

CANYON COUNTY

FEELS LIKE HOME.



ECONOMIC DEVELOPMENT

Growing together to
create a prime location for
you and your business.

208-454-7458
www.canyonco.org/economicdevelopment



SNAP SHOT

ABOUT US



AGRICULTURE

In Canyon County, agriculture is a big deal. We're #1 in Hay Sales. #1 in Berry, Fruit and Tree Nut Sales. #2 in Sales for all our crops. 75% of Idaho's wine is grown here.



TOURISM

Tourism is Canyon County's 3rd largest industry just behind agriculture and technology. Canyon County wineries create \$34.1 million dollars in business revenue, while providing 300 jobs to the region



MANUFACTURING

Idaho's manufacturers employ nearly 6% of the state's total workforce. Quick Stats: 2,609 Establishments 64,623 Jobs \$78,103 Average Yearly Earnings 10-Year Projected Growth Rate -- 26%



TECH

With an innovative ecosystem, a research University, entrepreneurship, accessible government and business friendly environment, Canyon County has a strong presence in the technical realm and is poised to be the next Silicon Valley.

HOPS

The main hops growing area in Southwest Idaho is in Canyon County, particularly around Parma, Notus, Wilder and Greenleaf. There are roughly 6,000 acres of hops in the region. Southwest Idaho's climate and its proximity to the 45th parallel makes it an ideal place to grow hops.

GET IN TOUCH:

208-454-7458 | 111 N. 11th Ave, #310, Caldwell ID | www.canyonco.org/economicdevelopment

Events



Local Attractions and Events

Canyon County is a great place to play. With events happening throughout the year, there's always something to do! In addition to the 17 wineries in the region, there are museums, Parma Motor Vu Drive-In Theater, Red Top Market, historical tours, Sunnyslope Wine Tours, and so much more!

Caldwell's 4th of July Parade
Caldwell Chamber's Buckaroo Breakfast
Caldwell Chamber Treasure Valley Night Light Parade
Snake River Stampede
Caldwell Night Rodeo
Melba's 4th of July Fireworks
Canyon County Fair
Indian Creek Festival

Caldwell Winter Wonderland
Middleton Annual Easter Egg Hunt
Old Fort Boise Days
Hometown Heroes
Greenleaf Annual Tractor Pull
Wilder Annual Harvest/Hops Festival
Notus Chili Feed
Highland Games



Top Employers

The largest industries in Canyon County, ID

Health Care & Social Assistance (12,430 people),
 Retail Trade (12,244 people)
 Manufacturing (11,049 people)

Canyon County's Top Employers

Wal-Mart
 Nampa School District
 Vallivue School District
 St. Alphonsus Health System
 Plexus Corporation
 Canyon County
 College of Western Idaho
 City of Nampa
 Sorrento Lactalis
 Caldwell School District

Canyon County's Highest Paying Industries

Utilities (\$52,559)
 Mining, Quarrying, & Oil & Gas Extraction (\$44,806)
 Public Administration (\$41,878).



Employment by Occupations

Management Occupations 7.62%	Business & Financial Operations Occupations 3.6%	Health Technologists & Technicians 1.79%	Computer & Mathematical Occupations 1.79%	Food Preparation & Serving Related Occupations 5.62%	Healthcare Support Occupations 3.58%	Personal Care & Service Occupations 2.79%	Construction & Extraction Occupations 8.25%
		<small>Community & Social Service Occupations</small> 1.48%	<small>Architects & Engineers</small> 1.09%				
Education Instruction, & Library Occupations 4.28%	Health Diagnosing & Treating Practitioners & Other Technical Occupations 2.47%	<small>Architects & Engineers</small> 1.2%	<small>Life Physical & Earth Science Occupations</small> 1.33%	Building & Grounds Cleaning & Maintenance Occupations 4.53%	<small>Fire Fighting & Prevention</small> 0.98%	<small>Law Enforcement</small> 0.97%	
Office & Administrative Support Occupations 13.6%	Sales & Related Occupations 10.1%	Production Occupations 6.95%	Transportation Occupations 5.14%	Material Moving Occupations 4.62%	<small>Installation, Maintenance, & Repair Occupations</small> 3.93%	<small>Farming, Fishing, & Forestry Occupations</small> 2.79%	

Source: Idaho Department of Labor and US Census

RODEOS



CALDWELL NIGHT RODEO

Caldwell Night Rodeo is one of the largest and longest-running annual events in Canyon County, drawing rodeo fans in excess of 45,000 over 5 action-packed nights. Listed among the Top 20 Professional Rodeos AND Top 5 Large Outdoor Rodeos in the nation, Caldwell Night Rodeo features the best professional cowboys, cowgirls and animal athletes in the world and is an annual stop on the professional rodeo tour.

CaldwellNightRodeo.com



SNAKE RIVER STAMPEDE

The Snake River Stampede in Nampa is one of the top 10 regular professional rodeos out of the approximately 600 rodeos in the Professional Rodeo Cowboys Association. Stampede and the rodeo has its home indoors at the Ford Idaho Center located just off exit 38 on I-84. The modern, air-conditioned facility offers a seating capacity for up to 10,000 spectators in an oval rodeo configuration, giving every seat a great, close-up view of the rodeo action.

SnakeRiverStampede.com



Healthcare

In Canyon County, you're able to receive the highest quality healthcare. With 3 major hospitals and 13 clinics your health is well cared for.



Beds

With 204 staffed hospital beds in Canyon County, your wellbeing is a priority.

Hospitals

West Valley Medical Center
St. Luke's
St. Alphonsus

It's good to have options.





DIVERSITY THRIVES HERE.

Source: Data.U.S.A

DIVERSITY

Canyon County is one of Idaho's most diverse counties. 25% of our population is Hispanic, compared to only 12% throughout Idaho. Nearly 8% of our citizens are foreign-born compared to the average of almost 6% in greater Idaho. We're younger here, too, with a median age of 33.5 compared to Idaho's 36.5.



EQUALITY

The Gini coefficient, also called the Gini index or Gini ratio, is the most commonly used measure of income distribution—simply put, the higher the Gini coefficient, the greater the gap between the incomes of a country's richest and poorest people. In Idaho, our Gini is only 0.468, even lower than the national average. Wages are distributed more evenly here.



SPECIALIZED WORKERS

We have highly specialized workers in Canyon County. Compared to other counties, we have a higher number of residents working within the Farming, Fishing and Forestry occupations, Construction and Extraction occupations as well as in Transportation.



Partnerships and Resources

- Idaho Manufacturing Alliance
- Idaho Department of Commerce
- Boise Valley Economic Partnership (BVEP)
- International Economic Development Council (IEDC)
- Idaho Economic Development Association (IEDA)
- Idaho Power
- Intermountain Gas
- Century Link
- Caldwell Chamber of Commerce
- Nampa Chamber of Commerce
- Middleton Chamber of Commerce
- Destination Caldwell
- The College of Idaho
- University of Idaho Food Tech Center and Business Incubator
- Treasure Valley Community College
- College of Western Idaho
- Idaho Wine Commission



Incentives

State Incentives

Idaho Tax Reimbursement Incentive (TRI) is a performance-based incentive featuring a tax credit of up to 30% for up to 15 years on new state tax revenues generated by companies seeking to expand in or relocate to Idaho by adding new, qualifying jobs.

Data Center Sales Tax Exemption: New data centers choosing to locate in Idaho will be eligible for sales tax exemption on server equipment as well as construction materials used in the construction of the data center facility.

Idaho Opportunity Fund: Funding for the Idaho Opportunity Fund is allotted at the discretion of the Idaho Commerce director for infrastructure improvements to help attract or accommodate a new commercial or industrial facility.

Idaho Business Advantage: If your business invests at least \$500,000 in new facilities and creates at least 10 jobs paying at least \$40,000 a year with benefits, you may qualify for a wide package of incentives, including tax credits, sales tax rebates, and property tax exemptions.

3% Investment Tax Credit: An investment tax credit on all new depreciable, tangible, personal property (machinery and equipment) used in Idaho.

Property Tax Exemption: Depending on the county, businesses investing at least \$500,000 in new or existing non-retail, commercial or industrial facilities, may qualify for a full or partial property tax exemption for up to five years.

Idaho College Savings Program Employer Tax Credit: Employers are eligible to receive a 20% tax credit for contributions made to an employee's IDEal college savings account. The tax credit is capped at \$500 per employee, per taxable year.

Workforce Development Reimbursements: Receive up to \$3,000 in cash reimbursements for the training of new, full-time employees or for helping retain employees facing permanent layoff through workforce development training reimbursements.





Local Incentives

Capital Investment Property Tax Exemption
(Through the Canyon County Commission)

Industrial Revenue Bonds

Foreign-Trade Zone
(Through Idaho Manufacturers' Alliance)

Urban Renewal Agency Tax Increment Financing (TIF) Program

CDBG
(Community Development Block Grants)

Canyon County Business Investment Incentive

New Market Tax Credit
(Through MoFi)

More incentives may be available through individual cities.

IDAHO

Opportunity Zones

OPPORTUNITY ZONE PROGRAM OVERVIEW

The Tax Cuts and Jobs Act of 2017 contains a new tax incentive for investments in low-income census tracts designated as Opportunity Zones.

Opportunity Zones are a new community development program established to encourage long-term investments in low-income urban and rural communities.

Private investment vehicles called Opportunity Funds that place 90 percent or more of their funds into an Opportunity Zone can earn tax relief on the

capital gains generated through those investments. Tax benefits increase the longer investments are in place.

Each state nominated a minimum of 25 total eligible census tracts but no more than 25% of the total number of eligible census tracts within the state. Approved Idaho Opportunity Zone tracts and informational one-pagers are included herein.

For more details on Idaho Opportunity Zones visit commerce.idaho.gov/communities/opportunity-zones/.

INVESTOR BENEFITS

- Deferred capital gains taxes
- Capital gains tax reductions
- Appreciation exclusions

Contact Idaho Commerce for information on doing business in Idaho
info@commerce.idaho.gov | 800.842.5858 | www.commerce.idaho.gov

Tax Benefit Eligibility Guidance

In order to be eligible for the tax benefits, Opportunity Funds:

- Must be organized as a corporation or partnership
- Must be certified by the U.S. Treasury (self-certification)
- 90% of the Opportunity Fund's assets must be invested in an Opportunity Zone or Zones
- Investments may include stocks, partnership interest or real estate (substantial rehabilitation requirement)



PARMA

Idaho Opportunity Zone

Photo: Idaho Business Review

OPPORTUNITY ZONE OVERVIEW

This opportunity zone's distinctive placement at the junction of two rivers, the Union Pacific main line, US Highway 95 and 15 minutes from Interstate 84 render it ideal for growers, shippers, manufacturers, commuters and travelers.

Crop production, food processing and agri-science are the dominate industries in this opportunity zone, in addition to it being a home to fertile land for wineries and hops that are crucial for craft beer brewing.

WHAT'S IN THE ZONE?



Access to US Highway 95 and Interstate 84



Idaho's wine country and hop growers



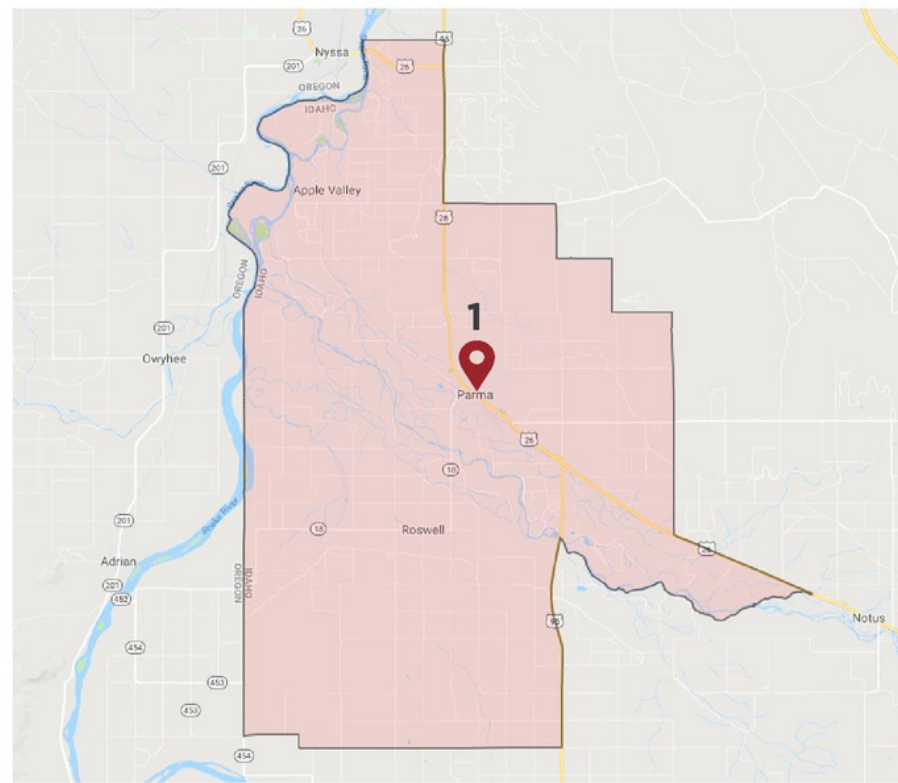
Union Pacific Railroad and Parma Airport

INVESTMENT OPPORTUNITY

CENSUS TRACT 16027022100

202 East Grove Avenue

This investment site includes 4,560 square feet of freestanding building with a drive-thru. The space is ideal for retail or office use.



FOR INFORMATION USE ONLY. The information and statistics stated herein are based upon publicly available resources developed by other local, state, or federal entities. The Idaho Department of Commerce is not responsible for incorrect information stated herein.

Quick Facts About Parma, Idaho

2,170

Population

38

Median Age

\$38,080

Median Income

75%

Parma High School
Graduates Who
go to College

NOTABLE BUSINESS

There is a strong agriculture base with complimentary businesses continuing to grow in Parma. Recent expansions include Nutrient Services, Parma Equipment Company, Top Air Irrigators and Riverside Inc.



Parma is home to Western Labs, a major water and soil testing lab that also operates an education center for regional agricultural industries. Western Labs is the world's largest potato and onion testing laboratory. The JC Watson Company, also located in Parma, has been established since 1912 and is a global leader in growing, packing and shipping fresh onions year-round.

This area is well-suited to support agricultural processing and agricultural support industries due to the excellent transportation network of highways and rail and the proximity to productive farmland.

WHY PARMA?

In the last decade, an estimated \$5 million worth of business infrastructure improvements have been built within the impact area of greater Parma. From state-of-the-art onion storage to new and remodeled agriculture equipment production facilities, a new pharmacy and dental offices, Parma is where growth is occurring. For employers looking for a small-town feel with acreage lots available, low student-to-teacher ratios, lower cost of real estate within striking distance of all the best southwest Idaho has to offer, Parma is a good choice.



LOCAL PRIORITIES

There is a need for housing, whether it be starter homes, mid-level or high-end housing. The rental housing market generally runs at 0% vacancy rate. With the growing businesses in the area, the housing supply needs are also increasing drastically.



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WILDER

Idaho Opportunity Zone



Photo Credit: NPR

OPPORTUNITY ZONE OVERVIEW

This opportunity zone is home to US-95, a major north/south highway corridor connecting Canada to Mexico, rail access, and easy access to Interstate 84.

Dominate industries in this zone include crop

production, food processing and agri-science. This area is the heart of Idaho wine country, housing most of the state's vineyards and wineries. and is known for its hops; an ingredient crucial to the craft beer brewing industry.

WHAT'S IN THE ZONE?



Access to US Highway 95 and Interstate 84



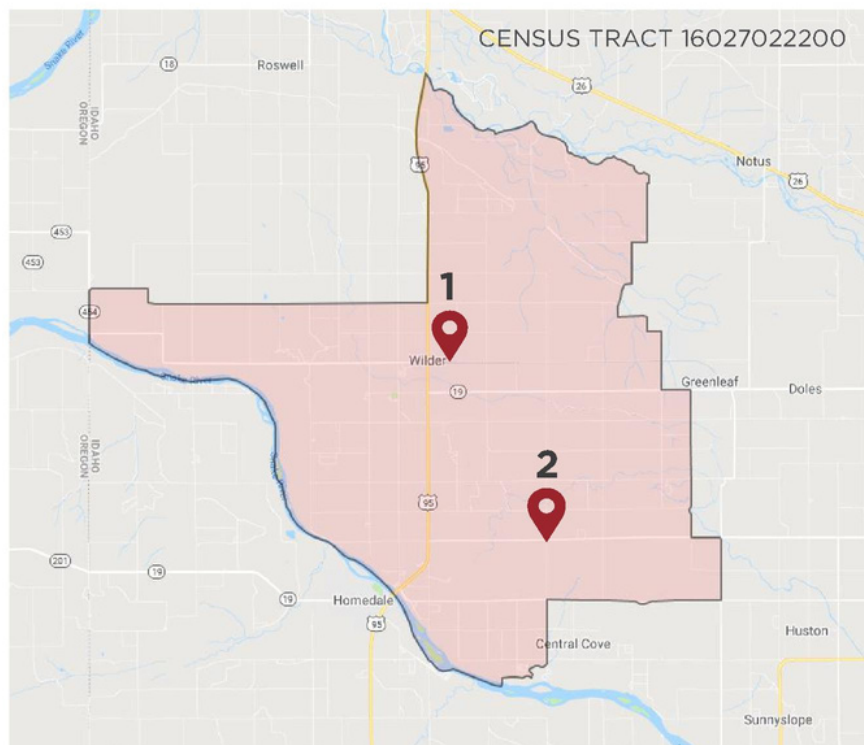
Idaho's wine country and hop growers



Union Pacific Railroad

INVESTMENT SITES

- 1. 156 S. 5th Street**
4,470 square foot industrial building with office space, 3-phase power and frontage along US Highway 95.
- 2. Ustick and Allendale Road**
75 acres of zoned industrial land at a junction with 3-phase power nearby.



Quick Facts About Wilder, Idaho

1,771

Population

35

Median Age

\$38,038

Median Income

12.4%

Population With
College Degree

LOCAL PRIORITIES

This opportunity zone is home to the Canyon-Owyhee School Services Agency, which provides professional technical education to the five surrounding school districts. It also includes a short-term training facility for local businesses.

Additionally, the zone is within the Valley Regional Transit service area and is home to a 120-unit housing project for qualified families, with an emphasis on housing the agricultural work force in the area.



Photo Credit: Appetite for Idaho

Housing is a priority and growing need for this opportunity zone. In order to better accommodate all types of housing, the city amended their ordinances to encourage tiny home villages.



Photo Credit: Idaho Press

INDUSTRY RECOMMENDATIONS

Wilder is home to several small manufacturing companies and additional small manufacturing businesses would be welcome.



Photo Credit: Mill 95

Wilder is located in the center of Canyon County's hop community. Recent expansion of planted hop acreage has moved Idaho to second in the nation for hops production. 70% of those acres are grown in the Wilder area which led to the 2017 opening of a hop pelletizing facility.

This opportunity zone is central to hops, onions, sugar beets and seed production, which supports value-added agricultural businesses.



Through a 2016 grant from Apple, Inc., every K-12 student in this rural Canyon County district, including those in Wilder, has access to an individual iPad.



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TRAVEL

Destination

CANYON COUNTY

Distance from Canyon County
to regional markets:

Boise -- 28 Miles

Portland, OR -- 430 miles

Seattle, WA -- 505 miles

Salt Lake City, UT -- 340 miles

Reno, NV -- 422 miles

San Francisco, CA -- 640 miles

Denver, CO -- 830 miles

Canyon County's proximity to:

Boise Airport

28 miles

Boise State Univ./TechHelp

28 miles

Downtown Boise

25 miles

Bogus Basin Ski Resort

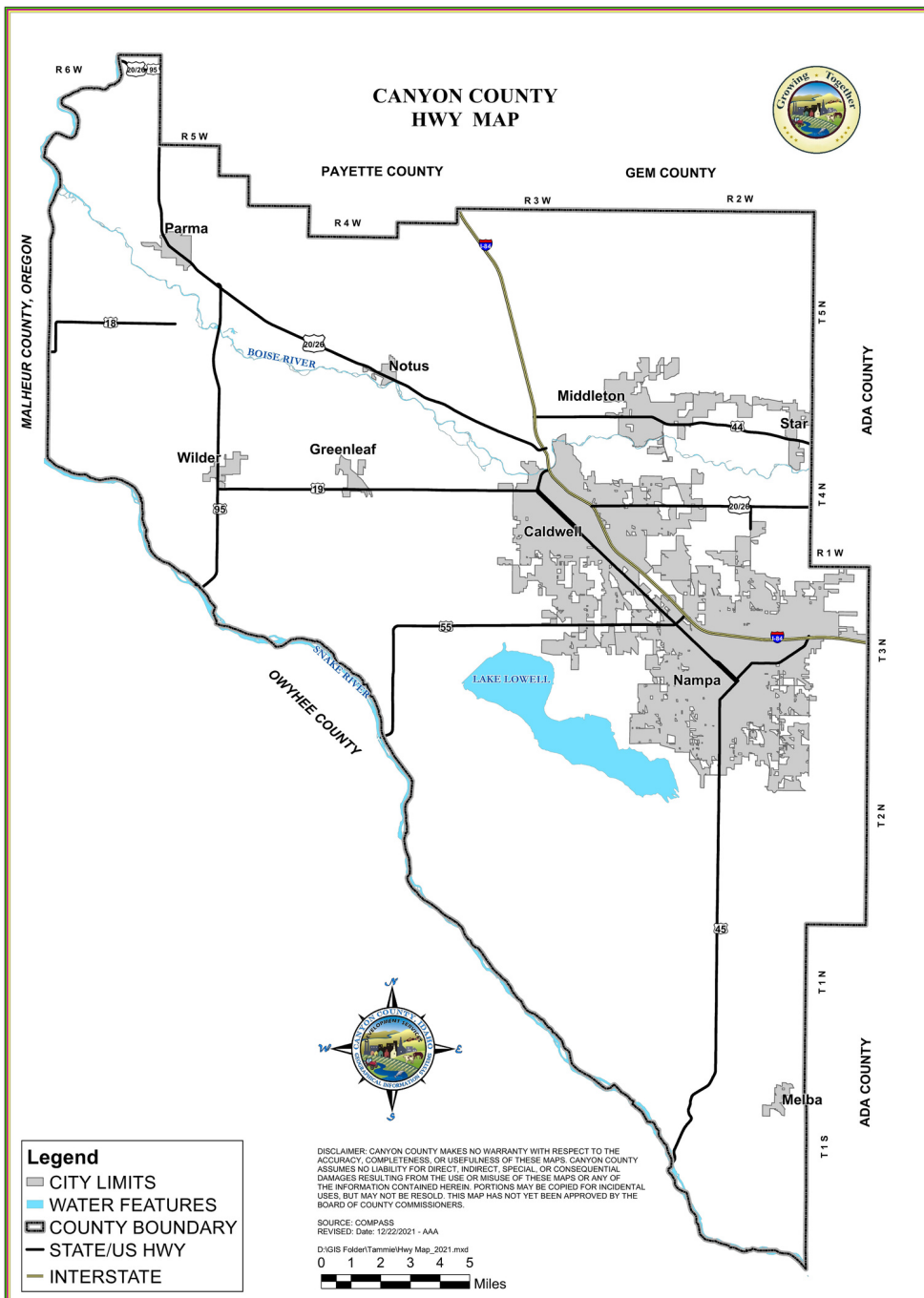
35 miles



HIGHWAYS

With 8 highways and 1 major interstate, you're never far from adventure in Canyon County. The transportation system is a critical element of Canyon County's economy and a key component to our economic competitiveness. The transportation system includes highways, arterials, collectors, local roads, private roads, bike routes, pathways and more.

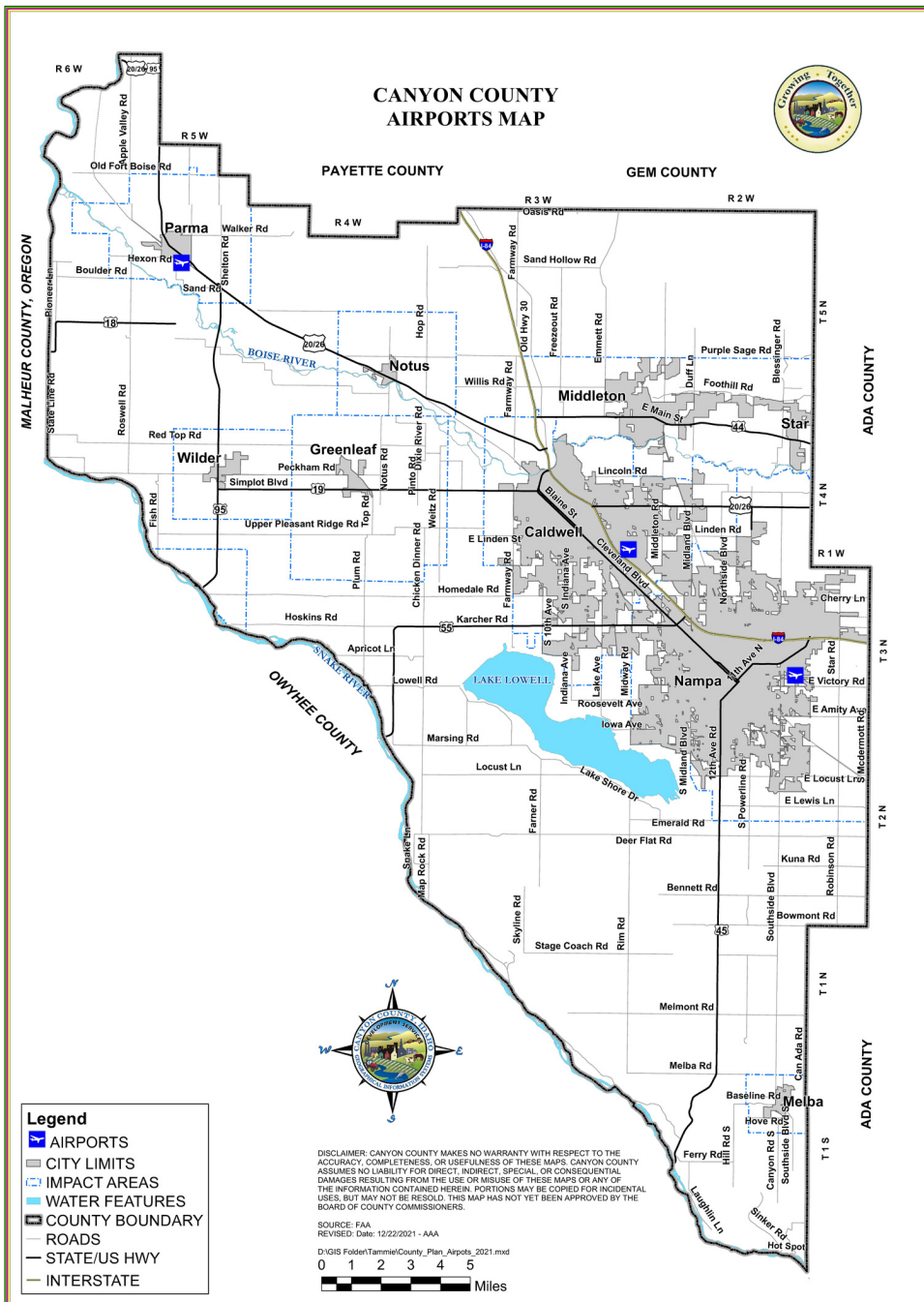
Highway 18 | Highway 19 | Highway 20/26 | Highway 44 | Highway 45 | Highway 55 | Highway 95
 &
 I-84



AIRPORTS

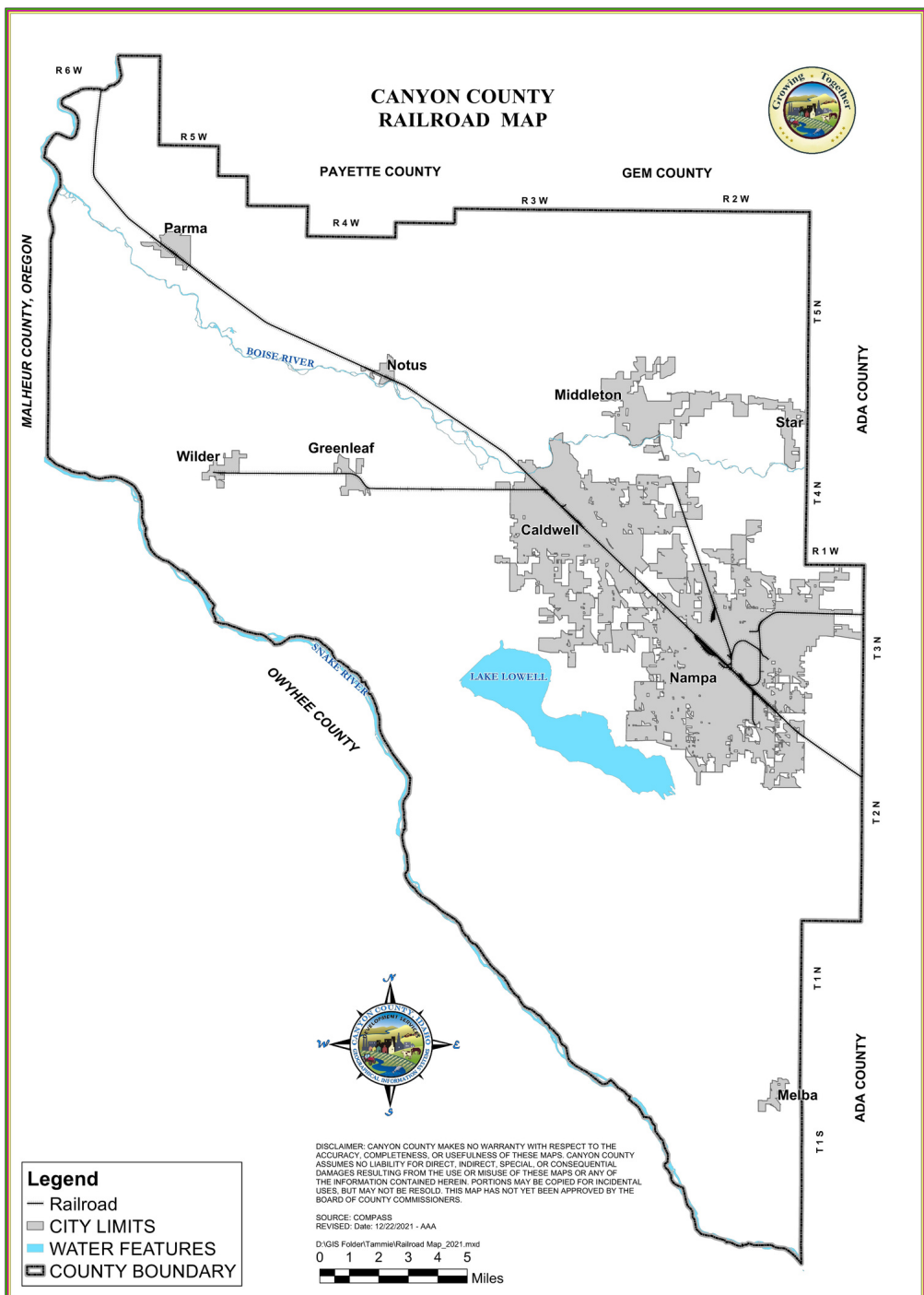
There are 3 public airport facilities located in Canyon County. All three of the airport facilities are classified as General Aviation facilities. The Treasure Valley Exe. Airport is a regional business airport served by a single 5,500-foot long runway. The Nampa Airport is the closest aviation airport to Boise (BOI) at only a 20 minute drive via I-84. The Airport comprises 242 acres and has over 300 based aircraft. The Parma Airport is a community access airport and has a 2,700-foot long and 50-foot wide runway with an asphalt surface.

Treasure Valley Executive Airport at Caldwell Nampa Municipal Airport & Parma Airport



RAILROAD

Canyon County is home to the Union Pacific Railroad and is the railroad's main artery to the Pacific Northwest. Heavy amounts of transcontinental traffic travel the track following the Snake River. The area is a rich network of railroad feeder lines serving Idaho's varied agricultural industry. Potatoes, sugar beets, beans, grain, fertilizer, phosphate, and forest products are moved by rail.





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CANYON COUNTY

ECONOMIC DEVELOPMENT DIVISION



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