

clearwater

**TOK**

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 845,864. Experts estimate the MSA population will exceed 1,075,000 by 2050.

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	16,000 +
Walmart	9,000 +
Saint Alphonsus Health System	6,000 +
Albertson's	5,500 +
Micron Technology, Inc.	5,500 +
Boise State University	5,000 +
Amazon	5,000 +
West Ada School District	4,500 +
Boise School District	3,000 +
J.R. Simplot Company	3,000 +

Source: 2024 Idaho Dept of Labor



**\$540,000**

Ada County Median:  
**Home Value** (IMLS Dec 2024)

**3.6%**

Boise MSA:  
**Unemployment Rate** (Dec 2024)

**\$128,006**

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.**



# 845,864

Population:  
**Metro Area** (2024)

# #6

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

# #3

Best Performing City:  
**Boise**  
(Milken Institute, 2024)

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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.**

# 27

Nonstop Destinations:  
**Boise Airport** (2025)

# 4.9

 MILLION

Travelers per year:  
**Boise Airport** (2024)

# 18

 MINUTES

Average commute time:  
**Boise Valley** (BVEP, 2024)



# 241,924

Population:  
**Boise** (2024)

# #1 & #3

Best Run Cities in America:  
**Nampa & Boise**  
(WalletHub 2024)

# #3 & #5

Best Place to Live Out West:  
**Meridian & Boise**  
(Livability 2024)

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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.**

**\$28.07**

Metro Avg. Hourly Wage:  
**Business climate** (2023)

**55%**

+\$75K Household Income:  
**Income Distribution** (Boise, 2024)

**70%**

White Collar Workers  
**Employee profile** (REGIS, 2024)