



**WHISKEY ROCK**  
PLANNING + CONSULTING  
*RURAL WEST SPECIALIST*



**Bonner County, Idaho**  
**Commercial Market Insight 2023**  
**Jeremy Grimm**

[www.whiskeyrockplanning.com](http://www.whiskeyrockplanning.com)

**208-946-9944**



# Discussion Points

Labor Market

Recent Commercial Development

- Bonner County
- Sandpoint
- Ponderay
- Schweitzer Mountain

Pipeline Development

Headwinds

Observations



## QUICKFACTS Bonner County

### Population

**46K**

2021

### Top 3 Sectors

Pct. jobs 2021

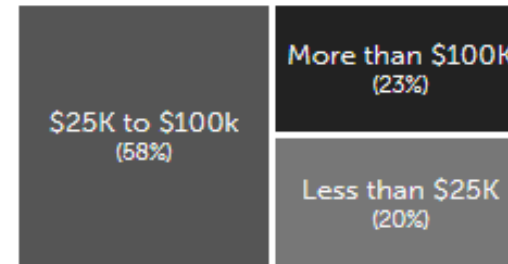
1. **Retail trade** 12%
2. **Government** 11%
3. **Manufacturing** 10%

### Median Household Income

**\$55,206** (2021)

Bonner County, ID	\$55,206
United States 	\$69,021

### Household Income 2021



### Employment 2021



### People of Color & Hispanics

**9%**

2021

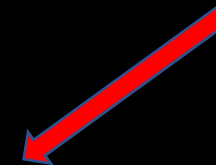
### High School Graduates

**92%**

2021

46% of working age residents either did not work or worked part-time.

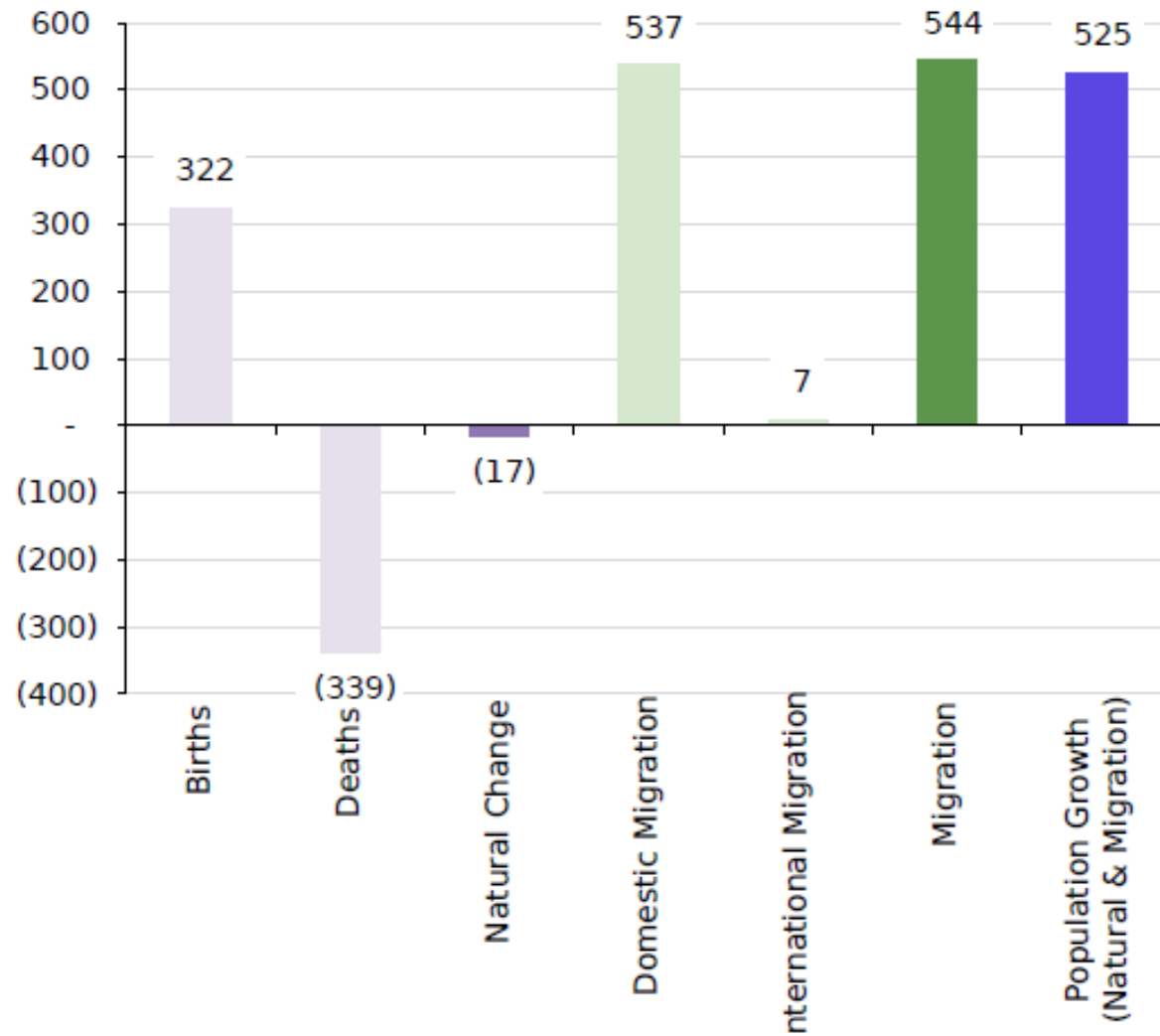
Why?



Remember this Number



Average **Annual** Components of Population Change, Bonner County, ID,  
2010-2021



\* The Census Bureau makes a minor statistical correction, called a "residual" which is shown in the table above, but omitted from the figure. Because of this correction, natural change plus net migration may not add to total population change in the figure.

+ 8,329 new  
residents in  
Bonner County  
since 2010

97% of  
population  
change was  
due to  
migration.

Are these the “non-workers”?

# Labor Earnings and Non-Labor Income

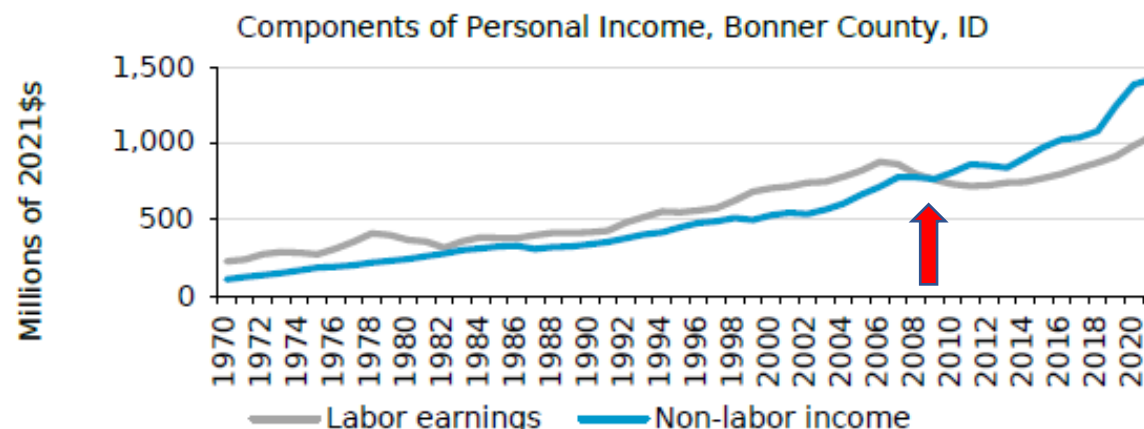
	1970	2000	2021	Change 2000-2021
Personal Income (thous' of 2021 \$s)	333,626	1,233,689	2,468,022	1,234,333
Labor Earnings	226,090	705,517	1,046,624	341,107
Non-Labor Income	107,537	528,171	1,421,398	893,227
Dividends, Interest, and Rent	64,537	320,663	742,183	421,520
Age-Related Transfer Payments	25,445	130,954	381,382	250,428
Hardship-Related Payments	6,182	48,349	117,949	69,600
Other Transfer Payments	11,373	28,206	179,884	151,678

## Percent of Total

				Percent Change 2000-2021
Personal Income				100.1%
Labor Earnings	67.8%	57.2%	42.4%	48.3%
Non-Labor Income	32.2%	42.8%	57.6%	169.1%
Dividends, Interest, and Rent	19.3%	26.0%	30.1%	131.5%
Age-Related Transfer Payments	7.6%	10.6%	15.5%	191.2%
Hardship-Related Payments	1.9%	3.9%	4.8%	144.0%
Other Transfer Payments	3.4%	2.3%	7.3%	537.8%

All income data in the table above are reported by place of residence and are displayed in thousands of 2021 dollars. Labor earnings and non-labor income may not add to total personal income due to adjustments made by the Bureau of Economic Analysis.

- From 1970 to 2021, labor earnings grew from \$226.1 million to \$1,046.6 million (in real terms), a 363% increase.
- From 1970 to 2021, non-labor income grew from \$107.5 million to \$1,421.4 million (in real terms), a 1,222% increase.



Non-Labor Income Share of Total Personal Income, Bonner County, ID

Non-Labor Earnings have overtaken Labor Earnings and the gap between the two is accelerating.

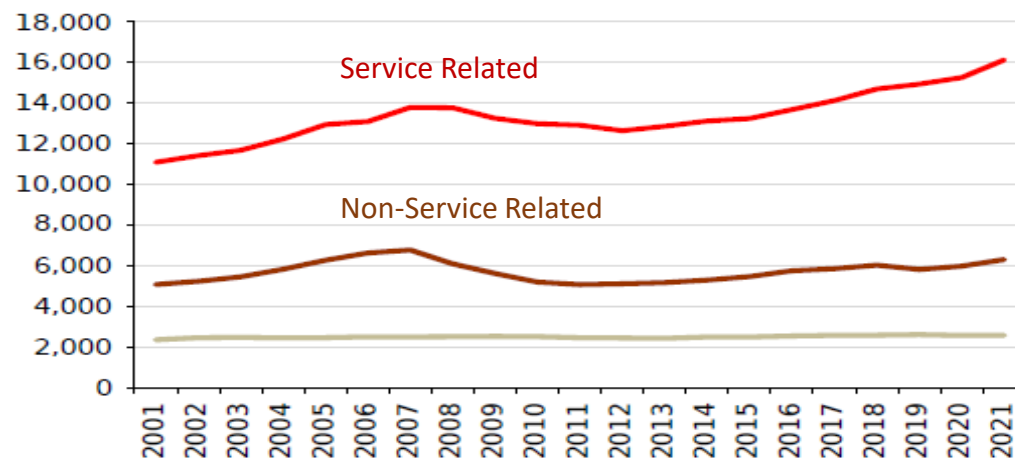
The fundamental character & economy of Bonner County is changing

## Employment by Industry (since 2000)

	2001	2010	2021	Change 2010-2021
Total Employment (number of jobs)	18,624	20,752	25,062	4,310
Non-services related	5,098	5,215	6,323	1,108
Farm	793	712	734	22
Forestry, fishing, & ag. services	656	417	470	53
Mining (including fossil fuels)	115	252	231	-21
Construction	1,770	1,749	2,500	751
Manufacturing	1,764	2,085	2,388	303
Services related	11,107	13,002	16,134	3,132
Utilities	105	123	139	16
Wholesale trade	224	309	345	36
Retail trade	3,046	3,012	3,119	107
Transportation and warehousing	401	350	599	249
Information	222	257	418	161
Finance and insurance	538	656	853	197
Real estate and rental and leasing	679	1,251	1,642	391
Professional and technical services	896	1,142	1,441	299
Management of companies	70	100	79	-21
Administrative and waste services	382	614	828	214
Educational services	236	246	451	205
Health care and social assistance	1,153	1,466	1,914	448
Arts, entertainment, and recreation	694	773	832	59
Accommodation and food services	1,255	1,451	1,994	543
Other services, except public admin.	1,206	1,252	1,480	228
Government	2,380	2,535	2,605	70

All employment data are reported by *place of work*. Estimates for data that were not disclosed are indicated with tildes (~).

Employment by Major Industry Category, Bonner County, ID



- From 2001 to 2021, jobs in non-services related industries grew from 5,098 to 6,323, a 24% increase.
- From 2001 to 2021, jobs in services related industries grew from 11,107 to 16,134, a 45% increase.
- From 2001 to 2021, jobs in government grew from 2,380 to 2,605, a 9% increase.

Since 2010 of the 392 NEW jobs added per year in Bonner County +/- 285 were Service Related.

# 72% of Job Growth in the Service Industry

## Find the Best

Explore the jobs, resumes, or training programs in your area


Find a Job

Find a Resume

Find Training

Total Active Jobs: 26,958

Keyword

e.g., job title, company, occupation keyword, or  
[O\\*NET Code](#)  for the occupation.

Location

e.g., ZIP or City and State

Radius

in miles

Search

As of 2/27/23

Location	Number of Jobs			Total
	Full Time	Full or Part Time	Part Time	
Bonner County	54	205	5	264

Remember this Number



[https://idahoworks.gov/search/jobs?per\\_page=250&search\\_job\\_search%5Bcounty%5D=Bonner&search\\_job\\_search%5Bjob\\_location\\_state%5D=Idaho&search\\_job\\_search%5Blocation%5D=Bonner+county&search\\_job\\_search%5Bradius%5D=25&search\\_job\\_search%5Bwork\\_type%5D=full\\_time](https://idahoworks.gov/search/jobs?per_page=250&search_job_search%5Bcounty%5D=Bonner&search_job_search%5Bjob_location_state%5D=Idaho&search_job_search%5Blocation%5D=Bonner+county&search_job_search%5Bradius%5D=25&search_job_search%5Bwork_type%5D=full_time)



Bonner County Open Positions

Industry		Job Count	% of Open Jobs
General Medical and Surgical Hospital		35	17%
Full-Service Restaurants		24	11%
All Other Telecommunications		17	8%
Courts		17	8%
Elementary Schools		15	7%
Limited Service Restaurants		12	6%
Other Building Material Dealers		11	5%
All Other General Merchandise Retailers		9	4%
Executive Offices		9	4%
Warehouse Clubs and Supercenters		9	4%
Aircraft Manufacturing		7	3%
Child Care Services		6	3%
Commercial Banking		5	2%
Legislative Offices		5	2%
Surgical Appliances and Supplies		5	2%
Nursing and Residential Care Facilities		4	2%
Home Health Equipment Rental		3	1%
Kidney Dialysis Centers		3	1%
Tax Preparation Services		3	1%
Appliance Repair and Maintenance		2	1%
Hotels & Motels		2	1%
Janitorial Services		2	1%
Civil Engineering & Construction		2	1%
Family Services		2	1%
Air, Water , Solid Waste Management		1	0%

22% of available jobs are low wage tied to the Accommodation and Food Service Industry

Fast Food Counter Workers: \$21,500/YR

Dishwashers: \$23,300/YR

Waiters: \$23,700/YR

Janitors: \$28,340/YR

Housekeeping: \$26,140/YR

x’ 2 = about the MHHI

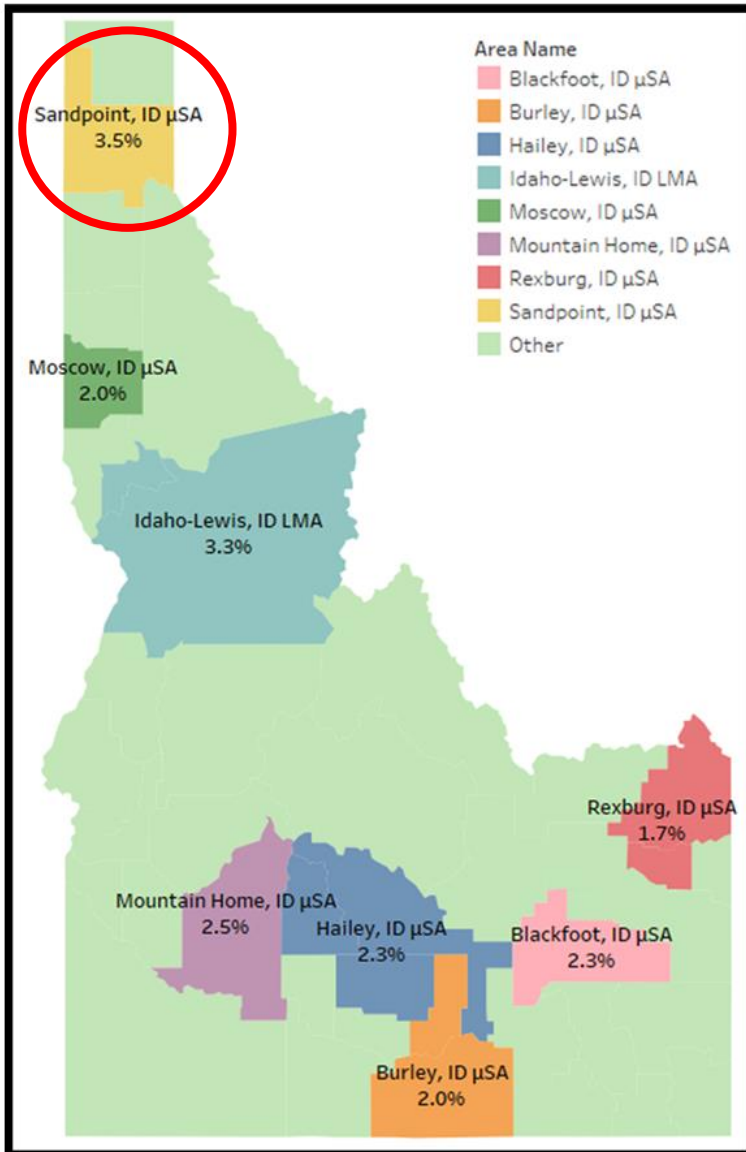
Many low-wage jobs or single-worker households

[https://www.bls.gov/oes/current/oes\\_id.htm](https://www.bls.gov/oes/current/oes_id.htm)



# Idaho Unemployment Rate: Micro and Labor Market Areas

IDAHO  
DEPT. OF LABOR



## Micro and Labor Market Areas

- Two of Idaho's smaller labor market areas experienced an unemployment rate greater than the state's 2.9% in December:
  - Sandpoint – 3.5%
  - Idaho-Lewis LMA – 3.3%
- Rexburg MicSA continued to have the lowest rate at 1.7% in December 2022.

Sandpoint has the highest unemployment rate for Micro / Labor markets in the state.

What is holding Sandpoint back?  
A Zoom Town?

No Housing/No  
Workers/ No  
Businesses

9-Rental Homes  
Available in the  
area.

Source: Idaho Department of Labor

# Sandpoint Homes for Rent

Find the Perfect Home

30% AMI= \$1,380





## 271 Jasper Loop

Ponderay, ID 83852



### The Retreat at Bay Trail

This newer home is located in the new housing development called The Retreat at Bay Trail and backs up to the Elks Golf Course. This home has a spacious feel with vaulted ceilings and large bedrooms plus an office. Equipped with vinyl plank floors throughout as well as quartz countertops and stainless steel appliances. Dogs are welcome but not more than 2 please. This home is available now!!

Contact	Main Office	
Phone	(208)263-9233	
Bedrooms	 3	
Bathrooms	 2.0	
Square Footage	 1876	
Rent	49% AMI	 \$2,300.00

# Sandpoint Homes for Rent

*Find the Perfect Home*

## 46 Lopseed Lane

Ponderay, ID 83852



### Alder Creek Townhome

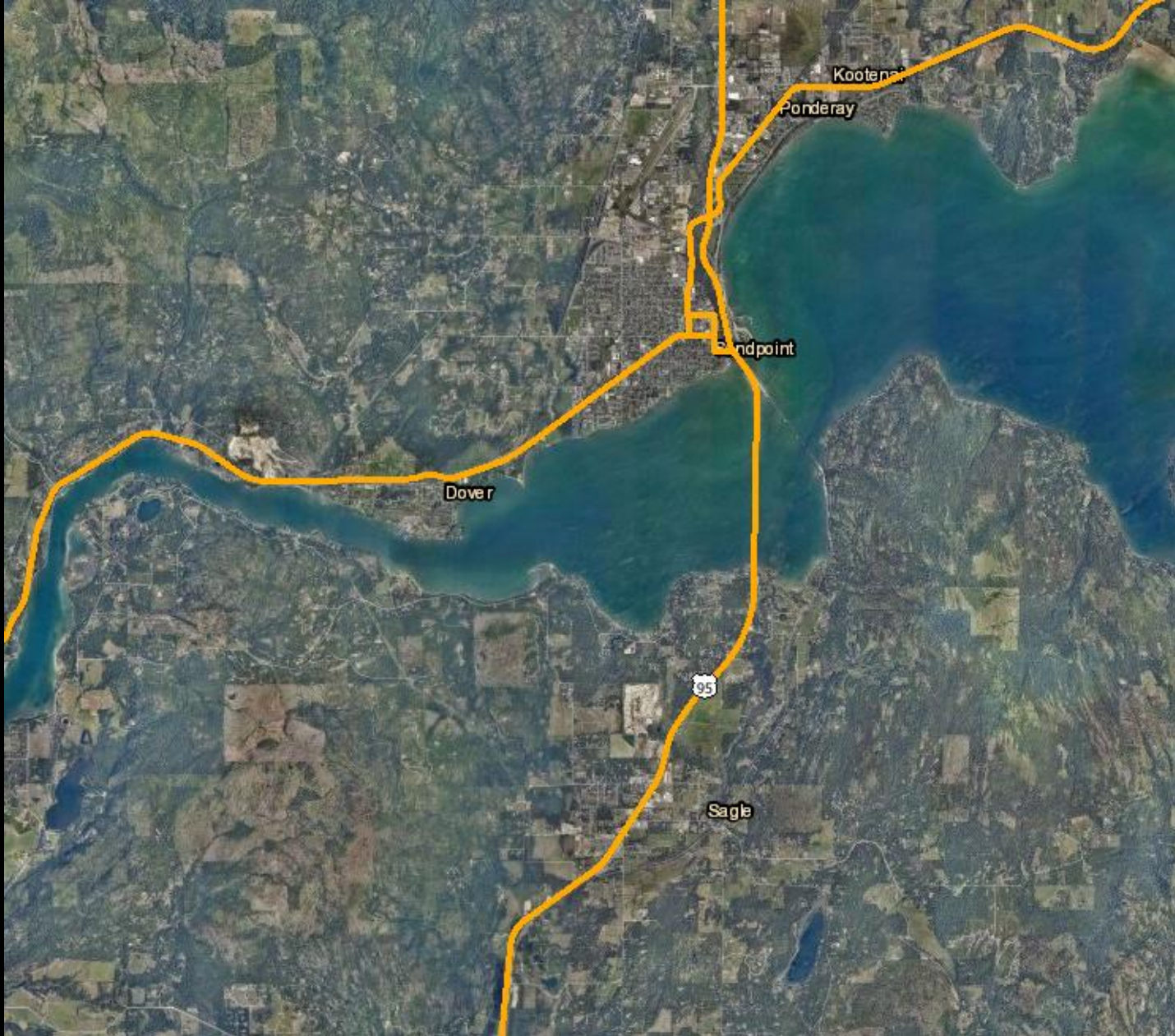
This 3 bedroom and 2.5 bath townhome is equipped with stainless steel appliances, quartz countertops, luxury vinyl planking, as well as a washer/dryer. The 1 car garage will add additional storage and will keep your car free from snow in the winter! \$95/month flat rate for Water/Sewer/Garbage. Pets will be accepted with additional monthly pet rent of \$45/pet.

Contact	Main Office
Phone	(208)263-9233
Bedrooms	 3
Bathrooms	 2.5
Square Footage	 1400
Rent	\$ \$1,795.00



# Recent Commercial Development

# Bonner County



Limited Commercial Zoning

Limited utility service outside municipal centers



# Bonner County







# Sandpoint New Commercial

## City of Sandpoint Commercial Building Permit Activity -5 Year

2018			2019			2020			2021			2022			5-YR		
	Value	%		Value	%		Value	%		Value	%		Value	%		Value	%
Flex Industrial	\$ 336,920.00	17%	Flex Industrial	\$ 588,088.00	47%	Flex Industrial	\$ 918,720.00	13%	Flex Industrial	\$ 1,195,870.00	6%	Flex Industrial	\$ 1,725,000.00	14%	Flex Industrial	\$ 4,764,598.00	11%
Multifamily	\$ -		Multifamily	\$ -		Multifamily	\$ -		Multifamily	\$ 13,600,000.00	69%	Multifamily	\$ 3,964,930.00	32%	Multifamily	\$ 17,564,930.00	41%
Hangar	\$ 1,255,000.00	63%	Hangar	\$ 653,900.00	53%	Hangar	\$ 300,000.00	4%	Hangar	\$ 487,858.00	2%	Hangar	\$ 1,850,000.00	15%	Hangar	\$ 4,546,758.00	11%
Mixed Use	\$ -		Mixed Use	\$ -		Mixed Use	\$ -		Mixed Use	\$ 4,433,978.00	22%	Mixed Use	\$ -		Mixed Use	\$ 4,433,978.00	10%
Office	\$ 400,000.00	20%	Office	\$ -		Office	\$ -		Office	\$ -		Office	\$ -		Office	\$ 400,000.00	1%
Office Health	\$ -		Office Health	\$ -		Office Health	\$ 4,337,655.00	59%	Office Health	\$ -		Office Health	\$ 1,000,000.00	8%	Office Health	\$ 5,337,655.00	13%
Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ 2,275,000.00	18%	Ti Office	\$ 2,275,000.00	5%
Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ 440,000.00	4%	Ti Health	\$ 440,000.00	1%
Storage	\$ -		Storage	\$ -		Storage	\$ 1,750,000.00	24%	Storage	\$ -		Storage	\$ 1,056,800.00	9%	Storage	\$ 2,806,800.00	7%
Total	\$ 1,991,920.00	100%	Total	\$ 1,241,988.00	100%	Total	\$ 7,306,375.00	100%	Total	\$ 19,717,706.00	100%	Total	\$ 12,311,730.00	100%	Total	\$ 42,569,719.00	100%

<https://www.sandpointidaho.gov/your-government/departments/public-works-building/building-permits-issued>


**\$42,569,719.00 or \$8.5M/YR**  

**\$24,632,064.00 or \$4.9M/YR**

## City of Sandpoint Commercial Building Permit Activity -5 Year (Less Seasons & Kaniksu Health)

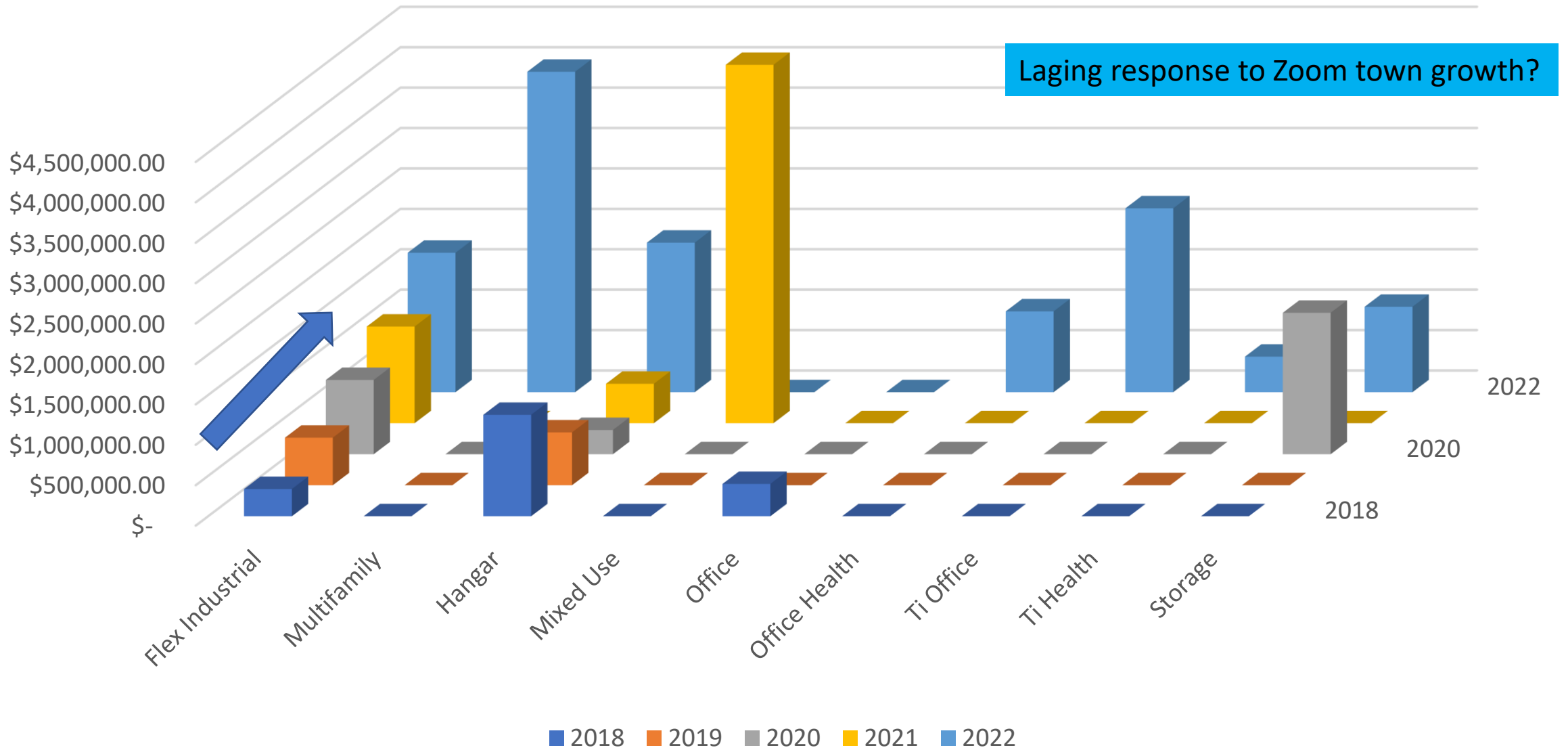
2018			2019			2020			2021			2022			5-YR		
	Value	%		Value	%		Value	%		Value	%		Value	%		Value	%
Flex Industrial	\$ 336,920.00	17%	Flex Industrial	\$ 588,088.00	47%	Flex Industrial	\$ 918,720.00	31%	Flex Industrial	\$ 1,195,870.00	20%	Flex Industrial	\$ 1,725,000.00	14%	Flex Industrial	\$ 4,764,598.00	19%
Multifamily	\$ -		Multifamily	\$ -		Multifamily	\$ -		Multifamily	\$ -	0%	Multifamily	\$ 3,964,930.00	32%	Multifamily	\$ 3,964,930.00	16%
Hangar	\$ 1,255,000.00	63%	Hangar	\$ 653,900.00	53%	Hangar	\$ 300,000.00	10%	Hangar	\$ 487,858.00	8%	Hangar	\$ 1,850,000.00	15%	Hangar	\$ 4,546,758.00	18%
Mixed Use	\$ -		Mixed Use	\$ -		Mixed Use	\$ -		Mixed Use	\$ 4,433,978.00	72%	Mixed Use	\$ -		Mixed Use	\$ 4,433,978.00	18%
Office	\$ 400,000.00	20%	Office	\$ -		Office	\$ -		Office	\$ -		Office	\$ -		Office	\$ 400,000.00	2%
Office Health	\$ -		Office Health	\$ -		Office Health	\$ -	0%	Office Health	\$ -		Office Health	\$ 1,000,000.00	8%	Office Health	\$ 1,000,000.00	4%
Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ -		Ti Office	\$ 2,275,000.00	18%	Ti Office	\$ 2,275,000.00	9%
Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ -		Ti Health	\$ 440,000.00	4%	Ti Health	\$ 440,000.00	2%
Storage	\$ -		Storage	\$ -		Storage	\$ 1,750,000.00	59%	Storage	\$ -		Storage	\$ 1,056,800.00	9%	Storage	\$ 2,806,800.00	11%
Total	\$ 1,991,920.00	100%	Total	\$ 1,241,988.00	100%	Total	\$ 2,968,720.00	100%	Total	\$ 6,117,706.00	100%	Total	\$ 12,311,730.00	100%	Total	\$ 24,632,064.00	100%

5-YR		
	Value	%
Flex Industrial	\$ 4,764,598.00	11%
Multifamily	\$ 17,564,930.00	41%
Hangar	\$ 4,546,758.00	11%
Mixed Use	\$ 4,433,978.00	10%
Office	\$ 400,000.00	1%
Office Health	\$ 5,337,655.00	13%
Ti Office	\$ 2,275,000.00	5%
Ti Health	\$ 440,000.00	1%
Storage	\$ 2,806,800.00	7%
Total	\$ 42,569,719.00	100%

Less Seasons & Kaniksu Health		
5-YR		
	Value	%
Flex Industrial	\$ 4,764,598.00	19%
Multifamily	\$ 3,964,930.00	16%
Hangar	\$ 4,546,758.00	18%
Mixed Use	\$ 4,433,978.00	18%
Office	\$ 400,000.00	2%
Office Health	\$ 1,000,000.00	4%
Ti Office	\$ 2,275,000.00	9%
Ti Health	\$ 440,000.00	2%
Storage	\$ 2,806,800.00	11%
Total	\$ 24,632,064.00	100%

Good mix of building activity

# Sandpoint 5-Year Commercial Less Kaniksu Healh & Seasons





**Sandpoint 2017-2022  
Major Commercial Development**

Big Toy Storage

Whitewater Creek 139 Units  
Some Age Restricted &  
Subsidized

Sandpoint Storage

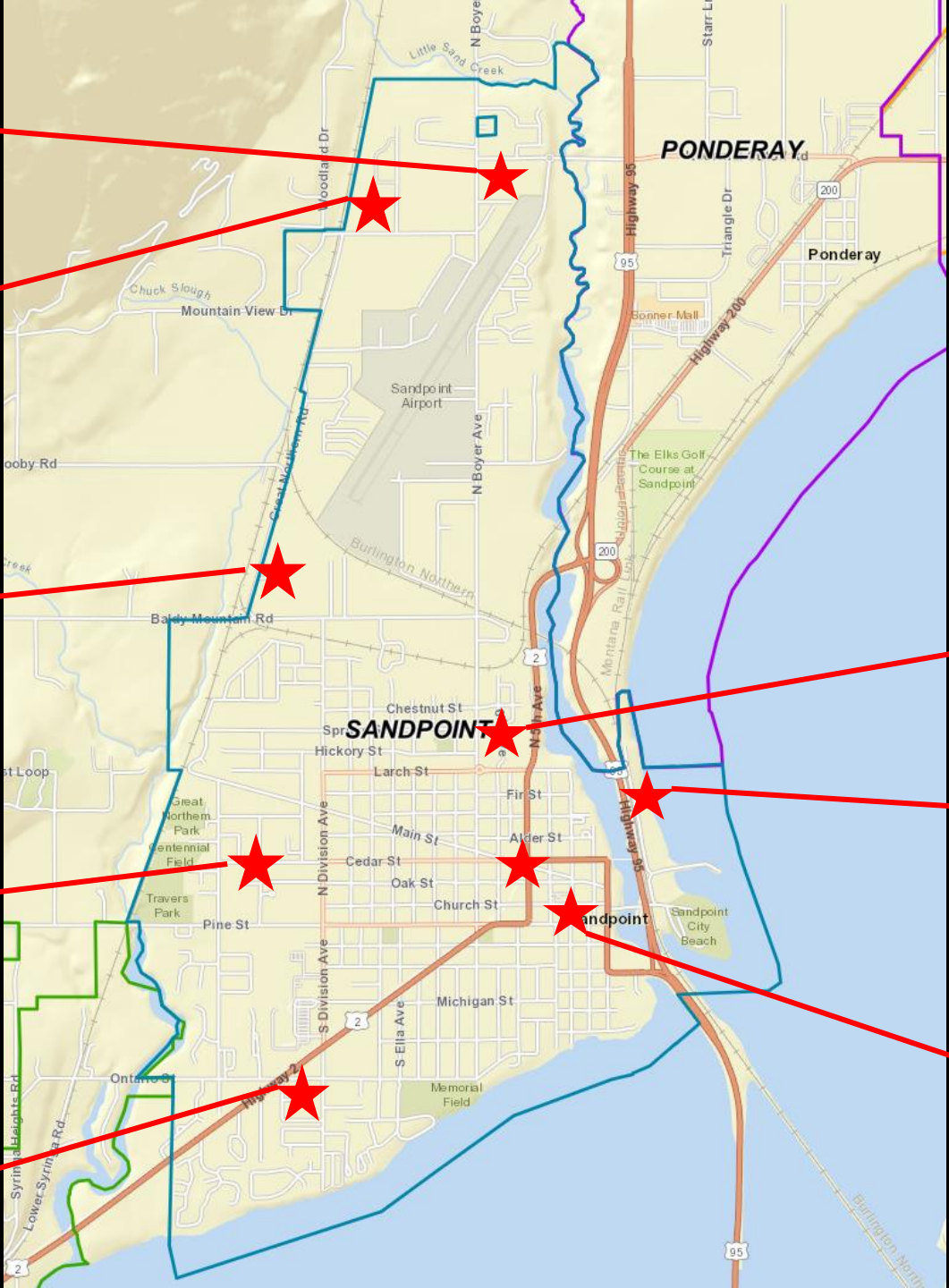
Kaniksu Health

Seasons BLD #8  
30 Units

“The Ridge” 20 Units MF

Dental Office & 108 Units  
(Market)

2 Mixed Use Buildings



Mixed Use Downtown

Residential & Ground Floor Retail





Mixed Use Downtown

\$1,050 per Sq. Ft.

5 Units & Ground Floor Retail





30 Luxury Units

1,400- 3,00 Sq. Ft.

\$1,647 per Sq. Ft.



Located on the Shores of Lake Pend d'Oreille | Walking distance to Downtown Sandpoint, Starbucks and Several Restaurants | Adjacent to Pend d'Oreille Bay Trail



*A Luxury Waterfront Community*

[www.seasonsatsandpoint.com](http://www.seasonsatsandpoint.com)



Ponderay

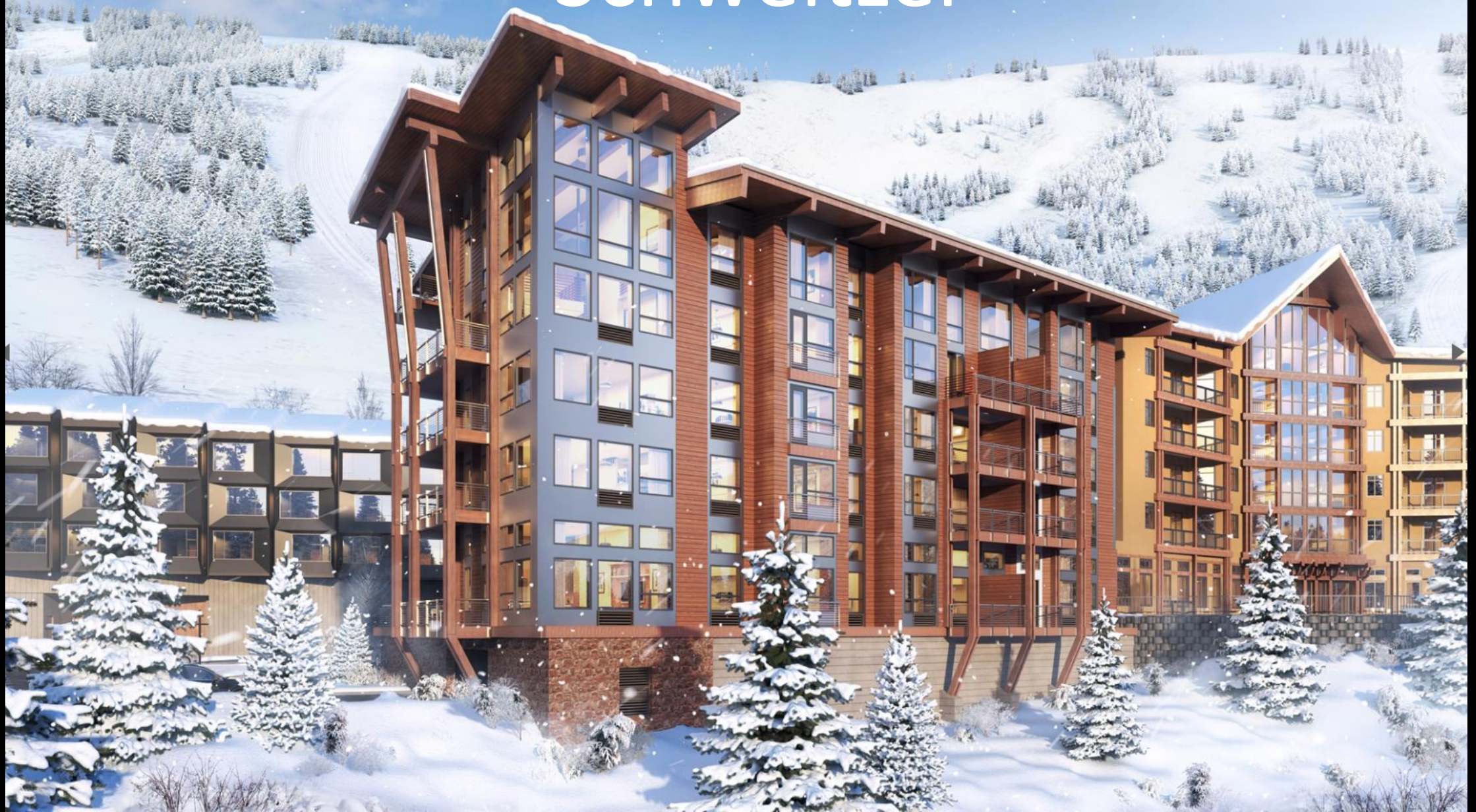


# Schweitzer

- \$100M in the past 3 year
- Two new lifts in 2019
- 31 room Humbird hotel 2022
- Cambium Spa 2023
- 5 Needles – 26 unit condo 2023 (Spring)
- 84 employee housing units (Ponderay) 2023 (June)
- New base area Schweitzer Creek Village. 2022-2025
- 40,000 Sq. Ft. New base lodge (2025)
- New 1,400 vehicle parking 2023 (Fall)
- New High Speed Quad (2023)
- 4 Additional new lifts -2025
- Over 40 new ski-in / ski-out units by 2024.



# Schweitzer





# Pipeline Development

123 Unit Premium MF Development  
(P&D)

Sand Creek 12 Luxury Condos with  
Retail and Office (P&D)

107 MF units and 9,000 Sq. Ft.  
Commercial (P&D)

University Place 227 Units (TH, MF,  
Duplex) (E/Construction)

134 Unit W Ground Floor  
Commercial (E/Construction)

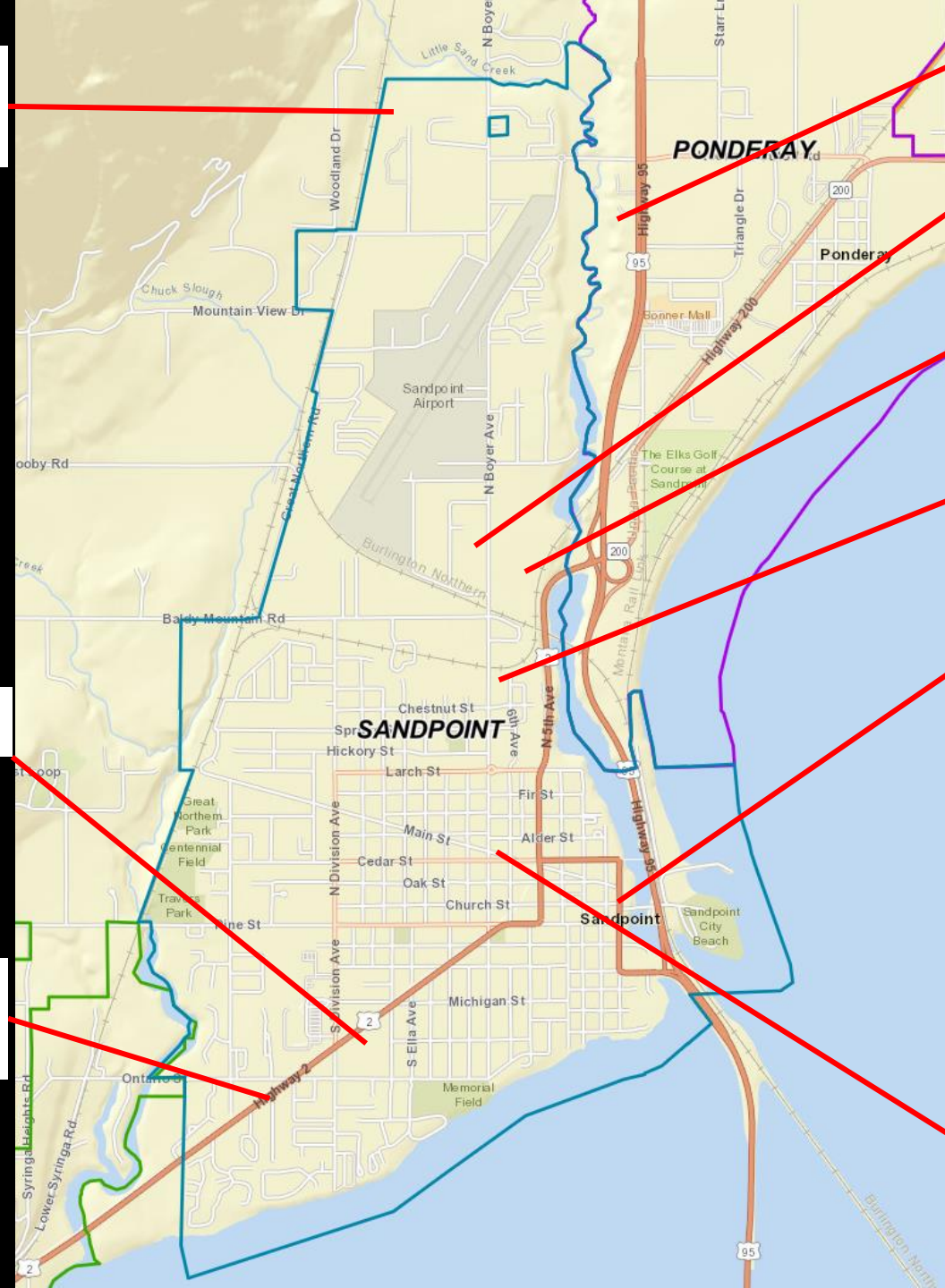
One Bridge Street  
13 Luxury Condos with Ground  
Floor Retail (P&D)

32 Unit MF (P&D)

Highway Frontage Commercial Pad  
(P&D)

32 Unit Downtown Condo (E/BP  
Review)

P&D: Planning & Design  
E: Entitlement Secured





# In The Heart Of Sandpoint

SAY HELLO TO NEW SMALL TOWN LUXURY LIVING

13 Units with ground-floor retail

<https://onebridgestreet.com/>





**134 Units with 5,700 Sq. Ft. ground-floor commercial**

**Miltown Park, Baker Construction, Sandpoint**



**Cedar Lofts 32 Unit Downtown, Sandpoint**





Sandcreek Crossing, Ponderay



# Headwinds

Sandpoint Passed a \$17 M Bond in 2009

APRA \$300M for Idaho

## Utility Capacity

Sandpoint Wastewater:	\$40 Million
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Sandpoint Water:	\$30 Million
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Great Northern Road Rehabilitation:	\$17 Million
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Ponderay Kootenai Sewer:	\$30 Million
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Total:	\$117,000,000
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Interest 20-YR @ 6%	\$87,011,863
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Total including interest	\$204,011,863
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# Observations

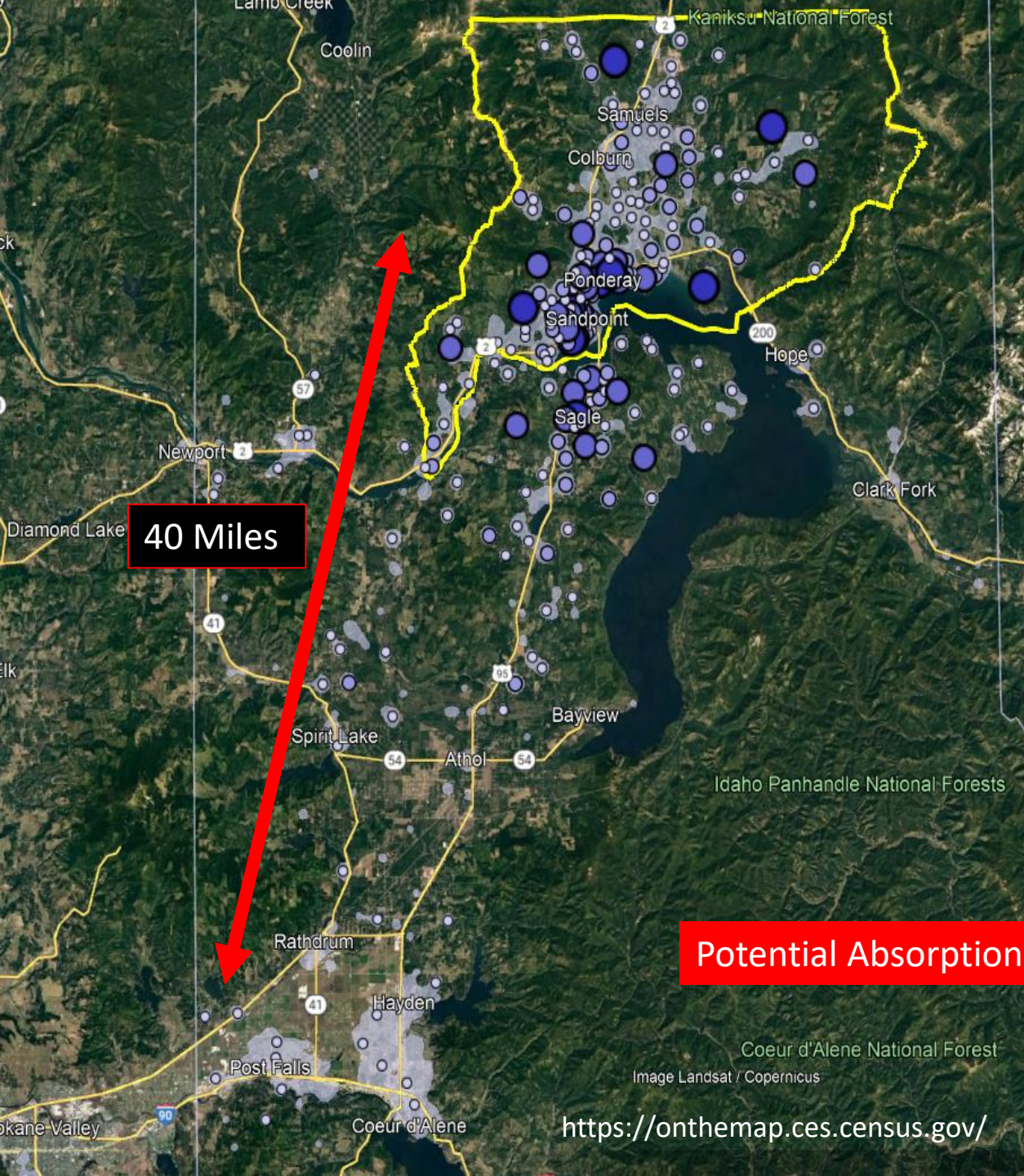
- 469 MF Units currently under construction
- 393 TH/MF units cleared entitlement / BP review or site work underway.
- 275 MF/Condo units in advanced planning/design.

1,137 Potential New Units



Who will fill these relatively modest units?





In-Area Employment Efficiency (Private Primary Jobs)		
	2019	
	Count	Share
Employed in the Selection Area	8,423	100.0%
Employed and Living in the Selection Area	4,425	52.5%
Employed in the Selection Area but Living Outside	3,998	47.5%

Inflow Job Characteristics (Private Primary Jobs)		
	2019	
	Count	Share
Internal Jobs Filled by Outside Workers	3,998	100.0%
Workers Aged 29 or younger	965	24.1%
Workers Aged 30 to 54	1,993	49.8%
Workers Aged 55 or older	1,040	26.0%
Workers Earning \$1,250 per month or less	938	23.5%
Workers Earning \$1,251 to \$3,333 per month	1,691	42.3%
Workers Earning More than \$3,333 per month	1,369	34.2%
Workers in the "Goods Producing" Industry Class	1,113	27.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,039	26.0%
Workers in the "All Other Services" Industry Class	1,846	46.2%

Jobs by Distance - Work Census Block to Home Census Block		
	2019	
	Count	Share
Total Private Primary Jobs	8,423	100.0%
Less than 10 miles	4,487	53.3%
10 to 24 miles	1,594	18.9%
25 to 50 miles	1,346	16.0%
Greater than 50 miles	996	11.8%



**Housing**



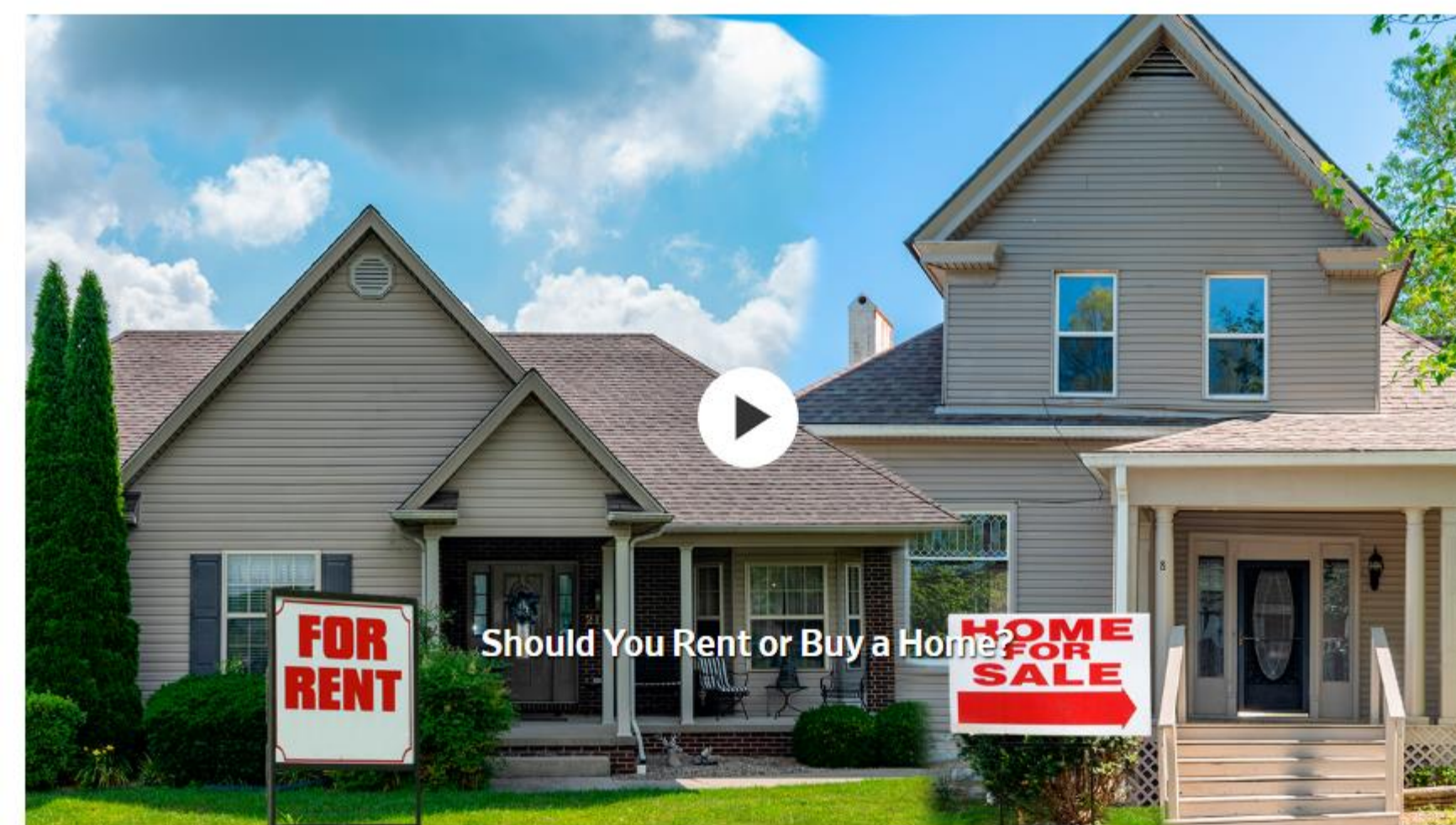
**Jobs**

**Commercial Opportunity**



# Apartment Rents Fall as Crush of New Supply Hits Market

Declines signal tenants may be maxed out on how much income they can devote to rent



Should You Rent or Buy a Home?

“While some seasonal stalling in rents is normal, **the market faces a significant headwind in the biggest delivery of new supply since 1986,** according to projections from [CoStar Group](#). Nearly half a million new apartments are coming on line this year as developers seek to cash in on the high rents that tenants have been paying.”

Is this the future for Bonner County?

Economists have long said that renting and investing in the stock market is a better investment than owning a house, and in 2022 that could be especially true. WSJ's Dion Rabouin explains. Photo illustration: Elizabeth Smelov

By [Will Parker](#) [Follow](#)

Updated Feb. 27, 2023 10:56 am ET

[www.wsj.com/articles/apartment-rents-fall-as-crush-of-new-supply-hits-market-2403c6ea?mod=search\\_trending\\_now\\_article\\_pos2](https://www.wsj.com/articles/apartment-rents-fall-as-crush-of-new-supply-hits-market-2403c6ea?mod=search_trending_now_article_pos2)

**Expansion**

Demand/supply equilibrium point

**Hypersupply**

High rent growth in tight markets

Rents rise rapidly toward  
new construction levels

Rent growth positive but declining

Long-Term Occupancy Average

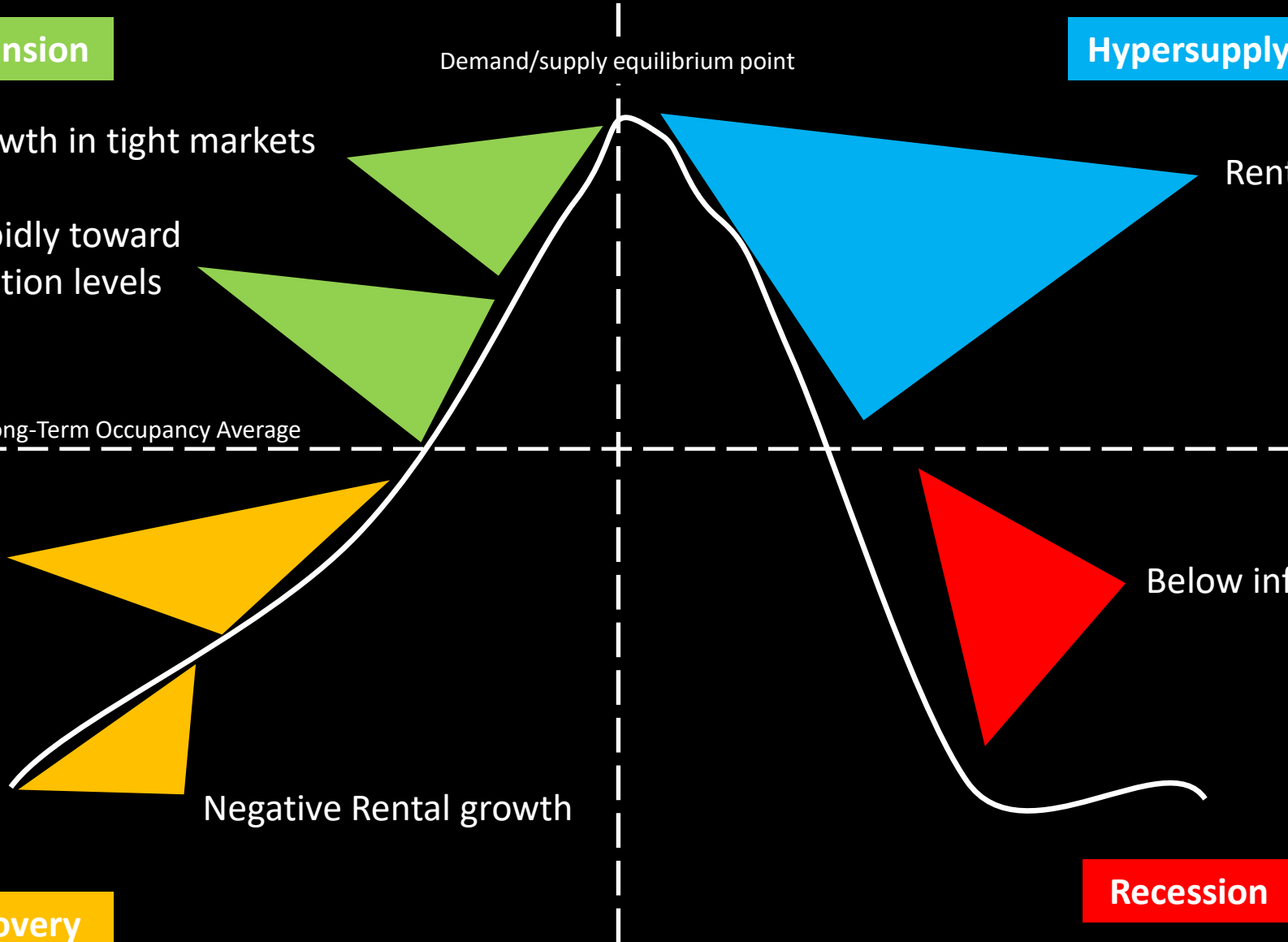
Below Inflation  
Rental growth

Below inflation & negative rent growth

Negative Rental growth

**Recovery**

**Recession**



Thank You!

