

## *Part I – Agency Profile*

### **Agency Overview**

The Idaho Department of Commerce works to create jobs and advance the economic prosperity of Idaho citizens, upgrade public facilities necessary for economic growth and promote Idaho's products, people, and places.

Business is the top priority of the department. The department's constant focus is to understand the needs of Idaho's industries and ensure the department provides timely, effective, and flexible solutions that are lockstep with the aggressive timeframes that business demands. The end result: businesses in Idaho will know they have a resource, advocate, and most importantly, a partner in state government.

Three advisory boards—the Economic Advisory Council, the Idaho Travel Council, and the Idaho Global Entrepreneurial Mission (IGEM) Council—provide guidance and oversight for several department programs. All members of these boards are appointed by the Governor to represent the various regions of the state. Council members represent a broad constituency of private and public-sector interests.

### **Core Functions/Idaho Code**

**Idaho Department of Commerce is designated under Idaho Code Title 67, Chapter 47.** The Idaho Department of Commerce is committed to ensuring access to a comprehensive menu of high-quality services, education, training, and information for all its customers and partners. The agency offers many economic development programs through:

**Business Attraction** coordinates with local economic development professionals throughout Idaho on demand-driven business expansion opportunities that are initiated through companies and/or site selectors reaching out to the state to explore potential expansion or relocation opportunities.

**National Sales** seeks to proactively attract new businesses to the state, supporting the growth of both existing and emerging industry clusters.

**Community Development** provides financial and technical assistance to Idaho's cities and counties for construction and rehabilitation of public facilities necessary to support economic diversification, job creation, business expansion, and a sense of community.

**Industry Services** provides ongoing communication and outreach to existing Idaho business to support growth and expansion opportunities. This team also provides a curriculum of tiered training opportunities for Idaho communities—especially rural communities—to ensure they are prepared to support business growth.

**International Business Development** supports Idaho businesses' efforts to export goods and services, develops new markets, increases foreign awareness and acceptance of Idaho's products and services, supports foreign direct investment opportunities, and manages Idaho's three international trade offices.

**Tourism Development** works to expand Idaho's tourism and recreation industry by marketing the state and travel opportunities to both domestic and international business and leisure travelers; awards grants to local communities to promote tourism; develops, supports, and promotes tourism events and attractions.

**Idaho Global Entrepreneurial Mission**, or IGEM, leverages private-industry guidance and the talent and expertise of Idaho's research universities to commercialize innovative and viable technologies that will strengthen Idaho's economy.

**Revenue and Expenditures**

<b>Revenue</b>	<b>FY2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
General Fund	\$3,931,000	\$5,753,300	\$5,788,700	\$5,890,000
Idaho Opportunity Fund	4,800	1,900	3,000,000	0
Misc. Revenue	67,100	7,500	10,100	5,700
Federal Fund	14,040,700	17,346,600	6,960,300	5,023,700
Seminars & Publications	273,200	196,000	170,000	198,900
Small Business Assistance	20,000	0	0	0
Idaho Travel & Convention	7,081,700	7,497,800	8,103,000	8,805,000
<b>Total</b>	<b>\$25,418,500</b>	<b>\$30,803,100</b>	<b>\$24,032,100</b>	<b>\$19,923,300</b>
<b>Expenditures</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
Personnel Costs	\$3,062,700	\$3,167,000	\$3,125,100	\$3,219,300
Operating Expenditures	\$4,534,100	\$4,682,500	\$4,629,000	\$4,826,700
Capital Outlay	\$39,100	\$13,500	\$46,900	\$9,500
Trustee/Benefit Payments	\$17,158,000	\$21,232,700	\$10,573,600	\$10,959,200
<b>Total</b>	<b>\$24,793,900</b>	<b>\$29,095,700</b>	<b>\$18,374,600</b>	<b>\$19,014,700</b>

**Profile of Cases Managed and/or Key Services Provided**

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2012</b>	<b>FY2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
Business Retention and Expansion Outreach	636	335	479	331
Business Attraction Leads	133	122	103	115
Community Development Consultations	80	75	53	66
Export Assistance Inquiries	325	350	514	501
Total Tourism Inquiries	1,106,181	1,209,979	1,288,368	1,322,520

**Part II – Performance Measures**

<b>Performance Measure</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>	<b>Benchmark</b>
1. Jobs Created and Retained	1775	2352	2110	4822	2000
2. Cap Ex	\$491,283,431	\$253,138,626	\$465,563,000	\$681,063,700	\$250,000,000
3. Conversion Rate: Leads to Site Visits	32%	47%	55%	52%	10% year over year
4. Public and Private Dollars Leveraged by Grants	\$30,767,694	\$37,415,472	\$33,838,558	\$32,670,277	\$30,000,000
5. Number of Grants Deployed	132	187	141	113	120
6. International Exports - Small Business Only (millions)	\$1,579,625,805	\$2,199,308,754 (39%)	\$1,698,971,321 (-23%)	\$1,285,923,541 (-24%)	3% growth
7. Idaho GDP (millions)	\$59,930	\$58,243 (-2.82%)	\$62,247 (6.87%)	\$63,952 (2.74%)	1.87 % growth

8. 2% Lodging Tax	\$7,069,300	\$7,488,050 (5.92%)	\$8,096,651 (8.13%)	\$8,797,398 (8.65%)	7% growth
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**Performance Measure Explanatory Note:**

1. New jobs are created through the expansion of existing Idaho businesses or the recruitment of new businesses to the state. Jobs included in this calculation encompass those resulting from the Department of Commerce’s business development efforts, and/or through support the department provides to local economic development organizations throughout the state. One of the department’s other priorities is to protect and retain existing jobs within the state. Idaho companies are not immune from aggressive recruitment efforts undertaken by other states and communities; thus, the department is continually engaged with local businesses to ensure they maintain their presence in the state. Job creation and retention numbers are monitored and tracked through the department’s internal Salesforce database system.
2. Capital expenditure represents the private-sector investment in land, property, and/or equipment in a business expansion or relocation project. Cap Ex is tracked through the department’s internal Salesforce database system.
3. A lead represents an entry-level contact with the state from a company with the expressed desire to expand or relocate its business. One of the key indicators that the state is under strong consideration by a company is a site visit made by its decision makers. The conversion rate of leads to site visits is a performance measure by which the department will measure the success of its business attraction efforts.
4. The department’s Community Development, Rural Community, Gem, Idaho Opportunity Fund, IGEM, STEP, and Idaho Travel Council grant programs leverage local, federal, and private match dollars to enhance the impact of state general funds to spur economic development in communities throughout the state.
5. The department administers the Community Development, Rural Community, Gem, Idaho Opportunity Fund, STEP, and Idaho Travel Council grant programs. The department monitors and tracks the number of grants awarded to entities throughout the state as a measure of the department’s widespread impact in stimulating economic development.
6. Adjusted annual Idaho export statistics show a subset of activity based on exports of small to medium-sized businesses to which the department focuses much of its export assistance. Key commodity sectors such as agriculture and semiconductors which are not the primary target of Idaho Department of Commerce programs have been excluded in this calculation.
7. Idaho Gross Domestic Product (GDP) is a primary measurement to track the progress of the Governor’s Project 60 goals. GDP is reported by the U.S. Bureau of Economic Analysis.
8. The total 2% hotel/motel and private campground tax collected as reported to the department by the Idaho State Tax Commission.

**For More Information Contact:**

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