



**1801 Stone Street**  
*1801 Stone Street Falls City, Nebraska*

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**"Well Begun is Half Done"**  
**When You've Ordered and Received Goods**  
**FROM**  
**"The Store of Good Taste"**  
 You are well started towards the preparation of a GOOD MEAL  
**Myers Meat & Grocery Co.**  
 Phones 395 and 495 1801 Stone Street

Falls\_City\_Daily\_News\_1916\_08\_15\_4


**SUITS and OVERCOATS**

***For Business or Dress***  
***\$35 and up***

The kind of clothes that will hold their shape and look well after several seasons of hard wear.

The suits and overcoats you have been looking for at about one-third less than you expected to pay.

Tailored to order by real tailors, of all wool materials in the latest styles—plain colors, stripes and mixtures.



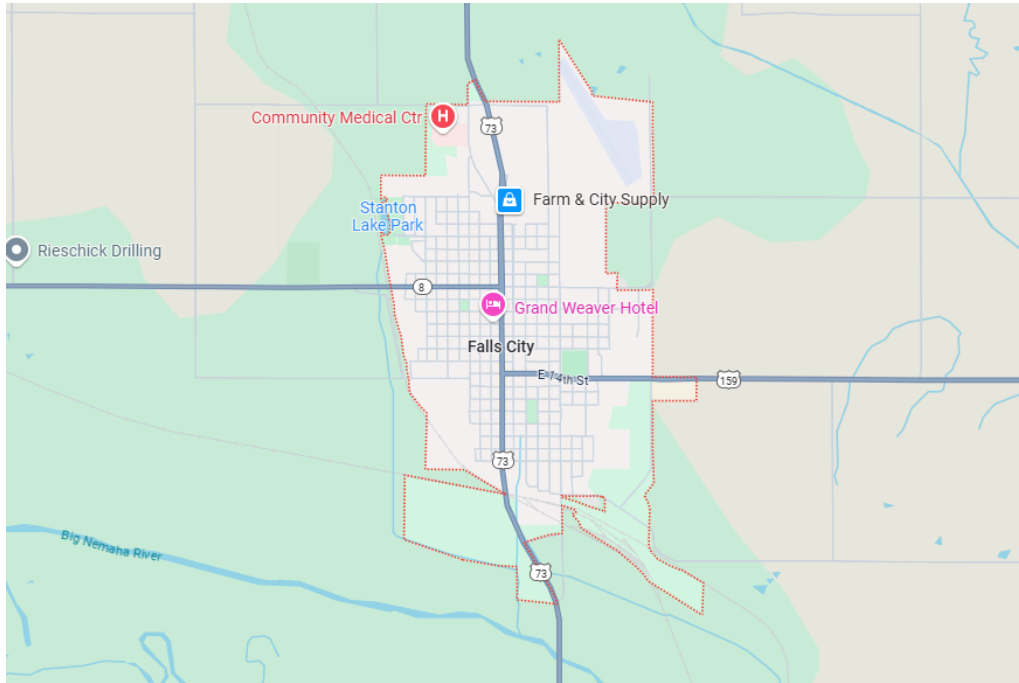
Let me take your measure now.

**B. W. NETTLEBECK**  
 1801 STONE STREET

Falls\_City\_Daily\_News\_1919\_11\_19\_4

# Community Information

**FALLS CITY, NE (GOOGLE MAPS)**



**BUILDING SITE (RICHARDSON COUNTY GIS)**



# Building Information

Community: Falls City, NE  
Building Name: 1801 Stone  
Parcel ID: 740055372  
Site Address: 1801 Stone Street  
Owner Name: Cozett & Isaac Knight  
Owner Address: 2404 Harlan St. Falls City, NE 68355  
Tax District Code: 5  
Zoning: Commercial  
Overlays: N/A  
Future Land Use: N/A  
Flood Zones: N/A  
Construction Date: 1928  
Latest Remodel: 2025- Ground floor retail remodel  
National Register: Y ☒ N ☐  
Date Listed: District listed in 2013 (13001023)  
Architectural Style: Commercial Style  
Construction Material: Brick  
Value Year: 2025  
Building Value: \$98,380  
Land Value: \$6,000  
Total Value: \$104,380  
Lot Size: 6000 Sq. Ft.  
Vacant Square Footage: 11,500 Sq. Ft.  
Occupied Square Footage: 5,750 Sq. Ft.  
Usable Square Footage: 17,270 Sq. Ft  
Total Square Footage: 17,250 Sq. Ft  
Total Floors: 3  
Current Use(s): Retail/Office, Storage, Warehouse  
Previous Use(s): Commercial  
Previous Use Date: 2025

# L. A. Milliman

announces the opening  
of the

## New Union Cafe

Home Style Cooking, 1801 Stone Street

Open Day and Night

Special Opening Both Saturday  
and Sunday

Falls\_City\_Daily\_News\_1925\_08\_08\_4

<p><b>New Pair Free If They Rip!</b> <b>Pioneer Overalls</b></p> <p>NEW LOW PRICE <b>69c</b></p> <p>Every single detail in these "brawny" overalls backs up PIONEER'S guarantee! Check them! The 2:20 weight white back blue denim is the strongest government standard! Every inch is mill-shrunk! FULL Cut size. Triple-stitched seams bartacked at strain points! Low or high back styles!</p> 		<p><b>Boys' Homesteader Overalls</b> 29c</p> <p>Double sewed, well reinforced, strong grade blue denim. Size 4-16.</p> 								
<p><b>Children's Anklets</b> 5c Pr.</p> <p>Made of soft combed yarn in white, pink and tan. Just the thing for summer.</p> 		<p><b>Cool Trousers</b> 79c Pr.</p> <p>Seersuckers! Ducks!</p> <p>Light weight! Close weave fabrics that launder well! Sizes 30-44.</p> 								
<p><b>House Frocks</b> At the Low Price of <b>49c</b></p> <p>You'll like them, because they're just the thing for hot summer days. Cool and practical, in batistes, and lawns, and the styles are the ones most wanted. Size 16-44.</p> 	<p><b>Sheer Materials</b> Fine for Afternoon Dress 15c Yd.</p> <p>Firmly woven for wear, yet cool and dainty, fast colors, in voile and batiste.</p> 	<p><b>Union Suits</b> For Men — Rib Knit! 49c</p> <p>Full cut for comfort. Long sleeves or short! Flap seat.</p> 								
<p><b>Summer Girdles</b> Peach Brocaded Faille \$1.00</p> <p>Hockside style for average figures, Elastic at side.</p> 	<p><b>Cool White Shoes</b> \$1.98</p> <p>New airy sandals and sporty one-straps, in all white kid. Copies of more expensive models.</p> 									
<p><b>Screen Cloth</b> Insect proof! Close mesh of fine quality steel. Black enameled 5c Ft.</p> 	<p><b>Dairy Pails</b> Full 12-Quart Capacity! 37c</p> <p>Strong, durable tinplate! Bright finish, Round rim, smooth seams.</p> 	<p><b>Full-Fashioned Pure Silk Hose</b> 49c</p> <p>Ward Quality Chiffon and Service weight—in a sheer, clear lovely weave for Summer. French heels.</p> 								
<p><b>Pennsylvania Motor Oil!</b> \$2.95 5-Gal. Can</p> <p>100% Pure! Efficient the year 'round! Refined and dewaxed by the most scientific process!</p> 	<p><b>Reposessed Furniture</b></p> <table border="0"> <tr> <td>2 Pc. Mohair Set</td> <td>\$27.50</td> </tr> <tr> <td>3 Pc. Bedroom Suite</td> <td>\$19.50</td> </tr> <tr> <td>9x12 Axminster Rug</td> <td>\$12.95</td> </tr> <tr> <td>9x12 Wardleum Rug</td> <td>\$3.95</td> </tr> </table>		2 Pc. Mohair Set	\$27.50	3 Pc. Bedroom Suite	\$19.50	9x12 Axminster Rug	\$12.95	9x12 Wardleum Rug	\$3.95
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9x12 Wardleum Rug	\$3.95									
<p><b>MONTGOMERY WARD &amp; CO.</b></p> <p>1801 STONE STREET    PHONE NUMBER 774    FALLS CITY, NEB.</p>										

The\_Falls\_City\_Journal\_1932\_06\_17\_6

# Building History



*Horseplay Days- Image provided by Falls City Chamber & Main Street*

1916- Myers Meat & Grocery Co.

1919- B.W. Nettlebeck

1925- New Union Cafe

1929- Montgomery Ward & Co.

1945- Last known newspaper record of Montgomery Ward

Gambles Furniture

Cummings Auction Service

# Survey

## **Goals and Ideas for Improvements**

The owner is opening a firearms retail and repair shop on the ground floor. The goal for the second floor is to create a space for the children of the community. The space would include an arcade, pool tables, and impact screens. There is a private entrance to the second level with stairs and an elevator; however, the alleyway may need improvements to utilize this entrance. This community space would be ran by a nonprofit organization.

## **Previous Remodels & Funding**

The current owners bought the building in April of 2025 and have remodeled the ground floor for the insurance and firearms business. The roof has been redone recently.

## **Major Issues and Costs Concerns With Previous or Future Development Efforts**

Major concerns beyond cost have been electrical work to power machinery used in the retail space below.

## **Specific Concerns with Redevelopment**

Specific concerns moving forward are general funding for the space and creating a nonprofit 501c3 to manage the community center. Additional improvements necessary are alley improvements, upgrading electrical and utilities, and finding construction grants.

## **Vacancy Description**

The upstairs has been many different things in the past. It is speculated that it has been vacant since its time as a grocery store.

## **Notable Damage**

There are signs of some water damage in the back portion of the structure.

# 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				Ceilings will need to be inspected for water damage and refinished. Interior walls are laid out well for the needs of the space.
Flooring				X			Floor will need to be inspected due to water damage. Repairs as needed.
Lighting			X				Will have abundant natural lighting. Lighting fixtures may need updated.
Stairwells/ Hallways/ Elevators				X			Very wide stairway. Has an elevator that will need to be certified and repaired as necessary.
Plumbing				X			Has plumbing, may need new fixtures.
Electrical					X		Electric systems will need updated due to machinery on main floor.
HVAC				X			There are HVAC systems for the second floor; however, they have not been used in many years.
Fire Safety Systems						X	No fire safety systems.
Internet Infrastructure		X					Has the ability to get internet to the space.

# Survey.

## **Expanding on Condition Evaluation**

The condition survey is focused on the second floor and stairway/elevator leading to it.

The upper floor has many of the amenities necessary for an operational community space; however, they have not been used in years and will likely need updates. This includes electric, plumbing, HVAC, and lighting.

### **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 within the Historic District.



# Design Education Service

## NEBRASKA MAIN STREET NETWORK

### DISCLAIMER:

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





# DESIGN ASSISTANCE REQUEST FORM

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

## SERVICES AVAILABLE

### Preservation Consultation

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

### Building/Property Design Recommendations

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

### Public Space Design Recommendations

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

### Programming + Design Planning

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

### Signage

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

### Other

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

### Education Consultation

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

#### Office Use Only

Date Received \_\_\_\_\_  
Date Approved \_\_\_\_\_  
Payment Received \_\_\_\_\_  
Design Team \_\_\_\_\_

## NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): \_\_\_\_\_

Executive Director (Signed): \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## APPLICANT INFORMATION

## DATE OF REQUEST

Applicant's Name: \_\_\_\_\_

Main Street City: \_\_\_\_\_

Main Street Manager: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SCOPE OF WORK

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# MAIN STREET FOUR-POINT APPROACH

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

## DESIGN

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

## DESIGN IS...

### COMPREHENSIVE

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

### INCREMENTAL

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

### SELF-HELP

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

### CHANGE

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

### ASSETS

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

### PARTNERSHIPS

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

### QUALITY

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

# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO

### THE PROGRAM

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

### DESIGN TEAM

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

### THE PROJECT

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

### PROCESS

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

### NEBRASKA MAIN STREET RESPONSIBILITIES

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

### COMMUNITY RESPONSIBILITIES

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

### DESIGN PROFESSIONAL RESPONSIBILITIES

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

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



# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO CONTINUED

### **COSTS**

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

### **OUTCOME**

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

# DESIGN ASSISTANCE FORM

## SERVICES AND REQUIREMENTS

### SERVICES AVAILABLE

#### **PRESERVATION CONSULTANT**

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

#### **BUILDING/PROPERTY DESIGN RECOMMENDATIONS**

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

#### **PUBLIC SPACE DESIGN RECOMMENDATIONS**

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

#### **PROGRAMMING + DESIGN PLANNING**

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

#### **SIGNAGE**

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

#### **OTHER**

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

#### **EDUCATION CONSULTATION**

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

### REQUIREMENTS

#### **INFORMATION**

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

#### **PHOTOGRAPHS**

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

# CASE STUDY

## BUILDING CONDITION



### BUILDING CONDITION

GOOD **FAIR** POOR

### AESTHETIC CONDITION

GOOD **FAIR** POOR

### MAIN CONCERNS

Transom

Windows

## CONDITION DEFINITION

### GOOD

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

### FAIR

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

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

### POOR

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

# CASE STUDY

**BUILDING EVALUATION | 1801 STONE ST. | FALLS CITY**



## **BUILDING INFORMATION**

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

Evaluation Date: July 7, 2025

Building Name: 1801 Stone St.

Building Address/ Location: 1801 Stone St. Falls City, NE

Building Use (current): Retail/Office/Warehouse/Storage

Building Use (Historically): Commercial

Building Style/ Period: 1928 Commercial Style

Building Materials/ Elements: Brick/Masonry

# CASE STUDY

**BUILDING EVALUATION | 1801 STONE ST. | FALLS CITY**

## TRANSOM

The transom is infilled with material painted white

### RECOMMENDATIONS

Identify whether a transom exists behind the cover panels. If so, recommend removing the panels and returning the transom. If not retain or improve existing panels and paint a color more sensitive to the blonde brick of the building.

## WINDOWS

First floor windows are covered with panels and second floor windows appear to be intact with a multi-lite tripartite configuration. All infill and windows are painted white

### RECOMMENDATIONS

Remove panels to ascertain whether windows are present. If so, and windows are in good condition, remove panels and return to windows. If returning windows is not feasible or is too costly, check condition of infill panels and replace if necessary and repaint a color more sensitive to the blonde brick of the building. The second level windows should be retained and if possible the white repainted or a slightly contrasting color added for a sensitive transition between the brick walls and building.

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

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# CASE STUDY

**BEFORE | 1801 STONE ST. | FALLS CITY**



## GENERAL STATEMENT

This blonde brick building has a tripartite configuration with storefront, windows, and cornice. The former transom area is covered with white panels and second level windows infilled with white panels as well. The infill is behind the windows which leaves the detail of the tripartite window exposed adding to the texture and style of the commercial façade. Four brick pilasters extend from the beltcourse above the transom to the cornice and parapet beyond. A date block is centered in the slightly stepped cornice. Dentil mold in stone or concrete extends across the main façade. The storefront has been replaced with new bulkhead and aluminum storefront with central recessed entry. The storefront trim is dark which could be a good contrast color to base trim for windows. The transparency of the storefront is good and welcoming to visitors. Signage could contribute to the main elevation.

# CASE STUDY

AFTER | 1801 STONE ST. | FALLS CITY



## GENERAL STATEMENT

The generated image above demonstrates what the building might look like if the upper windows are repaired and the transom cannot be uncovered. The transom is painted to match the building.

# GLOSSARY OF TERMS

## 1. APPURTENANCE

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

## 2. AWNING

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

## 3. BUILDING PERMIT

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

## 4. CERTIFICATE OF APPROPRIATENESS

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

## 5. COLUMN

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

## 6. CONTRIBUTING BUILDING

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

## 7. CORNICE

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

## 8. DEMOLITION

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

## 9. DEMOLITION BY DECONSTRUCTION

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

## 10. DEMOLITION BY NEGLECT

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

# GLOSSARY OF TERMS

## 11. DESIGN REVIEW COMMITTEE

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

## 12. DETERIORATE

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

## 13. ENTABLATURE

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

## 14. FACADE

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

## 15. FASCIA

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

## 16. FENESTRATION

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

## 17. FRIEZE

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

## 18. GLAZING

Fitting/securing glass into windows and doors.

## 19. INCENTIVE GRANT/FACADE GRANT

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

## 20. KICK PLATE

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

# GLOSSARY OF TERMS

## 21. MAINTENANCE

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

## 22. MASONRY

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

## 23. MOLDING

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

## 24. MUNTIN

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

## 25. NON-CONTRIBUTING BUILDINGS

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

## 26. ORDINARY MAINTENANCE AND REPAIR

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

## 27. PARAPET

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

## 28. PEDIMENT

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

# GLOSSARY OF TERMS

## 29. PRESERVATION

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

## 30. PROPORTION

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

## 31. REHABILITATION

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

## 32. RESTORATION

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

## 33. SIGN

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

## 34. SIGN PERMIT

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

## 35. TRANSOM WINDOW

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

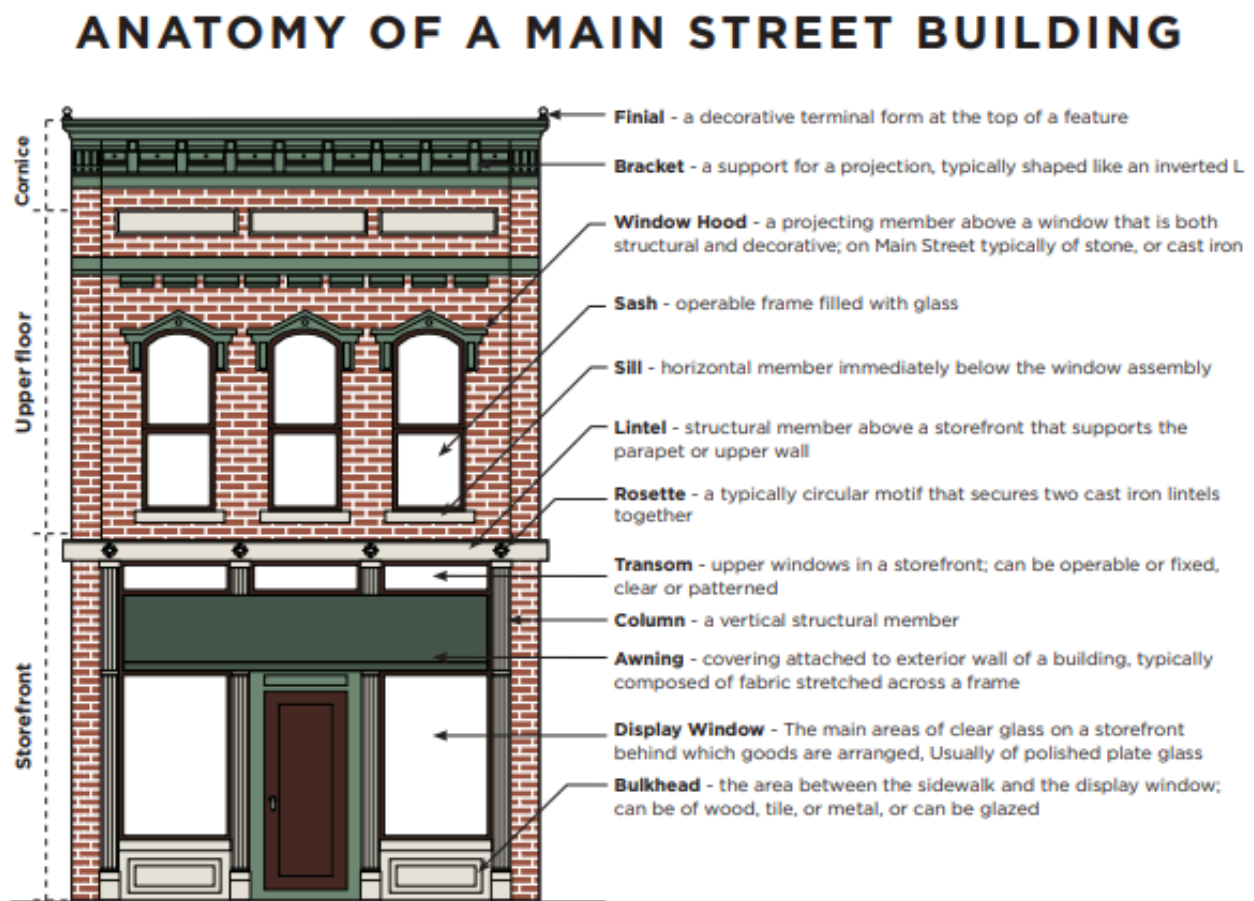
# GLOSSARY OF TERMS

## 36. TUCK-POINTING/REPOINTING

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

## 37. WINDOW PARTS

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





Cummings Auction Service, Image provided by Falls City Chamber & Main Street

**NOW! Reduced Prices! On All RIVERSIDE**

Rambler Tires And Tubes And All  
Riverside Truck Tires And Tubes

Now as Low as **\$4<sup>22</sup>**

**GUARANTEED**  
Without Limit to Give  
Satisfactory Service

Riverside Rambler  
29x440-21 size

**All Other Rambler Tires at New Low Prices**

Size	Tire Price	Tube Price	Size	Tire Price	Tube Price
4:40-21	\$4.22	\$1.08	4:75-20	\$5.08	\$1.02
4:40-20	\$4.46	\$1.02	5:00-19	\$5.27	\$1.17
4:50-21	\$4.65	\$1.08	5:25-18	\$5.89	\$1.17
4:75-19	\$4.94	\$1.08	5:25-21	\$6.46	\$1.33

**All Truck Tires and Tubes Reduced**

Size	DeLuxe Tire		Mate Tire		Tubes	
	was	now	was	now	was	now
30x8	17.80	16.91	16.00	15.20	2.65	2.51
32x6-8 ply	23.00	21.85			4.20	3.99
32x6-10 ply	30.30	28.78	27.30	25.93	4.20	3.99
6:00-20	14.20	13.37	12.80	12.16	2.70	2.56
6:50-20	18.30	17.38			3.00	2.85

**FREE**  
Mounting in Rear of Store

**MONTGOMERY WARD**

1801-1803 Stone Street Falls City, Nebraska

The\_Falls\_City\_Journal\_1934\_08\_28\_4



1929-1801 Stone is building with "Falls City" on the roof.  
Image provided by Falls City Chamber & Main Street

# Census Data

Census Profile: [https://data.census.gov/profile/Falls\\_City\\_city,\\_Nebraska?g=160XX00US3116655](https://data.census.gov/profile/Falls_City_city,_Nebraska?g=160XX00US3116655)



Population

**4,133**



Median Age

**40.6**



Avg. Family Size

**2.97**



65+

**23.2%**



Median Income

**\$45,750**



Bachelor's Degree or  
Higher

**24.4%**



Employment Rate

**53.5%**



Households

**1,854**



Median Rent

**\$713**



Homeownership  
Rate

**69.6%**



Housing Units

**2,148**



Vacant Housing  
Units

**328**

# ESRI Data: 68355

*Tapestry Segmentation: See in Appendix*

89.16% Heartland Communities

10.84% Prairie Living

## *Annual Spending Habits*



*Credit Debt*

**\$1,728**



*Medical Insurance*

**\$3,450**



*Apparel*

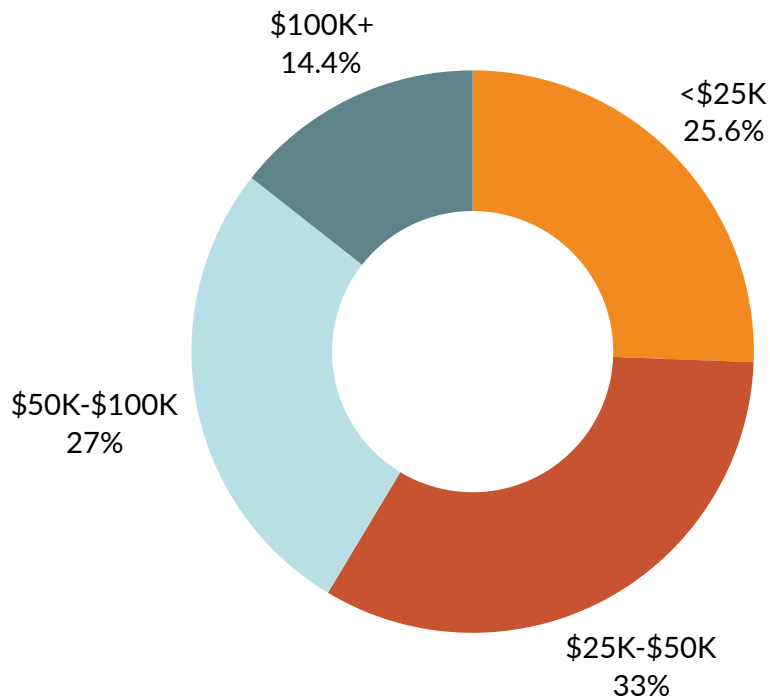
**\$1,346**



*Entertainment*

**\$2,620**

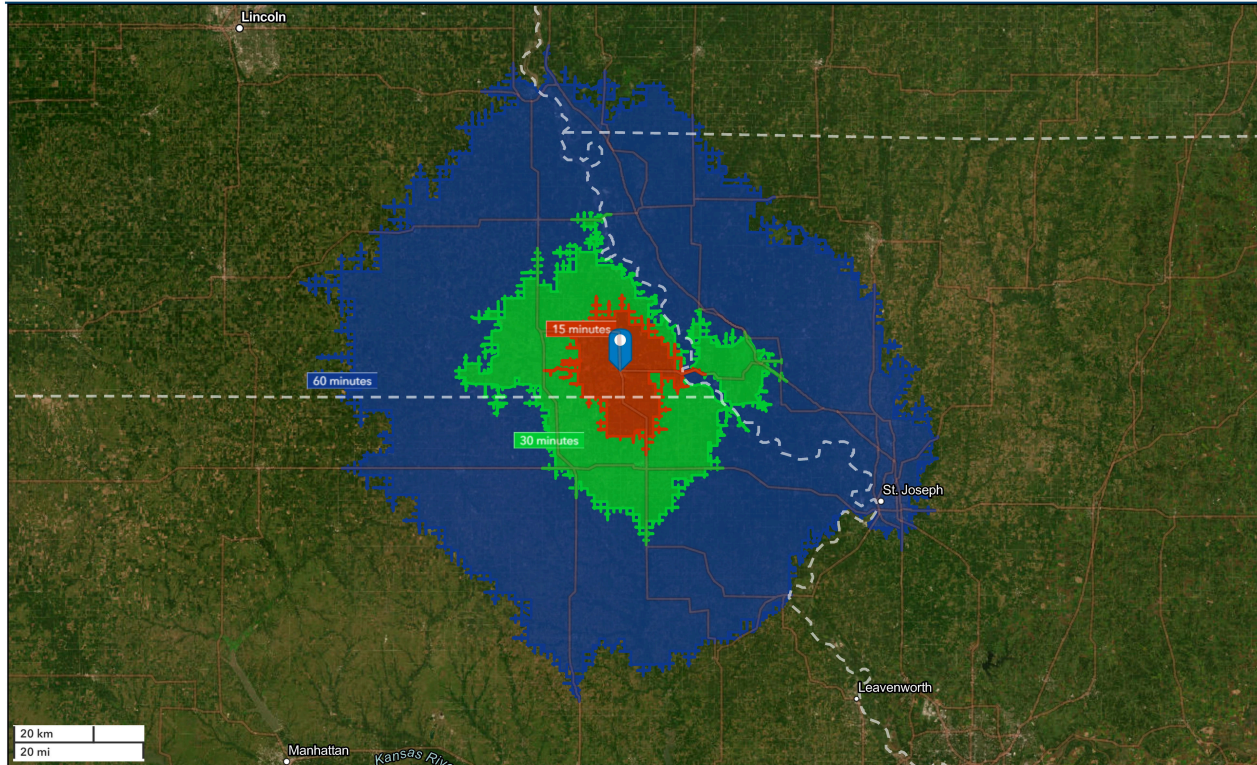
## *Disposable Income*



# ESRI Market Reports



## Falls City Trade Area



July 31, 2025

©2025 Esri

Page 1 of 1

*Retail Trade Area (15,30,60 minutes)*

### ***Retail Demand Outlook***

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

### ***Retail Demand by Industry***

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

### ***Retail Market Potential***

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

# ESRI Market Reports

## *Market Report Highlights*

### *Highest MPI (0-15 min)*

**152**

Bought Cigarettes at C-Store in  
Last 30 days

### *Highest SPI (0-15 min)*

**144**

Other Motor Vehicle Dealers

### *2nd Highest MPI (0-15 min)*

**132**

Spent \$100+ at C-Store in Last  
30 days

### *2nd Highest SPI (0-15 min)*

**100**

Nonstore Retailers- Direct  
Selling Establishment

### *Summary*

While the highest areas of growth based on MPI focus on purchases at Convenience Stores, these impact a smaller group of people. 8.7% are buying cigarettes and 32.6% are spending over \$100. More specific behaviors (not including owning a vehicle, owning a smartphone, and buying gas) demonstrated by the most people in Falls City include: 91.7% went to a fast food or drive-in restaurant in the last 6 months, 83.2% read a magazine in the last 6 months, and 81.3% own a computer.

People are more likely to spend their money at Other Motor Vehicle Dealers and Non-store retailers in the 0-15 minute trade area.

In the 15-30 minute trade area, the second highest SPI Industry categories are Lawn and Garden Equipment Supplies Stores and Florists, both at 110. This may be another area to capitalize on.

Considering the 89.16% Heartland Community Tapestry Identification, Falls City is a more traditional community. People in this category want to support the community and prefer to buy local products.

# HOUSE WARMING WEEK

## Celebrating the Opening of

# MONTGOMERY WARD & CO'S

## NEW STORE JAN. 5<sup>th</sup>

## FALLS CITY NEBR.

### The New Wardway Electric Gyrator WASHING MACHINE

10 YEAR GUARANTEE  
Washes dirty clothes clean—quickly!  
Large capacity copper tub, won't tear clothes,  
no rubbing necessary, has all the features of  
machines selling up to \$165.

Finest Construction  
Throughout.

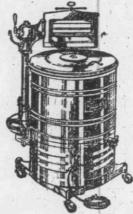
**\$76.20**

Cash Price

Also sold on Easy  
Payment Plan.

30 DAYS TRIAL!

We are so sure it  
will meet with your  
every requirement.



WE WANT YOU TO BE OUR GUEST ON THAT DAY  
Good news! Ward's is to have a store in your vicinity. And this is a personal invitation to you  
and your whole family to be our guest on opening day.

You will want to see this Store. Now, different than other Stores. Be-  
fore you will spread merchandise that up to this time you have seen  
only by picture in our big Catalogue. You will find many things you  
have long wanted at prices that make them real bargains.

"YOU WILL FIND VALUES LIKE THESE IN OUR NEW STORE"  
You know what values you have gotten whenever you have bought from  
Ward's. Here in stock for immediate delivery in our new Store are thou-  
sands of articles—here for you to actually inspect and compare with any-  
thing you have ever seen anywhere. Only a few items can be shown in  
this page. They merely indicate what you will see in our new Store.

Come in on opening day. It will be a great event. Come and see our new  
Store and let us greet you. We do not urge you to buy if you do not  
care to. Come and look. It is your Store—a Store for friends of Ward's.  
We have appreciated your friendship of the past. Now we want to serve  
you even better.

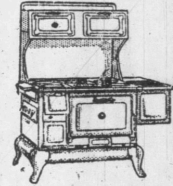
You will find articles for home and farm and personal use. Conveniences  
at prices that make them necessities. Come and see what we offer  
friends of Ward's—the same certain quality, low prices and guaranteed  
satisfaction that has made 10,000,000 customers for Ward's. And now  
we are bringing these values to your door. Come and see!

### Royal Windsor

#### STEEL RANGE

AN EXCELLENT BAKER!

Rust-resisting body, oversize oven and fire-  
box. Easily cleaned with roomy top to cook  
a good sized meal. Pure copper reservoir,  
rust-resisting.



**\$82.00**

Cash price

Also sold on  
Easy Pay-  
ments.

NEW!

Ivory Tan fin-  
ish to add to  
brightness and  
cheer to your  
kitchen.

## New Silk and Velvet Dresses



For Sport and Street Wear

Combining dashing style  
with the charm of youth.

Exceptionally **\$5.95**  
Low Priced

Smartly tailored with real style, these  
new dresses are sure to fill many a need  
this winter and spring. Even in this  
season of elegance, with more elaborate  
models, in vogue, these little models are  
great favorites.

Many other silk dresses of unusual  
smartness to complete your wardrobe.  
For every occasion, individual design,  
and the utmost in chic.

**\$7.98, \$9.85, \$14.75**

Sizes 14 to 26.

### Smart House Dresses

Mercerized broadcloths, ginghams, print-  
ed, charmeuse, foul-  
ards. Sizes 34 to 53.



**\$2.00 value at  
98c**

### Fine Silk Hosiery

Full fashioned women's hosiery. Silk  
to hem. Newest colors.  
Medium weight. Best  
quality. Sizes 8 1/2 to  
10.



pair  
**98c**

### Lovely Dance Sets

Eerie Margot lace brassiere partly lined  
with crepe-de-chine.  
Step-in trimmed to  
match. An attractive  
value.



**\$2.98**

### Rayon Combinations

Vest and shorty bloomers in one. A  
comfortable garment.  
Vent at each side. Siz-  
es 34 to 42-inch bust.



**89c**

### Silk Satin Crepe

Reversible. Lustrous face—dull back.  
All silk—finest qual-  
ity weave. For frocks,  
lingerie, etc.



yard  
**\$1.69**

### Sport Silk Slips

Rich lustrous silk. Flat pleat at side.  
Silk draw—self mater-  
ial shoulder-strap.



**\$1.98**

### Crepe De Chine Teddies

Beautiful quality silk crepe-de-chine.  
Lace trimmed. Lovely  
pastel shades. Beauti-  
fully designed and tai-  
lored.



**\$2.50 value  
\$1.98**

### Men's Fancy Hose

Woven rayon patterns. In newest de-  
signs and colors. Heel  
and toe reinforced. Siz-  
es 9 1/2 to 11 1/2.



pair  
**39c**

### Men's Union Made Overalls

Heavy blue denim. Full and roomy.  
Reinforced at strain-  
points. Large pockets.  
Sizes 36 to 44.



pair  
**\$1.49**

### Men's Dress Shoes

Beau Brummel Custom Built Dress Ox-  
fords. Superior calf-  
skin. Leather soles,  
rubber heels. Sizes 6  
to 11.



**\$3.98**



**RIVERSIDE**  
TRADE MARK  
**Tires**

**Guaranteed for  
16,000 Miles**

When you buy "Riverside" you actually buy a  
definite number of miles, for after all it's mileage  
you want for the dollar; you spend, after the  
tires are on your car.

#### READ THIS UNCONDITIONAL GUARANTEE

We guarantee Riverside Tires for 16,000 miles of satisfactory  
service under ALL conditions. There are no "ifs" or "buts"—no time  
limit—about this guarantee. You are the judge. Unless you receive  
this service, we will replace your tire with a brand new Riverside,  
charging you only for the actual mileage you received—or repair  
the tire free of charge. Broken "Molded Circle" Tubes Guaranteed for  
3 years. COME AND SEE RIVERSIDES—

FIRST QUALITY RIVERSIDE FULL SIZE BALLOON CORDS			
Tire Size	Guaranteed for	Molded Circle Tubes	FOR FORD AND CHEVROLET CARS
22x4.40	16,000 Miles, \$ 6.15	\$1.20	Riverside Tire and Tube
22x4.50	16,000 Miles, \$ 6.45	\$1.25	Combination Offer
22x4.75	16,000 Miles, \$ 8.15	\$1.45	22x4.40 Balloon with Molded Circle Tube, both for .....\$7.20
30x4.75	16,000 Miles, \$ 8.45	\$1.50	FOR FORD AND CHEVROLET CARS
30x5.00	16,000 Miles, \$ 8.70	\$1.55	Riverside Tire and Tube Offer
31x5.00	16,000 Miles, \$ 9.05	\$1.65	30x3 1/2 F.O.S. Clincher with molded Circle Tube, both for .....\$6.30
30x5.25	16,000 Miles, \$10.05	\$1.75	
31x5.25	16,000 Miles, \$10.35	\$1.80	
30x4.50	16,000 Miles, \$ 9.10	\$1.25	
30x5.25	16,000 Miles, \$11.75	\$1.75	
31x5.25	16,000 Miles, \$12.35	\$1.80	
30x5.77	16,000 Miles, \$13.85	\$2.10	
32x5.77	16,000 Miles, \$14.05	\$2.20	
32x6.00	16,000 Miles, \$14.10	\$2.20	
32x5.00	16,000 Miles, \$14.35	\$2.25	
32x6.20	16,000 Miles, \$15.65	\$2.65	

Your Size is Waiting for You, Here.

### Majestic Electric Vacuum Cleaner

The Great Majestic with its  
Beating-Sweeping-Suction.  
Complete With All Attach-  
ments.

Ward's Low  
Price ..... **\$35.85**

Easy Payment Price  
**\$39.45**

**\$2.00 Down, \$3.00 Monthly.**  
Cleans quickly  
and thorough-  
ly. Sold on 30  
days trial in  
your home.  
Guaranteed 5  
years.



### Airline

#### AC-8 Radio

Beautiful Table Model.  
Light Socket Operated, One  
Dial Control.



**\$146.00**

Cash Price

Completely equipped. Also  
sold on Easy Payments.

**No Batteries—  
No Trouble**

Finest Tone Quality Known  
The round full tones, easy of  
operation, great power and  
selectivity will amaze you.  
Famous Neutrodyne Circuit  
regulates volume from low-  
est to highest notes without  
distortion. Easy to install  
and operate.



**THE "FLYER"**  
Greatest Bicycle value in  
America.  
**\$33.50**

Cash Price.  
Here it is Boys! The great-  
est bicycle value in Ameri-  
ca, unqualifiedly guaranteed.  
Equipped with the newest  
model C New Departure  
Coaster Brake; many other  
features that will make this  
"Bike" a real buy.  
Think of the fun you can  
have. And the errands you  
can run which will help to  
pay for your "Bike."  
Come in and see it. Its rich  
red color is beautiful. You'll  
be sure to want it once you  
see it.



Youthful Winter  
Millinery for  
Misses and Women

FELTS — SILKS  
STAINS — VELVETS  
**98c to \$4.95**

New shapes, new trims, cap-  
tivating models. The smart-  
est of all New York styles.  
Also a complete line of chil-  
dren's hats.

# MONTGOMERY WARD & CO.

Store Hours, 8 A. M. to 6 P. M. 1801 STONE STREET, FALLS CITY, NEBRASKA Phone 774-775  
Saturdays, 8 A. M. to 9:30 P. M.

# Summary

## *Summary*

As highlighted in the survey section, the primary goal for the upper floor is to turn it into a community play center for the children of Falls City. To do this, utilities will need to be updated, along with new windows, and the elevator inspected. The owner also expressed interest in this being an effort of a nonprofit organization.

There are many different funding opportunities listed in the resource section. Other opportunities exist within Falls City, including their revolving loan fund. More information can be found on the Falls City Chamber and Main Street website under the “Resources” section.

Utilize the “Directory of Craftspeople” resource to find a craftsperson who specializes in historic window repair. The “Consultants List” (under the Historic Preservation Digital Resource page on History Nebraska’s website, right above the Directory of Craftspeople) has a list of professionals who specialize in historic preservation work and includes the work they do and average project cost.

If considering starting a 501c3 organization, the Chamber of Commerce website has a great step-by-step guide:

<https://www.chamberofcommerce.org/nonprofit/nebraska#:~:text=1,a%20new%20nonprofit%20in%20Nebraska>

# Action Steps

## *Action Steps*

1. Assess and Plan the Space
  - a. Conduct a site assessment to identify structural issues, zoning requirements, and renovation needs.
  - b. Consult with local officials regarding permits and code compliance.
  - c. Gather community input on desired uses and priorities for the space.
2. Establish Legal and Financial Foundation
  - a. Create a 501(c)(3) nonprofit organization.
  - b. Establish a board of directors and define roles.
  - c. Open a bank account and set up accounting processes.
3. Fundraising and Financial Planning
  - a. Obtain quotes for electrical, plumbing, window repair, and other utility updates using the Directory of Craftspeople and Consultants.
  - b. Develop a fundraising plan including grant applications, local donor outreach, events, and potential sponsorships.
  - c. Apply for grants and begin seeking donations through the 501(c)(3).
4. Renovate the Space
  - a. Use the consultants and contractors to update essential systems (electric, plumbing, HVAC, windows).
  - b. Make structural repairs and accessibility upgrades as needed.
  - c. Apply finishes that are period-appropriate for the building but suitable for community use.
5. Develop in Phases
  - a. Begin furnishing and equipping the space in manageable phases.
  - b. Add arcade games, game tables, and other features gradually to gauge interest and manage costs.
  - c. Adapt the plan based on community use and feedback.

# Action Steps

## *Action Steps*

1. Program and Operate the Center
  - a. Launch events or open hours to begin activating the space.
  - b. Promote the center through local media, social media, and flyers.
  - c. Recruit and manage volunteers.
  - d. Establish policies for use, safety, and maintenance.
2. Maintain and Sustain
  - a. Continue fundraising to support operations and improvements.
  - b. Maintain an active board and volunteer base.
  - c. Regularly evaluate the space's impact and adjust programming as needed.

1928



# **Resources- Organizations**

## ***Certified Local Governments (CLG)***

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

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

## ***Creative Districts (CD)***

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

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

## ***Main Street America (MSA)***

<https://mainstreet.org/>

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

## ***National Register of Historic Places***

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

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

## ***Nebraska State Historical Society (NSHS)***

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

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

## ***Technical Preservation Services (TPS)***

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

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

# Resources- Design

## ***Design Education Service***

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

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

## ***Directory of Craftspeople***

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

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

## ***Energy Efficiency & Historic Preservation***

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

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

## ***National Register Listing Misconceptions***

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

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

# Resources- Design

## *Secretary of Interior's Standards*

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

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

# Resources- Design

## ***Secretary of Interior's Standards- A Breakdown***

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

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

## ***Secretary of Interior's Standards- Definitions***

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

### Preservation

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

### Rehabilitation

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

### Restoration

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

### Reconstruction

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

## ***Training on Historic Preservation Application***

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

Advanced training on historic preservation certification applications

# Resources- Economic Vitality

## ***Economic Value of Historic Buildings***

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

"Value of a Building to a Main Street District"

### **Vacant Lot**

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

### **Vacant or Underutilized Building**

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

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

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

### **Fully Utilized Building**

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

# **Resources- Economic Vitality**

## ***Census Bureau***

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

Get census data about your community.

## ***Economic Impact of Historic Preservation***

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

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

## ***ESRI***

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

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

## ***Misconceptions About Adaptive Reuse***

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

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

# Resources- Promo. & Org.

## ***Using Storytelling to Grow Engagement***

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

Examples of how to effectively communicate your efforts.

## ***Marketing Your Space***

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

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

## ***Community Partnership***

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

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

## ***Community Engagement***

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

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

# **Funding- Orgs. & Businesses**

## **Allo**

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

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

## **Community Development Block Grants (CDBG)**

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

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

## **Community Development Resources (CDR)**

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

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

## **Department of Economic Development (DED)**

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

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

## **SBA- Small Business Development Centers**

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

Manufacturing, Research and Development, Grants for community organization

## **USDA**

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

Housing assistance, Rural Development Loan & Grant Assistance

# **Funding- Grants & Programs**

## ***AMEX Backing Small Business Grants***

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

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

## ***Bricks & Mortar***

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

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

## ***Brownfields***

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

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

## ***Community Heart and Soul Grants***

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

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

## ***MicroTIF***

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

Refer to your local government for more information

## ***National Parks Service Tax Incentives for Preserving Historic Properties***

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

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

# Funding- Grants & Programs

## ***Nebraska Historic Tax Incentive Programs***

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

There are three tax incentive programs :

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

## ***RCDI***

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

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

## ***Rural Business Development Grants (RDBG)***

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

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

## ***Rural Workforce Housing Fund (RWHF)***

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

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

## ***T-Mobile Hometown Grants***

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

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

# Appendix

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

## ***A. Building Images-Exterior***



# Appendix

## A. Building Images-Exterior



# Appendix

## *A. Building Images-Interior*



# Appendix

## *A. Building Images-Interior*



# Appendix

## *A. Building Images-Interior*



# Appendix

## *A. Building Images-Interior*



# Appendix

## *A. Building Images-Interior*



# Appendix

## A. Building Images-Details



# 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

RICHARDSON COUNTY  
Real Estate Breakdown Report

Parcel ID 740055372 Owner KNIGHT/ COZETT S & ISAAC J 2404 HARLAN ST FALLS CITY, NE 68355			Legal FALLS CITY -- O T BLK 39 LOTS 11 & 12 (2L) S-T-R: 10-01-16			Card File / Perm 740055372 Situs 1801 STONE ST FALLS CITY, NE 68355 Inspection Date 10/02/2024    Type ENTERED    By klr					
County Area	0	N/A	Class Code	01-03-03-01-05-01		Value			Previous	Current	
Neighborhood	2000	2000- FALLS CITY- MAIN	State GEO	4439-10-0-10005-039-0008		Buildings			76,915	98,380	
Location / Group	1	FALLS CITY	Cadastral	00004-00017-00096		Improvement			0	0	
Valuation / Group	2	COMMERCIAL	Book / Page	234 / 129		Land / Lots			6,000	6,000	
District	5	FALLS CITY 56	Sale Date	04/01/2025		Total			82,915	104,380	
School	74-0056		Sale Amount	138,000							
Model		Method	Description	Lot Size	Frontage	Spot Code	Cutoff	Value	Add (+/-)	Lot Value	Appr ID
69 FALLS CITY MAIN			02 SqFoot	50.00 X 120.00 FEET	6,000.000	50.000 N	9,000	1.000	0	6,000	8858
							18,000	0.500			
							43,560	0.200			
							999,999	0.200			
Sale Date	Book	Page	Extend	Ownership History						Amount	
09/10/2004	207	351		GODEMANN/ THEODORE J & MONA K						38,000	
09/10/2004	207	351		GODEMANN/ THEODORE J & MONA K						38,000	
Year	Statement	District	Building	Other	Land	Total	Exempt	Taxable	Total Tax	Penalty Tax	
2024	3034	5	76,915	0	6,000	82,915	0	82,915	978.46	0	
2023	3035	5	80,015	0	7,725	87,740	0	87,740	1,439.34	0	
2022	3067	5	60,729	0	7,725	68,454	0	68,454	1,314.38	0	
2021	3036	5	60,729	0	7,725	68,454	0	68,454	1,282.36	0	
2020	3005	5	60,729	0	7,725	68,454	0	68,454	1,296.46	0	
2019	3007	5	60,729	0	7,725	68,454	0	68,454	1,317.00	0	
2018	2966	5	60,729	0	7,725	68,454	0	68,454	1,329.88	0	
2017	2937	5	50,237	0	7,725	57,962	0	57,962	1,127.98	0	
2016	2902	5	45,670	0	7,725	53,395	0	53,395	1,034.00	0	
2015	2899	5	45,670	0	7,725	53,395	0	53,395	1,037.64	0	

Parcel ID

740055372

(8858)

Cadastral ID

00004-00017-00096

PAD Class Code

01-03-03-01-05-01

State GEO

4439-10-0-10005-039-0008

Owner

KNIGHT/ COZETT S & ISAAC J  
2404 HARLAN ST  
FALLS CITY, NE 68355

Situs

1801 STONE ST FALLS CITY NE 68355

Neighborhood

2000 - 2000- FALLS CITY- MAIN

District

5 - FALLS CITY 56

Legal

FALLS CITY -- O T BLK 39 LOTS 11 & 12  
(2L)



Primary Image Information

Image ID

6

Image Date

02/15/2023

File Name

godeman.jpg

Description

godeman.jpg

Marshall & Swift Cost Approach

(07/2024)

Property Valuation

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Income Approach

Lot Information

Lot Size

50.00 X 120.00 FEET

Valuation Model

FALLS CITY MAIN

Valuation Method

02 Square Ft

Lot Value

6,000

Review Information

10/02/2024

Inspect

klr

02/15/2023

Inspect

MM

01/16/2018

Entered

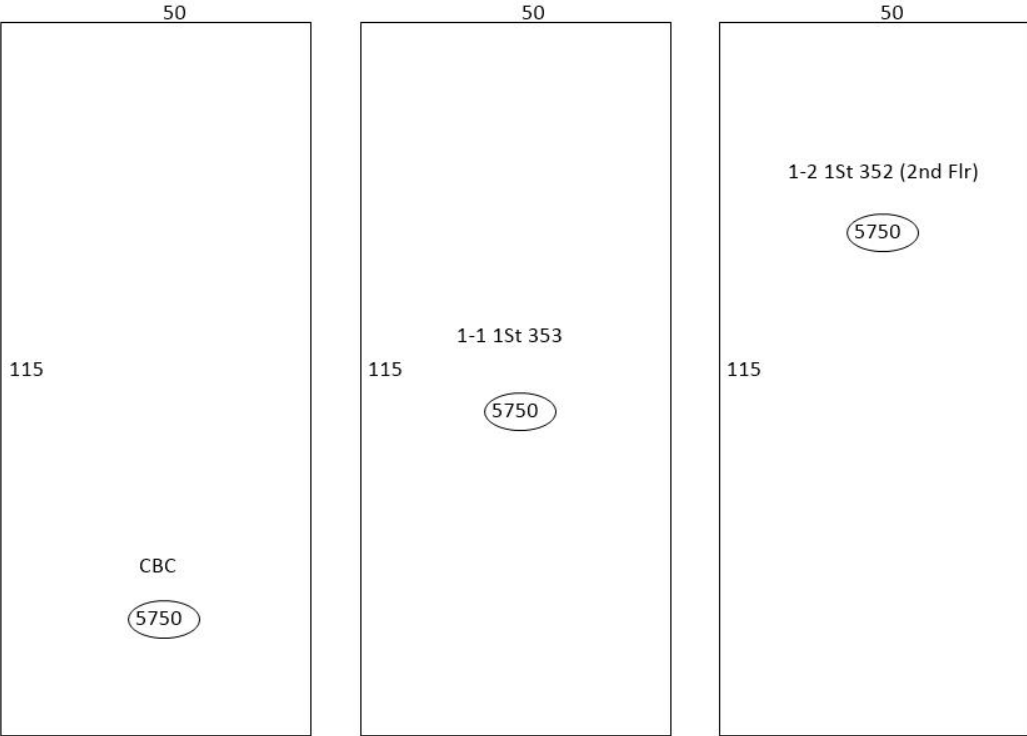
PGG

08/22/2017

Inspect

JG

Parcel ID	740055372	(8858)	Legal	Cadastral ID	00004-00017-00096
Owner	KNIGHT/ COZETT S & ISAAC J		FALLS CITY -- O T BLK 39 LOTS 11 & 12 (2L)	PAD Class Code	01-03-03-01-05-01
Situs	1801 STONE ST FALLS CITY NE 68355			State GEO	4439-10-0-10005-039-0008
Neighborhood	2000 - 2000- FALLS CITY- MAIN				



Sequence	Code	Description	Base Area	Multiplier	Total Area
1	COMM	1-1 1St 353	5,750	1.00	5,750
2	COMM	1-2 1St 352 (2nd Flr)	5,750	1.00	5,750
3	COMM	CBC	5,750	1.00	5,750
Total Building Area			17,250		17,250

Parcel ID

740055372

(8858)

Cadastral ID

00004-00017-00096

PAD Class Code

01-03-03-01-05-01

State GEO

4439-10-0-10005-039-0008

Owner

KNIGHT/ COZETT S & ISAAC J  
2404 HARLAN ST  
FALLS CITY, NE 68355

Situs

1801 STONE ST FALLS CITY NE 68355

Neighborhood

2000 - 2000- FALLS CITY- MAIN

District

5 - FALLS CITY 56

Legal

FALLS CITY -- O T BLK 39 LOTS 11 & 12  
(2L)



Building Image Information

Image ID

2

Image Date

08/05/2020

File Name

ConvertedPic.jpg

Description

Converted Image

Marshall & Swift Cost Approach

Appraisal Zone

2000

Zone Description

All Commercial 2024

Manual Date

(07/2024)

Building Data

Building ID

1

Sequence

1

Occupancy 1

406 - Storage Warehouse 50 %

Occupancy 2

344 - Office Building 50 %

Occupancy 3

Total Floor Area

5,750

Average Perimeter

330

Number of Stories

1

Average Wall Height

16.00

Year Built

1900

Effective Age

131

Construction Class

C - Masonry bearing walls

Rank

1.00 - Low

Condition

2.50 - Fair Plus 0.5

Exterior Wall

100 % - Brick with Block Back-up

Heating/Cooling

100 % - No HVAC

Roof Type

Flat

Roof Cover

Composition-Roll

Basement Area

5,750

Basement Levels

5,750

Basement Finish

Finish Code - 1

Unfinished

Finish Area - 1

5,750

Finish Code - 2

Finish Area - 2

0



LifeMode Group: Cozy Country Living

# Heartland Communities

6F

**Households:** 2,850,600

**Average Household Size:** 2.39

**Median Age:** 42.3

**Median Household Income:** \$42,400

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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



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



LifeMode Group: Cozy Country Living

# Heartland Communities

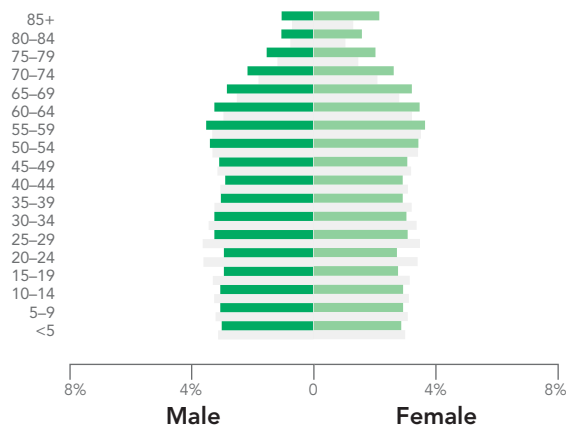


TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

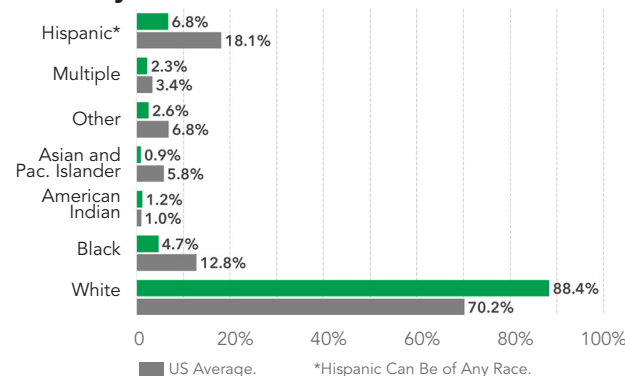
■ Indicates US



## 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



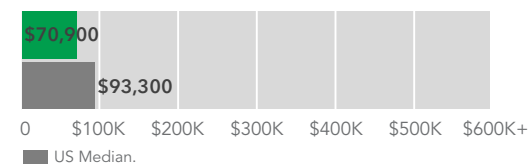
## INCOME AND NET WORTH

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

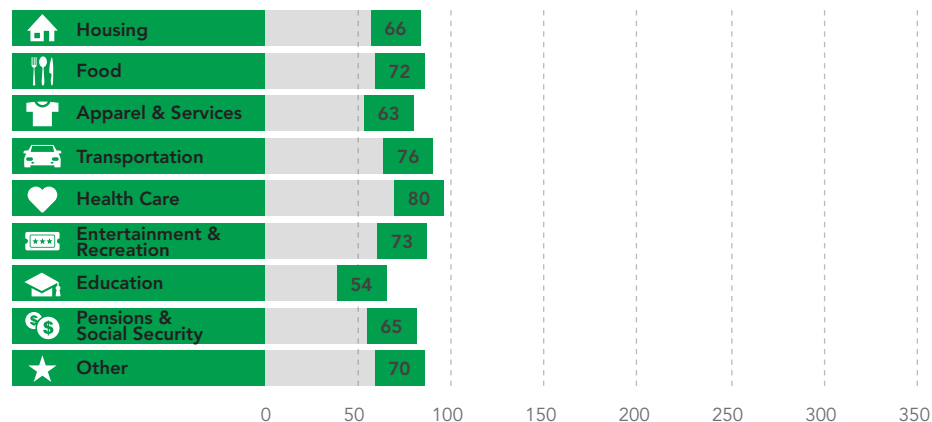


### Median Net Worth



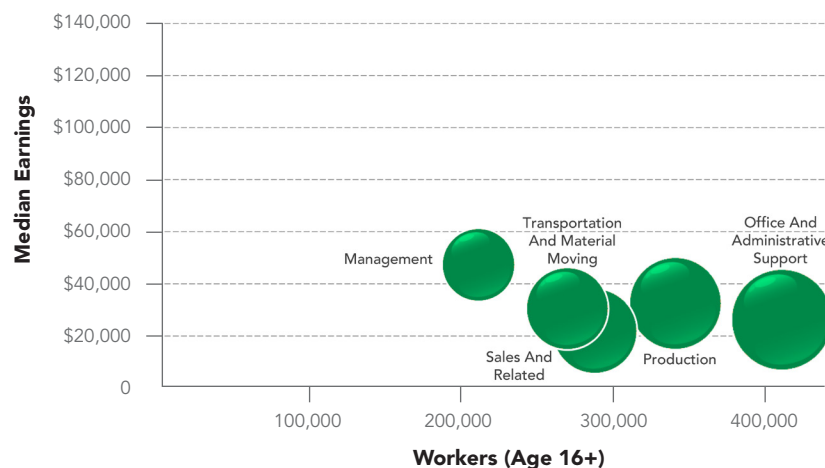
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## OCCUPATION BY EARNINGS

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





LifeMode Group: Cozy Country Living

# Heartland Communities



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## 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

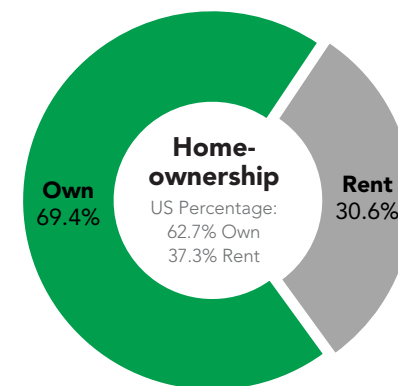
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

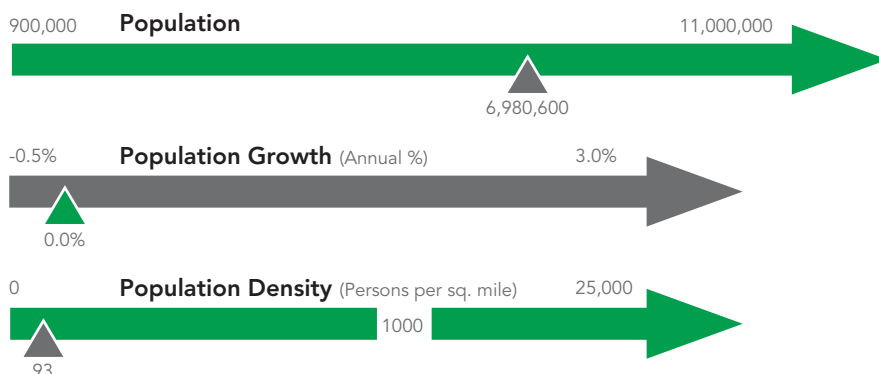
**Median Value:**  
\$95,700

US Median: \$207,300



## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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





LifeMode Group: Cozy Country Living

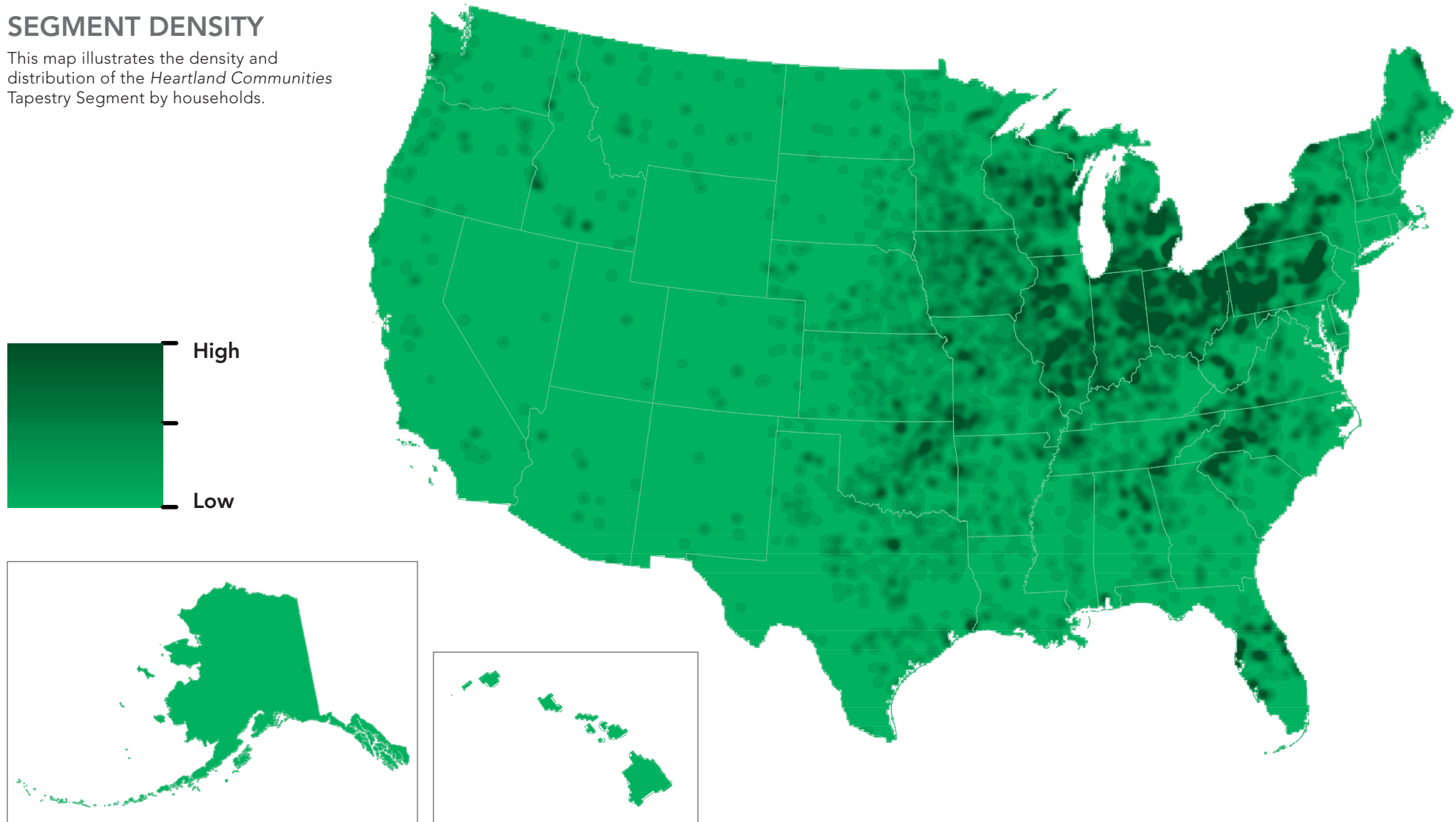
# Heartland Communities



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

## SEGMENT DENSITY

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



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For more information  
1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](https://esri.com)



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## 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.



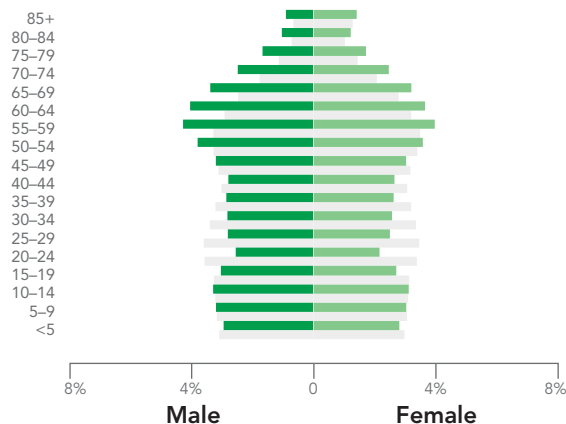
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **44.4** US: 38.2

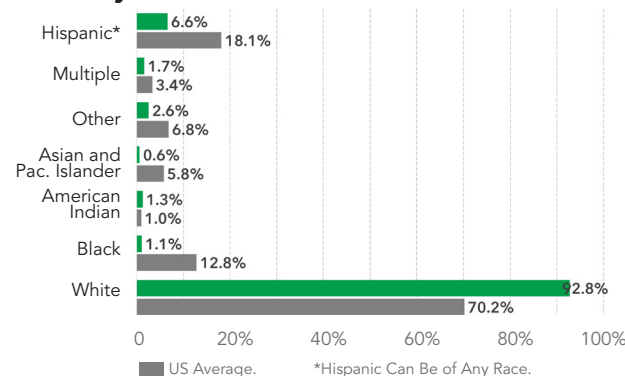
■ Indicates US



## 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



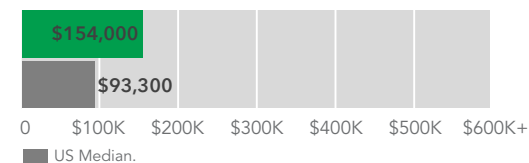
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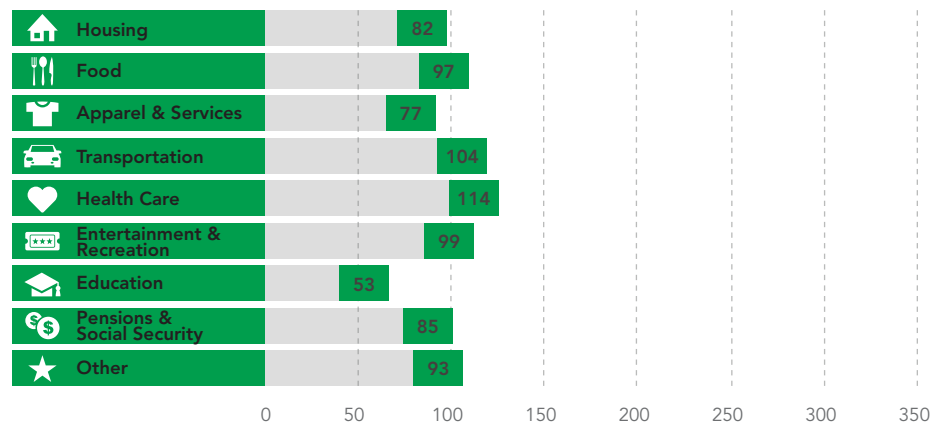


### Median Net Worth



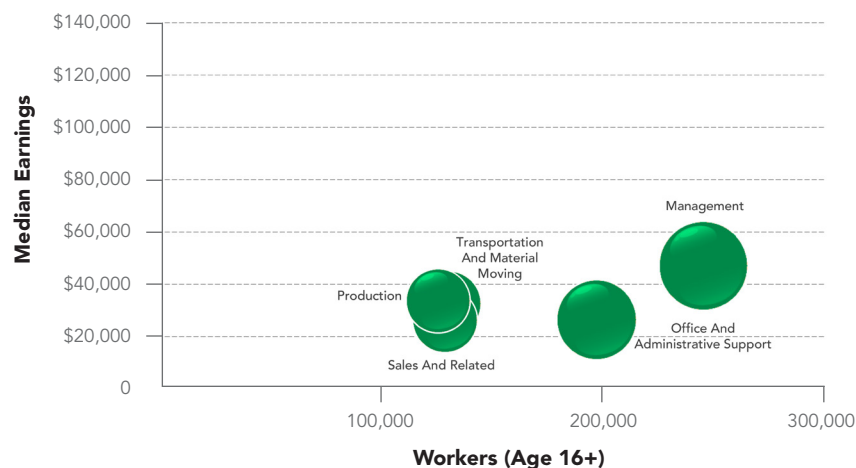
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## OCCUPATION BY EARNINGS

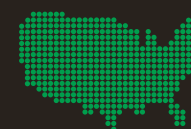
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LifeMode Group: Cozy Country Living

# Prairie Living



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## 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

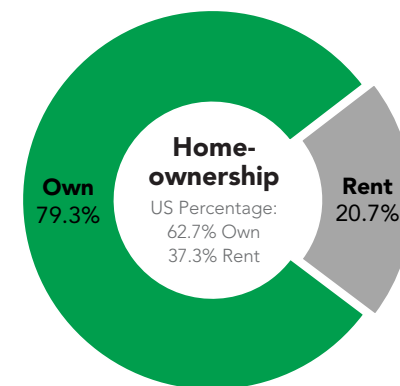
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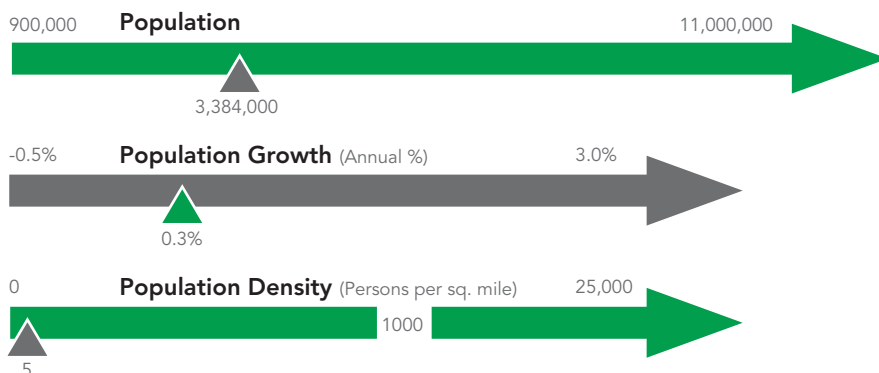
**Median Value:**  
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US Median: \$207,300



## POPULATION CHARACTERISTICS

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## ESRI INDEXES

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





LifeMode Group: Cozy Country Living

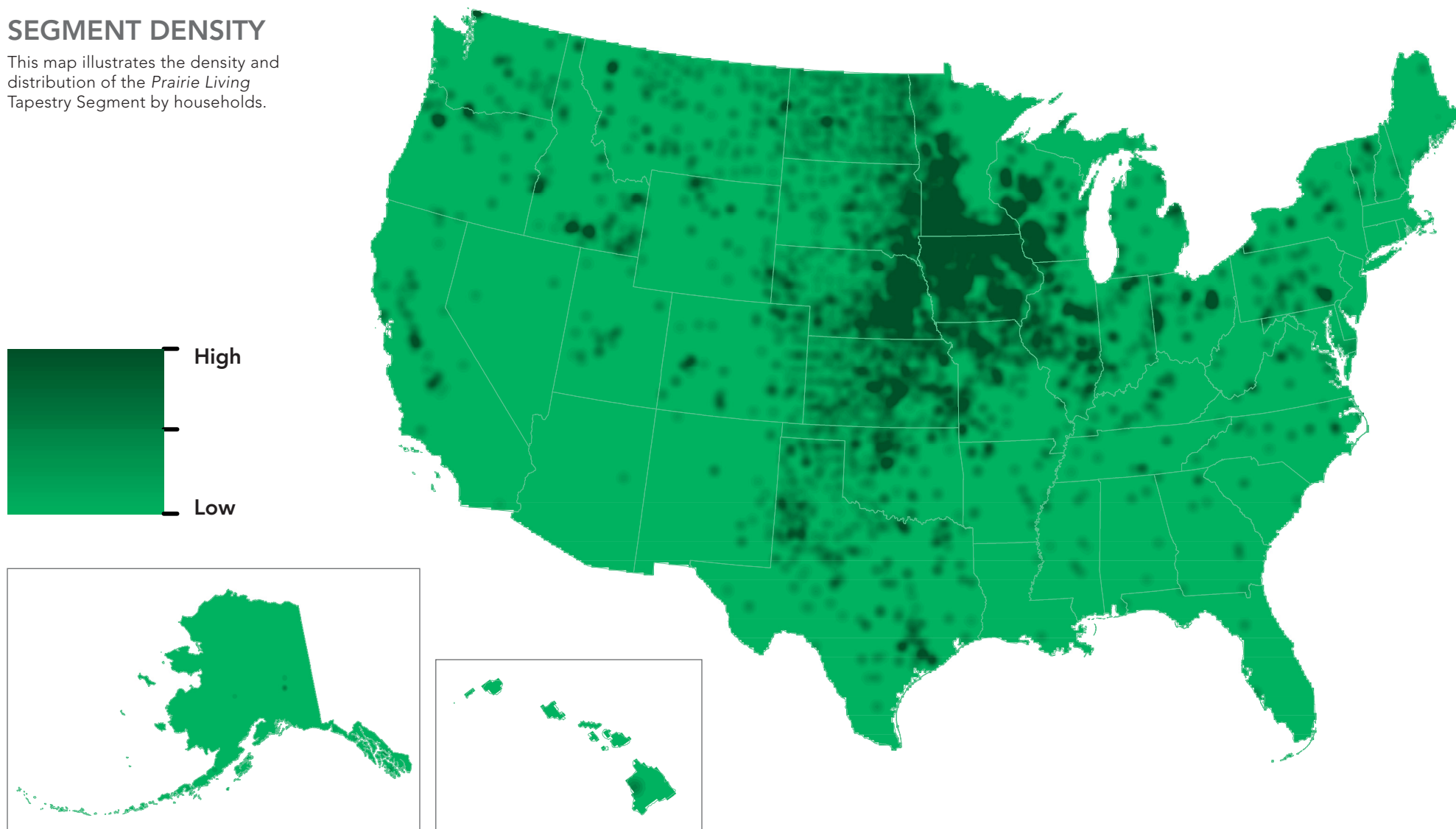
# Prairie Living



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

## SEGMENT DENSITY

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



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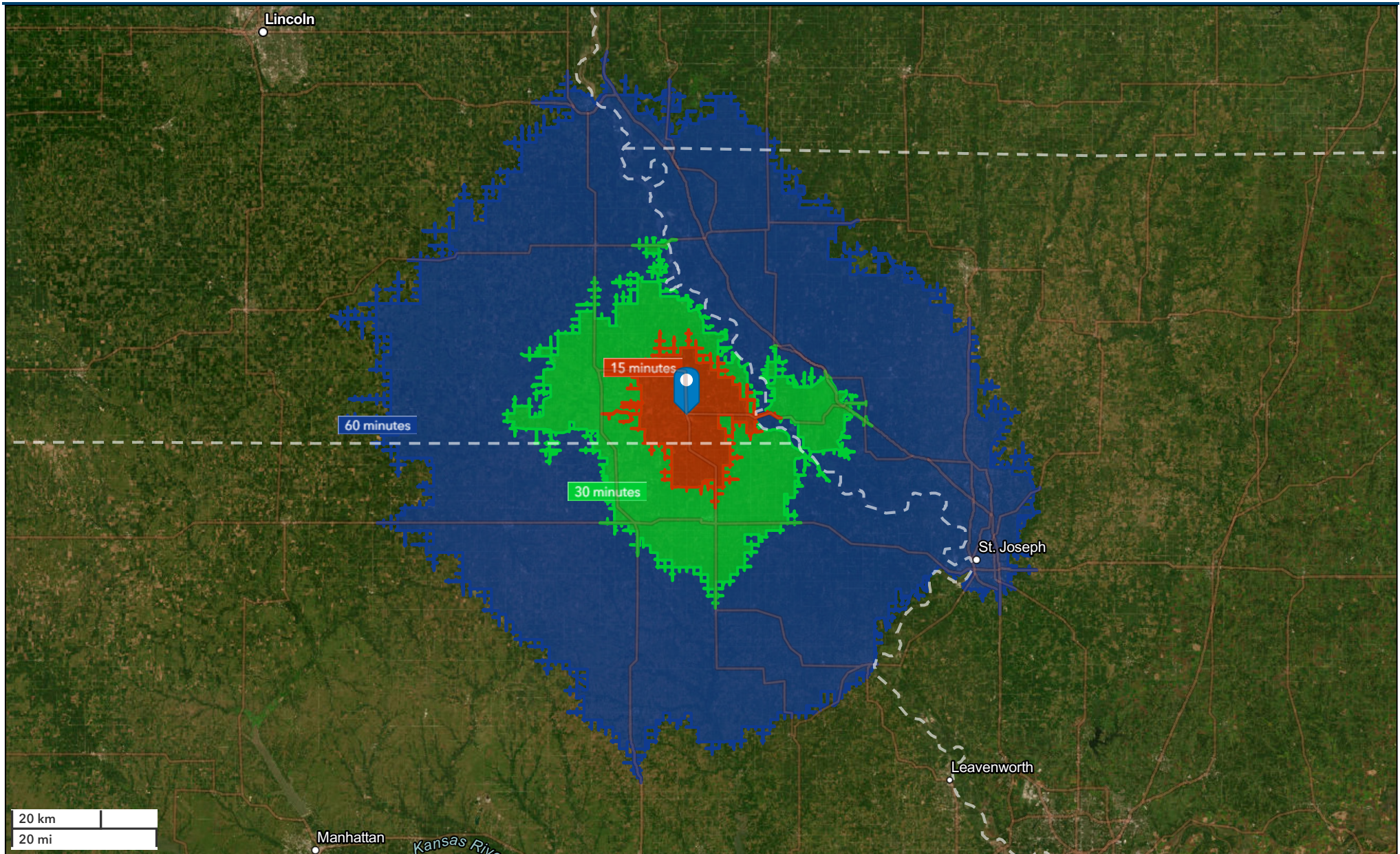
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[esri.com](https://esri.com)



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## Falls City Trade Area



# Retail Demand Outlook

Falls City  
Falls City, Nebraska  
Drive time band: 0 - 15 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	48.4%	Population	5,568	5,412
Loyal Locals (K3)	30.5%	Households	2,463	2,413
Country Charm (I7)	19.5%	Families	1,448	1,408
Room to Roam (K7)	1.6%	Median Age	45.9	47.6
Small Town Sincerity (I1)	0.0%	Median Household Income	\$54,835	\$62,606

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$3,975,754	\$4,195,253	\$219,499
Men's	\$804,680	\$849,163	\$44,483
Women's	\$1,313,318	\$1,386,002	\$72,684
Children's	\$544,841	\$574,844	\$30,003
Footwear	\$943,425	\$995,242	\$51,817
Watches & Jewelry	\$291,833	\$308,046	\$16,213
Apparel Products and Services (1)	\$77,657	\$81,956	\$4,299
<b>Computer</b>			
Computers and Hardware for Home Use	\$339,239	\$358,009	\$18,770
Portable Memory	\$6,998	\$7,380	\$382
Computer Software	\$32,623	\$34,410	\$1,787
Computer Accessories	\$36,820	\$38,844	\$2,024
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$151,220	\$159,559	\$8,339
Other School Supplies	\$157,952	\$166,655	\$8,703

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$7,926,424	\$8,361,776	\$435,352
Fees and Admissions	\$1,442,527	\$1,522,230	\$79,703
Membership Fees for Clubs (2)	\$497,216	\$524,740	\$27,524
Fees for Participant Sports, excl. Trips	\$251,394	\$265,275	\$13,881
Tickets to Theatre/Operas/Concerts	\$177,306	\$187,101	\$9,795
Tickets to Movies	\$52,027	\$54,902	\$2,875
Tickets to Parks or Museums	\$76,272	\$80,440	\$4,168
Admission to Sporting Events, excl. Trips	\$176,964	\$186,699	\$9,735
Fees for Recreational Lessons	\$209,868	\$221,511	\$11,643
Dating Services	\$1,479	\$1,562	\$83
TV/Video/Audio	\$2,360,395	\$2,490,460	\$130,065
Cable and Satellite Television Services	\$1,409,224	\$1,486,835	\$77,611
Televisions	\$187,047	\$197,397	\$10,350
Satellite Dishes	\$2,119	\$2,235	\$116
VCRs, Video Cameras, and DVD Players	\$7,984	\$8,424	\$440
Miscellaneous Video Equipment	\$32,553	\$34,372	\$1,819
Video Cassettes and DVDs	\$9,061	\$9,559	\$498
Video Game Hardware/Accessories	\$89,091	\$93,993	\$4,902
Video Game Software	\$37,383	\$39,444	\$2,061
Rental/Streaming/Downloaded Video	\$337,273	\$355,813	\$18,540
Installation of Televisions	\$1,773	\$1,873	\$100
Audio (3)	\$243,356	\$256,789	\$13,433
Rental of TV/VCR/Radio/Sound Equipment	\$597	\$630	\$33
Repair of TV/Radio/Sound Equipment	\$2,933	\$3,096	\$163
Pets	\$2,349,485	\$2,478,069	\$128,584
Toys/Games/Crafts/Hobbies (4)	\$358,839	\$378,543	\$19,704
Recreational Vehicles and Fees (5)	\$398,329	\$420,065	\$21,736
Sports/Recreation/Exercise Equipment (6)	\$564,972	\$595,773	\$30,801
Photo Equipment and Supplies (7)	\$117,786	\$124,274	\$6,488
Reading (8)	\$241,756	\$255,019	\$13,263
Live Entertainment-for Catered Affairs	\$49,189	\$51,846	\$2,657
Rental of Party Supplies for Catered Affairs	\$43,147	\$45,496	\$2,349

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$20,460,430	\$21,588,254	\$1,127,824
Food at Home	\$13,952,829	\$14,721,280	\$768,451
Bakery and Cereal Products	\$1,861,710	\$1,964,289	\$102,579
Meats, Poultry, Fish, and Eggs	\$2,830,776	\$2,986,811	\$156,035
Dairy Products	\$1,471,217	\$1,552,093	\$80,876
Fruits and Vegetables	\$2,292,109	\$2,418,392	\$126,283
Snacks and Other Food at Home (9)	\$5,497,018	\$5,799,695	\$302,677
Food Away from Home	\$6,507,600	\$6,866,974	\$359,374
Alcoholic Beverages	\$1,031,529	\$1,088,563	\$57,034
Financial			
Value of Stocks/Bonds/Mutual Funds	\$79,766,447	\$84,171,137	\$4,404,690
Value of Retirement Plans	\$295,550,116	\$311,808,818	\$16,258,702
Value of Other Financial Assets	\$23,492,508	\$24,793,306	\$1,300,798
Vehicle Loan Amount excluding Interest	\$6,501,067	\$6,858,446	\$357,379
Value of Credit Card Debt	\$5,051,298	\$5,330,438	\$279,140
Health			
Nonprescription Drugs	\$387,841	\$409,212	\$21,371
Prescription Drugs	\$1,077,020	\$1,136,292	\$59,272
Eyeglasses and Contact Lenses	\$289,129	\$304,935	\$15,806
Personal Care Products (10)	\$969,815	\$1,023,456	\$53,641
Smoking Products	\$1,068,522	\$1,127,377	\$58,855
Home			
Mortgage Payment and Basics (11)	\$22,849,817	\$24,109,502	\$1,259,685
Maintenance and Remodeling Services	\$9,322,766	\$9,833,439	\$510,673
Maintenance and Remodeling Materials (12)	\$2,000,906	\$2,109,796	\$108,890
Utilities, Fuel, and Public Services	\$11,652,690	\$12,294,158	\$641,468

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$201,436	\$212,543	\$11,107
Furniture	\$1,504,117	\$1,587,179	\$83,062
Rugs	\$62,401	\$65,848	\$3,447
Major Appliances (14)	\$922,287	\$973,108	\$50,821
Housewares (15)	\$172,034	\$181,526	\$9,492
Small Appliances	\$2,394,455	\$2,526,331	\$7,257
Luggage	\$35,054	\$36,999	\$1,945
Telephones and Accessories	\$162,845	\$171,835	\$8,990
Household Operations			
Child Care	\$853,490	\$900,679	\$47,189
Lawn/Garden (16)	\$1,497,288	\$1,579,367	\$82,079
Moving/Storage/Freight Express	\$176,773	\$186,556	\$9,783
Housekeeping Supplies (17)	\$1,617,118	\$1,706,318	\$89,200
Insurance			
Owners and Renters Insurance	\$1,763,611	\$1,860,483	\$96,872
Vehicle Insurance	\$3,883,680	\$4,097,872	\$214,192
Life/Other Insurance	\$1,266,031	\$1,335,817	\$69,786
Health Insurance	\$10,071,740	\$10,625,912	\$554,172
Transportation			
Payments on Vehicles excluding Leases	\$5,766,827	\$6,083,911	\$317,084
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$6,671,824	\$7,038,805	\$366,981
Vehicle Maintenance and Repairs	\$2,557,174	\$2,697,722	\$140,548
Travel			
Airline Fares	\$1,184,439	\$1,249,969	\$65,530
Lodging on Trips	\$1,941,443	\$2,048,350	\$106,907
Auto/Truck Rental on Trips	\$195,991	\$206,804	\$10,813
Food and Drink on Trips	\$1,466,752	\$1,547,502	\$80,750

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

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



# Retail Demand Outlook

Falls City  
Falls City, Nebraska  
Drive time band: 15 - 30 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	53.1%	Population	11,985	11,539
Heartland Communities (I3)	39.0%	Households	4,987	4,794
Room to Roam (K7)	4.4%	Families	3,122	2,980
Rooted Rural (I4)	2.2%	Median Age	44.3	45.2
Rural Versatility (E5)	1.3%	Median Household Income	\$65,883	\$72,088

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$8,262,901	\$8,541,056	\$278,155
Men's	\$1,656,288	\$1,711,927	\$55,639
Women's	\$2,669,998	\$2,760,011	\$90,013
Children's	\$1,160,675	\$1,199,674	\$38,999
Footwear	\$2,053,659	\$2,122,819	\$69,160
Watches & Jewelry	\$565,278	\$584,350	\$19,072
Apparel Products and Services (1)	\$157,002	\$162,276	\$5,274
<b>Computer</b>			
Computers and Hardware for Home Use	\$688,097	\$711,310	\$23,213
Portable Memory	\$15,800	\$16,334	\$534
Computer Software	\$72,811	\$75,249	\$2,438
Computer Accessories	\$79,833	\$82,507	\$2,674
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$316,206	\$326,853	\$10,647
Other School Supplies	\$334,157	\$345,394	\$11,237

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$17,245,444	\$17,826,052	\$580,608
Fees and Admissions	\$2,938,142	\$3,037,621	\$99,479
Membership Fees for Clubs (2)	\$996,004	\$1,029,683	\$33,679
Fees for Participant Sports, excl. Trips	\$512,997	\$530,454	\$17,457
Tickets to Theatre/Operas/Concerts	\$362,351	\$374,588	\$12,237
Tickets to Movies	\$105,878	\$109,450	\$3,572
Tickets to Parks or Museums	\$173,051	\$178,885	\$5,834
Admission to Sporting Events, excl. Trips	\$376,126	\$388,825	\$12,699
Fees for Recreational Lessons	\$408,990	\$422,898	\$13,908
Dating Services	\$2,747	\$2,839	\$92
TV/Video/Audio	\$5,023,365	\$5,192,055	\$168,690
Cable and Satellite Television Services	\$3,025,594	\$3,127,086	\$101,492
Televisions	\$381,235	\$394,068	\$12,833
Satellite Dishes	\$4,580	\$4,734	\$154
VCRs, Video Cameras, and DVD Players	\$17,351	\$17,932	\$581
Miscellaneous Video Equipment	\$59,526	\$61,545	\$2,019
Video Cassettes and DVDs	\$20,095	\$20,770	\$675
Video Game Hardware/Accessories	\$193,204	\$199,637	\$6,433
Video Game Software	\$78,995	\$81,638	\$2,643
Rental/Streaming/Downloaded Video	\$725,780	\$750,220	\$24,440
Installation of Televisions	\$3,031	\$3,133	\$102
Audio (3)	\$506,961	\$524,043	\$17,082
Rental of TV/VCR/Radio/Sound Equipment	\$1,300	\$1,344	\$44
Repair of TV/Radio/Sound Equipment	\$5,713	\$5,905	\$192
Pets	\$5,292,826	\$5,470,628	\$177,802
Toys/Games/Crafts/Hobbies (4)	\$784,547	\$810,896	\$26,349
Recreational Vehicles and Fees (5)	\$903,151	\$933,796	\$30,645
Sports/Recreation/Exercise Equipment (6)	\$1,308,230	\$1,352,263	\$44,033
Photo Equipment and Supplies (7)	\$247,258	\$255,611	\$8,353
Reading (8)	\$528,706	\$546,535	\$17,829
Live Entertainment-for Catered Affairs	\$120,350	\$124,425	\$4,075
Rental of Party Supplies for Catered Affairs	\$98,867	\$102,220	\$3,353

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$43,362,401	\$44,819,864	\$1,457,463
Food at Home	\$29,860,306	\$30,862,581	\$1,002,275
Bakery and Cereal Products	\$3,965,650	\$4,098,865	\$133,215
Meats, Poultry, Fish, and Eggs	\$6,022,270	\$6,224,106	\$201,836
Dairy Products	\$3,193,514	\$3,300,832	\$107,318
Fruits and Vegetables	\$4,877,790	\$5,041,661	\$163,871
Snacks and Other Food at Home (9)	\$11,801,082	\$12,197,118	\$396,036
Food Away from Home	\$13,502,095	\$13,957,282	\$455,187
Alcoholic Beverages	\$2,095,340	\$2,166,281	\$70,941
Financial			
Value of Stocks/Bonds/Mutual Funds	\$162,085,546	\$167,613,571	\$5,528,025
Value of Retirement Plans	\$624,053,888	\$645,267,781	\$21,213,893
Value of Other Financial Assets	\$47,597,377	\$49,204,136	\$1,606,759
Vehicle Loan Amount excluding Interest	\$14,044,569	\$14,516,563	\$471,994
Value of Credit Card Debt	\$10,377,120	\$10,726,839	\$349,719
Health			
Nonprescription Drugs	\$828,081	\$855,929	\$27,848
Prescription Drugs	\$2,316,524	\$2,394,166	\$77,642
Eyeglasses and Contact Lenses	\$650,605	\$672,575	\$21,970
Personal Care Products (10)	\$1,991,948	\$2,058,873	\$66,925
Smoking Products	\$2,328,228	\$2,405,759	\$77,531
Home			
Mortgage Payment and Basics (11)	\$47,644,748	\$49,259,458	\$1,614,710
Maintenance and Remodeling Services	\$20,555,969	\$21,253,350	\$697,381
Maintenance and Remodeling Materials (12)	\$4,672,984	\$4,831,173	\$158,189
Utilities, Fuel, and Public Services	\$25,084,874	\$25,926,580	\$841,706

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$423,866	\$438,122	\$14,256
Furniture	\$3,120,162	\$3,225,324	\$105,162
Rugs	\$127,601	\$131,925	\$4,324
Major Appliances (14)	\$1,956,404	\$2,022,284	\$65,880
Housewares (15)	\$362,779	\$374,971	\$12,192
Small Appliances	\$5,063,591	\$5,234,713	\$9,563
Luggage	\$68,889	\$71,220	\$2,331
Telephones and Accessories	\$334,140	\$345,445	\$11,305
Household Operations			
Child Care	\$1,733,750	\$1,792,357	\$58,607
Lawn/Garden (16)	\$3,311,767	\$3,423,634	\$111,867
Moving/Storage/Freight Express	\$361,733	\$373,851	\$12,118
Housekeeping Supplies (17)	\$3,420,766	\$3,535,675	\$114,909
Insurance			
Owners and Renters Insurance	\$3,843,714	\$3,973,450	\$129,736
Vehicle Insurance	\$8,233,291	\$8,509,492	\$276,201
Life/Other Insurance	\$2,667,782	\$2,757,957	\$90,175
Health Insurance	\$21,683,140	\$22,412,219	\$729,079
Transportation			
Payments on Vehicles excluding Leases	\$12,503,260	\$12,923,623	\$420,363
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$14,499,879	\$14,986,385	\$486,506
Vehicle Maintenance and Repairs	\$5,541,746	\$5,728,255	\$186,509
Travel			
Airline Fares	\$2,381,714	\$2,462,462	\$80,748
Lodging on Trips	\$4,102,784	\$4,241,612	\$138,828
Auto/Truck Rental on Trips	\$406,606	\$420,357	\$13,751
Food and Drink on Trips	\$3,106,433	\$3,211,385	\$104,952

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- (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

Falls City  
Falls City, Nebraska  
Drive time band: 30 - 60 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	19.6%	Population	156,105	153,976
Heartland Communities (I3)	18.1%	Households	62,489	62,010
Middle Ground (K2)	17.1%	Families	38,147	37,555
Loyal Locals (K3)	9.4%	Median Age	40.2	41.1
Hometown Charm (E3)	9.0%	Median Household Income	\$63,808	\$70,181

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$107,489,011	\$117,127,980	\$9,638,969
Men's	\$21,795,144	\$23,750,897	\$1,955,753
Women's	\$35,930,763	\$39,159,382	\$3,228,619
Children's	\$14,706,868	\$16,023,231	\$1,316,363
Footwear	\$24,726,501	\$26,932,941	\$2,206,440
Watches & Jewelry	\$8,222,264	\$8,964,733	\$742,469
Apparel Products and Services (1)	\$2,107,470	\$2,296,796	\$189,326
<b>Computer</b>			
Computers and Hardware for Home Use	\$9,566,885	\$10,428,935	\$862,050
Portable Memory	\$180,494	\$196,558	\$16,064
Computer Software	\$831,194	\$905,222	\$74,028
Computer Accessories	\$941,773	\$1,025,676	\$83,903
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$4,188,644	\$4,565,387	\$376,743
Other School Supplies	\$4,225,783	\$4,603,895	\$378,112

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$200,681,744	\$218,525,025	\$17,843,281
Fees and Admissions	\$38,569,644	\$42,030,188	\$3,460,544
Membership Fees for Clubs (2)	\$13,286,488	\$14,479,338	\$1,192,850
Fees for Participant Sports, excl. Trips	\$6,893,438	\$7,512,570	\$619,132
Tickets to Theatre/Operas/Concerts	\$4,699,752	\$5,121,556	\$421,804
Tickets to Movies	\$1,491,891	\$1,626,670	\$134,779
Tickets to Parks or Museums	\$1,842,994	\$2,005,793	\$162,799
Admission to Sporting Events, excl. Trips	\$4,584,292	\$4,993,359	\$409,067
Fees for Recreational Lessons	\$5,724,068	\$6,239,890	\$515,822
Dating Services	\$46,720	\$51,012	\$4,292
TV/Video/Audio	\$60,838,050	\$66,260,880	\$5,422,830
Cable and Satellite Television Services	\$34,884,865	\$37,979,240	\$3,094,375
Televisions	\$5,194,721	\$5,662,025	\$467,304
Satellite Dishes	\$60,710	\$66,163	\$5,453
VCRs, Video Cameras, and DVD Players	\$207,289	\$225,682	\$18,393
Miscellaneous Video Equipment	\$1,104,973	\$1,206,783	\$101,810
Video Cassettes and DVDs	\$234,876	\$255,778	\$20,902
Video Game Hardware/Accessories	\$2,372,184	\$2,584,238	\$212,054
Video Game Software	\$1,070,767	\$1,167,396	\$96,629
Rental/Streaming/Downloaded Video	\$9,167,250	\$9,988,305	\$821,055
Installation of Televisions	\$47,198	\$51,476	\$4,278
Audio (3)	\$6,390,432	\$6,961,724	\$571,292
Rental of TV/VCR/Radio/Sound Equipment	\$17,474	\$19,038	\$1,564
Repair of TV/Radio/Sound Equipment	\$85,312	\$93,031	\$7,719
Pets	\$57,203,901	\$62,259,212	\$5,055,311
Toys/Games/Crafts/Hobbies (4)	\$9,125,053	\$9,936,427	\$811,374
Recreational Vehicles and Fees (5)	\$9,634,826	\$10,485,751	\$850,925
Sports/Recreation/Exercise Equipment (6)	\$13,793,269	\$15,010,485	\$1,217,216
Photo Equipment and Supplies (7)	\$3,194,612	\$3,481,048	\$286,436
Reading (8)	\$6,030,578	\$6,566,679	\$536,101
Live Entertainment-for Catered Affairs	\$1,135,388	\$1,234,886	\$99,498
Rental of Party Supplies for Catered Affairs	\$1,156,423	\$1,259,470	\$103,047

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$536,507,848	\$584,418,703	\$47,910,855
Food at Home	\$359,908,712	\$391,983,353	\$32,074,641
Bakery and Cereal Products	\$47,968,125	\$52,243,432	\$4,275,307
Meats, Poultry, Fish, and Eggs	\$73,337,569	\$79,879,330	\$6,541,761
Dairy Products	\$37,430,599	\$40,759,739	\$3,329,140
Fruits and Vegetables	\$59,299,422	\$64,589,447	\$5,290,025
Snacks and Other Food at Home (9)	\$141,872,997	\$154,511,405	\$12,638,408
Food Away from Home	\$176,599,136	\$192,435,349	\$15,836,213
Alcoholic Beverages	\$28,205,388	\$30,740,004	\$2,534,616
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,008,845,186	\$2,188,252,034	\$179,406,848
Value of Retirement Plans	\$7,414,644,285	\$8,074,168,389	\$659,524,104
Value of Other Financial Assets	\$611,589,836	\$666,208,523	\$54,618,687
Vehicle Loan Amount excluding Interest	\$169,755,086	\$184,901,021	\$15,145,935
Value of Credit Card Debt	\$135,536,710	\$147,687,676	\$12,150,966
Health			
Nonprescription Drugs	\$9,955,424	\$10,841,352	\$885,928
Prescription Drugs	\$27,045,793	\$29,445,124	\$2,399,331
Eyeglasses and Contact Lenses	\$7,122,819	\$7,753,152	\$630,333
Personal Care Products (10)	\$26,516,466	\$28,896,579	\$2,380,113
Smoking Products	\$27,542,119	\$29,988,567	\$2,446,448
Home			
Mortgage Payment and Basics (11)	\$581,379,884	\$633,177,243	\$51,797,359
Maintenance and Remodeling Services	\$223,716,428	\$243,486,192	\$19,769,764
Maintenance and Remodeling Materials (12)	\$46,607,245	\$50,690,586	\$4,083,341
Utilities, Fuel, and Public Services	\$298,158,958	\$324,687,077	\$26,528,119

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$5,382,082	\$5,863,852	\$481,770
Furniture	\$39,847,649	\$43,413,398	\$3,565,749
Rugs	\$1,692,679	\$1,844,556	\$151,877
Major Appliances (14)	\$23,724,408	\$25,837,805	\$2,113,397
Housewares (15)	\$4,489,347	\$4,890,168	\$400,821
Small Appliances	\$62,446,324	\$68,020,843	\$315,148
Luggage	\$984,301	\$1,073,095	\$88,794
Telephones and Accessories	\$4,409,126	\$4,803,892	\$394,766
Household Operations			
Child Care	\$23,410,540	\$25,513,021	\$2,102,481
Lawn/Garden (16)	\$35,787,904	\$38,945,521	\$3,157,617
Moving/Storage/Freight Express	\$4,965,656	\$5,413,429	\$447,773
Housekeeping Supplies (17)	\$42,161,664	\$45,920,803	\$3,759,139
Insurance			
Owners and Renters Insurance	\$44,139,837	\$48,051,514	\$3,911,677
Vehicle Insurance	\$102,826,580	\$112,012,628	\$9,186,048
Life/Other Insurance	\$32,263,748	\$35,135,337	\$2,871,589
Health Insurance	\$253,902,355	\$276,462,691	\$22,560,336
Transportation			
Payments on Vehicles excluding Leases	\$149,610,805	\$162,928,932	\$13,318,127
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$172,190,427	\$187,507,943	\$15,317,516
Vehicle Maintenance and Repairs	\$66,048,134	\$71,932,011	\$5,883,877
Travel			
Airline Fares	\$31,978,946	\$34,854,335	\$2,875,389
Lodging on Trips	\$49,319,918	\$53,712,313	\$4,392,395
Auto/Truck Rental on Trips	\$5,174,999	\$5,638,517	\$463,518
Food and Drink on Trips	\$37,534,400	\$40,880,993	\$3,346,593

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

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



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

# Retail Demand by Industry

Falls City  
Falls City, 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	76	\$23,234.84	\$57,227,407
44-45	Retail Trade	78	\$20,173.08	\$49,686,300
722	Food Services & Drinking Places	65	\$3,061.76	\$7,541,108

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	81	\$2,625.66	\$6,467,011
4411	Automobile Dealers	76	\$2,111.98	\$5,201,798
4412	Other Motor Vehicle Dealers	144	\$317.54	\$782,111
4413	Auto Parts, Accessories & Tire Stores	83	\$196.14	\$483,101
442	Furniture and Home Furnishings Stores	72	\$710.03	\$1,748,809
4421	Furniture Stores	69	\$445.35	\$1,096,903
4422	Home Furnishings Stores	76	\$264.68	\$651,907
443, 4431	Electronics and Appliance Stores	66	\$187.67	\$462,223
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,287.71	\$3,171,630
4441	Building Material and Supplies Dealers	92	\$1,157.97	\$2,852,071
4442	Lawn and Garden Equipment and Supplies Stores	96	\$129.74	\$319,559
445	Food and Beverage Stores	76	\$4,321.53	\$10,643,921
4451	Grocery Stores	76	\$4,068.21	\$10,019,991
4452	Specialty Food Stores	74	\$131.68	\$324,338
4453	Beer, Wine, and Liquor Stores	67	\$121.64	\$299,593
446, 4461	Health and Personal Care Stores	84	\$700.70	\$1,725,813
447, 4471	Gasoline Stations	78	\$3,002.72	\$7,395,698
448	Clothing and Clothing Accessories Stores	67	\$854.32	\$2,104,202
4481	Clothing Stores	67	\$667.53	\$1,644,119
4482	Shoe Stores	70	\$173.62	\$427,624
4483	Jewelry, Luggage, and Leather Goods Stores	65	\$13.18	\$32,459
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	78	\$360.43	\$887,733
4511	Sporting Goods, Hobby, and Musical Inst Stores	80	\$294.57	\$725,519
4512	Book Stores and News Dealers	69	\$65.86	\$162,214
452	General Merchandise Stores	76	\$3,362.54	\$8,281,933
4522	Department Stores	67	\$264.04	\$650,338
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	77	\$3,098.50	\$7,631,594

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	87	\$545.90	\$1,344,563
4531	Florists	96	\$27.75	\$68,352
4532	Office Supplies, Stationery, and Gift Stores	72	\$72.19	\$177,805
4533	Used Merchandise Stores	82	\$72.10	\$177,575
4539	Other Miscellaneous Store Retailers	91	\$373.87	\$920,831
454	Nonstore Retailers	80	\$2,213.87	\$5,452,763
4541	Electronic Shopping and Mail-Order Houses	77	\$1,820.85	\$4,484,744
4542	Vending Machine Operators	77	\$35.39	\$87,157
4543	Direct Selling Establishments	100	\$357.64	\$880,861
722	Food Services & Drinking Places	65	\$3,061.76	\$7,541,108
7223	Special Food Services	66	\$11.16	\$27,492
7224	Drinking Places (Alcoholic Beverages)	64	\$77.37	\$190,553
7225	Restaurants and Other Eating Places	65	\$2,973.23	\$7,323,063

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

# Retail Demand by Industry

Falls City  
Falls City, Nebraska  
Drive time band: 15 - 30 minute radius



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	82	\$24,868.62	\$124,019,820
44-45	Retail Trade	84	\$21,736.56	\$108,400,248
722	Food Services & Drinking Places	67	\$3,132.06	\$15,619,573

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	89	\$2,870.70	\$14,316,191
4411	Automobile Dealers	81	\$2,244.93	\$11,195,464
4412	Other Motor Vehicle Dealers	186	\$409.72	\$2,043,265
4413	Auto Parts, Accessories & Tire Stores	91	\$216.05	\$1,077,462
442	Furniture and Home Furnishings Stores	74	\$738.26	\$3,681,701
4421	Furniture Stores	71	\$454.38	\$2,265,989
4422	Home Furnishings Stores	81	\$283.88	\$1,415,711
443, 4431	Electronics and Appliance Stores	67	\$189.82	\$946,640
444	Bldg Material & Garden Equipment & Supplies Dealers	106	\$1,470.63	\$7,334,045
4441	Building Material and Supplies Dealers	105	\$1,321.31	\$6,589,363
4442	Lawn and Garden Equipment and Supplies Stores	110	\$149.32	\$744,681
445	Food and Beverage Stores	81	\$4,596.79	\$22,924,210
4451	Grocery Stores	81	\$4,335.27	\$21,619,992
4452	Specialty Food Stores	77	\$138.47	\$690,560
4453	Beer, Wine, and Liquor Stores	68	\$123.05	\$613,657
446, 4461	Health and Personal Care Stores	90	\$749.56	\$3,738,064
447, 4471	Gasoline Stations	85	\$3,251.01	\$16,212,802
448	Clothing and Clothing Accessories Stores	70	\$882.29	\$4,399,978
4481	Clothing Stores	68	\$681.99	\$3,401,077
4482	Shoe Stores	76	\$187.21	\$933,630
4483	Jewelry, Luggage, and Leather Goods Stores	64	\$13.09	\$65,270
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	87	\$401.22	\$2,000,906
4511	Sporting Goods, Hobby, and Musical Inst Stores	90	\$331.48	\$1,653,113
4512	Book Stores and News Dealers	73	\$69.74	\$347,794
452	General Merchandise Stores	81	\$3,583.52	\$17,871,001
4522	Department Stores	68	\$269.86	\$1,345,796
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	82	\$3,313.66	\$16,525,205

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	97	\$608.39	\$3,034,034
4531	Florists	110	\$31.88	\$158,993
4532	Office Supplies, Stationery, and Gift Stores	76	\$75.93	\$378,658
4533	Used Merchandise Stores	89	\$77.90	\$388,463
4539	Other Miscellaneous Store Retailers	103	\$422.68	\$2,107,920
454	Nonstore Retailers	86	\$2,394.36	\$11,940,677
4541	Electronic Shopping and Mail-Order Houses	82	\$1,941.13	\$9,680,402
4542	Vending Machine Operators	81	\$37.50	\$187,021
4543	Direct Selling Establishments	116	\$415.73	\$2,073,254
722	Food Services & Drinking Places	67	\$3,132.06	\$15,619,573
7223	Special Food Services	67	\$11.43	\$57,024
7224	Drinking Places (Alcoholic Beverages)	64	\$77.91	\$388,524
7225	Restaurants and Other Eating Places	67	\$3,042.72	\$15,174,024

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

# Retail Demand by Industry

Falls City  
Falls City, Nebraska  
Drive time band: 30 - 60 minute radius



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	77	\$23,642.61	\$1,477,402,783
44-45	Retail Trade	79	\$20,419.61	\$1,276,000,844
722	Food Services & Drinking Places	69	\$3,223.00	\$201,401,938

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	81	\$2,609.80	\$163,083,603
4411	Automobile Dealers	77	\$2,132.41	\$133,252,349
4412	Other Motor Vehicle Dealers	128	\$281.46	\$17,587,892
4413	Auto Parts, Accessories & Tire Stores	83	\$195.93	\$12,243,362
442	Furniture and Home Furnishings Stores	73	\$728.85	\$45,545,102
4421	Furniture Stores	72	\$464.56	\$29,030,050
4422	Home Furnishings Stores	76	\$264.29	\$16,515,052
443, 4431	Electronics and Appliance Stores	71	\$201.66	\$12,601,437
444	Bldg Material & Garden Equipment & Supplies Dealers	89	\$1,241.52	\$77,581,373
4441	Building Material and Supplies Dealers	89	\$1,118.31	\$69,882,016
4442	Lawn and Garden Equipment and Supplies Stores	91	\$123.21	\$7,699,357
445	Food and Beverage Stores	77	\$4,405.11	\$275,270,710
4451	Grocery Stores	78	\$4,143.14	\$258,900,840
4452	Specialty Food Stores	75	\$134.87	\$8,427,899
4453	Beer, Wine, and Liquor Stores	70	\$127.09	\$7,941,971
446, 4461	Health and Personal Care Stores	85	\$707.94	\$44,238,293
447, 4471	Gasoline Stations	80	\$3,066.62	\$191,630,154
448	Clothing and Clothing Accessories Stores	71	\$898.74	\$56,161,136
4481	Clothing Stores	71	\$705.59	\$44,091,415
4482	Shoe Stores	72	\$179.24	\$11,200,767
4483	Jewelry, Luggage, and Leather Goods Stores	68	\$13.91	\$868,955
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	78	\$362.74	\$22,667,277
4511	Sporting Goods, Hobby, and Musical Inst Stores	80	\$293.85	\$18,362,314
4512	Book Stores and News Dealers	72	\$68.89	\$4,304,963
452	General Merchandise Stores	78	\$3,440.71	\$215,006,216
4522	Department Stores	70	\$279.36	\$17,457,065
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	78	\$3,161.34	\$197,549,151

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	85	\$535.13	\$33,439,531
4531	Florists	91	\$26.32	\$1,644,768
4532	Office Supplies, Stationery, and Gift Stores	75	\$74.79	\$4,673,765
4533	Used Merchandise Stores	80	\$70.08	\$4,379,166
4539	Other Miscellaneous Store Retailers	89	\$363.93	\$22,741,832
454	Nonstore Retailers	80	\$2,220.81	\$138,776,013
4541	Electronic Shopping and Mail-Order Houses	78	\$1,857.97	\$116,102,680
4542	Vending Machine Operators	79	\$36.39	\$2,274,215
4543	Direct Selling Establishments	91	\$326.44	\$20,399,117
722	Food Services & Drinking Places	69	\$3,223.00	\$201,401,938
7223	Special Food Services	69	\$11.74	\$733,843
7224	Drinking Places (Alcoholic Beverages)	68	\$82.16	\$5,133,914
7225	Restaurants and Other Eating Places	69	\$3,129.10	\$195,534,181

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


# Retail Market Potential

Falls City  
Falls City, Nebraska  
Drive time band: 0 - 15 minute radius




Demographic Summary		2025	2030
Population		5,568	5,412
Population 18+		4,369	4,323
Households		2,463	2,413
Median Household Income		\$54,835	\$62,606
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	2,825	64.7%	102
Bought Women`s Clothing Last 12 Mo	2,271	52.0%	99
Bought Shoes Last 12 Mo	3,275	75.0%	99
Bought Fine Jewelry Last 12 Mo	814	18.6%	85
Bought Watch Last 12 Mo	539	12.3%	96
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,318	94.1%	105
HH Bought or Leased New Vehicle Last 12 Mo	186	7.5%	89
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	4,133	94.6%	106
Bought or Changed Motor Oil Last 12 Mo	2,741	62.7%	116
Had Vehicle Tune-Up Last 12 Mo	963	22.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,727	39.5%	104
Drank Beer or Ale Last 6 Mo	1,522	34.8%	94

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

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	400	9.2%	108
Own Digital SLR Camera or Camcorder	350	8.0%	83
Printed Digital Photos Last 12 Mo	1,131	25.9%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,455	33.3%	96
Have a Smartphone	4,073	93.2%	99
Have Android Phone (Any Brand) Smartphone	1,944	44.5%	119
Have Apple iPhone Smartphone	2,191	50.1%	85
HH Owns 1 Cell Phone	773	31.4%	105
HH Owns 2 Cell Phones	1,029	41.8%	108
HH Owns 3+ Cell Phones	602	24.4%	85
HH Has Cell Phone Only (No Landline Telephone)	1,844	74.9%	99
Computers (Households)			
HH Owns Computer	2,002	81.3%	98
HH Owns Desktop Computer	922	37.4%	100
HH Owns Laptop or Notebook	1,593	64.7%	94
HH Owns Apple or Mac Brand Computer	434	17.6%	71
HH Owns PC or Non-Apple Brand Computer	1,767	71.7%	104
HH Purchased Most Recent Home Computer at Store	931	37.8%	108
HH Purchased Most Recent Home Computer Online	604	24.5%	91
HH Spent \$1-499 on Most Recent Home Computer	396	16.1%	124
HH Spent \$500-999 on Most Recent Home Computer	480	19.5%	110
HH Spent \$1K-1499 on Most Recent Home Computer	245	9.9%	89
HH Spent \$1500-1999 on Most Recent Home Computer	67	2.7%	67
HH Spent \$2000+ on Most Recent Home Computer	112	4.5%	72


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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	3,145	72.0%	109
Bought Brewed Coffee at Convenience Store Last 30 Days	604	13.8%	110
Bought Cigarettes at Convenience Store Last 30 Days	379	8.7%	152
Bought Gas at Convenience Store Last 30 Days	2,172	49.7%	121
Spent \$1-19 at Convenience Store Last 30 Days	244	5.6%	88
Spent \$20-39 at Convenience Store Last 30 Days	319	7.3%	90
Spent \$40-50 at Convenience Store Last 30 Days	305	7.0%	110
Spent \$51-99 at Convenience Store Last 30 Days	251	5.8%	108
Spent \$100+ at Convenience Store Last 30 Days	1,423	32.6%	132
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,083	47.7%	90
Went to Live Theater Last 12 Mo	372	8.5%	73
Went to Bar or Night Club Last 12 Mo	790	18.1%	93
Dined Out Last 12 Mo	2,531	57.9%	103
Gambled at Casino Last 12 Mo	540	12.4%	96
Visited Theme Park Last 12 Mo	620	14.2%	75
Viewed Movie (Video-on-Demand) Last 30 Days	268	6.1%	75
Viewed TV Show (Video-on-Demand) Last 30 Days	154	3.5%	64
Used Internet to Download Movie Last 30 Days	191	4.4%	65
Downloaded Individual Song Last 6 Mo	734	16.8%	92
Used Internet to Watch Movie Last 30 Days	1,266	29.0%	82
Used Internet to Watch TV Program Last 30 Days	886	20.3%	89
Played (Console) Video or Electronic Game Last 12 Mo	539	12.3%	96
Played (Portable) Video or Electronic Game Last 12 Mo	271	6.2%	85

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	1,538	35.2%	100
Used ATM or Cash Machine Last 12 Mo	2,671	61.1%	101
Own Any Stock	499	11.4%	83
Own U.S. Savings Bonds	338	7.7%	103
Own Shares in Mutual Fund (Stocks)	484	11.1%	92
Own Shares in Mutual Fund (Bonds)	317	7.3%	95
Have Interest Checking Account	1,749	40.0%	107
Have Non-Interest Checking Account	1,762	40.3%	111
Have Savings Account	3,181	72.8%	102
Have 401(k) Retirement Savings Plan	1,042	23.9%	99
Own or Used Any Credit or Debit Card Last 12 Mo	4,042	92.5%	100
Avg \$1-110 Monthly Credit Card Expenditures	919	21.0%	108
Avg \$111-225 Monthly Credit Card Expenditures	475	10.9%	89
Avg \$226-450 Monthly Credit Card Expenditures	384	8.8%	104
Avg \$451-700 Monthly Credit Card Expenditures	369	8.4%	97
Avg \$701-1000 Monthly Credit Card Expenditures	299	6.8%	88
Avg \$1001-2000 Monthly Credit Card Expenditures	462	10.6%	92
Avg \$2001+ Monthly Credit Card Expenditures	436	10.0%	74
Did Online Banking Last 12 Mo	2,348	53.7%	97
Did Mobile Device Banking Last 12 Mo	1,946	44.5%	91
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,355	95.6%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,908	77.5%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	533	21.6%	108
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,306	53.0%	93
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,225	90.3%	100
HH Used Fresh Milk Last 6 Mo	2,127	86.4%	105
HH Used Organic Food Last 6 Mo	452	18.4%	74


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	1,865	42.7%	93
Exercise at Club 2+ Times Per Week	413	9.4%	71
Visited Doctor Last 12 Mo	3,571	81.7%	102
Used Vitamins or Dietary Supplements Last 6 Mo	2,894	66.2%	102
Home (Households)			
HH Did Home Improvement Last 12 Mo	981	39.8%	117
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	804	32.6%	96
HH Purchased Low Ticket HH Furnishing Last 12 Mo	547	22.2%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	599	24.3%	102
HH Bought Small Kitchen Appliance Last 12 Mo	552	22.4%	98
HH Purchased Large Appliance/12 Mo	483	19.6%	109
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,456	56.2%	111
Personally Carry Any Medical or Hospital or Accident Insurance	3,852	88.2%	104
Homeowner Carries Insurance on Home/Personal Property	3,050	69.8%	119
Renter Carries Insurance on Home/Personal Property	434	9.9%	75
HH Has 1 Vehicle Covered with Auto Insurance	754	30.6%	95
HH Has 2 Vehicles Covered with Auto Insurance	749	30.4%	99
HH Has 3+ Vehicles Covered with Auto Insurance	777	31.6%	124

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,496	60.7%	118
HH Owns 1+ Cats	795	32.3%	135
HH Owns 1+ Dogs	1,136	46.1%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	489	11.2%	70
Buying American Is Important: 4-Agr Cmpl	1,562	35.8%	131
Buy Based on Quality Not Price: 4-Agr Cmpl	509	11.7%	82
Buy on Credit Rather Than Wait: 4-Agr Cmpl	529	12.1%	99
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	461	10.6%	106
Will Pay More for Environ Safe Products: 4-Agr Cmpl	353	8.1%	74
Buy Based on Price Not Brands: 4-Agr Cmpl	1,333	30.5%	112
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	105	2.4%	61
Reading (Adults)			
Bought Digital Book Last 12 Mo	659	15.1%	85
Bought Hardcover Book Last 12 Mo	1,096	25.1%	97
Bought Paperback Book Last 12 Mo	1,349	30.9%	91
Read Daily Newspaper (Paper Version)	420	9.6%	137
Read Digital Newspaper Last 30 Days	1,949	44.6%	82
Read Magazine (Paper or Electronic Version) Last 6 Mo	3,634	83.2%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	3,189	73.0%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,060	24.3%	100
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,007	91.7%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,678	38.4%	97
Ordered Eat-In Fast Food Last 6 Mo	1,516	34.7%	104
Ordered Home Delivery Fast Food Last 6 Mo	395	9.0%	74
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,398	54.9%	113
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	856	19.6%	86
Television & Electronics (Adults/Households)			
Own Tablet	2,327	53.3%	95
Own E-Reader	599	13.7%	84
Own E-Reader or Tablet: Apple iPad	1,317	30.1%	83
HH Owns Internet Connectable TV	1,087	44.1%	107
Own Portable MP3 Player	354	8.1%	106
HH Owns 1 TV	441	17.9%	91
HH Owns 2 TVs	693	28.1%	101
HH Owns 3 TVs	567	23.0%	105
HH Owns 4+ TVs	596	24.2%	110
HH Subscribes to Cable TV	662	26.9%	95
HH Subscribes to Fiber Optic TV	30	1.2%	38
HH Owns Portable GPS Device	511	20.8%	125
HH Purchased Video Game System Last 12 Mo	101	4.1%	58
HH Owns Internet Video Device for TV	1,278	51.9%	99


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	2,594	59.4%	96
Took 3+ Domestic Non-Business Trips Last 12 Mo	732	16.8%	92
Spent \$1-999 on Domestic Vacations Last 12 Mo	507	11.6%	105
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	311	7.1%	103
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	200	4.6%	96
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	261	6.0%	106
Spent \$3K+ on Domestic Vacations Last 12 Mo	443	10.1%	85
Used Internet Travel Site for Domestic Trip Last 12 Mo	249	5.7%	89
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	883	20.2%	66
Took 3+ Foreign Trips by Plane Last 3 Yrs	114	2.6%	47
Spent \$1-999 on Foreign Vacations Last 12 Mo	117	2.7%	63
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	126	2.9%	67
Spent \$3K+ on Foreign Vacations Last 12 Mo	263	6.0%	62
Used General Travel Site: Foreign Trip Last 3 Yrs	159	3.6%	68
Spent Night at Hotel or Motel Last 12 Mo	2,251	51.5%	94
Took Cruise of More Than One Day Last 3 Yrs	280	6.4%	73
Member of Frequent Flyer Program	733	16.8%	61
Member of Hotel Rewards Program	1,155	26.4%	90

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# Retail Market Potential

Falls City  
Falls City, Nebraska  
Drive time band: 15 - 30 minute radius



Demographic Summary		2025	2030
Population		11,985	11,539
Population 18+		9,253	9,033
Households		4,987	4,794
Median Household Income		\$65,883	\$72,088
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	6,012	65.0%	102
Bought Women`s Clothing Last 12 Mo	4,819	52.1%	100
Bought Shoes Last 12 Mo	7,033	76.0%	100
Bought Fine Jewelry Last 12 Mo	1,705	18.4%	84
Bought Watch Last 12 Mo	1,057	11.4%	89
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	4,713	94.5%	106
HH Bought or Leased New Vehicle Last 12 Mo	366	7.3%	86
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	8,752	94.6%	106
Bought or Changed Motor Oil Last 12 Mo	5,880	63.5%	117
Had Vehicle Tune-Up Last 12 Mo	1,972	21.3%	93
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	3,649	39.4%	103
Drank Beer or Ale Last 6 Mo	3,335	36.0%	97


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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	854	9.2%	109
Own Digital SLR Camera or Camcorder	799	8.6%	89
Printed Digital Photos Last 12 Mo	2,397	25.9%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	3,112	33.6%	97
Have a Smartphone	8,611	93.1%	99
Have Android Phone (Any Brand) Smartphone	4,160	45.0%	120
Have Apple iPhone Smartphone	4,566	49.4%	84
HH Owns 1 Cell Phone	1,488	29.8%	99
HH Owns 2 Cell Phones	2,174	43.6%	113
HH Owns 3+ Cell Phones	1,227	24.6%	85
HH Has Cell Phone Only (No Landline Telephone)	3,752	75.2%	100
Computers (Households)			
HH Owns Computer	4,046	81.1%	98
HH Owns Desktop Computer	1,863	37.4%	100
HH Owns Laptop or Notebook	3,187	63.9%	93
HH Owns Apple or Mac Brand Computer	841	16.9%	68
HH Owns PC or Non-Apple Brand Computer	3,561	71.4%	103
HH Purchased Most Recent Home Computer at Store	1,913	38.4%	109
HH Purchased Most Recent Home Computer Online	1,230	24.7%	91
HH Spent \$1-499 on Most Recent Home Computer	811	16.3%	126
HH Spent \$500-999 on Most Recent Home Computer	955	19.1%	108
HH Spent \$1K-1499 on Most Recent Home Computer	470	9.4%	85
HH Spent \$1500-1999 on Most Recent Home Computer	135	2.7%	66
HH Spent \$2000+ on Most Recent Home Computer	219	4.4%	70


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	6,805	73.5%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	1,352	14.6%	116
Bought Cigarettes at Convenience Store Last 30 Days	780	8.4%	148
Bought Gas at Convenience Store Last 30 Days	4,807	52.0%	127
Spent \$1-19 at Convenience Store Last 30 Days	475	5.1%	81
Spent \$20-39 at Convenience Store Last 30 Days	641	6.9%	86
Spent \$40-50 at Convenience Store Last 30 Days	637	6.9%	109
Spent \$51-99 at Convenience Store Last 30 Days	522	5.6%	106
Spent \$100+ at Convenience Store Last 30 Days	3,166	34.2%	139
Entertainment (Adults)			
Attended Movie Last 6 Mo	4,367	47.2%	89
Went to Live Theater Last 12 Mo	734	7.9%	68
Went to Bar or Night Club Last 12 Mo	1,702	18.4%	95
Dined Out Last 12 Mo	5,405	58.4%	104
Gambled at Casino Last 12 Mo	1,111	12.0%	94
Visited Theme Park Last 12 Mo	1,158	12.5%	66
Viewed Movie (Video-on-Demand) Last 30 Days	503	5.4%	66
Viewed TV Show (Video-on-Demand) Last 30 Days	259	2.8%	51
Used Internet to Download Movie Last 30 Days	361	3.9%	58
Downloaded Individual Song Last 6 Mo	1,528	16.5%	91
Used Internet to Watch Movie Last 30 Days	2,589	28.0%	79
Used Internet to Watch TV Program Last 30 Days	1,782	19.3%	85
Played (Console) Video or Electronic Game Last 12 Mo	1,124	12.2%	95
Played (Portable) Video or Electronic Game Last 12 Mo	549	5.9%	82


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	3,260	35.2%	100
Used ATM or Cash Machine Last 12 Mo	5,446	58.9%	97
Own Any Stock	1,053	11.4%	83
Own U.S. Savings Bonds	709	7.7%	102
Own Shares in Mutual Fund (Stocks)	1,090	11.8%	98
Own Shares in Mutual Fund (Bonds)	680	7.3%	96
Have Interest Checking Account	3,771	40.8%	108
Have Non-Interest Checking Account	3,762	40.7%	112
Have Savings Account	6,799	73.5%	102
Have 401(k) Retirement Savings Plan	2,190	23.7%	98
Own or Used Any Credit or Debit Card Last 12 Mo	8,539	92.3%	100
Avg \$1-110 Monthly Credit Card Expenditures	1,960	21.2%	108
Avg \$111-225 Monthly Credit Card Expenditures	962	10.4%	85
Avg \$226-450 Monthly Credit Card Expenditures	840	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	754	8.2%	93
Avg \$701-1000 Monthly Credit Card Expenditures	617	6.7%	85
Avg \$1001-2000 Monthly Credit Card Expenditures	1,031	11.1%	97
Avg \$2001+ Monthly Credit Card Expenditures	910	9.8%	73
Did Online Banking Last 12 Mo	4,994	54.0%	97
Did Mobile Device Banking Last 12 Mo	4,154	44.9%	92
Grocery (Adults)			
HH Used Bread Last 6 Mo	4,776	95.8%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	3,912	78.4%	103
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,101	22.1%	110
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	2,638	52.9%	92
HH Used Fresh Fruit or Vegetables Last 6 Mo	4,558	91.4%	101
HH Used Fresh Milk Last 6 Mo	4,376	87.8%	107
HH Used Organic Food Last 6 Mo	855	17.1%	69


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	3,955	42.7%	93
Exercise at Club 2+ Times Per Week	761	8.2%	62
Visited Doctor Last 12 Mo	7,456	80.6%	101
Used Vitamins or Dietary Supplements Last 6 Mo	6,054	65.4%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	2,032	40.8%	120
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	1,553	31.1%	91
HH Purchased Low Ticket HH Furnishing Last 12 Mo	1,043	20.9%	100
HH Purchased Big Ticket HH Furnishing Last 12 Mo	1,124	22.5%	94
HH Bought Small Kitchen Appliance Last 12 Mo	1,066	21.4%	93
HH Purchased Large Appliance/12 Mo	910	18.3%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,301	57.3%	113
Personally Carry Any Medical or Hospital or Accident Insurance	8,168	88.3%	104
Homeowner Carries Insurance on Home/Personal Property	6,609	71.4%	121
Renter Carries Insurance on Home/Personal Property	876	9.5%	71
HH Has 1 Vehicle Covered with Auto Insurance	1,369	27.4%	85
HH Has 2 Vehicles Covered with Auto Insurance	1,479	29.7%	96
HH Has 3+ Vehicles Covered with Auto Insurance	1,778	35.6%	140


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	3,187	63.9%	124
HH Owns 1+ Cats	1,782	35.7%	149
HH Owns 1+ Dogs	2,471	49.5%	130
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	957	10.3%	65
Buying American Is Important: 4-Agr Cmpl	3,593	38.8%	142
Buy Based on Quality Not Price: 4-Agr Cmpl	1,035	11.2%	79
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,028	11.1%	90
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	976	10.6%	106
Will Pay More for Environ Safe Products: 4-Agr Cmpl	677	7.3%	67
Buy Based on Price Not Brands: 4-Agr Cmpl	2,816	30.4%	111
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	219	2.4%	60
Reading (Adults)			
Bought Digital Book Last 12 Mo	1,377	14.9%	84
Bought Hardcover Book Last 12 Mo	2,298	24.8%	96
Bought Paperback Book Last 12 Mo	2,826	30.5%	90
Read Daily Newspaper (Paper Version)	884	9.6%	137
Read Digital Newspaper Last 30 Days	3,781	40.9%	75
Read Magazine (Paper or Electronic Version) Last 6 Mo	7,572	81.8%	94


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	6,647	71.8%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,125	23.0%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	8,466	91.5%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	3,353	36.2%	91
Ordered Eat-In Fast Food Last 6 Mo	3,392	36.7%	110
Ordered Home Delivery Fast Food Last 6 Mo	742	8.0%	65
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	5,016	54.2%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,730	18.7%	82
Television & Electronics (Adults/Households)			
Own Tablet	4,724	51.0%	91
Own E-Reader	1,146	12.4%	76
Own E-Reader or Tablet: Apple iPad	2,619	28.3%	78
HH Owns Internet Connectable TV	2,132	42.8%	103
Own Portable MP3 Player	752	8.1%	106
HH Owns 1 TV	865	17.4%	88
HH Owns 2 TVs	1,400	28.1%	101
HH Owns 3 TVs	1,153	23.1%	105
HH Owns 4+ TVs	1,240	24.9%	113
HH Subscribes to Cable TV	1,047	21.0%	74
HH Subscribes to Fiber Optic TV	38	0.8%	24
HH Owns Portable GPS Device	1,048	21.0%	126
HH Purchased Video Game System Last 12 Mo	188	3.8%	53
HH Owns Internet Video Device for TV	2,578	51.7%	98


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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	5,545	59.9%	97
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,502	16.2%	89
Spent \$1-999 on Domestic Vacations Last 12 Mo	1,085	11.7%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	654	7.1%	102
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	431	4.7%	97
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	605	6.5%	117
Spent \$3K+ on Domestic Vacations Last 12 Mo	891	9.6%	81
Used Internet Travel Site for Domestic Trip Last 12 Mo	499	5.4%	84
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,817	19.6%	64
Took 3+ Foreign Trips by Plane Last 3 Yrs	227	2.5%	44
Spent \$1-999 on Foreign Vacations Last 12 Mo	282	3.0%	72
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	251	2.7%	63
Spent \$3K+ on Foreign Vacations Last 12 Mo	522	5.6%	58
Used General Travel Site: Foreign Trip Last 3 Yrs	306	3.3%	62
Spent Night at Hotel or Motel Last 12 Mo	4,822	52.1%	95
Took Cruise of More Than One Day Last 3 Yrs	531	5.7%	65
Member of Frequent Flyer Program	1,491	16.1%	59
Member of Hotel Rewards Program	2,437	26.3%	90

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# Retail Market Potential

Falls City  
Falls City, Nebraska  
Drive time band: 30 - 60 minute radius




Demographic Summary		2025	2030
Population		156,105	153,976
Population 18+		122,458	122,305
Households		62,489	62,010
Median Household Income		\$63,808	\$70,181
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	78,316	64.0%	101
Bought Women`s Clothing Last 12 Mo	63,947	52.2%	100
Bought Shoes Last 12 Mo	92,510	75.5%	100
Bought Fine Jewelry Last 12 Mo	24,080	19.7%	90
Bought Watch Last 12 Mo	14,759	12.1%	94
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	57,492	92.0%	103
HH Bought or Leased New Vehicle Last 12 Mo	4,631	7.4%	87
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	113,150	92.4%	104
Bought or Changed Motor Oil Last 12 Mo	73,747	60.2%	111
Had Vehicle Tune-Up Last 12 Mo	26,730	21.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	49,420	40.4%	106
Drank Beer or Ale Last 6 Mo	43,569	35.6%	96

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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	10,860	8.9%	104
Own Digital SLR Camera or Camcorder	10,358	8.5%	87
Printed Digital Photos Last 12 Mo	31,040	25.4%	102
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	42,483	34.7%	100
Have a Smartphone	114,784	93.7%	100
Have Android Phone (Any Brand) Smartphone	54,695	44.7%	119
Have Apple iPhone Smartphone	62,014	50.6%	86
HH Owns 1 Cell Phone	20,272	32.4%	108
HH Owns 2 Cell Phones	25,105	40.2%	104
HH Owns 3+ Cell Phones	15,722	25.2%	87
HH Has Cell Phone Only (No Landline Telephone)	48,326	77.3%	103
Computers (Households)			
HH Owns Computer	49,853	79.8%	96
HH Owns Desktop Computer	22,576	36.1%	97
HH Owns Laptop or Notebook	40,383	64.6%	94
HH Owns Apple or Mac Brand Computer	11,341	18.1%	73
HH Owns PC or Non-Apple Brand Computer	43,596	69.8%	101
HH Purchased Most Recent Home Computer at Store	22,569	36.1%	103
HH Purchased Most Recent Home Computer Online	15,404	24.6%	91
HH Spent \$1-499 on Most Recent Home Computer	9,619	15.4%	119
HH Spent \$500-999 on Most Recent Home Computer	11,490	18.4%	104
HH Spent \$1K-1499 on Most Recent Home Computer	5,972	9.6%	86
HH Spent \$1500-1999 on Most Recent Home Computer	1,843	3.0%	72
HH Spent \$2000+ on Most Recent Home Computer	3,017	4.8%	77


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	88,067	71.9%	109
Bought Brewed Coffee at Convenience Store Last 30 Days	16,714	13.7%	109
Bought Cigarettes at Convenience Store Last 30 Days	10,454	8.5%	149
Bought Gas at Convenience Store Last 30 Days	60,474	49.4%	121
Spent \$1-19 at Convenience Store Last 30 Days	7,009	5.7%	91
Spent \$20-39 at Convenience Store Last 30 Days	9,482	7.7%	96
Spent \$40-50 at Convenience Store Last 30 Days	8,379	6.8%	108
Spent \$51-99 at Convenience Store Last 30 Days	6,996	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	38,547	31.5%	128
Entertainment (Adults)			
Attended Movie Last 6 Mo	60,497	49.4%	93
Went to Live Theater Last 12 Mo	11,719	9.6%	82
Went to Bar or Night Club Last 12 Mo	22,923	18.7%	97
Dined Out Last 12 Mo	69,017	56.4%	100
Gambled at Casino Last 12 Mo	14,608	11.9%	93
Visited Theme Park Last 12 Mo	17,824	14.6%	77
Viewed Movie (Video-on-Demand) Last 30 Days	7,323	6.0%	73
Viewed TV Show (Video-on-Demand) Last 30 Days	4,666	3.8%	69
Used Internet to Download Movie Last 30 Days	6,468	5.3%	78
Downloaded Individual Song Last 6 Mo	21,196	17.3%	95
Used Internet to Watch Movie Last 30 Days	37,984	31.0%	88
Used Internet to Watch TV Program Last 30 Days	25,710	21.0%	93
Played (Console) Video or Electronic Game Last 12 Mo	16,142	13.2%	103
Played (Portable) Video or Electronic Game Last 12 Mo	8,364	6.8%	94


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	42,417	34.6%	98
Used ATM or Cash Machine Last 12 Mo	72,960	59.6%	98
Own Any Stock	13,416	11.0%	80
Own U.S. Savings Bonds	8,736	7.1%	95
Own Shares in Mutual Fund (Stocks)	13,015	10.6%	88
Own Shares in Mutual Fund (Bonds)	8,386	6.8%	89
Have Interest Checking Account	46,062	37.6%	100
Have Non-Interest Checking Account	48,565	39.7%	109
Have Savings Account	87,361	71.3%	99
Have 401(k) Retirement Savings Plan	29,259	23.9%	99
Own or Used Any Credit or Debit Card Last 12 Mo	112,661	92.0%	100
Avg \$1-110 Monthly Credit Card Expenditures	25,756	21.0%	108
Avg \$111-225 Monthly Credit Card Expenditures	13,562	11.1%	90
Avg \$226-450 Monthly Credit Card Expenditures	10,880	8.9%	106
Avg \$451-700 Monthly Credit Card Expenditures	9,912	8.1%	93
Avg \$701-1000 Monthly Credit Card Expenditures	8,475	6.9%	89
Avg \$1001-2000 Monthly Credit Card Expenditures	12,417	10.1%	88
Avg \$2001+ Monthly Credit Card Expenditures	11,426	9.3%	70
Did Online Banking Last 12 Mo	66,108	54.0%	97
Did Mobile Device Banking Last 12 Mo	57,266	46.8%	96
Grocery (Adults)			
HH Used Bread Last 6 Mo	59,455	95.1%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	47,550	76.1%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	12,849	20.6%	103
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	33,431	53.5%	94
HH Used Fresh Fruit or Vegetables Last 6 Mo	56,075	89.7%	99
HH Used Fresh Milk Last 6 Mo	52,840	84.6%	103
HH Used Organic Food Last 6 Mo	12,214	19.6%	79


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	52,278	42.7%	93
Exercise at Club 2+ Times Per Week	12,510	10.2%	77
Visited Doctor Last 12 Mo	98,310	80.3%	101
Used Vitamins or Dietary Supplements Last 6 Mo	78,766	64.3%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	22,775	36.5%	107
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	19,610	31.4%	92
HH Purchased Low Ticket HH Furnishing Last 12 Mo	13,785	22.1%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	14,947	23.9%	100
HH Bought Small Kitchen Appliance Last 12 Mo	14,099	22.6%	99
HH Purchased Large Appliance/12 Mo	11,594	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	66,626	54.4%	108
Personally Carry Any Medical or Hospital or Accident Insurance	106,202	86.7%	102
Homeowner Carries Insurance on Home/Personal Property	78,286	63.9%	109
Renter Carries Insurance on Home/Personal Property	14,870	12.1%	91
HH Has 1 Vehicle Covered with Auto Insurance	20,124	32.2%	100
HH Has 2 Vehicles Covered with Auto Insurance	18,637	29.8%	97
HH Has 3+ Vehicles Covered with Auto Insurance	17,729	28.4%	112


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	36,619	58.6%	114
HH Owns 1+ Cats	19,638	31.4%	131
HH Owns 1+ Dogs	27,418	43.9%	115
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	15,545	12.7%	79
Buying American Is Important: 4-Agr Cmpl	41,089	33.5%	123
Buy Based on Quality Not Price: 4-Agr Cmpl	15,056	12.3%	87
Buy on Credit Rather Than Wait: 4-Agr Cmpl	13,786	11.3%	92
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	12,743	10.4%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	11,288	9.2%	84
Buy Based on Price Not Brands: 4-Agr Cmpl	36,753	30.0%	110
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	3,967	3.2%	82
Reading (Adults)			
Bought Digital Book Last 12 Mo	19,192	15.7%	88
Bought Hardcover Book Last 12 Mo	30,911	25.2%	98
Bought Paperback Book Last 12 Mo	39,100	31.9%	95
Read Daily Newspaper (Paper Version)	10,012	8.2%	117
Read Digital Newspaper Last 30 Days	57,206	46.7%	86
Read Magazine (Paper or Electronic Version) Last 6 Mo	102,600	83.8%	96


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	88,702	72.4%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	29,421	24.0%	99
Went to Fast Food or Drive-In Restaurant Last 6 Mo	112,616	92.0%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	48,273	39.4%	99
Ordered Eat-In Fast Food Last 6 Mo	41,727	34.1%	102
Ordered Home Delivery Fast Food Last 6 Mo	12,792	10.4%	85
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	65,862	53.8%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	24,863	20.3%	89
Television & Electronics (Adults/Households)			
Own Tablet	63,800	52.1%	93
Own E-Reader	17,071	13.9%	85
Own E-Reader or Tablet: Apple iPad	35,604	29.1%	80
HH Owns Internet Connectable TV	26,450	42.3%	102
Own Portable MP3 Player	10,082	8.2%	107
HH Owns 1 TV	11,811	18.9%	96
HH Owns 2 TVs	17,490	28.0%	101
HH Owns 3 TVs	14,110	22.6%	103
HH Owns 4+ TVs	14,432	23.1%	105
HH Subscribes to Cable TV	15,386	24.6%	87
HH Subscribes to Fiber Optic TV	939	1.5%	46
HH Owns Portable GPS Device	11,989	19.2%	115
HH Purchased Video Game System Last 12 Mo	2,941	4.7%	67
HH Owns Internet Video Device for TV	33,003	52.8%	101


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	71,557	58.4%	94
Took 3+ Domestic Non-Business Trips Last 12 Mo	20,243	16.5%	90
Spent \$1-999 on Domestic Vacations Last 12 Mo	14,442	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	8,177	6.7%	96
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	5,353	4.4%	91
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	6,775	5.5%	99
Spent \$3K+ on Domestic Vacations Last 12 Mo	12,004	9.8%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	6,573	5.4%	84
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	25,500	20.8%	68
Took 3+ Foreign Trips by Plane Last 3 Yrs	3,518	2.9%	52
Spent \$1-999 on Foreign Vacations Last 12 Mo	3,713	3.0%	71
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	3,541	2.9%	67
Spent \$3K+ on Foreign Vacations Last 12 Mo	7,467	6.1%	63
Used General Travel Site: Foreign Trip Last 3 Yrs	4,083	3.3%	62
Spent Night at Hotel or Motel Last 12 Mo	62,678	51.2%	94
Took Cruise of More Than One Day Last 3 Yrs	8,022	6.5%	74
Member of Frequent Flyer Program	22,234	18.2%	66
Member of Hotel Rewards Program	31,665	25.9%	88

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