

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
Holdrege		\$78,991,748	\$6,412,559	\$77,941,120	\$6,003,582
Nebraska		\$39,721,510,959	\$3,613,952,045	\$41,332,145,304	\$3,827,492,463
Non-resident		\$10,856,007,403	\$1,034,400,454	\$11,864,665,296	\$1,244,703,344
Motor Vehicle Sales - Phelps County		\$39,044,285	\$2,635,753	\$35,984,365	\$2,730,613
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