

# Q2 2025 Economic Vitality Report

## HOLDREGE & PHELPS COUNTY

Published June 30, 2025

POPULATION		2023		2024	Variance
Phelps County Population		estimates		9,057	9,042
Holdrege Population		estimates		5,542	5,556
BUILDING PERMITS		JAN-JUN 2024		JAN-JUN 2025	
Single Family		5	\$1,200,000	6	\$1,800,000
Multi-Family (permits / units)		0	\$0	0	\$0
Commercial / Industrial		2	\$3,185,000	3	\$10,500,000
Com/Ind Additions & Remodel		1	\$300,000	3	\$795,481
Permit Total \$ Value		\$4,685,000		\$13,095,481	
PROPERTY VALUATION		2023		2024	
Holdrege		\$411,991,405		\$481,002,017	
Phelps County		\$2,465,745,924		\$2,828,643,266	
WORKFORCE		JUN 2024		JUN 2025	
Labor Force - Phelps County		4,924		4,947	
Employed - Phelps County		4,802		4,817	
Unemployed - Phelps County		122		130	
Unemployment Rate - Phelps County		2.5%		2.6%	
TAXABLE RETAIL SALES		JAN-JUN 2024	JUN 2024	JAN-JUN 2025	JUN 2025
Phelps County		\$44,166,567	\$8,825,050	\$44,383,779	\$8,637,089
Holdrege		\$40,994,460	\$8,146,811	\$40,882,637	\$7,711,810
Nebraska		\$21,028,177,410	\$3,800,914,646	\$21,750,224,078	\$3,977,371,466
Non-resident		\$5,788,899,747	\$989,358,206	\$6,256,456,903	\$1,118,866,644
Motor Vehicle Sales - Phelps County		\$22,322,069	\$3,454,038	\$20,030,712	\$3,382,469
HOSPITALITY SALES		JAN-JUN 2024		JAN-JUN 2025	
County Lodging Tax		\$32,841		\$27,006	
City Occupation Tax (NEW: Sep 2020)		\$46,454		\$34,305	
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