

# Q2 2025 Economic Vitality Report

## HOLDREGE & PHELPS COUNTY

Published June 30, 2025

POPULATION		2023	2024	Variance
Phelps County Population	estimates	9,057	9,042	-0.2%
Holdrege Population	estimates	5,542	5,556	0.3%

BUILDING PERMITS		JAN-JUN 2024		JAN-JUN 2025	
Single Family	5	\$1,200,000	6	\$1,800,000	0.0%
Multi-Family (permits / units)	0	\$0	0	\$0	100.0%
Commercial / Industrial	2	\$3,185,000	3	\$10,500,000	229.7%
Com/Ind Additions & Remodel	1	\$300,000	3	\$795,481	165.2%
Permit Total \$ Value		\$4,685,000		\$13,095,481	179.5%

PROPERTY VALUATION		2023	2024	
Holdrege		\$411,991,405	\$481,002,017	16.8%
Phelps County		\$2,465,745,924	\$2,828,643,266	14.7%

WORKFORCE		JUN 2024	JUN 2025	
Labor Force - Phelps County		4,924	4,947	0.5%
Employed - Phelps County		4,802	4,817	0.3%
Unemployed - Phelps County		122	130	6.6%
Unemployment Rate - Phelps County		2.5%	2.6%	4.0%

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	-2.1%
Holdrege		\$40,994,460	\$8,146,811	\$40,882,637	\$7,711,810	-5.3%
Nebraska		\$21,028,177,410	\$3,800,914,646	\$21,750,224,078	\$3,977,371,466	4.6%
Non-resident		\$5,788,899,747	\$989,358,206	\$6,256,456,903	\$1,118,866,644	13.1%
Motor Vehicle Sales - Phelps County		\$22,322,069	\$3,454,038	\$20,030,712	\$3,382,469	-2.1%

HOSPITALITY SALES		JAN-JUN 2024	JAN-JUN 2025	
County Lodging Tax		\$32,841	\$27,006	-17.8%
City Occupation Tax (NEW: Sep 2020)		\$46,454	\$34,305	-26.2%

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