



# City of Twin Falls

C O M M U N I T Y G U I D E

Grow With Us

“The natural setting in which Twin Falls exists is viewed as a precious resource by those who reside in it.”

City of Twin Falls' Strategic Plan 2013

***Twin Falls is built on its early heritage of agriculture, where those who worked the land were the first conservationists.***

The City of Twin Falls is located in southern Idaho's unique high-desert region, where rocky peaks and deep canyons surround fertile farmland.

The thriving community of about 46,000 people is perched along the Snake River Canyon, which boasts 486 vertical feet of canyon wall that plummets into the Snake River. Also carving its way through the center of our city is the Rock Creek Canyon that hosts miles of paved trails for a quick getaway from the daily grind.

Cascading over many of the canyon walls in Twin Falls are waterfalls that range from the roaring Shoshone Falls - known as the Niagara of the West - to dozens of smaller, giving a cooling mist in the summer or providing for ice climbing in a winter playground.

This unique landscape and the high-desert's limited water supply are our most valuable resources, so the City of Twin Falls has always pursued sustainable growth - and will continue to do so into the future.

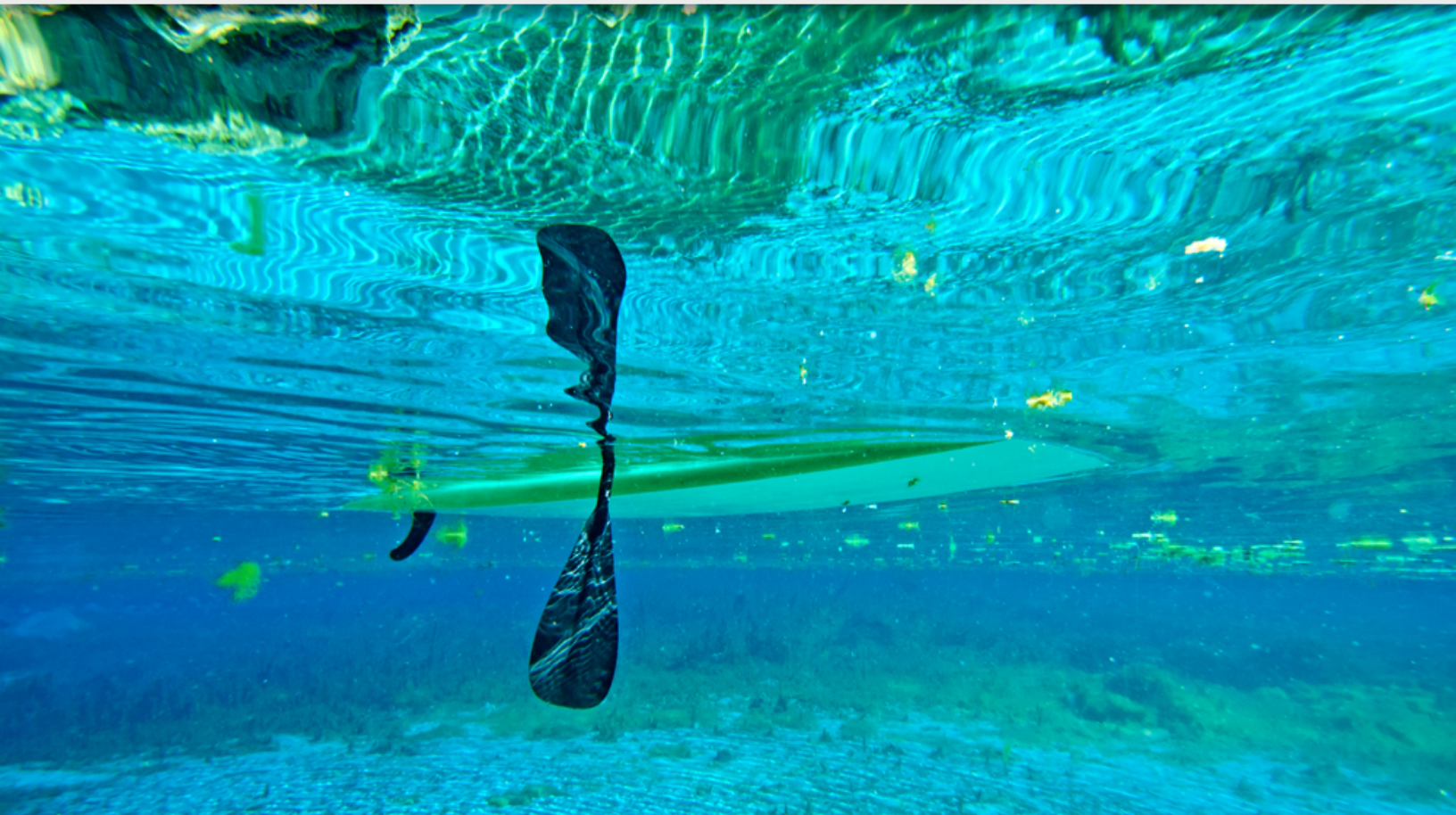


Conservation  
is our past  
&  
Sustainability is  
the key to our  
future

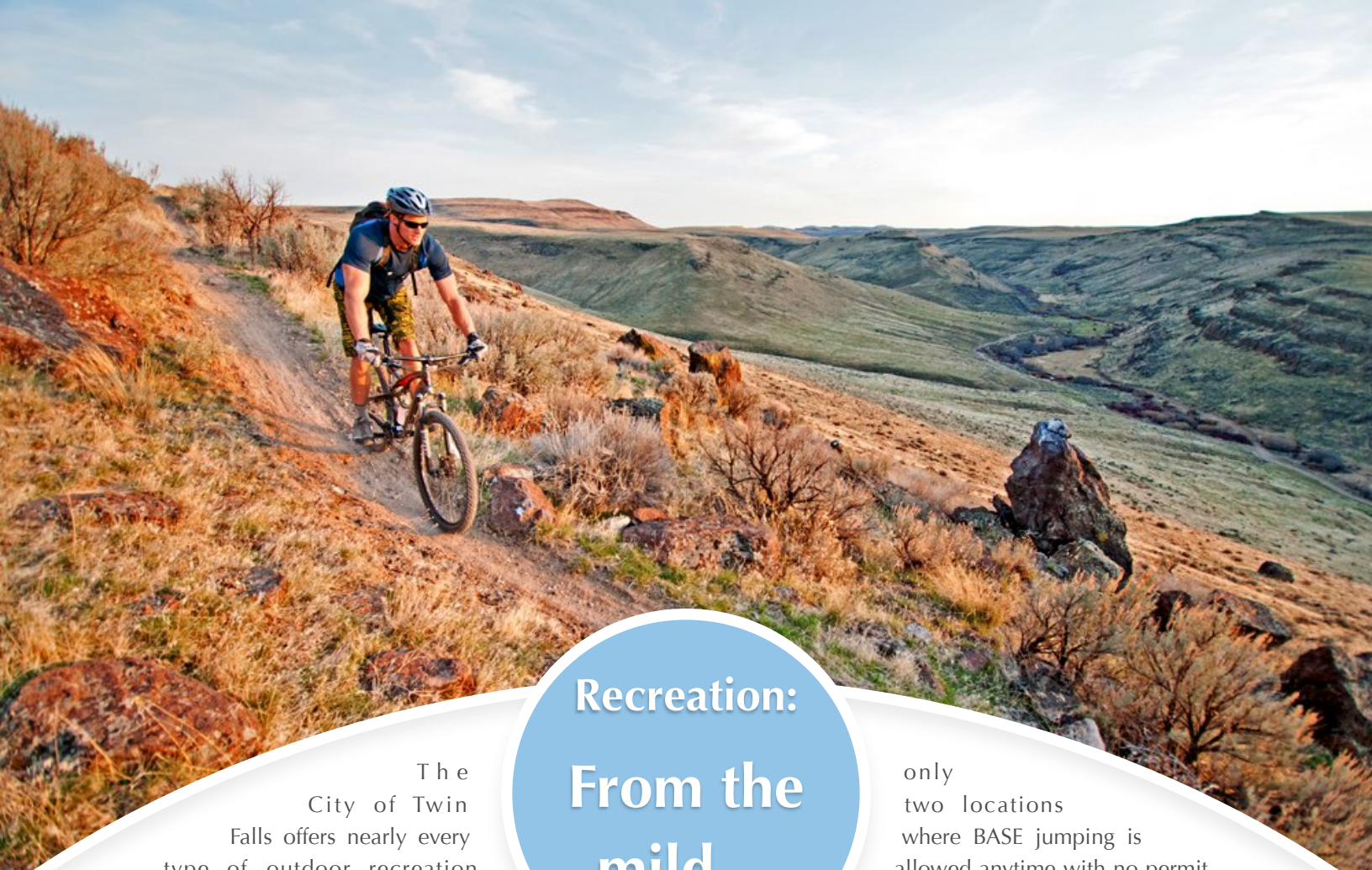




**From the office to the river in 30 minutes**  
Don't worry... we won't tell your boss







Recreation:  
From the  
mild...

The City of Twin Falls offers nearly every type of outdoor recreation opportunity. Escape on a lunch break, for the day, or take the whole weekend if you like.

Twin Falls boasts three ski resorts within a 45-minute drive. Take the whole family to Pomerelle Mountain Resort for a leisurely ski trip, or ski Magic Mountain for something more challenging. Serious ski enthusiasts can try world-class skiing at the Sun Valley Resort.

For the outdoor enthusiast who likes to explore, the South Hills provide hundreds of miles of trails for hiking, mountain biking and horseback riding. We invite you to get lost in its majestic rolling hills, big blue sky and native *Syringa* flowers - well, figuratively.

Sportsmen can try their hand at fishing the mighty Snake River or one of seven stocked streams within 45 miles of Twin Falls, including the famous Silver Creek. Twin Falls is also surrounded by more than a 1,000 square miles of prime hunting area for white-tail deer, mule deer, elk, antelope and fowl. For those who enjoy the wild side of outdoor recreation, Twin Falls is one of

only two locations where BASE jumping is allowed anytime with no permit required. Watch as jumpers from around the world perform their aerial acrobatics or spend the day tandem jumping with a professional. Not your cup of tea? Try our downhill mountain biking challenges offered by the three surrounding ski resorts that open their lifts and trails during summer months - or a trek along the hundreds of miles of trails on public lands around Twin Falls.

Runners will be challenged by our scenic trails that wind through canyons and past waterfalls. Or for something more competitive, join in the community's annual half-marathon or one of our many 5K and 10K community races.

Slow things down a bit on one of our three award winning golf courses in Twin Falls. For a leisurely day on the course, try the Twin Falls Golf Club. Golfers who seek a larger challenge and more amenities can try to beat par at the Canyon Springs Golf Course or Blue Lakes County Club - both located deep in the scenic Snake River Canyon.





# ... to the wild

Because of our central location in southern Idaho, Twin Falls hosts a wide range of state and regional events.

Visitors can stay at one of Twin Falls' many fine hotels and enjoy our annual events, such as the Magic Valley Air Show, Magic Valley Beer Festival and the Perrine Bridge Festival, where hundreds of BASE jumpers celebrate the sport.

Visitors can also enjoy weekly events during the summer such as music and food at Twin Falls Tonight or

the Twin Falls Municipal Band, which is the oldest municipal band in the United States.

Afterward, enjoy a patio dinner or a glass of regional wine at one of our award-winning restaurants perched 486 feet above the Snake River Canyon, or at one of 12 local restaurants in Historic Downtown Twin Falls.

And with an average of 286 days of sunshine a year in Twin Falls, there is plenty of time to enjoy our summer events or tour our high-desert playground.





Calling us vibrant  
...that's an understatement







Debbie Dane, executive director of Southern Idaho Tourism

“Centrally located in South Central Idaho, Twin Falls is the ideal home-base from which to experience all that life has to offer around the region.”

***The population of Twin Falls grows to an average of 70,000 on an average day, as people from surrounding communities seek out retailers and services in our city.***

People come to us to shop at our numerous local and national retailers, as well as for our services in health care, business and education.

St. Luke’s Magic Valley Hospital completed construction on a state-of-the-art medical center in 2011 to keep up with growing demand and to expand its advanced treatment and rehabilitation services for cancer patients.

The College of Southern Idaho provides a variety of education programs, including

workforce training for regional employers, as well as a variety of associates degrees, four-year and post graduate degrees through a partnership between CSI, Boise State University, Idaho State University, the University of Idaho and Lewis-Clark State College - all without leaving Twin Falls.

During an average weekday, Twin Falls will grow from about 45,000 to nearly 70,000 people. Retail sales per capita in Twin Falls exceed \$27,800 - more than double that of Idaho or the nation. So, if we look bigger than we sound, it’s because we really are bigger.

But small-town America still lives on in Twin Falls, with friendly faces meeting you at every direction and a slower pace of life that lets you enjoy what matters most to you.





Our  
downtown  
can get a little  
lively

The City of Twin Falls boasts one of the lowest costs of living in the nation, averaging just 92 percent for the national composite index. But that doesn't mean we skimp on the services.

The City of Twin Falls offers high-quality services such as parks and recreation, a growing airport with daily commercial air service, and all other municipal services you would expect to receive. This allows our city to quickly meet the needs of new and native citizens and businesses. It also lets us offer a few perks that the community enjoys in our bustling downtown.

The City of Twin Falls is dedicated to revitalizing our downtown, which is the heart and soul of our community. We are restoring infrastructure, repurposing historical buildings in downtown Twin Falls and building parks to offer a quiet respite from the steady hum of our downtown's business district.

We invite you to visit our downtown's many local

restaurants, delis and specialty shops that sell local foods and goods.

You can also enjoy plenty of after-hours entertainment at our popular Irish-style pub or live music and a brew at our specialty sandwich shop. Downtown Twin Falls also hosts six annual community parades, as well as outdoor markets, wine tastings and art festivals.

During the summer we invite you to peruse fresh, local produce at our weekly farmers market, which hosts more than 30 different vendors from Magic Valley.

For a change of pace, visit the Twin Falls Center For the Arts theater and art gallery in north Twin Falls, or eat at one of our restaurants perched along the Snake River Canyon rim.

Whether you're a foodie or lover of the arts, Twin Falls has something for everyone.





We are preparing a brighter future for Twin Falls

**College of Southern Idaho**

Twin Falls is home to the College of Southern Idaho, a nationally recognized community college which offers both traditional AA and BA programs along with professional-technical courses, health sciences, and alternative energy certificate programs. CSI prides itself on customizing courses that help employers train their workforce, partnering with Glanbia Foods, Seastrom Manufacturing, Chobani Yogurt, and C3 Customer Contact Solutions - just to name a few. It's also involved in Idaho Science, Technical, Engineering and Math program, also known as iSTEM.

There are about 9,000 students enrolled at CSI, which is a 23 percent increase in student enrollment compared to 2002. CSI opened a state-of-the-art Health and Human Services building in 2012 and a new technical training facility in 2014. Boise State University, University of Idaho, Idaho State University and other Idaho colleges offer baccalaureate programs through CSI for students wishing to acquire both bachelors' and masters' degrees.

**Twin Falls School District**

Twin Falls School District serves more than 7,700 students at three high schools, two middle schools, and seven elementary schools. It is the 8th largest district in Idaho, with three new buildings being constructed through 2017.

It graduates a very high percentage of its students – 84.2 percent. This is much higher than most districts around the country. Twin Falls School District collaborates with CSI to provide professional-technical and dual-credit courses, ensuring that a steady workforce is available for our local employers.

The school district completed construction on a new high school and renovations to existing schools in 2010. The new and upgraded facilities offer more space for growing enrollment and facilities for more technology in the classroom.

Our schools offer a wide variety of activities, such as state accredited sports programs and more specialized extracurricular activities like robotics competitions, performing arts and outdoor challenges.





Culture isn't  
just for milk  
anymore

***Add a spark to the evening with one of our many performances from world renowned artists to local acts.***

Wash away the dust of everyday life with the College of Southern Idaho's annual Arts on Tour. The tour provides a full season of performances you want to see, new acts you won't want to miss and emerging artists on the brink of big things.

JuMP Company is a musical theatre for young aspiring artists, established to involve young people in the performing arts and to promote higher education. Enjoy a winter show in February and a summer show in July.

The Magic Valley Arts Council hosts ongoing and special-event displays of local art, as well as touring collections.





*Our backyard has babbling brooks, meandering streams and - of course - raging waterfalls. The Shoshone Falls is a major tourist destination that flows at an average of 3,200 cubic-feet per second, and it also serves as the largest run-of-river hydroelectric dam in the nation.*





## Our heritage is who we are

The City of Twin Falls works hard to preserve and honor its heritage.

That heritage is one of industry and adventure, as well as community and preservation. Our predecessors were the first conservationists, who respected the land because their livelihood - and that of future generations - depended on it.

Twin Falls was settled by the entrepreneur I.B Perrine, who envisioned the scenic Shoshone Falls and deep Snake River Canyon as a tourist destination. In 1905, Twin Falls became an incorporated city that thrived on agriculture and its central location as a crossroads of the Northwest.

Citizens worked together to launch one of the largest irrigation efforts in the nation, creating the Twin Falls Land and Water Company that built an unparalleled irrigation system to hydrate more than 244,000 acres of desert landscape in Twin Falls County.

Since that time, there has been a profound respect for the land and its precious water supply.

The City of Twin Falls has an aggressive water conservation policy that reduces water usage and utilizes water flowing through the original canals built more than 100 years ago for landscape irrigation

The city offers an advanced recycling program to reduce and reuse materials. City engineers recently completed an award-winning project that constructed ponds, which naturally reduce the impact our wastewater treatment facilities have on the Snake River. We are currently restoring nearly 700 acres into wetlands, which will be opened to the public as a major recreation area for bird watching, biking and hiking.

We audit all our government buildings for energy efficiency and have developed a plan to become even more energy efficient. Speaking of buildings, we are actively involved in repurposing historical buildings in Twin Falls to protect our heritage and reduce waste.

We hope that you will take the time to tour our growing community and see all that we have to offer. One visit and we know that you will want to **grow with us.**









# City of Twin Falls

Grow With Us

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