TWIN FALLS ECONOMY

The City of Twin Falls serves as the economic, healthcare, and commercial hub of south-central Idaho and northeastern Nevada. With a population exceeding 57,000 residents, Twin Falls functions as the regional center for employment, education, medical services, and retail activity within the Magic Valley. Twin Falls' central location, relatively low cost of living, and access to outdoor recreation continue to support steady population and employment growth, reinforcing its role as a primary service center for a broad rural area.

Healthcare, education, food production, and public sector employment represent major drivers of economic stability in the community. Twin Falls also benefits from a growing base of retail and service employment that serves both residents and in-commuters from surrounding communities. This diversified employment structure has helped insulate the local economy from sector-specific downturns while positioning the city for continued long-term growth.

The Downtown area benefits from strong employment adjacency, including City Hall, the Twin Falls County Courthouse, regional healthcare facilities, and professional offices. Market analysis prepared in conjunction with the Downtown Master Plan indicates low vacancy rates and upward pressure on office and retail rents, signaling constrained supply and continued demand for well-located Downtown space. These conditions support additional mixed-use development, higher-density residential projects, and destination-oriented commercial uses that can further strengthen Downtown as the economic and cultural center of the region.

The City's key employers include:

- St. Luke's Magic Valley Regional Medical Center
- College of Southern Idaho
- Chobani
- Lamb Weston
- Glanbia Nutritional
- Clif Bar
- Falls Brand
- City of Twin Falls and Twin Falls County
- State of Idaho agencies, including regional DEQ offices
- Walmart and Target (regional retail employment centers)