



ZCJBJ Opera House

4th & Main Verdigre, Nebraska

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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.

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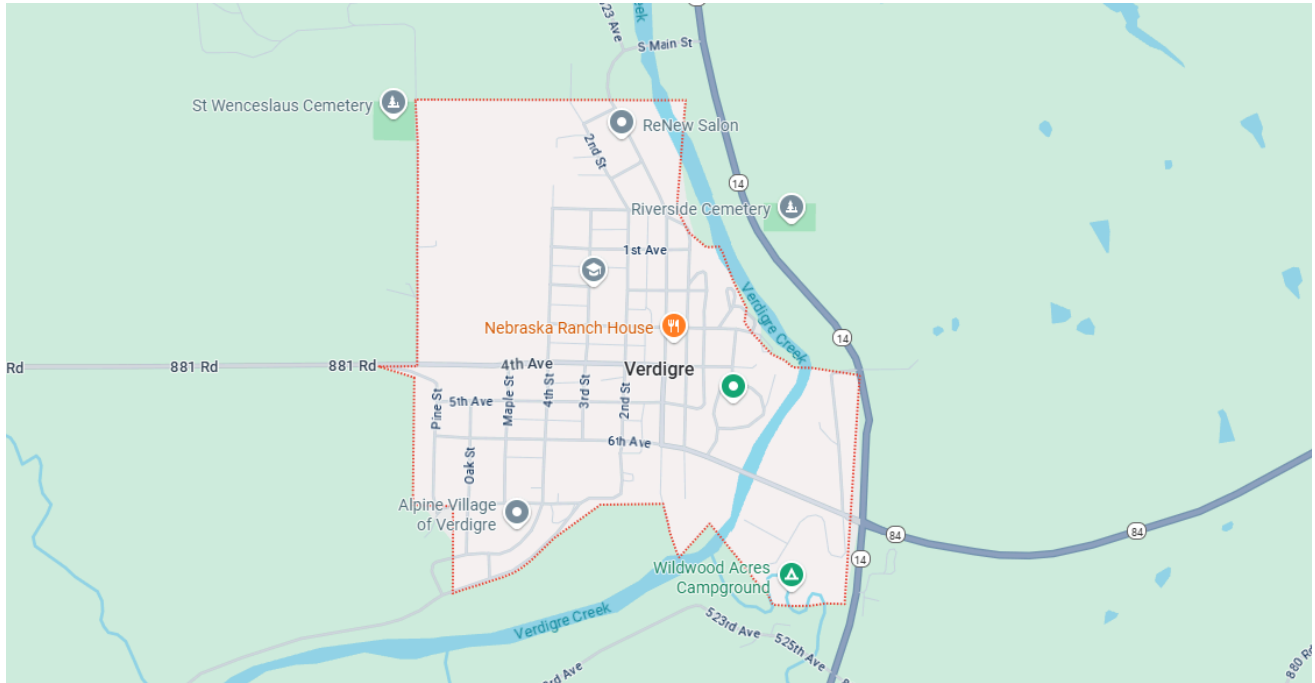
Scan the QR code to visit
the HPEP virtual database:



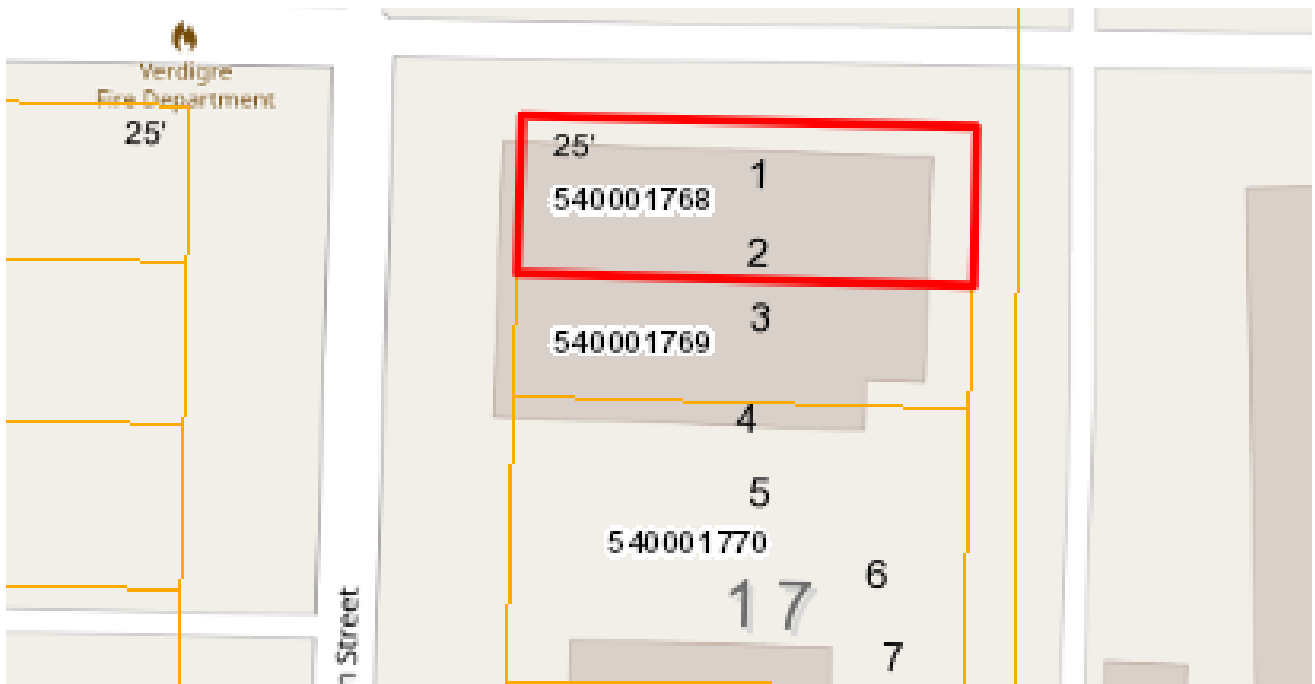
[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

Community Information

VERDIGRE (GOOGLE MAPS)



BUILDING SITE (KNOX COUNTY GIS)



NEBRASKA
MAIN STREET
NETWORK



MAIN STREET
AMERICA

Coordinating Program

BASE BALL

VERDIGRE

Vs.

O'NEILL

On the Verdigre Diamond

SEPTEMBER 27th and 28th, 1908

DON'T FAIL TO SEE IT

The American Frontier Life is the most picturesque and exciting in the world fully represented in **A TEXAS RANGER**, a Western Military Melodrama depicting the strenuous life on the plains of Texas, and abounding with thrilling climaxes and startling situations, embodying a carefully woven and tersely told tale of love, passion, and undying devotion of the Western ranchman and the frontier soldier. Sweet hearts and Wives will enjoy a performance of "A Texas Ranger "

At Opera House, Verdigre Sept. 20.

Building Information

Community: Verdigre, Nebraska
Building Name: Opera House
Parcel ID: 540001768
Site Address: Southeast Corner of 4th Ave & Main St.
Owner Name: ZCJB Lodge, Debbie Ives
Owner Address: 52340 881 Rd, Verdigre, NE 68783
Tax District Code: 52
Zoning: Exempt
Overlays: N/A
Future Land Use: N/A
Flood Zones: Area of 1% Flood Hazard
Construction Date: 1903
Latest Remodel: N/A
National Register: Y ☒ N ☐
Date Listed: 1988
Architectural Style: Opera House
Construction Material: Brick
Value Year: 2025
Building Value: \$0
Land Value: \$1,750
Total Value: \$1,750
Lot Size: 1,750 Sq. Ft.
Vacant Square Footage: N/A
Occupied Square Footage: N/A
Usable Square Footage: Main floor, exact square footage unknown
Total Square Footage: Unknown
Total Floors: 3- Main Floor with loft, partial basement, partial second floor
Current Use(s): Community/Multipurpose
Previous Use(s): Community/Multipurpose
Previous Use Date: 2025

Building History



Photo from National Register Listing 88000946.

Historical Information Sourced from the National Register of Historic Places Listing 88000946.

Designed by Staviteli in 1903, the Z.C.B.J. Opera House is architecturally and socially significant to the community of Verdigre.

Architecturally, it is a well-preserved, historic building that represents “Local Performing Arts in Nebraska”.

Culturally, the building has served as a true community center since 1903, housing plays, concerts, dances, sporting events, and other social events. Peak usage ended around 1917; however, it still hosts some events as of 2025.

OPERA HOUSE,

VERDIGRE, Nebraska.

Sunday October 15,

FRED RAYMOND'S GUARANTEED ATTRACTION,

Old Arkansaw.

ORIGINAL COMPANY,

Same as appears in St. Paul, Sioux City and other large
cities of the north-west.

Don't Miss It!

Seats on Sale at Post Office.

Survey

Goals and Ideas for Improvements

The primary objectives for the building are to update the kitchen with modern fixtures and to implement upgrades that promote sustainability and energy efficiency.

Previous Remodels & Funding

The interior was being painted and is looking to have the floors redone. All efforts so far have been funded by the owner.

Major Issues and Costs Concerns With Previous or Future Development Efforts

All restoration efforts have been paid for by the owner, so any funds to reduce costs would be helpful.

Specific Concerns with Redevelopment

Energy efficiency

Vacancy Description

The building is currently being used for community events.

Notable Damage

There is no known notable damage to the building.

Survey

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

Condition	5	4	3	2	1	N A	Concerns with Remodeling/Other Notes
Interior Walls & Ceilings		X					Walls and ceilings are in good condition.
Flooring		X					The floors are being redone- sanded, patched, and finished.
Lighting		X					Adequate natural and artificial lighting.
Stairwells/ Hallways/ Elevators			X				The stairways are very narrow and steep toward the east portion of the building, but are not used by the general public.
Plumbing			X				In operable condition.
Electrical			X				In operable condition.
HVAC			X				In operable condition.
Fire Safety Systems						X	N/A
Internet Infrastructure			X				Have ability to get internet.

Survey.

Expanding on Condition Evaluation

The building is in operable condition, only needing minor repairs and upgrades. Areas of consideration might include inspecting the roof for proper drainage to ensure no harm to the masonry. The main goal is to get the building to a more energy-efficient state.

Disclaimer:

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

Building Significance & Significant Changes to Design

The building is listed on the National Register of Historic Places for its architectural and cultural significance.



Design Education Service

NEBRASKA MAIN STREET NETWORK

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DESIGN ASSISTANCE REQUEST FORM

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

SERVICES AVAILABLE

Preservation Consultation

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

Building/Property Design Recommendations

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

Public Space Design Recommendations

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

Programming + Design Planning

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

Signage

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

Other

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

Education Consultation

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

Office Use Only

Date Received _____

Date Approved _____

Payment Received _____

Design Team _____

NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): _____

Executive Director (Signed): _____ Date: _____

Email: _____ Phone: _____

APPLICANT INFORMATION

DATE OF REQUEST

Applicant's Name: _____

Main Street City: _____

Main Street Manager: _____

Phone: _____ Email: _____

SCOPE OF WORK



MAIN STREET FOUR-POINT APPROACH

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

DESIGN

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

DESIGN IS...

COMPREHENSIVE

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

INCREMENTAL

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

SELF-HELP

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

CHANGE

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

ASSETS

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

PARTNERSHIPS

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

QUALITY

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

NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO

THE PROGRAM

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

DESIGN TEAM

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

THE PROJECT

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

PROCESS

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

NEBRASKA MAIN STREET RESPONSIBILITIES

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

COMMUNITY RESPONSIBILITIES

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

DESIGN PROFESSIONAL RESPONSIBILITIES

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

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



NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO CONTINUED

COSTS

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

OUTCOME

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

DESIGN ASSISTANCE FORM

SERVICES AND REQUIREMENTS

SERVICES AVAILABLE

PRESERVATION CONSULTANT

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

BUILDING/PROPERTY DESIGN RECOMMENDATIONS

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

PUBLIC SPACE DESIGN RECOMMENDATIONS

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

PROGRAMMING + DESIGN PLANNING

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

SIGNAGE

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

OTHER

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

EDUCATION CONSULTATION

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

REQUIREMENTS

INFORMATION

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

PHOTOGRAPHS

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

CASE STUDY

BUILDING CONDITION



BUILDING CONDITION

GOOD FAIR POOR

AESTHETIC CONDITION

GOOD **FAIR** POOR

MAIN CONCERNS

Masonry

Windows

Door Hood

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 | 4TH & MAIN | VERDIGRE



BUILDING INFORMATION

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

Evaluation Date: June 25, 2025

Building Name: Z.C.B.J. Opera House

Building Address/ Location: 4th & Main Street Verdigre, NE

Building Use (current): Community/Multipurpose

Building Use (Historically): Community/Multipurpose/Cultural

Building Style/ Period: 1908 Opera House

Building Materials/ Elements: Brick

CASE STUDY

BUILDING EVALUATION | 4TH & MAIN | VERDIGRE

MASONRY

Building is a two story brick building with side gable roof clad with steel roofing and projecting Spanish/Mediterranean style arched projecting parapet center bay

RECOMMENDATIONS

Masonry appears to be in good condition and previously repointed. Some staining or discoloration on bricks under the parapet could indicate water damage or drainage issues. This should be monitored and evaluated.

WINDOWS

Existing windows are new. A triple arched window with contrasting color masonry surround is above the door hood and shallow arched windows on either side of the main entry door. The window shape has been slightly infilled and rectangular windows installed.

RECOMMENDATIONS

Windows appear to be relatively new and though slightly infilled the shape and size are a close match to the original size. To make the windows match more closely the infill could be painted to match the contrasting color masonry surrounds.

DOOR HOOD

A hipped door hood projects from the center bay and shelters an arched door entry. The hood is supported by paired massive brackets on either side. The brackets rest atop raised truncated support piers at the foundation.

RECOMMENDATIONS

The door hood is an important element of the façade and should be retained. Asphalt roof panels should be evaluated for their condition and wood brackets should be painted.

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

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CASE STUDY

BEFORE | 4TH & MAIN | VERDIGRE



GENERAL STATEMENT

Overall, the facade needs minimal aesthetic work. It is necessary to evaluate the roof drainage as well as the asphalt roof on the door hood to ensure there is no leakage.

CASE STUDY

AFTER | 4TH & MAIN | VERDIGRE



GENERAL STATEMENT

The image shown above demonstrates what the building would look like with appropriately colored window trim.

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.

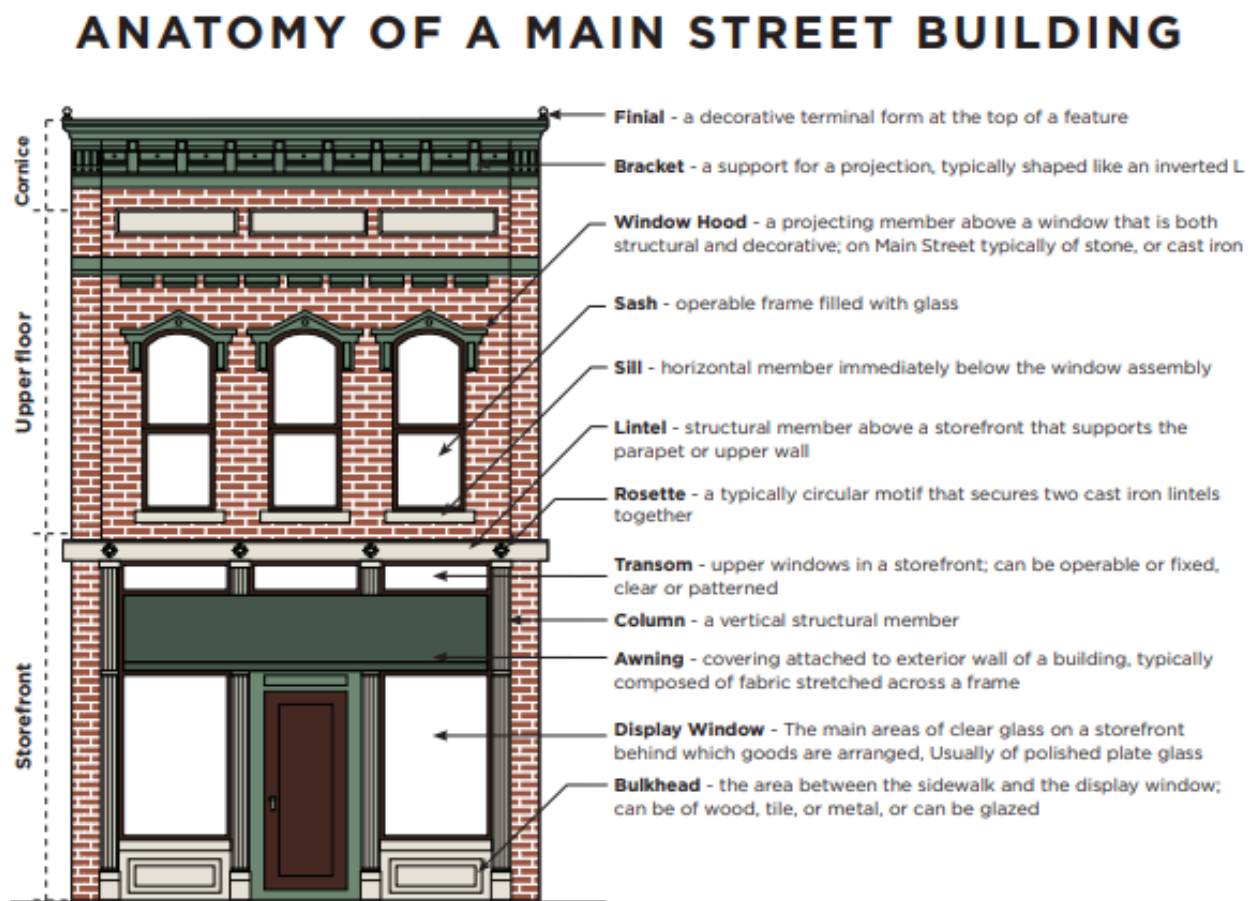
GLOSSARY OF TERMS

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.



Coming

Attraction Extraordinary

OPERA HOUSE

ONE NIGHT ONLY

Date, SUNDAY, OCTOBER 25,

The Thrilling, romantic Western Drama

--The--

"Texas Cattle King"

BAND AND ORCHESTRA

Band Concerts Noon and Night

SPECIAL SCENERY

Up-to-date Specialties

NEW SONGS AND DANCES

POPULAR PRICES

Reserved Seats on sale at

BARTAK'S HARNESS SHOP

Special Grand Dance

Census Data

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



Population

554



Median Age

42.1



Avg. Family Size

3.29



65+

24%



Median Income

\$41,250



Bachelor's Degree or
Higher

16.8%



Employment Rate

51.3%



Households

439



Median Rent

\$558



Homeownership
Rate

71.4%



Housing Units

279



Vacant Housing
Units

46

ESRI Data: 68783

Tapestry Segmentation: See in Appendix

95.54% Prairie Living

4.46% Heartland Communities

Annual Spending Habits



Credit Debt

\$2,074



Medical Insurance

\$4,425



Apparel

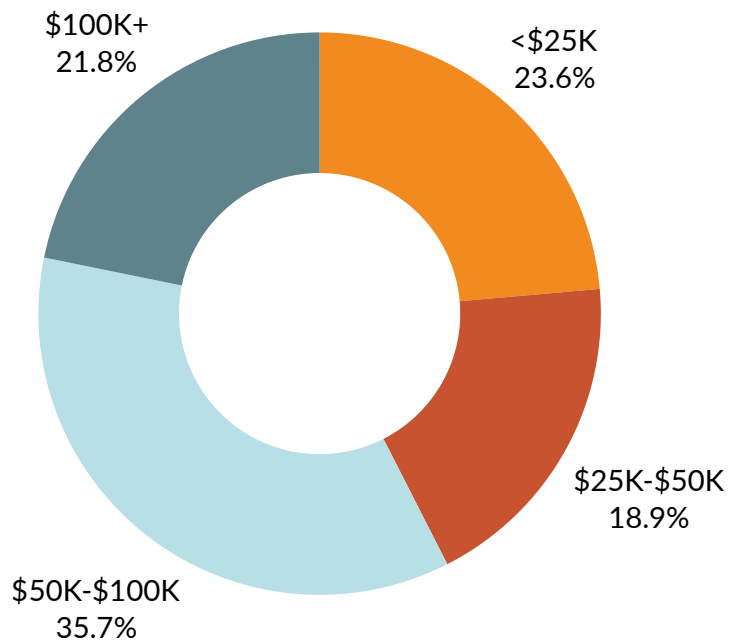
\$1,576



Entertainment

\$3,292

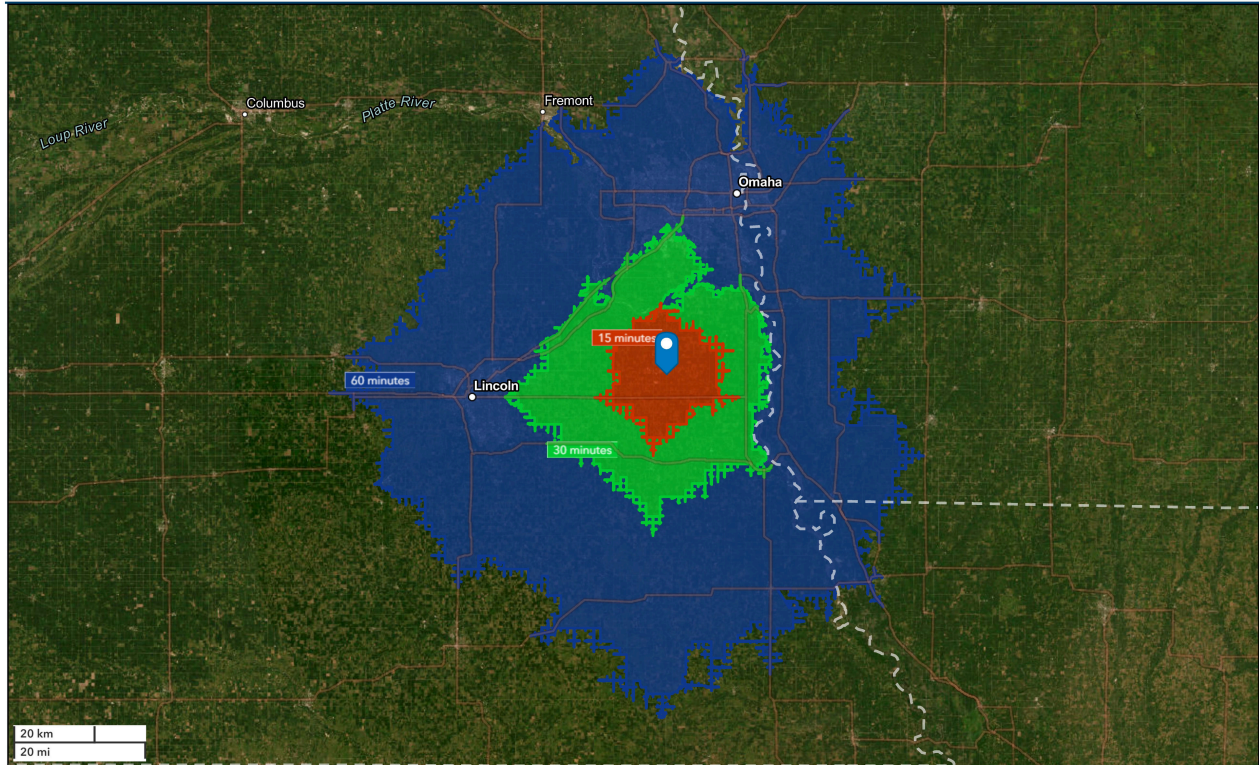
Disposable Income



ESRI Market Reports



Weeping Water Trade Area



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.

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

Concert
BY
BOHUMIR KRYL

Greatest Cornet Virtuoso of the Present Time

SECOND TOUR OF
Josephine Kryl

The Talented Violiniste

— ASSISTED BY —

MARIE EDWARDS - SOLO PIANISTE
JAROSLAV CHIMERA - TROMBONE SOLOIST
SATURDAY, MARCH 4th.
IN VERDIGRE OPERA HOUSE

Program

1. The Waves (concert etude)..... Moszkowski
Miss. Edwards
2. Le Petit Tambour..... F. David
Bohmir Kryl
3. Ballede et Polonaise op. 38.....Vieuxtemps
Josephine Kryl
4. a) Sextette from "Lucia"
arr. for left hand..... Donizetti Leschetichy
b) "Tocata"..... Leschetichy
5. Fantasia on "Carnival"..... Kryl
Bohmir Kryl
6. a. Humoresque..... Dvorak
b. "Air on G" string..... J. S. Bach
c. Elfentaz..... E. Spies
Josephine Kryl
7. a. Miserere from Il Trovatore
b. Home to our Mountains from
Il Trovatore..... Verdi
Duets by Messers. Kryl and Cimeria
8. Etude in Db..... Liszt
Miss Edwards
9. Josephine (concert waltz)..... Kryl
Jaroslav Cimeria
10. Angels' Serenade..... G. Barge
Duet by Josephine and Bohumir Kryl

ADMISSION

Reserved Seats	\$1.00
Balcony	.75
General Admission	.50

..... Tickets for DANCE after the Concert 50 cents.

Summary/Action Steps

Summary

The Opera House in Verdigre is a cornerstone of the community, long serving as a venue for plays, dances, and local gatherings. While the building remains in good condition, there are opportunities to both strengthen its physical structure and increase its frequency of use.

To preserve the building, the roof drainage system should be inspected to prevent water from entering the masonry walls. Window trim could be repainted to match the overall exterior, creating a more cohesive appearance. Sustainability upgrades, such as improved windows, utility updates, and added insulation, should also be considered if not already in place.

Expanding usage will help the Opera House generate greater income and community value. Potential rentals might include birthday parties, bridal showers, or private gatherings. Additional programming opportunities include children's sports events, weekly dances or classes, band practice and performances, movie nights, and theatrical productions. With local spending on entertainment averaging \$3,292, the Opera House is well-positioned to capture and expand this market.

Action Steps

1. Inspect and repair roof drainage to prevent water intrusion into the masonry walls.
2. Repaint window trim for a cohesive exterior appearance.
3. Evaluate and upgrade utilities where needed, including windows, insulation, and energy systems to improve sustainability.
4. Develop a rental program for private events such as birthday parties, bridal showers, and community celebrations.
5. Expand programming to include sports activities, weekly dances, band rehearsals, performances, movie nights, and plays.
6. Market the venue as an affordable entertainment option, leveraging the community's average annual spending of \$3,292 on entertainment.



Č. 5. Z. C. B. J.

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%20Efficiency%20&%20Historic%20Preservation)

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



A. Building Images



Appendix

A. Building Images



A. Building Images



Appendix

A. Building Images



A. Building Images



Appendix

A. Building Images



A. Building Images



Appendix

A. Building Images



A. Building Images



Appendix

A. Building Images



A. Building Images



Appendix

A. Building Images



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

D. National Register Listing Nomination

Parcel Information	
Parcel ID:	540001768
Map Number	450086A
State Geo Code	0000-00-0-00000-000-0000
Cadastral #	2-29-39
Images	Photo #1
Current Owner:	ZCBJ LODGE #5 % DEBBIE IVES 52340 881 RD VERDIGRE, NE 68783-5112
Situs Address:	
Tax District:	52
School District:	#83 VERDIGRE NEW'20, 54-0583
Account Type:	Exempt
Legal Description:	ORIGINAL BLK 17 LOTS 1-2 --A/K/A WESTERN BOHEMIAN FRATERNAL ASSOC--DISTRICT #4, EXEMPTION #65
Lot Width:	N/A
Lot Depth:	N/A
Total Lot Size:	1750.00

Assessed Values				
<u>Year</u>	<u>Total</u>	<u>Land</u>	<u>Outbuilding</u>	<u>Dwelling</u>
2025	\$1,750	\$1,750	\$0	\$0
2024	\$1,750	\$1,750	\$0	\$0

Yearly Tax Information		
<u>Year</u>	<u>Amount</u>	<u>Levy</u>
2024	\$0.00	0.000000

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

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

Residential Datasheet

<u>Zoning:</u>	Commerical	<u>Quality:</u>	
<u>Year Built:</u>	0	<u>Condition:</u>	N/A
<u>Exterior:</u>	N/A	<u>Style:</u>	N/A
<u>Bedrooms:</u>	0	<u>Bathrooms:</u>	0.00
<u>Plumbing Fixtures:</u>	6	<u>Heating/Cooling:</u>	
<u>Basement Size:</u>	0 sq. ft	<u>Min Finish:</u>	0 sq. ft
<u>Building Size:</u>	0 sq. ft	<u>Part Finish:</u>	0 sq. ft

Dwelling Data

<u>Description</u>	<u>Units</u>	<u>Value</u>
--------------------	--------------	--------------

Outbuilding Data

<u>Description</u>	<u>Units</u>	<u>Year Built</u>	<u>Cost</u>
--------------------	--------------	-------------------	-------------

Photo/Sketch





LifeMode Group: Cozy Country Living

Prairie Living

6D

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.



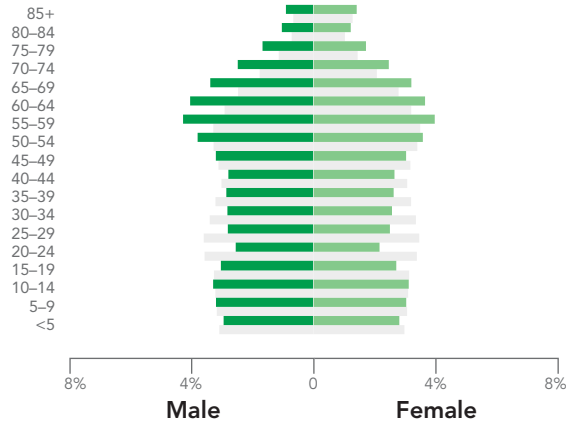
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

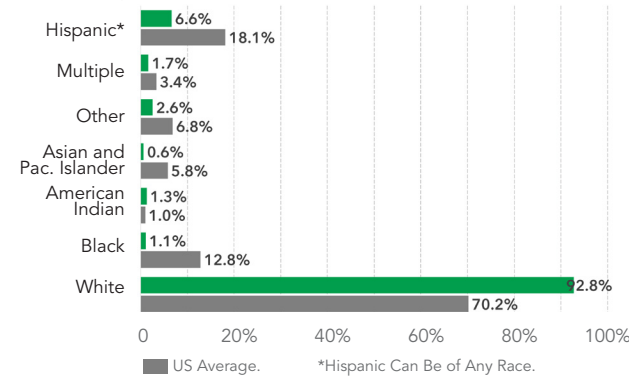
■ Indicates US



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



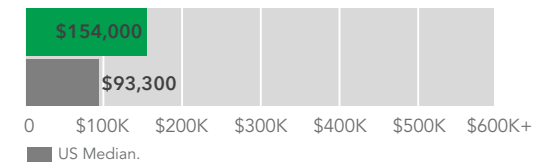
INCOME AND NET WORTH

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

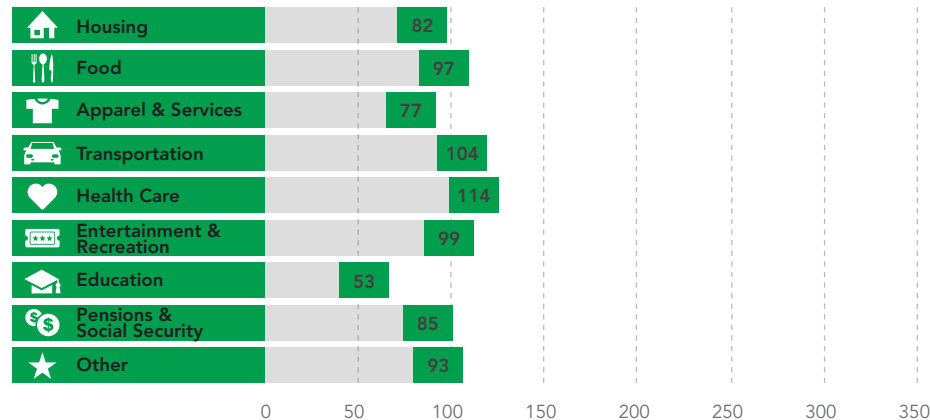


Median Net Worth



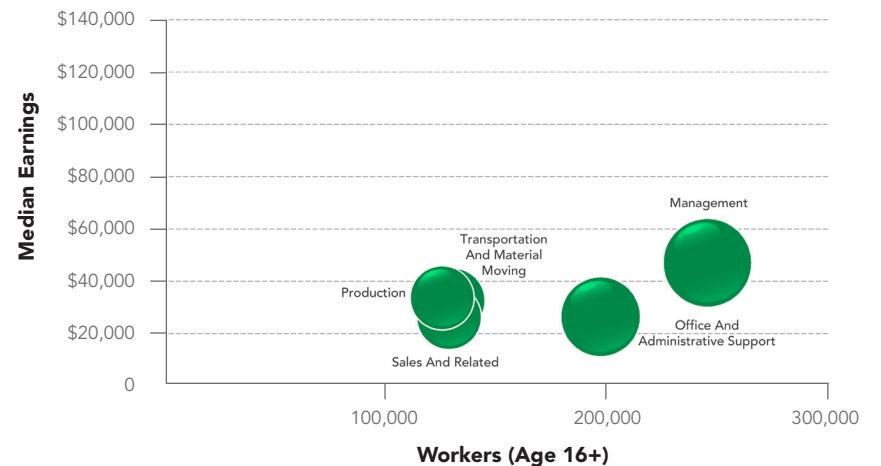
AVERAGE HOUSEHOLD BUDGET INDEX

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

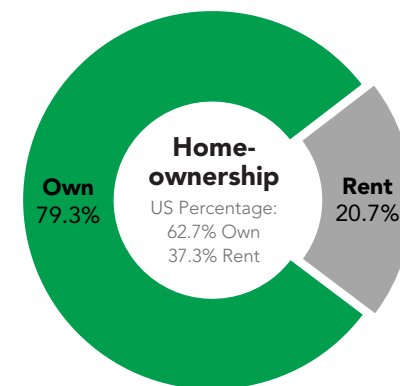
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

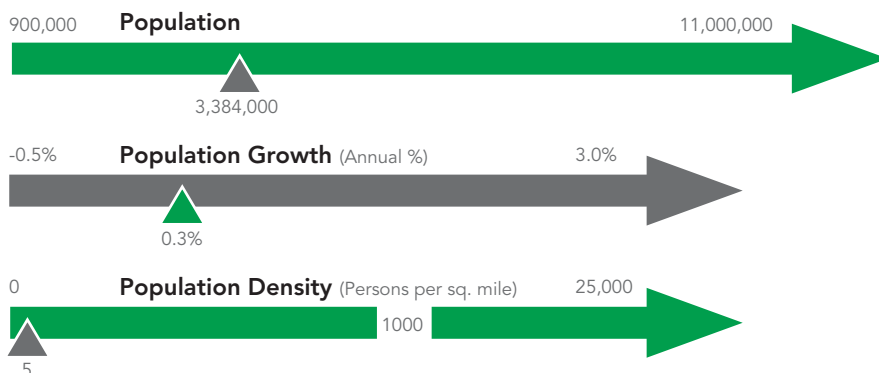
Median Value:
\$139,800

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

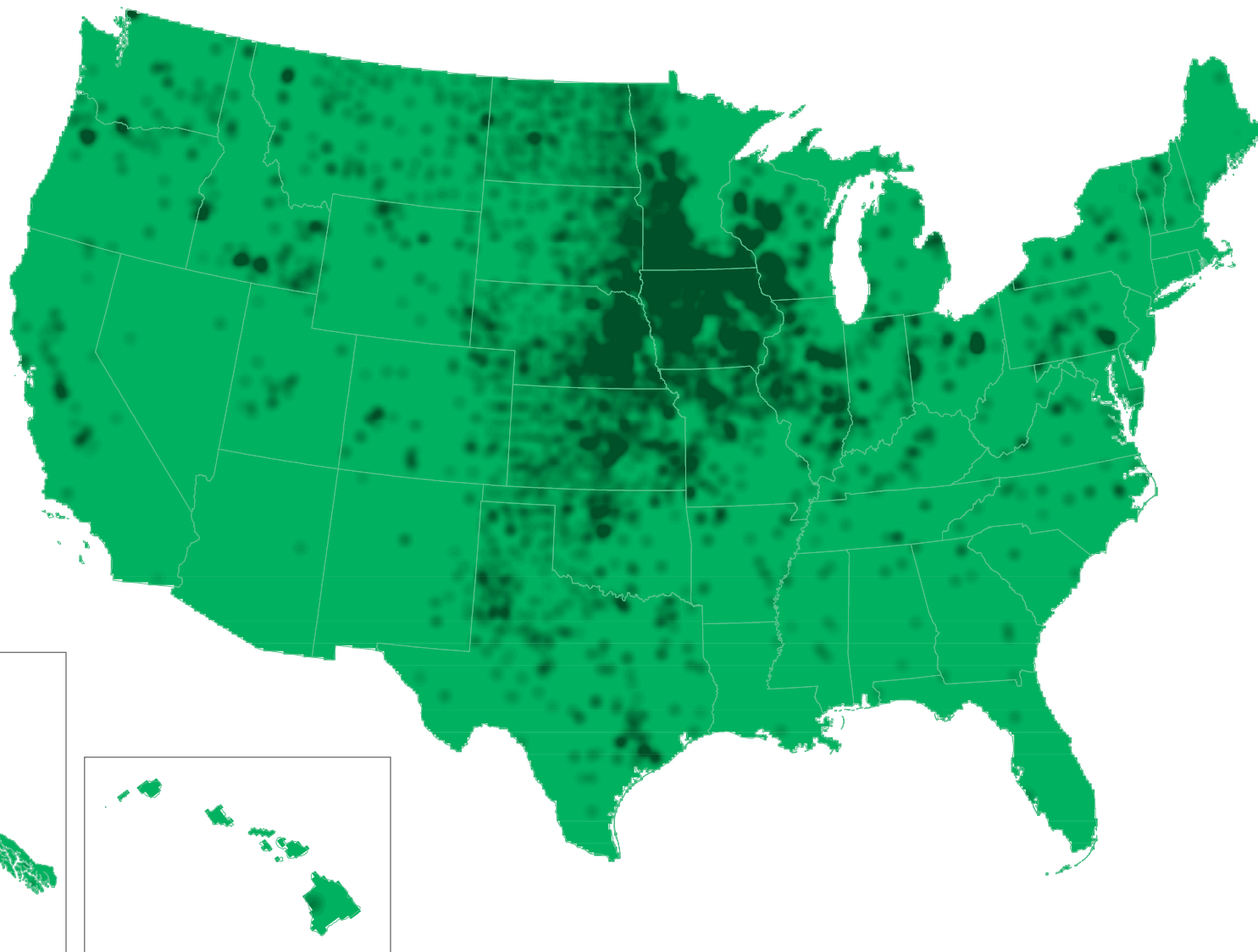
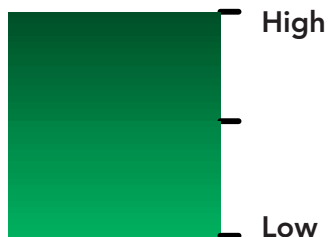
Prairie Living



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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G2831429

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1-800-447-9778
info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Cozy Country Living

Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



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



LifeMode Group: Cozy Country Living

Heartland Communities

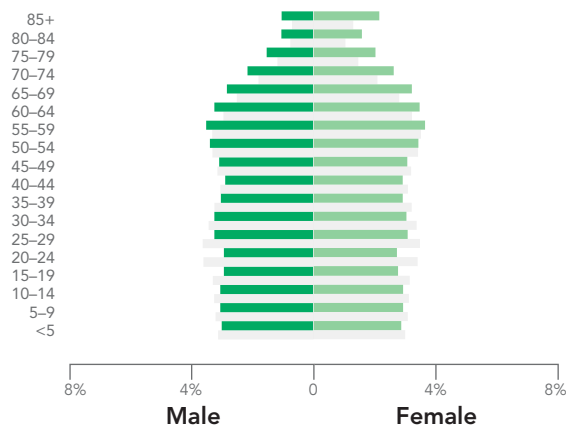


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

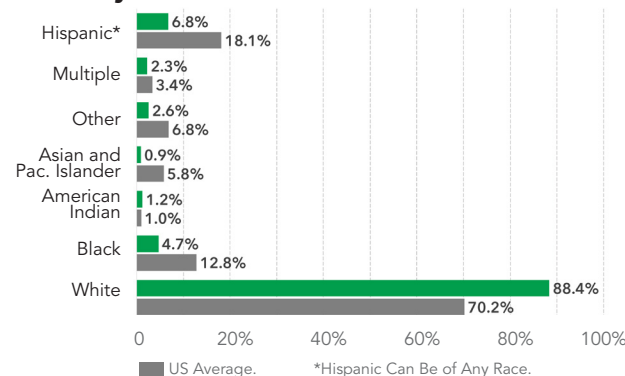
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **31.5** US: 64.0



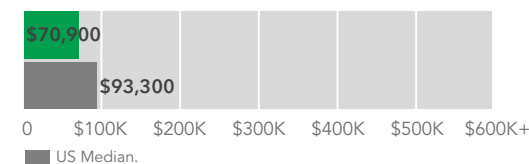
INCOME AND NET WORTH

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

Median Household Income

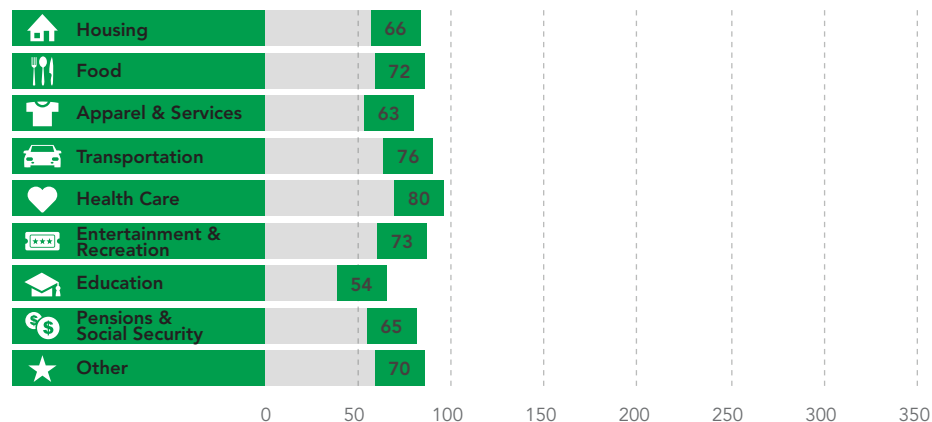


Median Net Worth



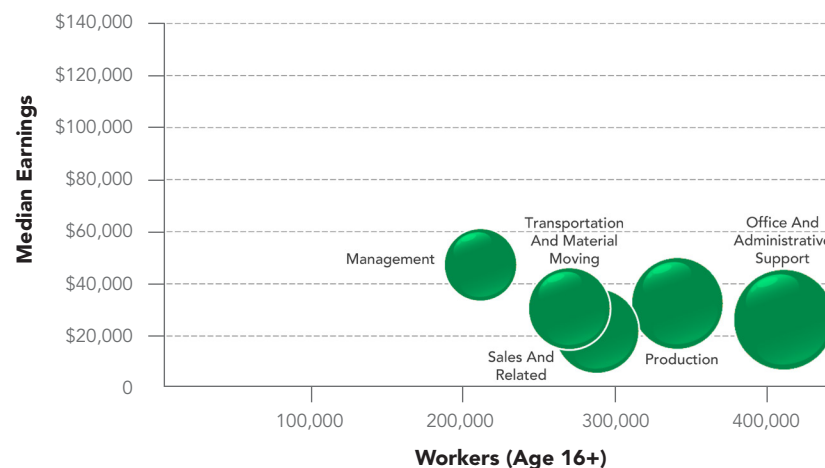
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





LifeMode Group: Cozy Country Living

Heartland Communities



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

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

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

HOUSING

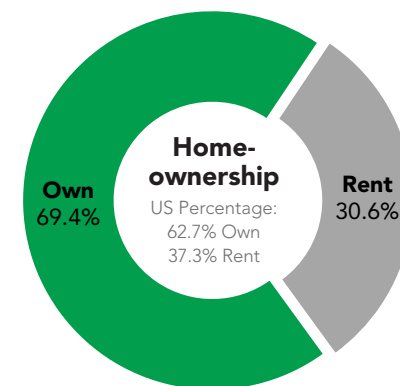
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

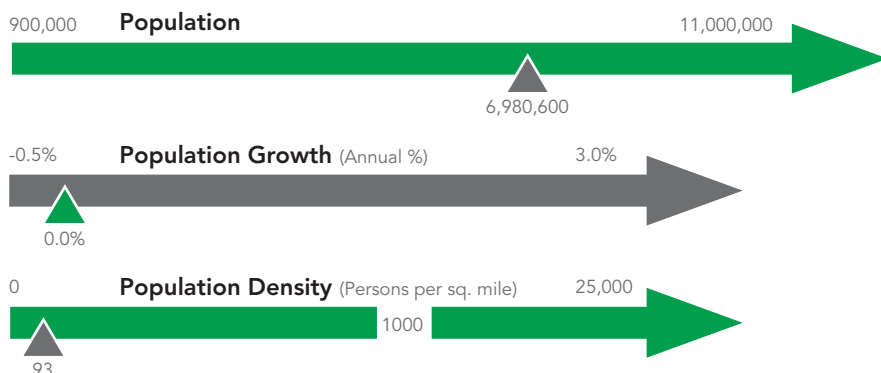
Median Value:
\$95,700

US Median: \$207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Cozy Country Living

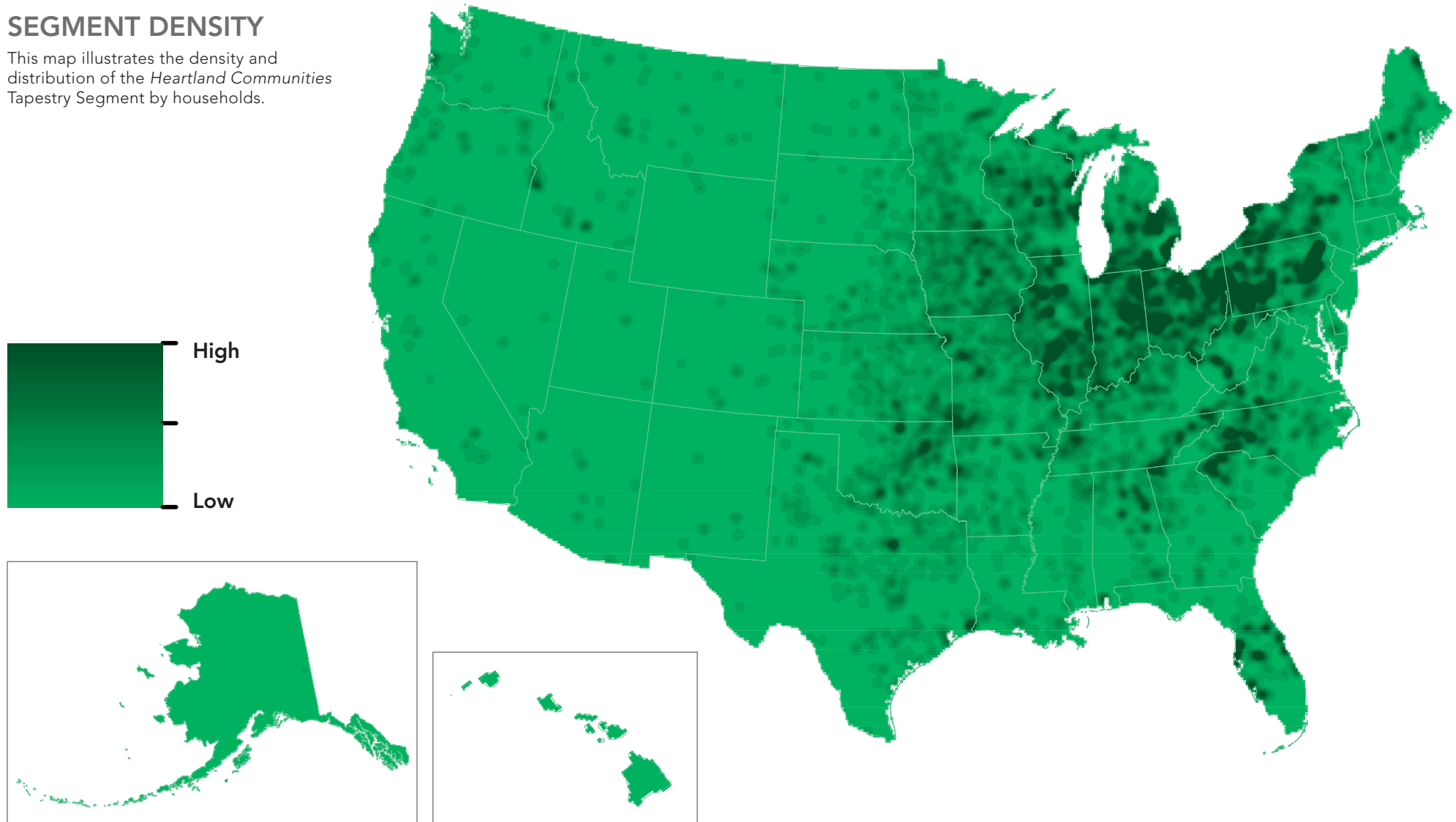
Heartland Communities



TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

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



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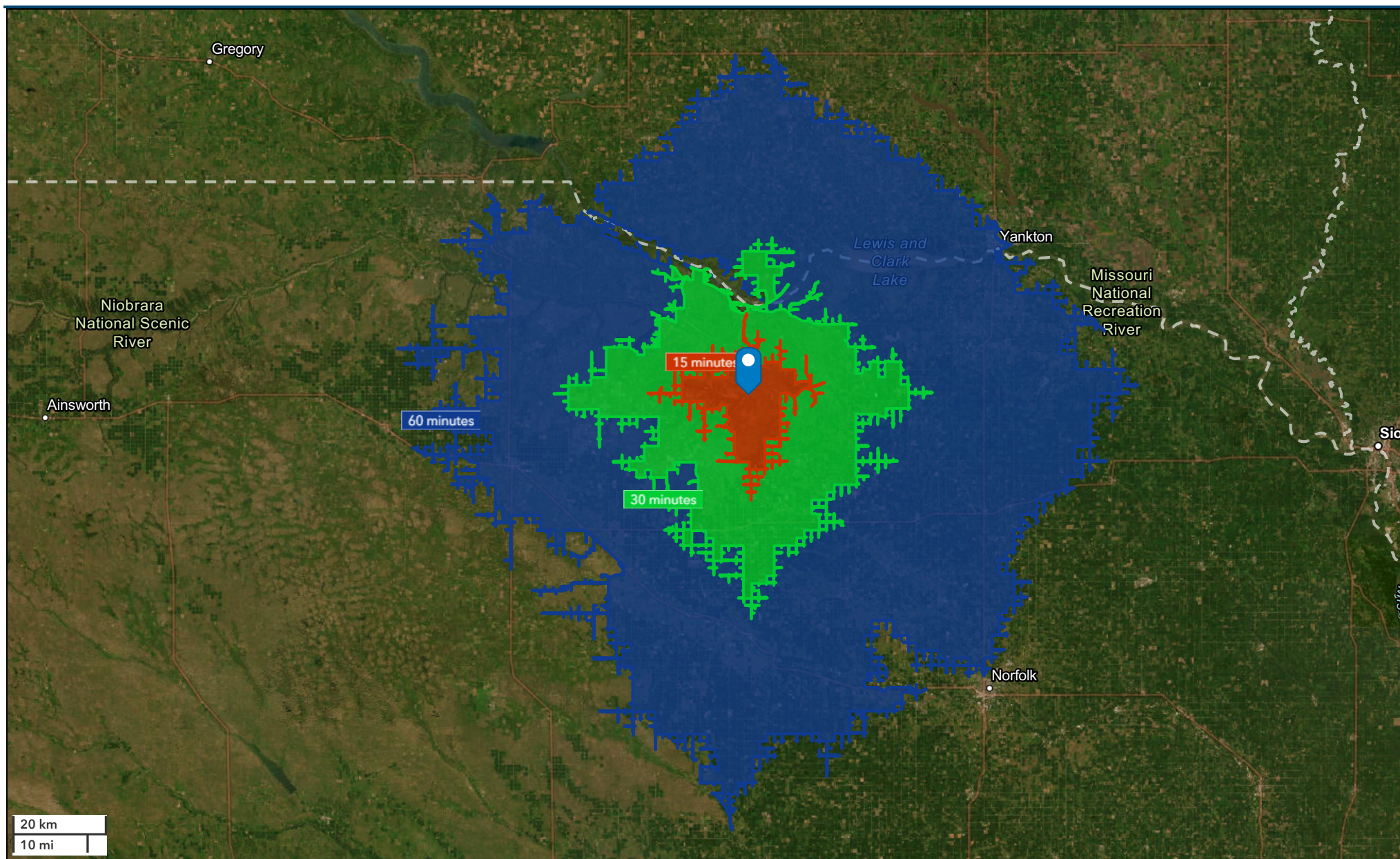
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1-800-447-9778
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Verdigre Trade Area



Retail Demand Outlook

Verdigre, Nebraska



Drive time band: 0 - 15 minute radius

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

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

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

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

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

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

Verdigre, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	66.1%	Population	4,949	4,904
Country Charm (I7)	31.6%	Households	2,144	2,128
Rooted Rural (I4)	2.3%	Families	1,311	1,292
Small Town Sincerity (I1)	0.0%	Median Age	46.9	48.6
Scenic Byways (I2)	0.0%	Median Household Income	\$67,233	\$74,528

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

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

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

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

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)	\$185,716	\$197,997	\$12,281
Furniture	\$1,363,975	\$1,454,127	\$90,152
Rugs	\$54,942	\$58,576	\$3,634
Major Appliances (14)	\$856,341	\$912,952	\$56,611
Housewares (15)	\$160,067	\$170,640	\$10,573
Small Appliances	\$2,193,340	\$2,338,422	\$8,268
Luggage	\$29,761	\$31,728	\$1,967
Telephones and Accessories	\$144,089	\$153,626	\$9,537
Household Operations			
Child Care	\$749,051	\$798,605	\$49,554
Lawn/Garden (16)	\$1,439,235	\$1,534,466	\$95,231
Moving/Storage/Freight Express	\$160,366	\$170,960	\$10,594
Housekeeping Supplies (17)	\$1,511,866	\$1,611,725	\$99,859
Insurance			
Owners and Renters Insurance	\$1,672,000	\$1,782,578	\$110,578
Vehicle Insurance	\$3,635,858	\$3,876,037	\$240,179
Life/Other Insurance	\$1,160,619	\$1,237,340	\$76,721
Health Insurance	\$9,537,995	\$10,168,584	\$630,589
Transportation			
Payments on Vehicles excluding Leases	\$5,480,779	\$5,843,169	\$362,390
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$6,401,368	\$6,824,369	\$423,001
Vehicle Maintenance and Repairs	\$2,423,398	\$2,583,691	\$160,293
Travel			
Airline Fares	\$1,023,763	\$1,091,490	\$67,727
Lodging on Trips	\$1,773,860	\$1,891,229	\$117,369
Auto/Truck Rental on Trips	\$175,957	\$187,598	\$11,641
Food and Drink on Trips	\$1,346,546	\$1,435,654	\$89,108

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

Verdigre, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	42.8%	Population	53,136	53,223
Heartland Communities (I3)	20.8%	Households	21,118	21,159
Room to Roam (K7)	12.0%	Families	13,082	12,987
Middle Ground (K2)	7.2%	Median Age	42.7	43.7
Loyal Locals (K3)	4.7%	Median Household Income	\$72,528	\$78,459

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

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

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

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

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

Verdigre, Nebraska



Drive time band: 0 - 15 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	82	\$24,880.27	\$10,275,551
44-45	Retail Trade	84	\$21,774.41	\$8,992,831
722	Food Services & Drinking Places	66	\$3,105.86	\$1,282,720

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

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

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

Verdigre, 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	83	\$25,420.25	\$54,501,023
44-45	Retail Trade	86	\$22,245.17	\$47,693,642
722	Food Services & Drinking Places	68	\$3,175.08	\$6,807,381

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

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

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

Verdigre, 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	85	\$25,968.87	\$548,410,663
44-45	Retail Trade	87	\$22,562.63	\$476,477,675
722	Food Services & Drinking Places	73	\$3,406.24	\$71,932,989

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

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

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


Verdigre, Nebraska



Drive time band: 0 - 15 minute radius

Demographic Summary		2025	2030
Population		955	970
Population 18+		771	794
Households		413	421
Median Household Income		\$70,340	\$77,661
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	503	65.2%	103
Bought Women`s Clothing Last 12 Mo	401	52.0%	99
Bought Shoes Last 12 Mo	591	76.7%	101
Bought Fine Jewelry Last 12 Mo	142	18.4%	84
Bought Watch Last 12 Mo	87	11.3%	88
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	392	94.9%	106
HH Bought or Leased New Vehicle Last 12 Mo	32	7.8%	91
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	729	94.5%	106
Bought or Changed Motor Oil Last 12 Mo	489	63.4%	117
Had Vehicle Tune-Up Last 12 Mo	160	20.8%	90
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	301	39.0%	102
Drank Beer or Ale Last 6 Mo	287	37.2%	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.

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

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

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

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.

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

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.

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

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

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

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	554	71.8%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	176	22.8%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	706	91.6%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	270	35.0%	88
Ordered Eat-In Fast Food Last 6 Mo	289	37.5%	113
Ordered Home Delivery Fast Food Last 6 Mo	58	7.5%	61
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	414	53.7%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	142	18.4%	80
Television & Electronics (Adults/Households)			
Own Tablet	387	50.2%	89
Own E-Reader	94	12.2%	74
Own E-Reader or Tablet: Apple iPad	217	28.1%	78
HH Owns Internet Connectable TV	177	42.9%	103
Own Portable MP3 Player	64	8.3%	108
HH Owns 1 TV	69	16.7%	85
HH Owns 2 TVs	117	28.3%	102
HH Owns 3 TVs	96	23.2%	106
HH Owns 4+ TVs	106	25.7%	117
HH Subscribes to Cable TV	80	19.4%	69
HH Subscribes to Fiber Optic TV	3	0.7%	22
HH Owns Portable GPS Device	90	21.8%	131
HH Purchased Video Game System Last 12 Mo	15	3.6%	51
HH Owns Internet Video Device for TV	216	52.3%	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.

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

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

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


Verdigre, Nebraska



Drive time band: 15 - 30 minute radius


Demographic Summary		2025	2030
Population		4,949	4,904
Population 18+		3,890	3,911
Households		2,144	2,128
Median Household Income		\$67,233	\$74,528
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	2,501	64.3%	101
Bought Women`s Clothing Last 12 Mo	2,017	51.9%	99
Bought Shoes Last 12 Mo	2,911	74.8%	99
Bought Fine Jewelry Last 12 Mo	701	18.0%	82
Bought Watch Last 12 Mo	449	11.5%	90
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,012	93.8%	105
HH Bought or Leased New Vehicle Last 12 Mo	145	6.8%	80
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	3,671	94.4%	106
Bought or Changed Motor Oil Last 12 Mo	2,497	64.2%	119
Had Vehicle Tune-Up Last 12 Mo	846	21.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,568	40.3%	106
Drank Beer or Ale Last 6 Mo	1,329	34.2%	92

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

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

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

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



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

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

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

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.

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

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


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.

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

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

Retail Market Potential


Verdigre, Nebraska



Drive time band: 30 - 60 minute radius


Demographic Summary		2025	2030
Population		53,136	53,223
Population 18+		41,517	42,037
Households		21,118	21,159
Median Household Income		\$72,528	\$78,459
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	27,013	65.1%	103
Bought Women`s Clothing Last 12 Mo	21,705	52.3%	100
Bought Shoes Last 12 Mo	31,730	76.4%	101
Bought Fine Jewelry Last 12 Mo	7,886	19.0%	87
Bought Watch Last 12 Mo	4,808	11.6%	90
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	19,879	94.1%	105
HH Bought or Leased New Vehicle Last 12 Mo	1,616	7.7%	90
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	39,118	94.2%	106
Bought or Changed Motor Oil Last 12 Mo	25,744	62.0%	115
Had Vehicle Tune-Up Last 12 Mo	8,976	21.6%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	16,264	39.2%	103
Drank Beer or Ale Last 6 Mo	15,191	36.6%	98

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

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

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	14,978	36.1%	102
Used ATM or Cash Machine Last 12 Mo	24,525	59.1%	97
Own Any Stock	4,938	11.9%	87
Own U.S. Savings Bonds	3,207	7.7%	103
Own Shares in Mutual Fund (Stocks)	4,984	12.0%	100
Own Shares in Mutual Fund (Bonds)	3,140	7.6%	99
Have Interest Checking Account	16,937	40.8%	109
Have Non-Interest Checking Account	16,681	40.2%	111
Have Savings Account	30,648	73.8%	103
Have 401(k) Retirement Savings Plan	10,078	24.3%	100
Own or Used Any Credit or Debit Card Last 12 Mo	38,453	92.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	8,753	21.1%	108
Avg \$111-225 Monthly Credit Card Expenditures	4,446	10.7%	87
Avg \$226-450 Monthly Credit Card Expenditures	3,752	9.0%	107
Avg \$451-700 Monthly Credit Card Expenditures	3,449	8.3%	95
Avg \$701-1000 Monthly Credit Card Expenditures	2,918	7.0%	90
Avg \$1001-2000 Monthly Credit Card Expenditures	4,688	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	4,347	10.5%	78
Did Online Banking Last 12 Mo	22,666	54.6%	98
Did Mobile Device Banking Last 12 Mo	19,161	46.1%	94
Grocery (Adults)			
HH Used Bread Last 6 Mo	20,193	95.6%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	16,463	78.0%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	4,576	21.7%	108
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	11,365	53.8%	94
HH Used Fresh Fruit or Vegetables Last 6 Mo	19,235	91.1%	101
HH Used Fresh Milk Last 6 Mo	18,264	86.5%	106
HH Used Organic Food Last 6 Mo	3,807	18.0%	73


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

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


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

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

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

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

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

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



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RECEIVED

United States Department of the Interior
National Park Service

MAY 24 1988

National Register of Historic Places
Registration FormNATIONAL
REGISTER

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

1. Name of Property

historic name Z.C.B.J. Opera House
other names/site number NeHBS #KXI4-1; OHBIN #05-30-06

2. Location

street & number 4th Ave. & Main ☒ Not for publication
city, town Verdigre ☒ Vicinity
state Nebraska code NE county Knox code 107 zip code 68783

3. Classification

Ownership of Property

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing
<u>1</u>	<u> </u> buildings
<u> </u>	<u> </u> sites
<u> </u>	<u> </u> structures
<u> </u>	<u> </u> objects
<u>1</u>	<u> </u> Total

Name of related multiple property listing:

Opera House Buildings in Nebraska 1867-1917

Number of contributing resources previously
listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this
☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the
National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. ☐ See continuation sheet.

James L. Benson
Signature of certifying officialMay 16, 1988
DateDirector, Nebraska State Historical SocietyState or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. ☐ See continuation sheet.

Signature of commenting or other official
Date
State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

- ☒ entered in the National Register.
☐ See continuation sheet.
☐ determined eligible for the National
Register. ☐ See continuation sheet.
☐ determined not eligible for the
National Register.
☐ removed from the National Register.
☐ other, (explain:)

Beth Boland7/4/88

Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Recreation & Culture: Theatre;
music facility

Social: Meeting hall

Current Functions (enter categories from instructions)

Social: Meeting hall

Recreation & Culture: Theatre;
music facility

7. Description

Architectural Classification

(enter categories from instructions)

OTHER: One-part commercial block

Materials (enter categories from instructions)

foundation Unknown

walls Brick

roof Metal

other Tan brick trim

Describe present and historic physical appearance.

The Z.C.B.J. Opera House is located at the southwest corner of Main Street and 5th Avenue, in the heart of the downtown district. Constructed in 1903 by the Lodge Bila Hora #5 of the Z.C.B.J., this One-Part Commercial block opera house has a definite Baroque flavor (see photo #1). It is constructed of red brick, with bricks of a lighter tan decorating the front facade windows and around insets proclaiming "1903," "Rad Bila Hora" and "C.5.Z.C.B.J." A border of decorative red bricks follows the top of the building; an elaborately arched pediment is topped by a border of light pressed metal. The opera house has a pressed metal roof. Access to the auditorium is through double doors under a permanent porch-style awning in the center of the front facade. The lobby area, is under the balcony. The original dimensions of the building were 40 feet wide by 100 feet long. An addition was added to the rear in 1913, which became the stage area with lodge rooms above and a basement below. The addition was 30 feet long by 50 feet wide.

The auditorium is 69 feet, six inches long from the back wall to the edge of the proscenium opening. The room measures 37 feet wide between the side walls, both of which have five large windows. The balcony is reached by a stairway to the immediate right of the main double-door entrance to the auditorium itself. A low railing delineates the edge of the balcony area. This balcony is 37 feet wide by 16 feet, 6 inches deep. The wooden floor is in excellent condition. Modern restroom facilities have been added under the balcony area.

The elaborate, gilded proscenium arch, which resembles a massive picture frame, is 23 feet wide by approximately 15 feet high. The stage right wing is eight feet wide, while that on the left is only six feet, but the addition extends some 13 feet beyond this space. This has been divided into two rooms, which probably served as dressing rooms or properties storage. The stage is 28 feet from the curtain line to the back wall, with a two-foot apron containing boxes set into the floor for footlights rather than the usual trough. This stage includes a prompter's box at the center front. Access to the stage from the auditorium is through a door on the extreme stage right side. A snowy street scene curtain hangs unrolled at the back of the stage. The advertising curtain has been replaced by a dark velvet one.

The structural and historical integrity of the building and theatre has been preserved.

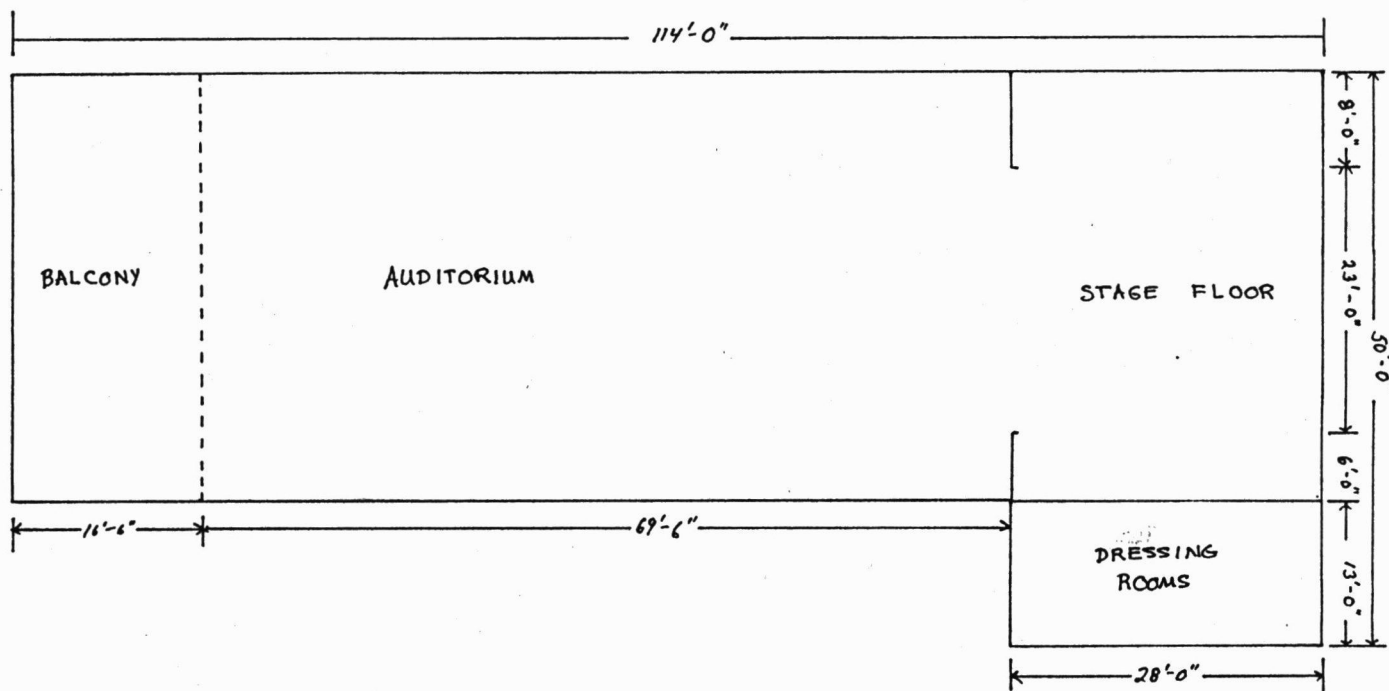
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1

Floor plan, Z.C.B.J. Opera House, Verdigre

← N



P. Leitner, Draftsman

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

☐ nationally ☒ statewide ☐ locally

Applicable National Register Criteria ☒ A ☐ B ☐ C ☐ D

Criteria Considerations (Exceptions) ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Areas of Significance (enter categories from instructions)

Performing Arts

Entertainment/Recreation

Social History

Period of Significance

1903-1917

Significant Dates

1903

1913

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Stavitelli, first name unknown (architect)

Montford, W.C. (builder), 1913 addition

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

The Z.C.B.J. Opera House is significant for its association with and in reference to the historic context "Aesthetic Systems: Itinerant and Local Performing Arts in Nebraska" and the property type of "Opera House Buildings in Nebraska, 1867 to 1917." Under Criterion A, this opera house is significant in the areas of the performing arts; entertainment/recreation; and social history, on a state level, as a well preserved example of an opera house building in Nebraska. The building retains a high degree of historical integrity, possessing the physical and associative characteristics to make it an eligible member of its property type.

This opera house is significant in the area of performing arts for bringing a variety of entertainment to the community of Verdigre. As a facility for the performing arts, it offered productions such as band and other musical concerts, touring stock companies, classic plays like *Under the Harvest Moon* and *Monte Cristo*, and home talent productions. (See following table of Representative Entertainments 1903-1917.)

This opera house is significant in the area of entertainment/recreation, since it provided a place where the whole community could gather to attend dances, lectures, and speeches. (See following table of Representative Entertainments 1903-1917.)

This opera house is significant in the area of social history, because it gave Verdigre a neutral, nonaffiliated location for sporting events, fraternal organization meetings, and agricultural judgments. (See following table of Representative Entertainments 1903-1917.) In the days before radio, television, and sound movies, activities at the opera house were anticipated for days or weeks ahead of time. It provided a place for people to get together to have a good time and forget their troubles over crops, weather, taxes, the railroads, and the generally hard life of settling the Great Plains.

☒ See continuation sheet

9. Major Bibliographical References

Maly, Jim. Telephone interview. Verdigre: 27 May 1987.
---. Personal interview. Verdigre: 30 May 1987.
Pavlik, John. Telephone interview. Verdigre: 28 May 1987.
Rakov, Madelyn N. Letter to the author. Verdigre: 1986.
Verdigre Citizen. 1 Oct. 1908 - 29 Nov. 1917.
Verdigre Progress. 23 Mar. 1905.
Z.C.B.J. Opera House. Verdigre site visit. 30 May 1987.

☐ See continuation sheet

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67)
has been requested
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings
Survey # _____
☐ recorded by Historic American Engineering
Record # _____

Primary location of additional data:

- ☒ State historic preservation office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☒ Other

Specify repository:

D. Layne Ehlers (see below)

10. Geographical Data

Acreage of property Less than one [1] acre

UTM References

A

Zone	Easting	Northing
------	---------	----------

C

Zone	Easting	Northing
------	---------	----------

B

Zone	Easting	Northing
------	---------	----------

D

Zone	Easting	Northing
------	---------	----------

☒ See continuation sheet

Verbal Boundary Description

This property is described as Lots 1 and 2 in Block 17 of the Original Town of Verdigre, Knox County, Nebraska.

☐ See continuation sheet

Boundary Justification

The boundary includes the entire town lot(s) that have been historically associated with this property.

☐ See continuation sheet

11. Form Prepared By

name/title D. Layne Ehlers, Principal Investigator
organization OHBIN Study date April, 1988
street & number 2302 South 11th telephone [402] 435-6946
city or town Lincoln state NE zip code 68502

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

The period of significance is derived from the original construction date of the building, 1903, by the Rad Bila Hora lodge of the Z.C.B.J. Czech Fraternal Organization. It continues through 1917, the year considered to signal the end of the opera house era in Nebraska, based on declining numbers of touring companies nationally and rising numbers of movie houses and automobiles. The local opening of the Empress (Movie) Theatre c. 1915 took considerable business away from the Pospeshil Theatre, while limited offerings doomed it to a dwindling number of sporadic events.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2

Z.C.B.J. Opera House, Verdigre
Representative Entertainments, 1903-1917

DATE	EVENT AND PERFORMERS
------	----------------------

Social History

Nov 1909	Wrestling, "Big Ben" Pavelka vs. Gardner Taylor, the Burke Giant
Dec 1913	Boxing Exhibition, Jimmy Kane of Sioux City vs Jerry Vakoc of Verdigre
Nov 1915	Corn Contest

Entertainment/Recreation

Oct 1908	Grand ball, music by Pavlik's Brass Band
Nov 1908	Ladies of Degree of Honor Dance, music by Verdigre Orchestra
Oct 1909	Dance, music by Verdigre Orchestra
Nov 1909	Dance, music by Verdigre Orchestra
Oct 1911	Lecture by Robert L. Kemple
Oct 1912	Z.C.B.J. Dance, music by Verdigre Military Band
Nov 1912	Thanksgiving dance, music by Verdigre Military Band
Oct 1913	Festival of St. Venceslaus dance, music by Verdigre Military Band
Nov 1913	Thanksgiving Ball, music by Verdigre Military Band
Dec 1913	New Years Ball
Nov 1914	E. St. Vraz lecture with stereopticon pictures on the Great War Thanksgiving ball
Oct 1915	Firemen's Ball, music by Verdigre Military Band
Nov 1915	Thanksgiving Ball, music by Verdigre Military Band
Oct 1916	Leap Year Dance, music by Verdigre Military Orchestra Catholic Turners Dance, music by Verdigre Military Band
Nov 1916	Equal Rights Dance, music by Verdigre Military Orchestra Thanksgiving Ball, music by Pleasant Valley Concert Band Speech by Mary Rokar from the University of Nebraska on <i>The Relation of the Homemaker to the Community</i>
Nov 1918	Stereopticon views of European war; dance afterward

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 3Z.C.B.J. Opera House, Verdigre
Representative Entertainments, 1903-1917

DATE EVENT AND PERFORMERS

Performing Arts

Oct 1908	Band concert by Lenger's Niobrara Band, and grand ball <i>The Texas Cattle King</i>
Nov 1908	<i>Hans Hanson</i>
Oct 1909	Blind-born Louis and Barbara Tremmel concert <i>The Perrys in Kidnapped for a Million</i>
Nov 1909	Emperian Concert Co. Concert by the Kryls
Nov 1911	The Emperian Concert Co. <i>Finger of Scorn</i> <i>Under the Harvest Moon</i>
Dec 1911	Elwin Strong Co. in <i>The Cub and the Boss</i>
Nov 1912	Omaha String Quartette Concert Co.
Jan 1914	<i>The Eleventh Commandment</i> by the Samberk Dramatic Club <i>The Corner Grocery</i> with Boyd Burrowes
Oct 1914	St. Venceslaus dance, music by Verdigre Band
Nov 1914	Great Celebration home talent play, <i>Mistr Bedrnik a Jeho Chasa</i> <i>Johnny Jones</i>
Oct 1915	Elwin Strong Co. in <i>Monte Cristo</i>
Nov 1915	Ladies of Degree of Honor ball, music by Verdigre Military Band <i>Palackeho Trida, Cislo 27</i> , home talent by Samberk Dramatic Club

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 10 Page 1

GEOGRAPHICAL DATA:

North zone

Latitude 41° 35' 48"

Longitude 98° 1' 58"

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Photographs
Section number _____ Page _____

The following information is the same for all Verdigre photographs:

NAME OF PROPERTY: Z.C.B.J. Opera House
CITY, COUNTY, STATE: Verdigre, Knox, Nebraska
NeHBS SITE No.: KX14-1
OHBIN SITE No.: 05-30-06
NAME OF PHOTOGRAPHER: Christian H. Ehlers

PHOTO NUMBER: Verdigre #1
DATE OF PHOTOGRAPH (and NEGATIVE NUMBER): 05-30-87 (8705/7:37)
LOCATION OF ORIGINAL NEGATIVE: Nebraska State Historical Society
DESCRIPTION OF VIEW INDICATING DIRECTION OF CAMERA: Exterior view, looking southeast at the west (front) and north facades.

PHOTO NUMBER: Verdigre #2
DATE OF PHOTOGRAPH (and NEGATIVE NUMBER): 05-30-87 (8705/7:28)
LOCATION OF ORIGINAL NEGATIVE: Nebraska State Historical Society
DESCRIPTION OF VIEW INDICATING DIRECTION OF CAMERA: Interior view, looking east at the stage.

PHOTO NUMBER: Verdigre #3
DATE OF PHOTOGRAPH (and NEGATIVE NUMBER): 05-30-87 (8705/7:27)
LOCATION OF ORIGINAL NEGATIVE: Nebraska State Historical Society
DESCRIPTION OF VIEW INDICATING DIRECTION OF CAMERA: Interior view, looking west at the auditorium area and the balcony.

PHOTO NUMBER: Verdigre #4
DATE OF PHOTOGRAPH (and NEGATIVE NUMBER): 05-30-87 (8705/7:29)
LOCATION OF ORIGINAL NEGATIVE: Nebraska State Historical Society
DESCRIPTION OF VIEW INDICATING DIRECTION OF CAMERA: Interior view, looking west southwest at the balcony and the stairway leading to the balcony.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

Name Opera House Buildings in Nebraska 1867-1917 MPS
State Butler and other counties, NEBRASKA

Nomination/Type of Review

Date Listed

22. Z.C.B.J. Opera House (Colfax County) Substantive Review 1/27/88

23. Z.C.B.J. Opera House (Knox County) Substantive Review

2/6/88

88000946

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICENATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEETZ.C.B.J. Opera House (Opera House Buildings in
Nebraska 1867-1917 MPS)
Knox County
NEBRASKAWorking No. MAY 24 1988

Fed. Reg. Date: _____

Date Due: 6/23/88 - 7/8/88Action: ☒ ACCEPT 7-6-88☐ RETURN☐ REJECT

Federal Agency: _____

- ☐
- resubmission
-
- ☐
- nomination by person or local government
-
- ☐
- owner objection
-
- ☐
- appeal

Substantive Review: ☐ sample ☒ request ☐ appeal ☐ NR decision

Reviewer's comments: _____

Recom./Criteria Accept - AReviewer BolandDiscipline HistoriaDate 7/6/88

_____ see continuation sheet

Nomination returned for: _____ technical corrections cited below
_____ substantive reasons discussed below

1. Name _____

2. Location _____

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property _____

5. Location of Legal Description _____

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition

- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> excellent | <input type="checkbox"/> deteriorated |
| <input type="checkbox"/> good | <input type="checkbox"/> ruins |
| <input type="checkbox"/> fair | <input type="checkbox"/> unexposed |

Check one

- ☐
- unaltered
-
- ☐
- altered

Check one

- ☐
- original site
-
- ☐
- moved date _____

Describe the present and original (if known) physical appearance

- ☐
- summary paragraph
-
- ☐
- completeness
-
- ☐
- clarity
-
- ☐
- alterations/integrity
-
- ☐
- dates
-
- ☐
- boundary selection

8. Significance

Period Areas of Significance—Check and justify below

Specific dates Builder/Architect

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property _____

Quadrangle name _____

UTM References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

____ national ____ state ____ local

State Historic Preservation Officer signature

title

date

13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: _____

Comments for any item may be continued on an attached sheet



870517 237

Z.C.B.J. OPERA HOUSE
VERDIGRE #1



8705/7 : 28

Z.C.B. J. OPERA HOUSE

VERDIGRE #2



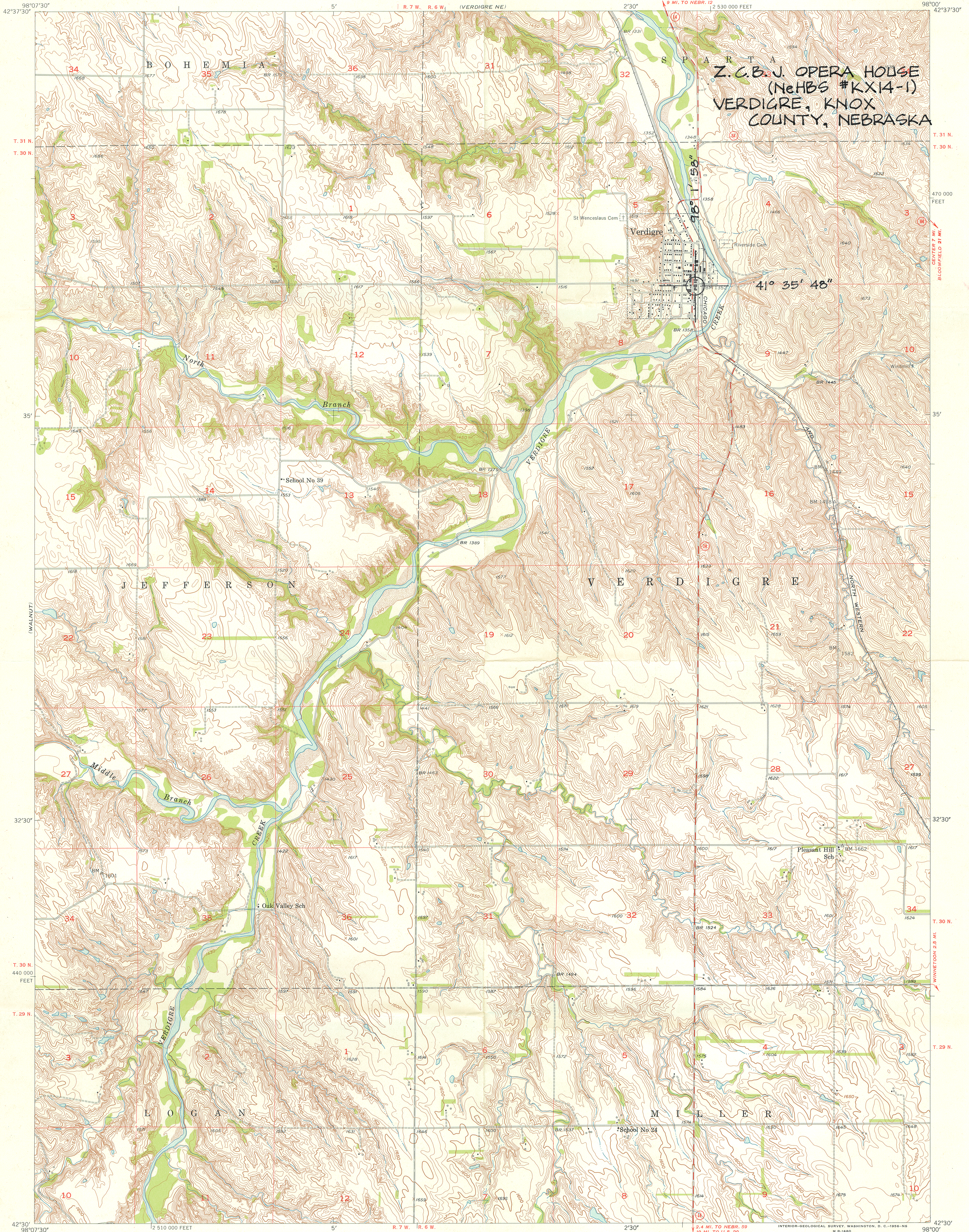
8705 / 7 : 27

Z. C. B. J. OPERA HOUSE
VERDIGRE #3



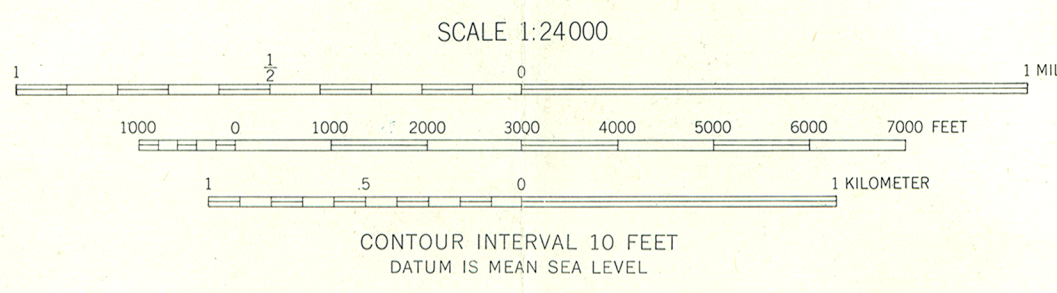
8705/7 29

Z.C.B.J. OPERA HOUSE
VERDIGRE #4

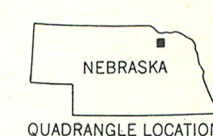


Mapped, edited, and published by the Geological Survey
as part of the Department of the Interior program
for the development of the Missouri River Basin
Control by USGS and USC&GS
Topography from aerial photographs by multiplex methods
Aerial photographs taken 1951. Field check 1954
Polyconic projection. 1927 North American datum
10,000-foot grid based on Nebraska coordinate system,
north zone

TRUE NORTH
MAGNETIC NORTH
APPROXIMATE MEAN
DECLINATION, 1954



ROAD CLASSIFICATION
Heavy-duty 4 LANE 16 LANE Light-duty
Medium-duty 4 LANE 16 LANE Unimproved dirt
U. S. Route State Route



VERDIGRE, NEBR.
N4230-W9800/7.5

1954



NEBRASKA STATE HISTORICAL SOCIETY

1500 R STREET, BOX 82554, LINCOLN, NE 68501
DIRECTOR: JAMES A. HANSON (402) 471-3270

September 13, 1988

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

RECEIVED

SEP 14 1988

**NATIONAL
REGISTER**

Re: Opera House Buildings in Nebraska,
1867-1917 Multiple Property Submission

Dear Ms. Shull:

Enclosed please find the revised National Register nomination forms for the Opera House Buildings in Nebraska multiple property submission. All nomination forms (a total of 15) contain the information requested and outlined in your substantive review. Continuation sheets provide adequate building descriptions and historic and/or current functions are now addressed on the revised copies.

Please give these priority review. Our office is anxious to have these properties listed due to important publication deadlines. Thank you.

Sincerely,

James A. Hanson
State Historic Preservation Officer

JAH:dbm

Enclosures