

Holly Hill

City, Volusia County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

Population
13,041 2025

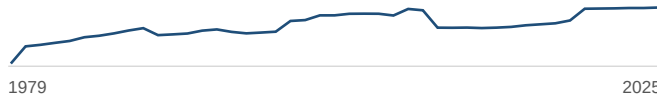
Change since the prior year
+0.3% 2024 to 2025

Change since 2020
+0.6% 2020 to 2025

Census 2020
12,958 2020

Basis of the latest figure
estimate 2025

Population, April 1: 13,041



Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Labor force

Labor force (Volusia County)
267,024 Aug 2026

Employment (Volusia County)
253,064 Aug 2026

Unemployed (Volusia County)
13,960 Aug 2026

Unemployment rate (Volusia County)
5.2% Aug 2026

Rate a year earlier
4.9% Aug 2025

Labor force, change on a year earlier
+0.4% Aug 2026

Latest month is preliminary
yes Aug 2026

Unemployment rate, not seasonally adjusted: 5.2%



County figures, no city estimate published by FloridaCommerce

Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$272.4M 12 months to 2026-03

Estimate runs to
Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
no Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$190M 2017

Retail trade (NAICS 44-45): Census sales 2022
\$256M 2022

Retail trade (NAICS 44-45): 2022 landing error
0.4% 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$14.4M 2017

Accommodation and food services (NAICS 72):
Census sales 2022
\$17.6M 2022

Accommodation and food services (NAICS 72): 2022
landing error
11.6% 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$190M	\$256M	\$257M	0.4%
Accommodation and food services (NAICS 72)	\$14.4M	\$17.6M	\$19.6M	11.6%

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Tourist tax: not shown. the county does not publish tourist tax collections by city

Business base

Licensed food service, lodging and alcohol businesses

186 Aug 2026

Food service licenses

50 Aug 2026

Lodging licenses

87 Aug 2026

Alcoholic beverage licenses

49 Aug 2026

New licenses, last 12 months

12 Aug 2026

New licenses by month: 1



Licenses are placed inside the city limits by their geocoded address.

No ZIP code has its Census internal point inside this place, so ZIP Code Business Patterns are not shown.

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months

55 Aug 2026

Change on the 12 months before

+22.2% Aug 2026

Permit valuation, last 12 months

\$6.51M Aug 2026

Units, latest month

25 Aug 2026

Single family units, last 12 months

5 Aug 2026

Units in buildings of 5 or more, last 12 months

48 Aug 2026

Units, latest annual table

44 2025

Housing units permitted by month: 25



Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value

\$1.46B 2026 preliminary

Total taxable value (non school)

\$985M 2026 preliminary

Total taxable value (school)

\$1.08B 2026 preliminary

Just value, change on the prior roll

+2.1% 2025 final roll to 2026 preliminary

Taxable value (non school), change on the prior roll

+6.0% 2025 final roll to 2026 preliminary

Total just value, prior roll

\$1.43B 2025 final roll

New construction value

\$19.9M 2026 preliminary

Parcels

6,331 2026 preliminary

Median single family just value

\$178K 2026 preliminary

Qualified sales, last 12 months

227 2025-06 to 2026-05

Median qualified sale price

\$260K 2025-06 to 2026-05

Just value, residential

\$1.06B 2026 preliminary

Just value, commercial

\$171M 2026 preliminary

Just value, industrial

\$118M 2026 preliminary

Just value, vacant

\$23.9M 2026 preliminary

Just value, institutional

\$29.8M 2026 preliminary

Just value, government

\$52.5M 2026 preliminary

Just value, other

\$717K 2026 preliminary

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	5,152	\$1.06B	\$674M	\$12.9M	6,518	+0.6%
Commercial	320	\$171M	\$163M	\$36.8K	n/a	+5.0%
Industrial	212	\$118M	\$115M	\$6.68M	n/a	+17.4%
Vacant	512	\$23.9M	\$20.6M	\$0	n/a	+6.7%
Institutional	37	\$29.8M	\$11.4M	\$0	n/a	-21.5%
Government	86	\$52.5M	\$2.06K	\$326K	n/a	+8.8%
Other	12	\$717K	\$656K	\$0	n/a	+7.0%

Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

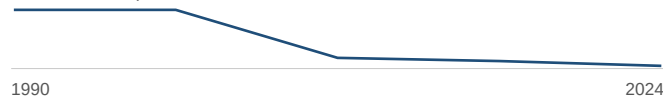
Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 78% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted, retrieved 2026-10-03

Housing

Housing units 6,943 2020 to 2024 ACS	Occupied units 5,691 2020 to 2024 ACS	Vacant units 1,252 2020 to 2024 ACS
Owner occupied households 3,016 2020-2024 5-Year	Renter occupied households 2,675 2020-2024 5-Year	Homeownership rate 53.0% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 41.2% 2025	Cost burdened renter households 57.8% 2025	Severely cost burdened renters (over 50%) 36.5% 2025
Assisted housing developments 4 Assisted Housing Inventory	Assisted units 456 Assisted Housing Inventory	Median gross rent \$1.43K 2020 to 2024 ACS
Median single family sale price \$245K 2024		

Homeownership rate: 53.0%



Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Fiscal

Half-cent sales tax, latest month \$70.1K Sep 2026	Half-cent sales tax, fiscal year to date \$785K FY2026 to 2026-09	Half-cent sales tax, last 12 months \$785K Sep 2026
Half-cent sales tax, change on the 12 months before -6.8% Sep 2026	State revenue sharing, latest month \$46.9K Sep 2026	State revenue sharing, fiscal year to date \$571K FY2026 to 2026-09
State revenue sharing, last 12 months \$571K Sep 2026	State revenue sharing, change on the 12 months before +1.1% Sep 2026	Total revenues \$39.8M FY2024
Revenues, change on the year before +16.1% FY2024	Total expenditures \$28.6M FY2024	Expenditures, change on the year before -9.4% FY2024
Revenues per resident \$3.06K FY2024	Long-term debt outstanding at year end \$3.19M FY2025	Long-term debt, change on the year before -32.4% FY2025

Half-cent sales tax distributions by month: \$70.1K



Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits (offices reporting this city) \$47.6M June 30, 2026	Change on a year earlier +12.2% June 30, 2026	Change, real +8.7% June 30, 2026
Branches 1 June 30, 2026	Institutions 1 June 30, 2026	Branches opened since the survey a year earlier 0 June 30, 2026
Branches closed since the survey a year earlier 0 June 30, 2026		

Deposits, June 30 each year: \$47.6M



Offices whose reported city is Holly Hill.

Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

Sources

University of Florida Bureau of Economic and Business Research, Florida Estimates of Population

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FDIC Summary of Deposits, Florida offices, every June 30 since 1994

<https://banks.data.fdic.gov/bankfind-suite/SOD>, retrieved 2026-10-01