



BOISE VALLEY

ECONOMIC PARTNERSHIP

REGIONAL OVERVIEW



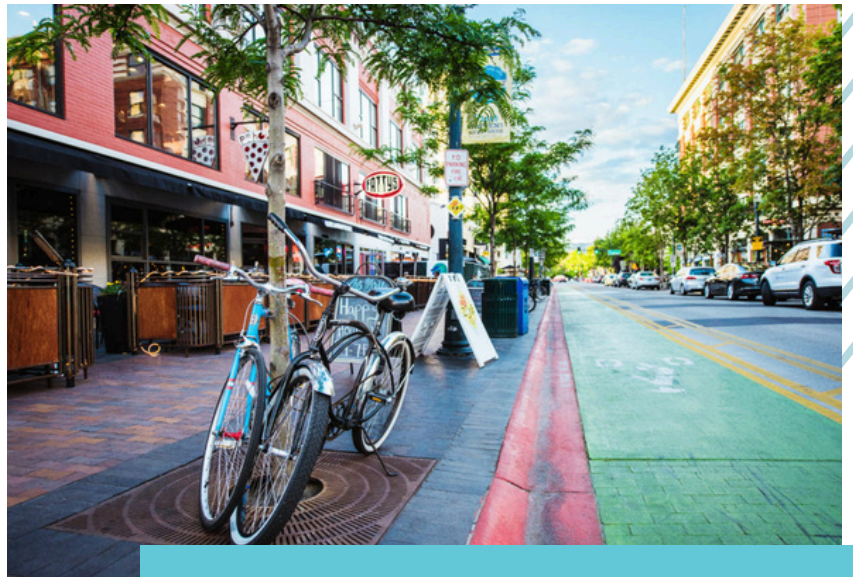
THE BOISE VALLEY

Big ideas grow here as evidenced by a legacy of great American business stories from Albertsons grocery stores to the J.R. Simplot Company to Micron Technology.

What's more, the Boise Valley hasn't rested on its laurels, satisfied with the successes of the past. It consistently ranks among the top 10 locations for business and family in the U.S. by the Wall Street Journal, Kiplinger's and Forbes, among others.

The Boise Valley is an ideal setting for companies looking for an affordable, pro-business environment and a superior quality of life for employees and prospective employees.

It truly stands out from the other mid-sized metros. Take a minute to walk through the downtown and experience the big city feel and small town friendliness. Become immersed in the local adventure opportunities. It's obvious that the Boise Valley is one-of-a-kind.



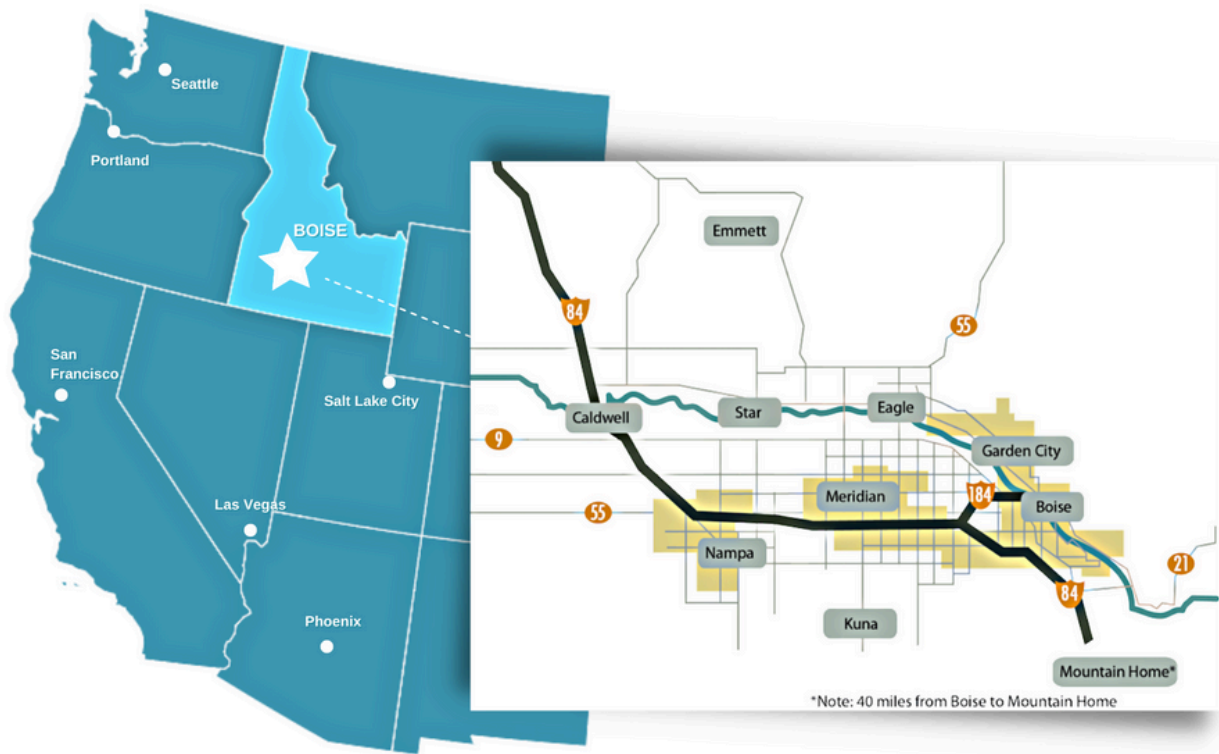
“

As we were walking downtown and interacting with people, we had the opportunity to meet with a lot of the business leaders in the community. I was surprised at how close those networks were. You could tell as a business community they really work together to help each other be successful.

One of the reasons we chose Boise is that it is the right size for us. It needed to be large enough that it could support a good sized facility and organization, but we didn't want it to be so large that we would get lost.

”

-Mark Kinsey, Senior Vice President of Operations, Paylocity



WHERE WE ARE

The Boise Valley is located in the Mountain Time Zone and Southwestern Idaho, providing easy non-stop access to all major cities on the West Coast, the Pacific Northwest and Intermountain West. The Boise Metro is home to over 80,000 people and has a labor force of 400,000+ within a 45-minute drive of Boise. The average commute time is 22 minutes.

COMMUTING

The major interstate serving the Boise Valley is I-84, running through the metro area's major cities Boise, Meridian, Nampa and Caldwell, and I-184 branches toward the northeast into downtown Boise. Daily commutes are easy for the Boise Valley's population with federal highways 20, 26, and 30 and state highways 21, 44 and 55 providing access to communities across the Valley. Valley Regional Transit offers public transportation options throughout the Boise Valley.

LOGISTICS

There are 50 motor freight companies serving the Boise Valley, traveling 5 interstates, 20 U.S. highways, and 30 state highways. More than 1,600 miles of rail line through Union Pacific and Burlington Northern Santa Fe provide connection points to Canada, Mexico and the U.S. These rail lines are aided by the State's regional line and six short line railroads. Annually, the rail system transports over 11 million tons of freight.

BOISE AIR SERVICE	
ATLANTA, GA	4 hrs 2 mins
BOZEMAN, MT	3 hrs 36 mins
BURBANK, CA	2 hrs 10 mins
CHICAGO, IL	3 hrs 19 mins
DALLAS, TX	3 hrs 5 mins
DENVER, CO	1 hr 45 mins
LAS VEGAS NV	1 hr 45 mins
LONG BEACH	2 hrs 10 mins
LOS ANGELES, CA	2 hrs 47 mins
MINNEAPOLIS, MN	1 hr 40 mins
OAKLAND, CA	2 hr 12 mins
ORANGE COUNTY	2 hr 5 mins
PALM SPRINGS, CA	1 hr 54 mins
PHOENIX, AZ	1 hr 54 mins
PORTLAND, OR	1 hr 10 mins
MOSCOW, ID	1 hr 5 mins
SACRAMENTO, CA	1 hr 36 mins
SALT LAKE CITY, UT	1 hr 2 mins
SAN DIEGO, CA	2 hrs 0 mins
SAN FRANCISCO, CA	1 hr 48 mins
SAN JOSE, CA	1 hr 55 mins
SEATTLE, WA	1 hr 20 mins
SONOMA COUNTY	1 hr 45 mins
SPOKANE, WA	59 mins

BOISE MSA SNAPSHOT



METRO BREAKDOWN

The **Boise Metro** has seen **significant population growth** over the last decade and projected to surpass 1,000,000 by 2032. Additionally, the age breakdown of the Boise Metro continues to **skew younger** than the population of the United States with about two-thirds of the population under the age of 50.



POPULATION
824,657

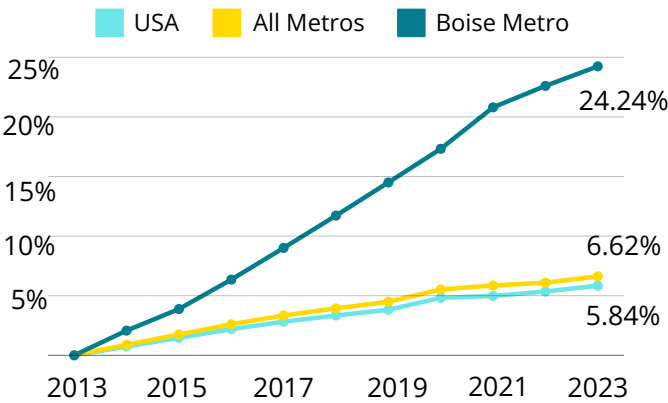


LABOR FORCE
431,739

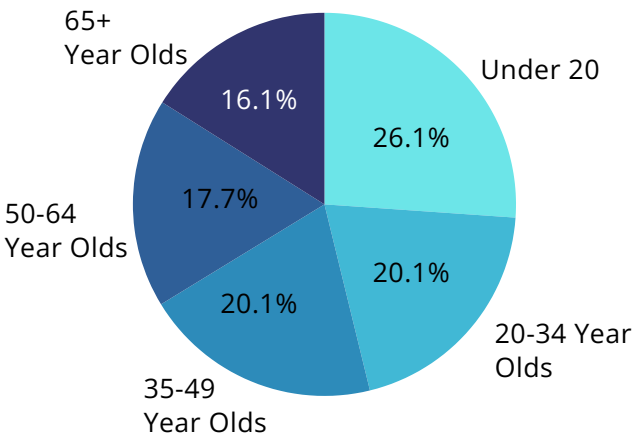


MEDIAN AGE
37.9

**Metro Area Growth
2013-2023**

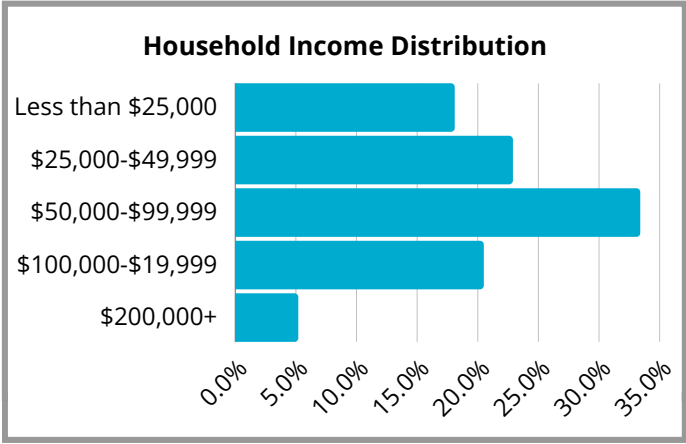
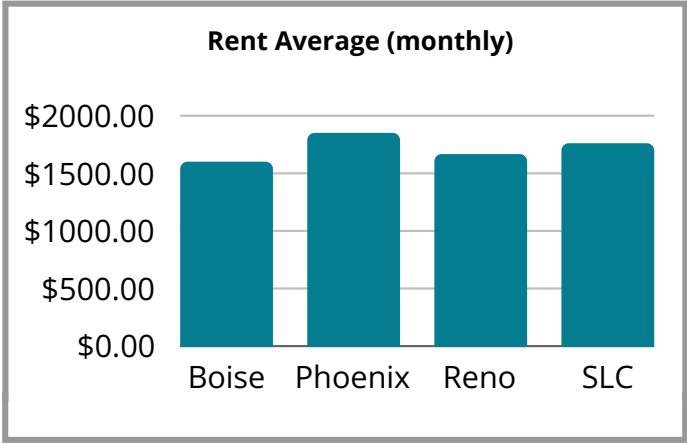
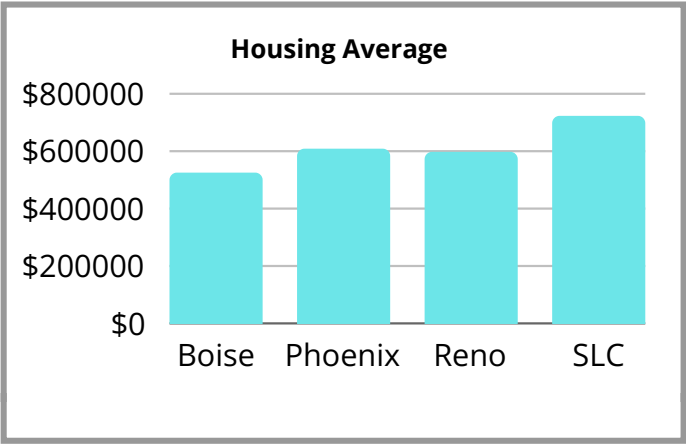


**Current Population
Age Breakdown 2023**



Source: 2020 U.S. Census Bureau, decennial redistricting data
5-Year Estimate American Community Survey 2018-2022 County to County Flow
U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates

COST OF LIVING



Composite Index Score

Boise	Phoenix	Reno	SLC
103.2	107.3	105.4	109.5

MEDIAN SALES PRICE



Existing Home Price
Ada County: \$540,000
Canyon County: \$413,250



New Construction
Ada County: \$549,800
Canyon County: \$429,990



Sources:
Cost of Living Index conducted by C2ER, Council for Community and Economic Research, Cost of Living data reflects Q2 2024
MLS July 2024

Footnotes:
*Average housing prices are based on a single-family home newly built and not previously occupied with 4 bedrooms and 2 full baths with approximate size of 2,400 SF on an 8,000 SF lot.
*Apartment rents are based on a unit that is 950SF - 1,050 SF in size with two bedrooms and 1.5 or 2 baths.
*The cost of living is expressed as a composite index score, based on six weighted categories: housing, utilities, groceries, transportation, health care and miscellaneous goods or services. A composite score of 100 is the national average, and any score higher than 100 is above average.

PEOPLE, PLACE, AND POTENTIAL

The Boise Valley offers both enviable access to amazing recreational amenities and quality entertainment for all ages.



RIDGE TO RIVERS TRAIL SYSTEM

Over 190 miles of hiking and single track trails



BOISE GREENBELT

25 miles of paths linking 850 acres of parks



FESTIVALS & EVENTS

Downtown Boise plays host to over 100 annual festivals and large scale events



BOISE WHITEWATER PARK

A whitewater playground in the center of downtown providing surf for kayakers and paddle boarders



BOGUS BASIN

16 miles North of Downtown Boise with 2,600 acres of skiable terrain



BOISE RIVER

Fish for trout and steelhead on your lunch break



BREWERIES

Over 29 craft breweries in the greater Boise area



MUSEUMS & ATTRACTIONS

Over 15 museums and attractions in greater Boise



UNPARALLELED ACCESS TO OUTDOOR RECREATION

Within a 45-minute drive of downtown Boise, you can experience a plethora of outdoor activities: from floating the Payette and Boise River systems, skiing at Bogus Basin, climbing over 500 routes at two climbing areas, to mountain biking on extensive single-track trails spanning 4 systems.

You can also enjoy water sports on Lucky Peak or Arrow Rock Reservoirs, go hunting, backpacking, or even tackle an ultramarathon. There is truly something for everyone.

A GROWING AND SPIRITED ARTS AND MUSIC COMMUNITY

Located just off the Boise Greenbelt and within Julia Davis Park is the Anne Frank Human Rights Memorial. Venture into downtown Boise to visit the Basque Museum and Cultural Center, Swell Artist Collective and Freak Alley Gallery.

With an abundance of festivals and events happening year-round, locals and visitors enjoy coming together and celebrating the many things that make the Boise Metro such a great place to live.

A WEALTH OF CULTURAL, SPIRITUAL AND ETHNIC DIVERSITY

The Boise Metro is proud to actively promote and foster a spirit of inclusion that embraces the diversity found in the valley. From cultural events such as the Soul Food Extravaganza to the San Inazio Festival or Deli Days, to ongoing activities and programs at the Black History Museum and the Idaho Hispanic Community Center, the Boise Metro embraces and celebrates our residents' diversity year-round.

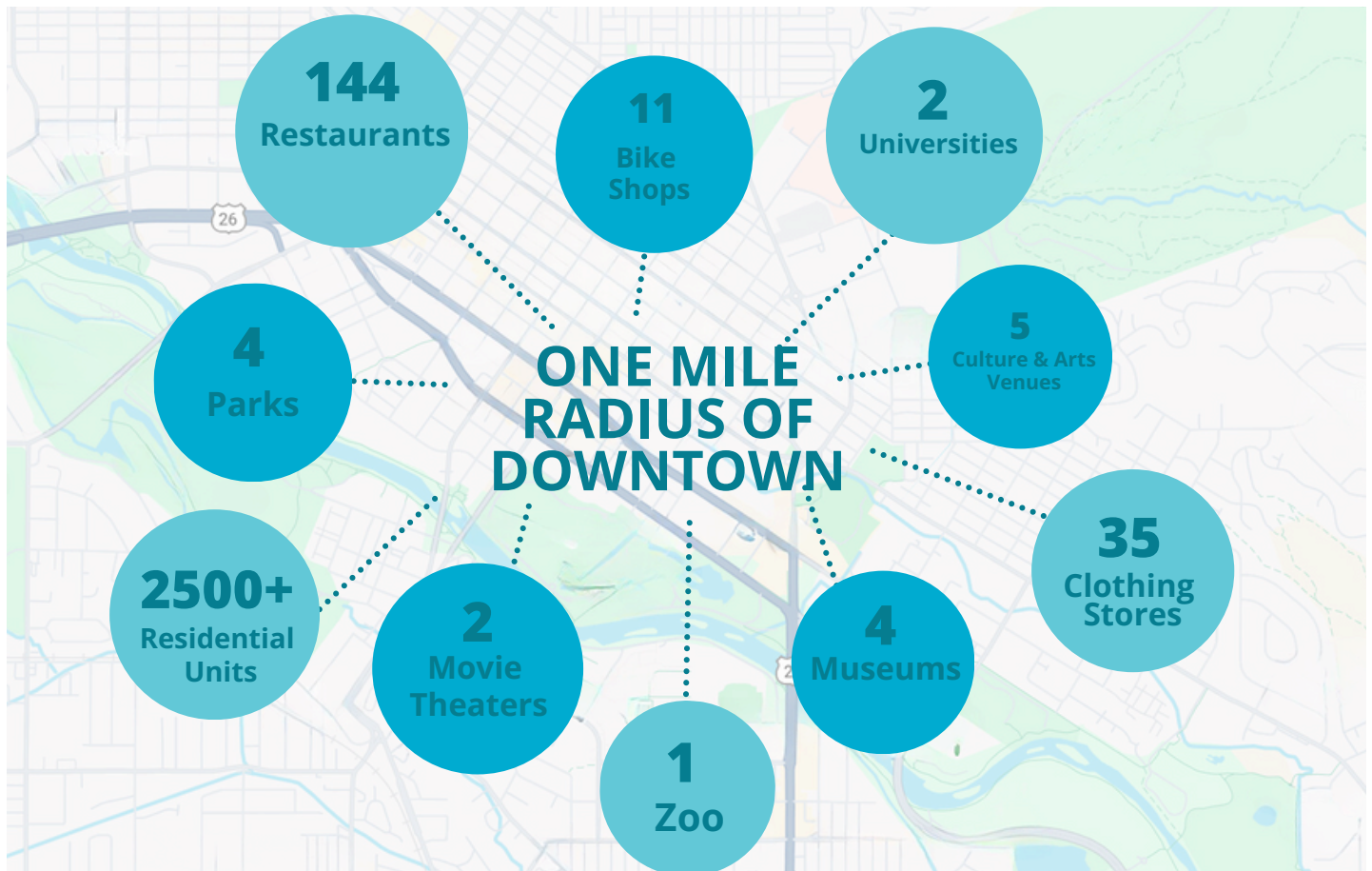
Boise is home to the largest concentration of Basque Americans in the United States and holds the largest Basque festival in the world – Jaialdi – every 5 years. Boise is also an active refugee resettlement community.

ONE MILE LIFESTYLE



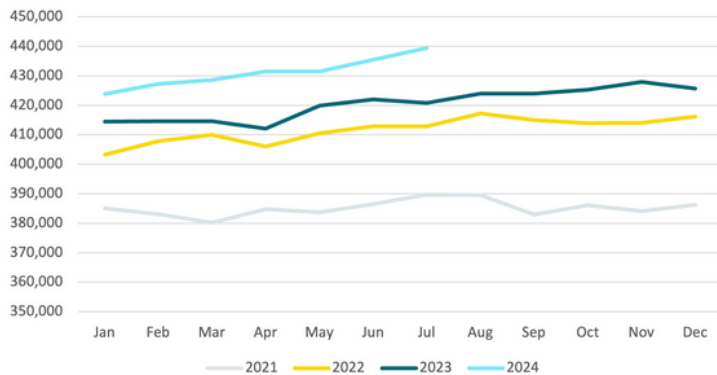
TRUST US, THE WALK IS WORTH IT

Once you get here we encourage you to walk (or bike) a mile in our shoes. Where else can you go from fly fishing, to mountain biking trails, to the Capital, to a University, and to the center of business within a mile?

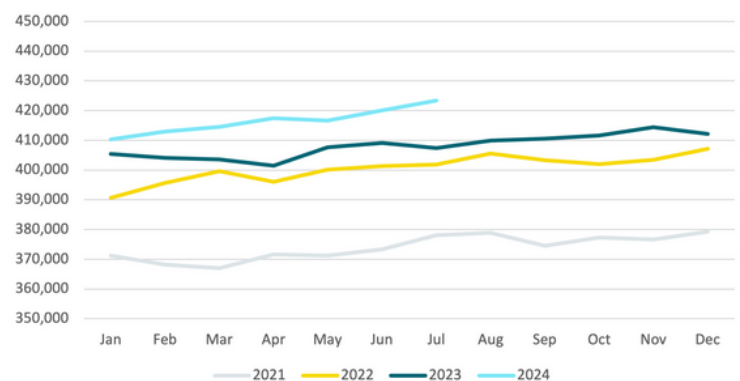


WORKFORCE

Labor Force- Boise MSA



Total Employed- Boise MSA



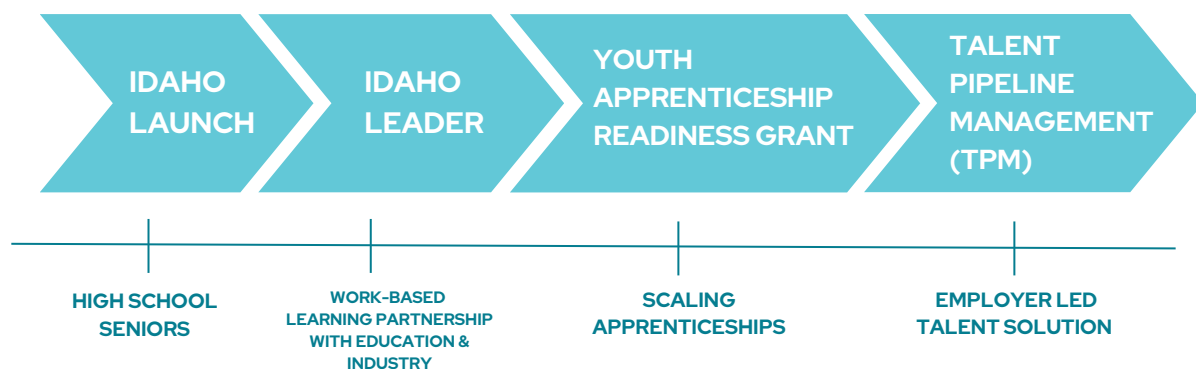
Occupation Description	2023 Boise Jobs	% Change 2020-2023	2023 Median Wages
Business & Financial Operations	24,752	23%	\$31.62
Construction & Extraction	28,653	15%	\$21.64
Educational Instruction & Library	20,926	10%	\$21.58
Food Preparation & Serving Related	34,314	26%	\$13.13
Healthcare Practitioners & Technical	21,956	10%	\$36.29
Management	33,942	27%	\$34.32
Office & Administrative Support	52,830	5%	\$18.47
Production	24,255	11%	\$18.63
Sales & Related	35,737	6%	\$16.98
Transportation & Material Moving	35,556	25%	\$18.43

LARGEST EMPLOYERS

- St. Luke's Health Systems
- Saint Alphonsus Health System
- Micron
- Albertsons
- Amazon
- Wells Fargo
- YMCA
- IDA Corp (Idaho Power)
- Blue Cross of Idaho
- Plexus
- J.R. Simplot Company
- Winco
- Jacksons Food Stores
- HP, Inc.

Data was evaluated over the top ten largest occupations in Boise across all industries.

IDAHO WORKFORCE DEVELOPMENT COUNCIL



EDUCATION

BOISE STATE UNIVERSITY

Boise State University is the largest University in Idaho. With 790 full-time faculty members, more than 25,000 students, and a choice of over 200 degrees and certificate programs, Boise State is more than just the Bronco Nation.



COLLEGE OF WESTERN IDAHO

College of Western Idaho (CWI) is one of the fastest growing community colleges in the nation. Since its first offering of classes in January 2007, enrollment at CWI has grown to service more than 30,000 students a year.



THE BOISE METRO IS TOP IN RETAINING TALENT

67% of undergraduates from Boise State are employed in Idaho within 6 months of graduation

88% of students from CWI were positively placed locally following completion.

College/ University	Estimated Enrollment	Type of Program
College of Western Idaho	31,350	2-year community college: Works closely with companies to create custom training programs
Boise State University	26,272	4-year: 7 colleges with nearly 200 degrees/certificate programs
Northwest Nazarene University	2,013	4-year: 60 areas of study, 19 masters degrees, also serves 7,500 continuing education students
Treasure Valley Community College	300	2 Year Community College - Main campus is located in Oregon
College of Idaho	1,073	4-year: Idaho's oldest private college with 26 majors
University of Idaho, Boise Campus	305	4-year: Main campus in Moscow, ID. Boise campus offers 60 different degrees. Many U of I grads move to Boise
Idaho State University, Meridian Campus	1,000	4-year: Main campus in Pocatello, ID with more than 250 programs and 12,805 students. Meridian campus offers 20 graduate and undergraduate programs

Source: Boise State University Facts and Figures; CWI Facts at a Glance; National Center for Education Statistics

INDUSTRY

TARGET INDUSTRIES

FOOD
PROCESSING &
AGRI-BUSINESS

TECHNOLOGY

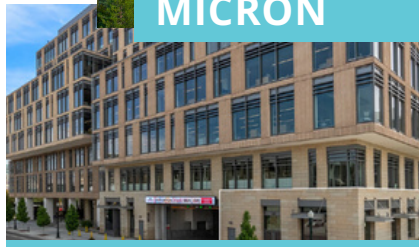
MANUFACTURING

PROFESSIONAL
SERVICES

HOME GROWN



MICRON



SIMPLOT



CLEARWATER

NEW TO MARKET



META



STOW COMPANY



BLACK MARKET GELATO

ENGINEERING, LEGAL & ARCHITECTURE SERVICES

- Jacobs Engineering
- Power Engineers
- J-U-B Engineers
- Givens Pursely LLP
- Hawley Troxell
- Perkins Coie, LLP
- Stoel Rives, LLP
- Eide Bailey LLP
- Paradigm of Idaho
- CSHQA
- HDR, Inc
- Terracon Consultants

CUSTOMER SUPPORT CENTERS

- Wells Fargo, N.A.
- DirecTV
- Alaska Airlines
- CenturyLink
- T-Mobile U.S.A., Inc.
- EDS, an HP Company
- Citi Card
- Intermountain Gas Company

IDAHO INCENTIVES & TAX OVERVIEW

TAX REIMBURSEMENT INCENTIVE (TRI)

- Up to 30% reimbursement on sales, payroll, and corporate income taxes
- Must create at least 50 jobs in urban area, or 20 in rural area
- Wages must be above county wages
 - Ada County - \$64,057
 - Canyon County - \$47,703
- Company must prove the incentive is a critical factor to its decision

IDAHO BUSINESS ADVANTAGE

- Requirements
 - Invest at least \$500,000 in new facilities
 - Create at least 10 new jobs
 - Wages above \$40,000 annually
- Benefits
 - Enhanced investment tax credit 3.75% on new depreciable, tangible, personal property placed in Idaho during project period
 - Real property improvement tax credit of 2.5% on new plant, buildings & structural components that do not qualify for the investment tax credit
 - Sales and use tax rebate of 25% on all sales and use tax that the tax payer or contractor actually paid for any property constructed
 - A new jobs tax credit from \$1500-\$3000 for new jobs paying \$24.04/hr
 - Local county commissions can exempt all or part of the new investment value from property taxes for a determined period of time

3% INVESTMENT TAX CREDIT

- 3% investment tax credit on all new tangible personal property (machinery and equipment)
- Carryover of 14 years, or a two-year exemption from all taxes on personal property on the qualified investment (can offset up to 50% of income tax liability)

IDAHO SEMICONDUCTORS FOR AMERICA ACT

- Provides qualifying Idaho semiconductor companies with a sales and use tax exemption on the purchase of qualifying construction and building materials

SALES & USE TAX 6.0%

CORPORATE INCOME TAX 5.8%

PERSONAL INCOME TAX 5.8%

PROPERTY TAX EXEMPTION

First \$250,000 of personal property is exempt from taxation

MINIMUM WAGE \$7.25

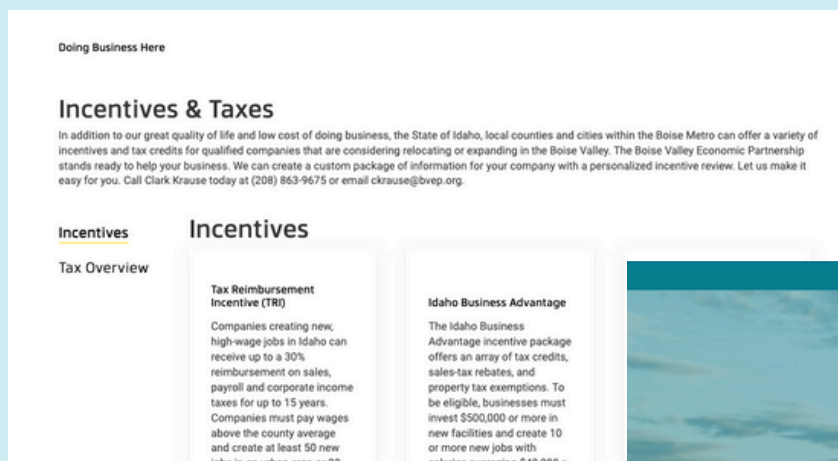
UNION MEMBERSHIP 4.7%

IDAHO IS A
RIGHT TO WORK STATE

SCAN FOR
MORE INFO



Resources

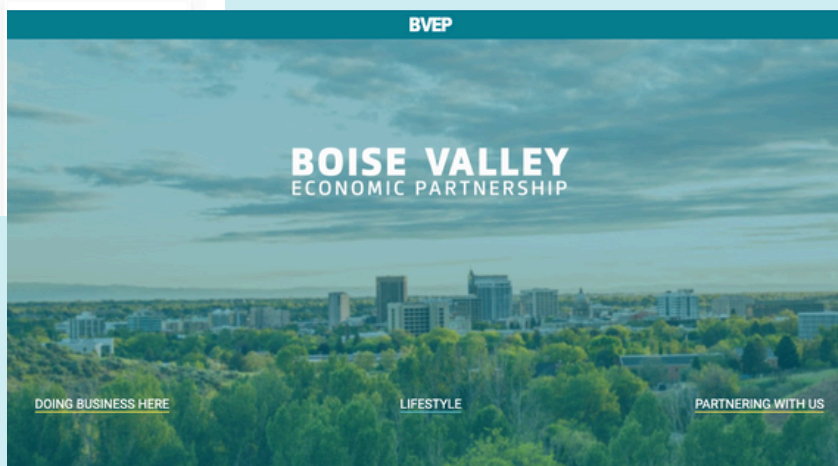


[BVEP.ORG](https://bvep.org)

[YouTube BVEP](#)

[LinkedIn BoiseValleyEconomicPartnership](#)

[Facebook Boise Valley Economic Partnership](#)



Our Team



CLARK KRAUSE
Executive Director



BETH INECK
Director of Economic
Development



SIERRA WHITE
Director of Strategic
Initiatives & Partnerships

National Accolades

#2 Best U.S. City to Live

U.S. News, May 2024

#7 Most Cutting-Edge Midsize Cities

Wall Street Journal, October 2023

Best Mid-Size Cities in the United States

CNN, September 2023

#3 Best Performing Cities

Milken Institute, February 2024

Best Run City in America (Nampa #1, Boise #4)

WalletHub June 2023

#6 Best Large Cities to Start a Business

WalletHub, April 2023