



The**Retail**Coach[®]

Casey's General StoreMobile Data Survey

HASTINGS, NEBRASKA



HASTINGS

Area Chamber of Commerce

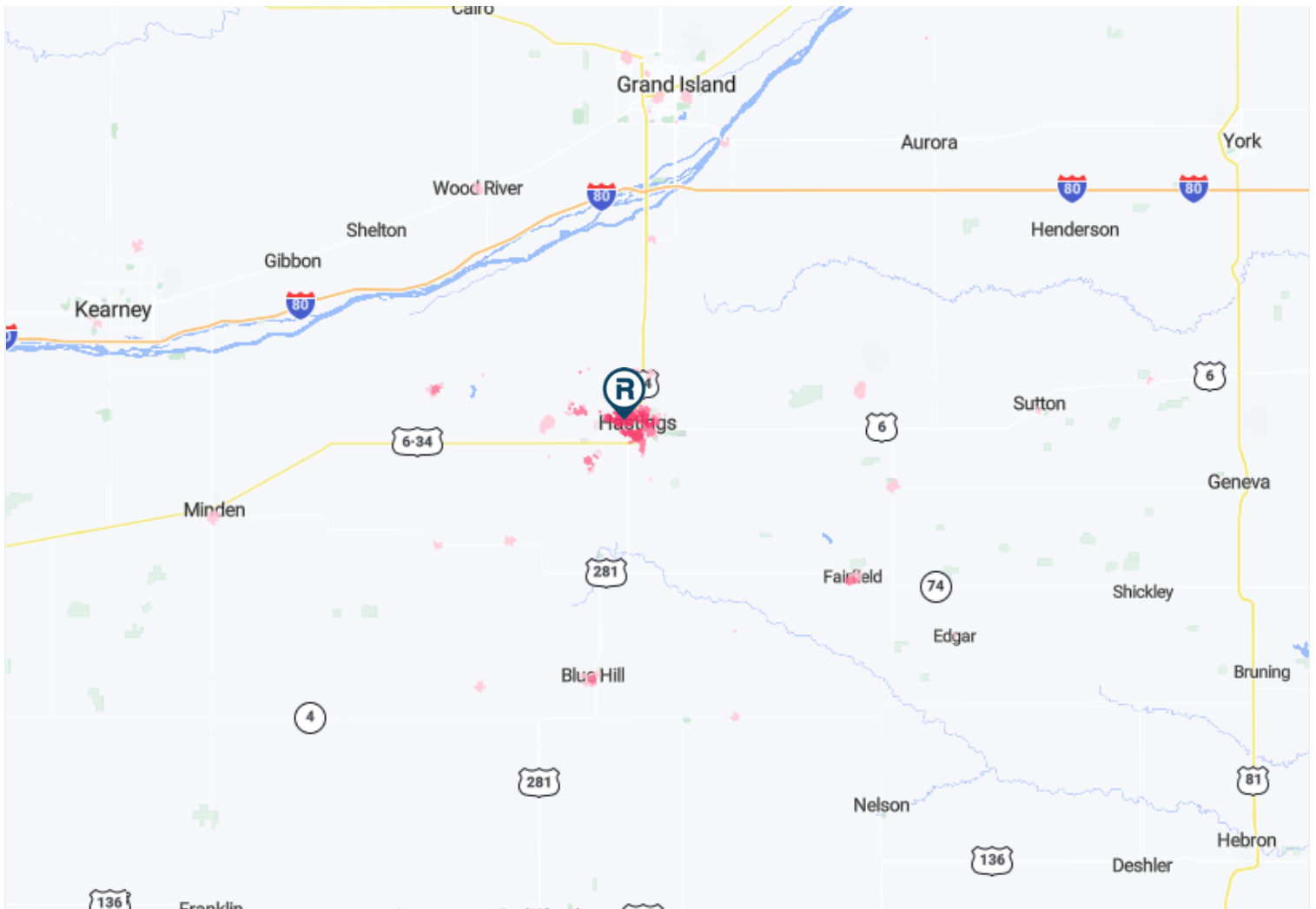
Prepared for Hastings Chamber of Commerce &
Hastings Economic Development Corporation
October 2023

Casey's General Store • Mobile Data Analysis

Hastings, Nebraska • August 1, 2022 — July 31, 2023



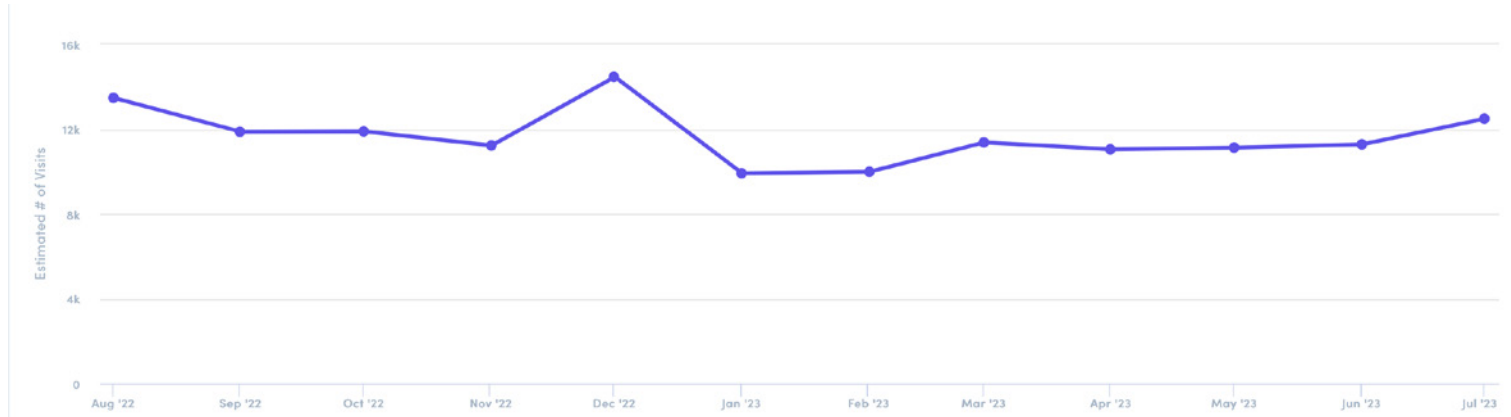
True Trade Area



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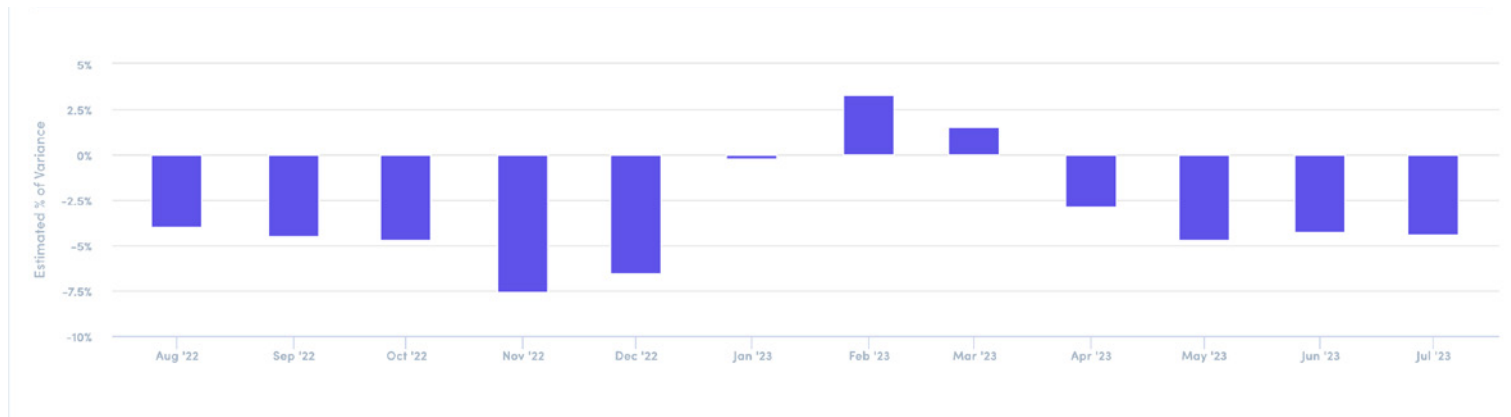
Visit Trend - 140,135 Total Visits



Visitor Trend



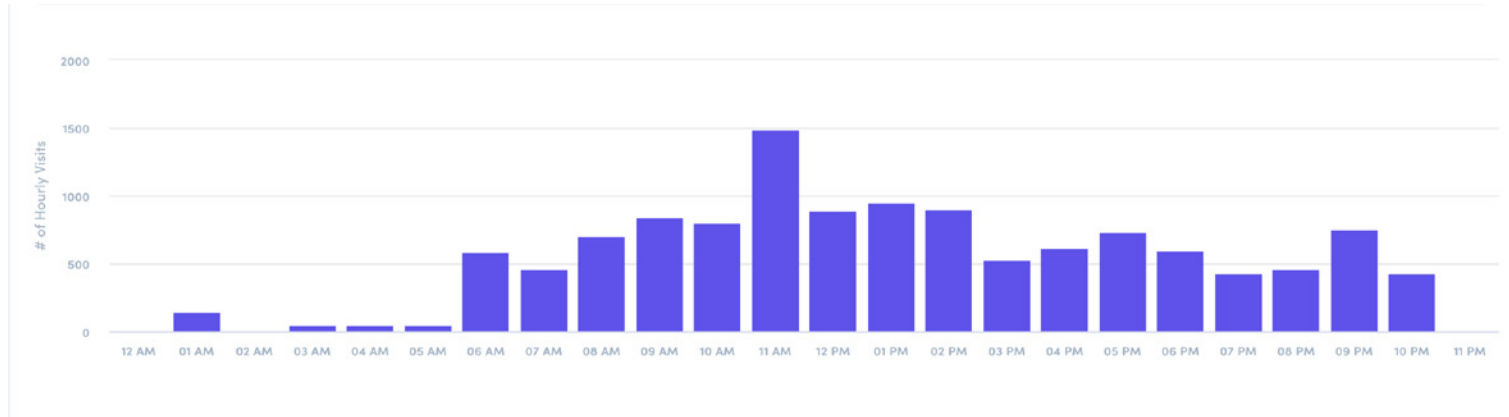
Variance of Visits - Year over Year



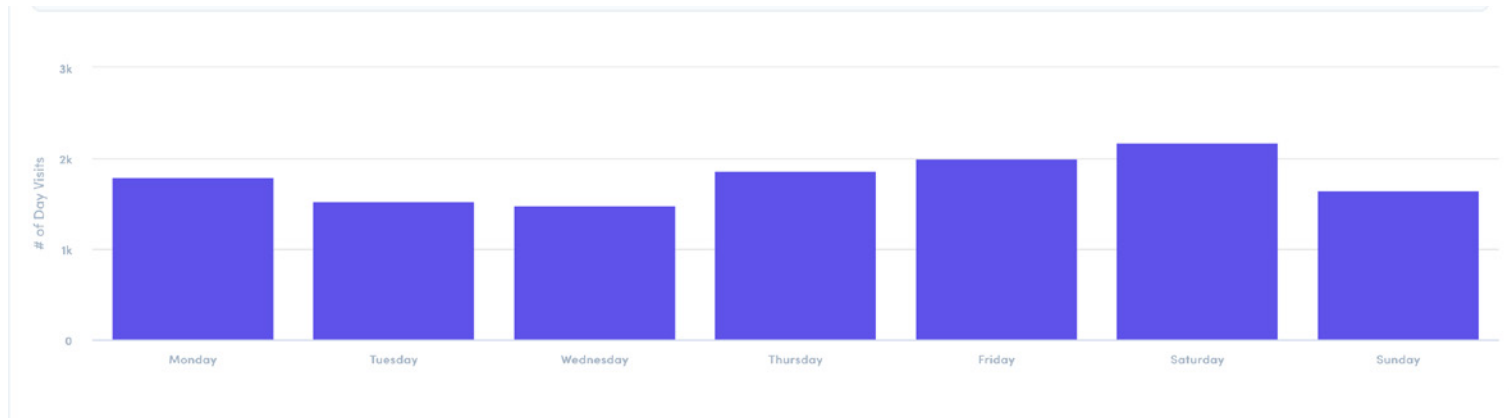
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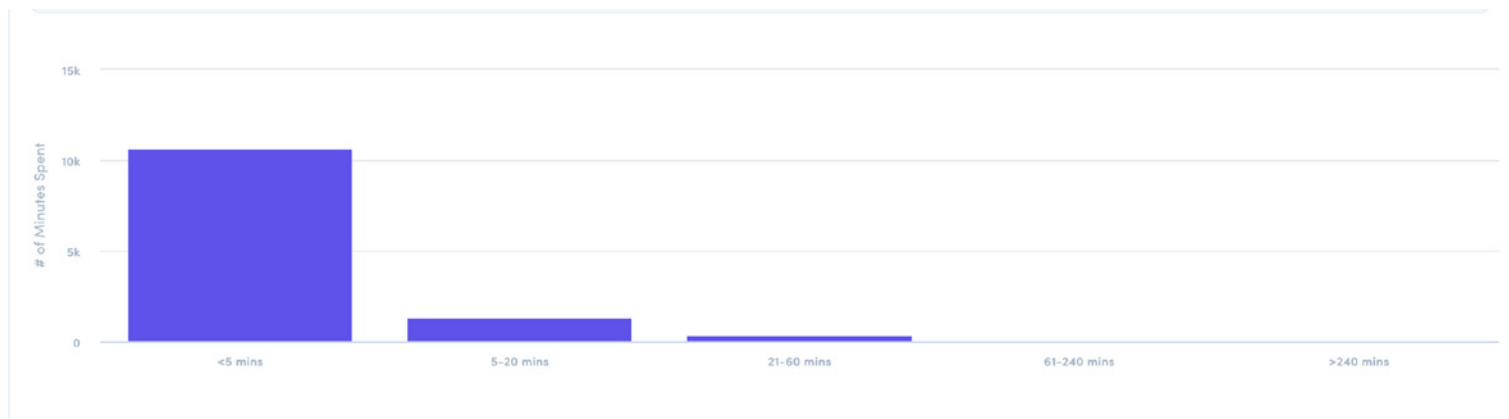
Hourly Foot Traffic



Daily Foot Traffic



Length of Stay



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Hastings	NE	68901	64.04%
Juniata	NE	68955	8.10%
Blue Hill	NE	68930	2.01%
Harvard	NE	68944	1.91%
Glenvil	NE	68941	1.76%
Grand Island	NE	68801	1.40%
Kearney	NE	68847	1.34%
Youngstown	OH	44514	1.19%
Mason City	IA	50401	1.19%
Tecumseh	NE	68450	1.19%
York	NE	68467	1.19%
Oneill	NE	68763	1.19%
Sutton	NE	68979	1.19%
Trumbull	NE	68980	1.19%
McCook	NE	69001	1.19%
Doniphan	NE	68832	0.93%
Fairfield	NE	68938	0.83%
Kenesaw	NE	68956	0.77%
Guide Rock	NE	68942	0.67%
Red Cloud	NE	68970	0.67%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Inland	NE	68954	0.57%
Lawrence	NE	68957	0.57%
Kearney	NE	68845	0.52%
Riverdale	NE	68870	0.52%
Ayr	NE	68925	0.42%
Oxford	NE	68967	0.42%
Superior	NE	68978	0.42%
Bladen	NE	68928	0.36%
Holstein	NE	68950	0.36%
Beaver City	NE	68926	0.31%
Edison	NE	68936	0.31%
Clay Center	NE	68933	0.26%
Inavale	NE	68952	0.26%
Deweese	NE	68934	0.21%
Arapahoe	NE	68922	0.16%
Campbell	NE	68932	0.16%
Wood River	NE	68883	0.11%
Nelson	NE	68961	0.11%
Roseland	NE	68973	0.05%

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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