

# ELEMENT 30 RESTAURANT SPACE

2112 UNIVERSITY DRIVE KEARNEY, NEBRASKA

\$21 PSF BASE LEASE + \$3.05 PSF NNN



**BRANDON BENITZ**

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## REMARKS

Your opportunity to open the first restaurant in the heart of University Village, a 104-acre, mixed-use development, located on the west edge of the University of Nebraska at Kearney campus. University Village combines educational, residential, recreational and commercial opportunities in a pedestrian-friendly neighborhood. Currently, approximately 200 people live within easy walking distance, with another 130 moving in soon, plus employees of the other buildings currently under development. This space includes 2,546 rsf at \$21 psf base lease plus \$3.05 psf NNN.

## LEGAL DESCRIPTION

UNITS B AND C; LOT 5; SECOND ADDITION, UNIVERSITY VILLAGE;  
CITY OF KEARNEY; BUFFALO COUNTY, NEBRASKA



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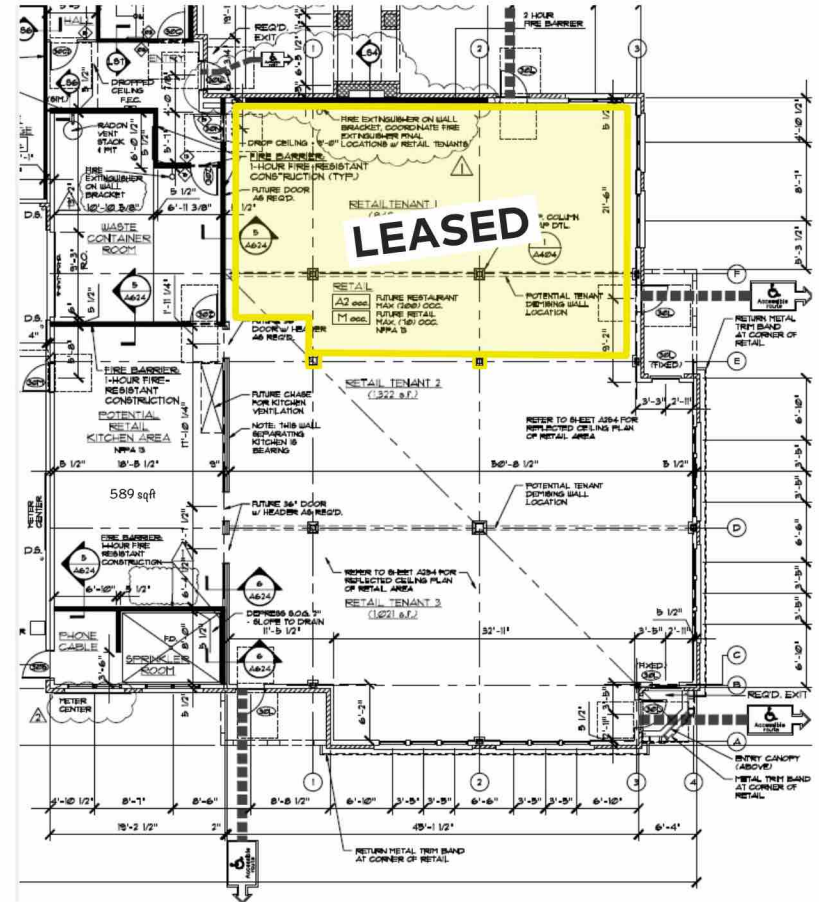
## KEARNEY, NE

Population:  
33,959

Median Household Income:  
\$62,695

Median Gross Rent:  
\$855

Median House Value:  
\$192,200



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## Trade Area Report

Kearney, NE 68845

### Criteria Used for Analysis

2022 Income (Est): <b>Median Household Income</b> <b>\$75,921</b>	2022 Age: 5 Year Increments (Est): <b>Median Age</b> <b>32.0</b>	2022 Key Demographic Indicators (Est): <b>Total Population</b> <b>21,522</b>	2022 Tapestry Market Segmentation (Households): <b>1st Dominant Segment</b> <b>In Style</b>
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### Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	GenXurban Gen X in middle age; families with fewer kids and a mortgage	Urbanization <b>Where do people like this usually live?</b>	Metro Cities Affordable city life, including smaller metros, satellite cities
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### Top Tapestry Segments

	In Style	College Towns	Middleburg	Emerald City	Green Acres
% of Households	2,822 (33.4%)	1,427 (16.9%)	1,399 (16.5%)	1,099 (13.0%)	654 (7.7%)
% of Buffalo County	2,835 (14.3%)	1,435 (7.2%)	1,772 (8.9%)	1,100 (5.5%)	1,467 (7.4%)
Lifestyle Group	GenXurban	Scholars and Patriots	Family Landscapes	Middle Ground	Cozy Country Living
Urbanization Group	Metro Cities	Metro Cities	Semirural	Metro Cities	Rural
Residence Type	Single Family	Multi-Unit Rentals; Single Family	Single Family	Single Family; Multi-Units	Single Family
Household Type	Married Couples Without Kids	Singles	Married Couples	Singles	Married Couples
Average Household Size	2.33	2.06	2.7	2.05	2.66
Median Age	42.6	24.7	37	38.4	44.8
Diversity Index	49.9	64.2	58.6	57.6	36.4
Median Household Income	\$88,900	\$43,200	\$76,600	\$80,700	\$94,600
Median Net Worth	\$241,500	\$13,200	\$177,100	\$113,500	\$347,000
Median Home Value	\$319,300	\$252,800	\$239,300	\$364,200	\$300,900
Homeownership	70.5 %	27.9 %	75.7 %	52.7 %	87.9 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Go out to the movies and out for drinks. Popular activities: backpacking, Pilates, and Frisbee.	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Place importance on learning new things to keep life fresh and variable. Buy natural, green, and environmentally friendly products.	Pursue physical fitness vigorously. Active in communities and social organizations.
Financial	Variety of investments often managed by a financial planner	Limited incomes result in thrifty purchases	Carry some debt; invest for future	Contribute to NPR, PBS	Comfortable with debt, and investments.
Media	Connected and knowledgeable via smartphones	Use the Internet for social media, blogging, watch movies and TV.	TV and magazines provide entertainment and information	Read books, magazines and use the web for news	Provided by satellite service, radio and television
Vehicle	Partial to late model SUVs and compact SUVs	Prefer vehicle with good gas mileage	Like to drive trucks, SUVs, or motorcycles	Take public transportation	Late model trucks SUVs, ATVs and motorcycles

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## Trade Area Report

Kearney, NE 68847

### Criteria Used for Analysis

<b>Median Household Income</b> <b>\$65,466</b>	<b>Median Age</b> <b>35.6</b>	<b>Total Population</b> <b>18,655</b>	<b>1st Dominant Segment</b> <b>Bright Young Professionals</b>
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### Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	Middle Ground Lifestyles of thirtysomethings	Urbanization <b>Where do people like this usually live?</b>	Urban Periphery City life for starting families in neighborhoods that fringe major cities
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### Top Tapestry Segments

	Bright Young Professionals	Down the Road	Set to Impress	Manufacturing Traditions	Comfortable Empty Nesters
% of Households	2,026 (26.6%)	970 (12.8%)	908 (11.9%)	882 (11.6%)	708 (9.3%)
% of Buffalo County	2,129 (10.7%)	970 (4.9%)	1,370 (6.9%)	1,652 (8.3%)	708 (3.6%)
Lifestyle Group	Middle Ground	Rustic Outposts	Midtown Singles	GenXurban	GenXurban
Urbanization Group	Urban Periphery	Semirural	Metro Cities	Urban Periphery	Suburban Periphery
Residence Type	Single Family; Multi-Units	Mobile Homes; Single Family	Multi-Unit Rentals; Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	2.39	2.71	2.07	2.43	2.5
Median Age	33.9	35.8	34.9	39.8	49
Diversity Index	74.9	79.1	71.7	59.4	45.2
Median Household Income	\$67,400	\$50,700	\$44,200	\$62,200	\$89,300
Median Net Worth	\$72,800	\$83,500	\$16,300	\$152,400	\$363,500
Median Home Value	\$261,900	\$133,800	\$190,600	\$165,100	\$262,100
Homeownership	46.4 %	66.9 %	31 %	72.1 %	87.7 %
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Professional	Professional or Services	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Place importance on preserving time-honored customs. Go hunting, fishing.	Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo.	Value time spent at home. Watching television and gaming are common pastimes.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.
Financial	Own retirement savings and student loans	Shop at Walmart Supercenters, Walgreens and dollar stores	Prefer name brands, buy generic when it's a better deal	Budget aware shoppers	Portfolio includes stocks, CDDs, mutual funds and real estate
Media	Get most of their information from the Internet	Use the Internet to stay connected, listen to radio at work	Use the Internet for social media, video games and watching TV	Read newspapers, especially Sunday editions	Listen to sports radio; watch sports on TV
Vehicle	Own newer cars	Bought used vehicle last year	Own used, imported vehicles	Own 2-3 vehicles	Own 1-2 vehicles



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