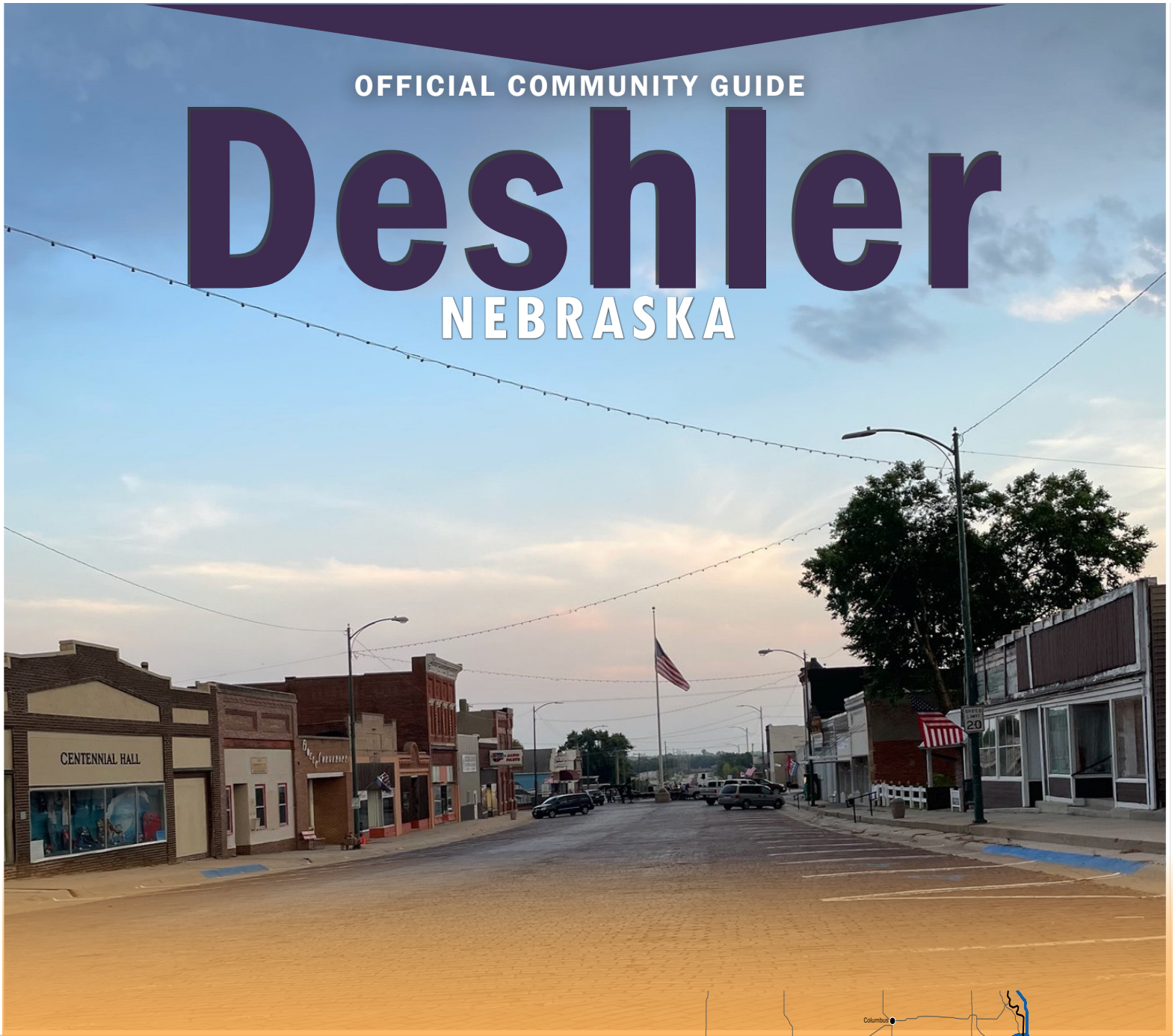
OFFICIAL COMMUNITY GUIDE

Deshler

NEBRASKA



MY KIND OF TOWN!



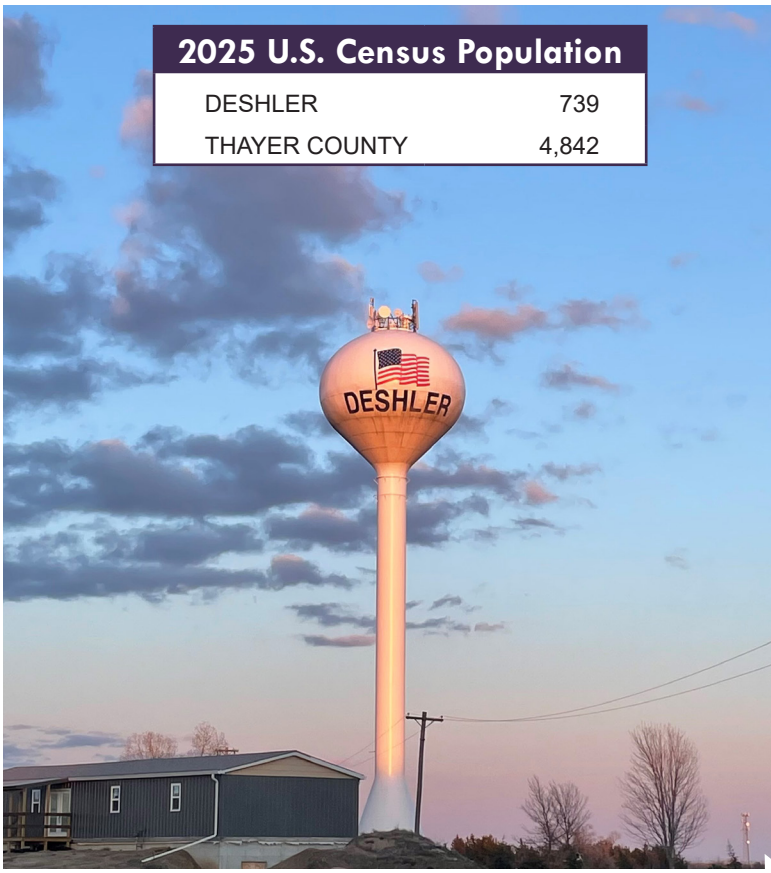
Visit DESHLERNEBRASKA.COM

TCEDA
Thayer County Economic Development Alliance

Inside the guide

3 Transportation
4 Economic Development
5 Labor
7 Communications
8 Local Government
8 Utilities
9 Tax Structure
10 Education
11 Quality Of Life
13 Events Calendar
14 Agriculture
15 Climate

2025 U.S. Census Population	
DESHLER	739
THAYER COUNTY	4,842



The following pages contain basic information about Deshler, Nebraska.
This information was compiled by Thayer County Economic Development Alliance, the City of Deshler, and Nebraska Public Power District in order to promote community development and quality of life.

CONTACTS & WEBSITES

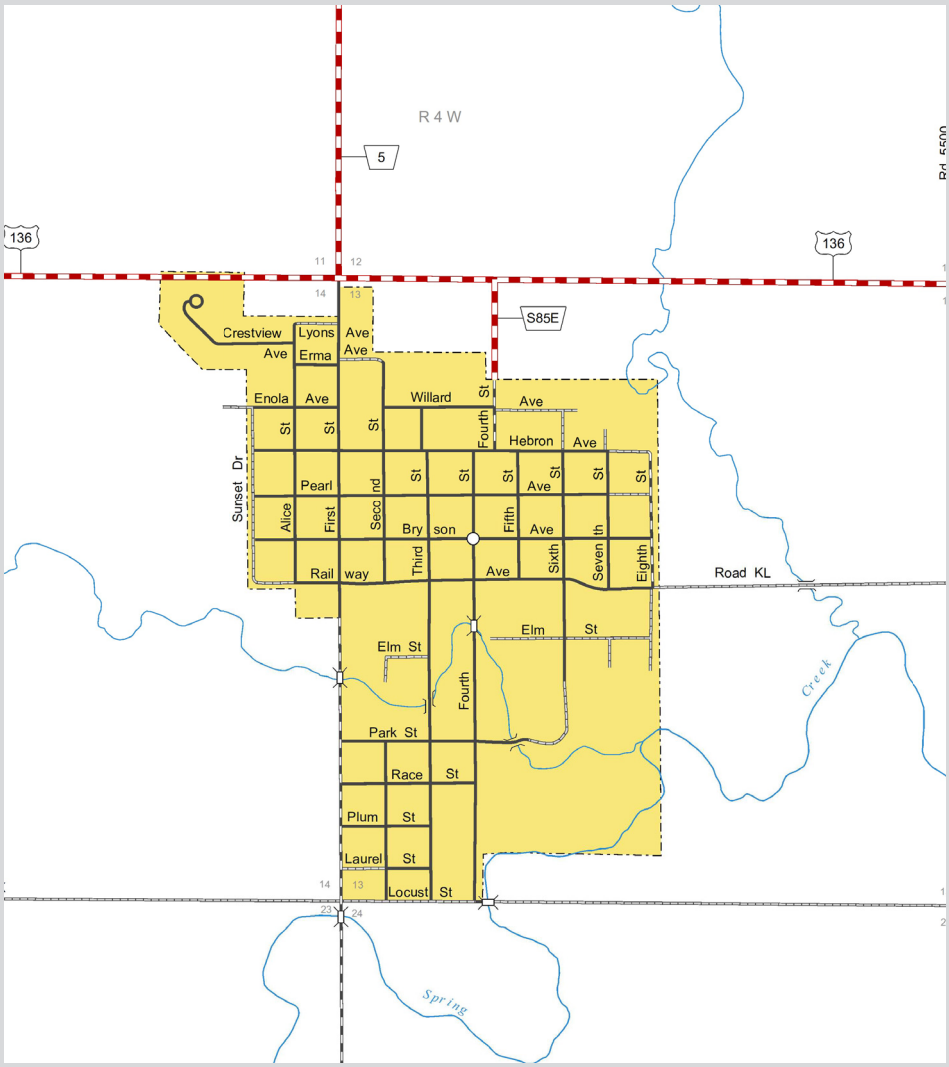
Carley Bruning
Economic Development Director
Thayer County Economic Development Alliance
Hebron, NE
Office: 402-768-7407
Email: director.tceda@gmail.com

Julie Deepe
City of Deshler Mayor
Midwest Bank
Deshler, NE
Office: 402-768-8112
Email:- julie.deepe@midwestbank.com

Julie Buescher
Village Clerk
305 East Bryson Avenue
Deshler, NE
Office: 402-365-4260
Email: citydesh@gpcom.net
Website: deshlernebraska.com

Nicole Sedlacek, CEcD
Economic Development Manager
Nebraska Public Power District
Office: 402-563-5534
Cell: 402-340-0190
Email: njsedla@nppd.com
Website: sites.nppd.com

deshlernebraska.com



Transportation

Location/Highways

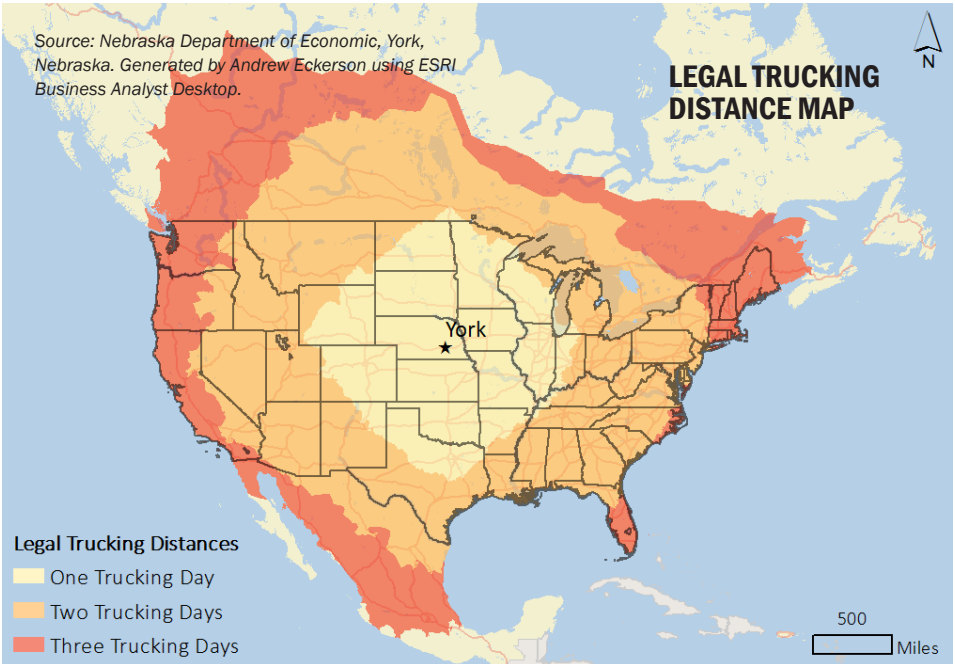
Deshler, NE is located in western Thayer County, 9 miles west of the county seat Hebron. Highway 136 runs north of town. Deshler is 90 miles southeast of Grand Island, 103 miles southwest of Lincoln, and 158 miles southwest of Omaha.

Air

The Hebron Airport is located one mile south of Hebron on Highway 136. The airport has a 3,660 foot concrete runway that has pilot control lighting and a 2,513 foot by 150 foot grass runway.

Nearest Commercial Air Service:

- Central Nebraska Regional Airport, Grand Island, Nebraska, 90 miles, 97 minutes.
- Lincoln Regional Airport, Lincoln Nebraska, 94 miles, 83 minutes
- Eppley Airfield, Omaha, Nebraska, 156 miles, 139 minutes



Trucklines

More than 13,500 licensed motor carriers with worldwide connections are based in Nebraska and serve businesses throughout North America. The following trucking map is based on York, Nebraska, located about 50 miles north of Deshler.

Rail

The nearest rail service, BNSF Railway Company, is located in Belvidere, Nebraska, 17 miles northeast of Deshler.



Parkview Haven Nursing Home



Deshler Public Schools football field

Economic Development

The Village of Deshler is a member of the Thayer County Economic Development Alliance (TCEDA). Priority areas of TCEDA include: business retention, expansion, recruitment, and succession; housing and community development; and tourism. Visit **sites.nppd.com** for more information on available sites and buildings.

Firms with retail sales tax permits in Deshler reported 2025 net taxable retail sales of $3,495,704, while Thayer County reported retail sales of $34,331,888.

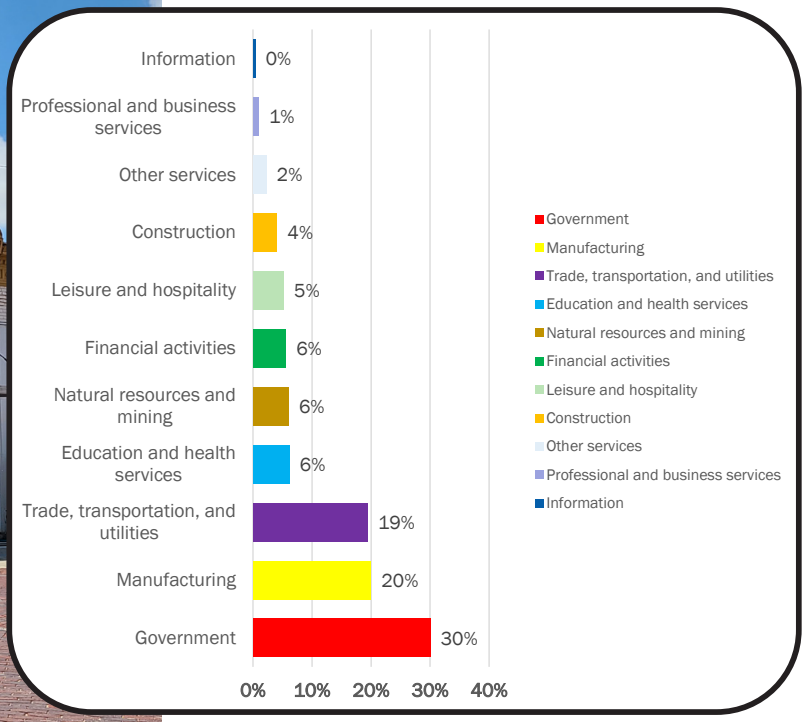
From once being the world's largest broom factory to now home to a world leader in irrigation systems, internationally known model train store, and many more amazing businesses, Deshler has been "my kind of town" since 1887.

DESHLER'S LEADING EMPLOYERS

EMPLOYERS	PRODUCT OR SERVICE	EMPLOYEES
Reinke Manufacturing	Agriculture Manufacturiung - Pivots	327
Parkview Haven/ Meadowlark Heights	Care Home and Assisted Living	60
Deshler Public Schools	Education	50
C&M Supply	Gas/Quick Shop	20
Arends Family Food	Grocery	15
Brick Street Chophouse	Restaurant	14
Deshler Lutheran School	Education	12
Deshler Municipal Utilities	Utilities	12
Spring Creek Model Trains	Niche market - collectibles	10
Midwest Bank	Financial	10
South Central Irrigation	Agriculture equipment servicing	8

Thayer County Labor Force 2025





Arends Family Foods



Midwest Bank

WAGE SAMPLING

Hourly wages rates for various occupations, Southeast Region, Nebraska

JOB TITLE	ENTRY LEVEL	MEDIAN	EXPERIENCED
ACCOUNTANTS AND AUDITORS	$21.63	$31.73	$40.03
BOOKKEEPING, ACCOUNTING, AND AUDITING CLERKS	$17.04	$21.46	$24.86
CHILDCARE WORKERS	$12.70	$13.82	$15.55
CONSTRUCTION LABORERS	$18.37	$23.98	$27.17
CUSTOMER SERVICE REPRESENTATIVES	$16.37	$18.86	$21.83
CUTTING, PUNCHING, AND PRESS MACHINE SETTERS, OPERATORS, AND TENDERS, METAL AND PLASTIC	$19.40	$23.53	$24.90
ELECTRICIANS	$21.69	$30.30	$37.17
GENERAL AND OPERATIONAL MANAGERS	$23.26	$38.11	$57.35
HEAVY AND TRACTOR-TRAILER TRUCK DRIVERS	$18.71	$23.79	$28.26
LABORERS AND FREIGHT, STOCK, AND MATERIAL MOVERS, HAND	$33.46	$39.78	$45.03
MAINTENANCE AND REPAIR WORKERS, GENERAL	$18.43	$23.82	$
NURSING ASSISTANTS	$17.72	$19.22	$21.25
OFFICE CLERKS, GENERAL	$14.30	$18.64	$21.15
REGISTERED NURSES	$33.60	$41.38	$44.71
SECRETARIES AND ADMINISTRATIVE ASSISTANTS, EXCEPT LEGAL, MEDICAL, AND EXECUTIVE	$17.48	$21.86	$24.35
SOFTWARE DEVELOPERS	$41.39	$55.93	$64.70
STOCKERS AND ORDER FILLERS	$28.15	$34.86	$40

Source: Nebraska Workforce of Labor, Labor Market Information, Occupational Employment and Wage Statistics 4th Quarter 2025.

Workforce

The Nebraska Department of Labor serves employers and job seekers across Nebraska through its "One Stop Career Centers" located across the state. Services for employers include employee recruitment and screening, posting job openings, tax credit information, and labor market and labor law information. Job seekers can find a full array of employment and training related services including on site services provided by a network of mandatory Workforce Investment Act partners. Visit neworks.nebraska.gov to learn more about these and other services.

Unionization

Nebraska has a right to work provision in its constitution.



Jennifer Reinke Library

ANNUAL AVERAGE 2025 LABOR SUPPLY

*Contiguous Nebraska counties include Nuckolls, Clay, Fillmore, Saline & Jefferson	THAYER COUNTY & CONTIGUOUS*	THAYER COUNTY
NON-FARM WAGE & SALARY WORKERS	18,229	2,208
TOTAL EMPLOYMENT	21,349	2,479
LABOR FORCE POPULATION	21,989	2,543
ADDITIONAL POTENTIAL LABOR SUPPLY		
COMMUTING OUT OF COUNTY (2019)		1,014
UNEMPLOYED		64
TOTAL		1,078

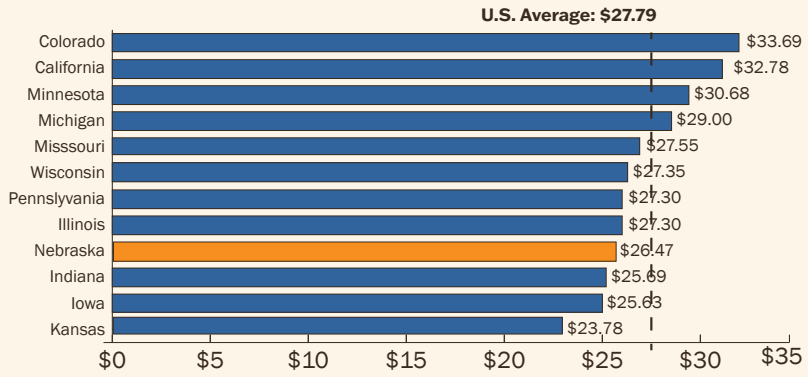
NOTE: Does not include estimated number of homemakers, seasonal and part-time workers, and workers who would shift from low-paying jobs who could be expected to work for industry.

UNEMPLOYMENT RATE 2025

	PERCENT
THAYER COUNTY	2.5%
NEBRASKA	2.8.%
UNITED STATES	4.0%

Source: U.S. Bureau of Labor Statistics

Average Hourly Earnings for Production Workers, 2025



Source: U.S. Bureau of Labor Statistics, 2025

Communications

Telecommunications & Internet Providers

Great Plains
Phone/Internet
gpcom.net

Verizon
Phone
verizon.com

Viaero
Phone
viaero.com

U.S. Cellular
Phone
uscellular.com

Windstream
Internet
windstream.net

Zito Media
Internet
zitomedia.net

Superior Inet
Internet
superiorinet.net

Post Office & Package Delivery Service

The U.S. Postal Service in Deshler has one mail receipt and one dispatch daily.

Federal Express, United Parcel Service, Spee Dee Delivery Service and the U.S. Postal Service provide package delivery services in the Deshler area.

Local Government

Deshler is governed by a mayor-council form of government.

Thayer County has four precincts and 11 townships. The county is governed by three county commissioners.

Streets

Deshler has 29.31 miles of streets; 93 percent of the streets are hard-surfaced; 85 percent are concrete, 7 percent are gravel. Visit **deshlerchamber.org** for more information.

Fire Protection

The Deshler Volunteer Fire Department provides fire protection to the village with a 34 member volunteer fire department and 10 EMT's. Deshler has one fire station.

Law Enforcement

The City of Deshler contracts with the Thayer County Sheriff's Department to provide law enforcement in the community.

The Thayer County Sheriff's Department has 22 sworn officers.

Visit **deshlerchamberorg.com,** for more information on Deshler's local government.



Deshler Volunteer Fire Station

Utilities

Nebraska Highlights

Energy costs are often a considerable part of any business' operational budget. These costs can vary greatly between states, but in Nebraska (the only state in the nation where all electric utilities are publicly owned) electric costs are passed to consumers at low, cost-of-service rates. As a result, the state offers industrial rates well below the national average. Nebraska electric utilities achieve low rates, in part, because they draw from a balanced and efficient "mix" of generation resources.

Electricity

Electric service is provided by Norris Public Power District (NPPD), a wholesale customer of Nebraska Public Power Distict (NPPD), and the City of Deshler provides retail electric service to Deshler.

For electric rates and services contact Nebraska Public Power District at (877) 275-6773 or visit **nppd.com/accounts-billing/your-rates**.

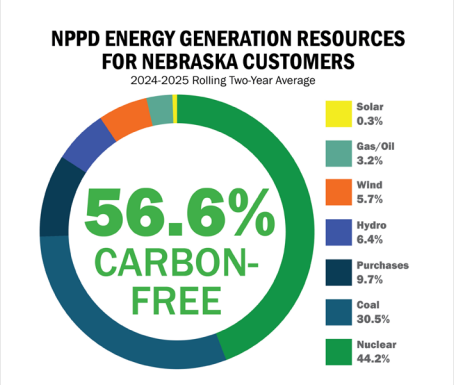
Natural Gas

Black Hills Energy is a retail supplier of natural gas in Deshler. For more information, visit **blackhillsenergy.com**.

Water & Sewerage

The municipal water system in Deshler is supplied by two wells. The system, serving the entire village, has a combined pumping capacity of 700 gallons per minute and an overhead storage capacity of 200,000 gallons. Deshler has a lagoon sewerage system. The aeration treatment plant has a daily capacity of 100,000 gallons.

For more information regarding water and sewerage, visit **deshlerchamber.org/city-of-deshler.com.**



Tax Structure

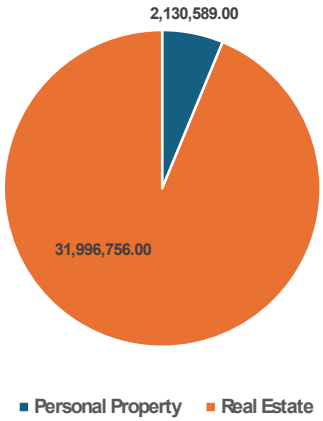
Nebraska Tax Incentives

Nebraska's performance-based tax incentive programs demonstrate the state's commitment to creating a favorable business environment for your business expansion or location. Known collectively as the "ImagiNE Nebraska," this multi tiered program provides investment credits, wage credits, sales tax refunds based on investment and job creation in Nebraska.

Qualified companies, large and small can take advantage of these benefits.

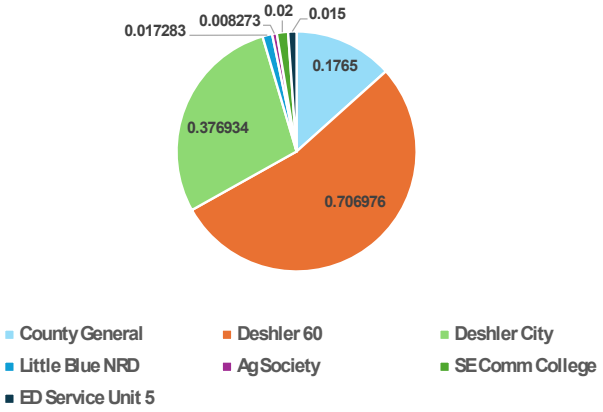
Visit **opportunity.nebraska.gov**, for more information on the qualifications and potential benefits available to your company, contact the Nebraska Department of Economic Development (800) 426 6505.

2025 ACTUAL VALUATION DESHLER



TOTAL
$34,127,345

2025 TAX RATES DESHLER



TOTAL
1.320966
dollars and cents per $100 of actual value



Deshler Pool

Education



Deshler Elementary

2025 ACT SCORES	COMPOSITE
DESHLER HIGH SCHOOL	19.7
NEBRASKA	18.3
NATIONAL	19.4

Deshler School District

Deshler Public Schools is located in Deshler and serves families in Thayer and Nuckolls Counties. It covers approximately 160 square miles. In 2025/2026 actual valuation of $686,893,327 with an actual valuation per student of $2,960,747. The school operating expenses for 2024-2025 were $5,724,363, with an average cost per pupil of $24,673.

Bus services are provided between the communities. This Class C school is accredited by the Nebraska Department of Education. For more information, visit **deshlerpublicschools.org.**

Deshler Lutheran School is located in Deshler. It is offered to K-8th grade, and serves 48 students.

Educational Service Unit

Educational Service Unit #5 (ESU), headquartered in Beatrice, serves three counties including Gage, Jefferson and Thayer Counties. For more information regarding services, visit **esu5.org.**

Higher Education

Southeast Community College-Beatrice is 54 miles east of Deshler, Southeast Community College-Milford is 80 miles northeast of Deshler, York College is 60 mile north of Deshler, Hastings College is 66 miles northwest of Deshler, and Central Community College-Hastings is 63 miles northwest of Deshler.

An abundance of public colleges and universities are available in Nebraska. There are also a number of community colleges as well as private colleges and trade schools. A large number of degree programs are available and some institutions offer courses and workshops specially tailored to meet specific training needs of industry, education, and business.

DESHLER PUBLIC SCHOOLS	STUDENTS	TEACHER/PUPIL RATIO
PRE-K DESHLER	29	1:12
KINDERGARTEN - 12 DESHLER	203	1:12



Deshler Event Center

Quality of Life

Clinic

Thayer County Health Services-Deshler Medical Center is located in Deshler. Emergency or after hours care is provided at the main hospital in Hebron, Nebraska. For more information, visit **thayercountyhealth.com/locations.**

Deshler Family Medical Center is a private practice. It offers comprehensive, personalized health care for the entire family. Mondays and Wednesdays 8am-5pm in Deshler. Tuesdays and Thursdays 8am-5pm in Milligan.

Brodstone Healthcare is the trusted, regional healthcare choice located in Superior, Nebraska –offering a broad spectrum of medical options, accessible resources, specialty services, and timely clinical care. We work proficiently and compassionately toward the prevention, diagnosis, and treatment of illnesses and conditions impacting the people and communities we serve. Brodstone Healthcare also offers services at its satellite clinic in Deshler.

Rescue Squad

The Deshler Rescue Squad has two ambulances and eight emergency medical technicians and 42 first responders.

Nursing Homes

Parkview Haven Nursing Home is located in Deshler.

Independent/ Assisted Living

Meadowlark Heights - Assisted Living is located in Deshler.

Low Cost/Retirement Housing

Deshler Housing Authority is a an apartment sytle housing unit.

Churches (Denomination)

There are three Lutheran churches located in Deshler.

Recreation

There is one park in Deshler covering 13 acres. Deshler City Park is equipped with two baseball fields, swimming pool, sand volleyball court, horseshoe pits, and coming soon a pickleball court.

The Deshler Park has playground equipment and a picnic shelter.

Financial Institutions

Midwest Bank is located in Deshler.

Housing

One new home was constructed in the 2024 and there are plans to expand housing by at least two dwelling units in the next couple of years through strategic partnerships and collaborations across organizations.

Library

The Jennifer Reinke Library has all the basic services available without charge to all residents of the municipality. It serves the educational, cultural and recreational needs of all the members of our commuity. There are numerous programs for all age groups offered there as well as a photo kiosk to print pictures. Open Friday, Saturday, Tuesday 9:00 am-12:00 pm; Monday and Wednesday 4:00 pm-6:00 pm Sunday closed.



Meadowlark Heights



Deshler Post Office


Jennifer Reinke Library


Deshler Days Volleyball Tournament



Longshots Lounge new green space

EVENTS

Easter Egg Hunt • *Easter Weekend*

Check our Chamber Facebook page for date and time.

Car Races • *Spring-Fall*

Deshler Dayz • *Father's Day weekend*

Fun-filled weekend including animal scavenger hunts, 5k, fishing contest, vendor fair. Visit the website for the latest event schedule and updates, ***deshlerchamber.org/deshler-daze***

Thayer County Fair • *July/ August*

Harvest Fest • *September*

Fall festival - pumpkins, meal, hayrack rides, vendors

Trunk or Treat • *October*

Deshler Express • *2nd Saturday in December*

Santa, hayrack ride with Christmas cookies, vendors



Overview of the the Thayer County Fair

Nebraska's Rank Among States

1ST	All catte feed, 2026
	Commercial Cattle Slaughter, 2025
	Great Northern Bean Production, 2025
	Beef and Veal exports, 2024
	Cash receipts per capita, 2024
2ND	
	All cattle and calves, Jan. 1, 2026
	Ethanol production, 2025
	Commercial red meat production, 2025
	Pinto bean production, 2025
	Cash receipts from all livestock & products, 2024
	No-till cropland acres, 2022
	Popcorn production, 2022
	Bison, 2022
3RD	Alfalfa hay production, 2025
	Corn for grain production, 2025
	Cash Receipts from All Farm Commodities, 2024
	Corn Exports, 2024
4TH	Beef Cows, Jan. 1, 2026
	Land in Farms and Ranches, 2025
	All dry edible bean production, 2025
	Light red kidney bean production, 2025
	Land in farms and ranches. 2025
	Total animal products exports, 2024
	Cover crop acres, 2022
5TH	Sugarbeet production, 2025
	Soybean Exports, 2025
	Grain sorghum prodcution, 2025
	Cash receipts from all crops, 2024
6TH	Commercial hog slaughter, 2025
	All hogs and pigs on farms, Dec. 1, 2025
	All hay production, 2025
	Sunflower prodution, 2025

Source: Nebraska Department of Agriculture - USDA,NASS, NFO, and NBA



Agriculture

In 2025 Nebraska ranked first among the states in beef and beef product exports; third in corn grain production. Nebraska's farms and ranches utilized 44 million acres or 89 percent of the state's total land area. In 2024, the total value of agricultural products sold was $32.1 billion to the state's economy. Of that 63 percent originated from livestock and 37 percent from crops.

Sources: Nebraska Agriculture Rankings - USDA ERS, USDA NASS; Food Processing Status - Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Groundwater

One of Nebraska's most vital natural resources is its massive supply of groundwater. The High Plains Aquifer, also commonly referred to as the **Ogallala Aquifer** underlies 174,000 square miles in stretches through parts of eight states, but its most abundant water resource is located in nearly two-thirds of Nebraska. This groundwater availability has been essential to the success of agriculture in the state. With the implementation of more efficient irrigation systems and other water management measures, the Ogallala Aquifer will remain a valuable resource in Nebraska.

Center pivot irrigation is the most common method of providing water to row crops in the state, and as a result,



four of the largest manufacturers of center pivot systems in the world are located in Nebraska. Nebraska has more than 100,000 registered irrigation wells.

Surface Water

Nebraska's surface water resources are surprisingly extensive, including approximately 80,000 miles of continuously flowing rivers and streams that add to Nebraska's bountiful natural resources.

Surface water is predominantly used by grazing livestock as its source drinking water.

Center pivot irrigation is the most common method of providing water to row crops in the state, and as a result, four of the largest manufacturers of center pivot systems in the world are located in Nebraska. Nebraska has more than 100,000 registered irrigation wells.

With the implementation of more efficient irrigation systems and other water management measures, the Ogallala Aquifer will remain a valuable resource in Nebraska.

An accessible water supply also is vital to Nebraska's livestock and dairy production.

Source: National Agricultural Statistics Service



AGRICULTURAL STATISTICS

	THAYER COUNTY	NEBRASKA
NUMBER OF FARMS	437	44,479
LAND IN FARMS acres	322,662	43,975,693
AVERAGE SIZE OF FARMS acres	738	989
MARKET VALUE per year	$4,458,750	$3,397,806
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD	$336,648	$29,413,398
TOTAL ACRES IRRIGATED	119,140	7,965,938
PERCENT OF FARMLAND IRRIGATED	36.9%	18.1%

PRODUCTION OF LEADING CROPS
5 year average - 2019-2023

	THAYER COUNTY	NEBRASKA
CORN FOR GRAIN bushels	28,731,600	1,719,112,000
SOYBEANS bushels	5,688,600	295,390,000

Source: 2022 Census of Agriculture

AVERAGE LIVESTOCK POPULATION
5 year average - 2020-2024

	THAYER COUNTY	NEBRASKA
ALL CATTLE	45,000	6,630,000

Source: National Agricultural Statistics Service

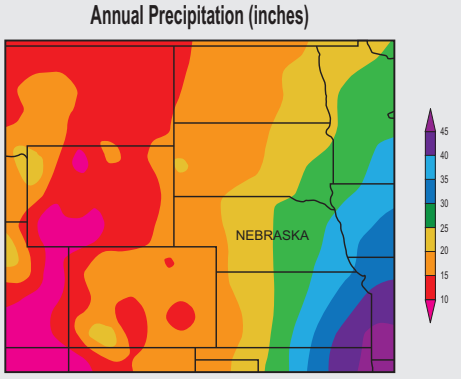
Climate

Nebraska has a continental climate, with hot summers and cold winters. Temperatures are highly variable from season to season and year to year.

Precipitation is also variable and ranges from an annual average of 15–20 inches in the west to 30–35 inches in southeast Nebraska.

The growing season in Nebraska fluctuates in length, but on average it ranges from 120 days in the extreme northwest to 170 days in the southeast.

For more information regarding Nebraska's climate, visit High Plains Climate Center, University of Nebraska-Lincoln at **www.hprcc.unl.edu.**



DESHLER, NEBRASKA

* ESTABLISHED 1887 *



Nebraska Public Power District (NPPD), Nebraska's largest electric utility, assists in economic development for the areas it serves. For more information on NPPD's economic development assistance, contact Economic Development Department, 1414 15th Street, PO Box 499, Columbus, Nebraska 68602-0499, (877) 275–6773, Ext. 5534, email: econdev@nppd.com, or visit our website at **sites.nppd.com**.

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Nebraska Public Power District

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