



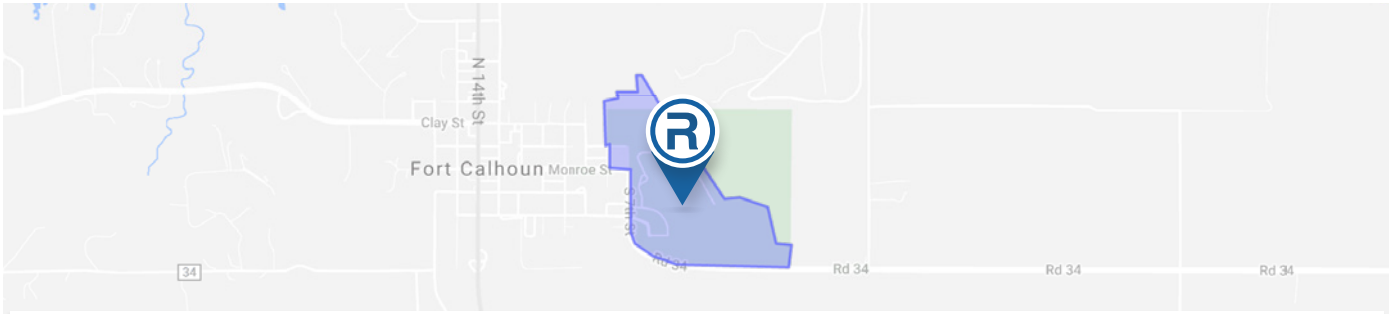
TheRetailCoach®

**FORT ATKINSON STATE
HISTORICAL PARK
MOBILE DATA SURVEY**
Washington County, Nebraska

Prepared for
Gateway Development Corporation
September 2019

Washington County





Fort Atkinson State Historical Park

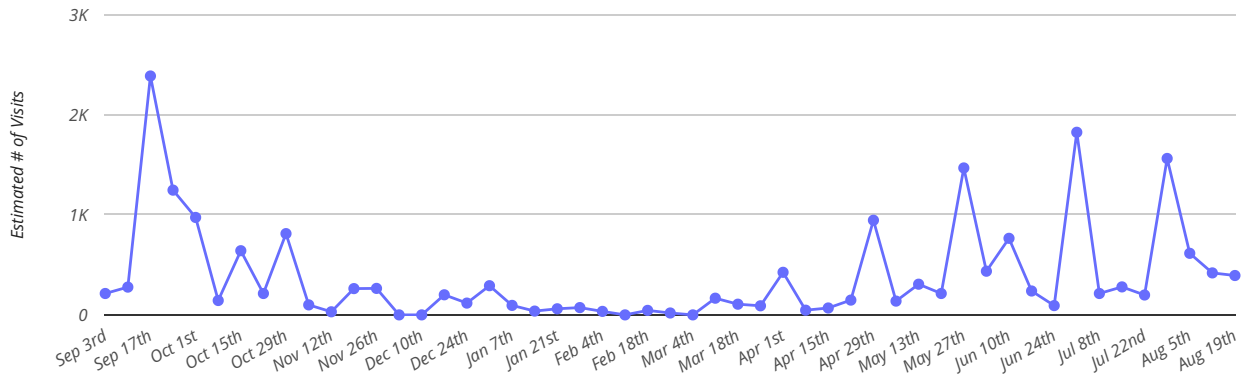
Fort Calhoun, 68023, NE

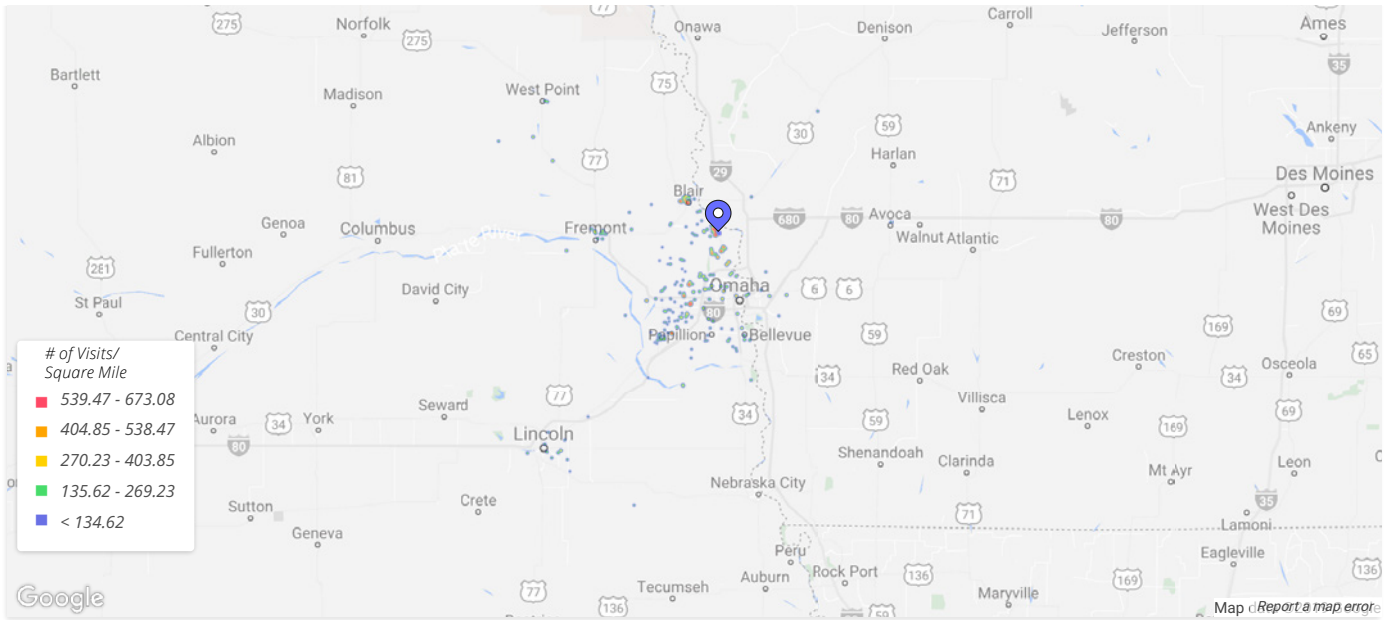
Last 12 Months

Metrics

	Est. # of Customers	Est. # of Visits
Fort Atkinson State Historical Park /	8.6K	20.9K

Visits Trend





Typical Customer Persona

Fort Atkinson State Historical Park



Ethnicity White
Income \$60K - \$75K

Favorite Places

All Apparel Dining Groceries Home Improvement Leisure ▾

Min. Visit 1

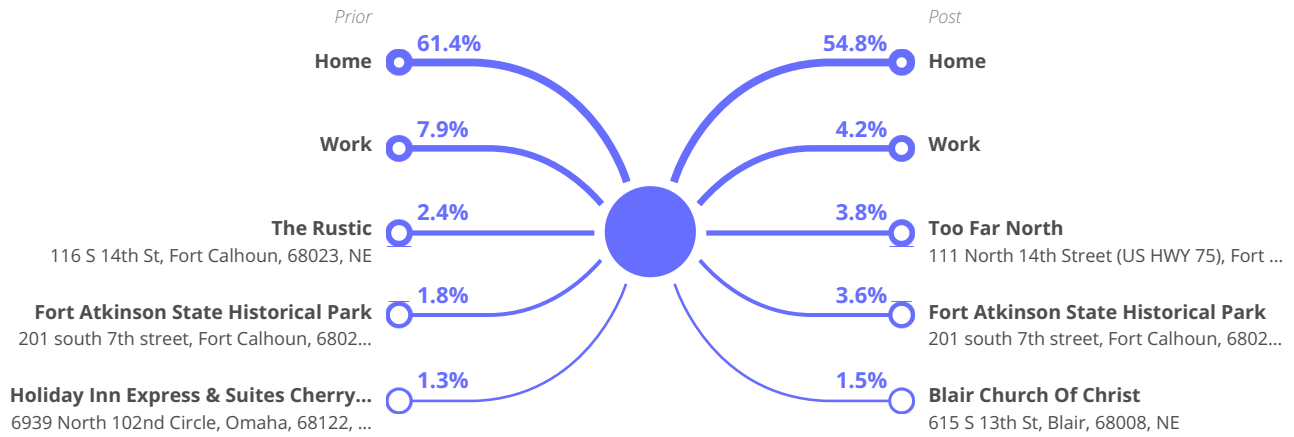
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	Place	Customers
1	Fort Atkinson State Historical Park / south 7th street	7K (81.2%)
2	Westroads Mall / California	5.6K (65.5%)
3	Eppley Airfield / Abbott Dr	5.5K (64%)
4	Village Pointe / Davenport S t#203	5.5K (63.4%)
5	Eagle Run / W Maple Rd	3.9K (45.7%)

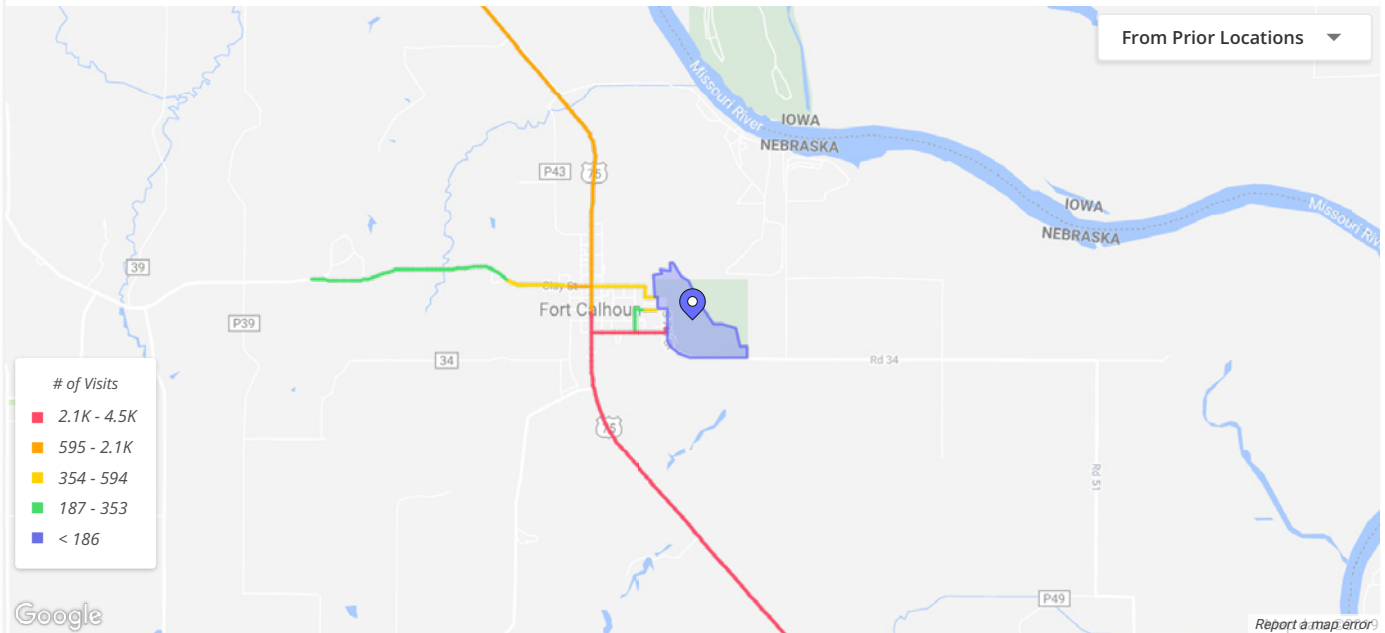


Customer Journey

Fort Atkinson State Historical Park /

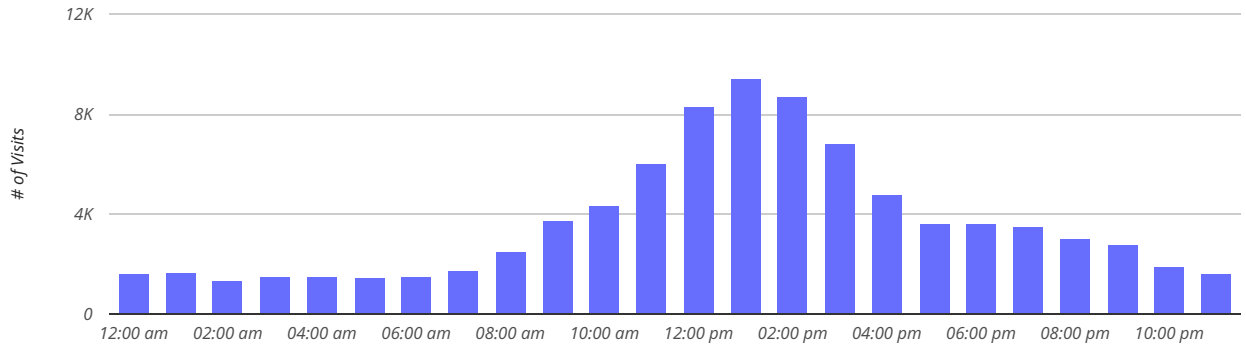


Customer Journey - Routes

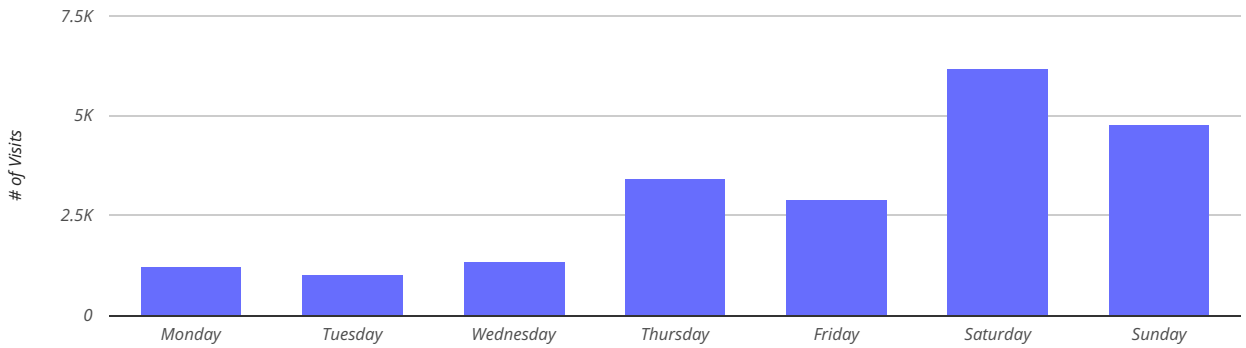




Hourly Visits



Daily Visits

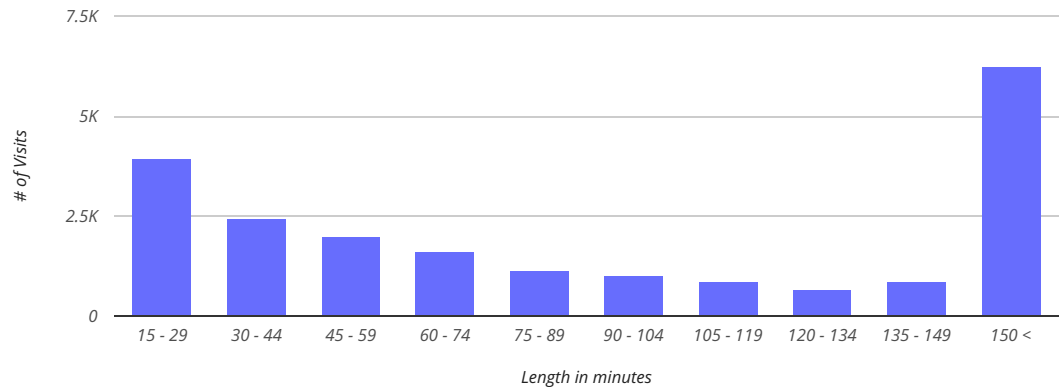




Length-of-Stay

Average Stay

174 Min





ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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 2019, ESRI 2019, Placer.ai, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI, Placer, and/or Microsoft Corporation.

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