

2025 JEFFERSON COUNTY ECONOMIC PROFILE



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JEFFERSON COUNTY OVERVIEW

Jefferson County is increasingly recognized as a key contributor to Central Oregon's economy. As part of the Bend Redmond metropolitan area, the county is anchored by its seat in Madras, which offers exceptional growth potential thanks to its strategic location, ample industrial land, and strong infrastructure. The Madras Municipal Airport and its adjacent industrial park support major employers such as Erickson Aero Tanker and Daimler Trucks North America. Just 40 minutes away, Redmond Municipal Airport enhances regional connectivity with direct flights to 13 major destinations.

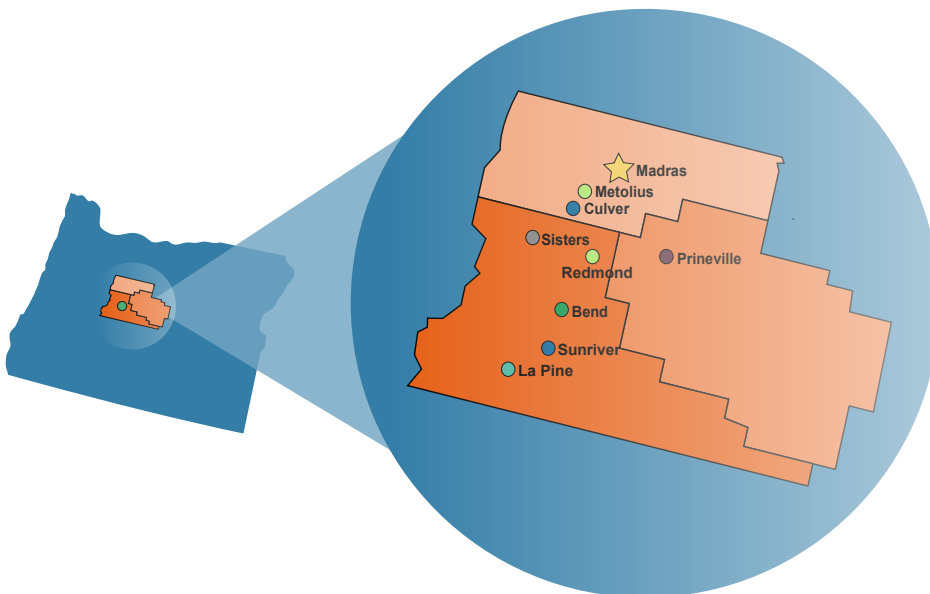
The county's natural beauty, including the Cascade Mountains, Lake Billy Chinook, and the Crooked River Gorge, and the communities of Crooked River Ranch and Camp Sherman, attracts both visitors and new residents. These destinations support a robust hospitality and recreation sector, with popular activities such as hiking, boating, and fishing.

Agriculture remains a cornerstone of Jefferson County's economy, supported by a favorable climate and irrigation from the Deschutes River. Alongside traditional farming, sectors such as aerospace, advanced manufacturing, and value-added food production are experiencing steady growth, helping to diversify the local economy.

Jefferson County is also home to the Confederated Tribes of Warm Springs, whose reservation spans more than 1,000 square miles in the western portion of the county. The Tribes contribute significantly to the region's cultural richness, economy, and natural resource stewardship, and are vital partners in the county's long-term development.

The communities of Culver and Metolius further enrich the region. Culver is a family-friendly city known for its excellent schools, parks, and community amenities, making it an attractive place to live and raise a family. Metolius offers a rich history and a strong sense of community, with a welcoming, small-town atmosphere that reflects the county's deep-rooted values.

Together, Madras, Culver, Metolius, and Warm Springs make Jefferson County a dynamic and welcoming place to live, work, and invest at the gateway to Central Oregon.



COMMUNITY & BUSINESS ASSETS

Recent investments in education and family support are strengthening Jefferson County's foundation for long-term growth. The expansion of Central Oregon Community College's (COCC) Madras campus is scheduled for completion by winter term 2026, increasing access to higher education and workforce training for local residents. As part of its broader community support efforts, COCC has also added more childcare slots, helping meet the needs of working families. Both Madras High School and Culver High School offer Career and Technical Education (CTE) programs, preparing students for careers in skilled trades and high-demand industries.

Housing across Jefferson County remains attainable and diverse, with options available for a range of income levels. Home values are significantly more affordable than in neighboring Deschutes County. Communities such as Madras, Culver and Metolius are seeing increased residential development, including preplanned subdivisions and new housing inventory that support the county's steady growth.

With available land, low barriers to entry, and a supportive business climate, Jefferson County continues to attract residents and employers seeking long-term opportunity in Central Oregon.

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.

GEOGRAPHIC ACCESSIBILITY

Jefferson County is centrally located in Oregon, offering excellent access to major transportation routes and regional hubs. Just over two hours from Portland via U.S. Routes 26 and 97, the county is easily reachable for freight, commerce and travel.

Redmond Municipal Airport (RDM), 40 minutes south of Madras, provides daily direct flights to 12 major markets including Seattle, Denver, and San Francisco. A \$117 million terminal expansion begins in summer 2025 to meet growing demand and enhance capacity.

Jefferson County's highway network, including U.S. 97 and State Routes 361 and 293, ensures efficient movement of goods and people.

The county also benefits from its proximity to Bend, the largest city in Central Oregon, located less than an hour away. As a regional economic and workforce hub, Bend provides access to a broader labor pool and amenities while Jefferson County offers lower costs, available land, and a business-friendly environment.

Population: **25,447**

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

Regional Labor Force: **135,838**

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

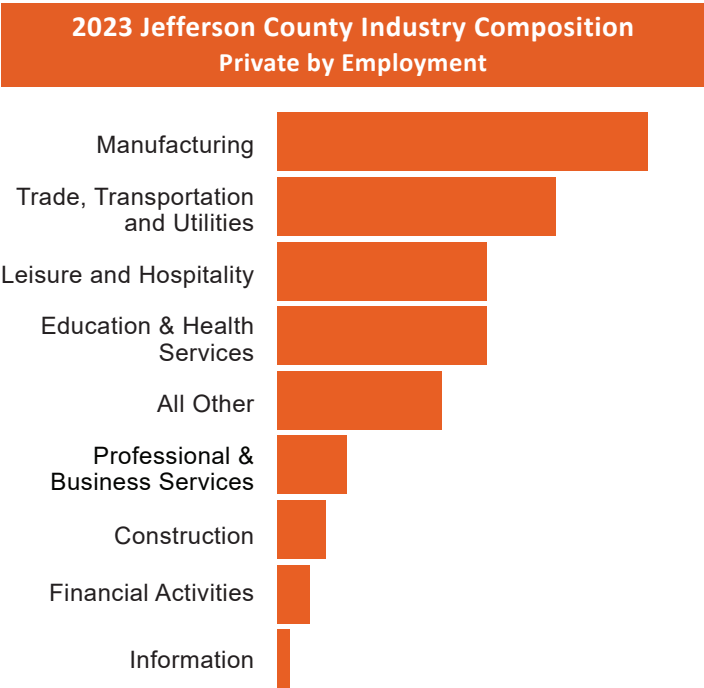
Median Household Income: **\$70,414**

(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 Madras Permit Center Portal](#)
- [Jefferson County Permits](#)

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. The region’s technology industry is flourishing, with significant contributions to Bend’s high-tech GDP from software publishing, which has risen an impressive 40.3% since 2018.

Rank		2025 Jefferson County Largest Employers (Private and Public)	Employees	
2025	2024		2025	2024
1	1	Bright Wood Corporation	885	790
2	2	Jefferson County School District 509J	511	509
3	3	Deer Ridge Correctional Institute	240	235
4	5	St. Charles Health System	210	207
T-5	8	Indian Head Gaming	191	181
T-5	4	Keith Manufacturing Co.	191	188
7	7	Jefferson County	161	158
8	6	Safeway	156	154
9	9	Culver School District	120	120
10	10	McDonald's	79	90
11	13	Crooked River Ranch Association	55	55
T-12	11	Central Oregon Seeds/Basalt Products	48	42
T-12	12	Warm Springs Composite Products	48	56
T-14	14	Erickson Aero Tanker & Collection	46	46
T-14	15	Helena Chemical	46	41
16	17	City of Madras	39	40
17	18	Grocery Outlet	37	37*
18	19	Mosaic Medical	34	37
19	22	Bi-Mart	29	33
20	20	Pratum Co-op	26	33
21	21	Shielding International + WB&D Technologies	25	31
22	24	Central Oregon Community College	21	20
23	25	Les Schwab	18	18
24	NL	Abby's Pizza - Madras	12	NC
25	NL	Mid Oregon Credit Union - Madras	9	9

NL = Not Listed | T = Tied

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