

clearwater

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COMMERCIAL

The Boise Valley
Advantage

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The Boise Valley ...
**World famous for its
agriculture, the area
has an equally vibrant
environment for a
variety of industries.**

The Boise Valley is home to Idaho's capitol and serves as the center of commerce, politics, population, cultural events, and the blue field that personifies the Boise State Broncos. As a high desert community resting at the foot of the mountains, it is surrounded by thriving bedroom communities rich in their own histories and economies, bringing the metro area population to approximately 801,470. Experts estimate the MSA population will exceed 854,859 by 2028.

Although Idaho is world famous for its agriculture, it has an equally vibrant economic environment for high-tech, healthcare, education, transportation, service, tourism, and retail industries. Many nationally and globally recognized corporations have a home in the valley, including Micron Technology, Hewlett Packard, Amazon, Albertsons, J.R. Simplot Company, MotivePower, Materne, LambWeston, and many others.

Forbes consistently ranks the Boise Valley as one of the top places in the country to not only do business, but also for raising a family, entertainment, recreation and its high quality of life.

Top Employers

St. Luke's Health System	5,000 +
Micron Technology, Inc.	5,000 +
Saint Alphonsus Health System	5,000 +
Amazon	5,000 +
Boise State University	5,000 +
West Ada School District	2,500 - 4,999
Albertson's	2,500 - 4,999
Walmart	2,500 - 4,999
Boise School District	2,500 - 4,999
J.R. Simplot Company	1,000 - 2,499

Source: 2023 Idaho Dept of Labor

\$513,100

Ada County Median:
Home Value (IMLS Jan 2024)

3.1%

Boise MSA:
Unemployment Rate (Dec 2023)

\$123,890

Ada County Average:
Household Income (Regis 2024)

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The Boise Valley
**Boise Ranked #3 Best
Performing Large City
Economy by Milken
Institute.**

801,470

Population:
Metro Area (2023)

#6

Best Large City to Start a
Business:
Boise
(WalletHub, 2023)

#5

Top Emerging Industrial
Markets:
Boise
(Commercial Edge, 2022)

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The Boise Valley
**Serves as the center of
commerce, politics, and
cultural events for the
region.**

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The Boise Valley
**A centrally positioned
destination location
for industry and talent
relocation.**

26

Nonstop Destinations:
Boise Airport (2024)

4.8

 MILLION

Travelers per year:
Boise Airport (2023)

22

 MINUTES

Average commute time:
Boise Valley (BVEP, 2023)

237,757

Population:
Boise (2023)

#1 & #4

Best Run Cities in America:
Nampa & Boise
(WalletHub 2023)

#12

Best Place to Live in the US
Boise (US News 2023)

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The Boise Valley
**Includes several of
Idaho's most highly
populated cities.**

The Boise Valley
**83% of the Boise Metro
population is under the
age of 65.**

\$25.45

Metro Avg. Hourly Wage:
Business climate (2022)

53%

+\$75K Household Income:
Income Distribution (Boise, 2023)

67%

White Collar Workers
Employee profile (REGIS, 2023)