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# 2025 BEND ECONOMIC PROFILE

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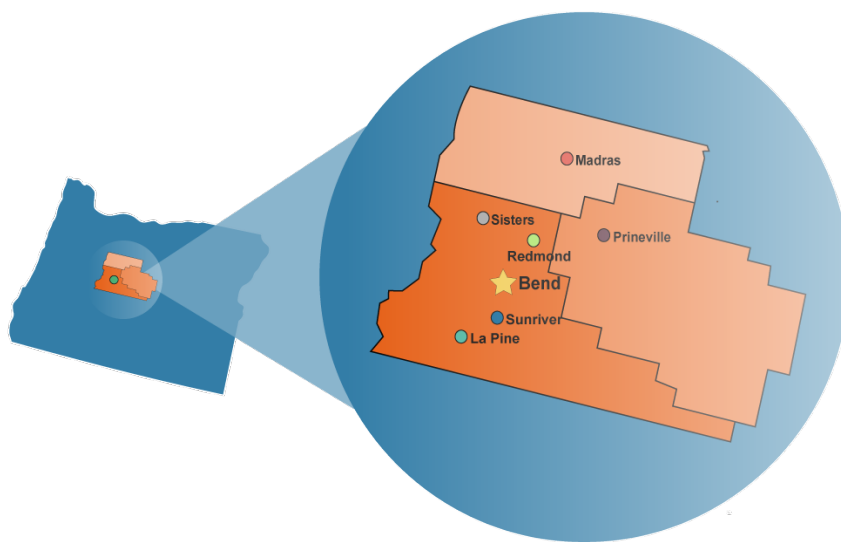


## BEND OVERVIEW

Ranked #4 in the Milken Institute's 2025 Best Performing Small Cities Report, it hosts Bend Venture Conference (BVC), the largest angel investment conference in the Pacific Northwest. Tourism is a vital component of the local economy, with visitors drawn to world-class skiing, hiking, fly fishing, and mountain biking, supporting a robust hospitality and service sector. Bend's vibrant craft beer scene is a key economic factor, with its breweries earning national recognition.

Bend has been recognized as one of the best mountain towns to visit in America, drawing in many new residents from the 4.5 million annual visitors who wish to make it their home. Along with its stunning views and family-friendly recreational activities, Bend offers a vibrant mix of arts and cultural experiences, quality healthcare, a growing education system, and ample economic opportunities for those looking to build a life there.

Higher education plays a pivotal role in Bend's economic landscape. The town boasts a creative startup environment and a burgeoning tech industry, making it an appealing destination for entrepreneurs and professionals alike.



## ECONOMIC DIVERSITY

Bend's thriving and diverse economy makes it an ideal place to enjoy a fulfilling career without sacrificing quality of life. It blends big-city opportunities with the advantages and accessibility of a smaller community. Key industries fueling Bend's growth include bioscience, aviation, specialty food production, craft brewing, technology, outdoor gear and apparel, and advanced manufacturing. The city benefits from a strong and expanding

education sector, with institutions like Oregon State University-Cascades, Central Oregon Community College and Leading Edge Aviation Flight School playing a crucial role in developing a skilled workforce. Bend continues to outpace both larger and smaller metropolitan areas in Oregon when it comes to year-over-year wage growth, making it an increasingly attractive destination for professionals and entrepreneurs alike.

## COMMUNITY & BUSINESS ASSETS



### 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. Bend's location at the intersection of key state highways allows for easy and scenic drives to the Willamette Valley, the Oregon Coast, Portland, Boise and Seattle. Within the city, Bend's well-planned road system prioritizes traffic flow and safety, utilizing an extensive network of roundabouts to reduce congestion and keep traffic moving efficiently. Bend is investing millions in capital improvement projects, as well as expanding bicycle and pedestrian routes, ensuring the city's infrastructure supports continued growth without increasing commute times.

### DOG TOWN, U.S.A.

Bend, Oregon, is a paradise for dogs and their owners, offering endless outdoor adventures and a dog-friendly community. With eight off-leash dog parks, over 50 miles of trails in town and access to the Deschutes River, pups can run, swim and explore to their heart's content. Crowned Dog Town USA by Dog Fancy magazine, many local businesses, breweries and restaurants welcome four-legged friends, often providing water bowls and treats. Bend's mild climate and outdoor lifestyle make it easy to include dogs in everyday activities.

### TOP U.S. CITY FOR BEER DRINKERS

Central Oregon boasts a vibrant craft beverage scene, with breweries and cideries of all sizes contributing to its reputation. Deschutes Brewery and AVID Cider Co. lead the way in national distribution. Nearly one-third of Oregon's largest 30 breweries by volume are located in Central Oregon, and Bend consistently ranks among the top U.S. cities for beer enthusiasts. The city also holds a top position nationally for craft breweries per capita. Residents and visitors enjoy annual beer and cider festivals celebrating local producers.

**Population:** **104,089**  
(2024 estimates from [PSU Population Research Center](#))

**Regional Labor Force:** **135,838**  
(2024 estimates from [Oregon Prospector](#))

**Median Household Income:** **\$77,302**  
(2024 estimates from [Oregon Prospector](#))

The Bend Venture Conference has been run in Bend for twenty years and brings entrepreneurs and angel investors together. Efforts to foster new local businesses also include regular Central Oregon PubTalks - networking events for people interested in entrepreneurship. These longterm efforts have borne fruit, with Bend ranking No. 17 for young firm employment share.

- [Most Dynamic Metros 2024, Heartland Forward](#)

## 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 Bend Permit Center Portal](#)
- [Deschutes 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](#)

Bend is one of six small cities in the U.S. that ranked highest of all 1,334 cities for the most startups per capita.

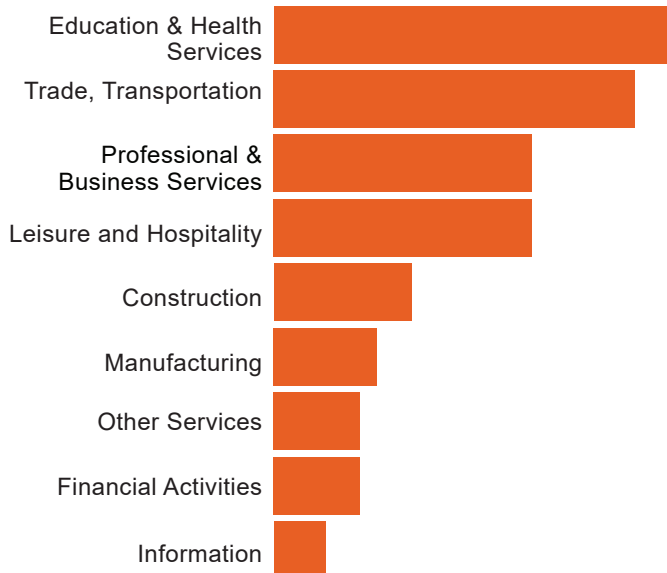
- TheStreet, 2023

## AWARDS AND ACCOLADES



## TOP EMPLOYERS

### 2023 Bend Industry Composition Private by Employment



Source: Oregon Employment Department Geocoded 2023 QCEW

Bend-Redmond'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 in the U.S. 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% since 2018.

Rank		2025 Bend Largest Employers (Private and Public)	Employees	
2025	2024		2025	2024
1	1	St. Charles Health System	4,213	3,851
2	2	Bend-La Pine School District	2,385	2,300
3	3	Deschutes County	1,334	1,243
4	4	Mt. Bachelor	1,094	1,117
5	5	City of Bend	783	763
6	6	Central Oregon Community College (COCC)	761	760
7	7	Bend Park and Recreation District	734	678
8	8	Safeway (includes Albertsons)	614	646
9	NL	Summit Medical Group Oregon	527	675
10	10	Epic Aircraft	510	455
11	11	Les Schwab Headquarters & Tire Centers	465	446
12	13	Costco	463	388
13	12	Lonza, formerly Bend Research	427	441
14	17	Central Oregon Radiology Associates (CORA)	328	295
15	16	OSU-Cascades	323	323
16	14	PacificSource	314	347
17	T-19	Mosaic Medical	311	267
18	22	Deschutes Brewery	268	251
19	T-19	Fred Meyer	260	267
20	21	JELD-WEN Windows and Doors	257	257

NL = Not Listed | T = Tied

## ECONOMIC FOUNDATION

