

# SIEDO

SOUTHERN IDAHO  
ECONOMIC DEVELOPMENT  
ORGANIZATION

**CONTACT:**

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SOUTHERNIDAHO.ORG

# Southern Idaho

## QUALITY OF LIFE

### BALANCE

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.

### SOUTHERN IDAHO

The counties of Twin Falls, Jerome, Minidoka and Cassia are four of eight counties located in the south central part of Idaho. Each is geographically located about an equal distance from Boise, the State Capital, 90 minutes to the west, and Pocatello, the state's third largest city 90 minutes east. Salt Lake City is less than four hours southeast via I-84.

This 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.

### TWIN FALLS

Twin Falls is located midway between Boise to the east and Pocatello to the west -- and 70 miles south of Sun Valley. Twin Falls, the hub of southern Idaho, is a vibrant city of 47,468 people, home to over half of the county's 83,375. The city sits at a high-desert elevation of 3,745 with the Snake River Canyon at the north edge, northern Nevada to the south and the distant Sawtooth Mountains riming the northern horizon.

Agribusiness, including food production, food processing, food science and related support services are the main industry sectors in this region. Key businesses include Chobani, Glanbia Foods, Clif Bar, Con Agra/Lamb-Weston, McCain Foods, Clear Springs Foods, Amalgamated Sugar, and Monsanto Wheat Technology to name a few.

<http://www.tfid.org/>

### FILER

Highway 30. The City of Filer is located in central southern Idaho on the west side of Twin Falls County. Filer, with a population around two thousand, is a small community best known for the Twin Falls County Fair which is one of the biggest fairs in the North West United States

<http://www.cityoffiler.com/>



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## WENDELL

The City of Wendell is a typical rural Idaho community. The 3,000 residents are a group of close knit community members, fiercely independent, and faithful to the principals that helped settle the west. The City of Wendell prides itself on Magic Valley Dairy Days, an annual June event. The City of Wendell and the Wendell Chamber of Commerce are active in community events that help to keep the city's community pride alive.

<http://www.townofwendell.com/>

## KIMBERLY

Kimberly is a city in Twin Falls County, Idaho. The population was 3,264 at the 2010 census, up from 2,614 in 2000. It is part of the Twin Falls Micropolitan Statistical Area. Kimberly was founded in 1905 and named after Peter L. Kimberly, a major investor in the construction of Milner Dam which made commercial irrigation practical in the area.

<http://www.cityofkimberly.org/>

## JEROME

Positioned at the intersection of Interstate 84 (east/west) and State Highway 93 (north/south), Jerome is steeped in natural history and is regarded as one of the most unique geological sites in the United States. The area is a major producer of agricultural commodities with a 140-day growing season.

Jerome County's population has grown in response to strong economic and infrastructure development. Jerome is the county seat and by far the largest city. Novolex, the largest manufacturer of plastic grocery bags in the U.S., and Idaho Milk Products with a state-of-the-art processing plant and Technology Center are examples of new companies requiring workers with better than average skills. The dairy industry continues to be a major factor in the economy drawing feeder businesses such as Jerome Cheese/Agropur, West Farm Foods Inc. and WOW Logistics.

<http://www.ci.jerome.id.us>

## GOODING

Gooding County has experienced modest growth over the last 10 years and is the state's dairy leader. The county seat and largest town is Gooding. Wendell, coined the Hub City due to its central location, is the second largest town. Despite the predominance of dairy, the county's agriculture is diverse from specialty onions to trout to beef cattle. A National Reserve and part of the Sawtooth National Forest, the 14,500 acres City of Rocks formations offer world-class rock climbing drawing climbers from around the globe.

<http://www.goodingidaho.org>

## BUHL

The city of Buhl is a town of 4200 nestled in South Central Idaho along the Thousand Springs Scenic Byway. Buhl is approximately 16 miles west of the City of Twin Falls on Highway 30. It is home to many unique local businesses and restaurants that are favorites of locals and visitors. Known as the Trout Capital of America, Buhl has a large number of hatcheries producing trout for national and global markets.

<http://www.cityofbuhl.us>

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## MINI-CASSIA

This area includes Minidoka County (cities of Rupert, Paul and Heyburn) and Cassia County (cities of Burley, Albion, Declo and Oakley). The area offers an array of natural resources and recreational opportunities including water and jet skiing, boating, windsurfing, sailing, swimming and a riverside eighteen-hole golf course. South of the Snake River is the historic Oregon Trail crossings. Pomerelle Ski Resort provides runs for beginners and advanced skiers and bikers enjoy rides to beautiful Lake Cleveland.

<http://www.minidoka.id.us/>

<http://cassiacounty.org>

## GLENN'S FERRY

Glenn's Ferry was one of the most famous river crossings on the Oregon Trail. Pioneers forded the Snake River at the Three Island Crossing until 1869, when Gustavus Glenn constructed a ferry about two miles upstream to expedite freight and transport emigrants. His boat cut nearly twenty miles from the former route.

Three Island Crossing State Park is home to The Oregon Trail History and Education Center where visitors can learn about pioneer emigrants and Native American history.

The city has both rail and trucking services available.

<http://glennsferryidaho.org/>

## ALL THINGS FOOD

Southern Idaho is known as America's Most Diverse Food Basket, with food production, food processing and food science serving as the economic foundation for the region.

This six-county region leads Idaho's agribusiness sector, contributing over 54% of the state's Ag receipts. Few if any other region in the country has the depth in agribusiness as is found in southern Idaho.

## CLIMATE

South Central Idaho boasts a four-season climate. Daytime highs in July average 88 degrees with evening lows in the 50s, while January temperatures range from 37 in the day to 21 at night. The area receives about 11 inches of snow and 9 inches of rain annually.

## CULTURE

Southern Idaho boasts a solid, diversified quality of life for its residents. Twin Falls serves as the regional center for numerous arts and cultural events: performing & visual arts, cultural resources, museums, libraries, planetarium, and adult and youth educational opportunities. Several community theater groups, a symphony and chorale welcome participation. The College of Southern Idaho campus is home to the Herrett Center for the Arts and Science and world class Faulkner Planetarium. Southern Idaho offers the ideal balance between business and livability.

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## RETAIL & DINING

Twin Falls serves as the regional market center for the retail stores and a wide range of business and personal services. A shopping mall with national, local and specialized retail outlets cater to most shopping needs of Southern Idaho residents. Historic Downtown Twin Falls features a relaxed shopping pace with locally owned specialty shops. Dining opportunities are plentiful, from fast food to moderately upscale restaurants.

## RECREATION & ENTERTAINMENT

Southern Idaho's unique geographical make up and range of weather conditions offers something for everyone. An environment unlike any other in the country including a wide range of extreme sports for those highly adventurous souls.

<http://www.visitsouthidaho.com>

**BASE Jumping** - World-class BASE jumpers travel to Twin Falls' Perrine Bridge to enjoy what they consider one of the best and safest spots to practice their sport of free falling from buildings, antennas, spans and the Earth (hence the name BASE). The Perrine Bridge is one of the few legal places to jump in North America and offers some of the most ideal and breathtaking jumping conditions.

**White Water Rafting** - From white water to flat water, Southern Idaho's Magic Valley is blessed with an abundance of boating opportunities on one of the master rivers of the West - the Snake.

**Rock Climbing** - City of Rocks rivals Yosemite National Park as a western favorite for technical rock climbers and is widely considered one of the world's top rock climbing destinations. Recreation in the Hailey and the Wood River Valley is outstanding four seasons of the year.

*Summer* months allow for spectacular sightseeing and numerous activities that involve water sports. The Snake and Salmon Rivers offer canyons, lakes, waterfalls and rapids for white-water rafting or a leisurely floating trip down the most scenic rivers in America. Fishing for trout, bass, salmon or sturgeon is always popular. There's sailing or wind surfing on South Central Idaho's many lakes and reservoirs. The surrounding mountains provide many campgrounds for camping, backpacking, rock climbing or picnicking. Guides and outfitters throughout the area offer horseback riding opportunities into some of the more remote corners of the region. Golf, swimming, boating, canoeing, jet skiing, water skiing, miniature golf, tennis, hot air ballooning, and scenic helicopter rides are a few of the other summer time activities available..

*Winter* brings snow to Southern Idaho and the whole face of the region changes when covered with snow. On snowmobiles, cross country skis or snowshoes, you can travel into the hills and deserts, many with groomed trails. World-famous Sun Valley, the first ski resort in the country and recognized as the 7th best ski resort in the United States, is only 75 miles north. Local South Hills also offers skiing for both the beginner and advanced skier. Some ski slopes can arrange helicopter rides to take the daring to remote areas for fresh powder skiing.

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*Spring* is one of the most beautiful seasons in Idaho. For skiers visiting Southern Idaho, spring offers an exciting experience. Spring brings clear, bright days of superb skiing where snow remains well into April. The spring runoff means that the falls in the Snake River Canyon are magnificent at their peak, especially 212-foot Shoshone Falls which is higher than Niagara Falls. Other popular spring activities include golfing, mountain biking, tennis, swimming, mountain/rock climbing, hiking, motorcycling, NASCAR racing and horseback riding to name a few.

*Fall* hunting season is always an important time of passage for many residents and visitors to Southern Idaho. Fishing is excellent with the world-class fly-fishing in nearby Silver Creek. Warm days and cool nights make for spectacular surroundings as the aspens, dogwood and willows set the hill aglow with color.

Southern Idaho offers the ideal balance between lifestyle and business opportunity in an environment abundant in natural beauty.



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