

Q4 2024 Economic Vitality Report

HOLDREGE & PHELPS COUNTY

Published December 31, 2024

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-DEC 2023		JAN-DEC 2024		Variance
Single Family		8	\$3,125,000	7	\$1,550,000	-50.4%
Multi-Family (permits / units)	0	0	\$0	1	\$450,000	100.0%
Commercial / Industrial		6	\$1,945,005	6	\$4,975,000	155.8%
Com/Ind Additions & Remodel		0	\$0	2	\$445,000	100.0%
Permit Total \$ Value			\$5,070,005		\$7,420,000	46.4%

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

WORKFORCE		NOV 2023	NOV 2024	Variance
Labor Force - Phelps County		5,029	4,902	-2.5%
Employed - Phelps County		4,937	4,788	-3.0%
Unemployed - Phelps County		92	114	23.9%
Unemployment Rate - Phelps County		1.8%	2.3%	27.8%

TAXABLE RETAIL SALES	JAN-OCT 2023	OCT 2023	JAN-OCT 2024	OCT 2024	Variance
Phelps County	\$73,520,395	\$7,699,787	\$78,487,148	\$8,365,373	8.6%
Holdrege	\$67,796,933	\$6,882,792	\$72,579,189	\$7,528,545	9.4%
Nebraska	\$35,977,314,195	\$3,637,352,491	\$36,107,558,914	\$3,820,658,705	5.0%
Non-resident	\$9,736,177,866	\$1,029,700,181	\$9,821,606,949	\$1,085,811,212	5.4%
Motor Vehicle Sales - Phelps County	\$39,038,895	\$3,844,064	\$36,408,532	\$3,459,989	-10.0%

HOSPITALITY SALES	JAN-OCT 2023	JAN-OCT 2024	Variance
County Lodging Tax	\$67,716	\$62,047	-8.4%
City Occupation Tax (NEW: Sep 2020)	\$71,856	\$76,796	6.9%

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	



#Phelps Helps