

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 Retention and Expansion 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.

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.

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.

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.

Operations supports the department through day-to-day fiscal, payroll and HR functions. The team also provides grant management and reporting across the various grant programs throughout the department. The Shared Services team provides centralized administrative support to all Commerce teams to ensure team members are able to maintain their focus on key goals and objectives.

Revenue and Expenditures

Revenue	FY 2014	FY 2015	FY 2016	FY 2017
General Fund	\$5,788,700	\$5,890,000	\$5,568,700	\$5,813,800
Idaho Opportunity Fund	\$3,000,000	\$0	\$1,750,000	\$0
Misc. Revenue	\$10,100	\$5,700	\$3,100	\$9,000
Federal Fund	\$6,960,300	\$5,023,700	\$7,366,100	\$7,398,700
Seminars & Publications	\$170,000	\$198,900	\$171,100	\$175,400
Small Business Assistance	\$0	\$0	\$0	\$0
Idaho Travel & Convention	\$8,103,000	\$8,805,000	\$10,006,500	\$11,247,700
Total	\$24,032,100	\$19,923,300	\$24,865,500	\$24,644,600
Expenditures	FY 2014	FY 2015	FY 2016	FY 2017
Personnel Costs	\$3,125,100	\$3,219,300	\$3,086,600	\$3,239,500
Operating Expenditures	\$4,629,000	\$4,826,700	\$6,430,600	\$6,570,400
Capital Outlay	\$46,900	\$9,500	\$50,100	\$24,800
Trustee/Benefit Payments	\$10,573,600	\$10,959,200	\$13,652,100	\$14,315,200
Total	\$18,374,600	\$19,014,700	\$23,219,400	\$24,149,900

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2014	FY 2015	FY 2016	FY 2017
Business Retention and Expansion Outreach	479	331	298	513
Business Attraction Leads	103	115	120	106
Community Development Consultations	53	66	67	86
Total Tourism Inquiries	1,288,368	1,322,520	1,482,605	1,636,293

Part II – Performance Measures

Performance Measure		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Advance Idahoans – Expand High-Quality Jobs						
1. Jobs Created and Retained	actual	2110	4822	2546	1204	-----
	target	2000	2000	2000	2000	2000
Promote Idaho Business						
2. Conversion Rate: Leads to Site Visits	actual	55%	52%	58%	56%	-----
	target	10% year over year	10% year over year	10% year over year	60%	60%
3. 2% Lodging Tax	actual	\$8,096,651 (8.13%)	\$8,797,398 (8.65%)	\$9,976,722 (13.41%)	\$11,215,852 (12.42%)	-----
	target	7% growth	7% growth	7% growth	14% growth	12% growth
4. Cap Ex	actual	\$465,563,000	\$681,063,700	\$376,623,000	\$453,084,500	-----
	target	\$250,000,000	\$250,000,000	\$250,000,000	\$250,000,000	\$250,000,000
5. International Trade Outreach Activities	actual	NA	NA	701	761	-----
	target	NA	NA	550	550	1 mission/5 shows*
6. Idaho GDP (billions)	actual	\$62,247 (6.87%)	\$63,952 (2.74%)	\$65,242 (2.02%)	\$67,275 (3.12%)	-----
	target	1.87% growth	1.87% growth	1.87% growth	2.5% growth	2.5% growth

Performance Measure		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Strengthen Idaho Communities						
7. Public and Private Dollars Leveraged by Grants	actual	\$33,838,558	\$32,670,277	\$55,381,986	\$59,027,864	-----
	target	\$30,000,000	\$30,000,000	\$30,000,000	\$30,000,000	NA
8. Number of Grants Deployed	actual	141	113	126	157	-----
	target	120	120	120	120	120

Performance Measure Explanatory Notes

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. 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.
3. The total 2% hotel/motel and private campground tax collected as reported to the department by the Idaho State Tax Commission.
4. 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.
5. International trade outreach activities are services provided to the department's client companies such as export counseling, sourcing, seminars and trade manager visit meetings. *This measurement will focus on trade missions and trade shows in FY18.
6. 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.
7. 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. This measurement will focus on grants deployed during FY18.
8. The department administers the Community Development, Rural Community, Gem, and 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.

For More Information Contact:

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