

2025 Historic Education Programming Resource Packet



Commercial Hotel

217 S Main St. Verdigre, Nebraska

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<u>Purpose</u>

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.

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Scan the QR code to visit the HPEP virtual database:



https://nebraskamainstreet.org/ news-events/2025-hpep/





COMMERGIAL HOTEL

Is now open for business. Accommodations first-class in every respect.

SPECIAL ATTENTION GIVEN THE TRAVELING PUBLIC.

GOOD MEALS - and - GOOD MEAT.

Your patronage solicited.

JOHN STOURAL, CLERK. FRANK JELIMEK, PROPR.

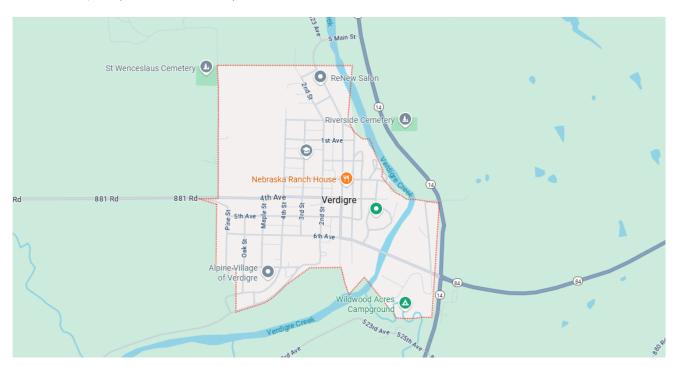
TELEPHONE 244

EUROPEAN PLAN.

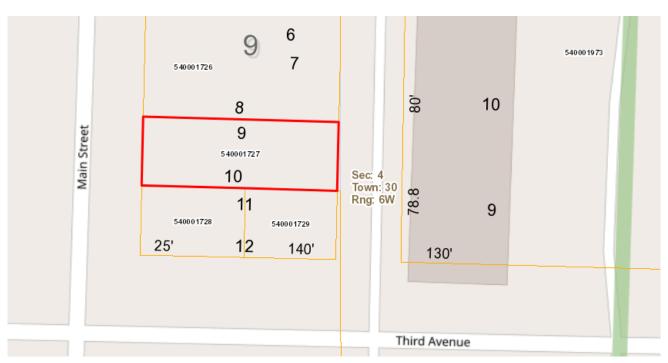
The_Verdigre_Eagle_1900_11_29_2

Community Information

VERDIGRE, NE (GOOGLE MAPS)



BUILDING SITE (KNOX COUNTY GIS)







Building Information

Community: Verdigre, Nebraska **Building Name: Commercial Hotel** Parcel ID: 540001727 Site Address: 217 S Main St. Verdigre, NE Owner Name: Mara Breithaupt Owner Address: 51509 891 Rd Verdigre, NE Tax District Code: 52 Zoning: Commercial Overlays: N/A Future Land Use: N/A Flood Zones: 1% Annual Chance Flood Hazard Construction Date: 1900 Latest Remodel: Paint National Register: $Y \boxtimes N \square$ Date Listed: 1990 Architectural Style: No distinct style Construction Material: Wood frame Value Year: 2025 Building Value: \$66,290 Land Value: \$1,335 Total Value: \$67,625 Lot Size: 1,335 Sq.Ft. Vacant Square Footage: 0 Sq.Ft. Occupied Square Footage: 3,876 Sq. Ft. Usable Square Footage: 3,876 Sq. Ft. Total Square Footage: 4,260 Sq.Ft. Total Floors: 2 Current Use(s): Hotel Previous Use(s): Hotel Previous Use Date: 2025





Building History



1989 Image by Greg Miller, used in the National Register documentation. (NEHBS #KX14-6) Historic information is taken from the National Register of Historic Places documentation.

The Commercial Hotel is the only one that remains from the early 1900s, when Verdigre served as the northern terminus of the Fremont, Elkhorn, and Missouri Valley railroad line. The train depot, railroad tracks, and other frequented hotels in the village, the Metropolitan and Central House, are no longer in existence.

The building had several different owners from 1900-1909, until the Tomlisk family purchased it. They continued to operate the hotel until 1983 when it was closed. At the time of the National Register nomination (1990) the building had been vacant, but purchased by someone who wanted to reopen the hotel. It was then renovated in 1995.

As of today (2025), the hotel is fully operational.





		OF STREET
Circus	Horses For Sa	le
Twenty	v-eight head of the	F.
W. Hall C	Circus draft or bagga	ge
horses ar	e now offered for sa	le.
	be seen at Verdigi	
	ee F. W. Hall at Con	
mercial H		

The_Verdigre_Eagle_1908_10_01_1



<u>Survey</u>

Goals and Ideas for Improvements

The main goal for the survey is to provide resources for the hotel owner to make necessary renovations, including windows, paint, siding, and remediating water damage.

Previous Remodels & Funding

The building was recently painted by the owner.

Major Issues and Costs Concerns With Previous or Future Development Efforts

Cost of renovations while maintaining historic identity.

Specific Concerns with Redevelopment

Repairing wood siding.

Vacancy Description

N/A

Notable Damage

Water had gotten under the siding and caused some damage.





Survey

Rate the Condition of the Following Elements (5 is Best, 1 is worst)

Condition	5	4	3	2	1	N A	Concerns with Remodeling/Other Notes
Interior Walls & Ceilings	X						Walls and ceilings are in great condition.
Flooring	X						Floors seem to be in great condition.
Lighting	X						Adequate natural and artificial lighting.
Stairwells/ Hallways/ Elevators		×					Staircases are in good condition.
Plumbing	×						Plumbing is in working order.
Electrical	×						Electric is in working order.
HVAC	×						HVAC is in working order.
Fire Safety Systems						×	N/A
Internet Infrastructure	X						Has working internet.





<u>Survey</u>

Expanding on Condition Evaluation

The condition evaluation demonstrates that the building is in excellent condition, having been maintained by the property owner over time.

Disclaimer:

This evaluation is based solely on visual observations and information provided by the building owner. It should not be considered comprehensive or definitive. For an accurate and thorough assessment, a qualified construction professional should conduct a detailed inspection.

Building Significance & Significant Changes to Design

The building is listed on the National Register of Historic Places.







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.

SFRVICES 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	
Triain our out only.		
	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.

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.

ASSETS

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

QUALITY

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

INCREMENTAL

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

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.

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.





NEBASKA 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.

NEBRASKA MAIN STREET



*services not currently offered; to be added to

NEBASKA 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.





BUILDING CONDITION



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GOOD)	FAIR	POOR

AESTHETIC CONDITION

GOOD (FAIR)	POOR
		_	

MAIN CONCERNS

Exterior Paint	
Siding/Trim	

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.





BUILDING EVALUATION | 217 S MAIN | VERDIGRE





BUILDING INFORMATION

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

Evaluation Date: June 25, 2025

Building Name: Commercial Hotel

Building Address/ Location: 217 S Main St.

Building Use (current): Hotel

Building Use (Historically): Hotel

Building Style/ Period: 1909

Building Materials/ Elements: Wood





BUILDING EVALUATION | 217 S MAIN | VERDIGRE

WINDOWS/DOORS

The existing building has what appears to be original windows that are full-height, double-hung. Doors have transom windows above.

RECOMMENDATIONS

Existing windows should be retained and maintained. If need, interior storms could be added for efficiency and ambient comfort.

EXTERIOR PAINT

The frame building is painted white with some black window trim

RECOMMENDATIONS

Older photos show the building painted grey with green trim. The lintels and sills of the window frames, door frames, and transoms were painted a contrast color to the frame of the building. Adding a contrast color to the trim would enhance the architectural detail. Maintaining paint would contribute to the condition of the wood cladding material.

SIDING/TRIM

The wood siding/trim appears to be in good condition. The two bay buildings has the main two-story core with a one-story gable roof with false front attached to it.

RECOMMENDATIONS

The wood trim and siding should be retained. The projecting wood frames around windows and doors should be retained.

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

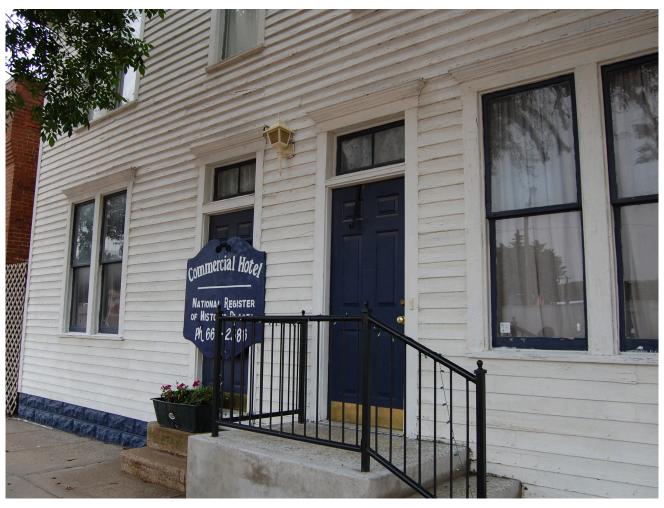
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BEFORE | 217 S MAIN | VERDIGRE



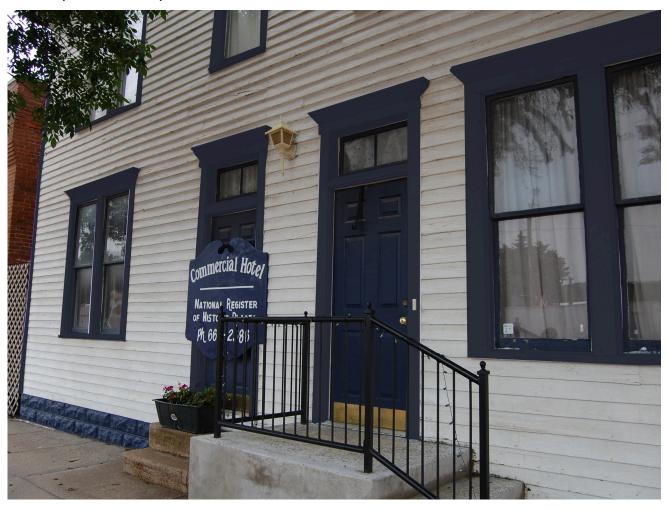
GENERAL STATEMENT

The front facade of the building is painted white with blue windows and doors.





AFTER | 217 S MAIN | VERDIGRE



GENERAL STATEMENT

It is recommended to paint the trim a contrasting color to enhance the architectural details.





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; piller. 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.





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.





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.





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.





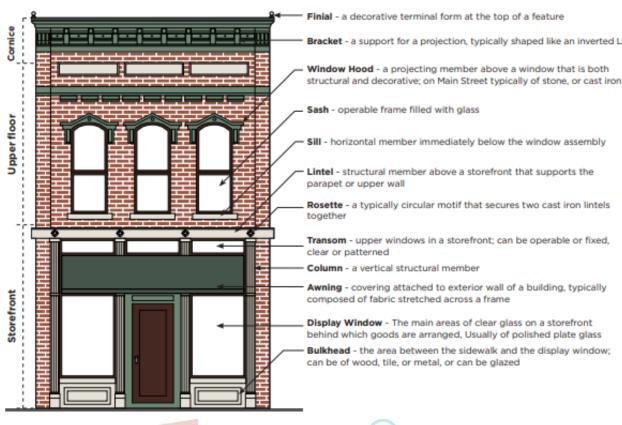
36. TUCK-POINTING/REPOINTING

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.

ANATOMY OF A MAIN STREET BUILDING



NEBRASKA



Racket Store

RIGIGIGIË GUGGEGGGGG

NEXT DOOR TO THE COMMERCIAL HOTEL

Head quarters for Pos= tal Cards. And you can also find anything that you want upon our five and ten cent counters.

Cash paid for Butter, Eggs and Cream. :: ::

W. G. Smith

The_Verdigre_Eagle_1909_06_17_5

Commercial Trade
A Specialty.

Rates \$1.00 and \$2.00 Per Day.

Commercial Hotel

J.K. TOMSIK Prop.

Verdière,

-

Nebr.,

Census Data

Census Profile: https://data.census.gov/profile/Verdigre_village, Nebraska?g=160XX00US3150370



Population

554



Median Age

42.1



Avg. Family Size

3.29



65+

24%



Median Income

\$41,250



Bachelor's Degree or Higher

16.8%



Employment Rate

51.3%



Households

439



Median Rent

\$558



Homeownership Rate

71.4%



Housing Units

279



Vacant Housing Units

46





ESRI Data: 68783

Tapestry Segmentation: See in Appendix

95.54% Prairie Living

4.46% Heartland Communities

Annual Spending Habits



Credit Debt

\$2,074



Medical Insurance

\$4,425



Apparel

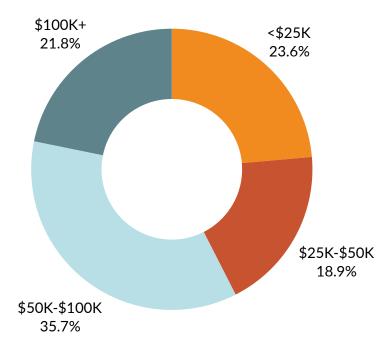
\$1,576



Entertainment

\$3,292

Disposable Income



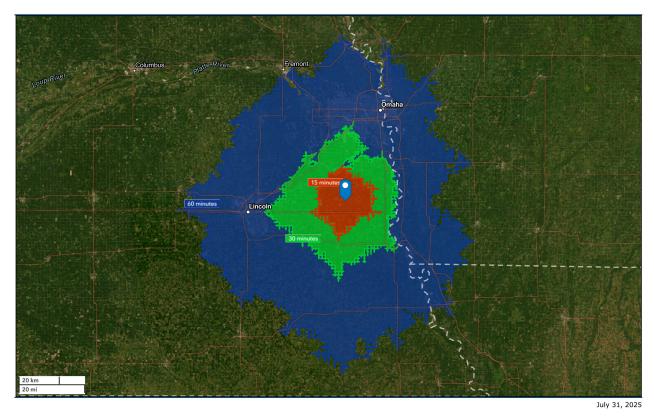




ESRI Market Reports



Weeping Water Trade Area



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)

147

Insurance- Has 3+ Vehicles
Covered with Auto Insurance

2nd Highest MPI (0-15 min)

140

Travel- Spent \$25-2999 on Domestic Travel

Highest SPI (0-15 min)

168

Other Motor Vehicle Dealers

2nd Highest SPI (0-15 min)

118

Florists

Summary

Based on the market reports, areas to focus on might include vehicular insurance and other motor vehicle sales. Domestic travel agents and recruiting florists might be a secondary consideration for growth.

With an average family size of 3.31 and an average age of 33.1, strategies might focus on businesses and activities for young adults and families.

\$3,292 is the average spending for entertainment in the area. Verdigre can capitalize on this through social events and other entertainment options.





Commercial Hotel

Everything clean up-to-date, and first clase. A trail will tell.

RATES \$2.00 PER DAY

The Traveling Men's Home

J. K. TOMSIK, . - - - . PROP.

VERDIGRE, -- - NEBRASKA.

The_Verdigre_Eagle_1911_12_14_12

notwithstanding." -Pathfinder	t
COSTILMES	1.
COSTUMES	1
For ladies and gentlemen	I
for the Commercial Club	8
MASQUERADE BALL	
SATURDAY, FEBRUARY 3, 1912	1
will be on display at the	57
COMMERCIAL HOTEL	1
Febr. 1s, 2nd and 3rd.	
Come and see them. We have a large	•
variety and prices are reasonable. COMMITTEE.	4 7

Summary/Action Steps

Summary

The 1900 Commercial Hotel originally served as a temporary home for railroad travelers and continued operating until the 1980s, when it was sold and sat vacant for several years. Renovated in the 1990s, it has since reopened as a fully operational hotel, retaining much of its historic charm.

According to the market study, domestic travel represents one of the strongest opportunities for growth in the community. The hotel could capitalize on this by promoting "weekend staycations" to nearby residents, while also expanding its offerings to include small events or dinner parties in the lobby. To help with this process, utilize the marketing resources in the report, as well as any other resources from the Small Business Administration, Main Street America, and Nebraska Main Street.

From a structural standpoint, it will be important to inspect for potential water damage, particularly ensuring that moisture is not penetrating behind the wood siding. Any design updates should be guided by the recommendations outlined in the Design Education section of this report.

Action Steps

- 1. Inspect the building for potential water damage, with special attention to areas behind the wood siding.
- 2. Review design update options and follow recommendations from the Design Education section of the report.
- 3. Promote domestic travel opportunities by marketing "weekend staycations" to nearby residents.
- 4. Expand programming by hosting small events, such as dinner parties or community gatherings, in the hotel lobby.
- 5. Leverage available resources from this report, the Small Business Administration, Main Street America, and Nebraska Main Street to support marketing and business development efforts.







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/

e 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"

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"

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.





<u>Resources- Design</u>

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 proerty 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 renovatino.





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, lowincome 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.





<u>Appendix</u>

- A. Building Images
- B. County Assessor Report
- C. ESRI Reports
- D. National Register Listing Nomination

A. Building Images- Exterior







Appendix

A. Building Images- Exterior



A. Building Images- Exterior







<u>Appendix</u>

A. Building Images- Interior



A. Building Images- Interior

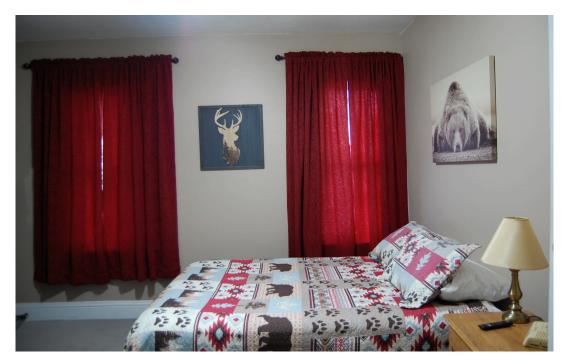






<u>Appendix</u>

A. Building Images- Interior



A. Building Images- Interior







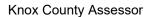


Appendix

- 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
- D. National Register Listing Nomination









	Parcel Information
Parcel ID:	540001727
Map Number	450010A
State Geo Code	0000-00-0-45555-000-0000
Cadastral #	2-29-5
	Photo #1 Photo #2 Site Plan #1
<u>Images</u>	
Current Owner:	BREITHAUPT, MARA A 51509 891 RD VERDIGRE, NE 68783-6128
Situs Address:	217 S MAIN ST VERDIGRE
Tax District:	52
School District:	#83 VERDIGRE NEW'20, 54-0583
Account Type:	Commercial
Legal Description:	ORIGINAL BLK 9 LOTS 9-10
Lot Width:	50.00
Lot Depth:	140.00
Total Lot Size:	1335.00

Assessed Values						
<u>Year</u>	Year Total Land Outbuilding					
2025	\$67,625	\$1,335	\$0	\$66,290		
2024	\$67,625	\$1,335	\$0	\$66,290		

Yearly Tax Information				
<u>Year</u>	<u>Amount</u>	<u>Levy</u>		
2024	\$970.98	1.744719		

2024 Tax Levy					
<u>Description</u>	<u>Rate</u>				
KNOX COUNTY	0.13743100				
VERDIGRE TOWNSHIP	0.02379700				
VERDIGRE	0.49500000				
VERDIGRE VILLAGE BOND	0.25066500				
LOWER NIOBRARA	0.03132900				
AG SOCIETY	0.00682400				
ESU #1	0.01500000				
NE COLLEGE	0.02000000				
#83 VERDIGRE NEW'20	0.69772900				
#83 VERDIGRE BOND'09	0.06694400				

Sales Information				
Sale Date Sale Price Book & Page Grantor				
06/01/2022				

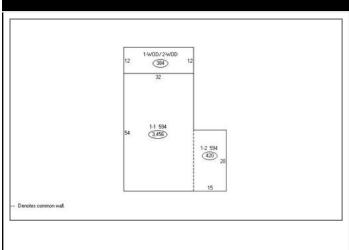
Knox County Assessor



Dwelling Data		
<u>Description</u>	<u>Units</u>	<u>Value</u>
Wood Deck	384	N/A
Wood Deck	384	N/A

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

Photo/Sketch







LifeMode Group: Cozy Country Living

Prairie Living



Households: 1,323,200

Average Household Size: 2.51

Median Age: 44.4

Median Household Income: \$54,300

WHO ARE WE?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2% of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own two or three vehicles; this is the highest ranked market for owning four or more vehicles.

SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

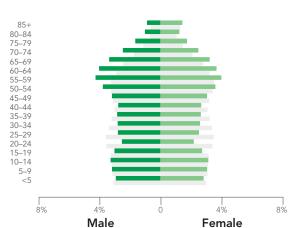




AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

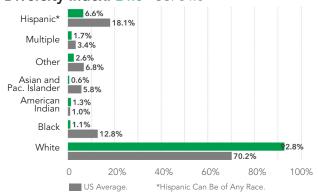
Indicates US



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: 24.6 US: 64.0



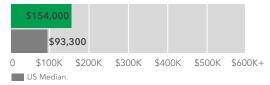
INCOME AND NET WORTH

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

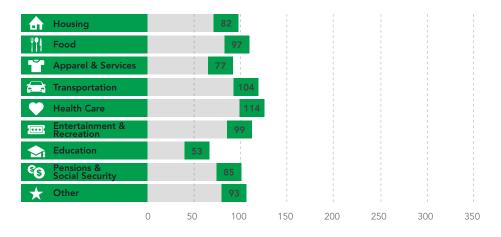


Median Net Worth



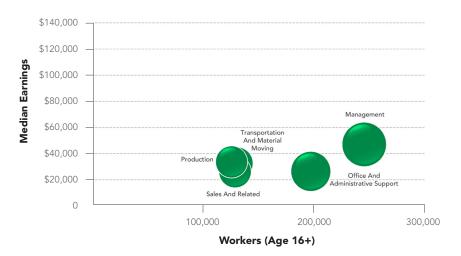
AVERAGE HOUSEHOLD BUDGET INDEX

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.



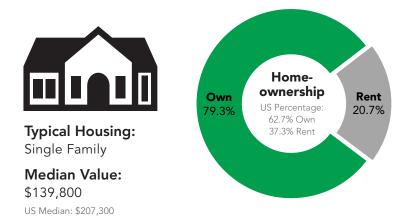


MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

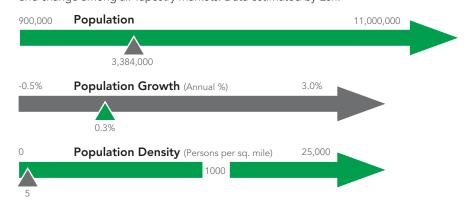
HOUSING

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.



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

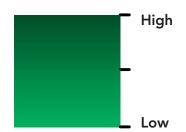
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Prairie Living* Tapestry Segment by households.







For more information 1-800-447-9778 info@esri.com



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LifeMode Group: Cozy Country Living

Heartland Communities



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.

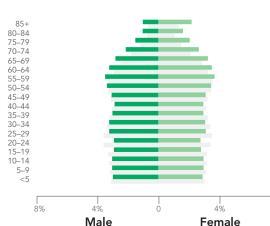




AGE BY SEX (Esri data)

Median Age: 42.3 US: 38.2

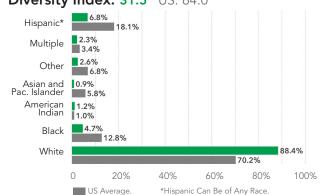
Indicates US



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



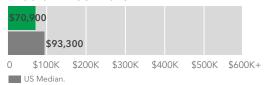
INCOME AND NET WORTH

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



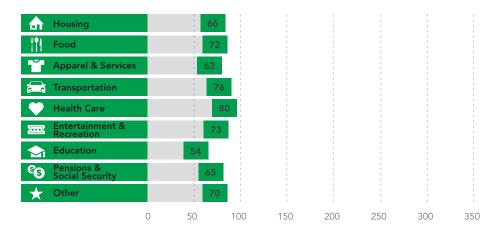
Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

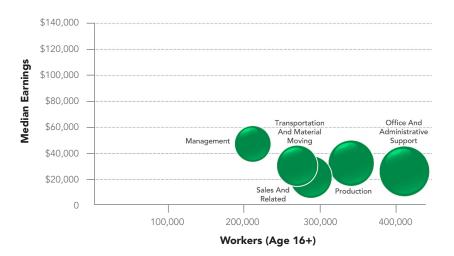
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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

8%



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.



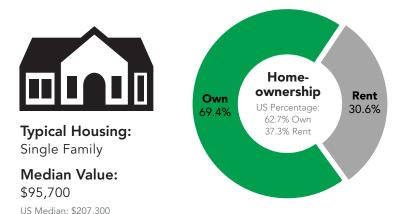


MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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.

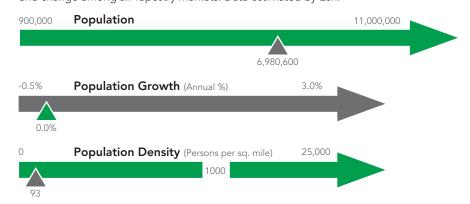
HOUSING

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.



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

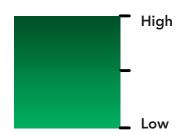
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





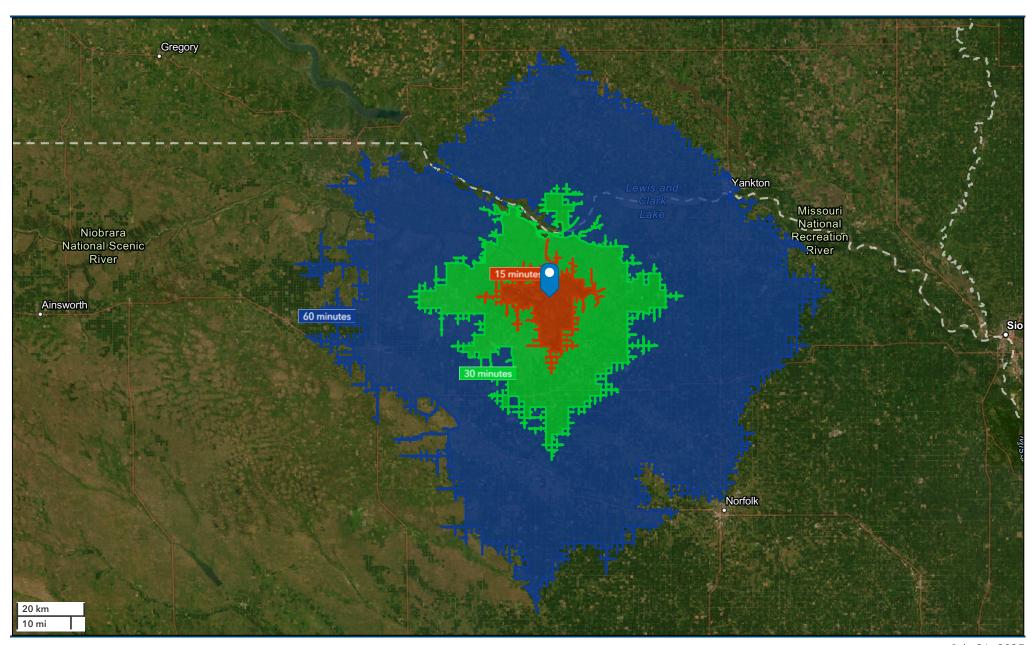


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July 31, 2025

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Retail Demand Outlook

Verdigre, Nebraska

Drive time band: 0 - 15 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	76.8%	Population	955	970
Heartland Communities (I3)	23.2%	Households	413	421
Small Town Sincerity (I1)	0.0%	Families	252	256
Scenic Byways (I2)	0.0%	Median Age	50.3	52.2
Rooted Rural (I4)	0.0%	Median Household Income	\$70,340	\$77,661

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$677,514	\$741,418	\$63,904
Men's	\$135,039	\$147,756	\$12,717
Women's	\$216,690	\$237,114	\$20,424
Children's	\$95,968	\$105,027	\$9,059
Footwear	\$171,425	\$187,632	\$16,207
Watches & Jewelry	\$45,577	\$49,868	\$4,291
Apparel Products and Services (1)	\$12,816	\$14,022	\$1,206
Computer			
Computers and Hardware for Home Use	\$56,053	\$61,339	\$5,286
Portable Memory	\$1,350	\$1,478	\$128
Computer Software	\$6,161	\$6,743	\$582
Computer Accessories	\$6,640	\$7,266	\$626
Education			
Educational Books/Supplies/Other Expenditures	\$26,142	\$28,611	\$2,469
Other School Supplies	\$27,594	\$30,198	\$2,604



	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$1,440,549	\$1,576,686	\$136,137
Fees and Admissions	\$241,891	\$264,749	\$22,858
Membership Fees for Clubs (2)	\$81,453	\$89,139	\$7,686
Fees for Participant Sports, excl. Trips	\$42,352	\$46,364	\$4,012
Tickets to Theatre/Operas/Concerts	\$29,871	\$32,692	\$2,821
Tickets to Movies	\$8,726	\$9,551	\$825
Tickets to Parks or Museums	\$14,658	\$16,046	\$1,388
Admission to Sporting Events, excl. Trips	\$31,430	\$34,403	\$2,973
Fees for Recreational Lessons	\$33,186	\$36,320	\$3,134
Dating Services	\$215	\$236	\$21
TV/Video/Audio	\$413,578	\$452,564	\$38,986
Cable and Satellite Television Services	\$249,032	\$272,492	\$23,460
Televisions	\$30,955	\$33,872	\$2,917
Satellite Dishes	\$380	\$416	\$36
VCRs, Video Cameras, and DVD Players	\$1,406	\$1,539	\$133
Miscellaneous Video Equipment	\$4,630	\$5,068	\$438
Video Cassettes and DVDs	\$1,667	\$1,824	\$157
Video Game Hardware/Accessories	\$15,961	\$17,462	\$1,501
Video Game Software	\$6,545	\$7,161	\$616
Rental/Streaming/Downloaded Video	\$60,596	\$66,325	\$5,729
Installation of Televisions	\$223	\$244	\$21
Audio (3)	\$41,622	\$45,547	\$3,925
Rental of TV/VCR/Radio/Sound Equipment	\$104	\$113	\$9
Repair of TV/Radio/Sound Equipment	\$457	\$500	\$43
Pets	\$446,016	\$488,182	\$42,166
Toys/Games/Crafts/Hobbies (4)	\$65,545	\$71,735	\$6,190
Recreational Vehicles and Fees (5)	\$77,509	\$84,875	\$7,366
Sports/Recreation/Exercise Equipment (6)	\$111,735	\$122,323	\$10,588
Photo Equipment and Supplies (7)	\$20,586	\$22,532	\$1,946
Reading (8)	\$44,501	\$48,711	\$4,210
Live Entertainment-for Catered Affairs	\$10,632	\$11,645	\$1,013
Rental of Party Supplies for Catered Affairs	\$8,557	\$9,371	\$814

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$3,564,988	\$3,901,129	\$336,141
Food at Home	\$2,460,648	\$2,692,602	\$231,954
Bakery and Cereal Products	\$326,391	\$357,158	\$30,767
Meats, Poultry, Fish, and Eggs	\$494,536	\$541,116	\$46,580
Dairy Products	\$265,249	\$290,286	\$25,037
Fruits and Vegetables	\$402,046	\$439,953	\$37,907
Snacks and Other Food at Home (9)	\$972,425	\$1,064,089	\$91,664
Food Away from Home	\$1,104,340	\$1,208,527	\$104,187
Alcoholic Beverages	\$171,518	\$187,719	\$16,201
Financial			
Value of Stocks/Bonds/Mutual Funds	\$13,425,214	\$14,697,385	\$1,272,171
Value of Retirement Plans	\$52,255,285	\$57,207,884	\$4,952,599
Value of Other Financial Assets	\$3,846,269	\$4,208,435	\$362,166
Vehicle Loan Amount excluding Interest	\$1,169,526	\$1,280,023	\$110,497
Value of Credit Card Debt	\$849,693	\$929,840	\$80,147
Health			
Nonprescription Drugs	\$67,935	\$74,341	\$6,406
Prescription Drugs	\$191,971	\$210,059	\$18,088
Eyeglasses and Contact Lenses	\$55,361	\$60,608	\$5,247
Personal Care Products (10)	\$161,716	\$176,942	\$15,226
Smoking Products	\$189,813	\$207,642	\$17,829
Home			
Mortgage Payment and Basics (11)	\$3,943,035	\$4,316,003	\$372,968
Maintenance and Remodeling Services	\$1,738,968	\$1,903,918	\$164,950
Maintenance and Remodeling Materials (12)	\$402,061	\$440,257	\$38,196
Utilities, Fuel, and Public Services	\$2,068,029	\$2,262,982	\$194,953

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$34,925	\$38,220	\$3,295
Furniture	\$255,312	\$279,391	\$24,079
Rugs	\$10,491	\$11,483	\$992
Major Appliances (14)	\$161,042	\$176,238	\$15,196
Housewares (15)	\$29,661	\$32,455	\$2,794
Small Appliances	\$419,614	\$459,286	\$2,232
Luggage	\$5,561	\$6,085	\$524
Telephones and Accessories	\$27,630	\$30,241	\$2,611
Household Operations			
Child Care	\$141,920	\$155,319	\$13,399
Lawn/Garden (16)	\$278,023	\$304,337	\$26,314
Moving/Storage/Freight Express	\$29,304	\$32,059	\$2,755
Housekeeping Supplies (17)	\$279,772	\$306,128	\$26,356
Insurance			
Owners and Renters Insurance	\$319,865	\$350,110	\$30,245
Vehicle Insurance	\$673,299	\$736,728	\$63,429
Life/Other Insurance	\$219,706	\$240,457	\$20,751
Health Insurance	\$1,794,872	\$1,964,243	\$169,371
Transportation			
Payments on Vehicles excluding Leases	\$1,035,783	\$1,133,573	\$97,790
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,195,829	\$1,308,597	\$112,768
Vehicle Maintenance and Repairs	\$461,242	\$504,821	\$43,579
Travel			
Airline Fares	\$195,037	\$213,464	\$18,427
Lodging on Trips	\$340,468	\$372,665	\$32,197
Auto/Truck Rental on Trips	\$33,589	\$36,763	\$3,174
Food and Drink on Trips	\$258,244	\$282,660	\$24,416

- (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

Verdigre, Nebraska

Drive time band: 15 - 30 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	66.1%	Population	4,949	4,904
Country Charm (I7)	31.6%	Households	2,144	2,128
Rooted Rural (14)	2.3%	Families	1,311	1,292
Small Town Sincerity (I1)	0.0%	Median Age	46.9	48.6
Scenic Byways (I2)	0.0%	Median Household Income	\$67,233	\$74,528

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$3,613,213	\$3,852,079	\$238,866
Men's	\$729,396	\$777,604	\$48,208
Women's	\$1,165,719	\$1,242,731	\$77,012
Children's	\$507,632	\$541,207	\$33,575
Footwear	\$895,044	\$954,262	\$59,218
Watches & Jewelry	\$246,224	\$262,502	\$16,278
Apparel Products and Services (1)	\$69,198	\$73,773	\$4,575
Computer			
Computers and Hardware for Home Use	\$299,260	\$319,041	\$19,781
Portable Memory	\$6,785	\$7,235	\$450
Computer Software	\$32,091	\$34,217	\$2,126
Computer Accessories	\$35,353	\$37,692	\$2,339
Education			
Educational Books/Supplies/Other Expenditures	\$137,612	\$146,718	\$9,106
Other School Supplies	\$146,410	\$156,094	\$9,684



	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$7,539,275	\$8,038,165	\$498,890
Fees and Admissions	\$1,266,026	\$1,349,809	\$83,783
Membership Fees for Clubs (2)	\$431,772	\$460,335	\$28,563
Fees for Participant Sports, excl. Trips	\$217,261	\$231,644	\$14,383
Tickets to Theatre/Operas/Concerts	\$157,401	\$167,817	\$10,416
Tickets to Movies	\$45,762	\$48,791	\$3,029
Tickets to Parks or Museums	\$75,262	\$80,246	\$4,984
Admission to Sporting Events, excl. Trips	\$162,607	\$173,378	\$10,771
Fees for Recreational Lessons	\$174,736	\$186,293	\$11,557
Dating Services	\$1,224	\$1,305	\$81
TV/Video/Audio	\$2,218,125	\$2,364,724	\$146,599
Cable and Satellite Television Services	\$1,344,054	\$1,432,853	\$88,799
Televisions	\$166,943	\$177,972	\$11,029
Satellite Dishes	\$2,016	\$2,150	\$134
VCRs, Video Cameras, and DVD Players	\$7,744	\$8,255	\$511
Miscellaneous Video Equipment	\$24,716	\$26,347	\$1,631
Video Cassettes and DVDs	\$8,921	\$9,510	\$589
Video Game Hardware/Accessories	\$86,672	\$92,403	\$5,731
Video Game Software	\$34,896	\$37,205	\$2,309
Rental/Streaming/Downloaded Video	\$315,229	\$336,097	\$20,868
Installation of Televisions	\$1,354	\$1,443	\$89
Audio (3)	\$222,510	\$237,215	\$14,705
Rental of TV/VCR/Radio/Sound Equipment	\$560	\$597	\$37
Repair of TV/Radio/Sound Equipment	\$2,511	\$2,676	\$165
Pets	\$2,324,896	\$2,478,782	\$153,886
Toys/Games/Crafts/Hobbies (4)	\$344,981	\$367,808	\$22,827
Recreational Vehicles and Fees (5)	\$384,866	\$410,384	\$25,518
Sports/Recreation/Exercise Equipment (6)	\$569,364	\$607,087	\$37,723
Photo Equipment and Supplies (7)	\$107,247	\$114,347	\$7,100
Reading (8)	\$230,573	\$245,838	\$15,265
Live Entertainment-for Catered Affairs	\$51,299	\$54,708	\$3,409
Rental of Party Supplies for Catered Affairs	\$41,897	\$44,679	\$2,782

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$19,080,441	\$20,341,535	\$1,261,094
Food at Home	\$13,193,057	\$14,065,049	\$871,992
Bakery and Cereal Products	\$1,751,104	\$1,866,832	\$115,728
Meats, Poultry, Fish, and Eggs	\$2,669,677	\$2,846,098	\$176,421
Dairy Products	\$1,405,404	\$1,498,336	\$92,932
Fruits and Vegetables	\$2,150,893	\$2,293,075	\$142,182
Snacks and Other Food at Home (9)	\$5,215,978	\$5,560,706	\$344,728
Food Away from Home	\$5,887,384	\$6,276,486	\$389,102
Alcoholic Beverages	\$903,496	\$963,248	\$59,752
Financial			
Value of Stocks/Bonds/Mutual Funds	\$68,774,516	\$73,326,552	\$4,552,036
Value of Retirement Plans	\$266,528,791	\$284,180,515	\$17,651,724
Value of Other Financial Assets	\$20,859,443	\$22,237,192	\$1,377,749
Vehicle Loan Amount excluding Interest	\$6,132,283	\$6,538,068	\$405,785
Value of Credit Card Debt	\$4,528,923	\$4,828,343	\$299,420
Health			
Nonprescription Drugs	\$364,768	\$388,864	\$24,096
Prescription Drugs	\$1,030,137	\$1,098,256	\$68,119
Eyeglasses and Contact Lenses	\$281,762	\$300,429	\$18,667
Personal Care Products (10)	\$877,031	\$934,964	\$57,933
Smoking Products	\$1,052,579	\$1,122,038	\$69,459
Home			
Mortgage Payment and Basics (11)	\$20,499,092	\$21,855,552	\$1,356,460
Maintenance and Remodeling Services	\$8,813,240	\$9,396,941	\$583,701
Maintenance and Remodeling Materials (12)	\$2,006,848	\$2,139,859	\$133,011
Utilities, Fuel, and Public Services	\$11,089,739	\$11,822,640	\$732,901

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$185,716	\$197,997	\$12,281
Furniture	\$1,363,975	\$1,454,127	\$90,152
Rugs	\$54,942	\$58,576	\$3,634
Major Appliances (14)	\$856,341	\$912,952	\$56,611
Housewares (15)	\$160,067	\$170,640	\$10,573
Small Appliances	\$2,193,340	\$2,338,422	\$8,268
Luggage	\$29,761	\$31,728	\$1,967
Telephones and Accessories	\$144,089	\$153,626	\$9,537
Household Operations			
Child Care	\$749,051	\$798,605	\$49,554
Lawn/Garden (16)	\$1,439,235	\$1,534,466	\$95,23
Moving/Storage/Freight Express	\$160,366	\$170,960	\$10,594
Housekeeping Supplies (17)	\$1,511,866	\$1,611,725	\$99,859
Insurance			
Owners and Renters Insurance	\$1,672,000	\$1,782,578	\$110,578
Vehicle Insurance	\$3,635,858	\$3,876,037	\$240,179
Life/Other Insurance	\$1,160,619	\$1,237,340	\$76,72
Health Insurance	\$9,537,995	\$10,168,584	\$630,589
Transportation			
Payments on Vehicles excluding Leases	\$5,480,779	\$5,843,169	\$362,390
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$6,401,368	\$6,824,369	\$423,00
Vehicle Maintenance and Repairs	\$2,423,398	\$2,583,691	\$160,293
Travel			
Airline Fares	\$1,023,763	\$1,091,490	\$67,727
Lodging on Trips	\$1,773,860	\$1,891,229	\$117,369
Auto/Truck Rental on Trips	\$175,957	\$187,598	\$11,641
Food and Drink on Trips	\$1,346,546	\$1,435,654	\$89,108

- (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

Verdigre, Nebraska

Drive time band: 30 - 60 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	42.8%	Population	53,136	53,223
Heartland Communities (I3)	20.8%	Households	21,118	21,159
Room to Roam (K7)	12.0%	Families	13,082	12,987
Middle Ground (K2)	7.2%	Median Age	42.7	43.7
Loyal Locals (K3)	4.7%	Median Household Income	\$72,528	\$78,459
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$37,980,684	\$41,369,095	\$3,388,411
Men's		\$7,637,018	\$8.320.074	\$683.056

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$37,980,684	\$41,369,095	\$3,388,411
Men's	\$7,637,018	\$8,320,074	\$683,056
Women's	\$12,514,530	\$13,637,268	\$1,122,738
Children's	\$5,254,915	\$5,722,731	\$467,816
Footwear	\$9,089,999	\$9,889,479	\$799,480
Watches & Jewelry	\$2,754,431	\$3,004,380	\$249,949
Apparel Products and Services (1)	\$729,789	\$795,164	\$65,375
Computer			
Computers and Hardware for Home Use	\$3,264,776	\$3,558,850	\$294,074
Portable Memory	\$68,478	\$74,425	\$5,947
Computer Software	\$311,008	\$338,072	\$27,064
Computer Accessories	\$348,378	\$378,944	\$30,566
Education			
Educational Books/Supplies/Other Expenditures	\$1,458,825	\$1,589,243	\$130,418
Other School Supplies	\$1,513,816	\$1,648,575	\$134,759



	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$75,628,423	\$82,250,465	\$6,622,042
Fees and Admissions	\$13,745,133	\$14,969,486	\$1,224,353
Membership Fees for Clubs (2)	\$4,687,003	\$5,105,812	\$418,809
Fees for Participant Sports, excl. Trips	\$2,447,250	\$2,666,068	\$218,818
Tickets to Theatre/Operas/Concerts	\$1,674,320	\$1,822,951	\$148,631
Tickets to Movies	\$503,513	\$548,855	\$45,342
Tickets to Parks or Museums	\$732,235	\$795,252	\$63,017
Admission to Sporting Events, excl. Trips	\$1,696,169	\$1,845,844	\$149,675
Fees for Recreational Lessons	\$1,990,743	\$2,169,521	\$178,778
Dating Services	\$13,901	\$15,183	\$1,282
TV/Video/Audio	\$22,329,065	\$24,300,144	\$1,971,079
Cable and Satellite Television Services	\$13,178,062	\$14,333,207	\$1,155,145
Televisions	\$1,790,650	\$1,951,687	\$161,037
Satellite Dishes	\$20,856	\$22,740	\$1,884
VCRs, Video Cameras, and DVD Players	\$76,616	\$83,383	\$6,767
Miscellaneous Video Equipment	\$329,188	\$360,187	\$30,999
Video Cassettes and DVDs	\$86,990	\$94,587	\$7,597
Video Game Hardware/Accessories	\$848,779	\$923,996	\$75,217
Video Game Software	\$361,858	\$394,221	\$32,363
Rental/Streaming/Downloaded Video	\$3,281,680	\$3,572,947	\$291,267
Installation of Televisions	\$15,671	\$17,111	\$1,440
Audio (3)	\$2,304,671	\$2,508,916	\$204,245
Rental of TV/VCR/Radio/Sound Equipment	\$6,242	\$6,808	\$566
Repair of TV/Radio/Sound Equipment	\$27,804	\$30,356	\$2,552
Pets	\$22,429,155	\$24,371,527	\$1,942,372
Toys/Games/Crafts/Hobbies (4)	\$3,426,544	\$3,726,637	\$300,093
Recreational Vehicles and Fees (5)	\$3,864,152	\$4,197,068	\$332,916
Sports/Recreation/Exercise Equipment (6)	\$5,485,494	\$5,958,016	\$472,522
Photo Equipment and Supplies (7)	\$1,135,726	\$1,236,597	\$100,871
Reading (8)	\$2,293,345	\$2,492,609	\$199,264
Live Entertainment-for Catered Affairs	\$485,304	\$526,038	\$40,734
Rental of Party Supplies for Catered Affairs	\$434,505	\$472,343	\$37,838

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$194,635,909	\$211,870,107	\$17,234,198
Food at Home	\$132,251,439	\$143,914,421	\$11,662,982
Bakery and Cereal Products	\$17,616,935	\$19,170,391	\$1,553,456
Meats, Poultry, Fish, and Eggs	\$26,739,073	\$29,103,662	\$2,364,589
Dairy Products	\$13,982,454	\$15,208,760	\$1,226,306
Fruits and Vegetables	\$21,696,104	\$23,610,093	\$1,913,989
Snacks and Other Food at Home (9)	\$52,216,872	\$56,821,515	\$4,604,643
Food Away from Home	\$62,384,470	\$67,955,686	\$5,571,216
Alcoholic Beverages	\$9,889,339	\$10,773,985	\$884,646
Financial			
Value of Stocks/Bonds/Mutual Funds	\$751,174,408	\$817,364,606	\$66,190,198
Value of Retirement Plans	\$2,820,112,163	\$3,067,453,302	\$247,341,139
Value of Other Financial Assets	\$220,919,461	\$240,633,599	\$19,714,138
Vehicle Loan Amount excluding Interest	\$62,367,833	\$67,882,719	\$5,514,886
Value of Credit Card Debt	\$47,999,941	\$52,285,848	\$4,285,907
Health			
Nonprescription Drugs	\$3,684,863	\$4,009,832	\$324,969
Prescription Drugs	\$10,121,225	\$11,011,488	\$890,263
Eyeglasses and Contact Lenses	\$2,785,587	\$3,026,546	\$240,959
Personal Care Products (10)	\$9,232,863	\$10,060,838	\$827,975
Smoking Products	\$10,117,136	\$11,012,007	\$894,871
Home			
Mortgage Payment and Basics (11)	\$217,429,259	\$236,627,006	\$19,197,747
Maintenance and Remodeling Services	\$89,147,041	\$96,859,852	\$7,712,811
Maintenance and Remodeling Materials (12)	\$19,452,909	\$21,113,915	\$1,661,006
Utilities, Fuel, and Public Services	\$110,550,656	\$120,297,854	\$9,747,198

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$1,925,034	\$2,096,144	\$171,110
Furniture	\$14,307,421	\$15,581,545	\$1,274,124
Rugs	\$599,569	\$653,119	\$53,550
Major Appliances (14)	\$8,783,887	\$9,560,500	\$776,613
Housewares (15)	\$1,631,321	\$1,775,774	\$144,453
Small Appliances	\$22,929,164	\$24,954,025	\$112,256
Luggage	\$334,545	\$364,798	\$30,253
Telephones and Accessories	\$1,563,526	\$1,703,326	\$139,800
Household Operations			
Child Care	\$8,209,682	\$8,945,105	\$735,423
Lawn/Garden (16)	\$14,223,491	\$15,455,050	\$1,231,559
Moving/Storage/Freight Express	\$1,684,025	\$1,835,200	\$151,175
Housekeeping Supplies (17)	\$15,342,131	\$16,701,092	\$1,358,961
Insurance			
Owners and Renters Insurance	\$16,911,944	\$18,394,116	\$1,482,172
Vehicle Insurance	\$37,036,734	\$40,330,138	\$3,293,404
Life/Other Insurance	\$12,031,337	\$13,092,051	\$1,060,714
Health Insurance	\$95,339,192	\$103,712,469	\$8,373,277
Transportation			
Payments on Vehicles excluding Leases	\$55,416,127	\$60,307,888	\$4,891,761
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$63,827,854	\$69,459,134	\$5,631,280
Vehicle Maintenance and Repairs	\$24,498,786	\$26,654,535	\$2,155,749
Travel			
Airline Fares	\$11,265,769	\$12,271,655	\$1,005,886
Lodging on Trips	\$18,479,308	\$20,104,033	\$1,624,725
Auto/Truck Rental on Trips	\$1,866,880	\$2,032,337	\$165,457
Food and Drink on Trips	\$13,948,481	\$15,175,437	\$1,226,956

- (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

Verdigre, 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	82	\$24,880.27	\$10,275,551
44-45	Retail Trade	84	\$21,774.41	\$8,992,831
722	Food Services & Drinking Places	66	\$3,105.86	\$1,282,720
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	89	\$2,886.40	\$1,192,083
4411	Automobile Dealers	81	\$2,237.81	\$924,217
4412	Other Motor Vehicle Dealers	196	\$430.68	\$177,869
4413	Auto Parts, Accessories & Tire Stores	92	\$217.91	\$89,997
442	Furniture and Home Furnishings Stores	74	\$735.45	\$303,739
4421	Furniture Stores	70	\$449.03	\$185,450
4422	Home Furnishings Stores	82	\$286.41	\$118,289
443, 4431	Electronics and Appliance Stores	66	\$187.85	\$77,584
444	Bldg Material & Garden Equipment & Supplies Dealers	108	\$1,505.47	\$621,761
4441	Building Material and Supplies Dealers	108	\$1,352.68	\$558,658
4442	Lawn and Garden Equipment and Supplies Stores	113	\$152.79	\$63,103
445	Food and Beverage Stores	81	\$4,582.62	\$1,892,621
4451	Grocery Stores	81	\$4,323.47	\$1,785,595
4452	Specialty Food Stores	77	\$137.64	\$56,844
4453	Beer, Wine, and Liquor Stores	67	\$121.51	\$50,182
446, 4461	Health and Personal Care Stores	90	\$748.25	\$309,028
447, 4471	Gasoline Stations	85	\$3,244.30	\$1,339,895
448	Clothing and Clothing Accessories Stores	69	\$876.48	\$361,987
4481	Clothing Stores	68	\$675.18	\$278,850
4482	Shoe Stores	76	\$188.38	\$77,800
4483	Jewelry, Luggage, and Leather Goods Stores	63	\$12.92	\$5,337
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	88	\$407.50	\$168,299
4511	Sporting Goods, Hobby, and Musical Inst Stores	92	\$337.44	\$139,362
4512	Book Stores and News Dealers	74	\$70.07	\$28,937
452	General Merchandise Stores	81	\$3,576.89	\$1,477,254
4522	Department Stores	67	\$267.15	\$110,334
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	82	\$3,309.73	\$1,366,920

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	98	\$616.26	\$254,515
4531	Florists	113	\$32.71	\$13,508
4532	Office Supplies, Stationery, and Gift Stores	76	\$75.77	\$31,291
4533	Used Merchandise Stores	90	\$79.12	\$32,675
4539	Other Miscellaneous Store Retailers	104	\$428.67	\$177,041
454	Nonstore Retailers	86	\$2,406.94	\$994,065
4541	Electronic Shopping and Mail-Order Houses	82	\$1,943.01	\$802,463
4542	Vending Machine Operators	80	\$37.19	\$15,360
4543	Direct Selling Establishments	119	\$426.74	\$176,242
722	Food Services & Drinking Places	66	\$3,105.86	\$1,282,720
7223	Special Food Services	66	\$11.28	\$4,660
7224	Drinking Places (Alcoholic Beverages)	64	\$77.33	\$31,936
7225	Restaurants and Other Eating Places	66	\$3,017.25	\$1,246,124

Retail Demand by Industry

Verdigre, Nebraska

Drive time band: 15 - 30 minute radius



		Spending	Average	
NAICS Code	Industry Summary	Potential Index	Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	83	\$25,420.25	\$54,501,023
44-45	Retail Trade	86	\$22,245.17	\$47,693,642
722	Food Services & Drinking Places	68	\$3,175.08	\$6,807,381
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	91	\$2,928.43	\$6,278,556
4411	Automobile Dealers	83	\$2,296.00	\$4,922,630
4412	Other Motor Vehicle Dealers	187	\$412.16	\$883,680
4413	Auto Parts, Accessories & Tire Stores	93	\$220.26	\$472,246
442	Furniture and Home Furnishings Stores	75	\$747.59	\$1,602,835
4421	Furniture Stores	72	\$463.24	\$993,185
4422	Home Furnishings Stores	81	\$284.35	\$609,650
443, 4431	Electronics and Appliance Stores	68	\$192.65	\$413,043
444	Bldg Material & Garden Equipment & Supplies Dealers	106	\$1,478.77	\$3,170,477
4441	Building Material and Supplies Dealers	106	\$1,327.74	\$2,846,667
4442	Lawn and Garden Equipment and Supplies Stores	112	\$151.03	\$323,810
445	Food and Beverage Stores	83	\$4,728.00	\$10,136,834
4451	Grocery Stores	84	\$4,460.54	\$9,563,405
4452	Specialty Food Stores	80	\$142.60	\$305,724
4453	Beer, Wine, and Liquor Stores	69	\$124.86	\$267,705
446, 4461	Health and Personal Care Stores	93	\$772.52	\$1,656,286
447, 4471	Gasoline Stations	88	\$3,351.00	\$7,184,546
448	Clothing and Clothing Accessories Stores	71	\$898.03	\$1,925,385
4481	Clothing Stores	69	\$694.82	\$1,489,691
4482	Shoe Stores	77	\$190.01	\$407,382
4483	Jewelry, Luggage, and Leather Goods Stores	65	\$13.20	\$28,311
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	88	\$406.85	\$872,280
4511	Sporting Goods, Hobby, and Musical Inst Stores	91	\$336.20	\$720,805
4512	Book Stores and News Dealers	74	\$70.65	\$151,475
452	General Merchandise Stores	83	\$3,676.53	\$7,882,470
4522	Department Stores	69	\$275.11	\$589,829
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	84	\$3,401.42	\$7,292,641



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	99	\$620.33	\$1,329,977
4531	Florists	111	\$32.13	\$68,890
4532	Office Supplies, Stationery, and Gift Stores	77	\$77.33	\$165,798
4533	Used Merchandise Stores	89	\$77.86	\$166,938
4539	Other Miscellaneous Store Retailers	105	\$433.00	\$928,353
454	Nonstore Retailers	88	\$2,444.48	\$5,240,955
4541	Electronic Shopping and Mail-Order Houses	83	\$1,982.30	\$4,250,048
4542	Vending Machine Operators	84	\$38.81	\$83,207
4543	Direct Selling Establishments	118	\$423.37	\$907,701
722	Food Services & Drinking Places	68	\$3,175.08	\$6,807,381
7223	Special Food Services	68	\$11.57	\$24,800
7224	Drinking Places (Alcoholic Beverages)	64	\$78.24	\$167,745
7225	Restaurants and Other Eating Places	68	\$3,085.28	\$6,614,835

Retail Demand by Industry

Verdigre, Nebraska

Drive time band: 30 - 60 minute radius



		C	A	
NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	85	\$25,968.87	\$548,410,663
44-45	Retail Trade	87	\$22,562.63	\$476,477,675
722	Food Services & Drinking Places	73	\$3,406.24	\$71,932,989
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	91	\$2,945.30	\$62,198,925
4411	Automobile Dealers	85	\$2,351.56	\$49,660,140
4412	Other Motor Vehicle Dealers	169	\$373.15	\$7,880,140
4413	Auto Parts, Accessories & Tire Stores	93	\$220.60	\$4,658,645
442	Furniture and Home Furnishings Stores	80	\$789.52	\$16,673,113
4421	Furniture Stores	77	\$492.92	\$10,409,527
4422	Home Furnishings Stores	85	\$296.60	\$6,263,585
443, 4431	Electronics and Appliance Stores	73	\$209.24	\$4,418,646
444	Bldg Material & Garden Equipment & Supplies Dealers	105	\$1,464.77	\$30,932,996
4441	Building Material and Supplies Dealers	105	\$1,317.74	\$27,828,125
4442	Lawn and Garden Equipment and Supplies Stores	109	\$147.02	\$3,104,871
445	Food and Beverage Stores	84	\$4,806.82	\$101,510,484
4451	Grocery Stores	85	\$4,526.45	\$95,589,517
4452	Specialty Food Stores	82	\$145.92	\$3,081,610
4453	Beer, Wine, and Liquor Stores	74	\$134.45	\$2,839,357
446, 4461	Health and Personal Care Stores	94	\$778.83	\$16,447,334
447, 4471	Gasoline Stations	88	\$3,369.69	\$71,161,031
448	Clothing and Clothing Accessories Stores	75	\$951.79	\$20,099,948
4481	Clothing Stores	74	\$741.65	\$15,662,087
4482	Shoe Stores	79	\$195.63	\$4,131,219
4483	Jewelry, Luggage, and Leather Goods Stores	71	\$14.52	\$306,642
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	88	\$408.56	\$8,628,052
4511	Sporting Goods, Hobby, and Musical Inst Stores	91	\$334.62	\$7,066,436
4512	Book Stores and News Dealers	78	\$73.95	\$1,561,616
452	General Merchandise Stores	85	\$3,752.55	\$79,246,276
4522	Department Stores	74	\$293.41	\$6,196,154
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	86	\$3,459.14	\$73,050,122



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	98	\$613.57	\$12,957,395
4531	Florists	109	\$31.46	\$664,409
4532	Office Supplies, Stationery, and Gift Stores	80	\$80.68	\$1,703,762
4533	Used Merchandise Stores	91	\$80.17	\$1,692,965
4539	Other Miscellaneous Store Retailers	103	\$421.26	\$8,896,258
454	Nonstore Retailers	89	\$2,471.99	\$52,203,475
4541	Electronic Shopping and Mail-Order Houses	85	\$2,033.20	\$42,937,056
4542	Vending Machine Operators	85	\$39.36	\$831,284
4543	Direct Selling Establishments	111	\$399.43	\$8,435,135
722	Food Services & Drinking Places	73	\$3,406.24	\$71,932,989
7223	Special Food Services	73	\$12.42	\$262,351
7224	Drinking Places (Alcoholic Beverages)	71	\$86.01	\$1,816,308
7225	Restaurants and Other Eating Places	73	\$3,307.81	\$69,854,330

Retail Market Potential

Drank Non-Diet (Regular) Cola Last 6 Mo

Drank Beer or Ale Last 6 Mo

Verdigre, Nebraska

Drive time band: 0 - 15 minute radius



Demographic Summary		2025	2030
Population		955	970
Population 18+		771	794
Households		413	421
Median Household Income		\$70,340	\$77,661
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	503	65.2%	103
Bought Women's Clothing Last 12 Mo	401	52.0%	99
Bought Shoes Last 12 Mo	591	76.7%	101
Bought Fine Jewelry Last 12 Mo	142	18.4%	84
Bought Watch Last 12 Mo	87	11.3%	88
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	392	94.9%	106
HH Bought or Leased New Vehicle Last 12 Mo	32	7.8%	91
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	729	94.5%	106
Bought or Changed Motor Oil Last 12 Mo	489	63.4%	117
Had Vehicle Tune-Up Last 12 Mo	160	20.8%	90
Beverages (Adults)			

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.

301

287

39.0%

37.2%



<u>Source</u>: 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.

102

100

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	72	9.3%	110
Own Digital SLR Camera or Camcorder	69	8.9%	92
Printed Digital Photos Last 12 Mo	203	26.3%	106
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	256	33.2%	96
Have a Smartphone	716	92.9%	99
Have Android Phone (Any Brand) Smartphone	340	44.1%	118
Have Apple iPhone Smartphone	384	49.8%	85
HH Owns 1 Cell Phone	122	29.5%	98
HH Owns 2 Cell Phones	184	44.5%	115
HH Owns 3+ Cell Phones	100	24.2%	84
HH Has Cell Phone Only (No Landline Telephone)	309	74.8%	99
Computers (Households)			
HH Owns Computer	338	81.8%	99
HH Owns Desktop Computer	155	37.5%	101
HH Owns Laptop or Notebook	265	64.2%	93
HH Owns Apple or Mac Brand Computer	70	16.9%	68
HH Owns PC or Non-Apple Brand Computer	296	71.7%	103
HH Purchased Most Recent Home Computer at Store	160	38.7%	110
HH Purchased Most Recent Home Computer Online	103	24.9%	92
HH Spent \$1-499 on Most Recent Home Computer	67	16.2%	125
HH Spent \$500-999 on Most Recent Home Computer	82	19.9%	112
HH Spent \$1K-1499 on Most Recent Home Computer	40	9.7%	87
HH Spent \$1500-1999 on Most Recent Home Computer	11	2.7%	65
HH Spent \$2000+ on Most Recent Home Computer	17	4.1%	65

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	568	73.7%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	116	15.1%	120
Bought Cigarettes at Convenience Store Last 30 Days	61	7.9%	138
Bought Gas at Convenience Store Last 30 Days	406	52.7%	129
Spent \$1-19 at Convenience Store Last 30 Days	37	4.8%	76
Spent \$20-39 at Convenience Store Last 30 Days	55	7.1%	88
Spent \$40-50 at Convenience Store Last 30 Days	51	6.6%	105
Spent \$51-99 at Convenience Store Last 30 Days	42	5.5%	102
Spent \$100+ at Convenience Store Last 30 Days	268	34.8%	141
Entertainment (Adults)			
Attended Movie Last 6 Mo	365	47.3%	89
Went to Live Theater Last 12 Mo	63	8.2%	70
Went to Bar or Night Club Last 12 Mo	147	19.1%	98
Dined Out Last 12 Mo	457	59.3%	106
Gambled at Casino Last 12 Mo	93	12.1%	94
Visited Theme Park Last 12 Mo	89	11.5%	61
Viewed Movie (Video-on-Demand) Last 30 Days	39	5.1%	62
Viewed TV Show (Video-on-Demand) Last 30 Days	20	2.6%	47
Used Internet to Download Movie Last 30 Days	29	3.8%	56
Downloaded Individual Song Last 6 Mo	124	16.1%	89
Used Internet to Watch Movie Last 30 Days	212	27.5%	78
Used Internet to Watch TV Program Last 30 Days	142	18.4%	81
Played (Console) Video or Electronic Game Last 12 Mo	94	12.2%	95
Played (Portable) Video or Electronic Game Last 12 Mo	44	5.7%	78

(i)

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
-inancial (Adults)			
Have 1st Home Mortgage	271	35.1%	100
Used ATM or Cash Machine Last 12 Mo	448	58.1%	96
Own Any Stock	91	11.8%	86
Own U.S. Savings Bonds	61	7.9%	106
Own Shares in Mutual Fund (Stocks)	99	12.8%	107
Own Shares in Mutual Fund (Bonds)	61	7.9%	103
Have Interest Checking Account	322	41.8%	111
Have Non-Interest Checking Account	314	40.7%	112
Have Savings Account	574	74.5%	104
Have 401(k) Retirement Savings Plan	185	24.0%	99
Own or Used Any Credit or Debit Card Last 12 Mo	712	92.3%	100
Avg \$1-110 Monthly Credit Card Expenditures	163	21.1%	108
Avg \$111-225 Monthly Credit Card Expenditures	79	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	70	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	65	8.4%	97
Avg \$701-1000 Monthly Credit Card Expenditures	52	6.7%	86
Avg \$1001-2000 Monthly Credit Card Expenditures	93	12.1%	105
Avg \$2001+ Monthly Credit Card Expenditures	79	10.3%	76
Did Online Banking Last 12 Mo	417	54.1%	97
Did Mobile Device Banking Last 12 Mo	349	45.3%	93
Grocery (Adults)			
HH Used Bread Last 6 Mo	395	95.6%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	326	78.9%	103
HH Used Turkey (Fresh or Frozen) Last 6 Mo	93	22.5%	112
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	221	53.5%	94
HH Used Fresh Fruit or Vegetables Last 6 Mo	380	92.0%	102
HH Used Fresh Milk Last 6 Mo	363	87.9%	107
HH Used Organic Food Last 6 Mo	70	16.9%	68

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	334	43.3%	94
Exercise at Club 2+ Times Per Week	62	8.0%	60
Visited Doctor Last 12 Mo	621	80.5%	101
Used Vitamins or Dietary Supplements Last 6 Mo	506	65.6%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	174	42.1%	124
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	132	32.0%	94
HH Purchased Low Ticket HH Furnishing Last 12 Mo	86	20.8%	99
HH Purchased Big Ticket HH Furnishing Last 12 Mo	91	22.0%	92
HH Bought Small Kitchen Appliance Last 12 Mo	87	21.1%	92
HH Purchased Large Appliance/12 Mo	75	18.2%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	447	58.0%	115
Personally Carry Any Medical or Hospital or Accident Insurance	685	88.8%	105
Homeowner Carries Insurance on Home/Personal Property	562	72.9%	124
Renter Carries Insurance on Home/Personal Property	71	9.2%	69
HH Has 1 Vehicle Covered with Auto Insurance	107	25.9%	80
HH Has 2 Vehicles Covered with Auto Insurance	122	29.5%	96
HH Has 3+ Vehicles Covered with Auto Insurance	157	38.0%	150

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	267	64.7%	126
HH Owns 1+ Cats	152	36.8%	153
HH Owns 1+ Dogs	208	50.4%	132
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	77	10.0%	62
Buying American Is Important: 4-Agr Cmpl	311	40.3%	147
Buy Based on Quality Not Price: 4-Agr Cmpl	86	11.2%	79
Buy on Credit Rather Than Wait: 4-Agr Cmpl	83	10.8%	88
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	82	10.6%	107
Will Pay More for Environ Safe Products: 4-Agr Cmpl	55	7.1%	65
Buy Based on Price Not Brands: 4-Agr Cmpl	232	30.1%	110
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	17	2.2%	56
Reading (Adults)			
Bought Digital Book Last 12 Mo	117	15.2%	86
Bought Hardcover Book Last 12 Mo	193	25.0%	97
Bought Paperback Book Last 12 Mo	234	30.4%	90
Read Daily Newspaper (Paper Version)	75	9.7%	139
Read Digital Newspaper Last 30 Days	303	39.3%	72
Read Magazine (Paper or Electronic Version) Last 6 Mo	626	81.2%	93

71.8%
71.8%
22.8%
91.6%
35.0%
37.5%
7.5%
53.7%
18.4%
50.2%
12.2%
28.1%
42.9%
8.3%
16.7%
28.3%
23.2%
25.7%
19.4%
0.7%
21.8%
3.6%

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	470	61.0%	99
Took 3+ Domestic Non-Business Trips Last 12 Mo	124	16.1%	88
Spent \$1-999 on Domestic Vacations Last 12 Mo	91	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	55	7.1%	103
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	37	4.8%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	54	7.0%	125
Spent \$3K+ on Domestic Vacations Last 12 Mo	75	9.7%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	43	5.6%	87
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	154	20.0%	66
Took 3+ Foreign Trips by Plane Last 3 Yrs	19	2.5%	44
Spent \$1-999 on Foreign Vacations Last 12 Mo	26	3.4%	79
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	21	2.7%	63
Spent \$3K+ on Foreign Vacations Last 12 Mo	44	5.7%	59
Used General Travel Site: Foreign Trip Last 3 Yrs	23	3.0%	56
Spent Night at Hotel or Motel Last 12 Mo	411	53.3%	98
Took Cruise of More Than One Day Last 3 Yrs	44	5.7%	65
Member of Frequent Flyer Program	126	16.3%	59
Member of Hotel Rewards Program	208	27.0%	92

Retail Market Potential

Verdigre, Nebraska

Drive time band: 15 - 30 minute radius



Demographic Summary		2025	2030
Population		4,949	4,904
Population 18+		3,890	3,911
Households		2,144	2,128
Median Household Income		\$67,233	\$74,528
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	2,501	64.3%	101
Bought Women's Clothing Last 12 Mo	2,017	51.9%	99
Bought Shoes Last 12 Mo	2,911	74.8%	99
Bought Fine Jewelry Last 12 Mo	701	18.0%	82
Bought Watch Last 12 Mo	449	11.5%	90
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,012	93.8%	105
HH Bought or Leased New Vehicle Last 12 Mo	145	6.8%	80
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	3,671	94.4%	106
Bought or Changed Motor Oil Last 12 Mo	2,497	64.2%	119
Had Vehicle Tune-Up Last 12 Mo	846	21.8%	95

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.

1,568

1,329

40.3%

34.2%



Beverages (Adults)

Drank Non-Diet (Regular) Cola Last 6 Mo

Drank Beer or Ale Last 6 Mo

<u>Source</u>: 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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	346	8.9%	105
Own Digital SLR Camera or Camcorder	309	7.9%	82
Printed Digital Photos Last 12 Mo	977	25.1%	101
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,331	34.2%	99
Have a Smartphone	3,613	92.9%	99
Have Android Phone (Any Brand) Smartphone	1,810	46.5%	124
Have Apple iPhone Smartphone	1,856	47.7%	81
HH Owns 1 Cell Phone	666	31.1%	104
HH Owns 2 Cell Phones	905	42.2%	109
HH Owns 3+ Cell Phones	522	24.4%	85
HH Has Cell Phone Only (No Landline Telephone)	1,621	75.6%	100
Computers (Households)			
HH Owns Computer	1,713	79.9%	96
HH Owns Desktop Computer	790	36.9%	99
HH Owns Laptop or Notebook	1,342	62.6%	91
HH Owns Apple or Mac Brand Computer	344	16.0%	64
HH Owns PC or Non-Apple Brand Computer	1,520	70.9%	102
HH Purchased Most Recent Home Computer at Store	814	38.0%	108
HH Purchased Most Recent Home Computer Online	514	24.0%	89
HH Spent \$1-499 on Most Recent Home Computer	354	16.5%	127
HH Spent \$500-999 on Most Recent Home Computer	397	18.5%	105
HH Spent \$1K-1499 on Most Recent Home Computer	194	9.1%	81
HH Spent \$1500-1999 on Most Recent Home Computer	50	2.3%	57
HH Spent \$2000+ on Most Recent Home Computer	94	4.4%	69

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	2,860	73.5%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	550	14.1%	113
Bought Cigarettes at Convenience Store Last 30 Days	367	9.4%	165
Bought Gas at Convenience Store Last 30 Days	2,004	51.5%	126
Spent \$1-19 at Convenience Store Last 30 Days	207	5.3%	84
Spent \$20-39 at Convenience Store Last 30 Days	253	6.5%	81
Spent \$40-50 at Convenience Store Last 30 Days	284	7.3%	115
Spent \$51-99 at Convenience Store Last 30 Days	231	5.9%	111
Spent \$100+ at Convenience Store Last 30 Days	1,328	34.1%	138
Entertainment (Adults) Attended Movie Last 6 Mo	1,808	46.5%	87
Went to Live Theater Last 12 Mo	281	7.2%	62
Went to Bar or Night Club Last 12 Mo	677	17.4%	90
Dined Out Last 12 Mo	2,208	56.8%	101
Gambled at Casino Last 12 Mo	465	11.9%	93
Visited Theme Park Last 12 Mo	519	13.3%	71
Viewed Movie (Video-on-Demand) Last 30 Days	222	5.7%	70
Viewed TV Show (Video-on-Demand) Last 30 Days	110	2.8%	51
Used Internet to Download Movie Last 30 Days	149	3.8%	57
Downloaded Individual Song Last 6 Mo	657	16.9%	93
Used Internet to Watch Movie Last 30 Days	1,104	28.4%	81
Used Internet to Watch TV Program Last 30 Days	784	20.1%	89
Played (Console) Video or Electronic Game Last 12 Mo	479	12.3%	96
Played (Portable) Video or Electronic Game Last 12 Mo	240	6.2%	85



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
inancial (Adults)			
Have 1st Home Mortgage	1,339	34.4%	98
Used ATM or Cash Machine Last 12 Mo	2,324	59.7%	98
Own Any Stock	403	10.4%	75
Own U.S. Savings Bonds	282	7.3%	97
Own Shares in Mutual Fund (Stocks)	397	10.2%	85
Own Shares in Mutual Fund (Bonds)	255	6.6%	86
Have Interest Checking Account	1,517	39.0%	104
Have Non-Interest Checking Account	1,588	40.8%	112
Have Savings Account	2,790	71.7%	100
Have 401(k) Retirement Savings Plan	888	22.8%	94
Own or Used Any Credit or Debit Card Last 12 Mo	3,573	91.8%	100
Avg \$1-110 Monthly Credit Card Expenditures	832	21.4%	109
Avg \$111-225 Monthly Credit Card Expenditures	400	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	350	9.0%	107
Avg \$451-700 Monthly Credit Card Expenditures	304	7.8%	89
Avg \$701-1000 Monthly Credit Card Expenditures	248	6.4%	82
Avg \$1001-2000 Monthly Credit Card Expenditures	387	9.9%	86
Avg \$2001+ Monthly Credit Card Expenditures	341	8.8%	65
Did Online Banking Last 12 Mo	2,076	53.4%	96
Did Mobile Device Banking Last 12 Mo	1,701	43.7%	89
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,052	95.7%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,666	77.7%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	464	21.6%	108
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,101	51.4%	90
HH Used Fresh Fruit or Vegetables Last 6 Mo	1,943	90.6%	100
HH Used Fresh Milk Last 6 Mo	1,884	87.9%	107
HH Used Organic Food Last 6 Mo	368	17.2%	69

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	1,610	41.4%	90
Exercise at Club 2+ Times Per Week	315	8.1%	61
Visited Doctor Last 12 Mo	3,117	80.1%	100
Used Vitamins or Dietary Supplements Last 6 Mo	2,530	65.0%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	844	39.4%	116
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	630	29.4%	86
HH Purchased Low Ticket HH Furnishing Last 12 Mo	449	20.9%	100
HH Purchased Big Ticket HH Furnishing Last 12 Mo	498	23.2%	97
HH Bought Small Kitchen Appliance Last 12 Mo	467	21.8%	95
HH Purchased Large Appliance/12 Mo	389	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,186	56.2%	111
Personally Carry Any Medical or Hospital or Accident Insurance	3,398	87.3%	103
Homeowner Carries Insurance on Home/Personal Property	2,692	69.2%	118
Renter Carries Insurance on Home/Personal Property	382	9.8%	74
HH Has 1 Vehicle Covered with Auto Insurance	640	29.9%	92
HH Has 2 Vehicles Covered with Auto Insurance	625	29.1%	95
HH Has 3+ Vehicles Covered with Auto Insurance	707	33.0%	130

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,355	63.2%	123
HH Owns 1+ Cats	752	35.1%	146
HH Owns 1+ Dogs	1,037	48.4%	127
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	406	10.4%	65
Buying American Is Important: 4-Agr Cmpl	1,454	37.4%	137
Buy Based on Quality Not Price: 4-Agr Cmpl	423	10.9%	77
Buy on Credit Rather Than Wait: 4-Agr Cmpl	446	11.5%	93
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	404	10.4%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	287	7.4%	68
Buy Based on Price Not Brands: 4-Agr Cmpl	1,213	31.2%	114
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	99	2.5%	65
Reading (Adults)			
Bought Digital Book Last 12 Mo	548	14.1%	79
Bought Hardcover Book Last 12 Mo	943	24.2%	94
Bought Paperback Book Last 12 Mo	1,174	30.2%	89
Read Daily Newspaper (Paper Version)	375	9.6%	138
Read Digital Newspaper Last 30 Days	1,627	41.8%	77
Read Magazine (Paper or Electronic Version) Last 6 Mo	3,191	82.0%	94



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	2,765	71.1%	98
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	890	22.9%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	3,546	91.2%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,448	37.2%	94
Ordered Eat-In Fast Food Last 6 Mo	1,386	35.6%	107
Ordered Home Delivery Fast Food Last 6 Mo	331	8.5%	69
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,129	54.7%	112
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	722	18.6%	81
Television & Electronics (Adults/Households)			
Own Tablet	2,002	51.5%	91
Own E-Reader	465	11.9%	73
Own E-Reader or Tablet: Apple iPad	1,074	27.6%	76
HH Owns Internet Connectable TV	911	42.5%	103
Own Portable MP3 Player	307	7.9%	103
HH Owns 1 TV	394	18.4%	93
HH Owns 2 TVs	601	28.0%	101
HH Owns 3 TVs	491	22.9%	104
HH Owns 4+ TVs	509	23.7%	108
HH Subscribes to Cable TV	484	22.6%	80
HH Subscribes to Fiber Optic TV	18	0.8%	26
HH Owns Portable GPS Device	429	20.0%	120
HH Purchased Video Game System Last 12 Mo	86	4.0%	57
HH Owns Internet Video Device for TV	1,076	50.2%	96
HH Owns Internet Video Device for TV	1,076	50.2%	

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	2,240	57.6%	93
Took 3+ Domestic Non-Business Trips Last 12 Mo	609	15.7%	86
Spent \$1-999 on Domestic Vacations Last 12 Mo	456	11.7%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	268	6.9%	99
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	168	4.3%	90
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	228	5.9%	104
Spent \$3K+ on Domestic Vacations Last 12 Mo	351	9.0%	76
Used Internet Travel Site for Domestic Trip Last 12 Mo	204	5.2%	82
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	719	18.5%	61
Took 3+ Foreign Trips by Plane Last 3 Yrs	90	2.3%	42
Spent \$1-999 on Foreign Vacations Last 12 Mo	94	2.4%	57
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	104	2.7%	62
Spent \$3K+ on Foreign Vacations Last 12 Mo	203	5.2%	54
Used General Travel Site: Foreign Trip Last 3 Yrs	141	3.6%	68
Spent Night at Hotel or Motel Last 12 Mo	1,931	49.6%	91
Took Cruise of More Than One Day Last 3 Yrs	206	5.3%	60
Member of Frequent Flyer Program	562	14.4%	52
Member of Hotel Rewards Program	961	24.7%	84

Retail Market Potential

Verdigre, Nebraska

Drive time band: 30 - 60 minute radius



Demographic Summary		2025	2030
Population		53,136	53,223
Population 18+		41,517	42,037
Households		21,118	21,159
Median Household Income		\$72,528	\$78,459
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	27,013	65.1%	103
Bought Women's Clothing Last 12 Mo	21,705	52.3%	100
Bought Shoes Last 12 Mo	31,730	76.4%	101
Bought Fine Jewelry Last 12 Mo	7,886	19.0%	87
Bought Watch Last 12 Mo	4,808	11.6%	90
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	19,879	94.1%	105
HH Bought or Leased New Vehicle Last 12 Mo	1,616	7.7%	90
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	39,118	94.2%	106
Bought or Changed Motor Oil Last 12 Mo	25,744	62.0%	115
Had Vehicle Tune-Up Last 12 Mo	8,976	21.6%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	16,264	39.2%	103

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.

15,191

36.6%



Drank Beer or Ale Last 6 Mo

<u>Source</u>: 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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	3,906	9.4%	111
Own Digital SLR Camera or Camcorder	3,732	9.0%	93
Printed Digital Photos Last 12 Mo	10,891	26.2%	105
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	13,932	33.6%	97
Have a Smartphone	38,816	93.5%	99
Have Android Phone (Any Brand) Smartphone	18,294	44.1%	117
Have Apple iPhone Smartphone	21,088	50.8%	87
HH Owns 1 Cell Phone	6,320	29.9%	100
HH Owns 2 Cell Phones	9,085	43.0%	111
HH Owns 3+ Cell Phones	5,320	25.2%	87
HH Has Cell Phone Only (No Landline Telephone)	16,034	75.9%	101
Computers (Households)			
HH Owns Computer	17,215	81.5%	98
HH Owns Desktop Computer	7,899	37.4%	100
HH Owns Laptop or Notebook	13,772	65.2%	95
HH Owns Apple or Mac Brand Computer	3,791	17.9%	72
HH Owns PC or Non-Apple Brand Computer	15,077	71.4%	103
HH Purchased Most Recent Home Computer at Store	7,968	37.7%	108
HH Purchased Most Recent Home Computer Online	5,330	25.2%	94
HH Spent \$1-499 on Most Recent Home Computer	3,370	16.0%	123
HH Spent \$500-999 on Most Recent Home Computer	4,027	19.1%	108
HH Spent \$1K-1499 on Most Recent Home Computer	2,070	9.8%	88
HH Spent \$1500-1999 on Most Recent Home Computer	643	3.0%	75
HH Spent \$2000+ on Most Recent Home Computer	998	4.7%	75

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	30,233	72.8%	110
Bought Brewed Coffee at Convenience Store Last 30 Days	5,946	14.3%	114
Bought Cigarettes at Convenience Store Last 30 Days	3,327	8.0%	140
Bought Gas at Convenience Store Last 30 Days	21,175	51.0%	125
Spent \$1-19 at Convenience Store Last 30 Days	2,215	5.3%	85
Spent \$20-39 at Convenience Store Last 30 Days	3,085	7.4%	92
Spent \$40-50 at Convenience Store Last 30 Days	2,768	6.7%	105
Spent \$51-99 at Convenience Store Last 30 Days	2,297	5.5%	104
Spent \$100+ at Convenience Store Last 30 Days	13,704	33.0%	134
Entertainment (Adults)			
Attended Movie Last 6 Mo	20,020	48.2%	91
Went to Live Theater Last 12 Mo	3,749	9.0%	78
Went to Bar or Night Club Last 12 Mo	7,824	18.9%	97
Dined Out Last 12 Mo	24,407	58.8%	105
Gambled at Casino Last 12 Mo	4,942	11.9%	93
Visited Theme Park Last 12 Mo	5,445	13.1%	70
Viewed Movie (Video-on-Demand) Last 30 Days	2,385	5.7%	70
Viewed TV Show (Video-on-Demand) Last 30 Days	1,357	3.3%	60
Used Internet to Download Movie Last 30 Days	1,860	4.5%	66
Downloaded Individual Song Last 6 Mo	6,926	16.7%	92
Used Internet to Watch Movie Last 30 Days	11,939	28.8%	82
Used Internet to Watch TV Program Last 30 Days	8,117	19.6%	86
Played (Console) Video or Electronic Game Last 12 Mo	5,096	12.3%	96
Played (Portable) Video or Electronic Game Last 12 Mo	2,523	6.1%	84

(i)

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	14,978	36.1%	102
Used ATM or Cash Machine Last 12 Mo	24,525	59.1%	97
Own Any Stock	4,938	11.9%	87
Own U.S. Savings Bonds	3,207	7.7%	103
Own Shares in Mutual Fund (Stocks)	4,984	12.0%	100
Own Shares in Mutual Fund (Bonds)	3,140	7.6%	99
Have Interest Checking Account	16,937	40.8%	109
Have Non-Interest Checking Account	16,681	40.2%	111
Have Savings Account	30,648	73.8%	103
Have 401(k) Retirement Savings Plan	10,078	24.3%	100
Own or Used Any Credit or Debit Card Last 12 Mo	38,453	92.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	8,753	21.1%	108
Avg \$111-225 Monthly Credit Card Expenditures	4,446	10.7%	87
Avg \$226-450 Monthly Credit Card Expenditures	3,752	9.0%	107
Avg \$451-700 Monthly Credit Card Expenditures	3,449	8.3%	9!
Avg \$701-1000 Monthly Credit Card Expenditures	2,918	7.0%	90
Avg \$1001-2000 Monthly Credit Card Expenditures	4,688	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	4,347	10.5%	78
Did Online Banking Last 12 Mo	22,666	54.6%	98
Did Mobile Device Banking Last 12 Mo	19,161	46.1%	94
C (A.I. II.)			
Grocery (Adults)	00.400	05.404	40.
HH Used Bread Last 6 Mo	20,193	95.6%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	16,463	78.0%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	4,576	21.7%	108
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	11,365	53.8%	94
HH Used Fresh Fruit or Vegetables Last 6 Mo	19,235	91.1%	101
HH Used Fresh Milk Last 6 Mo	18,264	86.5%	100
HH Used Organic Food Last 6 Mo	3,807	18.0%	7

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	18,062	43.5%	95
Exercise at Club 2+ Times Per Week	3,805	9.2%	69
Visited Doctor Last 12 Mo	33,660	81.1%	102
Used Vitamins or Dietary Supplements Last 6 Mo	27,205	65.5%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	8,385	39.7%	117
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	6,863	32.5%	95
HH Purchased Low Ticket HH Furnishing Last 12 Mo	4,557	21.6%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	4,841	22.9%	96
HH Bought Small Kitchen Appliance Last 12 Mo	4,576	21.7%	95
HH Purchased Large Appliance/12 Mo	3,927	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	23,671	57.0%	113
Personally Carry Any Medical or Hospital or Accident Insurance	36,669	88.3%	104
Homeowner Carries Insurance on Home/Personal Property	29,227	70.4%	120
Renter Carries Insurance on Home/Personal Property	4,147	10.0%	75
HH Has 1 Vehicle Covered with Auto Insurance	5,939	28.1%	87
HH Has 2 Vehicles Covered with Auto Insurance	6,420	30.4%	99
HH Has 3+ Vehicles Covered with Auto Insurance	7,159	33.9%	133

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	13,173	62.4%	121
HH Owns 1+ Cats	7,247	34.3%	143
HH Owns 1+ Dogs	10,121	47.9%	126
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	4,698	11.3%	71
Buying American Is Important: 4-Agr Cmpl	15,497	37.3%	136
Buy Based on Quality Not Price: 4-Agr Cmpl	4,894	11.8%	83
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,622	11.1%	91
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	4,413	10.6%	107
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,310	8.0%	73
Buy Based on Price Not Brands: 4-Agr Cmpl	12,348	29.7%	109
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,044	2.5%	64
Reading (Adults)			
Bought Digital Book Last 12 Mo	6,481	15.6%	88
Bought Hardcover Book Last 12 Mo	10,586	25.5%	99
Bought Paperback Book Last 12 Mo	13,086	31.5%	93
Read Daily Newspaper (Paper Version)	3,751	9.0%	129
Read Digital Newspaper Last 30 Days	17,895	43.1%	79
Read Magazine (Paper or Electronic Version) Last 6 Mo	34,383	82.8%	95



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	30,207	72.8%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	9,800	23.6%	97
Went to Fast Food or Drive-In Restaurant Last 6 Mo	38,127	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	15,510	37.4%	94
Ordered Eat-In Fast Food Last 6 Mo	14,935	36.0%	108
Ordered Home Delivery Fast Food Last 6 Mo	3,588	8.6%	70
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	22,450	54.1%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	8,158	19.6%	86
Television & Electronics (Adults/Households)			
Own Tablet	21,554	51.9%	92
Own E-Reader	5,644	13.6%	83
Own E-Reader or Tablet: Apple iPad	12,249	29.5%	81
HH Owns Internet Connectable TV	9,107	43.1%	104
Own Portable MP3 Player	3,454	8.3%	108
HH Owns 1 TV	3,670	17.4%	88
HH Owns 2 TVs	5,881	27.9%	100
HH Owns 3 TVs	4,890	23.2%	105
HH Owns 4+ TVs	5,249	24.9%	113
HH Subscribes to Cable TV	4,708	22.3%	79
HH Subscribes to Fiber Optic TV	221	1.1%	32
HH Owns Portable GPS Device	4,379	20.7%	125
HH Purchased Video Game System Last 12 Mo	840	4.0%	56
HH Owns Internet Video Device for TV	11,207	53.1%	101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	25,231	60.8%	98
Took 3+ Domestic Non-Business Trips Last 12 Mo	7,091	17.1%	93
Spent \$1-999 on Domestic Vacations Last 12 Mo	4,846	11.7%	106
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	2,913	7.0%	101
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,971	4.8%	99
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	2,671	6.4%	115
Spent \$3K+ on Domestic Vacations Last 12 Mo	4,274	10.3%	87
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,242	5.4%	84
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	8,576	20.7%	68
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,113	2.7%	48
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,374	3.3%	78
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,131	2.7%	63
Spent \$3K+ on Foreign Vacations Last 12 Mo	2,533	6.1%	63
Used General Travel Site: Foreign Trip Last 3 Yrs	1,356	3.3%	61
Spent Night at Hotel or Motel Last 12 Mo	22,082	53.2%	97
Took Cruise of More Than One Day Last 3 Yrs	2,642	6.4%	72
Member of Frequent Flyer Program	7,514	18.1%	66
Member of Hotel Rewards Program	11,348	27.3%	93

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form



DIVISION OF NATIONAL REGISTER PROGRAMS NATIONAL PARK SERVICE

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines* for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

(rom ro-ocoa). Typo an onthos.			
1. Name of Property			
historic name The Commercial	Hotel		
	re Hotel; (KX14-006)		
,,,,,,,	(1412 000)		
2. Location			
street & number 117 Main Stree	a t	na	not for publication
city, town Verdigre		na	vicinity
state Nebraska code	NE county Knox	code 107	zip code 68783
state Nepraska code	NE County Knox	tode 107	2ip code 08783
3. Classification			
Ownership of Property	Category of Property	Number of Resourc	oc within Property
X private	X building(s)		Noncontributing
public-local	district	3	buildings
public-State	site		sites
public-Federal	structure		structures
	object		objects
		3	Total
Name of related multiple property listing	g:	Number of contribut	ting resources previously
na		listed in the Nationa	al Register0
4 State/Foderal Agency Contifica	Naa		
4. State/Federal Agency Certifica	uon		
National Register of Historic Places In my opinion, the property X meet Signature of certifying official Director, Nebraska State State or Federal agency and bureau	s does not meet the National I		
In my opinion, the property meet		Register criteria. See con	tinuation sheet.
Signature of commenting of other official			Date
State or Federal agency and bureau			
5. National Park Service Certifica	tion		
I, hereby, certify that this property is:		Intered in the	
entered in the National Register. See continuation sheet. determined eligible for the National Register. See continuation sheet. determined not eligible for the National Register. removed from the National Register.	- Gelous B	Mational Register	4/5/40
other, (explain:)			
	Signature	of the Keeper	Date of Action

D

Historic Functions (enter categories from instructions) Domestic / Hotel	Current Functions (enter categories from instruction Not in Use	
000 10 920		
Sale to sale as Our sout o		
是不在地方的社会和基本的的。例如"特别的"的。		
7. Description		
Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)	
	foundation	Concrete
No style	walls	Wood
	roof	Asphalt
	other	
	other	

Describe present and historic physical appearance.

The Commercial Hotel is located at the northern edge of the central business district of Verdigre, a small northeastern Nebraska town. The two-story frame longitudinal block hotel, constructed in 1900, exhibits outstanding interior and exterior integrity. Within the Lower Niobrara geographic region, it is the best remaining example of a first generation, wood frame longitudinal block hotel. The nomination consists of three (3) contributing buildings; the hotel, a carriage house/garage, and a tool shed. The two outbuildings (c. 1900) are located at the southeast and northeast edges of the lot, respectively.

The Commercial Hotel is located at the north edge of Main Street in Verdigre, Nebraska, a small Knox County town (population 716, 1980 census) in northeastern Nebraska, less than 15 miles from the Nebraska/South Dakota border. Located in the Lower Niobrara geographic region, Verdigre is surrounded by steep hills characteristic of the area. Some residential properties are located on the hillsides, while the two block central business district runs north and south in a valley. The railroad tracks also extended

When the Commercial Hotel was constructed in 1900, Verdigre was the northern terminus of the Fremont, Elkhorn, and Missouri Valley railroad line. Travelers and railroad workers used the two existing frame hotels, the Metropolitan and the Central House. Built in response to a need for additional lodging, the Commercial Hotel had an advantageous location one block west of the railroad depot. Today, the depot, the Metropolitan and Central House hotels, and even the railroad tracks are non-extant.

north and south, parallel to Main Street, one block west.

The Commercial Hotel is a two-story frame, hip roofed rectangular building which extends toward the back of the lot, characteristic of the longitudinal block hotel type. The main portion of the hotel measures 46 X 54 feet, which includes a one-story, frame, false front addition on the south side of the main facade.

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The main floor of the Commercial Hotel provided public, private, and commercial space. The two-story main portion of the building contains the original lobby, family quarters, dining room, and kitchen. The west half of the first floor is divided into two large rooms; one public and one private, separated and accessed through a small entry hall. The entry, which measures 4 X 6 feet, leads to the main staircase and the second floor hallway that extends toward the back of the lot, typical of the longitudinal block hotel type. The original lobby, 13 X 17 feet, is located on the south side of the entry hall; a former living room or bedroom, also 13 X 17 feet, is located on the north side.

The symmetry of the main facade is broken by a one-story false front addition which measures 14 X 20 feet. A former salesmen's sample room, the area is accessed by a separate entrance on the main facade and one from the backyard. Inside the hotel, an archway separates the room from the main lobby. Following its use as a sample room, the space was divided into two rooms (c. 1935) for use as a bar and a beauty parlor, both operated by the owner's family.

The original dining room is located in the center of the building and forms a rectangular shape which measures 15 X 31 feet, extending north/south. Access to the dining room is possible through the former sample room in the one-story wing, which has a rear door opening into the back lot. Guests could also enter the dining room through the main lobby. The remaining first floor space contains a large kitchen, at the northeast corner of the building, with a one-story shed which extends from the back of the building. Two family bedrooms are located on the main floor at the southeast corner of the building, one is 11 X 15 feet, the other is 7 X 15 feet.

The second floor of the building exemplifies its longitudinal block hotel type. As defined in the NESHPO property type analysis "Hotels" (Murphy, 1989), the type is characterized by multiple story rectangular or predominantly rectangular buildings with rooms located above first floor public or commercial space. The type is further distinguished by the relationship between the hallway(s) and the main facade. As exemplified by the Commercial Hotel, sleeping rooms are located on both sides of the main corridor that

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extends from the main entrance on the narrowest facade of the building's rectangular form. Typical of first generation hotel construction throughout Nebraska, the longitudinal block type represents the most efficient use of urban land by permitting the greatest number of rooms possible while providing required access, light, and ventilation.

The Commercial Hotel's second floor corridor extends from the west to east toward the back of the lot; twelve rooms open into the hallway; each has one window and a bare light bulb suspended from the ceiling, added when electricity was installed in 1912. Typical of first generation hotels, none of the rooms contain a sink or toilet. One room on the north side of the hallway, however, was converted into a bathroom at an undetermined later date. Also, a communal sink was added at the east end of the hallway near the second floor exit. The rooms at each end of the hallway are slightly larger than those in the center of the hotel but the average dimensions are 8 X 12 feet. The hotel exhibits an exceptional degree of integrity; original woodwork, wainscotting, and many furnishings are intact throughout the building.

The nomination also includes two frame outbuildings (c.1900), a shed and a former carriage house/garage. The two outbuildings, located at the east edge of the backyard, convey a strong sense of the day-to-day operation of the hotel and contribute to the historic significance of the property as a whole. The backyard extends from the rear of the hotel to the east edge of the lot, where it meets the alley. The entire lot is enclosed by a simple unpainted wooden fence.

Two cement sidewalks lead from the hotel through the backyard to each of the outbuildings. The sidewalk leading to the tool shed was once bordered by extensive flower and vegetable gardens which are no longer evident. The unpainted frame tool shed, measures 8 X 10 feet and is located at the northeast edge of the lot. The former carriage house/garage, located at the southeast edge of the lot, is also an unpainted frame building, 18 X 24 feet, with a shed roof. A cement sidewalk leads from a doorway on the west side of the building directly to the hotel's former sample room. The main double entrance to the structure is located on the east side of the building, and opens into the alley.

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In its setting at the northern edge of Verdigre's business district, the Commercial Hotel with its remarkably unaltered interior and exterior, combined with its two outbuildings, is an outstanding example of a first generation frame hotel. The building had several different owners following its construction in 1900 until 1909 when it was purchased by the Tomslik family who operated the hotel until 1983 when it closed. Although the building has been vacant since that time, a former Verdigre resident who purchased it several years ago, plans to reopen for use as a hotel.

8. Statement of Significance		
Certifying official has considered the significance of this prop	perty in relation to other properties: Statewide Docally	
Applicable National Register Criteria XA BXC	□D	
Criteria Considerations (Exceptions)	□D □E □F □G	
Areas of Significance (enter categories from instructions) Commerce	Period of Significance 1900	Significant Dates 1900
Architecture		
	Cultural Affiliation na	
Significant Person na	Architect/Builder unknown	

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Commercial Hotel, constructed in 1900 in Verdigre, has been compared to similar properties on a statewide basis and was found to be significant under Criterion C. The hotel is an excellent representative of first generation hotels, built between 1854 and 1900. The hotels constructed during this period were typically two-story frame buildings without "modern" convenience such as indoor plumbing and gas or electric lighting. In many instances these buildings were constructed in anticipation of the railroad passing through the community, or in response to business activity that resulted from an existing railroad line. Additionally, there is one extant example of a second generation hotel in Verdigre, the Queen, built in 1908 which provides a good contrast of the two periods of construction and illustrates the distinct differences that exist between them. The Commercial Hotel has also been evaluated within the Retail Commerce context for the Lower Niobrara Region and was found to be significant under Criterion A for its association with the commercial development of the village. The period of significance begins and ends in 1900 which is when the Commercial Hotel was constructed and marks the ending date for the construction period of first generation hotels.

As in many Nebraska communities, the people of Verdigre waited for the railroad to pass through their village in hopes of spurring economic prosperity. To help encourage the Fremont, Elkhorn and Missouri Valley Railroad Company pass through Verdigre, in 1887 the townspeople approved a bond issue that would aid in construction of the line. Taking advantage of this financial offering the company did lay track in the village and the first train passed through on November 7, 1888 (Dorby, Verdigre, p. 25).

Ahlgren, Carol. "Longitudinal Hotel Blocks." <u>Analysis</u> 12.3.1:2.2. Lincoln, NE: Nebraska Society, Draft, 1989.	
Dorby, Ron. <u>Verdigre</u> . Norfolk, NE: Norfolk Pr	inting Co., 1987.
Miller, Greg. "Retail Commerce: Villages in to Region." <u>Historic Context Report 12.02.03.</u> Nebraska State Historical Society, 1989.	
Previous documentation on file (NPS):	
preliminary determination of individual listing (36 CFR 67) has been requested □ previously listed in the National Register □ previously determined eligible by the National Register □ designated a National Historic Landmark □ recorded by Historic American Buildings Survey # □ recorded by Historic American Engineering □ recorded by Historic American Engineering □ Primary location of addi ▼ State historic preser □ Other State agency □ Federal agency □ Local government □ University □ Other □ Specify repository:	rvation office
Record #	
10. Geographical Data	
Acreage of property Less than one acre	
UTM References A	Northing
X See continuation sh	eet
Verbal Boundary Description	
Lots 9 and 10, Block 9, Original Town of Verdigre, Knox County, Nebr	aska.
See continuation sh	neet
Boundary Justification	
The boundary encompasses all land historically associated with the	property.
See continuation sh	neet
11. Form Prepared By name/title Carol Ahlgren, Architectural Historian/Greg Miller, Prese	rvation Historian
organization Nebraska State Historical Society date Novem	
	402) 471-4787
city or town Lincoln state Nebra	ska zip code 68501

9. Major Bibliographical References

National Register of Historic Places Continuation Sheet

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Section	number		i ago	

Although the economic boost brought by the railroad appears to have been modest, commercial development did respond to its presence. Contributing to the economic expansion was the fact that Verdigre was the northern terminus of the railroad until 1902, and the village was also the point of origin for area hog shipments to Due largely to the railroad traffic, by 1900 Verdigre had two hotels, the Central House and the Metropolitan. demand for rooms was greater than the space available in the existing accommodations. In response to this need Frank Jelinek, built the Commercial Hotel in 1900. Jelinek's new hotel was similar to the two other first generation hotels in that it did not have indoor plumbing and had only kerosene lamps for light. Eventually, the Commercial Hotel did install electric lights and indoor plumbing, allowing it to compete with the Queen Hotel which, when built in 1908, was constructed of brick and wired for electricity.

The first generation Commercial and the second generation Queen are the only hotels still extant in Verdigre. Although some modern conveniences were added to the Commercial, it still retains the appearance of a first generation hotel and contrasts sharply with the Queen Hotel. Its proximity to the site of the railroad tracks and depot indicate the importance of the railroad and the inseparable relationship between rail transportation, the hotel and commercial development in general. Given these circumstances and after having been evaluated under the Retail Commerce context for the Lower Niobrara Region, it is evident the Commercial Hotel contributed to the economic and commercial development of the village and is therefore significant on a regional level under Criterion A.

The Commercial Hotel is also significant under Criterion C on a state-wide level. Within the Lower Niobrara Region, it is the best remaining example of a frame, first generation hotel. The ongoing Nebraska State Historic Buildings Survey (NEHBS) which was completed for the Lower Niobrara Region, identified two additional first generation hotels. One, in Keya Paha County (KP02-7) was only tentatively identified as a former hotel, based on reconnaissance-level survey. The two-story frame building has been abandoned for many years. The other first generation hotel in the region is located in Ewing in Holt County (HT09-13). The two-story frame building has been stuccoed and has a wing-shaped addition;

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it has also been closed for many years. The reconnaissance-level survey did not include interior documentation of either regional hotel to further determine degree of integrity. Based on available survey data, the Commercial Hotel is the best remaining regional example of an increasingly rare building type; a first generation frame hotel.

On a state-wide basis, three other first generation frame hotels are listed on the National Register: the Hendee Hotel in Cozad (DS02-4); the Hotel Defair in Hyannis (GT02-2); and the Pavillion Hotel in Taylor (LP03-1). Two of the listed hotels; the Hendee and the Defair, while associated with the settlement period and development of retail commerce in the Sandhills and Loess Hills regions, respectively, have been stuccoed. The Pavillion, located in the north central sandhills, derived significance for its construction in anticipation of rail service that never arrived. All three of the previously listed hotels have experienced some interior and exterior changes through time. The Commercial Hotel, in the Lower Niobrara Region of northeastern Nebraska, exhibits an exceptional degree of interior and exterior integrity. The Hotel, with its two original outbuildings, combined with its main street setting near the site of the former railroad tracks, imparts a strong sense of its historic function.

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Murphy, David R. "Hotels." <u>Property Type Analysis 12.3.1</u>. Lincoln, NE: Nebraska State Historical Society, 1989.

Nebraska Historic Buildings Survey (NEHBS). "Reconnaissance Survey Final Reports": Blaine, Brown, Keya Paha, Loup, and Rock Counties. Lincoln, NE: Nebraska State Historical Society, July 1989.

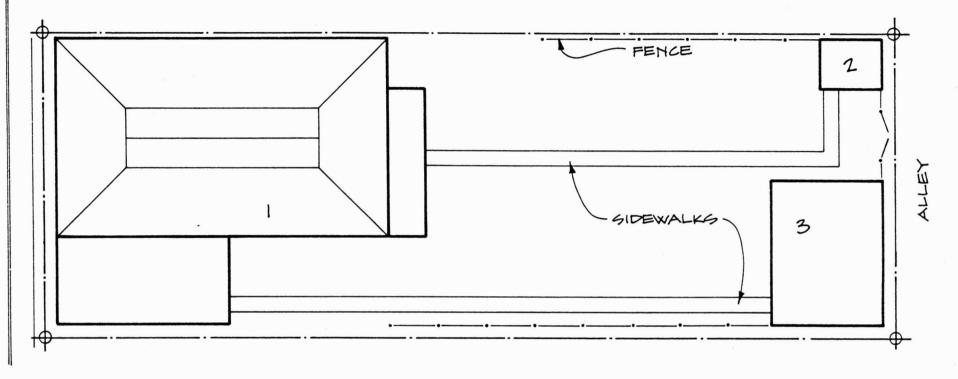
Niobrara Tribune, 1900.

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LATITUDE: 42° 35′ 54"

LONGITUDE: 98° 1′ 58"



COMMERCIAL HOTEL (KX14-6) VERDIGRE, KHOX COUNTY, NEBRAGKA

SITE PLAN - NO SCALE DECEMBER 1989

KEY

1. HOTEL

2. TOOL SHED 3. CARRIAGE HOLISE/GARAGE

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION:	NOMINATION	N				
PROPERTY Commerc NAME:	ial Hotel,	The				
MULTIPLE NAME:						
STATE & COUNTY: N	EBRASKA, Kr	nox				
DATE RECEIVED: DATE OF 16TH DAY: DATE OF WEEKLY LIS	4/05/90			NDING LIST: TH DAY:		
REFERENCE NUMBER:	90000563					
NOMINATOR: STATE						
REASONS FOR REVIEW	:					
APPEAL: N DATA PROTHER: N PDIL: REQUEST: N SAMPLE	N	PERIOD:	N PRO	OGRAM UNAPI		N N N
COMMENT WAIVER: N	TURN	reject 4	15/8	U DATE	Intered in Lational Re	the gister
ABSTRACT/SUMMARY CO	OMMENTS:					

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

CLASSIFICATION	AND THE REAL PROPERTY OF THE PARTY OF
countresource type	
STATE/FEDERAL AGENCY CERTIFICATION	
FUNCTION	
historiccurrent	
DESCRIPTION	
architectural classificationmaterialsdescriptive text	
SIGNIFICANCE	
Period Areas of SignificanceCheck and justify bell	Low
Specific dates Builder/Architect Statement of Significance (in one paragraph)	
<pre>completenessclarityapplicable criteriajustification of areas checkedrelating significance to the resourcecontextrelationship of integrity to significancejustification of exceptionother</pre>	
BIBLIOGRAPHY	
GEOGRAPHICAL DATA	
acreageverbal boundary descriptionboundary justification	
ACCOMPANYING DOCUMENTATION/PRESENTATION	
sketch mapsUSGS mapsphotographspresent	ation
OTHER COMMENTS	
Questions concerning this nomination may be directed to	
Phone	
Signed Date	



Photo # 1 of 3

COMMERCIAL HOTEL
117 MANN STREET
VERDIGRE, KNOX COUNTY, NEBRASKA

NEHBS # KX14-6

Photo by Greg Miller, November, 1989

NEBRASKA STATE HISTORICAL SOCIETY (8911/1:8)

View showing west and south facades,
Looking northeast



PHOTO # Z Of 3

COMMERCIAL HOTEL

117 MAIN STREET

VERDIGRE, KNOY COUNTY, NEBRASICA

NEHBS # KX14-6

PHOTO BY GREG MILLER, NOVEMBER, 1989

NEBRASKA STATE HISTORICAL SOCIETY (8911/1:4)

VIEW SHOWING WEST FACADE

LOOKING EAST



PHOTO # 3 of 3 COMMERCIAL HOTEL 117 MAIN STREET VERDIGRE KNOX COUNTY, NEBRASKA NEHBS # KX14-6 PHOTO BY GREG MILLER, JULY, 1989 NEBRASKA STATE HISTORICAL SOCIETY (8907/4:12) VIEW OF BACKYARD, SHOWING TOOL SHED AND GARAGE, WEST AND SOUTHWEST FACADES
FACING NORTHEAST



NEBRASKA STATE HISTORICAL SOCIETY

1500 R STREET, BOX 82554, LINCOLN, NE 68501 DIRECTOR: JAMES A. HANSON (402) 471-3270 DIVISION
NATIONAL REGISTS + 1 ROGRAMS
NATIONAL PARK SERVICE

February 26, 1990

Ms. Carol Shull Chief of Registration National Register of Historic Places 1100 "L" Street, NW Washington, D.C. 20240

Re: The Commercial Hotel Verdigre, Nebraska

Dear Ms. Shull:

Please find enclosed the National Register of Historic Places nomination form for the above property. This nomination has met all notification and other requirements as established in 36 CFR Part 60.

If you have any questions regarding the nomination, please let me know.

Sincerely,

L. Robert Puschendorf

Acting Deputy State Mistoric

Preservation Officer

LRP:tlf

Enclosure