

CONTACT:

Lisa Buddecke

LISAB@SOUTHERNIDAHO.ORG

208-731-9996 Office

SOUTHERNIDAHO.ORG

IMPORTANT FACTS:

- Southern Idaho was designated as a Top U.S. Manufacturing Community by the U.S. Department of Commerce – one of four U.S. regions in the Food Manufacturing category (July 2015)
- Southern Idaho leads the state’s agribusiness industry by contributing well over half of the state’s nearly \$9.7 billion agriculture receipts for 2014.
- Idaho Power customers pay some of the lowest prices in the country for electricity – second lowest in the Pacific Northwest.
- 58% of electricity comes from renewable energy sources – hydroelectric, wind and geothermal.
- Idaho ranks #14 of Top U.S. States for Business, #3 for cost of living and #6 for cost of doing business. (CNBC 2015)

LOCAL PROPERTY TAX RATE (2014):

	URBAN	RURAL
Cassia	1.527%	0.897%
Gooding	1.840%	1.046%
Jerome	2.150%	1.305%
Minidoka	1.504%	0.947%
Twin Falls	1.962%	1.288%

LOCATION:

Located in south-central Idaho, the mighty Snake River and its magnificent canyon etch the boundary of Southern Idaho’s numerous cities. Boise, the state capital, is about a 1.5 hour drive west and Pocatello, the state’s third largest city, is a 1.5 hour drive east. Salt Lake City is about 3 hours southeast and northern Nevada is less than 1 hour south. Ideal interstate availability, local goods and products are only one day via truck to Oregon, Washington (and their seaports), Utah and Nevada, and two days to California, Colorado and Arizona. The topographic, geographic location, and seasonal variation in climate create a unique and varied natural environment which ranges from the scenic high alpine country in the north to the desolate lava plains and desert mountains in the south, including world-famous ski resort, Sun Valley.

POPULATION:

	Twin Falls	Jerome	Burley/Cassia	Rupert/Minidoka
City	45,981	11,038	10,456	5,617
County	80,914	22,514	23,540	20,323
	Glenns Ferry/Elmore	Wendell/Gooding		
City	1,600	3,475		
County	26,187	15,291		

Southern Idaho is made up of eight counties called the “Magic Valley.” Twin Falls serves as the hub for a population of almost 200,000. Populations for the other three counties:

Camas – 1,039 Lincoln – 5,315 Blaine – 21,482

Total population for the State of Idaho in 2015 was 1,634,464

*Idaho Department of Labor - December 2015

PER CAPITA INCOME:

City	Income	State Rank
Twin Falls	\$34,763	26th in Idaho
Jerome	\$34,880	25th
Blaine	\$67,513	1st
Camas	\$49,054	3rd
Cassia	\$37,885	14th
Gooding	\$46,244	4th
Lincoln	\$36,168	29th
Minidoka	\$37,546	15th
Elmore	\$38,503	12th

*Idaho Department of Labor- Fall 2015

TWIN FALLS METRO-COST OF LIVING:

Composite	91.8
Grocery	90.8
Housing	80.2
Utilities	99.8
Transportation	103.2
Healthcare	98.7
Misc Goods & Services	94.5
2nd Quarter 2015	

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ECONOMIC DEVELOPMENT
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CIVILIAN LABOR FORCE:

County	Total Civilian	#Unemployed	%Unemployed	Total Employed
<i>Twin Falls</i>	40,041	1,491	3.7	38,550
<i>Jerome</i>	11,684	413	3.5	11,271
<i>Blaine</i>	11,796	453	3.8	11,344
<i>Camas</i>	643	24	3.8	618
<i>Cassia</i>	11,299	413	3.7	10,886
<i>Elmore</i>	3,385	221	6.5	3,163
<i>Gooding</i>	6,584	209	3.2	6,375
<i>Lincoln</i>	2,640	125	4.7	2,515
<i>Minidoka</i>	10,499	393	3.7	10,106

*Idaho Dept. of Labor - September 2015

NON-FARM PAYROLL JOBS:

	Twin Falls	Cassia	Minidoka	Jerome	Gooding	Elmore
<i>Finance, Insurance & Real Estate</i>	4%	4%	2%	3%	3%	4%
<i>Trade, Utilities & Trans.</i>	22%	30%	26%	33%	20%	18%
<i>Government</i>	14%	18%	25%	15%	29%	30%
<i>Manufacturing</i>	12%	14%	18%	21%	19%	8%
<i>Service</i>	45%	28%	23%	24%	24%	37%
<i>Mining & Construction</i>	3%	6%	6%	4%	5%	3%
*2014 Average Wage	30,960	31,561	33,304	34,247	31,446	30,873

*Idaho Dept. of Labor -2014

CLIMATE:

Average Temperature in January

High: 37.8°F - Low: 18°F

Average Temperature in July

High: 91°F - Low: 50.2°F

Hottest & Driest Month

July

Coldest & Wettest Month

December

Annual Precipitation

9.5"

Annual Snowfall

20.5"

Elevation

3,747 feet

CULTURE:

The Southern Idaho region is also referred to as The Magic Valley – so named after nearby Milner Dam which was constructed in 1905 and productive farmland and towns seemed to spring up out of nowhere on the sagebrush-covered southern Idaho desert. Thus, “The Magic Valley.”

The mighty Snake River and its breathtaking canyon etches the boundaries of these cities where many falls, including 212-foot Shoshone Falls known as the “Niagara of the West” can be seen. The magnificent Snake River Canyon cuts into hundreds of feet of volcanic rock as a result of the ancient Bonneville Flood that occurred over 15,000 years ago.

The topographic, geographic location, and seasonal variation in climates create a unique and varied natural environment which ranges from the scenic high alpine country in the north to the desolate lava plains and desert mountains in the south, including world-famous ski resort, Sun Valley

The ideal balance between business and livability. This vibrant region offers a uniquely competitive environment where industry prospers in a distinctive pro-business partnership of commerce, government, and community.



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Winter 2015

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HEALTH CARE:

Southern Idaho provides a full spectrum of health care facilities and treatment programs to meet the needs of a growing region.

St. Luke's Magic Valley Regional Medical Center is a 224-bed hospital serving the healthcare needs of people in eight southern Idaho counties and northern Nevada with a full range of medical services. St. Luke's also operates a medical facility in the neighboring community of Jerome.

St. Luke's Magic Valley Regional Medical Center

St. Luke's Jerome Medical Center

Minidoka Memorial Hospital is one of Minidoka County's largest employers. Minidoka Memorial provides a full range of medical and related healthcare services to residents of Minidoka and neighboring Cassia county.

Minidoka Memorial Hospital

Cassia Regional Medical Center is a 25 bed critical access hospital provider offering a complete range of high-quality diagnostic and treatment services to the Burley-Rupert area.

Cassia Regional Medical Center

North Canyon Medical Center is located in Gooding, Idaho, that provides a broad range of state-of-the-art healthcare services for the residents of Gooding County and surrounding communities.

North Canyon Medical Center

The **Walker Center**, also located in Gooding, is a well-known treatment center for alcohol and substance abuse.

The Walk Center

St. Luke's Elmore Medical Center located in Mountain Home is a 25 bed critical access hospital founded in 1955.

St. Luke's Elmore's Medical Center

Glenns Ferry Health Center has delivered quality care for communities in Elmore and Owyhee Counties for 32 years. Incorporated in 1982, GFHC has grown its primary and behavioral health care services to meet the needs of the community. The health center is equipped with a Heliport pad for Life Flight.

Glenns Ferry Health Center

EDUCATION:

Education in the region includes numerous excellent public, private, parochial and charter schools.

Twin Falls School District

Jerome School District

Cassia County School District

Minidoka County School District

Gooding School District

Kimberly School District

Filer School District

Wendell School District

Castleford School District

Glenns Ferry School District

Idaho Digital Learning Academy

COLLEGE OF SOUTHERN IDAHO

Private SCHOOLS:

Agape Christian School

Clover Trinity Luthern School

Hilltop Adventist

Immanuel Luthern

Lighthouse Christian

St. Edward Catholic School

Twin Falls Christian Academy

ARTEC Professional Tech

Charter Schools:

Xavier Charter School

Heritage Academy Charter School

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Life. Work. Play. Balance.

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Winter 2015