Street Advisory Board members that review applications for a Certificate of Appropriateness. After review, the DRC provides their recommendation for approval to the rest of the Main Street Advisory Board.

12. DETERIORATE

To diminish or impair in quality, character, function, or value, also to fall into decay or ruin.

13. ENTABLATURE

Refers to the superstructure of moldings and bands that lie horizontally above columns, resting on their capitals. It is the upper section of a classical building, resting on the columns and constituting the architrave, frieze, and cornice.

14. FACADE

Front or principal face of a building, any side of a building that faces a street or other open space.

15. FASCIA

A flat board with a vertical face that forms the trim along the edge of a flat roof, or along the horizontal, or "eaves," sides of a pitched roof. The rain gutter is often mounted on it. .

16. FENESTRATION

The arrangement of windows and other exterior openings on a building.

17. FRIEZE

A horizontal band that runs above doorways and windows or below the cornice. It may be decorated with designs or carvings. In classic architecture, architectural ornament consisting of a horizontal sculptured band between the architrave and the cornice.

18. GLAZING

Fitting/securing glass into windows and doors.

19. INCENTIVE GRANT/FACADE GRANT

A grant program developed by the Main Street Advisory Board that is designed to encourage building owners/tenants to restore/renovate their property

20. KICK PLATE

A protective plate at the bottom of a door to prevent scuffing/damage to the door.

GLOSSARY OF TERMS

21. MAINTENANCE

The work of keeping something in proper condition, upkeep. Activities required or undertaken to conserve as nearly, and as long, as possible the original condition of an asset or resource while compensating for normal wear and tear. The needed replacement of materials is done in-kind.

22. MASONRY

Construction materials, typically bound together by mortar, such as stone, brick, concrete block, or tile.

23. MOLDING

A decorative band or strip of material with a constant profile or section designed to cast interesting shadows. It is generally used in cornices and as trim around window and door openings.

24. MUNTIN

A bar member supporting and separating panes of glass in a window or door.

25. NON-CONTRIBUTING BUILDINGS

A building, structure, object, or site within the boundaries of the district that does not add to the historic associations, historic architectural qualities, or archaeological values for which the historic district is significant.

26. ORDINARY MAINTENANCE AND REPAIR

Any work, the sole purpose of which is to prevent or correct deterioration, decay, or damage, including repair of damage caused by fire or other disaster and which does not result in a change in the existing appearance and materials of a property.

27. PARAPET

A low protective wall or railing or wall-like barrier along the edge of a raised structure such as a roof, bridge, terrace, or balcony. Where extending above a roof, it may simply be the portion of an exterior wall that continues above the line of the roof surface or may be a continuation of a vertical feature beneath the roof such as a fire wall or party wall.

28. PEDIMENT

A triangular section framed by a horizontal molding on its base and two sloping moldings on each of its sides. Usually used as a crowning member for doors, windows, and mantles.

GLOSSARY OF TERMS

29. PRESERVATION

The act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials, and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

30. PROPORTION

The relationship between actual dimensions of elements to each other and to the overall facade. Often proportions are expressed as mathematical ratios drawn from architectural theories of ancient Greece and Renaissance Italy. A design element such as a window may have the same shape as adjacent windows but may appear out of proportion.

31. REHABILITATION

The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

32. RESTORATION

The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a restoration project.

33. SIGN

Any device that uses letters, numerals, emblems, pictures, outlines, characters, spectacle delineation, announcement, trademark, logo, illustrations, designs, figures, or symbols for advertising purposes. The term "sign" shall also include any use of color such as bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification (corporate colors) that comprises more than twenty percent (20%) of any facade or visible roof face. This term shall also include all flags other than Governmental Flags.

34. SIGN PERMIT

A city document that is needed to gain approval for a sign or other specific renovations. An approved Certificate of Appropriateness (COA) will be required before obtaining the permit.

35. TRANSOM WINDOW

A small window or series of panes above a door, or above a casement or double hung window.

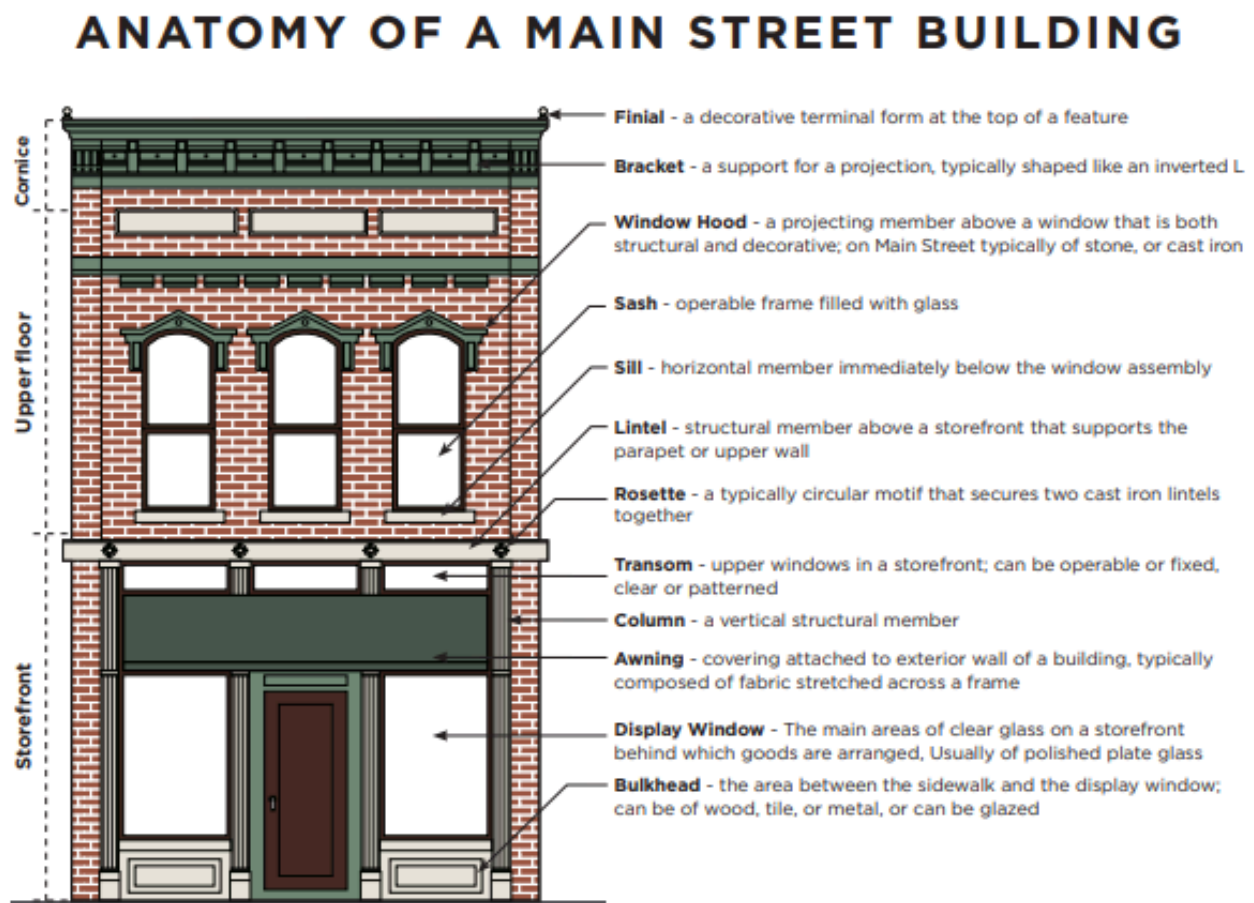
GLOSSARY OF TERMS

36. TUCK-POINTING/REPOINTING

Tuck-pointing or repointing describes the restoration of historic brick buildings by removing mortar between masonry joints and replacing it with lime-based mortar. This term applies to restoration work on both building facades and chimneys. rior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

37. WINDOW PARTS

The moving units of a window are known as sashes and move within the fixed frame. The sash may consist of one large pane of glass or may be subdivided into smaller panes by thin members called muntins or glazing bars. Sometimes in nineteenth-century houses windows are arranged side by side and divided by heavy vertical wood members called mullions.



SPRING and SUMMER GOODS

Have Arrived!

Largest and best assortment in the city.
Fit and workmanship guaranteed.
Suits from \$25 and up. Call and see me.

F. J. WOSIKA,
513 Ella Street.

The_Beatrice_Daily_Express_1896_03_30_2

HEADQUARTERS FOR

Thanksgiving Day Poultry

For the Best Service You Should Order Early
We will have plenty of

Turkeys	Geese	Ducks	Chickens
---------	-------	-------	----------

Fresh Oysters always on hand
Best in Beef, Pork and Lamb

SAVAGE'S MARKET

513 Ella Street. Phone 8

The_Beatrice_Daily_Express_1921_11_16_4

Census Data

Census Profile: https://data.census.gov/profile/Beatrice_city,_Nebraska?g=160XX00US3103390



Population

12,261



Median Age

43.1



Avg. Family Size

2.79



65+

22.1%



Median Income

\$54,583



Bachelor's Degree or
Higher

19.9%



Employment Rate

60.1%



Households

5,510



Median Rent

\$753



Homeownership
Rate

63.7%



Housing Units

6,105



Vacant Housing
Units

595

ESRI Data: 68310

Tapestry Segmentation: See in Appendix

30.23% Midlife Constants

13.75% Hometown Heritage

11.73% Heartland Communities

Annual Spending Habits



Credit Debt

\$1,828



Medical Insurance

\$3,564



Apparel

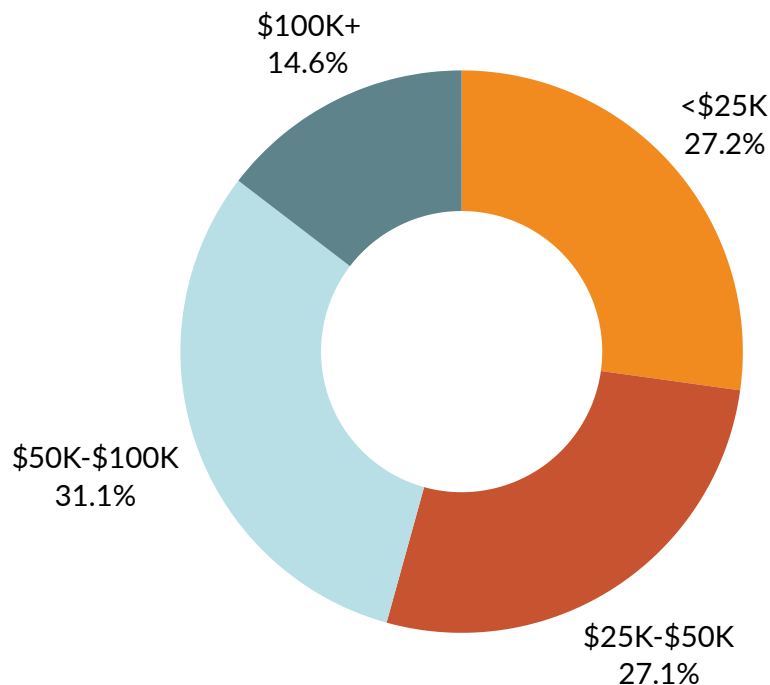
\$1,458



Entertainment

\$2,674

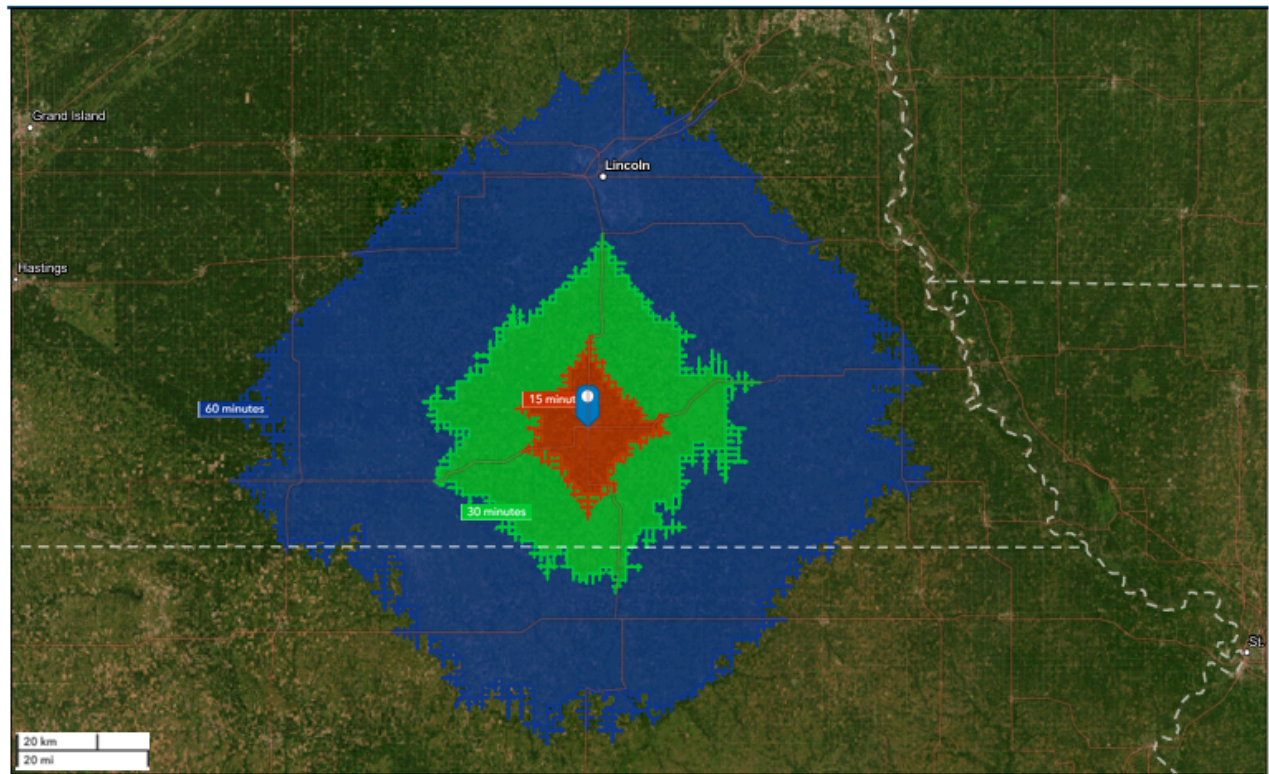
Disposable Income



ESRI Market Reports



Beatrice Trade Area



July 31, 2025

©2025 Esri

Page 1 of 1

Retail Trade Area (15,30,60 minutes)

Retail Demand Outlook

The retail demand outlook report predicts the projected spending growth through 2030.

Retail Demand by Industry

This report further breaks down retail demand, providing a spending potential index (SPI). The SPI is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Retail Market Potential

The retail market potential report calculates a Market Potential Index (MPI) that measures the likelihood of adults or households in the specific trade area to exhibit consumer patterns. An MPI of 100 represents the U.S. average.

ESRI Market Reports

Market Report Highlights

Highest MPI (0-15 min)

149

Bought Cigarettes at a C-Store
in the last 30 days.

Highest SPI (0-15 min)

108

Other Motor Vehicles

2nd Highest MPI (0-15 min)

130

HH owns a cat

Highest SPI (15-30 min)

117

Florists

Summary

Although the Spending Potential Indexes were relatively low within the 0–15 minute trade area, stronger growth opportunities appear in the 15–30 minute trade area—particularly in sectors such as florists and lawn and garden supplies. By focusing on markets with the greatest potential, Beatrice can draw more consumers into its downtown district.

Similar patterns are reflected in the Market Potential Index data, which, along with ESRI tapestry findings, highlight Beatrice as a more traditional community. The largest demographic segment, Midlife Constants, makes up just over 30% of the population. Tailoring offerings to meet the needs of this group could help attract more local residents to the downtown core.

Beatrice currently has 595 vacant housing units. With population projections showing a slight decline by 2030, strategies should emphasize attracting and retaining residents to make full use of the existing housing stock.

CHOICE BACON

30^C Pound

O. L. SAVAGE

Cash Market—513 Ella Street.

The_Beatrice_Daily_Express_1921_05_07_8

—Frank J. Wosika, the well-known trilor at 513 Ella street, has an advertisement in this issue calling attention to his fall and winter suits. Good work at living prices is Mr. Wosika's motto.

The_Beatrice_Daily_Times_1897_11_18_3

Summary/Action Steps

Summary

The building, with its unique character and history in Beatrice, currently sits vacant. The ground floor already contains a bar, while the upper floor could be redeveloped into rentable apartment units, each estimated to generate \$753 based on median local rents. Beyond housing, the property also has strong potential for additional businesses, with market data helping to identify the most appropriate tenants. Retail space could then be promoted through listing platforms such as LoopNet. Since the interior condition remains unknown due to limited access, a full inspection is recommended as the first step to determine what improvements will be required before redevelopment can move forward.

Action Steps

1. Conduct a full inspection to determine the building's interior condition and necessary improvements.
2. Determine if the existing bar space can be used while exploring additional business opportunities for the ground floor.
3. Redevelop the upper floor into rentable apartments, targeting median rents of approximately \$753 per unit.
4. Use market data to identify and recruit tenants that align with community needs and demand.
5. List available retail space on platforms such as LoopNet to attract potential businesses.
6. Develop a phased redevelopment plan that balances commercial and residential opportunities.



Resources- Organizations

Certified Local Governments (CLG)

<https://history.nebraska.gov/historic-preservation/certified-local-governments-clg/>

Program partnership between local governments, NSHS, and NPS to help tell your community's story.

Creative Districts (CD)

<https://www.artscouncil.nebraska.gov/explore/creative-districts/>

The Nebraska Creative District Program utilizes the arts as an economic driver to support communities in Nebraska by telling their stories and elevating the value of the arts.

Main Street America (MSA)

<https://mainstreet.org/>

Main Street America leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide

National Register of Historic Places

<https://history.nebraska.gov/historic-preservation/national-register-historic-places/>

The National Register of Historic Places is a list of historic places that tell the stories of the people and events that form America's collective identity.

Nebraska State Historical Society (NSHS)

<https://history.nebraska.gov/historic-preservation/>

We provide a variety of programs for all people who are interested in preserving the places that help tell the many stories of Nebraska's history.

Technical Preservation Services (TPS)

<https://www.nps.gov/orgs/1739/index.htm>

Technical Preservation Services develops historic preservation standards and guidance on preserving and rehabilitating historic buildings, administers the Federal Historic Preservation Tax Incentives program for rehabilitating historic buildings, and sets the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Resources- Design

Design Education Service

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

The design education service provides case studies as an educational tool for partner communities. Illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process, or design review.

Directory of Craftspeople

[https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search "Directory of Craftspeople"](https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search%20Directory%20of%20Craftspeople)

The Directory of Craftspeople lists individuals or businesses that have experience in historic restoration work. It is recommended that you do your own research on the company or individual prior to hiring.

Energy Efficiency & Historic Preservation

[https://nebraskamainstreet.org/news-events/resources/ "Energy Efficiency & Historic Preservation"](https://nebraskamainstreet.org/news-events/resources/Energy-Efficiency-Historic-Preservation)

This guide by Rebuild Nebraska gives a broad view of the steps one must take when implementing energy efficiency projects in historic buildings. Not only does it break down the steps in detail, but serves as an organizing tool to renovating historic buildings.

National Register Listing Misconceptions

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

Resources- Design

Secretary of Interior's Standards

<https://www.nps.gov/subjects/taxincentives/secretarys-standards-rehabilitation.htm>

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Resources- Design

Secretary of Interior's Standards- A Breakdown

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

Secretary of Interior's Standards- Definitions

<https://www.nps.gov/orgs/1739/secretary-standards-treatment-historic-properties.htm>

Preservation

Sustaining the existing form, integrity, and materials of a historic property.

Rehabilitation

Making possible a compatible use for the property through repair, alterations, and additions while preserving features that convey the historic, cultural, and architectural values.

Restoration

Accurately depicting the form, features, and character of a property as it appeared at a particular period of time.

Reconstruction

New construction depicting the form, features, and detailing of a former structure to replicate its appearance at a specific period of time.

Training on Historic Preservation Application

<https://www.nps.gov/orgs/1739/training-hpca.htm>

Advanced training on historic preservation certification applications

Resources- Economic Vitality

Economic Value of Historic Buildings

<https://nebraskamainstreet.org/news-events/resources/>

"Value of a Building to a Main Street District"

Vacant Lot

A vacant lot in a downtown generates next to zero revenue to the public or private sectors and often costs the taxpayer to pay for maintenance and care. Empty lots are an ongoing expense liability to a community and to a downtown. Even parking lots are not a wise investment, especially in small rural communities because the cost to build and maintain those parking lots outweighs the financial return. "Free parking" is a myth.

Vacant or Underutilized Building

A vacant or underutilized building in a downtown generates little to no revenue to the public or private sectors and owners write them off as losses on their taxes. The burden of taxation is then placed on those who take care of their properties and utilize them to full capacity. Safety is also a major issue.

Cost of a Main Street Building Vacancy (from Place Economics Washington, DC)

- Loss of rent (commercial & residential)
- Loss of property value
- Loss of property and sales taxes
- Loss of utility, telephone, & internet revenue
- Loss of loan demand, bank fees, deposits & interest
- Loss of revenue from maintenance and repairs
- Loss of revenue from printing, copying & supplies
- Loss of insurance premiums
- Loss of legal and accounting fees
- Loss of property management fees
- Loss of advertising, marketing and PR expenditures
- Loss of payroll and payroll taxes
- Loss of profit & compensation to the business owner
- Loss of potential income for workers elsewhere in the community.

Fully Utilized Building

A fully utilized building in a downtown generates income, tax revenue, housing opportunities, jobs and businesses as well as spin-off businesses and activities that create vitality in the district. Not only does a rehabilitated building generate revenue but it helps give individual identity and a special character to the community increasing a sense of pride among residents. It's also a strong selling point for potential businesses and employees to locate or remain in the community.

Resources- Economic Vitality

Census Bureau

<https://data.census.gov/>

Get census data about your community.

Economic Impact of Historic Preservation

<https://www.placeeconomics.com/resources/the-cumulative-impact-of-the-historic-preservation-fund/>

This publication by Place Economics demonstrates the economic impact of the historic preservation fund.

ESRI

<https://www.esri.com/en-us/home>

ESRI provides tools to further understand your community, including personalities, markets, and spending potentials of residents. Free features include the tapestry segmentation tool, while others include costs.

Misconceptions About Adaptive Reuse

<https://rdgusa.com/news/common-myths-about-historic-preservation-and-adaptive-reuse>

Demo or Reno? RDG's publication highlights the common misconceptions about adaptive reuse of historic properties. The cost of demolition and new construction is almost always more expensive than renovating.

Resources- Promo. & Org.

Using Storytelling to Grow Engagement

<https://mainstreet.org/the-latest/news/using-storytelling-to-grow-engagement-and-reinforce-the-value-of-your-main-street-program>

Examples of how to effectively communicate your efforts.

Marketing Your Space

<https://rpa.org/work/reports/vacant-storefront-toolkit>

This vacant storefront toolkit talks about how to activate, market, and create a business plan.

Community Partnership

<https://mainstreet.org/resources/knowledge-hub/publication/community-building-and-partnerships>

This toolkit helps to promote community engagement through partnerships. Must be an MSA member to access.

Community Engagement

<https://mainstreet.org/resources/knowledge-hub/publication/inclusive-community-engagement-workbook>

This toolkit helps to include community individuals, promoting volunteerism. Must be an MSA member to access.

Funding- Orgs. & Businesses

Allo

<https://www.allocommunications.com/community-connect/>

Allo provides their Community Connect service, providing affordable internet to residents and non-profits.

Community Development Block Grants (CDBG)

<https://opportunity.nebraska.gov/programs/community/cdbg/>

The federal Community Development Block Grant (CDBG) program provides funding for community and economic development projects in order to encourage additional federal, state and private resource investment.

Community Development Resources (CDR)

<https://cdr-nebraska.org/>

CDR works to provide capital, technical assistance, and training opportunities for small businesses in the state of Nebraska.

Department of Economic Development (DED)

<https://opportunity.nebraska.gov/programs/>

Community, business, economic recovery, housing, incentives, talent, and resource grants.

SBA- Small Business Development Centers

<https://www.sba.gov/funding-programs/grantsx>

Manufacturing, Research and Development, Grants for community organization

USDA

<https://www.usda.gov/farming-and-ranching/financial-resources-farmers-and-ranchers/grants-and-loans>

Housing assistance, Rural Development Loan & Grant Assistance

Funding- Grants & Programs

AMEX Backing Small Business Grants

<https://mainstreet.org/about/partner-collaborations/backing-small-businesses>

AMEX Backing Small Business Grants support small businesses up to \$10,000.

Bricks & Mortar

<https://history.nebraska.gov/historic-preservation/bricks-and-mortar-roof-grant/>

The program funds tuck-pointing and roof related preservation projects.

Brownfields

<https://www.epa.gov/brownfields>

The program provides grants and technical assistance to assess and safely clean up and sustainable reuse contaminated properties.

Community Heart and Soul Grants

<https://www.communityheartandsoul.org/seed-grants/>

\$10,000 seed grant for resident-driven groups in small communities.

MicroTIF

<https://opportunity.nebraska.gov/micro-tif/>

Refer to your local government for more information

National Parks Service Tax Incentives for Preserving Historic Properties

<https://www.nps.gov/subjects/taxincentives/index.htm>

“The Federal Historic Preservation Tax Incentives program encourages private sector investment in the rehabilitation and re-use of historic buildings.”

Funding- Grants & Programs

Nebraska Historic Tax Incentive Programs

<https://history.nebraska.gov/historic-preservation/historic-tax-incentive-programs/>

There are three tax incentive programs :

1. Nebraska Historic Tax Credit
 - a. <https://history.nebraska.gov/historic-preservation/nebraska-historic-tax-credit-nhtc/>
2. Federal Historic Tax Credit
 - a. <https://history.nebraska.gov/historic-preservation/federal-historic-tax-credit/>
3. Valuation Incentive Program
 - a. <https://history.nebraska.gov/historic-preservation/valuation-incentive-program/>

RCDI

<https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants>

“RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas”

Rural Business Development Grants (RDBG)

<https://www.rd.usda.gov/programs-services/business-programs/rural-business-development-grants/ne>

“The purpose of the program is to promote economic development and job creation projects through the awarding of grant funds to eligible entities.”

Rural Workforce Housing Fund (RWHF)

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

Funds are invested in eligible projects to increase the supply and reduce costs of workforce housing.

T-Mobile Hometown Grants

<https://mainstreet.org/the-latest/events/apply-now-t-mobile-hometown-grants>

Towns with a population of 50,000 or less will receive project funds of up to \$50,000.

Appendix

- A. Building Images
- B. Historic Images
- C. County Assessor Report
- D. ESRI Reports

A. Building Images



B. Historic Images

Fire Destroys Old Building On South Sixth

The two-story frame building on South Sixth street, which was occupied for several years by H. R. Pyle and later by Frank Stanton as a rug factory, was destroyed by fire at about three o'clock this morning.

The firemen were first called to

the building about midnight to extinguish flames which had started in the rear room on the ground floor. This fire was put out without doing any damage.

Shortly after three o'clock the firemen received a second call to the building and when they arrived found the entire building ablaze. They managed to get the fire under control but were unable to save the building, it having gained too much headway. The Searle and Chapin lumber yard was threatened for a time and Fire Chief Otto placed a man on top of one of the lumber yard buildings to avert a spread of the flames.

The second floor of the buildings was occupied by the H. B. Gish cigar factory, which was a total loss.

Mr. Gish stated this morning that his loss was between \$400 and \$500 partially covered by insurance. The main floor of the building was unoccupied.

The building was owned by William Penner and its value is placed at \$800. It was fully insured. A barn at the rear of the structure was only slightly damaged. The origin of the fire is unknown.

Dec 14, 1915
Daily Express

Secor 6th & Bell
605 Bell

B. Historic Images



Beatrice (Neb.) Daily Sun, Friday, May 12, 1995 A-7

Business

Historic Penner Block building gets a facelift

By Lorraine Jenaby
Daily Sun staff writer

The former Penner Block building in the 500 block of Ella Street in Beatrice began to get a facelift this week.

The Office has and Hill's home furnishings currently rent space on the first floor of the building, which was built by Johannes Penner in the 1890s.

The present owners, Beverly Weston of Kearney and Wendell Cobbleigh of Lincoln, have decided to restore the outside of the building in order to keep it intact so businesses can continue to occupy space on the first floor.

Weston and Cobbleigh inherited the building from their father, Tye Cobbleigh, who purchased the building in the early 1950s.

Weston said she and her husband want to repair the building to keep it up as a viable business space for the Beatrice downtown area.

"The roof was in bad condition, which was causing damage to the inside of the building. The first thing we had to do was repair the roof so no more damage would be done to the inside," Weston said. "The first thing we had to do was repair the roof so that no more damage would be done to the inside."

Employees of Van's Waterproofing Co. Inc. of Beatrice have been working on the brick front of the building.

The brick is being cleaned, and some bricks will have to be replaced, Weston said.

The owners will work with representatives of Easton Clay Products Co. to try to have replacement bricks made which will match the original brick.

The building was known as a block building because it was designed to accommodate numerous businesses.

The Penner Block was built from brick from Johannes Penner's brick works, located northwest of Beatrice, according to information at the Upper Missouri Historical Museum. Penner went out of business in 1895 when people were no longer in need of brick. He had a number of bricks made and ready to be used so he built the block building in

"The roof was in bad condition, which was causing damage to the inside of the building. The first thing we had to do was repair the roof so no more damage would be done to the inside," Weston said.

Beatrice, according to the museum information.

The first floor has housed a number of different businesses since 1902 including the Beatrice Daily Express newspaper from 1902-1904 and several grocery stores.

The third floor was occupied by the Northwestern Business College from 1902-1911. The second floor contained a number of rooms for rent to students, other individuals and businesses until 1922. The YWCA was then located on the second floor from 1922-1954. The YWCA operated a cafeteria, which was open to the public.

The Office Bar has been located in the 513 Ella St. part of the building since 1960.

Dennis Keyes of Beatrice was a friend of Tye Cobbleigh and also owned space in the building. He opened "Keyes Recreation," a recreation and coffee shop in the 511 Ella St. part of the building from 1960-1972.

Keyes has kept in touch with the family and continues to help them maintain the building.

Weston said they have made an effort to clean up the second and third floors of the building, but have no plans for any inside renovation on those floors at this time.

Building Repair

In top photo, employees of Van's Waterproofing Co. of Beatrice clean and repair the brick on the former Penner Block building in the 500 block of Ella Street. In photo at left, the building was constructed in the late 1800s and once held the Northwestern Business College. Through the years, the building has housed a range of businesses including a newspaper office, meat market and several grocery stores.

PHOTO BY LORRAINE JENABY

Appendix

B. County Assessor Data

C. ESRI Reports

1. Tapestry Segmentation
2. Trade Area
3. Retail Demand Outlook
4. Retail Demand by Industry
5. Retail Market Potential

Parcel Information	
Parcel ID:	009664100
Map Number	9664100
State Geo Code	4163-00-0-10005-049-0000
Cadastral #	1-55-177
Images	Photo #1 Photo #2 Photo #3 Photo #4 Photo #5 Site Plan #1
Current Owner:	RON & BRANDY PROPERTIES LLC 116 N 5TH ST BEATRICE, NE 68310
Situs Address:	00513 ELLA
Tax District:	157
School District:	SCH 15 BEATRICE, 34-0015
Account Type:	Commercial
Legal Description:	0 4 6 W 25' LOT 4 (INCLUDING A TRIANGULAR PIECE IN SW COR OF LOT 4) BLK 49 BEATRICE ORIGINAL
Lot Width:	N/A
Lot Depth:	N/A
Total Lot Size:	N/A

Assessed Values				
<u>Year</u>	<u>Total</u>	<u>Land</u>	<u>Outbuilding</u>	<u>Dwelling</u>
2025	\$16,170	\$8,750	\$0	\$7,420
2024	\$16,170	\$8,750	\$0	\$7,420

Yearly Tax Information		
<u>Year</u>	<u>Amount</u>	<u>Levy</u>
2024	\$206.36	1.686636

2024 Tax Levy	
<u>Description</u>	<u>Rate</u>
COUNTY GENERAL	0.26665600
SCH 15 BEATRICE	0.99732400
ESU #5	0.01500000
SCC GENERAL	0.02000000
BIG BLUE NRD	0.03665200
BEATRICE CITY	0.34705800
AGRICULTURE	0.00320900
HISTORICAL	0.00073700

Agricultural Land Information					
<u>Soil Symbol</u>	<u>Landuse</u>	<u>LVG</u>	<u>Unit Value</u>	<u>Acres</u>	<u>Total Value</u>
BLANK	BLANK	BLANK	\$0.00	0.000	\$8,750.00
			Total:	0	\$8,750.00

5 Year Sales History

No previous sales information is available (for the past 5 years).

Property Classification

Status:	Improved	Location:	Urban
Property Class:	Commercial	City Size:	12,001-100,000
Zoning:	Commerical	Lot Size:	<10,000 sq. ft.

Property Notes

Date	Note
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Land Information

Lot Width (ft)	Lot Depth (ft)	Description	Lot Size
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Commerical Datasheet - Building

Occupancy	Size	Year Built	Perimeter
100% Storage Warehouse	5,000	1900	250
100% Storage Warehouse	2,500	1900	250

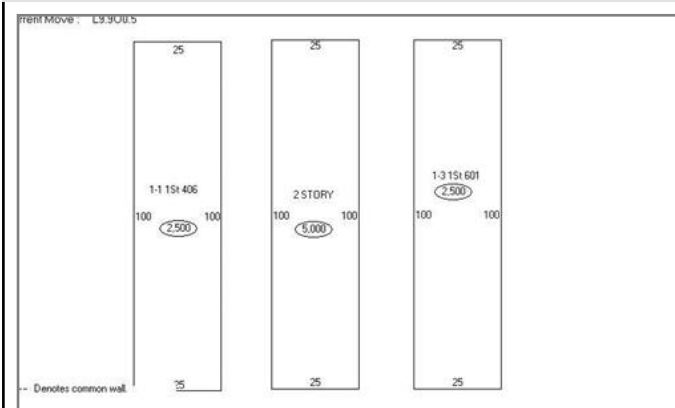
Dwelling Data

Description	Units	Value
BS RES-MIN	2,500	\$1,865

Outbuilding Data

Description	Units	Year Built	Cost
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Photo/Sketch



9/21/2025

Gage County Assessor



Parcel Information	
Parcel ID:	009664000
Map Number	9664000
State Geo Code	4163-00-0-10005-049-0000
Cadastral #	1-55-5
Images	Photo #1 Photo #2 Photo #3 Photo #4 Photo #5 Photo #6 Photo #7 Site Plan #1
Current Owner:	GUENTHER, GREGORY L 205 N SUMNER ST BEATRICE, NE 68310-3647
Situs Address:	00513 ELLA
Tax District:	157
School District:	SCH 15 BEATRICE, 34-0015
Account Type:	Commercial
Legal Description:	0 4 6 LOT 3 EXC E 24.6' & LOT 4 EXC W 25' BLK 49 BEATRICE ORIGINAL
Lot Width:	N/A
Lot Depth:	N/A
Total Lot Size:	N/A

Assessed Values				
<u>Year</u>	<u>Total</u>	<u>Land</u>	<u>Outbuilding</u>	<u>Dwelling</u>
2025	\$105,550	\$17,500	\$0	\$88,050
2024	\$105,550	\$17,500	\$0	\$88,050

Yearly Tax Information		
<u>Year</u>	<u>Amount</u>	<u>Levy</u>
2024	\$1,346.90	1.686636

2024 Tax Levy	
<u>Description</u>	<u>Rate</u>
COUNTY GENERAL	0.26665600
SCH 15 BEATRICE	0.99732400
ESU #5	0.01500000
SCC GENERAL	0.02000000
BIG BLUE NRD	0.03665200
BEATRICE CITY	0.34705800
AGRICULTURE	0.00320900
HISTORICAL	0.00073700

Agricultural Land Information					
<u>Soil Symbol</u>	<u>Landuse</u>	<u>LVG</u>	<u>Unit Value</u>	<u>Acres</u>	<u>Total Value</u>
BLANK	BLANK	BLANK	\$0.00	0.000	\$17,500.00
			Total:	0	\$17,500.00

Sales Information				
<u>Sale Date</u>	<u>Sale Price</u>	<u>Book & Page</u>	<u>Grantor</u>	<u>Parcel Ids</u>
09/16/2024	\$105,550.00	2024 / 2370	GUENTHER, GREGORY L & BRENDA J	

Property Classification			
<u>Status:</u>	Improved	<u>Location:</u>	Urban
<u>Property Class:</u>	Commercial	<u>City Size:</u>	12,001-100,000
<u>Zoning:</u>	Commerical	<u>Lot Size:</u>	<10,000 sq. ft.

Property Notes	
<u>Date</u>	<u>Note</u>

Land Information			
<u>Lot Width (ft)</u>	<u>Lot Depth (ft)</u>	<u>Description</u>	<u>Lot Size</u>

Commerical Datasheet - Building			
<u>Occupancy</u>	<u>Size</u>	<u>Year Built</u>	<u>Perimeter</u>
100% Storage Warehouse	10,000	1900	300
100% Bar/Tavern	5,000	1900	300

Dwelling Data		
<u>Description</u>	<u>Units</u>	<u>Value</u>
Flat Value	1,120	\$1,120
Enclosed Porch, Solid Walls	360	\$10,585

Outbuilding Data			
<u>Description</u>	<u>Units</u>	<u>Year Built</u>	<u>Cost</u>

Photo/Sketch

Front View - R65 SD15.8



-- Denotes common wall





LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



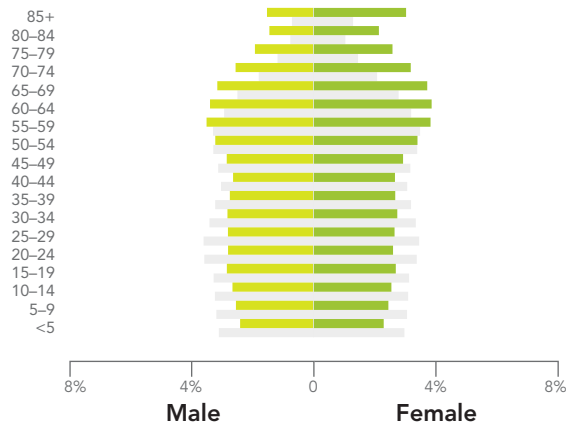
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

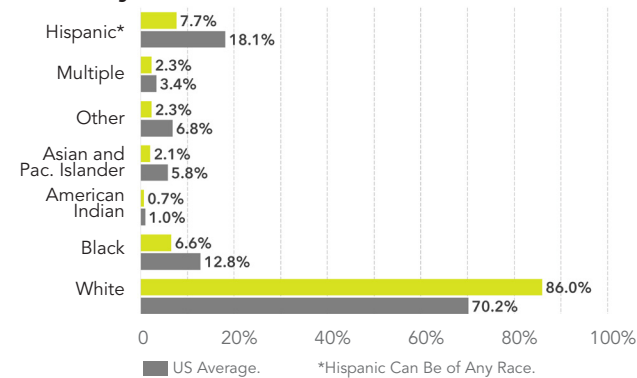
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **36.2** US: 64.0



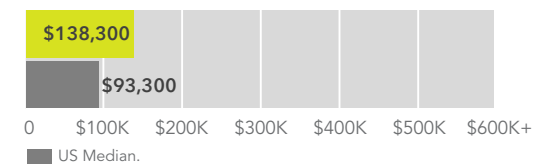
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

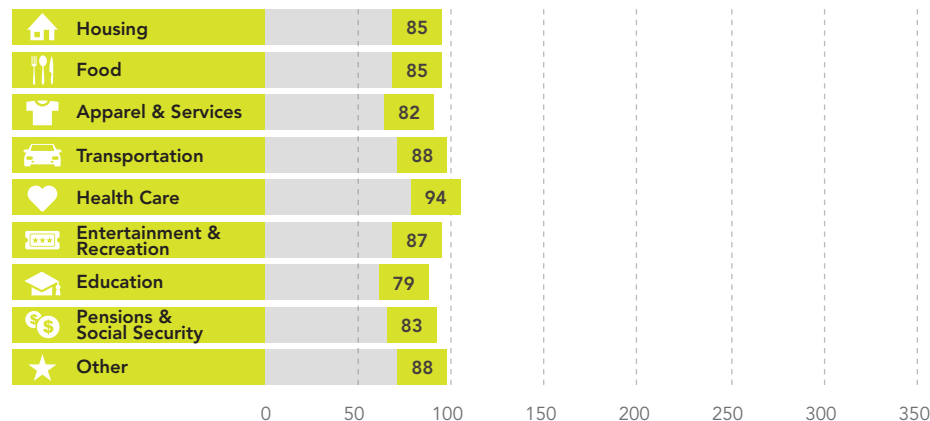


Median Net Worth



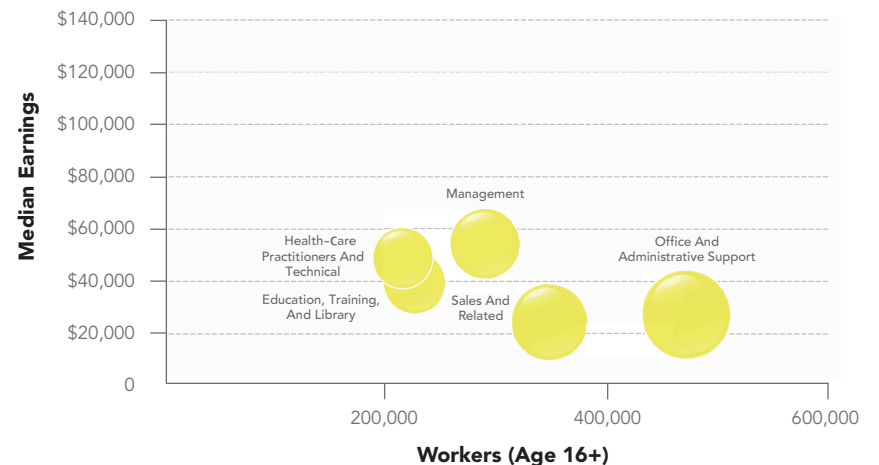
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fundraising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

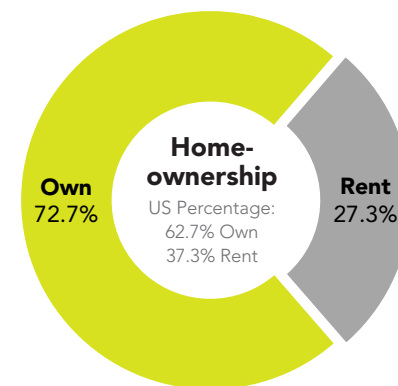
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

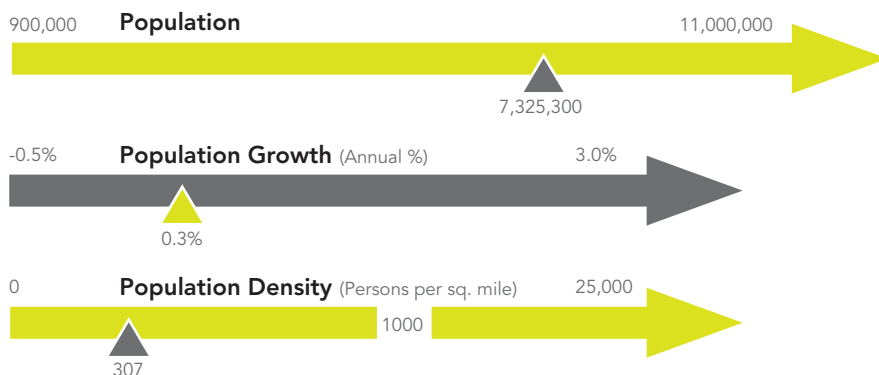
Median Value:
\$154,100

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

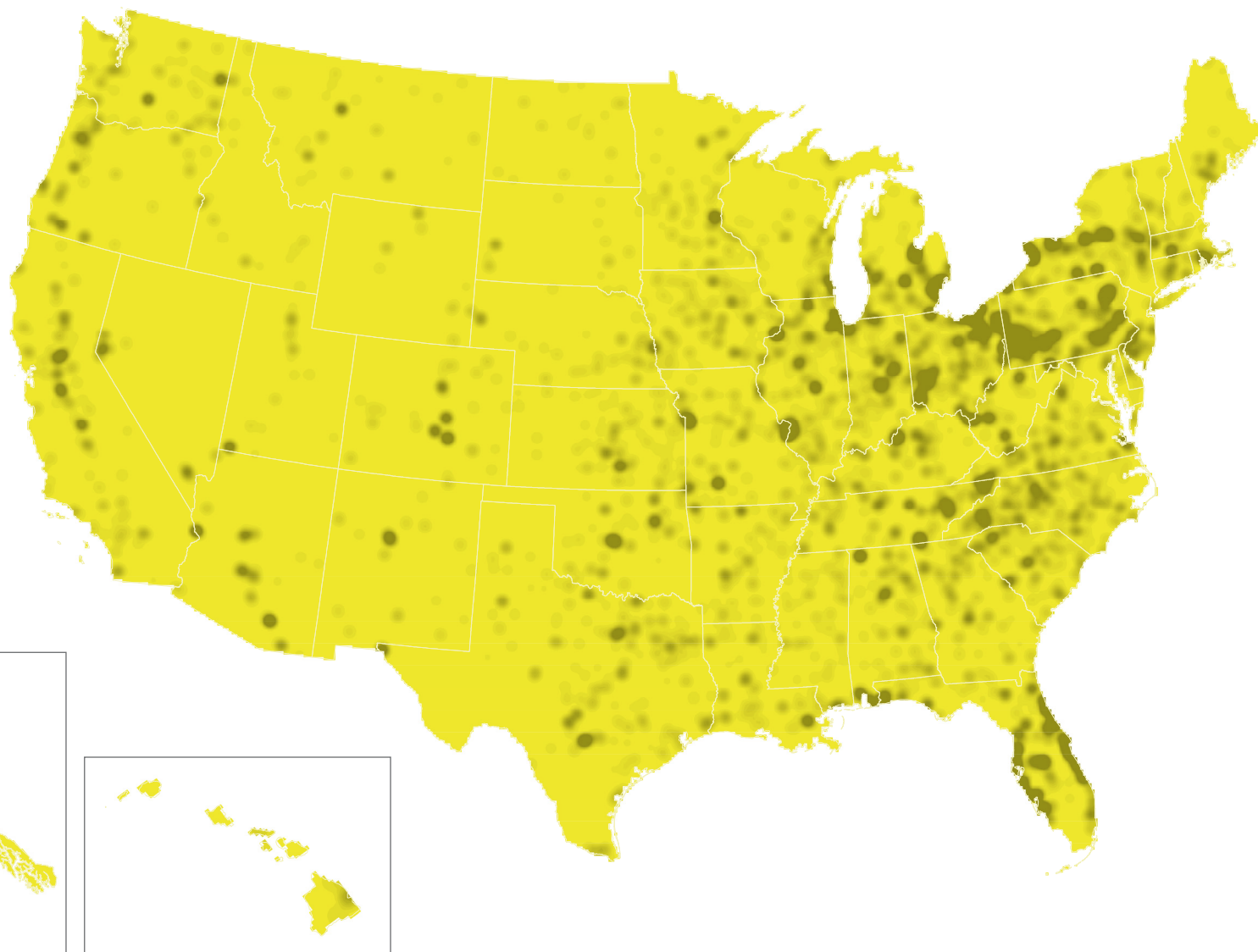
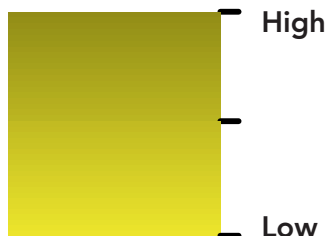
Midlife Constants



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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LifeMode Group: Middle Ground

Hometown Heritage

8G

Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: \$28,200

WHO ARE WE?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with one or two vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Higher rates of employment in manufacturing.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.



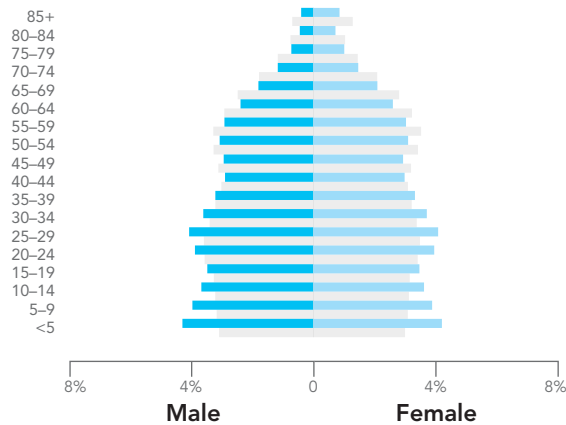
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **32.4** US: 38.2

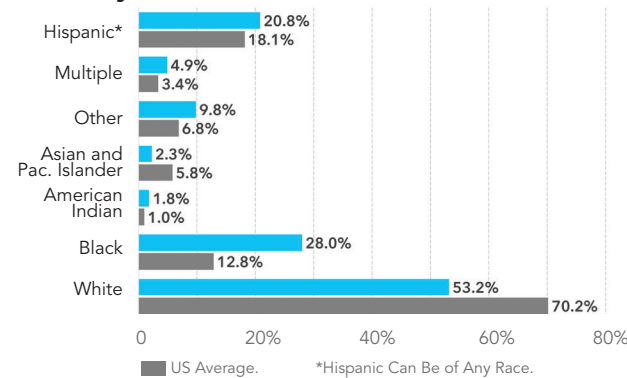
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **75.7** US: 64.0



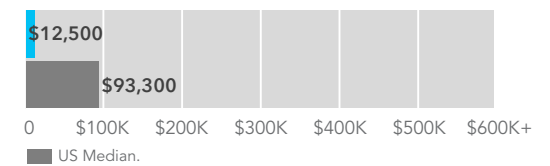
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

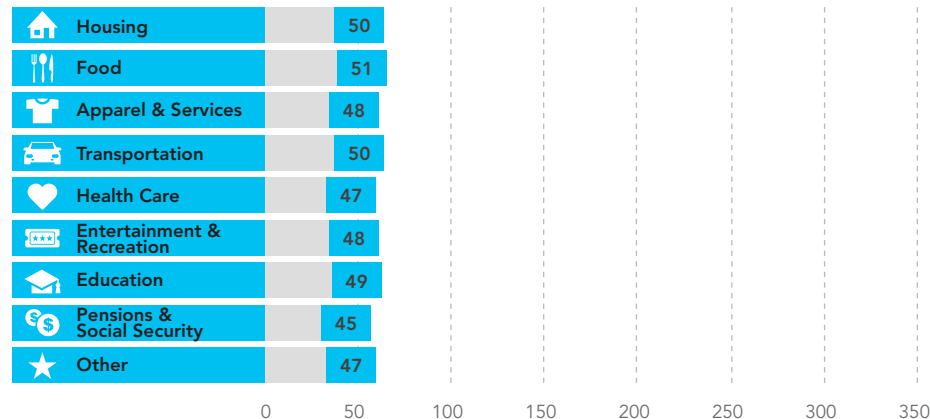


Median Net Worth



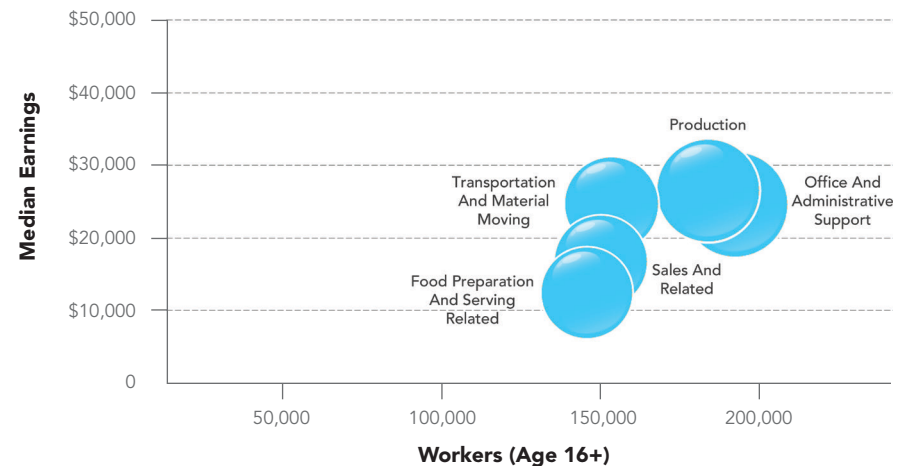
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

HOUSING

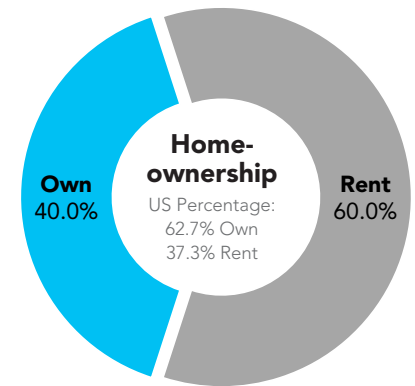
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

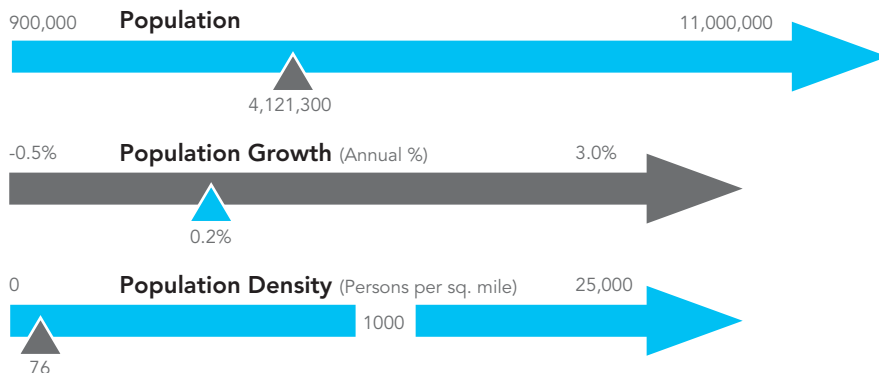
Average Rent:
\$710

US Average: \$1,038



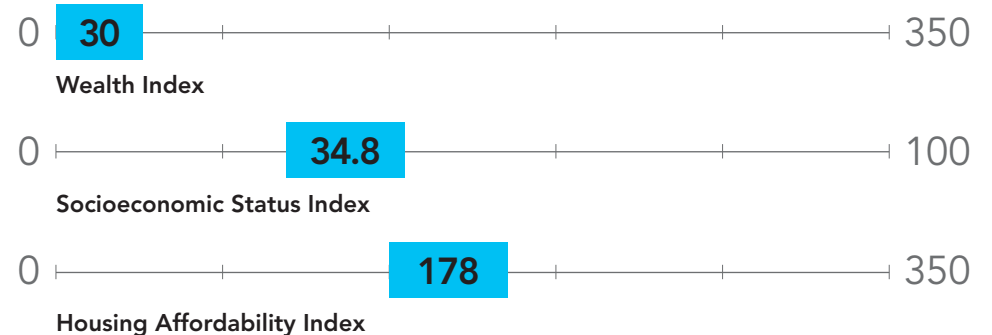
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.





LifeMode Group: Middle Ground

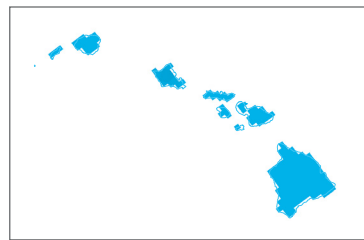
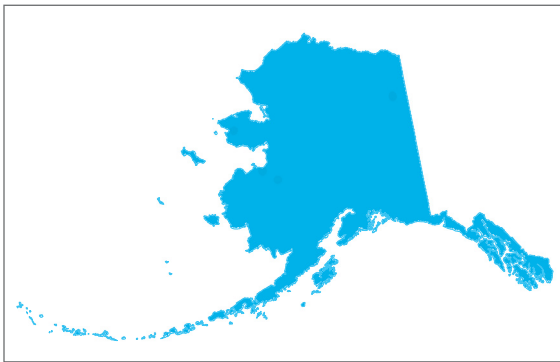
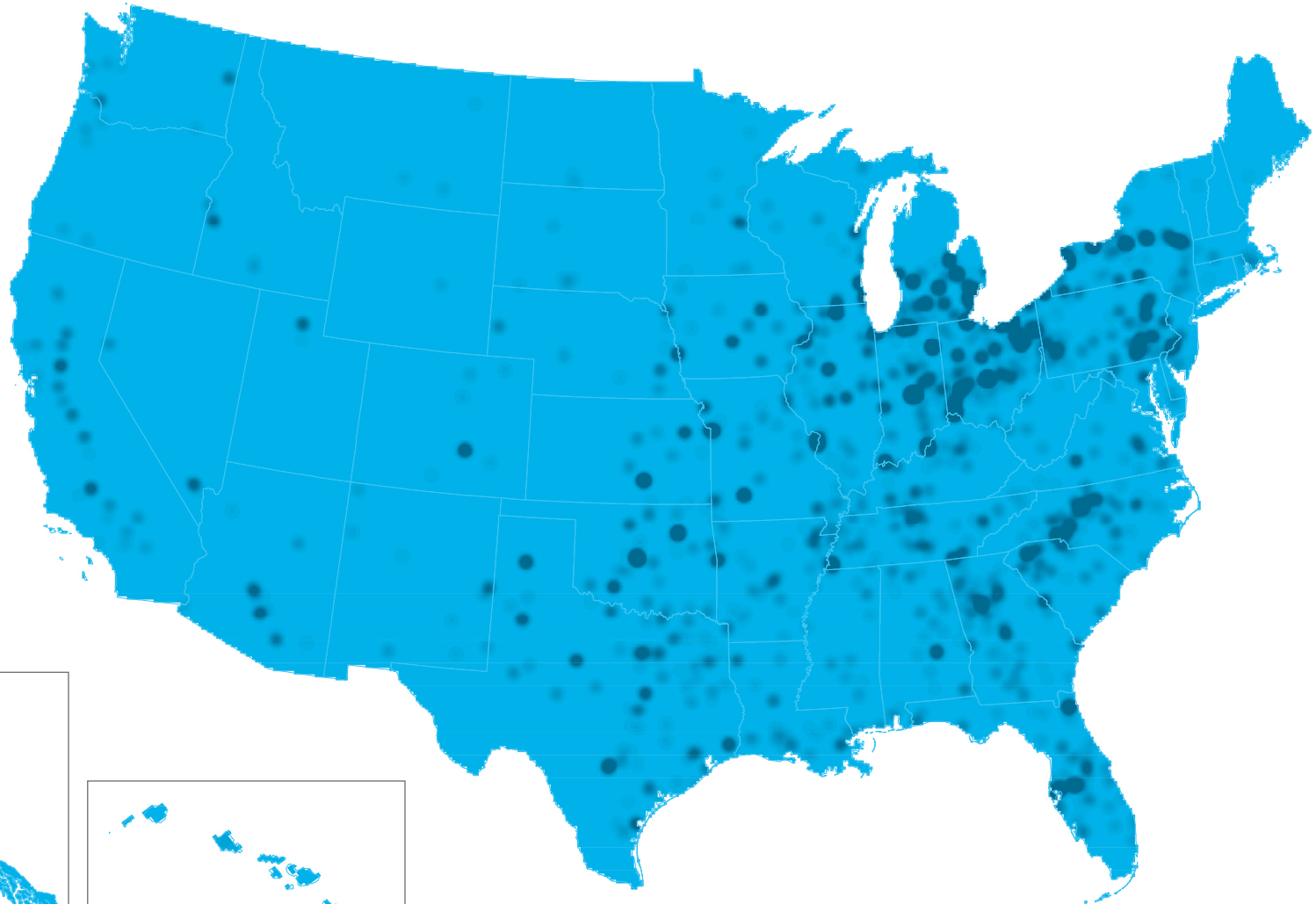
Hometown Heritage



TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Hometown Heritage* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



LifeMode Group: Cozy Country Living

Heartland Communities

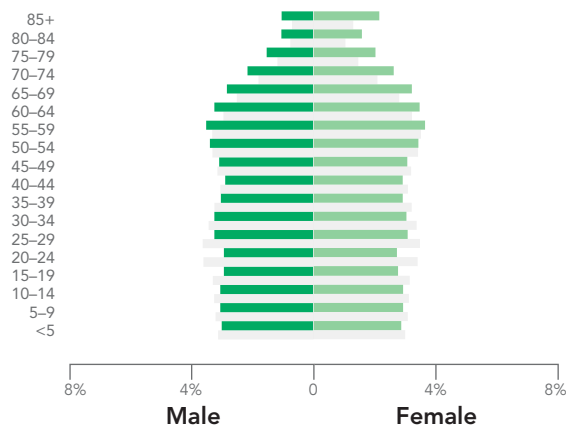


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AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

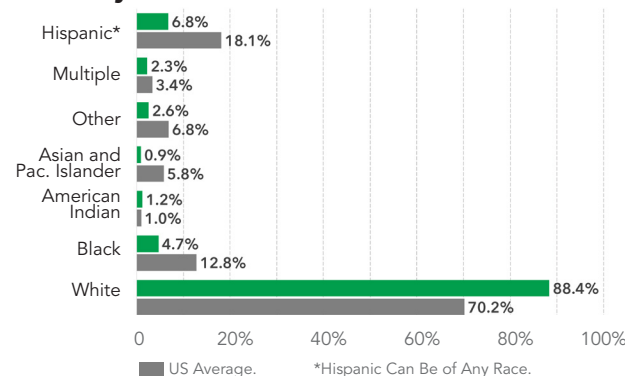
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **31.5** US: 64.0



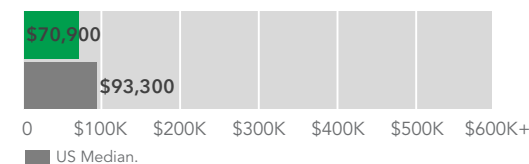
INCOME AND NET WORTH

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Median Household Income

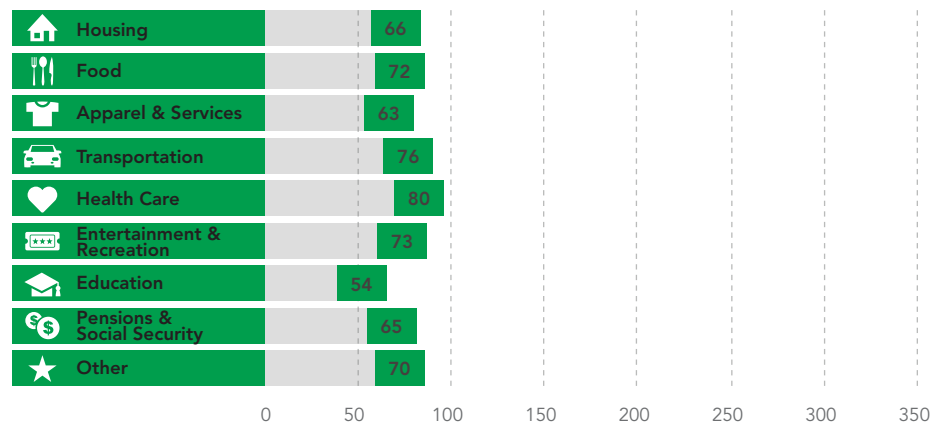


Median Net Worth



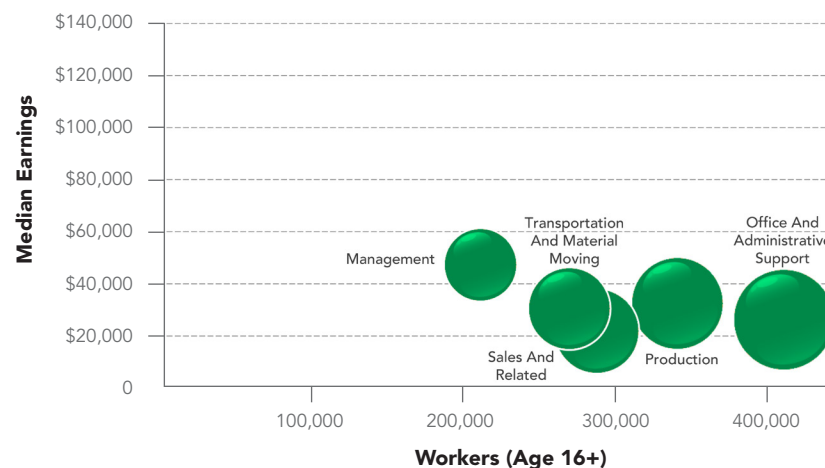
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Cozy Country Living

Heartland Communities



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SEGMENTATION
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MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

HOUSING

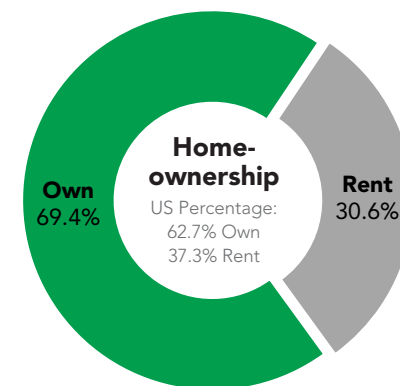
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Typical Housing:
Single Family

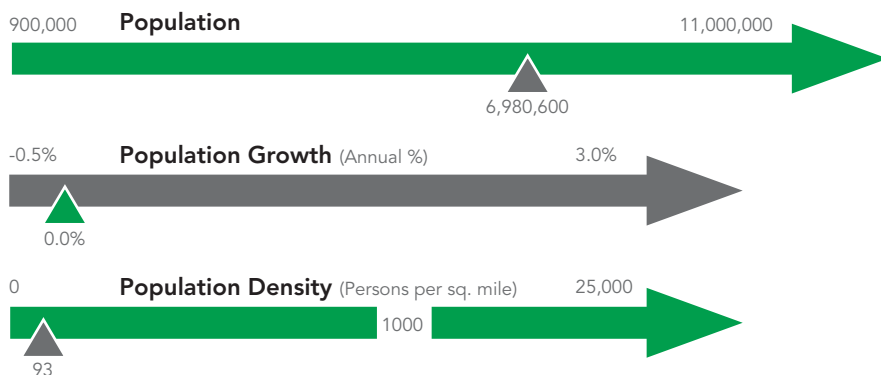
Median Value:
\$95,700

US Median: \$207,300



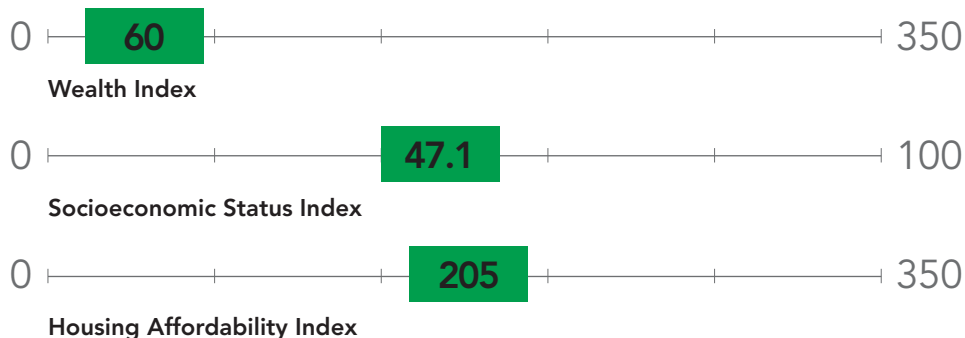
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

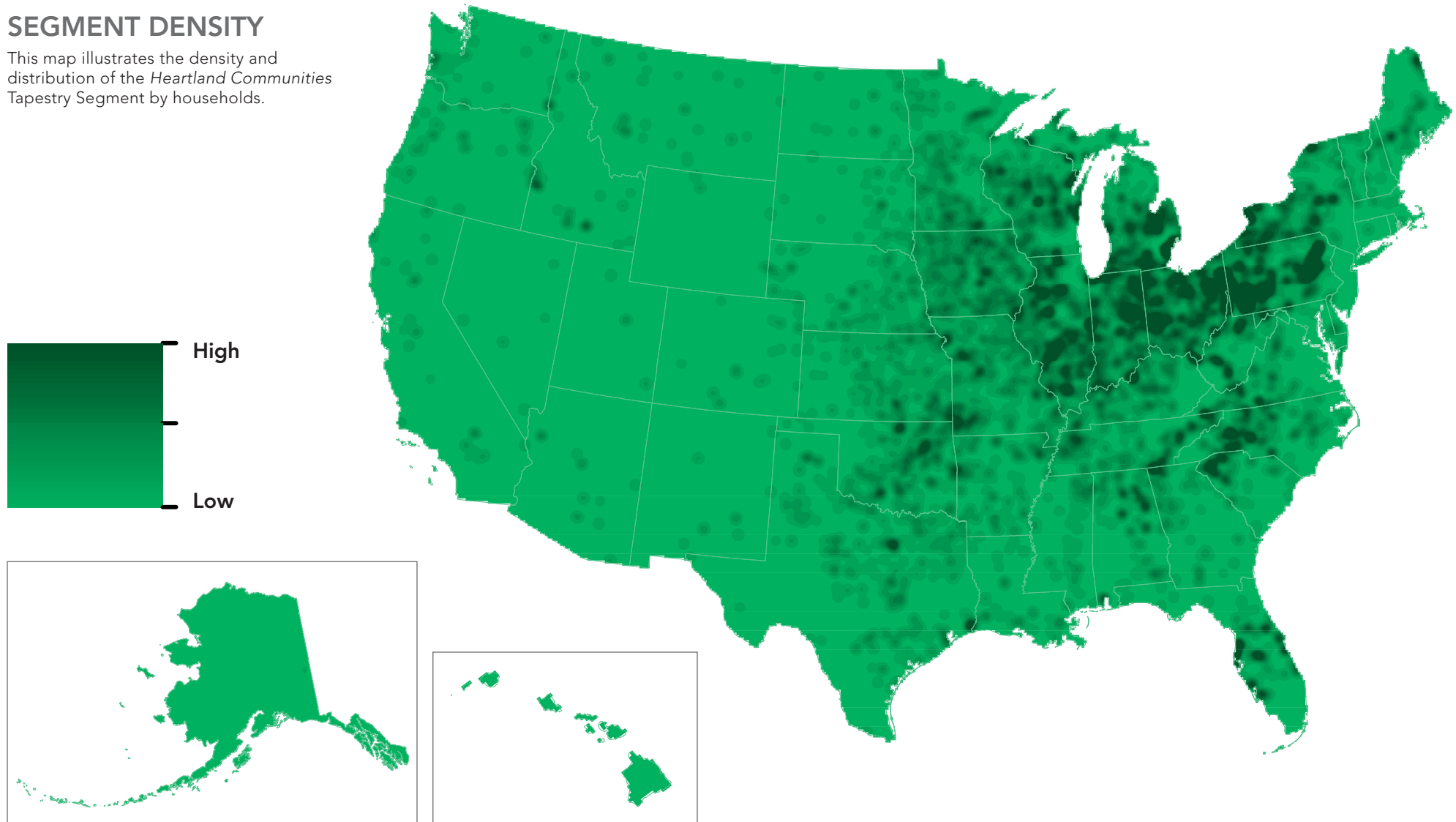
Heartland Communities



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SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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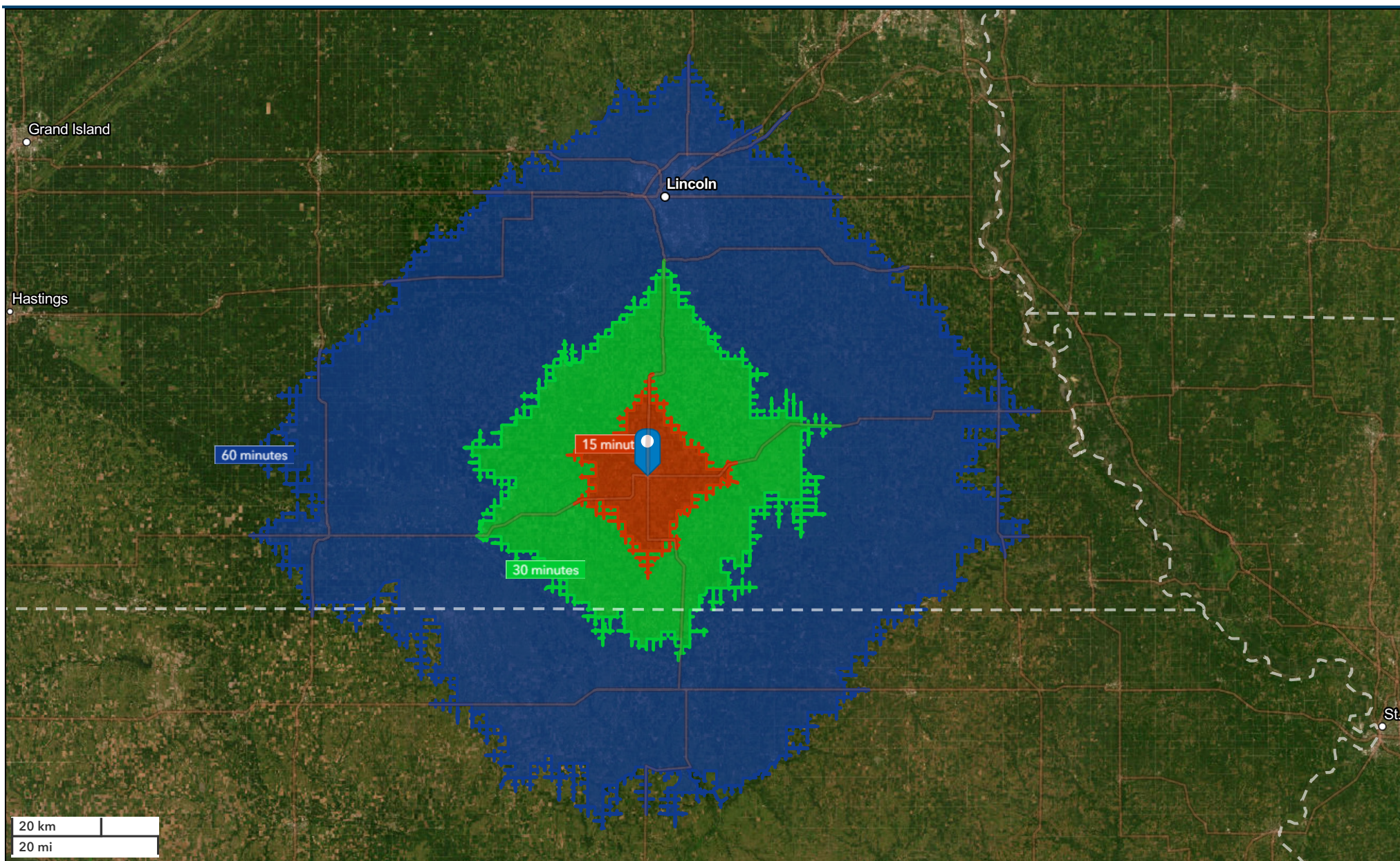
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Retail Demand Outlook

Beatrice, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	30.3%	Population	14,395	14,316
Room to Roam (K7)	16.3%	Households	6,396	6,409
Loyal Locals (K3)	15.1%	Families	3,620	3,598
Legacy Hills (K1)	11.2%	Median Age	44.5	45.5
Small Town Sincerity (I1)	8.4%	Median Household Income	\$58,837	\$65,765

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$10,022,281	\$11,026,899	\$1,004,618
Men's	\$2,038,528	\$2,242,905	\$204,377
Women's	\$3,392,456	\$3,733,163	\$340,707
Children's	\$1,345,797	\$1,480,343	\$134,546
Footwear	\$2,273,459	\$2,500,484	\$227,025
Watches & Jewelry	\$774,889	\$853,042	\$78,153
Apparel Products and Services (1)	\$197,150	\$216,962	\$19,812
Computer			
Computers and Hardware for Home Use	\$892,372	\$982,103	\$89,731
Portable Memory	\$16,419	\$18,057	\$1,638
Computer Software	\$75,970	\$83,533	\$7,563
Computer Accessories	\$87,695	\$96,442	\$8,747
Education			
Educational Books/Supplies/Other Expenditures	\$383,515	\$421,946	\$38,431
Other School Supplies	\$389,744	\$428,732	\$38,988

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$18,666,423	\$20,529,615	\$1,863,192
Fees and Admissions	\$3,625,791	\$3,990,259	\$364,468
Membership Fees for Clubs (2)	\$1,256,156	\$1,382,543	\$126,387
Fees for Participant Sports, excl. Trips	\$643,698	\$708,500	\$64,802
Tickets to Theatre/Operas/Concerts	\$443,753	\$488,323	\$44,570
Tickets to Movies	\$137,555	\$151,391	\$13,836
Tickets to Parks or Museums	\$170,874	\$187,855	\$16,981
Admission to Sporting Events, excl. Trips	\$421,976	\$464,198	\$42,222
Fees for Recreational Lessons	\$547,316	\$602,535	\$55,219
Dating Services	\$4,463	\$4,914	\$451
TV/Video/Audio	\$5,708,271	\$6,278,853	\$570,582
Cable and Satellite Television Services	\$3,305,998	\$3,635,909	\$329,911
Televisions	\$486,261	\$535,088	\$48,827
Satellite Dishes	\$5,527	\$6,079	\$552
VCRs, Video Cameras, and DVD Players	\$19,508	\$21,454	\$1,946
Miscellaneous Video Equipment	\$102,010	\$112,316	\$10,306
Video Cassettes and DVDs	\$22,050	\$24,250	\$2,200
Video Game Hardware/Accessories	\$217,812	\$239,510	\$21,698
Video Game Software	\$97,741	\$107,536	\$9,795
Rental/Streaming/Downloaded Video	\$833,738	\$917,149	\$83,411
Installation of Televisions	\$4,900	\$5,396	\$496
Audio (3)	\$603,075	\$663,546	\$60,471
Rental of TV/VCR/Radio/Sound Equipment	\$1,678	\$1,845	\$167
Repair of TV/Radio/Sound Equipment	\$7,973	\$8,776	\$803
Pets	\$5,292,960	\$5,818,899	\$525,939
Toys/Games/Crafts/Hobbies (4)	\$845,981	\$930,349	\$84,368
Recreational Vehicles and Fees (5)	\$877,407	\$964,756	\$87,349
Sports/Recreation/Exercise Equipment (6)	\$1,252,763	\$1,377,028	\$124,265
Photo Equipment and Supplies (7)	\$294,537	\$324,093	\$29,556
Reading (8)	\$566,188	\$622,752	\$56,564
Live Entertainment-for Catered Affairs	\$101,052	\$111,028	\$9,976
Rental of Party Supplies for Catered Affairs	\$101,472	\$111,598	\$10,126

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$50,205,939	\$55,227,267	\$5,021,328
Food at Home	\$33,726,861	\$37,095,684	\$3,368,823
Bakery and Cereal Products	\$4,506,585	\$4,957,008	\$450,423
Meats, Poultry, Fish, and Eggs	\$6,881,052	\$7,568,364	\$687,312
Dairy Products	\$3,493,051	\$3,841,666	\$348,615
Fruits and Vegetables	\$5,567,901	\$6,124,474	\$556,573
Snacks and Other Food at Home (9)	\$13,278,273	\$14,604,171	\$1,325,898
Food Away from Home	\$16,479,078	\$18,131,583	\$1,652,505
Alcoholic Beverages	\$2,654,038	\$2,921,041	\$267,003
Financial			
Value of Stocks/Bonds/Mutual Funds	\$194,753,636	\$214,357,116	\$19,603,480
Value of Retirement Plans	\$697,580,349	\$767,528,736	\$69,948,387
Value of Other Financial Assets	\$58,294,438	\$64,148,265	\$5,853,827
Vehicle Loan Amount excluding Interest	\$15,539,616	\$17,090,361	\$1,550,745
Value of Credit Card Debt	\$12,709,669	\$13,985,533	\$1,275,864
Health			
Nonprescription Drugs	\$938,780	\$1,032,636	\$93,856
Prescription Drugs	\$2,506,328	\$2,756,493	\$250,165
Eyeglasses and Contact Lenses	\$653,247	\$718,311	\$65,064
Personal Care Products (10)	\$2,478,613	\$2,727,213	\$248,600
Smoking Products	\$2,579,951	\$2,836,689	\$256,738
Home			
Mortgage Payment and Basics (11)	\$54,750,720	\$60,241,658	\$5,490,938
Maintenance and Remodeling Services	\$20,893,757	\$22,978,343	\$2,084,586
Maintenance and Remodeling Materials (12)	\$4,219,553	\$4,638,018	\$418,465
Utilities, Fuel, and Public Services	\$27,830,641	\$30,607,632	\$2,776,991

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$501,940	\$552,203	\$50,263
Furniture	\$3,737,973	\$4,112,508	\$374,535
Rugs	\$159,001	\$174,991	\$15,990
Major Appliances (14)	\$2,226,739	\$2,449,383	\$222,644
Housewares (15)	\$424,865	\$467,367	\$42,502
Small Appliances	\$5,852,790	\$6,439,283	\$32,531
Luggage	\$93,133	\$102,521	\$9,388
Telephones and Accessories	\$405,120	\$445,869	\$40,749
Household Operations			
Child Care	\$2,169,742	\$2,387,895	\$218,153
Lawn/Garden (16)	\$3,354,714	\$3,688,952	\$334,238
Moving/Storage/Freight Express	\$472,337	\$519,746	\$47,409
Housekeeping Supplies (17)	\$3,963,489	\$4,359,961	\$396,472
Insurance			
Owners and Renters Insurance	\$4,084,794	\$4,492,438	\$407,644
Vehicle Insurance	\$9,582,723	\$10,540,411	\$957,688
Life/Other Insurance	\$3,043,694	\$3,348,454	\$304,760
Health Insurance	\$23,774,600	\$26,148,688	\$2,374,088
Transportation			
Payments on Vehicles excluding Leases	\$13,776,120	\$15,150,632	\$1,374,512
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$15,980,527	\$17,573,710	\$1,593,183
Vehicle Maintenance and Repairs	\$6,130,626	\$6,742,899	\$612,273
Travel			
Airline Fares	\$3,036,742	\$3,342,387	\$305,645
Lodging on Trips	\$4,652,869	\$5,118,911	\$466,042
Auto/Truck Rental on Trips	\$486,214	\$534,999	\$48,785
Food and Drink on Trips	\$3,521,040	\$3,873,621	\$352,581

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook

Beatrice, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	41.1%	Population	16,084	16,091
Room to Roam (K7)	21.3%	Households	6,422	6,426
Flourishing Families (H1)	17.3%	Families	4,366	4,346
Heartland Communities (I3)	11.0%	Median Age	44.5	45.4
Loyal Locals (K3)	7.7%	Median Household Income	\$82,888	\$92,902

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$13,172,534	\$14,533,344	\$1,360,810
Men's	\$2,634,053	\$2,905,984	\$271,931
Women's	\$4,380,581	\$4,834,146	\$453,565
Children's	\$1,820,559	\$2,008,801	\$188,242
Footwear	\$3,093,328	\$3,411,172	\$317,844
Watches & Jewelry	\$992,497	\$1,095,788	\$103,291
Apparel Products and Services (1)	\$251,516	\$277,452	\$25,936
Computer			
Computers and Hardware for Home Use	\$1,150,176	\$1,269,549	\$119,373
Portable Memory	\$22,965	\$25,310	\$2,345
Computer Software	\$102,591	\$113,050	\$10,459
Computer Accessories	\$116,623	\$128,556	\$11,933
Education			
Educational Books/Supplies/Other Expenditures	\$506,383	\$558,737	\$52,354
Other School Supplies	\$521,030	\$574,753	\$53,723

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$25,695,223	\$28,328,961	\$2,633,738
Fees and Admissions	\$5,010,431	\$5,531,226	\$520,795
Membership Fees for Clubs (2)	\$1,693,196	\$1,868,873	\$175,677
Fees for Participant Sports, excl. Trips	\$913,236	\$1,008,630	\$95,394
Tickets to Theatre/Operas/Concerts	\$597,430	\$659,249	\$61,819
Tickets to Movies	\$179,920	\$198,633	\$18,713
Tickets to Parks or Museums	\$252,128	\$277,979	\$25,851
Admission to Sporting Events, excl. Trips	\$603,688	\$666,090	\$62,402
Fees for Recreational Lessons	\$766,126	\$846,575	\$80,449
Dating Services	\$4,708	\$5,197	\$489
TV/Video/Audio	\$7,490,026	\$8,257,686	\$767,660
Cable and Satellite Television Services	\$4,337,886	\$4,780,019	\$442,133
Televisions	\$628,118	\$693,284	\$65,166
Satellite Dishes	\$6,674	\$7,358	\$684
VCRs, Video Cameras, and DVD Players	\$25,015	\$27,577	\$2,562
Miscellaneous Video Equipment	\$132,145	\$146,311	\$14,166
Video Cassettes and DVDs	\$27,692	\$30,505	\$2,813
Video Game Hardware/Accessories	\$278,156	\$306,637	\$28,481
Video Game Software	\$119,032	\$131,250	\$12,218
Rental/Streaming/Downloaded Video	\$1,126,563	\$1,242,699	\$116,136
Installation of Televisions	\$6,227	\$6,886	\$659
Audio (3)	\$790,903	\$872,339	\$81,436
Rental of TV/VCR/Radio/Sound Equipment	\$2,002	\$2,208	\$206
Repair of TV/Radio/Sound Equipment	\$9,614	\$10,613	\$999
Pets	\$7,398,292	\$8,151,041	\$752,749
Toys/Games/Crafts/Hobbies (4)	\$1,147,137	\$1,264,510	\$117,373
Recreational Vehicles and Fees (5)	\$1,349,672	\$1,488,084	\$138,412
Sports/Recreation/Exercise Equipment (6)	\$1,820,911	\$2,006,356	\$185,445
Photo Equipment and Supplies (7)	\$392,642	\$433,104	\$40,462
Reading (8)	\$773,331	\$852,291	\$78,960
Live Entertainment-for Catered Affairs	\$161,068	\$177,333	\$16,265
Rental of Party Supplies for Catered Affairs	\$151,712	\$167,330	\$15,618

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$65,999,269	\$72,781,955	\$6,782,686
Food at Home	\$44,292,570	\$48,831,035	\$4,538,465
Bakery and Cereal Products	\$5,920,709	\$6,527,644	\$606,935
Meats, Poultry, Fish, and Eggs	\$8,938,266	\$9,854,314	\$916,048
Dairy Products	\$4,663,515	\$5,140,384	\$476,869
Fruits and Vegetables	\$7,332,513	\$8,084,839	\$752,326
Snacks and Other Food at Home (9)	\$17,437,567	\$19,223,854	\$1,786,287
Food Away from Home	\$21,706,699	\$23,950,920	\$2,244,221
Alcoholic Beverages	\$3,534,703	\$3,901,322	\$366,619
Financial			
Value of Stocks/Bonds/Mutual Funds	\$273,284,544	\$301,523,966	\$28,239,422
Value of Retirement Plans	\$1,002,533,653	\$1,105,763,878	\$103,230,225
Value of Other Financial Assets	\$78,795,151	\$86,959,111	\$8,163,960
Vehicle Loan Amount excluding Interest	\$21,352,079	\$23,549,098	\$2,197,019
Value of Credit Card Debt	\$16,780,943	\$18,515,669	\$1,734,726
Health			
Nonprescription Drugs	\$1,241,444	\$1,368,823	\$127,379
Prescription Drugs	\$3,286,179	\$3,620,200	\$334,021
Eyeglasses and Contact Lenses	\$932,430	\$1,027,431	\$95,001
Personal Care Products (10)	\$3,173,481	\$3,501,328	\$327,847
Smoking Products	\$3,138,653	\$3,456,712	\$318,059
Home			
Mortgage Payment and Basics (11)	\$78,527,321	\$86,659,677	\$8,132,356
Maintenance and Remodeling Services	\$31,234,611	\$34,439,803	\$3,205,192
Maintenance and Remodeling Materials (12)	\$6,544,353	\$7,210,269	\$665,916
Utilities, Fuel, and Public Services	\$36,759,124	\$40,520,719	\$3,761,595

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$657,351	\$725,021	\$67,670
Furniture	\$5,010,866	\$5,528,938	\$518,072
Rugs	\$213,593	\$235,725	\$22,132
Major Appliances (14)	\$3,030,308	\$3,342,381	\$312,073
Housewares (15)	\$551,329	\$607,963	\$56,634
Small Appliances	\$7,959,218	\$8,779,074	\$43,481
Luggage	\$121,203	\$133,832	\$12,629
Telephones and Accessories	\$537,824	\$593,154	\$55,330
Household Operations			
Child Care	\$3,015,714	\$3,330,478	\$314,764
Lawn/Garden (16)	\$4,819,814	\$5,311,877	\$492,063
Moving/Storage/Freight Express	\$575,303	\$634,727	\$59,424
Housekeeping Supplies (17)	\$5,134,419	\$5,661,057	\$526,638
Insurance			
Owners and Renters Insurance	\$5,780,896	\$6,374,196	\$593,300
Vehicle Insurance	\$12,467,526	\$13,749,438	\$1,281,912
Life/Other Insurance	\$4,196,573	\$4,629,016	\$432,443
Health Insurance	\$32,040,610	\$35,320,275	\$3,279,665
Transportation			
Payments on Vehicles excluding Leases	\$18,737,178	\$20,661,645	\$1,924,467
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$21,201,060	\$23,372,511	\$2,171,451
Vehicle Maintenance and Repairs	\$8,254,123	\$9,100,243	\$846,120
Travel			
Airline Fares	\$4,128,325	\$4,557,855	\$429,530
Lodging on Trips	\$6,518,352	\$7,190,394	\$672,042
Auto/Truck Rental on Trips	\$664,299	\$733,047	\$68,748
Food and Drink on Trips	\$4,902,895	\$5,408,368	\$505,473

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook

Beatrice, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	8.0%	Population	392,383	402,434
Middle Ground (K2)	8.0%	Households	158,126	163,360
City Greens (K6)	7.6%	Families	92,554	94,865
Country Charm (I7)	6.1%	Median Age	36.5	37.4
Classic Comfort (K4)	6.0%	Median Household Income	\$74,347	\$82,318

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$346,330,092	\$403,587,713	\$57,257,621
Men's	\$69,177,311	\$80,578,552	\$11,401,241
Women's	\$117,598,738	\$137,041,307	\$19,442,569
Children's	\$47,665,190	\$55,598,913	\$7,933,723
Footwear	\$77,476,969	\$90,257,773	\$12,780,804
Watches & Jewelry	\$27,842,143	\$32,461,411	\$4,619,268
Apparel Products and Services (1)	\$6,569,741	\$7,649,758	\$1,080,017
Computer			
Computers and Hardware for Home Use	\$32,382,266	\$37,749,827	\$5,367,561
Portable Memory	\$565,016	\$657,455	\$92,439
Computer Software	\$2,539,519	\$2,954,653	\$415,134
Computer Accessories	\$2,823,680	\$3,285,513	\$461,833
Education			
Educational Books/Supplies/Other Expenditures	\$14,048,590	\$16,370,545	\$2,321,955
Other School Supplies	\$12,896,345	\$15,017,976	\$2,121,631

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$588,051,378	\$684,446,888	\$96,395,510
Fees and Admissions	\$129,024,904	\$150,541,998	\$21,517,094
Membership Fees for Clubs (2)	\$43,538,223	\$50,760,587	\$7,222,364
Fees for Participant Sports, excl. Trips	\$23,426,131	\$27,348,488	\$3,922,357
Tickets to Theatre/Operas/Concerts	\$15,629,904	\$18,222,960	\$2,593,056
Tickets to Movies	\$5,321,198	\$6,209,489	\$888,291
Tickets to Parks or Museums	\$5,661,724	\$6,601,820	\$940,096
Admission to Sporting Events, excl. Trips	\$13,899,233	\$16,194,534	\$2,295,301
Fees for Recreational Lessons	\$21,372,494	\$24,999,347	\$3,626,853
Dating Services	\$175,998	\$204,773	\$28,775
TV/Video/Audio	\$178,500,762	\$207,685,340	\$29,184,578
Cable and Satellite Television Services	\$93,930,657	\$109,132,123	\$15,201,466
Televisions	\$17,224,725	\$20,081,101	\$2,856,376
Satellite Dishes	\$183,035	\$213,033	\$29,998
VCRs, Video Cameras, and DVD Players	\$593,802	\$691,133	\$97,331
Miscellaneous Video Equipment	\$5,237,144	\$6,135,248	\$898,104
Video Cassettes and DVDs	\$664,791	\$772,297	\$107,506
Video Game Hardware/Accessories	\$7,331,695	\$8,532,929	\$1,201,234
Video Game Software	\$3,667,878	\$4,270,143	\$602,265
Rental/Streaming/Downloaded Video	\$29,176,835	\$33,989,629	\$4,812,794
Installation of Televisions	\$183,329	\$214,207	\$30,878
Audio (3)	\$19,976,656	\$23,268,981	\$3,292,325
Rental of TV/VCR/Radio/Sound Equipment	\$47,605	\$55,222	\$7,617
Repair of TV/Radio/Sound Equipment	\$282,609	\$329,292	\$46,683
Pets	\$154,245,650	\$179,258,862	\$25,013,212
Toys/Games/Crafts/Hobbies (4)	\$26,553,425	\$30,896,950	\$4,343,525
Recreational Vehicles and Fees (5)	\$27,154,143	\$31,626,657	\$4,472,514
Sports/Recreation/Exercise Equipment (6)	\$38,054,463	\$44,269,901	\$6,215,438
Photo Equipment and Supplies (7)	\$9,967,609	\$11,606,483	\$1,638,874
Reading (8)	\$17,878,900	\$20,797,836	\$2,918,936
Live Entertainment-for Catered Affairs	\$3,008,387	\$3,493,951	\$485,564
Rental of Party Supplies for Catered Affairs	\$3,663,134	\$4,268,909	\$605,775

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$1,635,891,689	\$1,904,614,127	\$268,722,438
Food at Home	\$1,061,976,777	\$1,235,706,522	\$173,729,745
Bakery and Cereal Products	\$141,470,145	\$164,614,666	\$23,144,521
Meats, Poultry, Fish, and Eggs	\$217,414,243	\$252,992,763	\$35,578,520
Dairy Products	\$108,475,168	\$126,187,506	\$17,712,338
Fruits and Vegetables	\$178,661,500	\$207,951,907	\$29,290,407
Snacks and Other Food at Home (9)	\$415,955,721	\$483,959,679	\$68,003,958
Food Away from Home	\$573,914,912	\$668,907,605	\$94,992,693
Alcoholic Beverages	\$93,133,729	\$108,562,974	\$15,429,245
Financial			
Value of Stocks/Bonds/Mutual Funds	\$6,288,298,720	\$7,326,597,533	\$1,038,298,813
Value of Retirement Plans	\$21,358,513,006	\$24,862,144,323	\$3,503,631,317
Value of Other Financial Assets	\$1,838,013,070	\$2,141,452,578	\$303,439,508
Vehicle Loan Amount excluding Interest	\$522,226,100	\$608,397,732	\$86,171,632
Value of Credit Card Debt	\$428,346,607	\$499,099,381	\$70,752,774
Health			
Nonprescription Drugs	\$28,854,347	\$33,574,550	\$4,720,203
Prescription Drugs	\$66,740,316	\$77,408,115	\$10,667,799
Eyeglasses and Contact Lenses	\$19,401,651	\$22,550,445	\$3,148,794
Personal Care Products (10)	\$85,445,529	\$99,548,736	\$14,103,207
Smoking Products	\$71,726,177	\$83,222,960	\$11,496,783
Home			
Mortgage Payment and Basics (11)	\$1,784,999,177	\$2,081,590,826	\$296,591,649
Maintenance and Remodeling Services	\$632,201,109	\$736,139,182	\$103,938,073
Maintenance and Remodeling Materials (12)	\$116,247,131	\$135,127,477	\$18,880,346
Utilities, Fuel, and Public Services	\$857,681,263	\$997,718,502	\$140,037,239

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$16,825,320	\$19,593,881	\$2,768,561
Furniture	\$126,240,214	\$147,111,397	\$20,871,183
Rugs	\$5,461,039	\$6,365,115	\$904,076
Major Appliances (14)	\$70,743,035	\$82,397,612	\$11,654,577
Housewares (15)	\$13,715,467	\$15,966,367	\$2,250,900
Small Appliances	\$192,088,377	\$223,715,672	\$1,809,977
Luggage	\$3,398,141	\$3,963,714	\$565,573
Telephones and Accessories	\$12,430,862	\$14,445,703	\$2,014,841
Household Operations			
Child Care	\$81,176,302	\$94,793,108	\$13,616,806
Lawn/Garden (16)	\$95,675,293	\$111,238,358	\$15,563,065
Moving/Storage/Freight Express	\$17,371,225	\$20,246,354	\$2,875,129
Housekeeping Supplies (17)	\$123,909,093	\$144,182,637	\$20,273,544
Insurance			
Owners and Renters Insurance	\$121,858,130	\$141,795,419	\$19,937,289
Vehicle Insurance	\$315,986,033	\$367,949,488	\$51,963,455
Life/Other Insurance	\$95,485,184	\$111,215,999	\$15,730,815
Health Insurance	\$715,229,028	\$831,903,083	\$116,674,055
Transportation			
Payments on Vehicles excluding Leases	\$443,447,322	\$516,338,267	\$72,890,945
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$504,213,756	\$586,759,197	\$82,545,441
Vehicle Maintenance and Repairs	\$196,657,605	\$228,890,434	\$32,232,829
Travel			
Airline Fares	\$111,226,124	\$129,803,509	\$18,577,385
Lodging on Trips	\$150,583,894	\$175,449,444	\$24,865,550
Auto/Truck Rental on Trips	\$16,968,779	\$19,786,879	\$2,818,100
Food and Drink on Trips	\$116,479,295	\$135,719,188	\$19,239,893

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand by Industry

Beatrice, Nebraska



Drive time band: 0 - 15 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	70	\$21,464.48	\$137,286,820
44-45	Retail Trade	72	\$18,516.60	\$118,432,157
722	Food Services & Drinking Places	63	\$2,947.88	\$18,854,664

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	73	\$2,363.98	\$15,119,999
4411	Automobile Dealers	70	\$1,951.11	\$12,479,301
4412	Other Motor Vehicle Dealers	108	\$237.35	\$1,518,109
4413	Auto Parts, Accessories & Tire Stores	74	\$175.51	\$1,122,590
442	Furniture and Home Furnishings Stores	67	\$666.54	\$4,263,178
4421	Furniture Stores	66	\$426.58	\$2,728,419
4422	Home Furnishings Stores	69	\$239.96	\$1,534,759
443, 4431	Electronics and Appliance Stores	65	\$184.02	\$1,177,023
444	Bldg Material & Garden Equipment & Supplies Dealers	79	\$1,100.50	\$7,038,775
4441	Building Material and Supplies Dealers	79	\$990.53	\$6,335,457
4442	Lawn and Garden Equipment and Supplies Stores	81	\$109.96	\$703,319
445	Food and Beverage Stores	71	\$4,020.45	\$25,714,770
4451	Grocery Stores	71	\$3,779.27	\$24,172,197
4452	Specialty Food Stores	69	\$123.66	\$790,932
4453	Beer, Wine, and Liquor Stores	65	\$117.52	\$751,641
446, 4461	Health and Personal Care Stores	78	\$643.91	\$4,118,456
447, 4471	Gasoline Stations	72	\$2,768.55	\$17,707,615
448	Clothing and Clothing Accessories Stores	65	\$819.10	\$5,238,971
4481	Clothing Stores	65	\$645.35	\$4,127,646
4482	Shoe Stores	65	\$160.91	\$1,029,168
4483	Jewelry, Luggage, and Leather Goods Stores	63	\$12.84	\$82,156
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	70	\$323.69	\$2,070,321
4511	Sporting Goods, Hobby, and Musical Inst Stores	71	\$261.54	\$1,672,819
4512	Book Stores and News Dealers	65	\$62.15	\$397,502
452	General Merchandise Stores	71	\$3,127.97	\$20,006,482
4522	Department Stores	64	\$255.37	\$1,633,357
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	71	\$2,872.60	\$18,373,125

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	77	\$482.73	\$3,087,537
4531	Florists	81	\$23.49	\$150,256
4532	Office Supplies, Stationery, and Gift Stores	68	\$67.96	\$434,666
4533	Used Merchandise Stores	73	\$64.07	\$409,816
4539	Other Miscellaneous Store Retailers	80	\$327.20	\$2,092,799
454	Nonstore Retailers	72	\$2,015.17	\$12,889,029
4541	Electronic Shopping and Mail-Order Houses	71	\$1,687.66	\$10,794,259
4542	Vending Machine Operators	72	\$33.22	\$212,461
4543	Direct Selling Establishments	82	\$294.29	\$1,882,308
722	Food Services & Drinking Places	63	\$2,947.88	\$18,854,664
7223	Special Food Services	63	\$10.75	\$68,730
7224	Drinking Places (Alcoholic Beverages)	62	\$75.44	\$482,489
7225	Restaurants and Other Eating Places	63	\$2,861.70	\$18,303,445

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Retail Demand by Industry

Beatrice, Nebraska



Drive time band: 15 - 30 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	94	\$28,739.63	\$184,565,900
44-45	Retail Trade	96	\$24,815.12	\$159,362,716
722	Food Services & Drinking Places	84	\$3,924.51	\$25,203,184

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	101	\$3,262.67	\$20,952,857
4411	Automobile Dealers	95	\$2,640.66	\$16,958,345
4412	Other Motor Vehicle Dealers	174	\$383.01	\$2,459,694
4413	Auto Parts, Accessories & Tire Stores	101	\$238.99	\$1,534,818
442	Furniture and Home Furnishings Stores	92	\$910.25	\$5,845,652
4421	Furniture Stores	89	\$569.93	\$3,660,090
4422	Home Furnishings Stores	97	\$340.32	\$2,185,562
443, 4431	Electronics and Appliance Stores	85	\$241.48	\$1,550,772
444	Bldg Material & Garden Equipment & Supplies Dealers	115	\$1,597.40	\$10,258,531
4441	Building Material and Supplies Dealers	115	\$1,440.05	\$9,248,010
4442	Lawn and Garden Equipment and Supplies Stores	116	\$157.35	\$1,010,521
445	Food and Beverage Stores	93	\$5,274.74	\$33,874,349
4451	Grocery Stores	93	\$4,958.69	\$31,844,712
4452	Specialty Food Stores	90	\$161.12	\$1,034,742
4453	Beer, Wine, and Liquor Stores	86	\$154.92	\$994,895
446, 4461	Health and Personal Care Stores	102	\$843.29	\$5,415,610
447, 4471	Gasoline Stations	95	\$3,650.42	\$23,442,976
448	Clothing and Clothing Accessories Stores	86	\$1,085.31	\$6,969,874
4481	Clothing Stores	85	\$849.67	\$5,456,576
4482	Shoe Stores	88	\$218.62	\$1,403,983
4483	Jewelry, Luggage, and Leather Goods Stores	83	\$17.02	\$109,315
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	97	\$449.53	\$2,886,875
4511	Sporting Goods, Hobby, and Musical Inst Stores	99	\$366.23	\$2,351,901
4512	Book Stores and News Dealers	88	\$83.30	\$534,974
452	General Merchandise Stores	93	\$4,132.38	\$26,538,147
4522	Department Stores	85	\$335.64	\$2,155,499
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	94	\$3,796.74	\$24,382,649

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	105	\$660.13	\$4,239,384
4531	Florists	117	\$33.92	\$217,824
4532	Office Supplies, Stationery, and Gift Stores	91	\$91.09	\$584,994
4533	Used Merchandise Stores	101	\$89.20	\$572,862
4539	Other Miscellaneous Store Retailers	109	\$445.92	\$2,863,703
454	Nonstore Retailers	97	\$2,707.52	\$17,387,690
4541	Electronic Shopping and Mail-Order Houses	95	\$2,252.41	\$14,464,957
4542	Vending Machine Operators	93	\$42.87	\$275,285
4543	Direct Selling Establishments	115	\$412.25	\$2,647,447
722	Food Services & Drinking Places	84	\$3,924.51	\$25,203,184
7223	Special Food Services	84	\$14.31	\$91,886
7224	Drinking Places (Alcoholic Beverages)	83	\$100.74	\$646,946
7225	Restaurants and Other Eating Places	84	\$3,809.46	\$24,464,352

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Retail Demand by Industry

Beatrice, Nebraska



Drive time band: 30 - 60 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	90	\$27,427.02	\$4,336,925,524
44-45	Retail Trade	90	\$23,328.84	\$3,688,895,742
722	Food Services & Drinking Places	87	\$4,098.19	\$648,029,783

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	91	\$2,942.64	\$465,308,426
4411	Automobile Dealers	90	\$2,496.37	\$394,741,699
4412	Other Motor Vehicle Dealers	104	\$229.73	\$36,326,406
4413	Auto Parts, Accessories & Tire Stores	91	\$216.54	\$34,240,322
442	Furniture and Home Furnishings Stores	90	\$894.48	\$141,441,265
4421	Furniture Stores	90	\$581.15	\$91,894,192
4422	Home Furnishings Stores	90	\$313.34	\$49,547,073
443, 4431	Electronics and Appliance Stores	91	\$258.72	\$40,911,093
444	Bldg Material & Garden Equipment & Supplies Dealers	93	\$1,294.73	\$204,730,146
4441	Building Material and Supplies Dealers	93	\$1,169.63	\$184,948,369
4442	Lawn and Garden Equipment and Supplies Stores	92	\$125.10	\$19,781,777
445	Food and Beverage Stores	89	\$5,080.90	\$803,422,671
4451	Grocery Stores	89	\$4,764.20	\$753,343,166
4452	Specialty Food Stores	88	\$158.22	\$25,018,438
4453	Beer, Wine, and Liquor Stores	88	\$158.49	\$25,061,067
446, 4461	Health and Personal Care Stores	93	\$767.97	\$121,436,445
447, 4471	Gasoline Stations	90	\$3,460.24	\$547,153,206
448	Clothing and Clothing Accessories Stores	89	\$1,128.17	\$178,392,906
4481	Clothing Stores	89	\$890.67	\$140,838,671
4482	Shoe Stores	89	\$219.53	\$34,714,087
4483	Jewelry, Luggage, and Leather Goods Stores	88	\$17.96	\$2,840,149
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	91	\$421.45	\$66,642,323
4511	Sporting Goods, Hobby, and Musical Inst Stores	91	\$335.22	\$53,006,312
4512	Book Stores and News Dealers	91	\$86.24	\$13,636,011
452	General Merchandise Stores	90	\$3,987.32	\$630,498,578
4522	Department Stores	89	\$352.98	\$55,815,774
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	90	\$3,634.33	\$574,682,804

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	91	\$572.51	\$90,529,186
4531	Florists	93	\$26.74	\$4,228,427
4532	Office Supplies, Stationery, and Gift Stores	90	\$90.21	\$14,263,907
4533	Used Merchandise Stores	89	\$78.48	\$12,410,153
4539	Other Miscellaneous Store Retailers	92	\$377.08	\$59,626,698
454	Nonstore Retailers	90	\$2,519.70	\$398,429,497
4541	Electronic Shopping and Mail-Order Houses	91	\$2,155.56	\$340,849,872
4542	Vending Machine Operators	90	\$41.67	\$6,588,702
4543	Direct Selling Establishments	90	\$322.47	\$50,990,924
722	Food Services & Drinking Places	87	\$4,098.19	\$648,029,783
7223	Special Food Services	88	\$14.89	\$2,353,986
7224	Drinking Places (Alcoholic Beverages)	88	\$106.59	\$16,854,710
7225	Restaurants and Other Eating Places	87	\$3,976.71	\$628,821,087

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 0 - 15 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Demographic Summary		2025	2030
Population		14,395	14,316
Population 18+		11,391	11,516
Households		6,396	6,409
Median Household Income		\$58,837	\$65,765

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	7,256	63.7%	100
Bought Women`s Clothing/12 Mo	5,897	51.8%	99
Bought Shoes/12 Mo	8,503	74.7%	99
Bought Fine Jewelry/12 Mo	2,214	19.4%	89
Bought Watch/12 Mo	1,362	12.0%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	5,893	92.1%	103
HH Bought or Leased New Vehicle/12 Mo	477	7.5%	88
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	10,566	92.8%	104
Bought or Changed Motor Oil/12 Mo	6,832	60.0%	111
Had Vehicle Tune-Up/12 Mo	2,546	22.4%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,523	39.7%	104
Drank Beer or Ale/6 Mo	4,025	35.3%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,036	9.1%	107
Own Digital SLR Camera or Camcorder	961	8.4%	87
Printed Digital Photos/12 Mo	2,852	25.0%	100
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,912	34.3%	99
Have a Smartphone	10,685	93.8%	100
Have Android Phone (Any Brand) Smartphone	5,164	45.3%	121
Have Apple iPhone Smartphone	5,724	50.3%	86
HH Owns 1 Cell Phone	2,117	33.1%	110
HH Owns 2 Cell Phones	2,559	40.0%	103
HH Owns 3+ Cell Phones	1,576	24.6%	86
HH Has Cell Phone Only (No Landline Telephone)	4,923	77.0%	102
Computers (Households)			
HH Owns Computer	5,105	79.8%	96
HH Owns Desktop Computer	2,303	36.0%	97
HH Owns Laptop or Notebook	4,133	64.6%	94
HH Owns Apple/Mac Brand Computer	1,171	18.3%	73
HH Owns PC/Non-Apple Brand Computer	4,466	69.8%	101
HH Purchased Most Recent Home Computer at Store	2,299	35.9%	102
HH Purchased Most Recent Home Computer Online	1,598	25.0%	93
HH Spent \$1-499 on Most Recent Home Computer	993	15.5%	120
HH Spent \$500-999 on Most Recent Home Computer	1,148	17.9%	101
HH Spent \$1K-1499 on Most Recent Home Computer	636	9.9%	89
HH Spent \$1500-1999 on Most Recent Home Computer	210	3.3%	81
HH Spent \$2K+ on Most Recent Home Computer	320	5.0%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

July 31, 2025

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 0 - 15 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	8,110	71.2%	108
Bought Brewed Coffee at C-Store/30 Days	1,503	13.2%	105
Bought Cigarettes at C-Store/30 Days	972	8.5%	149
Bought Gas at C-Store/30 Days	5,522	48.5%	118
Spent \$1-19 at C-Store/30 Days	655	5.8%	91
Spent \$20-39 at C-Store/30 Days	858	7.5%	93
Spent \$40-50 at C-Store/30 Days	775	6.8%	108
Spent \$51-99 at C-Store/30 Days	654	5.7%	108
Spent \$100+ at C-Store/30 Days	3,498	30.7%	124
Entertainment (Adults)			
Attended Movie/6 Mo	5,538	48.6%	91
Went to Live Theater/12 Mo	1,075	9.4%	81
Went to Bar or Night Club/12 Mo	2,107	18.5%	95
Dined Out/12 Mo	6,465	56.8%	101
Gambled at Casino/12 Mo	1,383	12.1%	95
Visited Theme Park/12 Mo	1,733	15.2%	81
Viewed Movie (Video-on-Demand)/30 Days	754	6.6%	81
Viewed TV Show (Video-on-Demand)/30 Days	465	4.1%	74
Used Internet to Download Movie/30 Days	599	5.3%	78
Downloaded Individual Song/6 Mo	1,940	17.0%	94
Used Internet to Watch Movie/30 Days	3,554	31.2%	89
Used Internet to Watch TV Program/30 Days	2,446	21.5%	95
Played (Console) Video or Electronic Game/12 Mo	1,456	12.8%	100
Played (Portable) Video or Electronic Game/12 Mo	748	6.6%	90
Financial (Adults)			
Have 1st Home Mortgage	3,984	35.0%	99
Used ATM or Cash Machine/12 Mo	6,937	60.9%	100
Own Any Stock	1,283	11.3%	82
Own U.S. Savings Bonds	824	7.2%	97
Own Shares in Mutual Fund (Stocks)	1,165	10.2%	85
Own Shares in Mutual Fund (Bonds)	782	6.9%	90
Have Interest Checking Account	4,371	38.4%	102
Have Non-Interest Checking Account	4,498	39.5%	109
Have Savings Account	8,173	71.8%	100
Have 401(k) Retirement Savings Plan	2,643	23.2%	96
Own or Used Any Credit/Debit Card/12 Mo	10,507	92.2%	100
Avg \$1-110 Monthly Credit Card Expenditures	2,365	20.8%	106
Avg \$111-225 Monthly Credit Card Expenditures	1,296	11.4%	93
Avg \$226-450 Monthly Credit Card Expenditures	1,018	8.9%	106
Avg \$451-700 Monthly Credit Card Expenditures	901	7.9%	91
Avg \$701-1000 Monthly Credit Card Expenditures	801	7.0%	90
Avg \$1001-2000 Monthly Credit Card Expenditures	1,108	9.7%	84
Avg \$2001+ Monthly Credit Card Expenditures	1,120	9.8%	73
Did Banking Online/12 Mo	6,185	54.3%	98
Did Banking by Mobile Device/12 Mo	5,243	46.0%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

July 31, 2025

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 0 - 15 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	6,104	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	4,878	76.3%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	1,308	20.4%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,374	52.8%	92
HH Used Fresh Fruit or Vegetables/6 Mo	5,741	89.8%	99
HH Used Fresh Milk/6 Mo	5,412	84.6%	103
HH Used Organic Food/6 Mo	1,267	19.8%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	4,890	42.9%	94
Exercise at Club 2+ Times/Wk	1,164	10.2%	77
Visited Doctor/12 Mo	9,244	81.2%	102
Used Vitamins or Dietary Supplements/6 Mo	7,377	64.8%	99
Home (Households)			
HH Did Home Improvement/12 Mo	2,293	35.9%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,001	31.3%	92
HH Purchased Low Ticket HH Furnishing/12 Mo	1,406	22.0%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	1,518	23.7%	99
HH Bought Small Kitchen Appliance/12 Mo	1,448	22.6%	99
HH Purchased Large Appliance/12 Mo	1,188	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	6,204	54.5%	108
Personally Carry Any Med/Hosp/Accident Insur	9,852	86.5%	102
Homeowner Carries Home/Personal Property Insurance	7,358	64.6%	110
Renter Carries Home/Pers Property Insurance	1,309	11.5%	86
HH Has 1 Vehicle Covered w/Auto Insurance	2,107	32.9%	102
HH Has 2 Vehicles Covered w/Auto Insurance	1,924	30.1%	98
HH Has 3+ Vehicles Covered w/Auto Insurance	1,768	27.6%	109
Pets (Households)			
HH Owns Any Pet	3,722	58.2%	113
HH Owns Cat	1,992	31.1%	130
HH Owns Dog	2,753	43.0%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,507	13.2%	83
Buying American Is Important: 4-Agr Cmpl	3,735	32.8%	120
Buy Based on Quality Not Price: 4-Agr Cmpl	1,399	12.3%	86
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,403	12.3%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,218	10.7%	107
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,061	9.3%	85
Buy Based on Price Not Brands: 4-Agr Cmpl	3,420	30.0%	110
Reading (Adults)			
Bought Digital Book/12 Mo	1,817	15.9%	90
Bought Hardcover Book/12 Mo	2,931	25.7%	100
Bought Paperback Book/12 Mo	3,638	31.9%	95
Read Daily Newspaper (Paper Version)	1,026	9.0%	129
Read Digital Newspaper/30 Days	5,469	48.0%	88
Read Magazine (Paper/Electronic Vers)/6 Mo	9,616	84.4%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 0 - 15 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	8,296	72.8%	100
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,754	24.2%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	10,444	91.7%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,545	39.9%	100
Ordered Eat-In Fast Food/6 Mo	3,839	33.7%	101
Ordered Home Delivery Fast Food/6 Mo	1,168	10.3%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,176	54.2%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,374	20.8%	91
Television & Electronics (Adults/Households)			
Own Tablet	6,131	53.8%	96
Own E-Reader	1,637	14.4%	88
Own E-Reader/Tablet: Apple iPad	3,455	30.3%	84
HH Owns Smart TV	2,747	43.0%	104
Own Portable MP3 Player	917	8.1%	105
HH Owns 1 TV	1,230	19.2%	97
HH Owns 2 TVs	1,786	27.9%	101
HH Owns 3 TVs	1,433	22.4%	102
HH Owns 4+ TVs	1,448	22.6%	103
HH Subscribes to Cable TV	1,754	27.4%	97
HH Subscribes to Fiber Optic TV	96	1.5%	46
HH Owns Portable GPS Device	1,215	19.0%	114
HH Purchased Video Game System/12 Mo	293	4.6%	65
HH Owns Internet Video Device for TV	3,332	52.1%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	6,685	58.7%	95
Took 3+ Domestic Non-Business Trips/12 Mo	1,943	17.1%	93
Spent \$1-999 on Domestic Vacations/12 Mo	1,313	11.5%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	772	6.8%	98
Spent \$1500-1999 on Domestic Vacations/12 Mo	498	4.4%	91
Spent \$2K-2999 on Domestic Vacations/12 Mo	622	5.5%	97
Spent \$3K+ on Domestic Vacations/12 Mo	1,179	10.3%	87
Used Intrnt Travel Site for Domestic Trip/12 Mo	604	5.3%	83
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,371	20.8%	68
Took 3+ Foreign Trips by Plane/3 Yrs	331	2.9%	52
Spent \$1-999 on Foreign Vacations/12 Mo	320	2.8%	66
Spent \$1K-2999 on Foreign Vacations/12 Mo	330	2.9%	67
Spent \$3K+ on Foreign Vacations/12 Mo	705	6.2%	64
Used General Travel Site: Foreign Trip/3 Yrs	413	3.6%	68
Spent Night at Hotel or Motel/12 Mo	5,872	51.5%	94
Took Cruise of More Than One Day/3 Yrs	759	6.7%	75
Member of Frequent Flyer Program	2,112	18.5%	67
Member of Hotel Rewards Program	3,033	26.6%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 15 - 30 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Demographic Summary		2025	2030
Population		16,084	16,091
Population 18+		12,554	12,811
Households		6,422	6,426
Median Household Income		\$82,888	\$92,902

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	8,297	66.1%	104
Bought Women`s Clothing/12 Mo	6,584	52.5%	100
Bought Shoes/12 Mo	9,762	77.8%	103
Bought Fine Jewelry/12 Mo	2,468	19.7%	90
Bought Watch/12 Mo	1,435	11.4%	89
Automobiles (Households)			
HH Owns or Leases Any Vehicle	6,125	95.4%	107
HH Bought or Leased New Vehicle/12 Mo	544	8.5%	100
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	11,927	95.0%	106
Bought or Changed Motor Oil/12 Mo	7,634	60.8%	112
Had Vehicle Tune-Up/12 Mo	2,764	22.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,682	37.3%	98
Drank Beer or Ale/6 Mo	4,863	38.7%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,236	9.8%	116
Own Digital SLR Camera or Camcorder	1,274	10.2%	105
Printed Digital Photos/12 Mo	3,416	27.2%	109
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,096	32.6%	94
Have a Smartphone	11,823	94.2%	100
Have Android Phone (Any Brand) Smartphone	5,146	41.0%	109
Have Apple iPhone Smartphone	6,886	54.9%	93
HH Owns 1 Cell Phone	1,716	26.7%	89
HH Owns 2 Cell Phones	2,864	44.6%	115
HH Owns 3+ Cell Phones	1,743	27.1%	94
HH Has Cell Phone Only (No Landline Telephone)	4,844	75.4%	100
Computers (Households)			
HH Owns Computer	5,458	85.0%	103
HH Owns Desktop Computer	2,517	39.2%	105
HH Owns Laptop or Notebook	4,404	68.6%	100
HH Owns Apple/Mac Brand Computer	1,307	20.4%	82
HH Owns PC/Non-Apple Brand Computer	4,732	73.7%	106
HH Purchased Most Recent Home Computer at Store	2,494	38.8%	111
HH Purchased Most Recent Home Computer Online	1,718	26.8%	99
HH Spent \$1-499 on Most Recent Home Computer	1,015	15.8%	122
HH Spent \$500-999 on Most Recent Home Computer	1,272	19.8%	112
HH Spent \$1K-1499 on Most Recent Home Computer	699	10.9%	98
HH Spent \$1500-1999 on Most Recent Home Computer	238	3.7%	91
HH Spent \$2K+ on Most Recent Home Computer	346	5.4%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

Beatrice, Nebraska
 Drive time band: 15 - 30 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	9,054	72.1%	109
Bought Brewed Coffee at C-Store/30 Days	1,778	14.2%	113
Bought Cigarettes at C-Store/30 Days	799	6.4%	111
Bought Gas at C-Store/30 Days	6,269	49.9%	122
Spent \$1-19 at C-Store/30 Days	722	5.8%	91
Spent \$20-39 at C-Store/30 Days	965	7.7%	95
Spent \$40-50 at C-Store/30 Days	801	6.4%	101
Spent \$51-99 at C-Store/30 Days	697	5.5%	104
Spent \$100+ at C-Store/30 Days	3,944	31.4%	127
Entertainment (Adults)			
Attended Movie/6 Mo	6,328	50.4%	95
Went to Live Theater/12 Mo	1,318	10.5%	90
Went to Bar or Night Club/12 Mo	2,537	20.2%	104
Dined Out/12 Mo	7,715	61.5%	109
Gambled at Casino/12 Mo	1,551	12.3%	96
Visited Theme Park/12 Mo	1,811	14.4%	76
Viewed Movie (Video-on-Demand)/30 Days	816	6.5%	79
Viewed TV Show (Video-on-Demand)/30 Days	459	3.7%	67
Used Internet to Download Movie/30 Days	597	4.8%	70
Downloaded Individual Song/6 Mo	2,084	16.6%	91
Used Internet to Watch Movie/30 Days	3,703	29.5%	84
Used Internet to Watch TV Program/30 Days	2,475	19.7%	87
Played (Console) Video or Electronic Game/12 Mo	1,505	12.0%	94
Played (Portable) Video or Electronic Game/12 Mo	771	6.1%	84
Financial (Adults)			
Have 1st Home Mortgage	4,951	39.4%	112
Used ATM or Cash Machine/12 Mo	7,502	59.8%	99
Own Any Stock	1,745	13.9%	101
Own U.S. Savings Bonds	1,079	8.6%	115
Own Shares in Mutual Fund (Stocks)	1,728	13.8%	114
Own Shares in Mutual Fund (Bonds)	1,089	8.7%	113
Have Interest Checking Account	5,470	43.6%	116
Have Non-Interest Checking Account	4,958	39.5%	109
Have Savings Account	9,664	77.0%	107
Have 401(k) Retirement Savings Plan	3,287	26.2%	108
Own or Used Any Credit/Debit Card/12 Mo	11,745	93.6%	102
Avg \$1-110 Monthly Credit Card Expenditures	2,573	20.5%	105
Avg \$111-225 Monthly Credit Card Expenditures	1,434	11.4%	93
Avg \$226-450 Monthly Credit Card Expenditures	1,111	8.8%	105
Avg \$451-700 Monthly Credit Card Expenditures	1,099	8.8%	100
Avg \$701-1000 Monthly Credit Card Expenditures	975	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	1,550	12.3%	107
Avg \$2001+ Monthly Credit Card Expenditures	1,607	12.8%	95
Did Banking Online/12 Mo	7,141	56.9%	102
Did Banking by Mobile Device/12 Mo	6,032	48.0%	98

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July 31, 2025

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 15 - 30 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	6,154	95.8%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	5,084	79.2%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	1,429	22.3%	111
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,562	55.5%	97
HH Used Fresh Fruit or Vegetables/6 Mo	5,901	91.9%	102
HH Used Fresh Milk/6 Mo	5,563	86.6%	106
HH Used Organic Food/6 Mo	1,189	18.5%	75
Health (Adults)			
Exercise at Home 2+ Times/Wk	5,772	46.0%	100
Exercise at Club 2+ Times/Wk	1,269	10.1%	76
Visited Doctor/12 Mo	10,329	82.3%	103
Used Vitamins or Dietary Supplements/6 Mo	8,332	66.4%	102
Home (Households)			
HH Did Home Improvement/12 Mo	2,655	41.3%	122
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,314	36.0%	106
HH Purchased Low Ticket HH Furnishing/12 Mo	1,392	21.7%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	1,490	23.2%	97
HH Bought Small Kitchen Appliance/12 Mo	1,383	21.5%	94
HH Purchased Large Appliance/12 Mo	1,233	19.2%	107
Insurance (Adults/Households)			
Currently Carry Life Insurance	7,370	58.7%	116
Personally Carry Any Med/Hosp/Accident Insur	11,191	89.1%	105
Homeowner Carries Home/Personal Property Insurance	9,269	73.8%	126
Renter Carries Home/Pers Property Insurance	1,169	9.3%	70
HH Has 1 Vehicle Covered w/Auto Insurance	1,652	25.7%	80
HH Has 2 Vehicles Covered w/Auto Insurance	2,051	31.9%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	2,326	36.2%	143
Pets (Households)			
HH Owns Any Pet	4,031	62.8%	122
HH Owns Cat	2,111	32.9%	137
HH Owns Dog	3,152	49.1%	129
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,463	11.7%	73
Buying American Is Important: 4-Agr Cmpl	4,579	36.5%	133
Buy Based on Quality Not Price: 4-Agr Cmpl	1,525	12.2%	86
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,444	11.5%	94
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,336	10.6%	107
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,000	8.0%	73
Buy Based on Price Not Brands: 4-Agr Cmpl	3,579	28.5%	104
Reading (Adults)			
Bought Digital Book/12 Mo	2,139	17.0%	96
Bought Hardcover Book/12 Mo	3,348	26.7%	103
Bought Paperback Book/12 Mo	4,109	32.7%	97
Read Daily Newspaper (Paper Version)	1,089	8.7%	124
Read Digital Newspaper/30 Days	5,624	44.8%	82
Read Magazine (Paper/Electronic Vers)/6 Mo	10,473	83.4%	96

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Retail Market Potential

Beatrice, Nebraska
 Drive time band: 15 - 30 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	9,371	74.7%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	3,098	24.7%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	11,584	92.3%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,691	37.4%	94
Ordered Eat-In Fast Food/6 Mo	4,619	36.8%	111
Ordered Home Delivery Fast Food/6 Mo	1,092	8.7%	71
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,801	54.2%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,587	20.6%	90
Television & Electronics (Adults/Households)			
Own Tablet	6,844	54.5%	97
Own E-Reader	1,864	14.8%	91
Own E-Reader/Tablet: Apple iPad	4,185	33.3%	92
HH Owns Smart TV	2,856	44.5%	107
Own Portable MP3 Player	1,086	8.7%	113
HH Owns 1 TV	1,012	15.8%	80
HH Owns 2 TVs	1,762	27.4%	99
HH Owns 3 TVs	1,513	23.6%	107
HH Owns 4+ TVs	1,727	26.9%	123
HH Subscribes to Cable TV	1,538	23.9%	85
HH Subscribes to Fiber Optic TV	90	1.4%	43
HH Owns Portable GPS Device	1,373	21.4%	129
HH Purchased Video Game System/12 Mo	260	4.0%	57
HH Owns Internet Video Device for TV	3,528	54.9%	105
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	8,139	64.8%	105
Took 3+ Domestic Non-Business Trips/12 Mo	2,388	19.0%	104
Spent \$1-999 on Domestic Vacations/12 Mo	1,461	11.6%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	905	7.2%	104
Spent \$1500-1999 on Domestic Vacations/12 Mo	637	5.1%	106
Spent \$2K-2999 on Domestic Vacations/12 Mo	928	7.4%	132
Spent \$3K+ on Domestic Vacations/12 Mo	1,574	12.5%	105
Used Intrnt Travel Site for Domestic Trip/12 Mo	747	6.0%	93
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,996	23.9%	78
Took 3+ Foreign Trips by Plane/3 Yrs	436	3.5%	63
Spent \$1-999 on Foreign Vacations/12 Mo	487	3.9%	91
Spent \$1K-2999 on Foreign Vacations/12 Mo	376	3.0%	70
Spent \$3K+ on Foreign Vacations/12 Mo	943	7.5%	78
Used General Travel Site: Foreign Trip/3 Yrs	457	3.6%	68
Spent Night at Hotel or Motel/12 Mo	7,148	56.9%	104
Took Cruise of More Than One Day/3 Yrs	949	7.6%	86
Member of Frequent Flyer Program	2,839	22.6%	82
Member of Hotel Rewards Program	3,826	30.5%	104

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Retail Market Potential

Beatrice, Nebraska
 Drive time band: 30 - 60 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Demographic Summary		2025	2030
Population		392,383	402,434
Population 18+		305,662	317,534
Households		158,126	163,360
Median Household Income		\$74,347	\$82,318

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	195,366	63.9%	101
Bought Women`s Clothing/12 Mo	158,830	52.0%	99
Bought Shoes/12 Mo	231,990	75.9%	100
Bought Fine Jewelry/12 Mo	64,501	21.1%	96
Bought Watch/12 Mo	37,653	12.3%	96
Automobiles (Households)			
HH Owns or Leases Any Vehicle	144,714	91.5%	102
HH Bought or Leased New Vehicle/12 Mo	13,198	8.3%	98
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	278,025	91.0%	102
Bought or Changed Motor Oil/12 Mo	170,732	55.9%	103
Had Vehicle Tune-Up/12 Mo	68,754	22.5%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	117,476	38.4%	101
Drank Beer or Ale/6 Mo	114,797	37.6%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	26,514	8.7%	102
Own Digital SLR Camera or Camcorder	29,925	9.8%	101
Printed Digital Photos/12 Mo	78,972	25.8%	104
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	106,009	34.7%	100
Have a Smartphone	288,290	94.3%	100
Have Android Phone (Any Brand) Smartphone	117,187	38.3%	102
Have Apple iPhone Smartphone	176,911	57.9%	99
HH Owns 1 Cell Phone	50,026	31.6%	105
HH Owns 2 Cell Phones	61,926	39.2%	101
HH Owns 3+ Cell Phones	42,706	27.0%	94
HH Has Cell Phone Only (No Landline Telephone)	123,458	78.1%	104
Computers (Households)			
HH Owns Computer	132,805	84.0%	101
HH Owns Desktop Computer	59,009	37.3%	100
HH Owns Laptop or Notebook	110,014	69.6%	101
HH Owns Apple/Mac Brand Computer	37,263	23.6%	94
HH Owns PC/Non-Apple Brand Computer	112,391	71.1%	103
HH Purchased Most Recent Home Computer at Store	56,818	35.9%	102
HH Purchased Most Recent Home Computer Online	43,614	27.6%	102
HH Spent \$1-499 on Most Recent Home Computer	21,825	13.8%	107
HH Spent \$500-999 on Most Recent Home Computer	29,623	18.7%	106
HH Spent \$1K-1499 on Most Recent Home Computer	17,676	11.2%	101
HH Spent \$1500-1999 on Most Recent Home Computer	6,097	3.9%	95
HH Spent \$2K+ on Most Recent Home Computer	9,784	6.2%	98

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Retail Market Potential

Beatrice, Nebraska
 Drive time band: 30 - 60 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	209,887	68.7%	104
Bought Brewed Coffee at C-Store/30 Days	39,280	12.8%	102
Bought Cigarettes at C-Store/30 Days	18,414	6.0%	105
Bought Gas at C-Store/30 Days	136,567	44.7%	109
Spent \$1-19 at C-Store/30 Days	19,463	6.4%	101
Spent \$20-39 at C-Store/30 Days	25,569	8.4%	104
Spent \$40-50 at C-Store/30 Days	20,257	6.6%	105
Spent \$51-99 at C-Store/30 Days	17,273	5.7%	106
Spent \$100+ at C-Store/30 Days	80,984	26.5%	107
Entertainment (Adults)			
Attended Movie/6 Mo	162,748	53.2%	100
Went to Live Theater/12 Mo	35,790	11.7%	101
Went to Bar or Night Club/12 Mo	62,215	20.4%	105
Dined Out/12 Mo	173,992	56.9%	101
Gambled at Casino/12 Mo	38,343	12.5%	98
Visited Theme Park/12 Mo	53,621	17.5%	93
Viewed Movie (Video-on-Demand)/30 Days	22,574	7.4%	90
Viewed TV Show (Video-on-Demand)/30 Days	14,973	4.9%	89
Used Internet to Download Movie/30 Days	20,573	6.7%	100
Downloaded Individual Song/6 Mo	55,235	18.1%	99
Used Internet to Watch Movie/30 Days	110,108	36.0%	102
Used Internet to Watch TV Program/30 Days	72,228	23.6%	104
Played (Console) Video or Electronic Game/12 Mo	43,141	14.1%	110
Played (Portable) Video or Electronic Game/12 Mo	22,925	7.5%	103
Financial (Adults)			
Have 1st Home Mortgage	110,444	36.1%	102
Used ATM or Cash Machine/12 Mo	184,472	60.4%	99
Own Any Stock	39,990	13.1%	95
Own U.S. Savings Bonds	23,828	7.8%	104
Own Shares in Mutual Fund (Stocks)	35,550	11.6%	97
Own Shares in Mutual Fund (Bonds)	23,449	7.7%	100
Have Interest Checking Account	116,613	38.1%	102
Have Non-Interest Checking Account	113,365	37.1%	102
Have Savings Account	223,506	73.1%	102
Have 401(k) Retirement Savings Plan	77,213	25.3%	104
Own or Used Any Credit/Debit Card/12 Mo	282,361	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	60,792	19.9%	102
Avg \$111-225 Monthly Credit Card Expenditures	36,846	12.1%	98
Avg \$226-450 Monthly Credit Card Expenditures	26,369	8.6%	102
Avg \$451-700 Monthly Credit Card Expenditures	26,691	8.7%	100
Avg \$701-1000 Monthly Credit Card Expenditures	23,603	7.7%	99
Avg \$1001-2000 Monthly Credit Card Expenditures	34,454	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	37,779	12.4%	92
Did Banking Online/12 Mo	172,560	56.5%	102
Did Banking by Mobile Device/12 Mo	152,140	49.8%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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July 31, 2025

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 30 - 60 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	149,057	94.3%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	120,797	76.4%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	31,988	20.2%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	88,218	55.8%	98
HH Used Fresh Fruit or Vegetables/6 Mo	142,600	90.2%	100
HH Used Fresh Milk/6 Mo	129,913	82.2%	100
HH Used Organic Food/6 Mo	36,680	23.2%	93
Health (Adults)			
Exercise at Home 2+ Times/Wk	139,333	45.6%	99
Exercise at Club 2+ Times/Wk	40,090	13.1%	99
Visited Doctor/12 Mo	243,545	79.7%	100
Used Vitamins or Dietary Supplements/6 Mo	195,878	64.1%	98
Home (Households)			
HH Did Home Improvement/12 Mo	54,660	34.6%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	53,905	34.1%	100
HH Purchased Low Ticket HH Furnishing/12 Mo	34,732	22.0%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	39,214	24.8%	104
HH Bought Small Kitchen Appliance/12 Mo	37,062	23.4%	102
HH Purchased Large Appliance/12 Mo	28,895	18.3%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	159,753	52.3%	103
Personally Carry Any Med/Hosp/Accident Insur	261,254	85.5%	101
Homeowner Carries Home/Personal Property Insurance	183,913	60.2%	102
Renter Carries Home/Pers Property Insurance	43,528	14.2%	107
HH Has 1 Vehicle Covered w/Auto Insurance	52,453	33.2%	103
HH Has 2 Vehicles Covered w/Auto Insurance	50,071	31.7%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	40,141	25.4%	100
Pets (Households)			
HH Owns Any Pet	84,068	53.2%	103
HH Owns Cat	40,568	25.7%	107
HH Owns Dog	60,930	38.5%	101
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	46,703	15.3%	95
Buying American Is Important: 4-Agr Cmpl	85,847	28.1%	103
Buy Based on Quality Not Price: 4-Agr Cmpl	41,992	13.7%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	35,795	11.7%	95
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	29,466	9.6%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	32,183	10.5%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	86,287	28.2%	103
Reading (Adults)			
Bought Digital Book/12 Mo	54,353	17.8%	100
Bought Hardcover Book/12 Mo	81,334	26.6%	103
Bought Paperback Book/12 Mo	105,565	34.5%	102
Read Daily Newspaper (Paper Version)	20,670	6.8%	97
Read Digital Newspaper/30 Days	164,074	53.7%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	264,365	86.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

July 31, 2025

Retail Market Potential

Beatrice, Nebraska
 Drive time band: 30 - 60 minute radius

Prepared by Esri
 Latitude: 40.26795
 Longitude: -96.74680

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	224,617	73.5%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	74,932	24.5%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	279,995	91.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	122,824	40.2%	101
Ordered Eat-In Fast Food/6 Mo	102,291	33.5%	101
Ordered Home Delivery Fast Food/6 Mo	37,110	12.1%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	157,835	51.6%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	69,010	22.6%	99
Television & Electronics (Adults/Households)			
Own Tablet	167,430	54.8%	97
Own E-Reader	49,850	16.3%	100
Own E-Reader/Tablet: Apple iPad	106,333	34.8%	96
HH Owns Smart TV	66,906	42.3%	102
Own Portable MP3 Player	24,476	8.0%	104
HH Owns 1 TV	31,006	19.6%	99
HH Owns 2 TVs	44,299	28.0%	101
HH Owns 3 TVs	34,623	21.9%	100
HH Owns 4+ TVs	35,226	22.3%	102
HH Subscribes to Cable TV	42,873	27.1%	96
HH Subscribes to Fiber Optic TV	4,391	2.8%	86
HH Owns Portable GPS Device	27,057	17.1%	103
HH Purchased Video Game System/12 Mo	9,241	5.8%	83
HH Owns Internet Video Device for TV	84,994	53.8%	102
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	191,726	62.7%	101
Took 3+ Domestic Non-Business Trips/12 Mo	56,184	18.4%	101
Spent \$1-999 on Domestic Vacations/12 Mo	36,230	11.8%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	21,808	7.1%	103
Spent \$1500-1999 on Domestic Vacations/12 Mo	14,349	4.7%	98
Spent \$2K-2999 on Domestic Vacations/12 Mo	17,615	5.8%	103
Spent \$3K+ on Domestic Vacations/12 Mo	35,388	11.6%	97
Used Intrnt Travel Site for Domestic Trip/12 Mo	18,545	6.1%	95
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	84,826	27.8%	91
Took 3+ Foreign Trips by Plane/3 Yrs	13,967	4.6%	82
Spent \$1-999 on Foreign Vacations/12 Mo	12,213	4.0%	94
Spent \$1K-2999 on Foreign Vacations/12 Mo	11,788	3.9%	90
Spent \$3K+ on Foreign Vacations/12 Mo	26,683	8.7%	90
Used General Travel Site: Foreign Trip/3 Yrs	14,104	4.6%	86
Spent Night at Hotel or Motel/12 Mo	168,773	55.2%	101
Took Cruise of More Than One Day/3 Yrs	25,760	8.4%	95
Member of Frequent Flyer Program	78,001	25.5%	93
Member of Hotel Rewards Program	88,485	28.9%	98

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