

Snake River Economic Development Alliance



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*SREDA is an investor supported, public-private
nonprofit partnership that focuses on market-
ing the Western Treasure Valley as a region.
SREDA's goals include recruiting new invest-
ments and jobs into the region and assist exist-
ing businesses to grow and be successful.*

ANNUAL REPORT 2023



Economy Overview

71,097

Population (2022)

Population grew by 7,375 over the last 5 years and is projected to grow by 9,704 over the next 5 years.

26,007

Total Regional Employment

Jobs grew by 526 over the last 5 years and are projected to grow by 1,939 over the next 5 years.

\$55.2K

Avg. Earnings Per Job (2022)

Regional average earnings per job are \$25.6K below the national average earnings of \$80.8K per job.

Takeaways

- As of 2022 the region's population increased by 11.6% since 2017, growing by 7,375. Population is expected to increase by 13.6% between 2022 and 2027, adding 9,704.
- From 2017 to 2022, jobs increased by 2.1% in 3 Counties from 25,481 to 26,007. This change fell short of the national growth rate of 3.8% by 1.7%. As the number of jobs increased, the labor force participation rate decreased from 61.4% to 57.4% between 2017 and 2022.
- Concerning educational attainment, 11.5% of the selected regions' residents possess a Bachelor's Degree (9.3% below the national average), and 10.2% hold an Associate's Degree (1.3% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2023)	Labor Force (May 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	73,092	29,779	26,007	102.7	\$2.76B	\$4.80B	\$4.86B

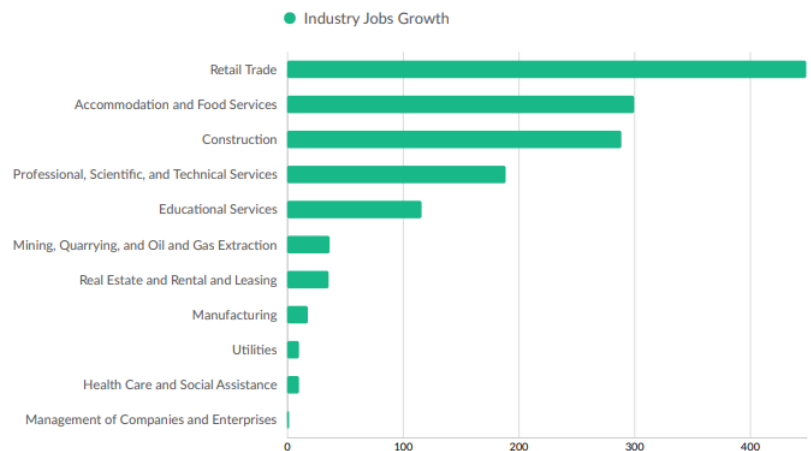
*Statistics pulled from EMSI report for Malheur County, Payette County & Washington County region. November 2023.

Marketing the Western Treasure Valley

- * Malheur County, Oregon
- * Payette & Washington Counties, Idaho



Top Growing Industries



*Statistics pulled from EMSI report for Malheur County, Payette County & Washington County region. November 2023.

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Fruitland Chamber of Commerce
Nyssa Chamber of Commerce
Ontario Area Chamber of Commerce
Payette Chamber of Commerce
Vale Chamber of Commerce
Weiser Chamber of Commerce

Public Members:

Payette County
Malheur County
Washington County
City of Fruitland
City of New Plymouth
City of Ontario
City of Payette
City of Vale
City of Weiser
Idaho Department of Commerce
Business Oregon



*"There is immense power when a group of people
with similar interests gets together to work toward the same goals."*

-Idowu Koyenikan

