



Meeske Hardware Building
107 W Eldora Ave. Weeping Water, Nebraska

Table of Contents

GENERAL INFORMATION

- 3 Project Purpose
- 5 General Community Information

BUILDING INFORMATION

- 6 General Building Information
- 7 Building History
- 10 Building Survey

DESIGN ASSISTANCE FORM

- 13 Design Assistance Form Evaluation and Information

ECONOMIC INFORMATION

- 31 Community Census Data
- 32 ZIP Code ESRI Data
- 33 ESRI Business Analyst Data

SUMMARY

- 36 Summary
- 36 Action Steps

RESOURCES

- 38 Organizations
- 39 Design
- 42 Economic Vitality
- 44 Promotion & Organization

FUNDING

- 45 Organizations & Businesses
- 46 Grants & Programs

APPENDIX

- 48 A. Building Images
- 54 B. Assessor Reports
- 59 C. ESRI Reports

Purpose

THE PROJECT

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

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

***DISCLAIMER:**

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

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

Scan the QR code to visit
the HPEP virtual database:



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





Implements For The Farm

Back up the Boys in the trenches and make more money for yourself by getting the utmost production out of your land this coming spring.

In order to do this you shouldn't neglect the purchase of a single implement that will increase the efficiency and productiveness of your labor.

We can supply you with anything for use on the farm at prices that will save you money. So call and tell us your problems. We'll be able to solve them for you.

If you are wise you will buy your implements needed for next spring, now.

**Johnson Hardware and
Implement Co.**



FOUND on road north of town Friday A. M. a man's shoe. Inquire at Republican office. 11-1

Mrs. Ross Raines went to Platts-mouth Saturday morning for an over Sunday visit at the Herman Hough home.

We offer for sale, one Ford light truck, one new Hupmobile model R touring car, and one new Liberty Six Touring Car. Taylor Motor Co. 11-1

Mrs. K. D. Clark went to Union Sunday morning for a few days' visit with her children.

Dr. Klein, dentist, over Nebraska State Bank. Phone 51. 38-tf

Frank Compton and wife and son, Otis, and wife autoed up from Nebraska City Sunday and were dinner guests at the Sam Compton home.

"What Would a Gentleman Do."—Senior Class Play—one of the big events of Commencement week Philpots' Opera House. June 3rd and 4th. Music by Jones Orchestra. Admission adults 35c plus 4 c war tax; children 25c plus 3c war tax. Seats reserved at Cogolizer's May 31, 8. A. M. 11-1

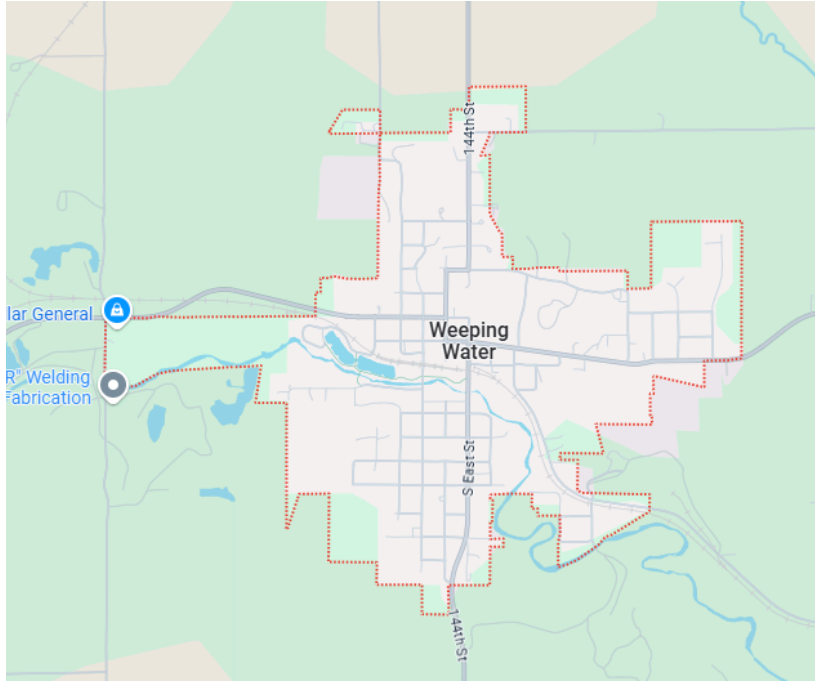
Miss Anna Ankersen came down from Council Bluffs Friday evening to visit home folks and especially with her brother, Jake, who left the first of the week for the navy, accompanied by Frank Murphy.

STRAYED from my place three mile west and one south of Weeping Water a Roan Bull six month old, weighing about 500 lbs. Anton Jorgensen. Phone 1011. 10-tf

Noble Benham of Grainfield, Kans arrived Tuesday night and will spend the summer visiting at the A. E. Barber home and with other friends

General Information

WEeping WATER (FROM GOOGLE MAPS)



BUILDING SITE (FROM CASS COUNTY GIS)



Building Information

Community: Weeping Water

Building Name: Meeske Housewares Building

Parcel ID: 130062898

Site Address: 107 W Eldora Ave. Weeping Water, NE 68463

Owner Name: Gayle Meeske

Owner Address: 6621 Rexford Dr. Lincoln, NE 68506

Tax District Code: 20

Zoning: Commercial

Overlays: N/A

Future Land Use: N/A

Flood Zones: Area of minimal flood hazard

Construction Date: 1910

Latest Remodel: 2021- Painted/Remodeled Facade

National Register: Y ☐ N ☒

Date Listed: NA

Architectural Style: Commercial Style

Construction Material: Brick

Value Year: 2024

Building Value: \$71,280

Land Value: \$10,050

Total Value: \$81,330

Lot Size: 5,808 sq. ft.

Vacant Square Footage: 3,520 sq. ft.

Occupied Square Footage: 3,520 sq. ft.

Usable Square Footage: 7,040 sq. ft.

Total Square Footage: 7,040 sq. ft.

Total Floors: 3

Current Use(s): Basement- Storage, Main- Retail, Upper- Storage

Previous Use(s): Upper- Apartments, Other- Roller Rink, Opera House

Previous Use Date: 1972



Building History



For further information, visit the Weeping Water Historical Society.

1870 – Charles Philpot arrived in Cass County.

1900 – Charles Philpot purchased the property where the building now stands.

1909–1910 – The three-story building was constructed.

1911 – Bert Philpot's son (grandson of Charles) started an automobile sales and service business, selling Maxwell and Overland cars.

1911–1930s – High school plays and dances were held on the third floor of the building.

Building History

1930s–1940s – During this time, an individual named Chadderdon operated an auto agency on the main floor, and used the upper floor for a roller skating rink until it was deemed unsafe.

1933 or 1936 – Ownership was transferred to Don Philpot (Charles' grandson)

May or July 1933- Lottie- Charles daughter- and Lee Brown owned building as Charles was deemed an incompetent person, in trust and for benefit of Charles, who then transferred to John Philpot. This led to a legal dispute over the building's ownership from 1938-1940.

Exact Date Unknown (likely post-1936) – Don Philpot operated a Chevrolet agency in the building, later selling the agency to the Dowler Brothers who continued operation.

October 1940 – The Leahy Stores, a grocery chain, purchased the building. During this time a grocery store operated on the main floor and apartments were built on the second store.

July 1954 – Mr. and Mrs. Virgil Rhodes purchased the building and continued to run the grocery store.

March 1972 – Following Mr. Rhodes' death, Mrs. Rhodes sold the building to Eugene Domingo who used the main floor as a small engine showroom and repair area. The basement was used for storage while the apartments previously on the third floor were no longer used.

August 1980 – Tom Meeske bought the building and began operating it as an Ace Hardware. The main floor was used for retail merchandise while the basement and upper floors continued to be storage.

Original Building Layout and Use (1909–1930s)

Basement – Steam heating plant, car repair, and storage.

Main Floor – New and used car storage, office, and showroom.

Third Floor – Used as City Hall for class plays, medicine shows, dancing, and other activities. Had a stage with dressing rooms on either side. High school class plays and Saturday night dances held until the 1930s. Access stairway to the upstairs included a ticket booth to the right of the entrance and another staircase leading to the basement.



r. and
near
brated
versary
J. W.

tly of
at the
is re-
ectomy
eek in

child-
Sun-
Emer-

er sis-
Omaha,
Sunday
Mur-
nor of
n fur-
y, sta-

of Los
a sur-
th his
n. His
ps the
ad re-
t.

some
thodist
bsence
r.

rought
n hos-
one an

Harry
obson
golf in
ing.

o is in
show-
week,
doctor
remain

spring-
Barton

d Mrs.
of the
ng for
church
rwards
der of
Illinois.

athleen
for the
there.

er and
Lincoln

LEAHY STORES

Prices Subject to Market Changes

VIRGINIA DARE, Ass't Flavors

INSTANT-AID 14c
3 1/2 oz. bottles

Each bottle makes one gallon of
delicious refreshing beverage

CANTALOUPE
Delicious flavor, lb. 4c

California Sunkist
LEMONS, 252 size doz. 29c

California (60 size)
HEAD LETTUCE 2 heads 15c

GRAPEFRUIT JUICE
46 oz. can 18c 2 for 35c

Clicquot Club or New Yorker
BEVERAGES, 3-32 oz. bottles 25c
(plus bottle deposit)

Hersheys
CHOCOLATE SYRUP, 1-lb. can 9c

BORDENS CHOCOLATE
MALTED MILK, 1-lb. can 25c

PEANUT BUTTER
Quart Jar 23c

Cloth Bag
SUGAR 10 pounds 55c

PAR-T-JEL
Assorted Gelatine 3c
Dessert, per pkg.
1-lb. Cello Bag 12c
Marshmallows

Folgers or Hill Bros
COFFEE 2-lb. can 52c

Meats

MINCE 2
HAM lbs. 33c
or
BOLOGNA

Bacon Squares 16c
Cello Wrapped

SUMMER
SAUSAGE, lb 25c

SKINLESS
SLAB BACON, lb. 27c
in the piece

BEEF
ROAST, lb. 20c

BEEF
BOIL, lb. 12 1/2c

MILNUT "Whips Like
Cream" 4 tall 27c
cans

Carnation, Borden's 4 tall 30c
cans

Northern Tissue 5 rolls 25c

Malt BLUE RIBBON 49c
3-lb. can

For Your Canning
For Making Jams &
Jellies

PEN-JEL 9c
3 oz. package

Ball Mason Fruit Jars
Doz. 59c Doz. 69c
Pts. Qts.

Red Rubber Jar Rings
pkg. of 12 3 for 10c

Mason Fruit Jar
Caps, pkg. of 12 19c

PICKLING
VINEGAR, gal 19c

PARAWAX 12c
1-lb. Carton

PEACHES, We Have Several Car-
load of U. S. No. 1
Large Elberta Freestones Priced Right!

WE ACCEPT FOOD STAMPS
Bread--5c Loaf

Survey

Goals and Ideas for Improvements

The goal for the upper floors is to restore the former apartments, while maintaining retail space on the ground level. Ideally, the redevelopment would bring back the residential units or convert them into short-term rentals, such as AirBNBs, to accommodate visitors during major events in Weeping Water and nearby areas. The resource packet is intended to support the effort to ensure the building is positioned to best serve the community's needs, as the current owner prepares to sell.

Previous Remodels & Funding

The latest remodel was in 2021 when the owner painted and remodeled the front facade. The funding for this project was out of pocket.

Major Issues and Costs Concerns With Previous or Future Development Efforts

Accessibility and fire safety issues, including the fire escape not being usable and the access door to the fire escape is raised above the level of the existing floor. .

Specific Concerns with Redevelopment

The owner plans to sell, so the new owner would be doing the redevelopment work. The provided resource packet will assist a new owner in redevelopment.

Vacancy Description

The upper floor addressed in this survey is currently used for storage but still contains fixtures and walls from its previous use as an apartment. Since 1972, the apartments have been vacant and repurposed solely for storage.

Notable Damage

Water had entered the building at one time and is no longer, but there may be water damage in the floor and walls

Survey

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

Condition	5	4	3	2	1	N A	Concerns with Remodeling/Other Notes
Interior Walls & Ceilings			X				There are existing studded walls. They will need drywalled and repairs as necessary.
Flooring				X			Flooring is basic wood flooring that will need to be replaced. Floor joists will need inspection for damage.
Lighting			X				There are lighting fixtures in place and adequate natural lighting.
Stairwells/ Hallways/ Elevators				X			Independent access to the upper floors from the street. There will need to be a secondary escape for fire.
Plumbing						X	There is no known plumbing in the upper floor.
Electrical			X				Electric is ran through the upper floor but may need more as necessary.
HVAC						X	There is a wood stove, however, no AC.
Fire Safety Systems						X	No sprinkler systems. There may be room to add sprinkler systems without dropping ceiling height.
Internet Infrastructure		X					There is internet infrastructure in the retail area. Individual access ports may need to be added.

Survey

Expanding on Condition Evaluation

At one point, water had entered the building on the south end of the upper floor near the fire escape door. Walls, floors, and roof will need inspection to determine damage. There are no known existing plumbing fixtures on the second floor. However, there may have been at one point in time due to the apartments.

Studs exist from the apartments in the 60's and may be reutilized if deemed safe enough. There appears to be a hallway from the main entrance to the second floor, to the fire escape on the south end of the building. At one point in time, there was a fire escape on the west side of the building.

There is adequate natural lighting in the space. Some windows have been replaced, but have not yet been finished.

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

If considering a National Register listing, the building may be considered significant due to the impact of the major businesses and events that have been housed in the structure.





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

Storefront

Landscape

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 | 107 W ELDORA | WEEPING WATER



BUILDING INFORMATION

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

Evaluation Date: June 13, 2025

Building Name: Meeske Hardwares Building

Building Address/ Location: 107 W. Eldora St. Weeping Water, NE 68463

Building Use (current): Meeske Hardware Store on main floor. Upper and Basement are storage

Building Use (Historically): Main floor: Auto repair and sales, grocery store. Upper floor: Opera House, Roller rink, apartments. Basement: Auto repair garage, storage.

Building Date of Construction/ decade: 1910

Building Style/ Period: Commercial Style

Building Materials/ Elements: Brick/Masonry



CASE STUDY

BUILDING EVALUATION | 107 W ELDORA | WEEPING WATER

MASONRY FACADE/PAINT

The existing Concrete Masonry Unit (CMU) building is painted two shade of green with red trim. It appears to be in very good condition

RECOMMENDATIONS

Though these colors are historically appropriate paint colors and for a building of this era. However, for a CMU building, if alternate color scheme is desired, some thing closer to the natural color of the materials could be considered. The contrast trim color does emphasize the architectural details in the windows and dividing the storefront/former service station façade.

STOREFRONT

This building was historically used as an auto repair garage and the infilled storefront reflects that. Cast iron columns on either side of the entry doors reflect the style as well. Fixed narrow windows are in the infilled former garage space. A person door is at the far end of the building

RECOMMENDATIONS

The infill could be removed to go back to a garage door configuration. That would be a major reconstruction of the storefront. Larger windows could be installed to add transparency to the storefront. Or a decorative mural could be added that would reflect the former garage doors based on historic photos.

LANDSCAPE

Unlike most downtown buildings, this property has an opportunity to utilize the former gas pump area to enhance the commercial experience.

RECOMMENDATIONS

Additional planters, seating, lighting, or other features could be added to enhance the front.

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

DISCLAIMER:

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



CASE STUDY

BEFORE | 107 W ELDORA | WEEPING WATER



GENERAL STATEMENT

The building has been well-maintained over the years, but has some potential for improvement, specifically for the storefront. The building has been painted with appropriate colors. The original large storefront windows have been removed and replaced with smaller windows.

CASE STUDY

AFTER | 107 W ELDORA | WEEPING WATER



GENERAL STATEMENT

The generated image shows what the building might look like with some seating, lighting, original-sized windows and historically accurate signage.

Other options for landscaping might be to add the original (or similar-aged) gas pumps to the front where they were originally located.

CASE STUDY

AFTER | 107 W ELDORA | WEEPING WATER



GENERAL STATEMENT

The generated image shows what the building might look like with some seating, lighting, and original-sized windows. This iteration keeps the current signage.

Other options for landscaping might be to add the original (or similar-aged) gas pumps to the front where they were originally located.

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.

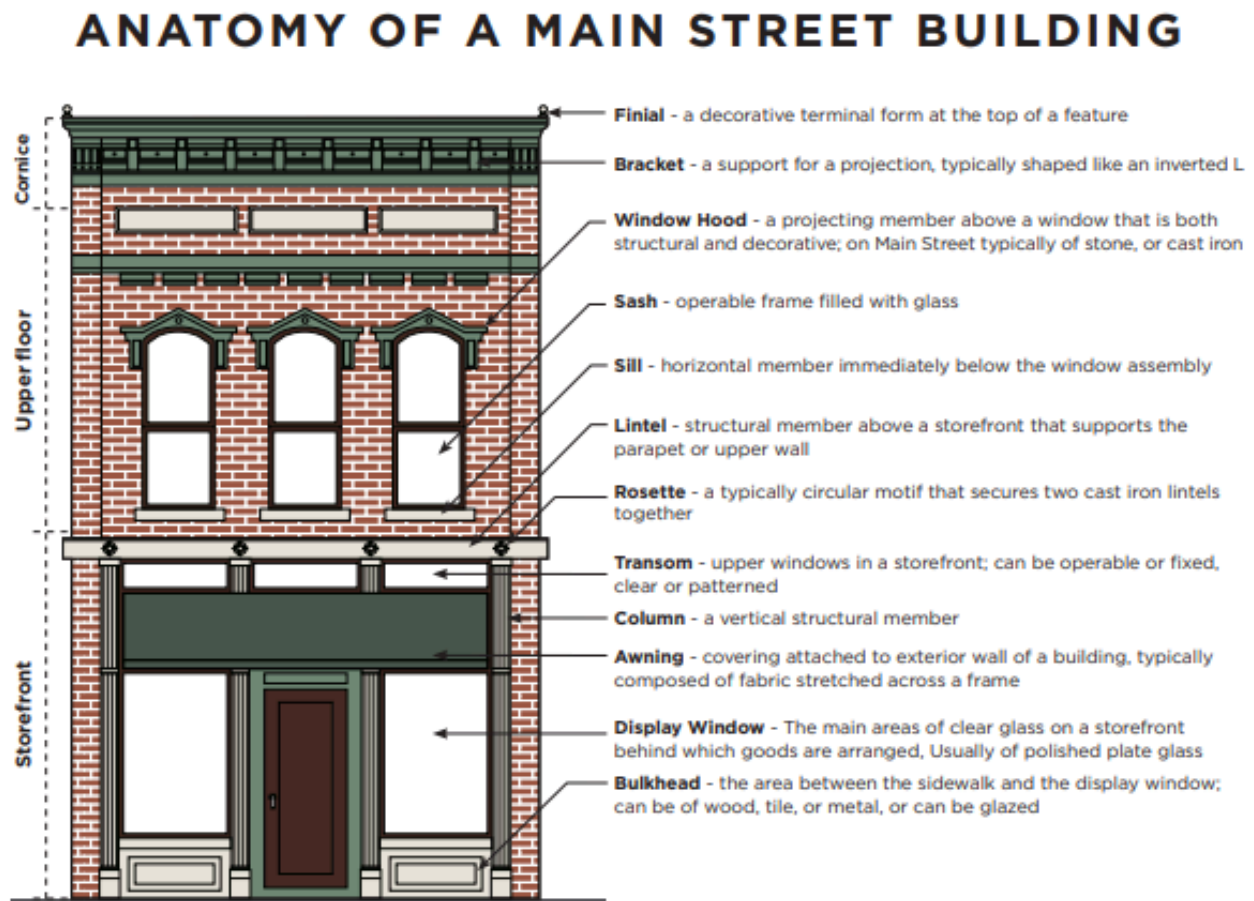
GLOSSARY OF TERMS

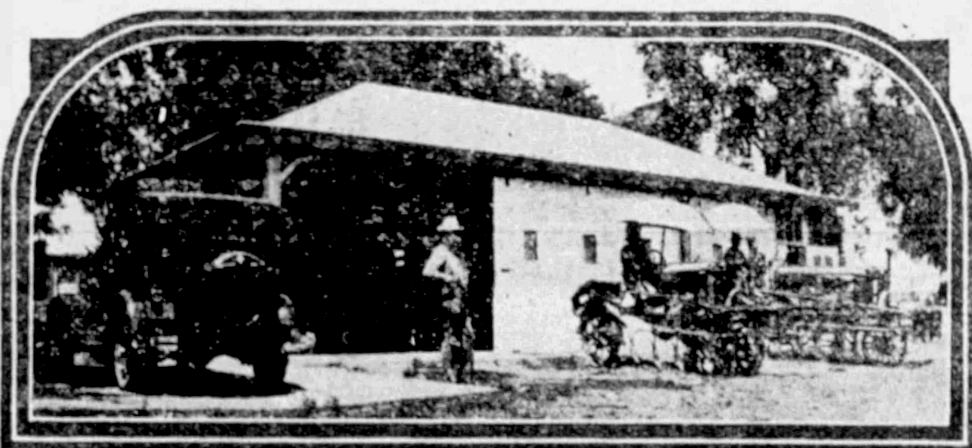
36. TUCK-POINTING/REPOINTING

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.





J. W. Philpot's Garage, Housing Truck, Three Automobiles and Two Tractors With an Extra Wash Rack on the Outside

leading to an underground cement cesspool. The outside rack also has its central drain.

"As we found time we gathered rubble stone down by the creek," said Mr. Philpot in telling how the rack was built. "We made the form 14 by 18 feet square with lumber and within it placed the stones edgewise. Then we poured these stones full of cement and dressed the sides and floor to make a smooth job. We made it dishlike so water would run quickly to the center."

The whole garage floor was made the same way, with rough slablike stones edged up and intervening spaces filled with cement. A final cement top coat hid all traces of the stones.

"It must go below zero before water will freeze in our garage," said Mr. Philpot. "We planned for that by building a bank of earth five feet high against all the walls but one." A retaining wall at either end and facing south keeps the bank secure and neat. Rough stones also played a part in building bulk here. The bank is seeded to grass. The gasoline tank that feeds the regulation pumps which are set on a cement floor against the wall, also is in this bank.

For harmony in design, Mr. Philpot covered the hollow tile blocks of the walls with cement. Like the bank they serve as insulator against the cold weather.

"This water system also can serve wonderfully well in case of fire," Mr. Philpot explained. "With enough extra hose to make 200 feet, we can run it to the house. It also would reach the barn and grain elevator. The force with which the water can be thrown

is remarkable. I know we could peel shingles off the roof with it, the same as it peels dirt off the machines."

The gravity water supply system extends all over the premises with various automatic waterers for livestock built by Mr. Philpot and his son out of cement and reinforcement. He lifts a cement cover that has two horse shoes inserted for handles. Reaching down he sets a lighted lamp under the waterer pan and the water freezes no more. A dozen of these waterers, all home made and each one regulated by a float, are used.

Party at Durman Home

A number of friends of Miss Frances Durman were entertained at her home Saturday evening. Pinochle was in vogue at two tables. Other guests devoted their time to various games, in which the pinochle players joined as the evening progressed.

A genuine old-fashioned taffy pull provided much merriment for the young men as well as for the ladies.

Luncheon was served after midnight.

Miss Dorothy Nash of Kansas City was an out of town guest.

Jolly Mixers

The Jolly Mixers with their husbands as invited guests met at the home of Mr. and Mrs. C. J. Elgaard, Monday evening, for a six-thirty dinner. Mrs. Rasmus Lauritzen, Sr. and Mrs. Fred A. Burch were assistant hostesses. The evening was devoted most pleasantly to pinochle at six tables. Luncheon was served.



Gas Pumps on Concrete Floor Near the Philpot Garage.

ter obtained from this source comes through a second hydrant. As much as 200 pounds pressure to the square inch can be obtained. It is kept pumped up with an air pump operated by a tractor. Electrical power is in prospect, however. The same pump keeps air in the overhead tank for tire inflation.

The pipeline that connects with the gravity hydrant also feeds the pressure tank. If more water is desired, the mere turning of a valve is sufficient to make the switch while the air pressure is off. This provides 750 gallons of water that can literally knock off the dirt.

Above the hydrant is the hose reel that will reach to the summer wash rack, or to any of the open stalls. Each stall is equipped with a central drain

Census Data

Census Profile: https://data.census.gov/profile/Weeping_Water_city,_Cass_County,_Nebraska?g=060XX00US3102593383



Population

1,029



Median Age

33.1



Avg. Family Size

3.31



65+

17.5%



Median Income

\$67,083



Bachelor's Degree or
Higher

18.8%



Employment Rate

60.6%



Households

439



Median Rent

\$871



Homeownership
Rate

72.7%



Housing Units

451



Vacant Housing
Units

27

ESRI Data: 68463

Tapestry Segmentation: See in Appendix

79.48% Rustbelt Traditions

15.81% Prairie Living

4.71% Green Acres

Annual Spending Habits



Credit Debt

\$2,446



Medical Insurance

\$5,056



Apparel

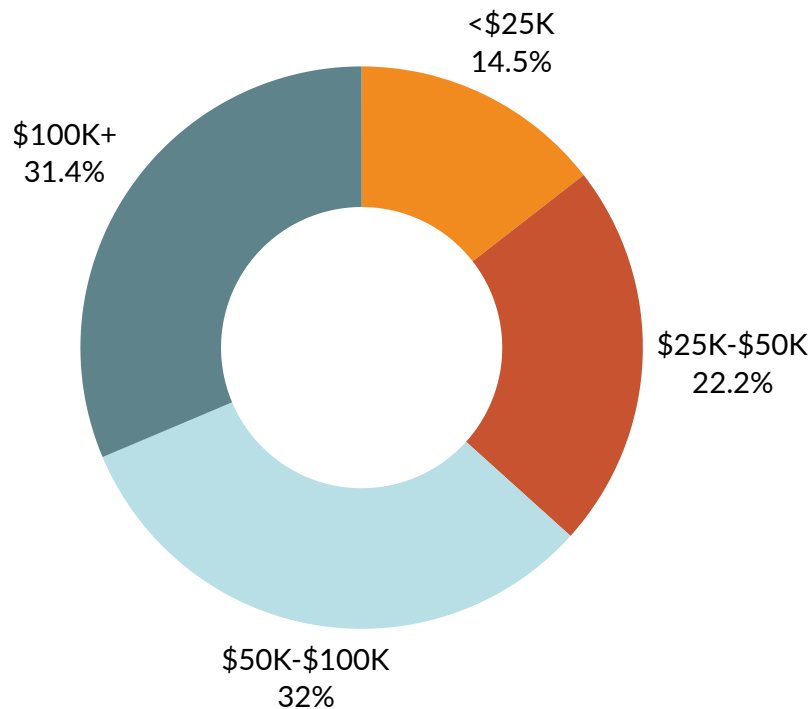
\$1,864



Entertainment

\$3,797

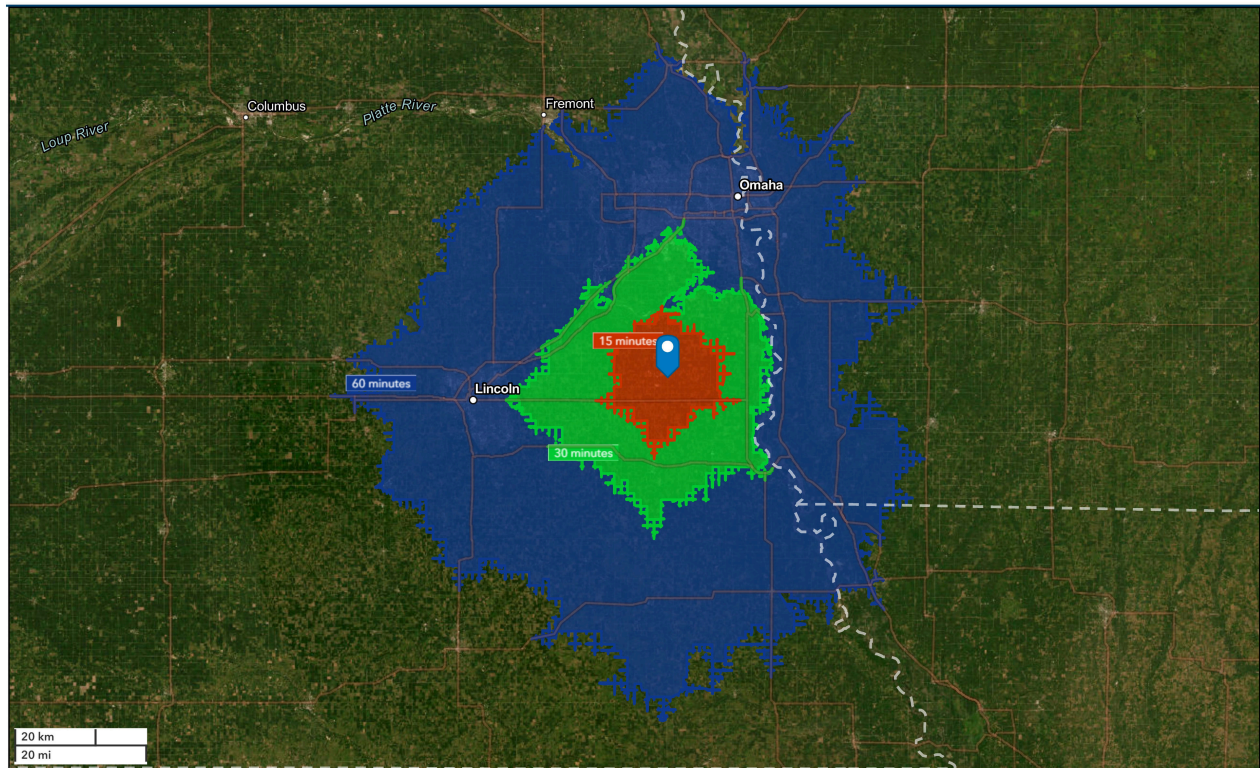
Disposable Income



ESRI Market Reports



Weeping Water 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)

147

Insurance- Has 3+ Vehicles
Covered with Auto Insurance

Highest SPI (0-15 min)

168

Other Motor Vehicle Dealers

2nd Highest MPI (0-15 min)

140

Travel- Spent \$25-2999 on
Domestic Travel

2nd Highest SPI (0-15 min)

118

Florists

Summary

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

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

Summary/Action Steps

Summary

The building on the corner of Eldora and Elm street has a rich history in Weeping Water, most prominently known as an automotive garage and now Meeske Hardware store- one of the largest businesses in town. During the field survey, the owner expressed interest in adding apartment or Airbnb units to the upper level of the structure. Based on the survey, the idea is entirely possible as the building is in good condition. The main concerns would be to address fire safety and gather funds for the project.

While the building has had water damage, it is in good condition overall. The owner would need to get the property inspected to determine any other issues. Based on the design packet, there are some aesthetic changes that might be considered to return the building to its original character. The most costly of these being appropriately sized windows.

The market study indicates that it might be relevant to pursue the option of AirBNB as lodging and travel are both indicated as growing markets. There are 27 vacant housing units currently in Weeping Water. The population of the community is expected to grow in the next 5 years, meaning that more units will need to be made available. With average rent prices at \$871, three units have the potential to generate \$31,356/year if fully occupied.

The property is in good condition to move forward with each of these projects, but it will need inspection and funding.

Action Steps

1. Schedule a full property inspection to assess water damage, structural soundness, and code compliance, including fire safety requirements.
2. Consult with city planning and zoning officials to confirm that upper-level apartments or Airbnb units are permitted.
3. Develop a project budget and secure funding, exploring grants, loans, tax credits, and private investment options.
4. Hire an architect or engineer to design the renovation plan, including safety upgrades and historically appropriate improvements like window replacements.
5. Decide on a rental strategy by comparing long-term rental income potential with projected Airbnb revenue and determining a management approach.
6. Implement the project in phases, starting with compliance and safety, then moving into renovation and final unit build-out, while monitoring costs and returns.



Meeske
HOUSEWARE STORE

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



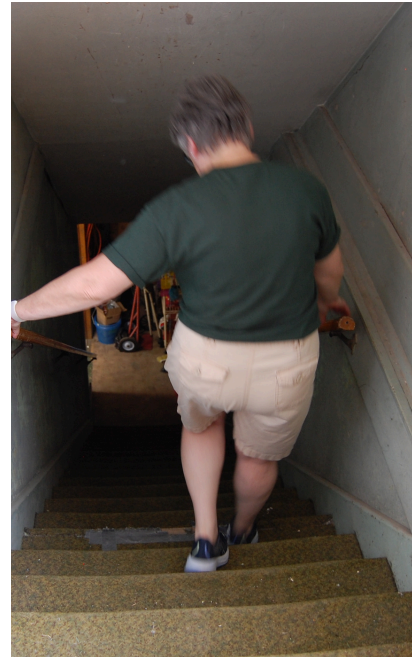
Appendix

A. Building Images



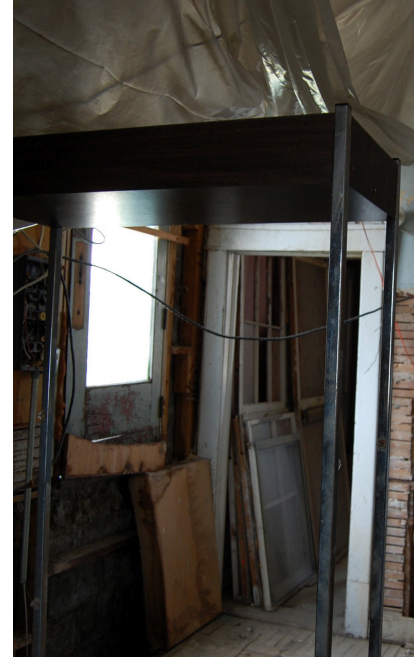
Appendix

A. Building Images



Appendix

A. Building Images



Appendix

A. Building Images



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

CASS COUNTY
Real Estate Breakdown Report

Parcel ID 130062898			Legal WEeping WATER - OT W2/3 LOT 4 BLK 71			Card File 130062898				
Owner MEESKE, GAYLE W TTEE SMISEK, BARBARA G TTEE 6621 REXFORD DR LINCOLN, NE 68506						Situs 107 W ELDORA AVE WEeping WATER, NE 68463				
County Area	0	N/A	Class Code	01-03-03-01-06-01		Value	Previous	Current		
Neighborhood	158	WEeping WATER COMM	State GEO	3477-00-0-25005-071-0010		Buildings	71,288	71,280		
Location / Group	67	COM-WEeping WATER	Cadastral	--		Improvement	0	0		
Valuation / Group	3	VG 3	Book / Page	2023 / 3690		Land / Lots	8,712	10,050		
District	20	WEeping WATER CITY	Sale Date	10/02/2023		Total	80,000	81,330		
School	13-0022		Sale Amount	0						
			Permit No.	Type	Description	Date Open	Date Closed	Amount		
			00000002	00 N/A	1~REAPPRAISAL	03/17/2003	03/17/2003	0		
			00000001	00 N/A	1~TERC ORDER	04/23/2002	04/23/2002	0		
Model	Method	Description	Lot Size	Frontage	Spot Code	Cutoff	Value	Add (+/-)	Lot Value	Appr ID
121 WEeping WATER COMM	02 SqFoot	ROLLING BLACKTOP ALL	5,808.000	44.000	N	5,808	1.730	0	10,050	19699
						999,998	0.860			
Sale Date	Book	Page	Extend	Ownership History				Amount		
06/22/2022	2022	3214		MEESKE, THOMAS W TTEE MEESKE, TOM W				0 0		
Year	Statement	District	Building	Other	Land	Total	Exempt	Taxable	Total Tax	Penalty Tax
2024	11801	20	71,288	0	8,712	80,000	0	80,000	1,302.08	0
2023	11776	20	71,288	0	8,712	80,000	0	80,000	1,594.14	0
2022	11780	20	71,288	0	8,712	80,000	0	80,000	1,627.68	0
2021	11010	20	71,288	0	8,712	80,000	0	80,000	1,663.66	0
2020	10504	20	67,078	0	8,712	75,790	0	75,790	1,622.90	0
2019	10504	20	67,078	0	8,712	75,790	0	75,790	1,625.28	0
2018	10637	20	0	75,790	0	75,790	0	75,790	1,662.28	0
2017	10450	20	0	75,790	0	75,790	0	75,790	1,646.00	0
2016	10466	20	0	75,790	0	75,790	0	75,790	1,623.42	0

CASS COUNTY

Appraisal Property Record Card

Parcel ID 130062898 (19699)
 Card File 130062898
 PAD Class Code 01-03-03-01-06-01
 State GEO 3477-00-0-25005-071-0010
 Owner
 MEESKE, GAYLE W TTEE
 SMISEK, BARBARA G TTEE
 6621 REXFORD DR
 LINCOLN, NE 68506
 Situs
 107 W ELDORA AVE WEEPING WATER NE 68463
 Neighborhood 158 - WEEPING WATER COMM
 District 20 - WEEPING WATER CITY
 Legal
 WEEPING WATER - OT W2/3 LOT 4 BLK 71



Primary Image Information

Image ID 2
 Image Date 02/23/2021
 File Name ConvertedPic.jpg
 Description Converted Image

Marshall & Swift Cost Approach (07/2022)

Property Valuation

Valuation Method Income Approach
 Improvement 71,280
 Land/Lot 10,050
 Total 81,330 11.55/SqFt

Lot Information

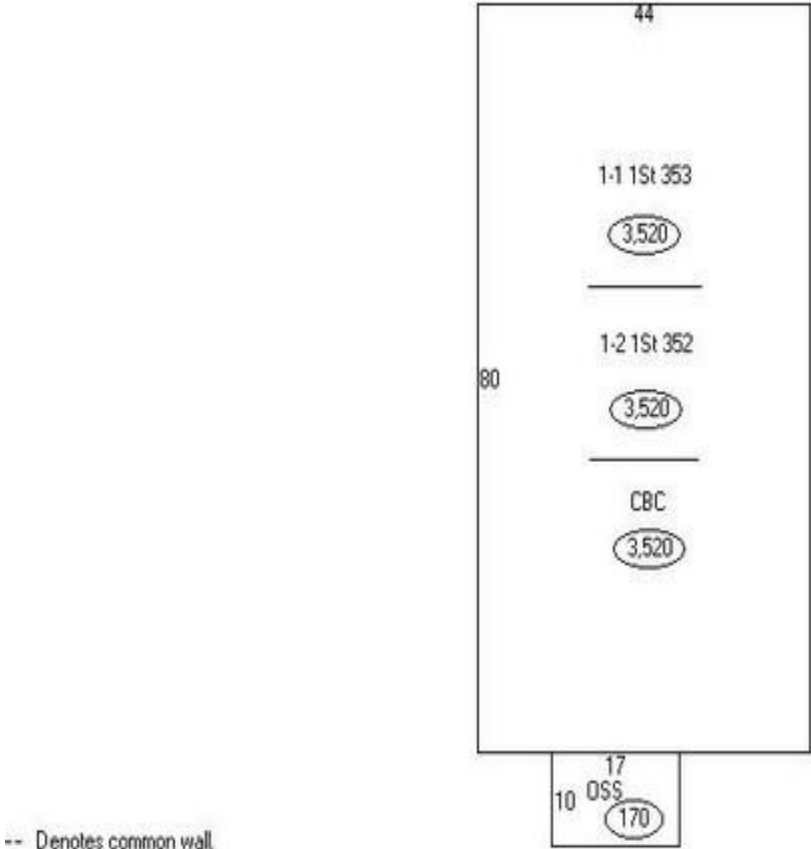
Lot Size ROLLING BLACKTOP ALL
 Valuation Model WEEPING WATER COMM
 Valuation Method 02 Square Ft
 Lot Value 10,050

Review Information

09/14/2020 Entered DML
 09/04/2020 Inspect DML

Income Approach

Parcel ID	130062898	(19699)	Legal	WEeping WATER - OT W2/3 LOT 4 BLK 71	Card File	130062898
Owner	MEEsKE, GAyLE W TTEE				PAD Class Code	01-03-03-01-06-01
Situs	107 W ELDORA AVE WEEPIng WATER NE 68463				State GEO	3477-00-0-25005-071-0010
Neighborhood	158 - WEEPIng WATER COMM					



Sequence	Code	Description	Base Area	Multiplier	Total Area
1	COMM	1-1 1St 353	3,520	1.00	3,520
2	COMM	1-2 1St 352	3,520	1.00	3,520
5	COMM	CBC	0	1.00	0
6	COMM	OSS	0	1.00	0
Total Building Area			7,040		7,040

<div>Parcel ID130062898(19699)</div> <div>Card File130062898</div> <div>PAD Class Code01-03-03-01-06-01</div> <div>State GEO3477-00-0-25005-071-0010</div> <div>Owner MEESKE, GAYLE W TTEE SMISEK, BARBARA G TTEE 6621 REXFORD DR LINCOLN, NE 68506</div> <div>Situs 107 W ELDORA AVE WEEPING WATER NE 68463</div> <div>Neighborhood158 - WEEPING WATER COMM</div> <div>District20 - WEEPING WATER CITY</div> <div>Legal WEEPING WATER - OT W2/3 LOT 4 BLK 71</div>				<div>Marshall & Swift Cost Approach</div> <div>Appraisal Zone315</div> <div>Zone Description2,3 SM TWNS COMM</div> <div>Manual Date(07/2022)</div>	

<div>Parcel ID130062898(19699) Card File130062898 PAD Class Code01-03-03-01-06-01 State GEO3477-00-0-25005-071-0010 Owner MEESKE, GAYLE W TTEE SMISEK, BARBARA G TTEE 6621 REXFORD DR LINCOLN, NE 68506 Situs 107 W ELDORA AVE WEEPING WATER NE 68463 Neighborhood158 - WEEPING WATER COMM District20 - WEEPING WATER CITY Legal WEEPING WATER - OT W2/3 LOT 4 BLK 71</div>		<div>Marshall & Swift Cost Approach Appraisal Zone315 Zone Description2,3 SM TWNS COMM Manual Date(07/2022)</div>	
		<div>Building Image Information Image ID0 Image Date File Name Description</div>	
<div>Building Data</div>			
<div>Building ID2 Sequence2 Occupancy 1353 - Retail Store 100 % Occupancy 2 Occupancy 3 Total Floor Area3,520 Average Perimeter248 Number of Stories1 Average Wall Height13.00 Year Built1900 Effective Age42</div>		<div>Construction ClassC - Masonry bearing walls Rank1.50 - Fair Plus 0.5 Condition3.00 - Average Exterior Wall100 % - Brick, Solid Heating/Cooling100 % - Forced Air Unit Roof Type Roof Cover</div>	
		<div>Basement Area0 Basement Levels0 Basement Finish Finish Code - 1 Finish Area - 10 Finish Code - 2 Finish Area - 20</div>	



LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



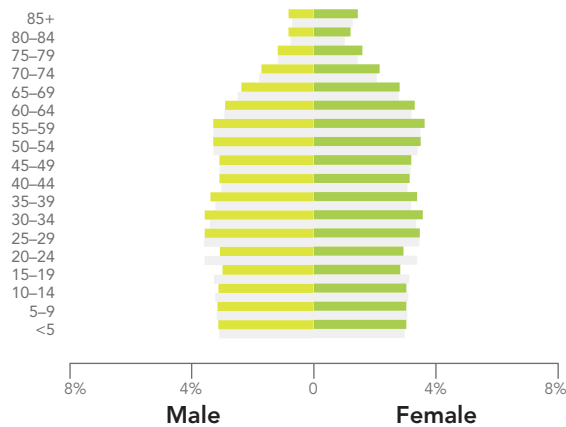
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

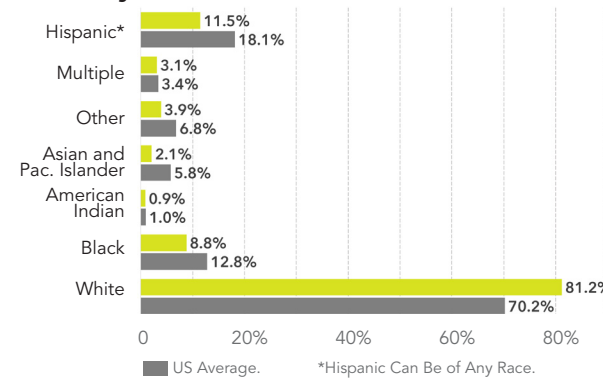
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **46.8** US: 64.0



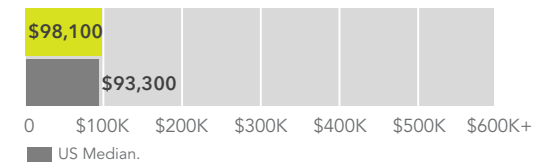
INCOME AND NET WORTH

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

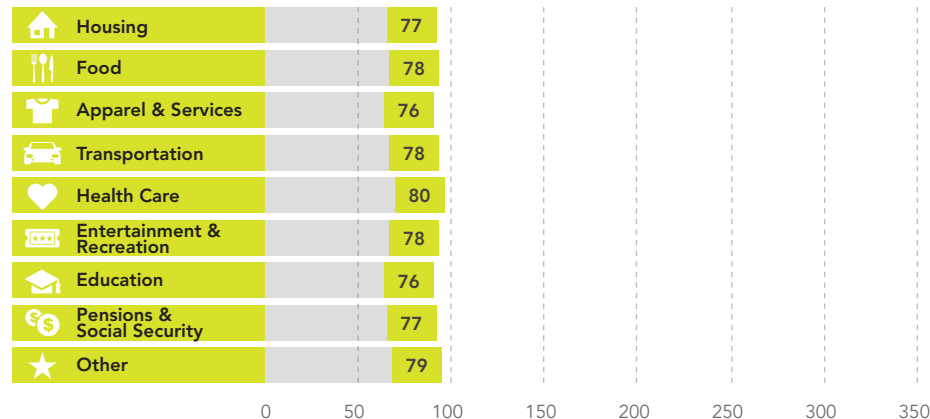


Median Net Worth



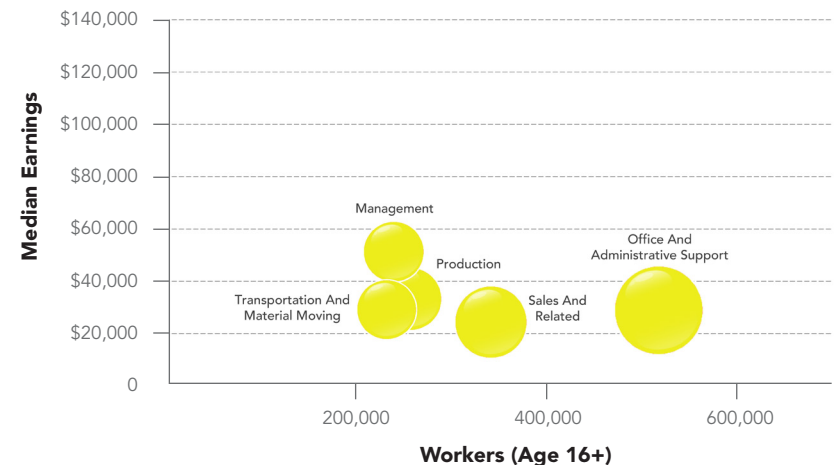
AVERAGE HOUSEHOLD BUDGET INDEX

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: GenXurban

Rustbelt Traditions



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

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

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

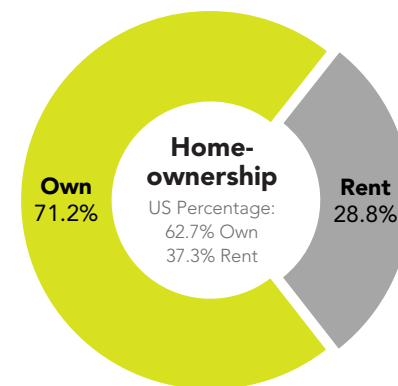
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

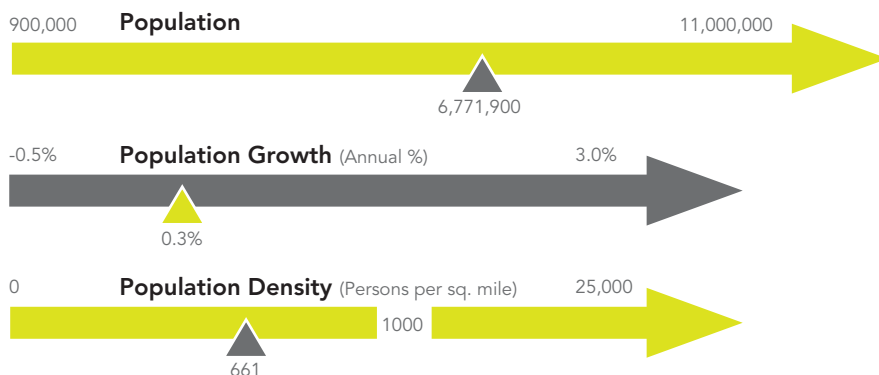
Median Value:
\$123,400

US Median: \$207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: GenXurban

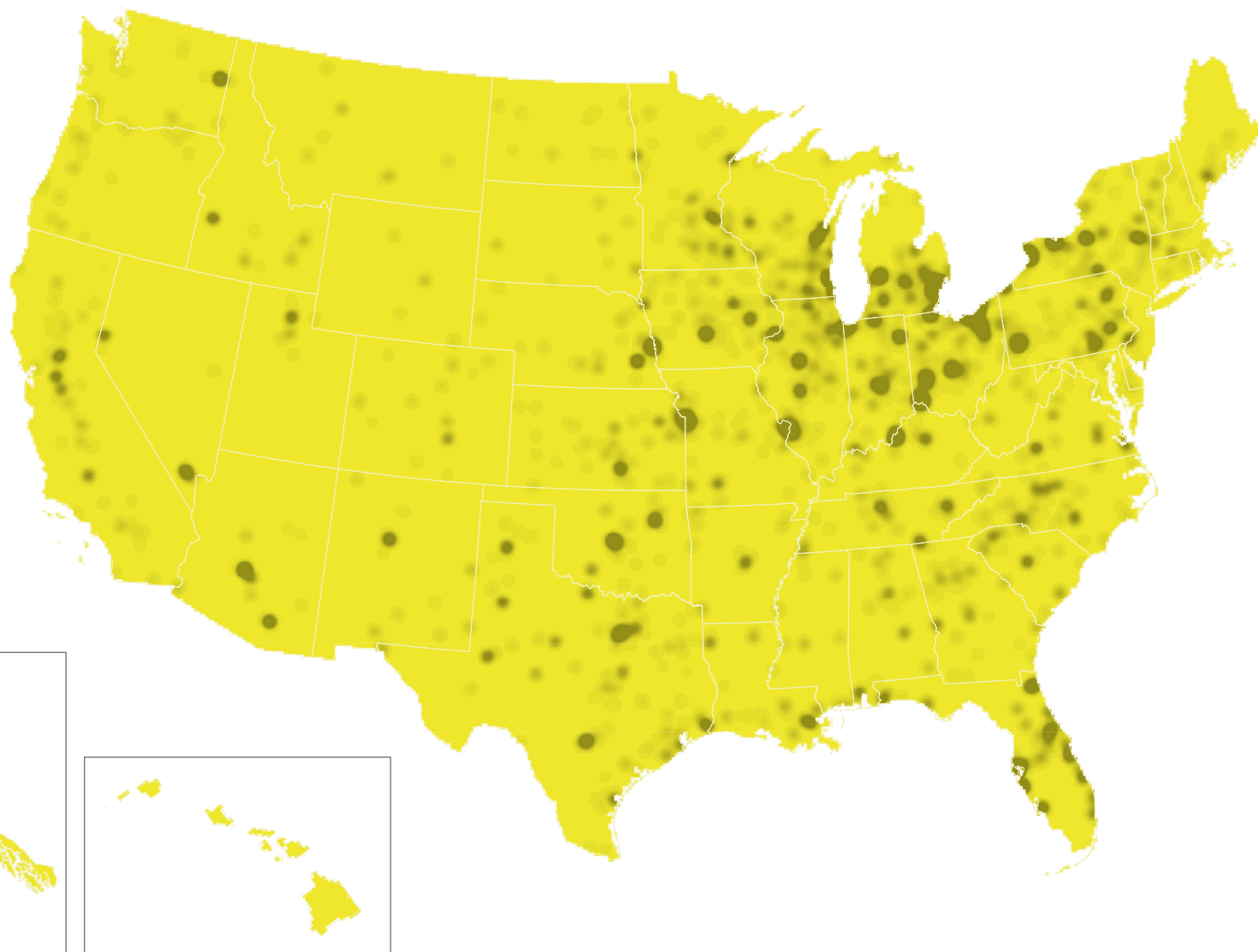
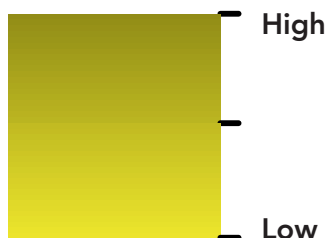
Rustbelt Traditions



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



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

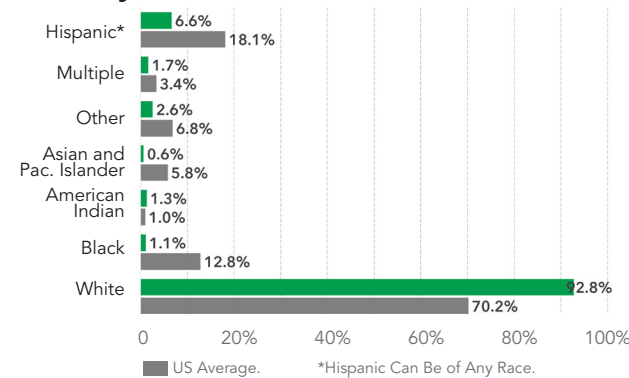
■ Indicates US



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



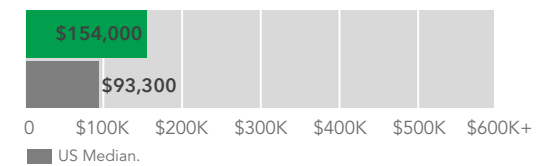
INCOME AND NET WORTH

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

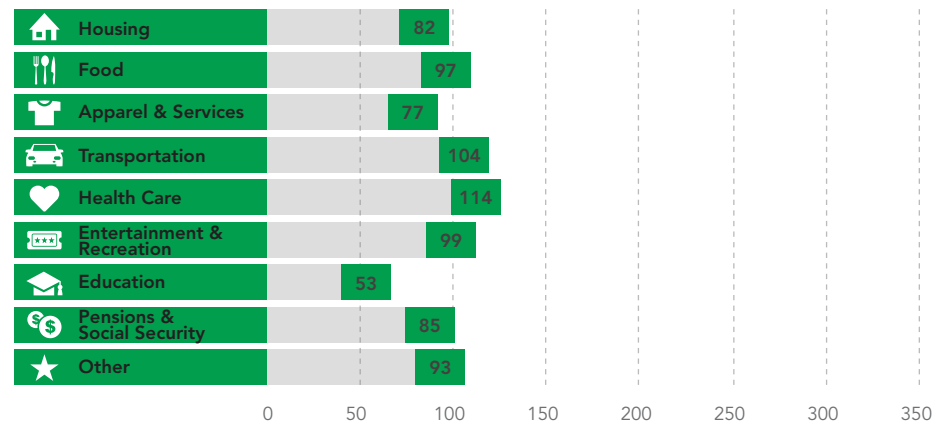


Median Net Worth



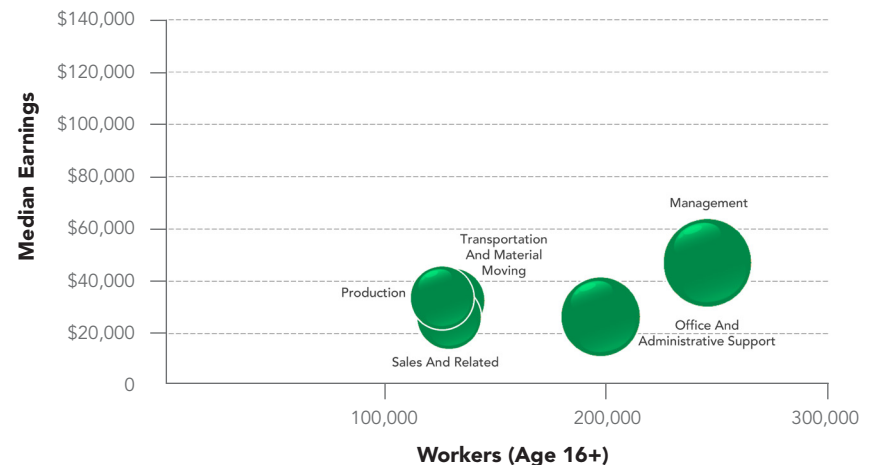
AVERAGE HOUSEHOLD BUDGET INDEX

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

Prairie Living



TAPESTRY
SEGMENTATION
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

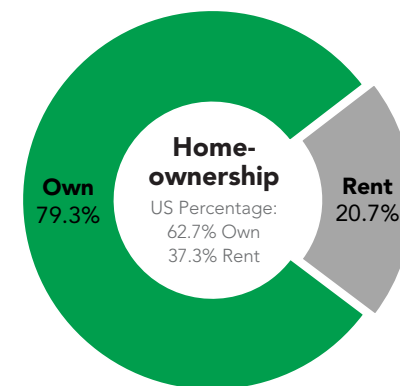
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

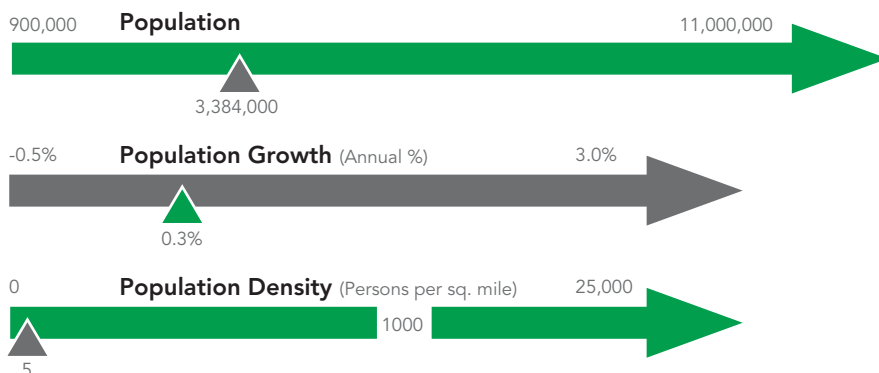
Median Value:
\$139,800

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

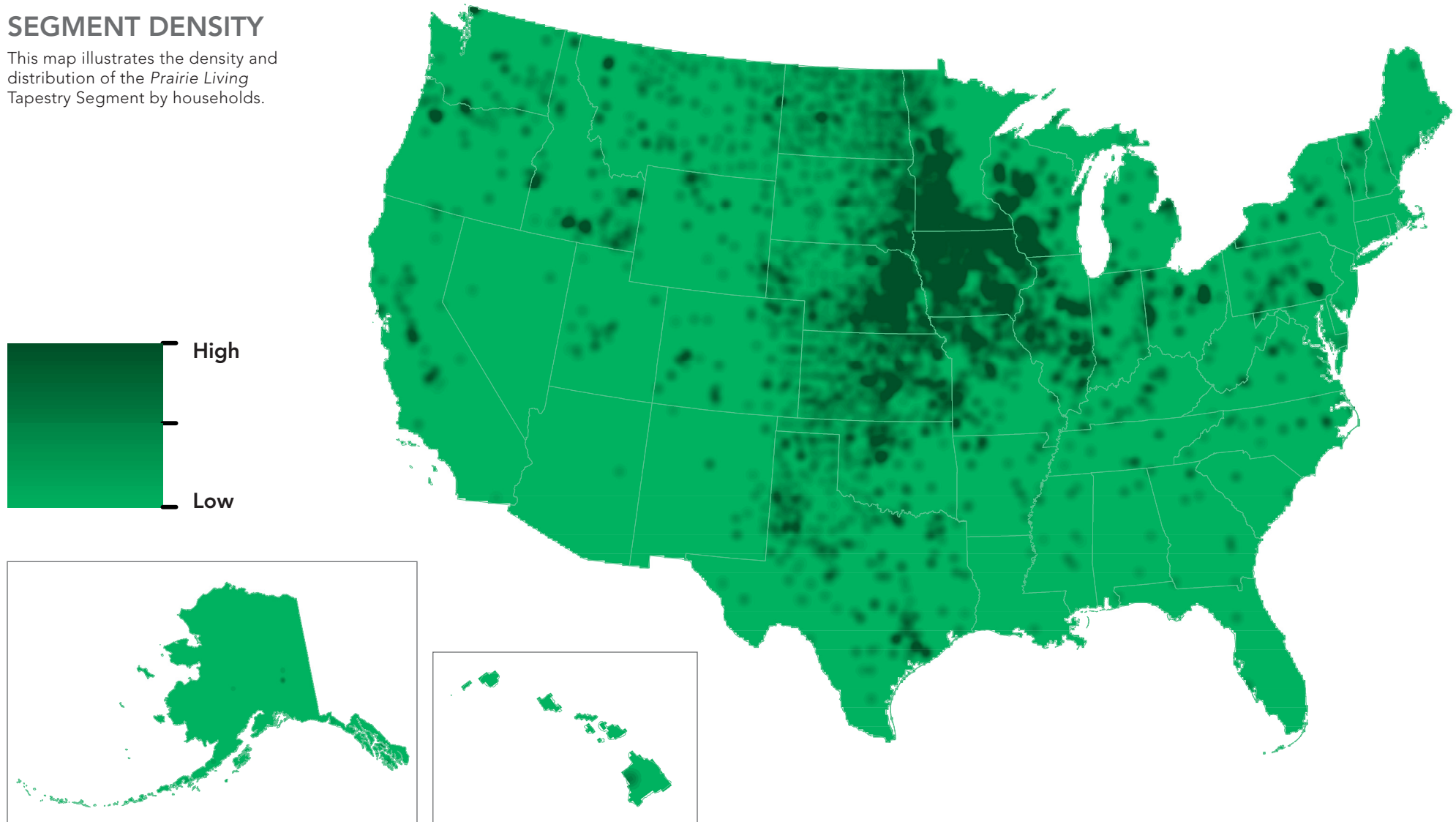
Prairie Living



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

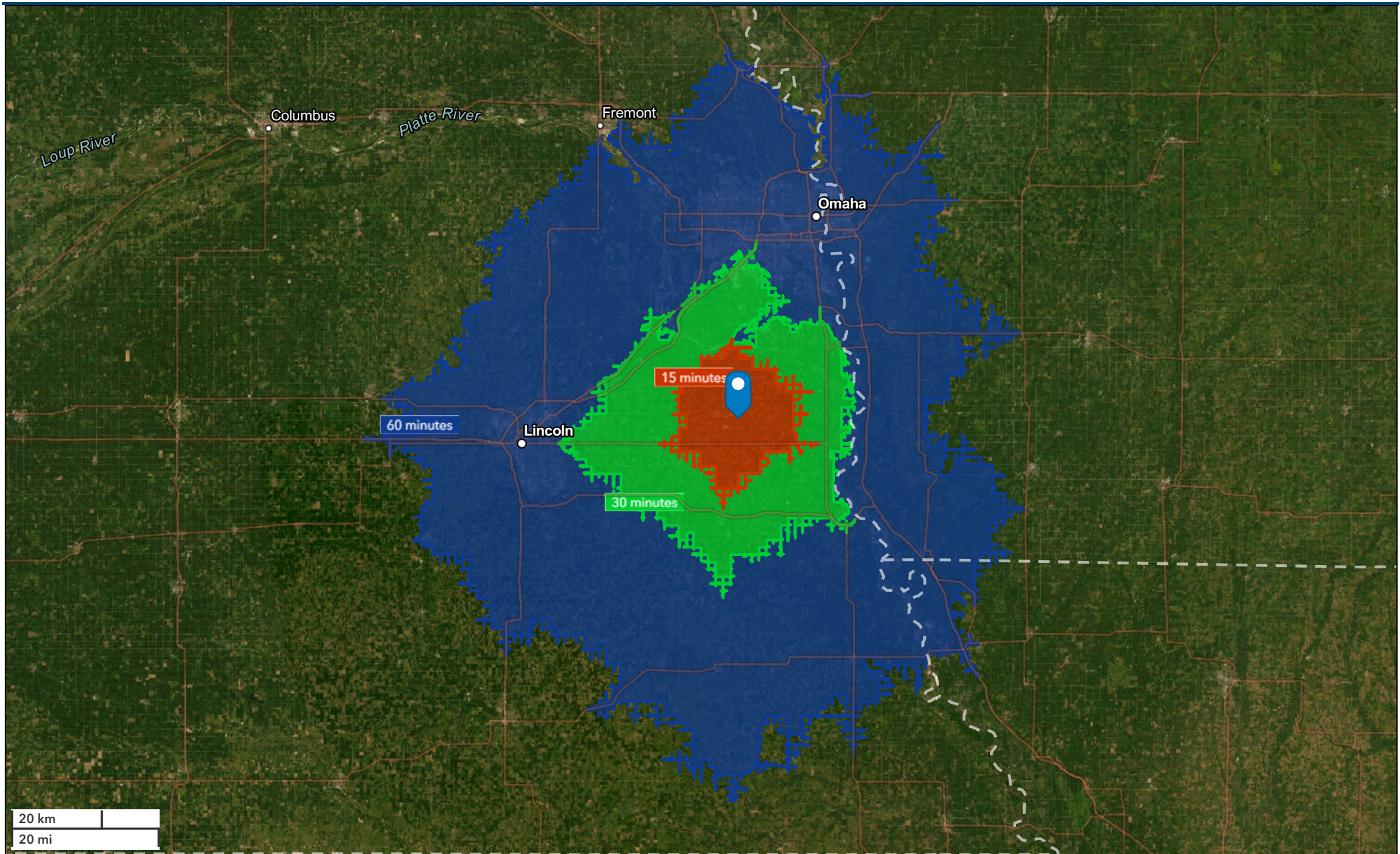
For more information
1-800-447-9778
info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE®

Weeping Water Trade Area



Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	38.4%	Population	5,613	5,794
Room to Roam (K7)	31.7%	Households	2,199	2,278
Flourishing Families (H1)	28.9%	Families	1,538	1,584
Savvy Suburbanites (L1)	1.0%	Median Age	43.5	44.6
Small Town Sincerity (I1)	0.0%	Median Household Income	\$87,729	\$100,592

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$4,779,283	\$5,481,657	\$702,374
Men's	\$952,834	\$1,092,794	\$139,960
Women's	\$1,603,005	\$1,838,201	\$235,196
Children's	\$660,541	\$757,776	\$97,235
Footwear	\$1,100,756	\$1,263,089	\$162,333
Watches & Jewelry	\$371,416	\$425,746	\$54,330
Apparel Products and Services (1)	\$90,731	\$104,051	\$13,320
Computer			
Computers and Hardware for Home Use	\$424,976	\$487,309	\$62,333
Portable Memory	\$8,039	\$9,228	\$1,189
Computer Software	\$35,343	\$40,574	\$5,231
Computer Accessories	\$40,774	\$46,791	\$6,017
Education			
Educational Books/Supplies/Other Expenditures	\$184,565	\$211,698	\$27,133
Other School Supplies	\$187,891	\$215,535	\$27,644

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	\$9,081,022	\$10,420,316	\$1,339,294
Fees and Admissions	\$1,873,682	\$2,148,380	\$274,698
Membership Fees for Clubs (2)	\$629,060	\$721,229	\$92,169
Fees for Participant Sports, excl. Trips	\$348,536	\$399,588	\$51,052
Tickets to Theatre/Operas/Concerts	\$219,657	\$251,890	\$32,233
Tickets to Movies	\$67,133	\$76,981	\$9,848
Tickets to Parks or Museums	\$89,201	\$102,389	\$13,188
Admission to Sporting Events, excl. Trips	\$221,360	\$253,904	\$32,544
Fees for Recreational Lessons	\$297,019	\$340,432	\$43,413
Dating Services	\$1,717	\$1,968	\$251
TV/Video/Audio	\$2,631,678	\$3,019,476	\$387,798
Cable and Satellite Television Services	\$1,491,018	\$1,711,042	\$220,024
Televisions	\$230,935	\$264,825	\$33,890
Satellite Dishes	\$2,310	\$2,652	\$342
VCRs, Video Cameras, and DVD Players	\$8,682	\$9,963	\$1,281
Miscellaneous Video Equipment	\$54,241	\$62,143	\$7,902
Video Cassettes and DVDs	\$9,360	\$10,745	\$1,385
Video Game Hardware/Accessories	\$96,678	\$110,953	\$14,275
Video Game Software	\$41,977	\$48,164	\$6,187
Rental/Streaming/Downloaded Video	\$406,530	\$466,402	\$59,872
Installation of Televisions	\$2,455	\$2,811	\$356
Audio (3)	\$283,265	\$324,927	\$41,662
Rental of TV/VCR/Radio/Sound Equipment	\$711	\$815	\$104
Repair of TV/Radio/Sound Equipment	\$3,515	\$4,031	\$516
Pets	\$2,540,652	\$2,916,637	\$375,985
Toys/Games/Crafts/Hobbies (4)	\$401,508	\$460,778	\$59,270
Recreational Vehicles and Fees (5)	\$482,216	\$553,457	\$71,241
Sports/Recreation/Exercise Equipment (6)	\$628,830	\$722,028	\$93,198
Photo Equipment and Supplies (7)	\$142,238	\$163,150	\$20,912
Reading (8)	\$270,087	\$309,963	\$39,876
Live Entertainment-for Catered Affairs	\$54,890	\$63,053	\$8,163
Rental of Party Supplies for Catered Affairs	\$55,241	\$63,395	\$8,154

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	\$23,452,364	\$26,905,308	\$3,452,944
Food at Home	\$15,546,099	\$17,837,633	\$2,291,534
Bakery and Cereal Products	\$2,082,928	\$2,389,833	\$306,905
Meats, Poultry, Fish, and Eggs	\$3,134,649	\$3,596,595	\$461,946
Dairy Products	\$1,626,628	\$1,866,680	\$240,052
Fruits and Vegetables	\$2,589,885	\$2,971,413	\$381,528
Snacks and Other Food at Home (9)	\$6,112,009	\$7,013,113	\$901,104
Food Away from Home	\$7,906,264	\$9,067,674	\$1,161,410
Alcoholic Beverages	\$1,311,149	\$1,503,362	\$192,213
Financial			
Value of Stocks/Bonds/Mutual Funds	\$100,875,050	\$115,663,949	\$14,788,899
Value of Retirement Plans	\$365,167,300	\$418,826,146	\$53,658,846
Value of Other Financial Assets	\$29,031,691	\$33,286,648	\$4,254,957
Vehicle Loan Amount excluding Interest	\$7,631,396	\$8,756,176	\$1,124,780
Value of Credit Card Debt	\$6,113,005	\$7,010,684	\$897,679
Health			
Nonprescription Drugs	\$438,002	\$502,527	\$64,525
Prescription Drugs	\$1,121,983	\$1,287,600	\$165,617
Eyeglasses and Contact Lenses	\$324,050	\$371,969	\$47,919
Personal Care Products (10)	\$1,147,794	\$1,316,390	\$168,596
Smoking Products	\$1,040,996	\$1,195,051	\$154,055
Home			
Mortgage Payment and Basics (11)	\$29,020,003	\$33,280,250	\$4,260,247
Maintenance and Remodeling Services	\$11,183,231	\$12,832,221	\$1,648,990
Maintenance and Remodeling Materials (12)	\$2,267,730	\$2,603,811	\$336,081
Utilities, Fuel, and Public Services	\$12,830,677	\$14,723,033	\$1,892,356

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)	\$235,371	\$270,004	\$34,633
Furniture	\$1,825,517	\$2,093,670	\$268,153
Rugs	\$78,986	\$90,571	\$11,585
Major Appliances (14)	\$1,088,409	\$1,248,549	\$160,140
Housewares (15)	\$195,362	\$224,118	\$28,756
Small Appliances	\$2,871,314	\$3,293,665	\$22,025
Luggage	\$45,558	\$52,225	\$6,667
Telephones and Accessories	\$194,321	\$222,848	\$28,527
Household Operations			
Child Care	\$1,141,502	\$1,308,774	\$167,272
Lawn/Garden (16)	\$1,684,674	\$1,933,413	\$248,739
Moving/Storage/Freight Express	\$207,585	\$238,076	\$30,491
Housekeeping Supplies (17)	\$1,807,474	\$2,073,657	\$266,183
Insurance			
Owners and Renters Insurance	\$2,055,650	\$2,358,644	\$302,994
Vehicle Insurance	\$4,421,752	\$5,072,888	\$651,136
Life/Other Insurance	\$1,515,381	\$1,738,183	\$222,802
Health Insurance	\$11,232,686	\$12,888,895	\$1,656,209
Transportation			
Payments on Vehicles excluding Leases	\$6,646,160	\$7,625,955	\$979,795
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$7,414,836	\$8,508,868	\$1,094,032
Vehicle Maintenance and Repairs	\$2,910,691	\$3,339,972	\$429,281
Travel			
Airline Fares	\$1,550,257	\$1,777,351	\$227,094
Lodging on Trips	\$2,367,426	\$2,715,462	\$348,036
Auto/Truck Rental on Trips	\$243,925	\$279,749	\$35,824
Food and Drink on Trips	\$1,776,477	\$2,037,771	\$261,294

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

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



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

Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Room to Roam (K7)	17.6%	Population	55,835	58,674
Flourishing Families (H1)	14.0%	Households	21,268	22,402
Country Charm (I7)	11.8%	Families	14,861	15,570
Middle Ground (K2)	10.2%	Median Age	40.7	41.3
Loyal Locals (K3)	9.7%	Median Household Income	\$96,242	\$107,274

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$54,049,309	\$62,869,356	\$8,820,047
Men's	\$10,794,514	\$12,543,642	\$1,749,128
Women's	\$18,300,863	\$21,281,252	\$2,980,389
Children's	\$7,515,254	\$8,764,235	\$1,248,981
Footwear	\$12,027,799	\$13,990,947	\$1,963,148
Watches & Jewelry	\$4,373,858	\$5,085,777	\$711,919
Apparel Products and Services (1)	\$1,037,021	\$1,203,502	\$166,481
Computer			
Computers and Hardware for Home Use	\$4,930,356	\$5,738,573	\$808,217
Portable Memory	\$84,134	\$97,748	\$13,614
Computer Software	\$374,862	\$435,577	\$60,715
Computer Accessories	\$438,445	\$508,942	\$70,497
Education			
Educational Books/Supplies/Other Expenditures	\$2,099,309	\$2,442,688	\$343,379
Other School Supplies	\$2,074,173	\$2,409,894	\$335,721

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	\$96,601,943	\$112,070,212	\$15,468,269
Fees and Admissions	\$21,254,637	\$24,729,256	\$3,474,619
Membership Fees for Clubs (2)	\$7,153,585	\$8,310,532	\$1,156,947
Fees for Participant Sports, excl. Trips	\$3,940,437	\$4,589,551	\$649,114
Tickets to Theatre/Operas/Concerts	\$2,482,786	\$2,884,513	\$401,727
Tickets to Movies	\$792,362	\$923,903	\$131,541
Tickets to Parks or Museums	\$934,084	\$1,087,537	\$153,453
Admission to Sporting Events, excl. Trips	\$2,384,172	\$2,769,823	\$385,651
Fees for Recreational Lessons	\$3,546,092	\$4,138,833	\$592,741
Dating Services	\$21,120	\$24,564	\$3,444
TV/Video/Audio	\$28,564,628	\$33,132,820	\$4,568,192
Cable and Satellite Television Services	\$15,652,610	\$18,105,686	\$2,453,076
Televisions	\$2,657,738	\$3,094,323	\$436,585
Satellite Dishes	\$26,643	\$31,003	\$4,360
VCRs, Video Cameras, and DVD Players	\$94,928	\$110,353	\$15,425
Miscellaneous Video Equipment	\$724,066	\$853,439	\$129,373
Video Cassettes and DVDs	\$98,894	\$114,526	\$15,632
Video Game Hardware/Accessories	\$1,072,696	\$1,247,466	\$174,770
Video Game Software	\$487,995	\$567,464	\$79,469
Rental/Streaming/Downloaded Video	\$4,503,761	\$5,239,143	\$735,382
Installation of Televisions	\$29,977	\$34,910	\$4,933
Audio (3)	\$3,166,206	\$3,677,359	\$511,153
Rental of TV/VCR/Radio/Sound Equipment	\$7,243	\$8,372	\$1,129
Repair of TV/Radio/Sound Equipment	\$41,869	\$48,776	\$6,907
Pets	\$25,765,695	\$29,828,984	\$4,063,289
Toys/Games/Crafts/Hobbies (4)	\$4,269,974	\$4,953,591	\$683,617
Recreational Vehicles and Fees (5)	\$4,883,301	\$5,668,948	\$785,647
Sports/Recreation/Exercise Equipment (6)	\$6,344,382	\$7,360,569	\$1,016,187
Photo Equipment and Supplies (7)	\$1,582,877	\$1,836,163	\$253,286
Reading (8)	\$2,839,675	\$3,288,866	\$449,191
Live Entertainment-for Catered Affairs	\$508,449	\$586,962	\$78,513
Rental of Party Supplies for Catered Affairs	\$588,324	\$684,052	\$95,728

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	\$258,384,695	\$300,087,978	\$41,703,283
Food at Home	\$168,631,469	\$195,676,845	\$27,045,376
Bakery and Cereal Products	\$22,612,972	\$26,232,574	\$3,619,602
Meats, Poultry, Fish, and Eggs	\$34,262,915	\$39,767,263	\$5,504,348
Dairy Products	\$17,348,492	\$20,121,038	\$2,772,546
Fruits and Vegetables	\$28,266,105	\$32,809,371	\$4,543,266
Snacks and Other Food at Home (9)	\$66,140,986	\$76,746,598	\$10,605,612
Food Away from Home	\$89,753,226	\$104,411,133	\$14,657,907
Alcoholic Beverages	\$14,897,546	\$17,312,721	\$2,415,175
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,091,980,487	\$1,264,207,167	\$172,226,680
Value of Retirement Plans	\$3,849,367,776	\$4,454,567,598	\$605,199,822
Value of Other Financial Assets	\$322,757,922	\$374,539,471	\$51,781,549
Vehicle Loan Amount excluding Interest	\$83,392,385	\$97,014,828	\$13,622,443
Value of Credit Card Debt	\$68,818,581	\$79,972,936	\$11,154,355
Health			
Nonprescription Drugs	\$4,714,302	\$5,469,193	\$754,891
Prescription Drugs	\$11,602,893	\$13,382,153	\$1,779,260
Eyeglasses and Contact Lenses	\$3,279,219	\$3,794,383	\$515,164
Personal Care Products (10)	\$13,117,592	\$15,257,373	\$2,139,781
Smoking Products	\$11,039,862	\$12,770,115	\$1,730,253
Home			
Mortgage Payment and Basics (11)	\$317,683,359	\$368,968,297	\$51,284,938
Maintenance and Remodeling Services	\$114,587,381	\$132,787,550	\$18,200,169
Maintenance and Remodeling Materials (12)	\$21,909,829	\$25,359,131	\$3,449,302
Utilities, Fuel, and Public Services	\$138,158,001	\$160,230,040	\$22,072,039

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)	\$2,622,024	\$3,046,308	\$424,284
Furniture	\$20,373,044	\$23,686,801	\$3,313,757
Rugs	\$890,504	\$1,034,277	\$143,773
Major Appliances (14)	\$11,868,011	\$13,780,189	\$1,912,178
Housewares (15)	\$2,151,154	\$2,497,223	\$346,069
Small Appliances	\$31,277,158	\$36,312,222	\$267,800
Luggage	\$533,203	\$620,475	\$87,272
Telephones and Accessories	\$2,103,732	\$2,431,700	\$327,968
Household Operations			
Child Care	\$13,260,475	\$15,457,024	\$2,196,549
Lawn/Garden (16)	\$17,064,947	\$19,744,428	\$2,679,481
Moving/Storage/Freight Express	\$2,445,930	\$2,847,863	\$401,933
Housekeeping Supplies (17)	\$19,820,792	\$22,995,459	\$3,174,667
Insurance			
Owners and Renters Insurance	\$21,532,191	\$24,961,502	\$3,429,311
Vehicle Insurance	\$49,157,772	\$57,147,134	\$7,989,362
Life/Other Insurance	\$16,396,962	\$19,026,561	\$2,629,599
Health Insurance	\$119,262,117	\$138,209,137	\$18,947,020
Transportation			
Payments on Vehicles excluding Leases	\$71,978,004	\$83,638,289	\$11,660,285
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$80,076,344	\$93,003,391	\$12,927,047
Vehicle Maintenance and Repairs	\$31,324,678	\$36,363,537	\$5,038,859
Travel			
Airline Fares	\$17,848,278	\$20,770,312	\$2,922,034
Lodging on Trips	\$25,632,020	\$29,743,975	\$4,111,955
Auto/Truck Rental on Trips	\$2,731,394	\$3,176,917	\$445,523
Food and Drink on Trips	\$19,313,691	\$22,433,292	\$3,119,601

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

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



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

Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	9.0%	Population	1,283,881	1,319,857
Middle Ground (K2)	8.5%	Households	508,771	527,832
Boomburbs (H2)	7.5%	Families	310,876	320,346
Savvy Suburbanites (L1)	6.7%	Median Age	36.4	37.3
City Greens (K6)	5.6%	Median Household Income	\$81,758	\$92,878

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$1,255,685,628	\$1,474,136,250	\$218,450,622
Men's	\$249,520,040	\$292,776,151	\$43,256,111
Women's	\$425,766,044	\$499,679,914	\$73,913,870
Children's	\$176,162,135	\$207,067,702	\$30,905,567
Footwear	\$278,591,712	\$327,142,979	\$48,551,267
Watches & Jewelry	\$101,869,926	\$119,580,517	\$17,710,591
Apparel Products and Services (1)	\$23,775,771	\$27,888,987	\$4,113,216
Computer			
Computers and Hardware for Home Use	\$117,469,698	\$137,902,248	\$20,432,550
Portable Memory	\$1,958,780	\$2,298,822	\$340,042
Computer Software	\$8,882,575	\$10,426,882	\$1,544,307
Computer Accessories	\$10,001,912	\$11,734,903	\$1,732,991
Education			
Educational Books/Supplies/Other Expenditures	\$50,226,633	\$58,959,142	\$8,732,509
Other School Supplies	\$46,377,851	\$54,411,865	\$8,034,014

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	\$2,084,541,789	\$2,445,125,303	\$360,583,514
Fees and Admissions	\$470,564,320	\$552,721,101	\$82,156,781
Membership Fees for Clubs (2)	\$158,062,979	\$185,504,768	\$27,441,789
Fees for Participant Sports, excl. Trips	\$85,998,126	\$101,032,581	\$15,034,455
Tickets to Theatre/Operas/Concerts	\$56,149,153	\$65,919,247	\$9,770,094
Tickets to Movies	\$19,428,063	\$22,832,870	\$3,404,807
Tickets to Parks or Museums	\$20,295,781	\$23,867,870	\$3,572,089
Admission to Sporting Events, excl. Trips	\$50,008,312	\$58,686,027	\$8,677,715
Fees for Recreational Lessons	\$80,000,726	\$94,149,190	\$14,148,464
Dating Services	\$621,180	\$728,548	\$107,368
TV/Video/Audio	\$633,969,510	\$743,265,727	\$109,296,217
Cable and Satellite Television Services	\$328,668,420	\$384,836,180	\$56,167,760
Televisions	\$62,649,749	\$73,555,552	\$10,905,803
Satellite Dishes	\$661,033	\$775,974	\$114,941
VCRs, Video Cameras, and DVD Players	\$2,130,521	\$2,500,682	\$370,161
Miscellaneous Video Equipment	\$20,431,573	\$24,063,099	\$3,631,526
Video Cassettes and DVDs	\$2,299,975	\$2,696,450	\$396,475
Video Game Hardware/Accessories	\$26,031,513	\$30,550,370	\$4,518,857
Video Game Software	\$12,841,024	\$15,071,295	\$2,230,271
Rental/Streaming/Downloaded Video	\$104,864,007	\$123,092,827	\$18,228,820
Installation of Televisions	\$673,853	\$791,343	\$117,490
Audio (3)	\$71,516,146	\$83,922,886	\$12,406,740
Rental of TV/VCR/Radio/Sound Equipment	\$160,802	\$187,695	\$26,893
Repair of TV/Radio/Sound Equipment	\$1,040,895	\$1,221,375	\$180,480
Pets	\$535,475,892	\$627,536,704	\$92,060,812
Toys/Games/Crafts/Hobbies (4)	\$93,597,397	\$109,783,464	\$16,186,067
Recreational Vehicles and Fees (5)	\$96,688,776	\$113,531,288	\$16,842,512
Sports/Recreation/Exercise Equipment (6)	\$133,172,196	\$156,307,770	\$23,135,574
Photo Equipment and Supplies (7)	\$35,574,073	\$41,725,668	\$6,151,595
Reading (8)	\$62,131,759	\$72,838,833	\$10,707,074
Live Entertainment-for Catered Affairs	\$10,065,983	\$11,792,127	\$1,726,144
Rental of Party Supplies for Catered Affairs	\$13,301,883	\$15,622,621	\$2,320,738

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	\$5,867,279,410	\$6,883,311,633	\$1,016,032,223
Food at Home	\$3,779,616,337	\$4,432,320,306	\$652,703,969
Bakery and Cereal Products	\$502,914,242	\$589,722,613	\$86,808,371
Meats, Poultry, Fish, and Eggs	\$776,709,020	\$910,822,926	\$134,113,906
Dairy Products	\$383,577,887	\$449,777,444	\$66,199,557
Fruits and Vegetables	\$637,936,745	\$748,260,250	\$110,323,505
Snacks and Other Food at Home (9)	\$1,478,478,442	\$1,733,737,073	\$255,258,631
Food Away from Home	\$2,087,663,073	\$2,450,991,327	\$363,328,254
Alcoholic Beverages	\$337,818,259	\$396,448,587	\$58,630,328
Financial			
Value of Stocks/Bonds/Mutual Funds	\$22,228,176,602	\$26,051,628,846	\$3,823,452,244
Value of Retirement Plans	\$75,668,761,391	\$88,646,818,715	\$12,978,057,324
Value of Other Financial Assets	\$6,684,297,266	\$7,837,173,103	\$1,152,875,837
Vehicle Loan Amount excluding Interest	\$1,886,097,755	\$2,214,457,055	\$328,359,300
Value of Credit Card Debt	\$1,550,497,321	\$1,819,309,664	\$268,812,343
Health			
Nonprescription Drugs	\$102,536,480	\$120,219,079	\$17,682,599
Prescription Drugs	\$230,688,752	\$269,633,425	\$38,944,673
Eyeglasses and Contact Lenses	\$67,282,136	\$78,828,743	\$11,546,607
Personal Care Products (10)	\$309,477,981	\$363,211,322	\$53,733,341
Smoking Products	\$248,433,214	\$290,737,097	\$42,303,883
Home			
Mortgage Payment and Basics (11)	\$6,513,719,449	\$7,645,691,277	\$1,131,971,828
Maintenance and Remodeling Services	\$2,237,044,620	\$2,623,536,043	\$386,491,423
Maintenance and Remodeling Materials (12)	\$404,948,696	\$474,729,363	\$69,780,667
Utilities, Fuel, and Public Services	\$3,048,361,868	\$3,573,412,240	\$525,050,372

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)	\$60,578,565	\$71,067,849	\$10,489,284
Furniture	\$457,071,919	\$536,456,080	\$79,384,161
Rugs	\$19,717,199	\$23,133,585	\$3,416,386
Major Appliances (14)	\$255,312,378	\$299,512,283	\$44,199,905
Housewares (15)	\$48,945,305	\$57,414,696	\$8,469,391
Small Appliances	\$686,887,394	\$805,862,667	\$6,848,869
Luggage	\$12,392,209	\$14,549,035	\$2,156,826
Telephones and Accessories	\$43,920,976	\$51,396,475	\$7,475,499
Household Operations			
Child Care	\$300,448,743	\$353,164,350	\$52,715,607
Lawn/Garden (16)	\$333,881,940	\$391,143,565	\$57,261,625
Moving/Storage/Freight Express	\$62,656,327	\$73,563,617	\$10,907,290
Housekeeping Supplies (17)	\$442,286,983	\$518,572,448	\$76,285,465
Insurance			
Owners and Renters Insurance	\$435,447,058	\$510,425,836	\$74,978,778
Vehicle Insurance	\$1,138,002,418	\$1,335,214,549	\$197,212,131
Life/Other Insurance	\$342,873,871	\$402,197,167	\$59,323,296
Health Insurance	\$2,531,412,984	\$2,966,819,275	\$435,406,291
Transportation			
Payments on Vehicles excluding Leases	\$1,594,433,445	\$1,870,924,207	\$276,490,762
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,803,108,059	\$2,114,981,893	\$311,873,834
Vehicle Maintenance and Repairs	\$697,806,845	\$818,473,328	\$120,666,483
Travel			
Airline Fares	\$406,530,551	\$477,585,212	\$71,054,661
Lodging on Trips	\$539,804,923	\$633,363,970	\$93,559,047
Auto/Truck Rental on Trips	\$61,364,519	\$72,071,464	\$10,706,945
Food and Drink on Trips	\$418,172,301	\$490,834,951	\$72,662,650

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

Weeping Water, 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	97	\$29,735.70	\$65,388,800
44-45	Retail Trade	99	\$25,565.93	\$56,219,487
722	Food Services & Drinking Places	89	\$4,169.77	\$9,169,314

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	104	\$3,365.05	\$7,399,753
4411	Automobile Dealers	99	\$2,752.20	\$6,052,093
4412	Other Motor Vehicle Dealers	168	\$369.39	\$812,287
4413	Auto Parts, Accessories & Tire Stores	103	\$243.46	\$535,372
442	Furniture and Home Furnishings Stores	97	\$963.57	\$2,118,882
4421	Furniture Stores	94	\$605.85	\$1,332,262
4422	Home Furnishings Stores	102	\$357.72	\$786,620
443, 4431	Electronics and Appliance Stores	90	\$257.58	\$566,411
444	Bldg Material & Garden Equipment & Supplies Dealers	117	\$1,623.88	\$3,570,905
4441	Building Material and Supplies Dealers	117	\$1,465.97	\$3,223,670
4442	Lawn and Garden Equipment and Supplies Stores	117	\$157.91	\$347,235
445	Food and Beverage Stores	95	\$5,434.87	\$11,951,285
4451	Grocery Stores	96	\$5,103.51	\$11,222,612
4452	Specialty Food Stores	93	\$166.75	\$366,673
4453	Beer, Wine, and Liquor Stores	91	\$164.62	\$362,000
446, 4461	Health and Personal Care Stores	104	\$862.06	\$1,895,662
447, 4471	Gasoline Stations	98	\$3,736.40	\$8,216,335
448	Clothing and Clothing Accessories Stores	90	\$1,146.17	\$2,520,432
4481	Clothing Stores	90	\$900.45	\$1,980,079
4482	Shoe Stores	92	\$227.47	\$500,196
4483	Jewelry, Luggage, and Leather Goods Stores	89	\$18.26	\$40,157
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	100	\$461.71	\$1,015,310
4511	Sporting Goods, Hobby, and Musical Inst Stores	102	\$374.48	\$823,489
4512	Book Stores and News Dealers	92	\$87.23	\$191,821
452	General Merchandise Stores	96	\$4,268.36	\$9,386,123
4522	Department Stores	90	\$355.51	\$781,758
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	97	\$3,912.85	\$8,604,365

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	106	\$667.91	\$1,468,739
4531	Florists	118	\$34.16	\$75,110
4532	Office Supplies, Stationery, and Gift Stores	95	\$95.54	\$210,084
4533	Used Merchandise Stores	104	\$91.80	\$201,875
4539	Other Miscellaneous Store Retailers	109	\$446.42	\$981,671
454	Nonstore Retailers	100	\$2,778.38	\$6,109,650
4541	Electronic Shopping and Mail-Order Houses	98	\$2,332.63	\$5,129,449
4542	Vending Machine Operators	95	\$44.09	\$96,945
4543	Direct Selling Establishments	112	\$401.66	\$883,256
722	Food Services & Drinking Places	89	\$4,169.77	\$9,169,314
7223	Special Food Services	89	\$15.18	\$33,390
7224	Drinking Places (Alcoholic Beverages)	89	\$108.10	\$237,721
7225	Restaurants and Other Eating Places	89	\$4,046.48	\$8,898,203

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

Weeping Water, 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	108	\$33,002.77	\$701,902,883
44-45	Retail Trade	109	\$28,148.41	\$598,660,459
722	Food Services & Drinking Places	103	\$4,854.36	\$103,242,424

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	113	\$3,637.17	\$77,355,306
4411	Automobile Dealers	110	\$3,048.81	\$64,842,116
4412	Other Motor Vehicle Dealers	148	\$325.53	\$6,923,457
4413	Auto Parts, Accessories & Tire Stores	111	\$262.82	\$5,589,734
442	Furniture and Home Furnishings Stores	110	\$1,089.82	\$23,178,372
4421	Furniture Stores	108	\$697.77	\$14,840,216
4422	Home Furnishings Stores	112	\$392.05	\$8,338,156
443, 4431	Electronics and Appliance Stores	106	\$301.48	\$6,411,945
444	Bldg Material & Garden Equipment & Supplies Dealers	120	\$1,676.14	\$35,648,215
4441	Building Material and Supplies Dealers	121	\$1,516.16	\$32,245,585
4442	Lawn and Garden Equipment and Supplies Stores	118	\$159.99	\$3,402,631
445	Food and Beverage Stores	106	\$6,050.62	\$128,684,682
4451	Grocery Stores	106	\$5,673.41	\$120,662,120
4452	Specialty Food Stores	105	\$187.63	\$3,990,459
4453	Beer, Wine, and Liquor Stores	105	\$189.59	\$4,032,103
446, 4461	Health and Personal Care Stores	113	\$936.36	\$19,914,500
447, 4471	Gasoline Stations	108	\$4,123.74	\$87,703,746
448	Clothing and Clothing Accessories Stores	105	\$1,326.95	\$28,221,586
4481	Clothing Stores	105	\$1,048.24	\$22,293,982
4482	Shoe Stores	104	\$257.32	\$5,472,723
4483	Jewelry, Luggage, and Leather Goods Stores	105	\$21.39	\$454,881
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	109	\$504.33	\$10,726,073
4511	Sporting Goods, Hobby, and Musical Inst Stores	110	\$404.65	\$8,606,058
4512	Book Stores and News Dealers	105	\$99.68	\$2,120,016
452	General Merchandise Stores	108	\$4,758.06	\$101,194,453
4522	Department Stores	104	\$414.18	\$8,808,765
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	108	\$4,343.88	\$92,385,688

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	112	\$704.89	\$14,991,631
4531	Florists	120	\$34.54	\$734,642
4532	Office Supplies, Stationery, and Gift Stores	108	\$108.08	\$2,298,630
4533	Used Merchandise Stores	112	\$98.22	\$2,088,930
4539	Other Miscellaneous Store Retailers	113	\$464.05	\$9,869,429
454	Nonstore Retailers	109	\$3,038.84	\$64,629,951
4541	Electronic Shopping and Mail-Order Houses	109	\$2,589.16	\$55,066,358
4542	Vending Machine Operators	107	\$49.27	\$1,047,843
4543	Direct Selling Establishments	112	\$400.40	\$8,515,750
722	Food Services & Drinking Places	103	\$4,854.36	\$103,242,424
7223	Special Food Services	104	\$17.65	\$375,373
7224	Drinking Places (Alcoholic Beverages)	104	\$126.49	\$2,690,284
7225	Restaurants and Other Eating Places	103	\$4,710.21	\$100,176,766

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

Weeping Water, 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	99	\$30,319.73	\$15,425,797,461
44-45	Retail Trade	100	\$25,697.25	\$13,074,015,724
722	Food Services & Drinking Places	99	\$4,622.48	\$2,351,781,737

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	100	\$3,230.55	\$1,643,609,694
4411	Automobile Dealers	99	\$2,757.41	\$1,402,887,844
4412	Other Motor Vehicle Dealers	107	\$235.76	\$119,945,556
4413	Auto Parts, Accessories & Tire Stores	100	\$237.39	\$120,776,294
442	Furniture and Home Furnishings Stores	101	\$1,001.67	\$509,618,343
4421	Furniture Stores	102	\$653.64	\$332,555,338
4422	Home Furnishings Stores	100	\$348.02	\$177,063,005
443, 4431	Electronics and Appliance Stores	102	\$290.62	\$147,859,791
444	Bldg Material & Garden Equipment & Supplies Dealers	101	\$1,410.88	\$717,817,200
4441	Building Material and Supplies Dealers	102	\$1,277.23	\$649,817,033
4442	Lawn and Garden Equipment and Supplies Stores	99	\$133.66	\$68,000,167
445	Food and Beverage Stores	98	\$5,597.93	\$2,848,063,602
4451	Grocery Stores	98	\$5,245.87	\$2,668,946,565
4452	Specialty Food Stores	98	\$174.99	\$89,028,455
4453	Beer, Wine, and Liquor Stores	98	\$177.07	\$90,088,582
446, 4461	Health and Personal Care Stores	101	\$835.66	\$425,160,841
447, 4471	Gasoline Stations	100	\$3,821.09	\$1,944,058,767
448	Clothing and Clothing Accessories Stores	100	\$1,267.19	\$644,711,559
4481	Clothing Stores	100	\$1,001.62	\$509,593,072
4482	Shoe Stores	99	\$245.37	\$124,839,267
4483	Jewelry, Luggage, and Leather Goods Stores	99	\$20.20	\$10,279,220
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	100	\$464.33	\$236,235,430
4511	Sporting Goods, Hobby, and Musical Inst Stores	100	\$368.80	\$187,634,124
4512	Book Stores and News Dealers	100	\$95.53	\$48,601,306
452	General Merchandise Stores	100	\$4,403.01	\$2,240,125,780
4522	Department Stores	100	\$396.91	\$201,937,591
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	99	\$4,006.10	\$2,038,188,189

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	99	\$619.06	\$314,958,820
4531	Florists	99	\$28.61	\$14,555,864
4532	Office Supplies, Stationery, and Gift Stores	100	\$100.46	\$51,111,621
4533	Used Merchandise Stores	97	\$85.57	\$43,537,877
4539	Other Miscellaneous Store Retailers	98	\$404.41	\$205,753,458
454	Nonstore Retailers	99	\$2,755.26	\$1,401,795,897
4541	Electronic Shopping and Mail-Order Houses	100	\$2,376.37	\$1,209,029,635
4542	Vending Machine Operators	99	\$45.92	\$23,361,646
4543	Direct Selling Establishments	93	\$332.97	\$169,404,615
722	Food Services & Drinking Places	99	\$4,622.48	\$2,351,781,737
7223	Special Food Services	99	\$16.76	\$8,525,814
7224	Drinking Places (Alcoholic Beverages)	99	\$119.90	\$61,002,172
7225	Restaurants and Other Eating Places	99	\$4,485.82	\$2,282,253,752

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


Weeping Water, Nebraska



Drive time band: 0 - 15 minute radius

Demographic Summary		2025	2030
Population		5,613	5,794
Population 18+		4,367	4,612
Households		2,199	2,278
Median Household Income		\$87,729	\$100,592
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	2,910	66.6%	105
Bought Women`s Clothing Last 12 Mo	2,300	52.7%	101
Bought Shoes Last 12 Mo	3,437	78.7%	104
Bought Fine Jewelry Last 12 Mo	880	20.1%	92
Bought Watch Last 12 Mo	487	11.2%	87
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,110	96.0%	107
HH Bought or Leased New Vehicle Last 12 Mo	196	8.9%	105
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	4,157	95.2%	107
Bought or Changed Motor Oil Last 12 Mo	2,612	59.8%	111
Had Vehicle Tune-Up Last 12 Mo	977	22.4%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,583	36.3%	95
Drank Beer or Ale Last 6 Mo	1,748	40.0%	107

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	442	10.1%	119
Own Digital SLR Camera or Camcorder	482	11.0%	114
Printed Digital Photos Last 12 Mo	1,211	27.7%	111
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,413	32.4%	94
Have a Smartphone	4,135	94.7%	101
Have Android Phone (Any Brand) Smartphone	1,718	39.3%	105
Have Apple iPhone Smartphone	2,501	57.3%	98
HH Owns 1 Cell Phone	535	24.3%	81
HH Owns 2 Cell Phones	1,001	45.5%	118
HH Owns 3+ Cell Phones	635	28.9%	100
HH Has Cell Phone Only (No Landline Telephone)	1,667	75.8%	101
Computers (Households)			
HH Owns Computer	1,916	87.1%	105
HH Owns Desktop Computer	887	40.3%	108
HH Owns Laptop or Notebook	1,560	70.9%	103
HH Owns Apple or Mac Brand Computer	485	22.1%	88
HH Owns PC or Non-Apple Brand Computer	1,648	74.9%	108
HH Purchased Most Recent Home Computer at Store	865	39.3%	112
HH Purchased Most Recent Home Computer Online	614	27.9%	104
HH Spent \$1-499 on Most Recent Home Computer	345	15.7%	121
HH Spent \$500-999 on Most Recent Home Computer	438	19.9%	112
HH Spent \$1K-1499 on Most Recent Home Computer	252	11.5%	103
HH Spent \$1500-1999 on Most Recent Home Computer	93	4.2%	104
HH Spent \$2000+ on Most Recent Home Computer	132	6.0%	95

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

 **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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	3,137	71.8%	109
Bought Brewed Coffee at Convenience Store Last 30 Days	612	14.0%	112
Bought Cigarettes at Convenience Store Last 30 Days	236	5.4%	95
Bought Gas at Convenience Store Last 30 Days	2,156	49.4%	121
Spent \$1-19 at Convenience Store Last 30 Days	264	6.0%	96
Spent \$20-39 at Convenience Store Last 30 Days	341	7.8%	97
Spent \$40-50 at Convenience Store Last 30 Days	273	6.3%	99
Spent \$51-99 at Convenience Store Last 30 Days	244	5.6%	105
Spent \$100+ at Convenience Store Last 30 Days	1,322	30.3%	123
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,267	51.9%	98
Went to Live Theater Last 12 Mo	503	11.5%	99
Went to Bar or Night Club Last 12 Mo	917	21.0%	108
Dined Out Last 12 Mo	2,743	62.8%	112
Gambled at Casino Last 12 Mo	542	12.4%	97
Visited Theme Park Last 12 Mo	670	15.3%	81
Viewed Movie (Video-on-Demand) Last 30 Days	306	7.0%	85
Viewed TV Show (Video-on-Demand) Last 30 Days	171	3.9%	71
Used Internet to Download Movie Last 30 Days	222	5.1%	75
Downloaded Individual Song Last 6 Mo	731	16.7%	92
Used Internet to Watch Movie Last 30 Days	1,318	30.2%	86
Used Internet to Watch TV Program Last 30 Days	874	20.0%	88
Played (Console) Video or Electronic Game Last 12 Mo	518	11.9%	93
Played (Portable) Video or Electronic Game Last 12 Mo	274	6.3%	86


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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	1,823	41.7%	118
Used ATM or Cash Machine Last 12 Mo	2,612	59.8%	99
Own Any Stock	655	15.0%	109
Own U.S. Savings Bonds	392	9.0%	120
Own Shares in Mutual Fund (Stocks)	637	14.6%	121
Own Shares in Mutual Fund (Bonds)	401	9.2%	120
Have Interest Checking Account	1,957	44.8%	119
Have Non-Interest Checking Account	1,702	39.0%	107
Have Savings Account	3,432	78.6%	110
Have 401(k) Retirement Savings Plan	1,194	27.3%	113
Own or Used Any Credit or Debit Card Last 12 Mo	4,108	94.1%	102
Avg \$1-110 Monthly Credit Card Expenditures	883	20.2%	103
Avg \$111-225 Monthly Credit Card Expenditures	518	11.9%	97
Avg \$226-450 Monthly Credit Card Expenditures	385	8.8%	105
Avg \$451-700 Monthly Credit Card Expenditures	387	8.9%	101
Avg \$701-1000 Monthly Credit Card Expenditures	359	8.2%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	559	12.8%	111
Avg \$2001+ Monthly Credit Card Expenditures	616	14.1%	105
Did Online Banking Last 12 Mo	2,554	58.5%	105
Did Mobile Device Banking Last 12 Mo	2,166	49.6%	102
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,109	95.9%	102
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,754	79.8%	104
HH Used Turkey (Fresh or Frozen) Last 6 Mo	493	22.4%	112
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,245	56.6%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,032	92.4%	102
HH Used Fresh Milk Last 6 Mo	1,903	86.5%	106
HH Used Organic Food Last 6 Mo	417	19.0%	76

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	2,070	47.4%	103
Exercise at Club 2+ Times Per Week	468	10.7%	81
Visited Doctor Last 12 Mo	3,611	82.7%	104
Used Vitamins or Dietary Supplements Last 6 Mo	2,902	66.5%	102
Home (Households)			
HH Did Home Improvement Last 12 Mo	916	41.7%	123
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	837	38.1%	112
HH Purchased Low Ticket HH Furnishing Last 12 Mo	476	21.6%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	511	23.2%	97
HH Bought Small Kitchen Appliance Last 12 Mo	470	21.4%	93
HH Purchased Large Appliance/12 Mo	424	19.3%	108
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,600	59.5%	118
Personally Carry Any Medical or Hospital or Accident Insurance	3,903	89.4%	106
Homeowner Carries Insurance on Home/Personal Property	3,279	75.1%	128
Renter Carries Insurance on Home/Personal Property	401	9.2%	69
HH Has 1 Vehicle Covered with Auto Insurance	531	24.1%	75
HH Has 2 Vehicles Covered with Auto Insurance	725	33.0%	107
HH Has 3+ Vehicles Covered with Auto Insurance	822	37.4%	147

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,389	63.2%	123
HH Owns 1+ Cats	706	32.1%	134
HH Owns 1+ Dogs	1,098	49.9%	131
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	529	12.1%	76
Buying American Is Important: 4-Agr Cmpl	1,555	35.6%	130
Buy Based on Quality Not Price: 4-Agr Cmpl	542	12.4%	87
Buy on Credit Rather Than Wait: 4-Agr Cmpl	501	11.5%	93
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	463	10.6%	106
Will Pay More for Environ Safe Products: 4-Agr Cmpl	351	8.0%	74
Buy Based on Price Not Brands: 4-Agr Cmpl	1,208	27.7%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	107	2.5%	62
Reading (Adults)			
Bought Digital Book Last 12 Mo	782	17.9%	101
Bought Hardcover Book Last 12 Mo	1,197	27.4%	106
Bought Paperback Book Last 12 Mo	1,475	33.8%	100
Read Daily Newspaper (Paper Version)	355	8.1%	116
Read Digital Newspaper Last 30 Days	2,015	46.1%	85
Read Magazine (Paper or Electronic Version) Last 6 Mo	3,665	83.9%	96

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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	3,301	75.6%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,099	25.2%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,040	92.5%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,642	37.6%	95
Ordered Eat-In Fast Food Last 6 Mo	1,625	37.2%	112
Ordered Home Delivery Fast Food Last 6 Mo	389	8.9%	72
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,364	54.1%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	933	21.4%	93
Television & Electronics (Adults/Households)			
Own Tablet	2,444	56.0%	99
Own E-Reader	685	15.7%	96
Own E-Reader or Tablet: Apple iPad	1,547	35.4%	98
HH Owns Internet Connectable TV	989	45.0%	109
Own Portable MP3 Player	387	8.9%	115
HH Owns 1 TV	327	14.9%	75
HH Owns 2 TVs	592	26.9%	97
HH Owns 3 TVs	524	23.8%	108
HH Owns 4+ TVs	619	28.1%	128
HH Subscribes to Cable TV	529	24.1%	85
HH Subscribes to Fiber Optic TV	37	1.7%	52
HH Owns Portable GPS Device	472	21.5%	129
HH Purchased Video Game System Last 12 Mo	93	4.2%	60
HH Owns Internet Video Device for TV	1,240	56.4%	107

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	2,932	67.1%	109
Took 3+ Domestic Non-Business Trips Last 12 Mo	887	20.3%	111
Spent \$1-999 on Domestic Vacations Last 12 Mo	507	11.6%	105
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	315	7.2%	104
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	228	5.2%	109
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	343	7.8%	140
Spent \$3K+ on Domestic Vacations Last 12 Mo	606	13.9%	117
Used Internet Travel Site for Domestic Trip Last 12 Mo	266	6.1%	95
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,126	25.8%	85
Took 3+ Foreign Trips by Plane Last 3 Yrs	174	4.0%	72
Spent \$1-999 on Foreign Vacations Last 12 Mo	187	4.3%	101
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	135	3.1%	72
Spent \$3K+ on Foreign Vacations Last 12 Mo	364	8.3%	86
Used General Travel Site: Foreign Trip Last 3 Yrs	169	3.9%	72
Spent Night at Hotel or Motel Last 12 Mo	2,581	59.1%	108
Took Cruise of More Than One Day Last 3 Yrs	360	8.2%	93
Member of Frequent Flyer Program	1,120	25.6%	93
Member of Hotel Rewards Program	1,409	32.3%	110

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.

© 2025 Esri

Retail Market Potential


Weeping Water, Nebraska



Drive time band: 15 - 30 minute radius

Demographic Summary		2025	2030
Population		55,835	58,674
Population 18+		42,400	45,230
Households		21,268	22,402
Median Household Income		\$96,242	\$107,274
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	27,895	65.8%	104
Bought Women`s Clothing Last 12 Mo	22,536	53.1%	102
Bought Shoes Last 12 Mo	32,966	77.8%	103
Bought Fine Jewelry Last 12 Mo	8,716	20.6%	94
Bought Watch Last 12 Mo	5,034	11.9%	93
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	20,157	94.8%	106
HH Bought or Leased New Vehicle Last 12 Mo	1,970	9.3%	109
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	39,928	94.2%	106
Bought or Changed Motor Oil Last 12 Mo	24,580	58.0%	107
Had Vehicle Tune-Up Last 12 Mo	9,737	23.0%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	15,543	36.7%	96
Drank Beer or Ale Last 6 Mo	16,377	38.6%	104

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	4,157	9.8%	115
Own Digital SLR Camera or Camcorder	4,569	10.8%	111
Printed Digital Photos Last 12 Mo	11,708	27.6%	111
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	14,041	33.1%	96
Have a Smartphone	40,291	95.0%	101
Have Android Phone (Any Brand) Smartphone	16,179	38.2%	102
Have Apple iPhone Smartphone	24,945	58.8%	100
HH Owns 1 Cell Phone	5,504	25.9%	86
HH Owns 2 Cell Phones	9,058	42.6%	110
HH Owns 3+ Cell Phones	6,348	29.9%	104
HH Has Cell Phone Only (No Landline Telephone)	16,224	76.3%	101
Computers (Households)			
HH Owns Computer	18,391	86.5%	104
HH Owns Desktop Computer	8,498	40.0%	107
HH Owns Laptop or Notebook	15,139	71.2%	103
HH Owns Apple or Mac Brand Computer	4,972	23.4%	94
HH Owns PC or Non-Apple Brand Computer	15,757	74.1%	107
HH Purchased Most Recent Home Computer at Store	8,088	38.0%	108
HH Purchased Most Recent Home Computer Online	5,989	28.2%	104
HH Spent \$1-499 on Most Recent Home Computer	3,115	14.7%	113
HH Spent \$500-999 on Most Recent Home Computer	4,218	19.8%	112
HH Spent \$1K-1499 on Most Recent Home Computer	2,479	11.7%	105
HH Spent \$1500-1999 on Most Recent Home Computer	863	4.1%	100
HH Spent \$2000+ on Most Recent Home Computer	1,358	6.4%	101

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	29,671	70.0%	106
Bought Brewed Coffee at Convenience Store Last 30 Days	5,725	13.5%	108
Bought Cigarettes at Convenience Store Last 30 Days	2,355	5.5%	97
Bought Gas at Convenience Store Last 30 Days	19,722	46.5%	114
Spent \$1-19 at Convenience Store Last 30 Days	2,806	6.6%	105
Spent \$20-39 at Convenience Store Last 30 Days	3,426	8.1%	100
Spent \$40-50 at Convenience Store Last 30 Days	2,699	6.4%	101
Spent \$51-99 at Convenience Store Last 30 Days	2,359	5.6%	104
Spent \$100+ at Convenience Store Last 30 Days	11,819	27.9%	113
Entertainment (Adults)			
Attended Movie Last 6 Mo	22,680	53.5%	101
Went to Live Theater Last 12 Mo	5,162	12.2%	105
Went to Bar or Night Club Last 12 Mo	8,660	20.4%	105
Dined Out Last 12 Mo	25,902	61.1%	109
Gambled at Casino Last 12 Mo	5,377	12.7%	99
Visited Theme Park Last 12 Mo	7,242	17.1%	91
Viewed Movie (Video-on-Demand) Last 30 Days	3,411	8.0%	98
Viewed TV Show (Video-on-Demand) Last 30 Days	2,137	5.0%	92
Used Internet to Download Movie Last 30 Days	2,555	6.0%	89
Downloaded Individual Song Last 6 Mo	7,409	17.5%	96
Used Internet to Watch Movie Last 30 Days	13,761	32.5%	92
Used Internet to Watch TV Program Last 30 Days	9,203	21.7%	96
Played (Console) Video or Electronic Game Last 12 Mo	5,337	12.6%	98
Played (Portable) Video or Electronic Game Last 12 Mo	2,932	6.9%	95

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	17,624	41.6%	118
Used ATM or Cash Machine Last 12 Mo	25,868	61.0%	101
Own Any Stock	6,347	15.0%	109
Own U.S. Savings Bonds	3,651	8.6%	115
Own Shares in Mutual Fund (Stocks)	5,752	13.6%	113
Own Shares in Mutual Fund (Bonds)	3,717	8.8%	115
Have Interest Checking Account	18,171	42.9%	114
Have Non-Interest Checking Account	16,273	38.4%	106
Have Savings Account	32,568	76.8%	107
Have 401(k) Retirement Savings Plan	11,721	27.6%	114
Own or Used Any Credit or Debit Card Last 12 Mo	39,778	93.8%	102
Avg \$1-110 Monthly Credit Card Expenditures	8,543	20.1%	103
Avg \$111-225 Monthly Credit Card Expenditures	5,145	12.1%	99
Avg \$226-450 Monthly Credit Card Expenditures	3,616	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	3,772	8.9%	102
Avg \$701-1000 Monthly Credit Card Expenditures	3,475	8.2%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	5,341	12.6%	109
Avg \$2001+ Monthly Credit Card Expenditures	6,199	14.6%	109
Did Online Banking Last 12 Mo	24,895	58.7%	106
Did Mobile Device Banking Last 12 Mo	21,401	50.5%	103
Grocery (Adults)			
HH Used Bread Last 6 Mo	20,268	95.3%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	16,653	78.3%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	4,629	21.8%	109
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	12,069	56.8%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	19,400	91.2%	101
HH Used Fresh Milk Last 6 Mo	18,004	84.7%	103
HH Used Organic Food Last 6 Mo	4,557	21.4%	86

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	20,149	47.5%	104
Exercise at Club 2+ Times Per Week	5,300	12.5%	94
Visited Doctor Last 12 Mo	34,989	82.5%	103
Used Vitamins or Dietary Supplements Last 6 Mo	28,242	66.6%	102
Home (Households)			
HH Did Home Improvement Last 12 Mo	8,412	39.5%	117
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	8,203	38.6%	113
HH Purchased Low Ticket HH Furnishing Last 12 Mo	4,812	22.6%	108
HH Purchased Big Ticket HH Furnishing Last 12 Mo	5,268	24.8%	104
HH Bought Small Kitchen Appliance Last 12 Mo	4,801	22.6%	99
HH Purchased Large Appliance/12 Mo	4,176	19.6%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	24,449	57.7%	114
Personally Carry Any Medical or Hospital or Accident Insurance	37,565	88.6%	105
Homeowner Carries Insurance on Home/Personal Property	29,820	70.3%	120
Renter Carries Insurance on Home/Personal Property	4,693	11.1%	83
HH Has 1 Vehicle Covered with Auto Insurance	5,961	28.0%	87
HH Has 2 Vehicles Covered with Auto Insurance	7,163	33.7%	110
HH Has 3+ Vehicles Covered with Auto Insurance	6,690	31.5%	124

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	12,483	58.7%	114
HH Owns 1+ Cats	5,967	28.1%	117
HH Owns 1+ Dogs	9,579	45.0%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	5,740	13.5%	85
Buying American Is Important: 4-Agr Cmpl	13,329	31.4%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	5,493	13.0%	91
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,032	11.9%	97
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	4,330	10.2%	102
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,903	9.2%	84
Buy Based on Price Not Brands: 4-Agr Cmpl	11,649	27.5%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,203	2.8%	72
Reading (Adults)			
Bought Digital Book Last 12 Mo	7,700	18.2%	102
Bought Hardcover Book Last 12 Mo	11,606	27.4%	106
Bought Paperback Book Last 12 Mo	14,662	34.6%	102
Read Daily Newspaper (Paper Version)	3,086	7.3%	104
Read Digital Newspaper Last 30 Days	21,237	50.1%	92
Read Magazine (Paper or Electronic Version) Last 6 Mo	36,386	85.8%	99

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	32,173	75.9%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	10,946	25.8%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	39,315	92.7%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	16,740	39.5%	99
Ordered Eat-In Fast Food Last 6 Mo	14,927	35.2%	106
Ordered Home Delivery Fast Food Last 6 Mo	4,443	10.5%	85
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	22,797	53.8%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	9,435	22.3%	97
Television & Electronics (Adults/Households)			
Own Tablet	24,211	57.1%	101
Own E-Reader	7,229	17.1%	104
Own E-Reader or Tablet: Apple iPad	15,700	37.0%	102
HH Owns Internet Connectable TV	9,568	45.0%	109
Own Portable MP3 Player	3,674	8.7%	113
HH Owns 1 TV	3,428	16.1%	82
HH Owns 2 TVs	5,698	26.8%	96
HH Owns 3 TVs	4,984	23.4%	107
HH Owns 4+ TVs	5,747	27.0%	123
HH Subscribes to Cable TV	5,863	27.6%	97
HH Subscribes to Fiber Optic TV	555	2.6%	81
HH Owns Portable GPS Device	4,207	19.8%	119
HH Purchased Video Game System Last 12 Mo	1,114	5.2%	74
HH Owns Internet Video Device for TV	12,055	56.7%	108


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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	28,039	66.1%	107
Took 3+ Domestic Non-Business Trips Last 12 Mo	8,542	20.1%	110
Spent \$1-999 on Domestic Vacations Last 12 Mo	4,852	11.4%	104
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	3,075	7.3%	105
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	2,201	5.2%	109
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	2,899	6.8%	122
Spent \$3K+ on Domestic Vacations Last 12 Mo	5,912	13.9%	117
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,651	6.3%	97
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	11,813	27.9%	91
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,951	4.6%	83
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,731	4.1%	96
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,497	3.5%	82
Spent \$3K+ on Foreign Vacations Last 12 Mo	3,900	9.2%	95
Used General Travel Site: Foreign Trip Last 3 Yrs	1,914	4.5%	84
Spent Night at Hotel or Motel Last 12 Mo	24,751	58.4%	107
Took Cruise of More Than One Day Last 3 Yrs	3,786	8.9%	101
Member of Frequent Flyer Program	11,774	27.8%	101
Member of Hotel Rewards Program	13,768	32.5%	110

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

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

Retail Market Potential


Weeping Water, Nebraska



Drive time band: 30 - 60 minute radius


Demographic Summary		2025	2030
Population		1,283,881	1,319,857
Population 18+		979,158	1,020,881
Households		508,771	527,832
Median Household Income		\$81,758	\$92,878
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	627,800	64.1%	101
Bought Women`s Clothing Last 12 Mo	512,994	52.4%	100
Bought Shoes Last 12 Mo	747,423	76.3%	101
Bought Fine Jewelry Last 12 Mo	213,247	21.8%	99
Bought Watch Last 12 Mo	123,665	12.6%	98
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	463,715	91.1%	102
HH Bought or Leased New Vehicle Last 12 Mo	44,127	8.7%	102
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	890,147	90.9%	102
Bought or Changed Motor Oil Last 12 Mo	541,261	55.3%	102
Had Vehicle Tune-Up Last 12 Mo	223,805	22.9%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	378,248	38.6%	101
Drank Beer or Ale Last 6 Mo	368,157	37.6%	101

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	83,511	8.5%	100
Own Digital SLR Camera or Camcorder	95,902	9.8%	101
Printed Digital Photos Last 12 Mo	252,398	25.8%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	341,255	34.9%	101
Have a Smartphone	927,294	94.7%	101
Have Android Phone (Any Brand) Smartphone	369,566	37.7%	101
Have Apple iPhone Smartphone	578,421	59.1%	101
HH Owns 1 Cell Phone	154,342	30.3%	101
HH Owns 2 Cell Phones	196,438	38.6%	100
HH Owns 3+ Cell Phones	146,583	28.8%	100
HH Has Cell Phone Only (No Landline Telephone)	397,849	78.2%	104
Computers (Households)			
HH Owns Computer	426,943	83.9%	101
HH Owns Desktop Computer	190,830	37.5%	101
HH Owns Laptop or Notebook	355,479	69.9%	102
HH Owns Apple or Mac Brand Computer	123,608	24.3%	97
HH Owns PC or Non-Apple Brand Computer	360,849	70.9%	102
HH Purchased Most Recent Home Computer at Store	181,196	35.6%	102
HH Purchased Most Recent Home Computer Online	140,631	27.6%	102
HH Spent \$1-499 on Most Recent Home Computer	67,681	13.3%	103
HH Spent \$500-999 on Most Recent Home Computer	94,192	18.5%	105
HH Spent \$1K-1499 on Most Recent Home Computer	57,512	11.3%	102
HH Spent \$1500-1999 on Most Recent Home Computer	20,064	3.9%	97
HH Spent \$2000+ on Most Recent Home Computer	32,727	6.4%	102

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

 **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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	667,663	68.2%	103
Bought Brewed Coffee at Convenience Store Last 30 Days	124,520	12.7%	101
Bought Cigarettes at Convenience Store Last 30 Days	58,041	5.9%	104
Bought Gas at Convenience Store Last 30 Days	429,855	43.9%	107
Spent \$1-19 at Convenience Store Last 30 Days	63,665	6.5%	103
Spent \$20-39 at Convenience Store Last 30 Days	81,284	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	62,891	6.4%	102
Spent \$51-99 at Convenience Store Last 30 Days	56,011	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	253,695	25.9%	105
Entertainment (Adults)			
Attended Movie Last 6 Mo	530,818	54.2%	102
Went to Live Theater Last 12 Mo	117,143	12.0%	103
Went to Bar or Night Club Last 12 Mo	198,606	20.3%	105
Dined Out Last 12 Mo	554,991	56.7%	101
Gambled at Casino Last 12 Mo	124,613	12.7%	99
Visited Theme Park Last 12 Mo	181,824	18.6%	98
Viewed Movie (Video-on-Demand) Last 30 Days	77,136	7.9%	96
Viewed TV Show (Video-on-Demand) Last 30 Days	51,726	5.3%	96
Used Internet to Download Movie Last 30 Days	68,247	7.0%	103
Downloaded Individual Song Last 6 Mo	177,835	18.2%	100
Used Internet to Watch Movie Last 30 Days	355,120	36.3%	103
Used Internet to Watch TV Program Last 30 Days	231,139	23.6%	104
Played (Console) Video or Electronic Game Last 12 Mo	138,042	14.1%	110
Played (Portable) Video or Electronic Game Last 12 Mo	75,805	7.7%	106


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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	364,798	37.3%	106
Used ATM or Cash Machine Last 12 Mo	592,863	60.5%	100
Own Any Stock	131,676	13.4%	98
Own U.S. Savings Bonds	75,174	7.7%	102
Own Shares in Mutual Fund (Stocks)	114,753	11.7%	97
Own Shares in Mutual Fund (Bonds)	74,660	7.6%	100
Have Interest Checking Account	372,550	38.0%	101
Have Non-Interest Checking Account	359,281	36.7%	101
Have Savings Account	714,976	73.0%	102
Have 401(k) Retirement Savings Plan	250,909	25.6%	106
Own or Used Any Credit or Debit Card Last 12 Mo	905,045	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	193,910	19.8%	101
Avg \$111-225 Monthly Credit Card Expenditures	118,276	12.1%	98
Avg \$226-450 Monthly Credit Card Expenditures	82,091	8.4%	100
Avg \$451-700 Monthly Credit Card Expenditures	86,404	8.8%	101
Avg \$701-1000 Monthly Credit Card Expenditures	76,308	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	111,407	11.4%	99
Avg \$2001+ Monthly Credit Card Expenditures	126,237	12.9%	96
Did Online Banking Last 12 Mo	555,718	56.8%	102
Did Mobile Device Banking Last 12 Mo	494,423	50.5%	103
Grocery (Adults)			
HH Used Bread Last 6 Mo	479,189	94.2%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	389,704	76.6%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	103,019	20.3%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	287,038	56.4%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	459,116	90.2%	100
HH Used Fresh Milk Last 6 Mo	417,287	82.0%	100
HH Used Organic Food Last 6 Mo	121,862	23.9%	96

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	452,118	46.2%	101
Exercise at Club 2+ Times Per Week	131,920	13.5%	101
Visited Doctor Last 12 Mo	780,302	79.7%	100
Used Vitamins or Dietary Supplements Last 6 Mo	631,356	64.5%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	174,984	34.4%	101
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	175,958	34.6%	102
HH Purchased Low Ticket HH Furnishing Last 12 Mo	112,392	22.1%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	128,743	25.3%	106
HH Bought Small Kitchen Appliance Last 12 Mo	119,332	23.4%	103
HH Purchased Large Appliance/12 Mo	93,880	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	513,489	52.4%	104
Personally Carry Any Medical or Hospital or Accident Insurance	833,033	85.1%	100
Homeowner Carries Insurance on Home/Personal Property	586,647	59.9%	102
Renter Carries Insurance on Home/Personal Property	139,797	14.3%	107
HH Has 1 Vehicle Covered with Auto Insurance	168,227	33.1%	102
HH Has 2 Vehicles Covered with Auto Insurance	162,793	32.0%	104
HH Has 3+ Vehicles Covered with Auto Insurance	125,805	24.7%	97

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

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

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	265,333	52.1%	101
HH Owns 1+ Cats	122,642	24.1%	100
HH Owns 1+ Dogs	194,324	38.2%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	152,549	15.6%	97
Buying American Is Important: 4-Agr Cmpl	265,314	27.1%	99
Buy Based on Quality Not Price: 4-Agr Cmpl	137,367	14.0%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	117,491	12.0%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	94,510	9.7%	97
Will Pay More for Environ Safe Products: 4-Agr Cmpl	104,566	10.7%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	270,566	27.6%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	39,078	4.0%	101
Reading (Adults)			
Bought Digital Book Last 12 Mo	176,497	18.0%	102
Bought Hardcover Book Last 12 Mo	258,746	26.4%	102
Bought Paperback Book Last 12 Mo	337,030	34.4%	102
Read Daily Newspaper (Paper Version)	61,445	6.3%	90
Read Digital Newspaper Last 30 Days	536,050	54.8%	100
Read Magazine (Paper or Electronic Version) Last 6 Mo	852,340	87.0%	100

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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	727,796	74.3%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	245,879	25.1%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	902,675	92.2%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	401,276	41.0%	103
Ordered Eat-In Fast Food Last 6 Mo	327,527	33.5%	101
Ordered Home Delivery Fast Food Last 6 Mo	123,907	12.7%	103
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	503,456	51.4%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	223,228	22.8%	100
Television & Electronics (Adults/Households)			
Own Tablet	548,563	56.0%	100
Own E-Reader	163,066	16.6%	102
Own E-Reader or Tablet: Apple iPad	352,895	36.0%	99
HH Owns Internet Connectable TV	216,214	42.5%	103
Own Portable MP3 Player	77,665	7.9%	103
HH Owns 1 TV	97,050	19.1%	97
HH Owns 2 TVs	141,267	27.8%	100
HH Owns 3 TVs	111,847	22.0%	100
HH Owns 4+ TVs	117,014	23.0%	105
HH Subscribes to Cable TV	139,081	27.3%	97
HH Subscribes to Fiber Optic TV	15,584	3.1%	95
HH Owns Portable GPS Device	84,680	16.6%	100
HH Purchased Video Game System Last 12 Mo	32,208	6.3%	90
HH Owns Internet Video Device for TV	277,178	54.5%	104

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	615,577	62.9%	102
Took 3+ Domestic Non-Business Trips Last 12 Mo	180,130	18.4%	101
Spent \$1-999 on Domestic Vacations Last 12 Mo	112,432	11.5%	104
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	68,361	7.0%	101
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	46,788	4.8%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	56,009	5.7%	102
Spent \$3K+ on Domestic Vacations Last 12 Mo	118,203	12.1%	101
Used Internet Travel Site for Domestic Trip Last 12 Mo	60,998	6.2%	97
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	283,658	29.0%	95
Took 3+ Foreign Trips by Plane Last 3 Yrs	49,037	5.0%	90
Spent \$1-999 on Foreign Vacations Last 12 Mo	39,606	4.0%	95
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	39,912	4.1%	95
Spent \$3K+ on Foreign Vacations Last 12 Mo	89,190	9.1%	94
Used General Travel Site: Foreign Trip Last 3 Yrs	47,177	4.8%	90
Spent Night at Hotel or Motel Last 12 Mo	543,910	55.5%	102
Took Cruise of More Than One Day Last 3 Yrs	86,903	8.9%	101
Member of Frequent Flyer Program	266,231	27.2%	99
Member of Hotel Rewards Program	292,423	29.9%	102

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

 **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.

© 2025 Esri