

Q1 2025 Economic Vitality Report

HOLDREGE & PHELPS COUNTY

Published March 31, 2025

POPULATION		2020	2023	Variance
Phelps County Population	estimates	8,971	9,057	1.0%
Holdrege Population	estimates	5,515	5,542	0.5%

BUILDING PERMITS		JAN-MAR 2024		JAN-MAR 2025	
Single Family	0	\$0	0	\$0	0.0%
Multi-Family (permits / units)	0	\$0	0	\$0	100.0%
Commercial / Industrial	1	\$525,000	1	\$400,000	-23.8%
Com/Ind Additions & Remodel	1	\$300,000	0	\$0	-100.0%
Permit Total \$ Value		\$825,000		\$400,000	-51.5%

PROPERTY VALUATION		2022	2023	
Holdrege		\$348,234,457	\$411,991,405	18.3%
Phelps County		\$2,331,064,332	\$2,465,745,924	5.8%

WORKFORCE		MAR 2024	MAR 2025	
Labor Force - Phelps County		4,758	4,958	4.2%
Employed - Phelps County		4,659	4,853	4.2%
Unemployed - Phelps County		99	105	6.1%
Unemployment Rate - Phelps County		2.1%	2.1%	0.0%

TAXABLE RETAIL SALES	JAN-FEB 2024	FEB 2024	JAN-FEB 2025	FEB 2025	
Phelps County	\$12,808,328	\$6,456,419	\$12,351,118	\$6,078,020	-5.9%
Holdrege	\$11,944,655	\$6,019,143	\$11,503,048	\$5,650,351	-6.1%
Nebraska	\$6,353,726,048	\$3,208,536,150	\$6,362,452,377	\$3,070,017,137	-4.3%
Non-resident	\$1,808,919,294	\$884,031,286	\$1,832,435,904	\$877,009,565	-0.8%
Motor Vehicle Sales - Phelps County	\$8,099,555	\$3,344,277	\$6,550,308	\$2,736,713	-18.2%

HOSPITALITY SALES	JAN-FEB 2024	JAN-FEB 2025	
County Lodging Tax	\$8,504	\$5,807	-31.7%
City Occupation Tax (NEW: Sep 2020)	\$14,761	\$6,384	-56.8%

QUICK FACTS	Holdrege	Nebraska
Total market population (1 hour drive time)	33,570	
Population Estimates, July 1, 2023	5,542	1,978,379
Population, Census, April 1, 2020	5,515	1,961,504
Population, percent change - April 1, 2020 to July 1, 2023	0.500%	0.8%
Labor Force Participation Rate	64.30%	68.40%
Median value of owner-occupied housing units, 2018-2022	\$154,900	\$205,600
High school graduate or higher, % of persons age 25+, 2018-2022	90.6%	91.9%
Bachelor's degree or higher, % of persons age 25+, 2018-2022	26.8%	33.5%
Total retail sales per capita, 2017	\$24,209	\$16,283
Per capita income	\$39,394	\$38,585
Median Household Income	\$58,375	\$71,722
Phelps County Households	3,805	
Average Age, Primary Retail Trade Area	42.8	
Total market (1 hour drive time) retail sales demand	\$583.6m	
Total online / electronic shopping / mail order shopping	\$86.4m	



#PhelpsHelps

Sources: US Census Bureau; Phelps County Assessor; NE Dept of Labor; NE Dept of Revenue; The Retail Coach