

2025 PRINEVILLE ECONOMIC PROFILE

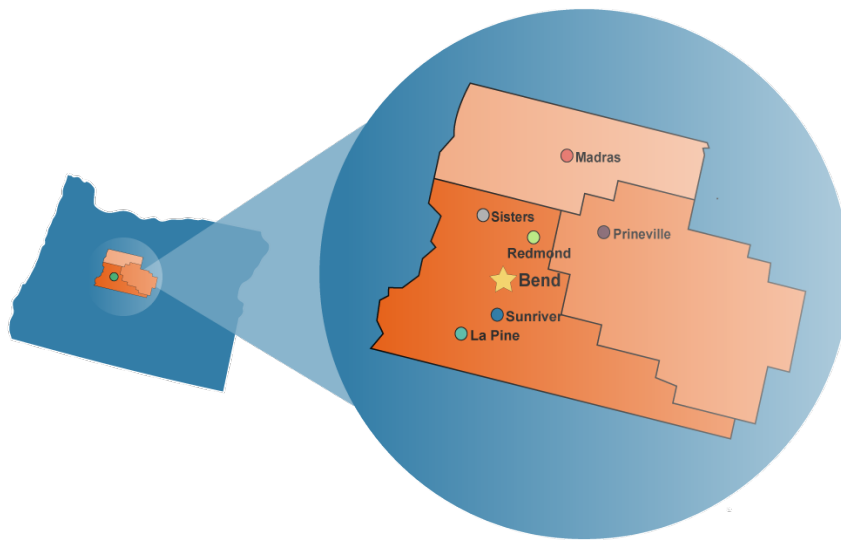
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PRINEVILLE OVERVIEW

Prineville, Oregon is quickly emerging as a dynamic hub in Central Oregon, attracting attention for its blend of small-town charm and forward-looking growth. Nestled in a scenic high desert valley, Prineville offers access to abundant outdoor recreation, including hiking, biking, fishing, and camping, making it an attractive destination for families, adventure seekers and remote workers alike.

Long known for its roots in timber and agriculture, Prineville has evolved into a modern economic engine powered by data centers, advanced manufacturing and logistics. Home to major facilities for Meta and Apple, Prineville plays a pivotal role in the digital economy while maintaining its strong sense of community and heritage. Its strategic location, access to affordable land, and pro-business climate have made it one of Oregon's fastest-growing communities for industrial development.

Whether you're a business owner, investor, or outdoor enthusiast, Prineville offers a rare mix of opportunity, livability and natural beauty that makes it more than just a place to visit—it's a place to build a future.



ECONOMIC DIVERSITY

As part of the Central Oregon region ranked #4 on the Milken Institute's 2025 Best Performing Small Cities Report, Prineville benefits from regional momentum while carving out a unique identity. Crook County has experienced significant growth, with the population increasing by approximately 9% and the workforce by 12%. Prineville was ranked the 9th Most Dynamic Micropolitan by Heartland Forward out of 536 U.S. cities based on economic performance indicators. Even more remarkably, Crook County wages have surged, achieving the highest growth rate in the state with an astonishing increase

of over 80% in the past five years, as reported by the U.S. Census Bureau.

The city supports a growing entrepreneurial scene, aided by efforts from EDCO and local leadership to foster business development and workforce training. With infrastructure investments and a spirit of innovation, Prineville is well-positioned for continued expansion in natural products, building products, high-technology, renewable energy, aviation/aerospace, and advanced manufacturing.

COMMUNITY & BUSINESS ASSETS

EDUCATION

Prineville enjoys the advantage of being close to a robust and growing education sector, featuring institutions such as Oregon State University-Cascades and Central Oregon Community College, which has a campus right in Prineville. Crook County School District currently offers nine Career Technical Education (CTE) pathways, including Agriculture Science, Business, Culinary Arts, Construction, Graphic Design/Media, Health Science, Manufacturing, Natural Resources, and Robotics/Computer Science. The mission in offering CTE programs is for students to pursue career pathways in high-demand, high-skill, high-wage jobs. The presence of internship programs and strong industry partnerships enhances the local talent pipeline, providing businesses with access to highly skilled professionals.



GEOGRAPHIC ACCESSIBILITY

An expanding regional airport provides convenient daily direct flights to 12 destinations, enhancing connectivity for both business and leisure travelers. To meet the region's rising demand, the Redmond Municipal Airport is set to begin a major terminal expansion in the summer of 2025.

Prineville's location near the intersection of key state highways allows for easy and scenic drives to the Willamette Valley, the Oregon Coast, Portland, Boise and Seattle.

QUALITY OF LIFE

Beyond its affordability and business-friendly atmosphere, Prineville offers a wealth of outdoor amenities that make it an attractive place to live and work. Through the newly launched 'Explore Prineville' initiative by the Prineville-Crook County Chamber of Commerce, the city is inviting visitors to discover rural outdoor adventures and immerse themselves in authentic cultural experiences.

The award-winning Brasada Ranch ranks as one of Oregon's top tourism draws. The Prineville Reservoir, Oregon's first International Dark Sky Association Park, is perfect for boating, fishing, and stargazing. Meanwhile, the Crooked River is ideal for fishing and kayaking, and Ochoco National Forest boasts hiking and mountain biking trails.

Population: 26,366

(2024 estimates from [PSU Population Research Center](#))

Regional Labor Force: 135,838

(2024 estimates from [Oregon Prospector](#))

Median Household Income: \$77,182

(2024 estimates from [Oregon Prospector](#))

RESOURCES

- [Carl Riccadonna, Oregon Office of Economic Analysis](#)
- [Beacon Appraisal Group, Beacon Report and Market Overview](#)
- [Compass Points Commercial and Industrial Market Report](#)
- [Central Oregon Economic Indicators \(OED\)](#)
- [Statewide Economic Data](#)
- [Redmond Airport Flight Statistics](#)
- [City of Prineville Permit Center Portal](#)
- [Crook County Permits](#)

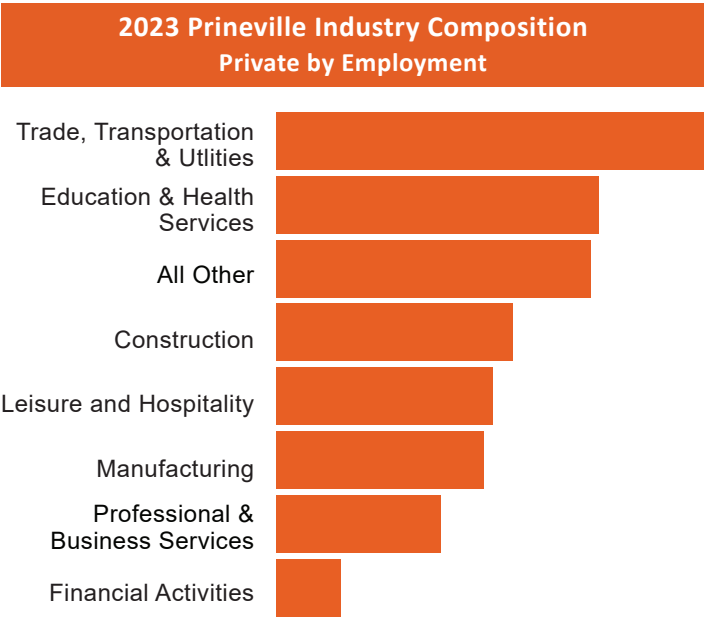
Central Oregon (Crook, Deschutes, and Jefferson counties) stands out as the region's employment powerhouse, driving most of the employment growth seen in the East Cascades. The sub-region is projected to grow the fastest, with an 8.6% increase that will add nearly 9,900 new nonfarm jobs by 2033.

[- 2023-2033 Industry Projections in the East Cascades.](#)
[Oregon Employment Department](#)

AWARDS AND ACCOLADES



TOP EMPLOYERS



Source: Oregon Employment Department Geocoded 2023 QCEW

The Bend-Redmond MSA's robust labor market is a key factor in its continued success, with five-year job growth ranking 14th and five-year wage growth placing fifth among small cities.

Rank		2025 Crook County Largest Employers (Private and Public)	Employees	
2025	2024		2025	2024
1	1	Meta Platforms - Facebook Data Center	600	600
2	2	Crook County School District	556	556
3	3	Les Schwab	458	464
4	4	Brasada Ranch	280	280
5	5	Endura Products (Masonite International)	241	241
6	7	St. Charles Health System	236	226
7	6	Crook County	229	233
8	8	Ochoco National Forest	141	175
9	11	City of Prineville	107	97
10	10	Western Heavy Haul & SMAF Construction	97	120
11	13	Fontana Wood Products	65	68
12	12	McDonald's	64	80
13	15	Erickson's Thriftway	62	53
T-14	14	Bright Wood Corporation	46	53
T-14	16	Ray's Food Place	46	49
16	T-18	Grocery Outlet	44	39
17	T-24	Mosaic Medical	42	30
18	T-18	Bi-Mart	38	39
T-19	T-20	Buckstop Truckware	35	38
T-19	T-22	Prineville Senior Living (Regency)	35	35
T-19	T-22	Dayspring Hardwood & Moulding	35	35

NL = Not Listed | T = Tied

ECONOMIC FOUNDATION

