

We're Ready.

You're ready to rethink what's possible for your business. Jerome 20/20 is ready to help you build your plans into reality.



JEROME 20/20, INC
ECONOMIC DEVELOPMENT ORGANIZATION

Phone: (208) 539-0200
104 W. Main, Suite 103
Jerome, Idaho 83338

Visit www.Jerome2020.com

You're Ready to Build. We're Ready to Help.

Jerome — the name of both the county and its biggest city — offers access that other regions simply can't. Strategically situated in South-Central Idaho, the Jerome area has unparalleled connections to major interstate arteries, rail lines, and airports that reach throughout the vast West.

But access is about more than just bringing products in or shipping them out. Through Jerome 20/20, the area's economic development organization, you'll gain the support and key contacts you need to gain approvals quickly. We're ready to meet you where you are and help shape your successful future.

You're about to discover why agriculture, dairy, manufacturing, processing, and logistics companies have been seeking out our area over the past 20 years — and why thousands of employees love calling this place home.





What Jerome 20/20 Can Do For You?

You're ready to grow. We're ready to help you build. Jerome 20/20 brings a wealth of experience, talent, and resources to move your project from development to reality.

- Market and research
- Introductions to government leaders
- Site selection, including shovel-ready properties
- Permit and other entitlement assistance
- Help with utilities and service providers
- Tax incentive sourcing
- Employee hiring and training resources

We're Ready to Work With You

We receive funding from the city, the county, and individual business leaders, but we make our decisions independently — and quickly. Speed is a hallmark of Jerome 20/20 because we are clear on the type of businesses we want to attract and why, and we have the network of state and regional connections to make plans come to life.



Larry Hall

Executive Director

Phone: (208) 539-0200

Email: LHall@Jerome2020.com

“ We couldn't be more grateful to Jerome 20/20 for their support of the True West Beef project. They have wholeheartedly embraced our project, introduced us in the community, and helped us identify the steps we needed to make our project a reality. They are consummate business professionals with a keen understanding of what is required to be successful.”

— Jay Theiler, Executive VP, Strategy and PR,
True West Beef



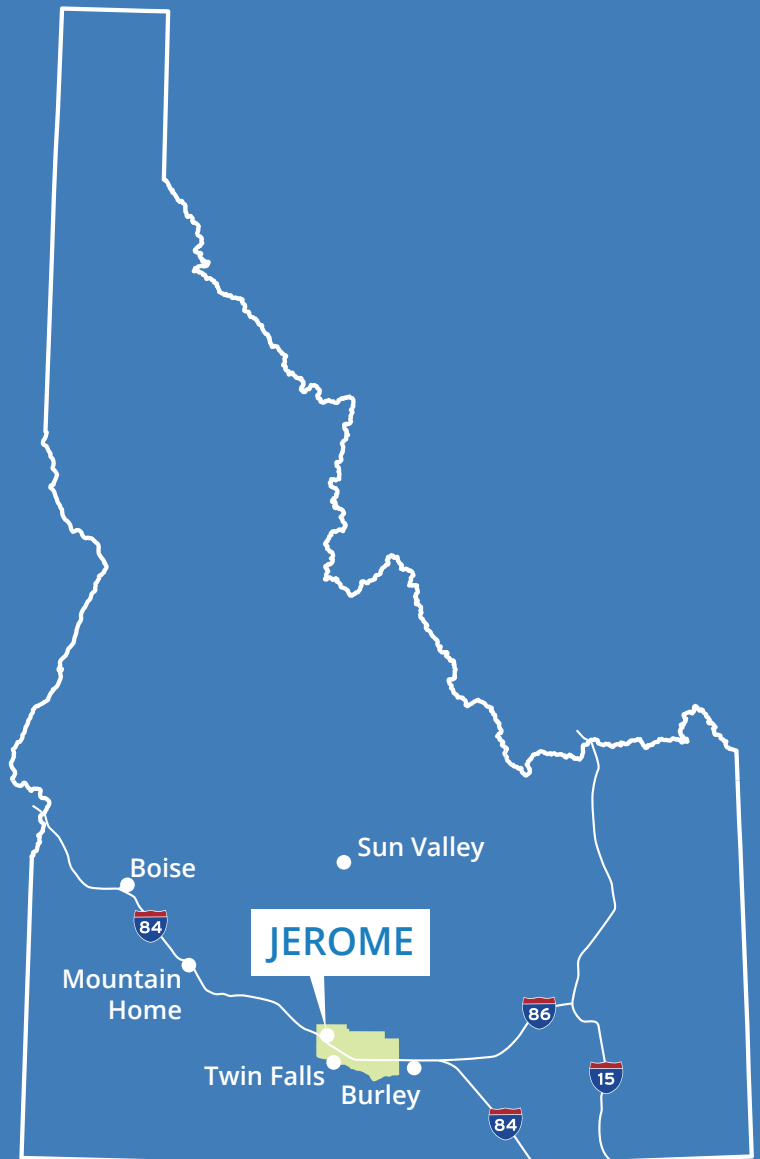
Location: Our Secret Weapon

Jerome City and County are centrally situated in Southern Idaho, midway between the cities of Boise and Idaho Falls and north of Salt Lake City.

Unbeatable freeway access.

The Jerome area offers premier, countywide connections to the I-84 corridor — including the U.S. Highway 93 interchange, which at over 40,000 vehicles per day is one of the busiest in Idaho. U.S. Highway 93 extends from Mexico to Canada and is intersected by I-84, offering vast opportunities for transportation. A new interchange at Exit 168/South Lincoln, slated to open in 2024, will make it even easier to access.

From here, it's also an easy drive to some of Idaho's most celebrated destinations, including Sun Valley, the Boulder-White Clouds Wilderness, the Frank Church-River of No Return Wilderness, and the Sawtooth National Recreation Area.



A favorite of trucking and logistics companies.

Here, you'll find Scott Jackson Trucking, Arlo G. Lott Trucking, J&W Trucking, Indian River Transport, Rick Thompson Trucking, Giltner Trucking, Penn Pacific Trucking, the trucking arm of Dairy Farmers of America, WOW Logistics, and more.

Fixed-base operations, plus more air routes within range.

Precision Aviation, the fixed-base operation at Jerome County Regional Airport, is just 10 minutes away from Twin Falls and 55 minutes from Ketchum/Sun Valley. It's a very short drive to I-84, making it a perfect location for corporate aircraft and a favorite of dignitaries and state officials. In addition, the Jerome area has access to several additional airports throughout Southern Idaho and northern Utah.

Rail where you need it.

From Jerome, your organization can access destinations throughout the West by rail. Companies based here rely on shuttle trains, unit trains, and single-rail cars to bring in crucial items like feed and simply ship out products and by-products. The Jerome area is served by short rail on both the north and south sides that connects to major Union Pacific freight rail lines.



Shovel-ready land to build your vision.

The Jerome area offers more than 500 acres of shovel-ready land so you can launch your next project simply and easily. The Crossroads Point Business Center is the only commercial or light-industrial subdivision in Jerome County that delivers lots to the buyer shovel-ready — complete with site work, power, city water and sewer, natural gas, and fiber optics. Already, companies like Valley Country Store, Watkins Distributing, Rush Trucking, Bish's RV, Comfort Inn & Suites, Intermountain Gas, FedEx, and more have enjoyed tens of thousands in savings by building within this shovel-ready development. Crossroads rolled out 250 acres during Phase I and still has several shovel-ready lots available. Phase II will add another 250 acres.

Agriculture: A Cycle of Success

The Magic Valley is the food basket of Idaho, driven by a symbiotic relationship between farmers, cattle and dairy producers, and processors. Over the past 20 years, many dairy producers and food processors have discovered what pioneers realized over a century ago: This land is rich, the soil is fertile, the water is plentiful, and abundant year-round sunshine and a cool climate promise 140 growing days per year. Plus, businesses here have access to a qualified workforce of nearly 6,000 employees who understand the region's industries.



Powerhouses of Idaho Agriculture & Manufacturing

- Idaho Milk Products
- Agropur
- Darigold
- Commercial Creamery
- Franklin Building Supply
- Magic Valley Quality Milk Producers
- Scoular Company
- Hilex Poly Company/Novolex
- Rite Stuff Foods
- Spears Manufacturing
- And more



Cattle ranching

As droughts in the Midwest and a shrinking national herd drive up cattle prices, ranchers have found relief in the Jerome area's plentiful public grazing land and access to affordable forage. Our area is now home to several thousand head of beef cattle.

“Southern Idaho is America's most diverse food basket. Our six-county region provides a vast variety of agricultural products — from grains to fish, cows to corn — that line grocery store shelves throughout the country.”

— Jan Rogers, Former Executive Director,
Southern Idaho Economic Organization



Dairy is crucial for Idaho:

- Dairy contributes \$600 million to Idaho’s GDP
- Idaho is the #4 state in the U.S. for milk and cheese production

Jerome Agriculture & Manufacturing By the Numbers

- Jerome County produces \$274.3 million in cow milk per year
- Jerome County accounts for 11.8% of all milk sales in Idaho
- Jerome County is the #3 milk-producing county in Idaho and the #16 milk-producing county in the United States
- Jerome County dairy farms account for 7.9% of all operations with milk sales in Idaho



Farming

There are few regions in the country capable of sustaining a thriving agribusiness community — and the Jerome area is one of them. Many of our area’s farmers grow the nutrient-dense crops that fuel the region’s remarkable milk production. Major crops include alfalfa, potatoes, and corn for silage, as well as sugar beets, dry beans, winter and spring wheat, and corn for grain.



Dairy and dairy processing

The Magic Valley area is the main driver of the dairy industry in Idaho, a state that ranks #4 in the nation for milk and cheese production — an astounding 30 million pounds of milk are produced in the valley every day, with 16 million of those pounds from the Jerome area alone. The Jerome area also boasts more dairy processors than anywhere else in Idaho.



Food processing and manufacturing

Food processors and plastics manufacturers seek the Jerome area for its great power rates, qualified workforce, and straightforward access to major transportation and logistics.

Jerome: Where Quality of Life Is More Than a Catchy Phrase

Newcomers tell us that Jerome reminds them of how American life used to be — friendlier, quieter, and with more freedom to get out and do the things they love. Idaho has been ranked one of the 10 safest in the country by U.S. News and World Report.

But a low crime rate is just one part of what makes the Jerome area so livable. The median housing price here is tens of thousands lower than the state’s median housing price and hundreds of thousands lower than neighboring Nevada, Utah, Oregon, and Washington.

The Jerome Joint School District encompasses seven schools ranging from pre-K to high school and features dual-credit and dual-immersion courses for students. The College of Southern Idaho, which offers two-year associates degrees, is a very short commute to neighboring Twin Falls. The college’s Jerome branch, the CSI Jerome Center, offers community-based education such as English as a second language classes, welding and trade classes, citizenship courses, and many other programs. Boise State University, the College of Western Idaho, Idaho State University, and BYU-Idaho are fewer than three hours away.

The Jerome area has easy access to high-quality healthcare, including a branch of the statewide St. Luke’s Medical Center, North Canyon Medical Center, a drug and alcohol recovery center, assisted living facilities, physical therapy services, and family health care centers.

Senior citizens will discover two centers dedicated to their needs in Jerome and Eden. The Jerome area also is served by the Jerome Public Library and numerous public parks, catering to everyone from skateboarders to nature lovers.

Key Facts



25,041
Population



33.2
Median Age



8,397
Households



\$38,538
Median Disposable Income



Data Provided by Jerome
County GIS

LAST UPDATED MARCH 2021

Save Money on Taxes

Jerome County's average property tax rate is approximately 1 percent and approximately 2 percent in the City of Jerome. Sales tax is only 6 percent, and Idaho's progressive income tax system has a top rate of 6.925 percent.

Business



766

Total Businesses



9,254

Total Employees

Housing



5,291

2020 Owner Occupied Housing Units



3,106

2020 Renter Occupied Housing Units

Annual Household Spending



\$1,379

Apparel & Services



\$3,655

Groceries



\$2,448

Eating Out



\$100

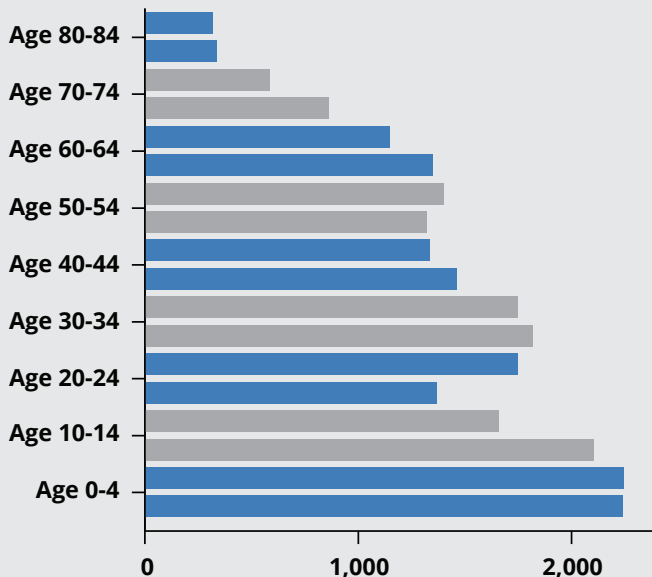
Computers & Hardware



\$4,180

Health

Population



Employment

44% = White Collar

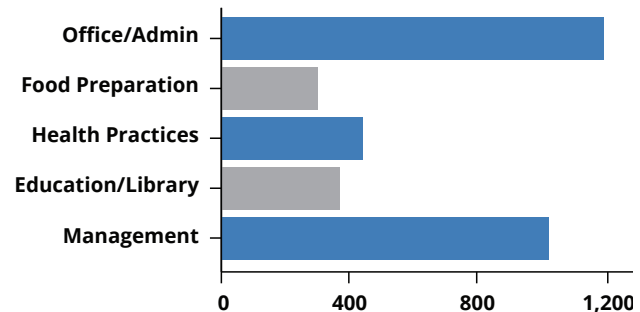
45% = Blue Collar

11% = Services

10.6%

Unemployment Rate

Occupation



Income

\$50,337 = Median Net Worth

\$44,955 = Median Household Income

\$19,604 = Per Capita Income



Education

21% = No High School Diploma

28% = High School Diploma

30% = Some College

16% = Bachelor's/Grad/Prof Degree



After-Work Play Is Minutes Away

The Jerome area is situated just north of the magnificent Snake River Canyon, home to one of the grandest rivers in the West and a playground for outdoors enthusiasts. World-renowned, Class V kayaking and rafting is just a short drive away — but if a lazy afternoon of fishing is on your radar, you'll find plenty of places to drop a line, too.

Photo Credit: Southern Idaho Tourism



Extreme sports

BASE jumpers travel thousands of miles to leap off the I.B. Perrine Bridge that spans the Snake River Canyon — in fact, the world BASE jumping record was set here. The canyon attracts rock climbers, ice climbers, and cliff jumpers, as well.



Winter sports

Within two hours, skiers and snowboarders can be on the family-friendly slopes of Pomerelle Resort, Soldier Mountain Ski Area, Bogus Basin Ski Resort, or the world-famous Sun Valley Resort. Snowshoers and cross-country skiers have access to thousands of acres of public lands, as well as groomed trails at ski resorts and nearby City of Rocks.



Camping and hiking

Hike along the rim of the Snake River Canyon, camp on the serene shores of Wilson Lake, or strike out on acres of public land.



Golf

Golf is a nearly year-round affair in the Jerome area: the legendary Blue Lakes Country Club, situated in the heart of the Snake River Canyon, offers temperate golfing well after most courses have closed. Jerome Country Club and 93 Golf Ranch attract savvy golfers who seek sunny skies and no crowds.



Rafting and kayaking

Thrilling whitewater rafting is within minutes of Jerome, including the pro-level Milner Mile and the Murtaugh Stretch of the Snake River. (Less hair-rising runs, including a number that let you see the river’s famous waterfalls from below, are available, as well.)



Boating and fishing

Wilson Lake Reservoir, located just north of Hazelton, is a 600-acre fishing spot with a boat ramp and 40 campsites, making it a quick getaway for an afternoon or weekend. Anglers will find the Snake River abounds with trout, bass, catfish — even sturgeon, steelhead, and chinook salmon.



Hunting

Ten of Idaho 11 big game animals in the Magic Valley. Bagging one, of course, is another story — but hunters can give chase to elk, deer, pronghorns, and more. Upland birds, waterfowl, and small game are plentiful, as well.



Recreation for All

The Jerome Recreation District Center has it all: A pool, basketball, group classes, an indoor track, and opportunities for all ages to engage in fitness. The facility, located in the heart of the City of Jerome, boasts 32,000 square feet of dedicated exercise space.

The town of Eden, just a short drive from the City of Jerome, is home to the Valley Recreation District, which offers baseball, volleyball, football, wrestling, soccer, and basketball programs for school-age children.

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