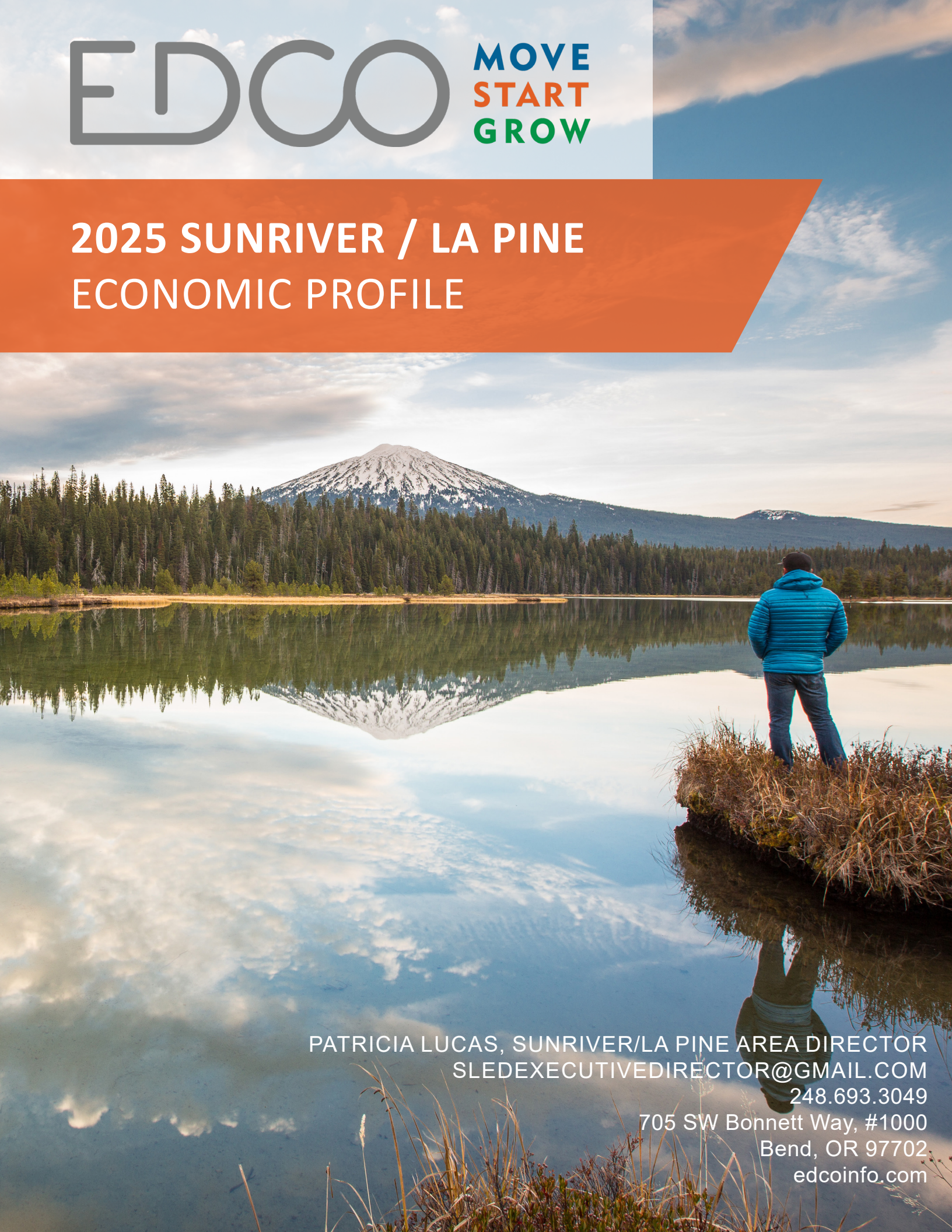




2025 SUNRIVER / LA PINE ECONOMIC PROFILE

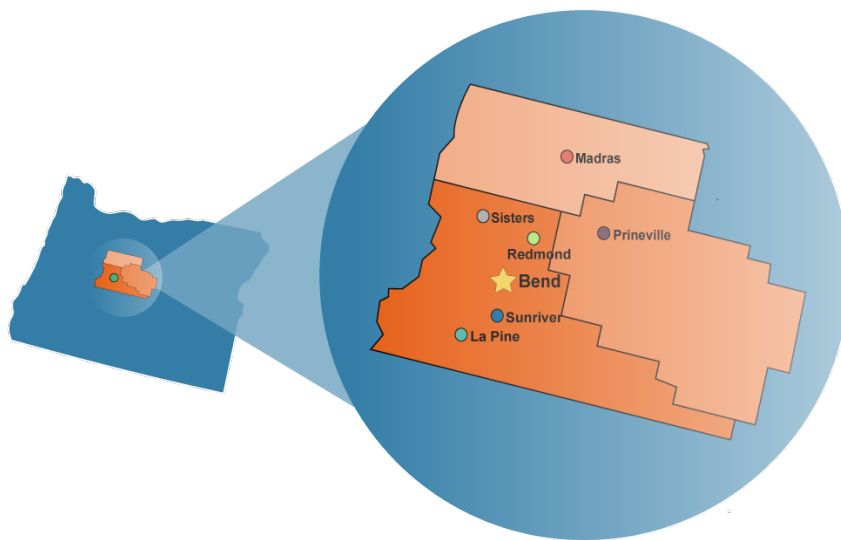
A scenic photograph of a person in a blue jacket standing on a grassy bank, looking out over a calm lake. The lake reflects the surrounding forest and a large, snow-capped mountain in the background. The sky is blue with some clouds.

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SUNRIVER & LA PINE AREA OVERVIEW

Located in the southern part of Deschutes County, the communities of Sunriver and La Pine are undergoing significant growth and transformation. From 2020 to 2023, the area experienced a population increase of 24.4 percent, according to Portland State University's Population Estimate Reports. Nestled near lakes, rivers, mountains, and the world-class Mt. Bachelor ski area, the region is not only a recreational haven but also an emerging economic and residential hub. With hundreds of single-family and multi-family homes planned or permitted, along with infrastructure projects already in progress, these communities are prepared for continued development.

La Pine recently completed a \$50 million expansion of its water and wastewater systems, which now have the capacity to support an additional 1,500 homes and commercial properties. This upgrade facilitates both population growth and increased business activity. With streamlined permitting processes, affordability, and a state-qualified Enterprise Zone offering up to five years of property tax relief for eligible businesses, La Pine is positioning itself as a welcoming and practical choice for entrepreneurs and residents alike.



ECONOMIC DIVERSITY

Sunriver and La Pine support a growing mix of industries with tourism and hospitality major economic drivers and sources of employment. This economic diversity is further supported by an expanding business and industrial park, speculative development projects, and an upcoming small business incubator.

The Sunriver/La Pine Economic Development (SLED) Program is working to attract a broader mix of businesses to the region. Seven of the nine projects currently in the development pipeline involve new businesses planning to construct at least 66,900 square feet of space, representing over \$67 million in private investment. In 2025, La Pine will

launch a small business incubator designed to support 3 to 5 traded-sector companies.

Development of industrial space is also a major focus, including two speculative buildings intended for future tenants. The region offers competitively priced developable land at \$1.75 per square foot, complete with access to water, sewer, electric, gas, and broadband services. A 330-acre business and industrial park east of U.S. Highway 97 offers direct access to the BNSF rail line, making it ideal for sectors such as advanced manufacturing, specialty foods, data centers, and tech operations. Sunriver features a vibrant business park and resort-based commercial opportunities.



EDUCATION

Educational services in the area are robust and expanding. The Bend-La Pine School District, the fifth largest in Oregon, is growing rapidly. Higher education options are also easily accessible, with both Oregon State University-Cascades and Central Oregon Community College providing valuable post-secondary opportunities that help support a skilled local workforce and offer continuing education for residents.

GEOGRAPHIC ACCESSIBILITY

Sunriver and La Pine benefit from their proximity to major transportation corridors. The Sunriver Resort Airport has been recently upgraded, featuring a 5,500-foot paved, instrument procedure, and lighted airstrip. Regional connectivity is further supported by Redmond Municipal Airport, which offers daily direct flights to 12 destinations. A major terminal expansion is planned for summer 2025 to meet the rising demand for both business and leisure travel. Whether heading to the Willamette Valley, Portland, Boise, Seattle, or the Oregon Coast, drivers can enjoy easy and scenic routes from the Sunriver-La Pine area.

QUALITY OF LIFE

In addition to strong infrastructure and economic opportunities, Sunriver and La Pine offer a high quality of life. The region's natural setting provides easy access to hiking, skiing, boating, and fishing. Mt. Bachelor has been recognized by AFAR Travel Magazine as one of the best ski areas in the country. The Oregon Department of Transportation has significantly invested in roadway and landscape improvements and regional governments have committed funds to urban renewal and local amenities.

Healthcare services are also expanding, with growth at both the La Pine Community Health Center and St. Charles Medical Center. Energy infrastructure is supported by transmission lines from the Bonneville Power Administration and Cascade Natural Gas, with power provided by Midstate Electric Cooperative boasting an uptime reliability of over 99.999 percent. All of these elements contribute to a balanced lifestyle that blends work, play, and wellness.

As the region continues to evolve, Sunriver and La Pine are demonstrating they are more than just scenic destinations; they are vibrant communities ready to support the next wave of growth in Central Oregon.

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 La Pine 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

Population:

Zip Code 97707 6,506

Zip Code 97739 13,178

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

Regional Labor Force:

135,838

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

Median Household Income:

Zip Code 97707 \$83,405

Zip Code 97739 \$56,256

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

AWARDS AND ACCOLADES



TOP EMPLOYERS



Source: Oregon Employment Department Geocoded 2023 QCEW

Rank		2025 Sunriver / La Pine Largest Employers (Private and Public)	Employees	
2025	2024		2025	2024
1	1	Sunriver Resort	975	950
2	2	Bend-La Pine School District	297	294
3	4	Sunriver Homeowners Association	125	125
4	3	Sunriver Brewing Company	88	136
5	6	Ray's Food Place/Shop Smart (Owned by C&K Market)	80	72
6	5	La Pine Community Health Center	72	86
7	7	Midstate Electric Cooperative	65	72
8	10	Prairie House	53	47
9	8	Quicksilver Contracting Company	47	62
10	NL	Bi-Mart	45	44

NL = Not Listed | T = Tied

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.

ECONOMIC FOUNDATION

