

Q4 2025 Economic Vitality Report

HOLDREGE & PHELPS COUNTY

Published December 31, 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-DEC 2024		JAN-DEC 2025	
Single Family	7	\$1,550,000	7	\$2,050,000	0.0%
Multi-Family (permits / units)	1 2	\$450,000	1 2	\$575,000	100.0%
Commercial / Industrial	6	\$4,975,000	4	\$11,700,000	135.2%
Com/Ind Additions & Remodel	2	\$445,000	4	\$895,481	101.2%
Permit Total \$ Value		\$7,420,000		\$15,220,481	105.1%

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		DEC 2024	DEC 2025	
Labor Force - Phelps County		4,745	4,956	4.4%
Employed - Phelps County		4,644	4,844	4.3%
Unemployed - Phelps County		101	112	10.9%
Unemployment Rate - Phelps County		2.1%	2.3%	9.5%

TAXABLE RETAIL SALES		JAN-NOV 2024	NOV 2024	JAN-NOV 2025	NOV 2025	
Phelps County		\$85,383,180	\$6,896,032	\$84,763,031	\$6,605,314	-4.2%
Holdrege		\$78,991,748	\$6,412,559	\$77,941,120	\$6,003,582	-6.4%
Nebraska		\$39,721,510,959	\$3,613,952,045	\$41,332,145,304	\$3,827,492,463	5.9%
Non-resident		\$10,856,007,403	\$1,034,400,454	\$11,864,665,296	\$1,244,703,344	20.3%
Motor Vehicle Sales - Phelps County		\$39,044,285	\$2,635,753	\$35,984,365	\$2,730,613	3.6%

HOSPITALITY SALES		JAN-NOV 2024	JAN-NOV 2025	
County Lodging Tax		\$64,550	\$58,303	-9.7%
City Occupation Tax (NEW: Sep 2020)		\$82,788	\$65,206	-21.2%

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