

Q3 2025 Economic Vitality Report

HOLDREGE & PHELPS COUNTY

Published September 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-SEPT 2024		JAN-SEPT 2025		Variance
Single Family		7	\$1,550,000	7	\$2,050,000	0.0%
Multi-Family (permits / units)	0	0	\$0	1	\$575,000	100.0%
Commercial / Industrial		5	\$4,785,000	3	\$10,500,000	119.4%
Com/Ind Additions & Remodel		2	\$445,000	4	\$895,481	101.2%
Permit Total \$ Value			\$6,780,000		\$14,020,481	106.8%

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

WORKFORCE		SEPT 2024	SEPT 2025	Variance
Labor Force - Phelps County		4,730	4,847	2.5%
Employed - Phelps County		4,624	4,742	2.6%
Unemployed - Phelps County		106	105	-0.9%
Unemployment Rate - Phelps County		2.2%	2.2%	0.0%

TAXABLE RETAIL SALES		JAN-AUG 2024	AUG 2024	JAN-AUG 2025	AUG 2025	Variance
Phelps County		\$61,751,144	\$8,555,960	\$61,445,068	\$8,710,047	1.8%
Holdrege		\$57,145,234	\$7,965,816	\$56,711,270	\$8,085,288	1.5%
Nebraska		\$28,554,428,100	\$3,775,657,664	\$29,761,720,163	\$3,796,643,949	0.6%
Non-resident		\$7,720,167,379	\$956,998,058	\$8,375,311,269	\$1,018,324,020	6.4%
Motor Vehicle Sales - Phelps County		\$30,257,079	\$4,330,714	\$26,847,987	\$3,269,947	-24.5%

HOSPITALITY SALES		JAN-AUG 2024	JAN-AUG 2025	Variance
County Lodging Tax		\$48,074	\$42,123	-12.4%
City Occupation Tax (NEW: Sep 2020)		\$61,524	\$51,676	-16.0%

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