



COMMERCIAL

The Magic Valley
Difference



Magic Valley
Agricultural giants
and manufacturing
powerhouses fuel solid
growth.

Magic Valley Idaho - The Magic Valley is home to the thriving communities of Twin Falls, Jerome, and Sun Valley and includes Blaine, Camas, Twin Falls, Jerome, Gooding, Minidoka and Lincoln counties. Located about 120 miles southeast of Boise and 200 miles northwest of Salt Lake City in the high desert, the Magic Valley boasts vibrant outdoor lifestyle opportunities, an exceptional quality of life and strong business growth. The area offers boating, fishing, skiing, snowmobiling, hiking, base jumping and more, at locations across the Snake River Valley, the rugged Sawtooth Mountains, and picturesque Sun Valley.

Corporate growth has dramatically increased over the past few years. Led by innovative, national brands such as Chobani, Clif Bar, and Jayco, Idaho's unemployment rate remains at a low level of 2.9%. One of the main drivers in business expansion is found in the food manufacturing sector. The Magic Valley ranks #3 in the nation for food processing and is home to the world's largest yogurt factory, Chobani who has invested \$750 million in Twin Falls, creating over 1,000 jobs. Southern Idaho also accounts for 80% of the state's dairy processing allowing Idaho to ranked #4 for milk production and #3 for cheese production in the United States.

Source Southern Idaho Economic Development

Top Public & Private Employers

Amalgamated Sugar Co.

Chobani

Glanbia

Con-Agra

Jayco

C3 Customer Contact Channels

St. Luke's Magic Valley Regional Medical Ctr.

College of Southern Idaho

Clif Bar

Source Cappex



Magic Valley
Community partnerships
help drive unemployment
rates that are lower than
national metrics.

2.9%

Unemployment Rate:
Twin Falls MSA (August 2021)

2.9%

Unemployment Rate:
State of Idaho (March 2021)

102,682

No. of Employed:
Job Strength (Twin Falls MSA, 2021)

205,653

Magic Valley:
Population Base (2021)

1.0%

Twin Falls County:
Est. Ann. Pop. Growth (2021)

\$57,447

Twin Falls County:
Med. Household Income (2021)



The Magic Valley
Drawing on a consumer
base of $\pm 200,000$... Twin
Falls is the
most urban of the region's
counties.



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Magic Valley
Demographics growth
continues to drive home
values up year over year.

1,984

Single Family:
Homes Sold

(Twin Falls & Jerome Counties, MLS 2020)

45

Single Family:
Condos Sold

(Twin Falls & Jerome Counties, MLS 2020)

\$235,000

Median:
Home Prices (Twin Falls County, 2020)

1.1 M sf

Chobani
World's largest yogurt
plant

4 Plants

Glanbia
World's largest barrel cheese
manufacturer
(Idaho Preferred, 2019)

240,000 sf

Agribeeef
Planned Jerome Facility (2020)



The Magic Valley
Home to a large base of
notable and growing
manufacturing and
agricultural corporations.