

Part I – Agency Profile

Agency Overview

The Idaho Department of Commerce works to aid in job creation 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.

Economic Development Initiatives has the task of meeting with partners throughout the state and discussing issues that are affecting economic development such as broadband and affordable housing. Through these conversations it is the goal of the department to devise methods so the state can properly address these challenges.

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.

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.

Marketing and Public Information provides support to the entire department through strategic outreach to media, government partners, and other key stakeholders that are focused on showcasing the success stories of Idaho businesses and highlighting Idaho's business-friendly environment to companies outside the state.

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.

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 2015	FY 2016	FY 2017	FY 2018
General Fund	\$5,890,000	\$5,568,700	\$5,813,800	\$5,834,200
Idaho Opportunity Fund	\$0	\$1,750,000	\$0	\$2,000,000
Misc. Revenue	\$5,700	\$3,100	\$9,000	\$8,700
Federal Fund	\$5,023,700	\$7,366,100	\$7,398,700	\$7,827,200
Seminars & Publications	\$198,900	\$171,100	\$175,400	\$202,800
Idaho Travel & Convention	\$8,805,000	\$10,006,500	\$11,247,700	\$12,516,900
Total	\$19,923,300	\$24,865,500	\$24,644,600	\$28,236,100
Expenditures	FY 2015	FY 2016	FY 2017	FY 2018
Personnel Costs	\$3,219,300	\$3,086,600	\$3,239,500	\$3,380,100
Operating Expenditures	\$4,826,700	\$6,430,600	\$6,570,400	\$7,990,700
Capital Outlay	\$9,500	\$50,100	\$24,800	\$25,500
Trustee/Benefit Payments	\$10,959,200	\$13,652,100	\$14,315,200	\$14,601,800
Total	\$19,014,700	\$23,219,400	\$24,149,900	\$25,998,100

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2015	FY 2016	FY 2017	FY 2018
Business Attraction Leads	115	120	106	81
Business Retention & Expansion: Outreach	331	298	513	645
Community Development Consultations	66	67	86	77
International Trade Inquiries		701	761	632
Total Tourism Inquiries	1,322,520	1,482,605	1,636,293	2,064,821

Part II – Performance Measures

Performance Measure		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Promote Idaho Business						
1. 2% Lodging Tax	actual	\$8,797,398 (8.65%)	\$9,976,722 (13.41%)	\$11,215,852 (12.42%)	\$12,473,710 (11.22%)	-----
	target	7% growth	7% growth	14% growth	12% growth	12% growth
2. International Trade Outreach Activities	actual	NA	NA	NA	1-Trade Mission 5-Trade Shows	-----
	target	NA	NA	NA	1-Trade Mission 5-Trade Shows	1-Trade Mission 5-Trade Shows
3. Cap Ex	actual	\$681,063,700	\$376,623,00	\$453,084,500	\$248,711,000	-----
	target	\$250,000,000	\$250,000,000	\$250,000,000	\$250,000,000	\$250,000,000
4. Conversion Rate: Leads to Site Visits	actual	52%	58%	56%	51%	-----
	target	10% year over year	10% year over year	60%	60%	60%
5. Expansion Projects	actual	NA	NA	NA	6	-----
	target	NA	NA	NA	5	5

Performance Measure		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
6. Idaho GDP (billions)	actual	\$63,952 (2.74%)	\$65,242 (2.02%)	\$67,275 (3.12%)	\$71,886 (6.85%)	-----
	target	1.87% growth	1.87% growth	2.5% growth	2.5% growth	2.5% growth
7. Private Sector/ University Collaborations	actual	NA	NA	NA	0	-----
	target	NA	NA	NA	1	1
Advance Idahoans						
8. TRI Projects Awarded	actual	NA	NA	NA	9	-----
	target	NA	NA	NA	10	10
9. Jobs Created and Retained	actual	4822	2546	1204	885	-----
	target	2000	2000	2000	2000	2000
Strengthen Idaho Communities						
10. Number of Grants Deployed	actual	113	126	157	154	-----
	target	120	120	120	120	120

Performance Measure Explanatory Notes

- The total 2% hotel/motel and private campground tax collected as reported to the department by the Idaho State Tax Commission.
- Trade missions are led by high ranking government officials to take a group of companies to a foreign country or region to promote their products and/or services, The Idaho Department of Commerce is organizing Idaho pavilions at various international trade shows to provide companies the opportunities to exhibit their products and/or services. Both activities aid the increase of export sales.
- 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.
- 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.
- Assist existing Idaho businesses with expansion.
- Idaho Gross Domestic Product (GDP) is a primary measurement to track the economic growth of Idaho. GDP is reported by the U.S. Bureau of Economic Analysis.
- Strengthen the existing partnerships with universities, the private sector, INL, HERC, and CAES to enhance spinoff business activity and commercialization of university research.
- Award incentive for existing and new Idaho businesses that generate higher-wage jobs.
- 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.

10. The department administers the Community Development, Rural Community, Gem, the Idaho Opportunity Fund, STEP, IGEM 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:

Bobbi-Jo Meuleman
Idaho Department of Commerce
700 W. State St., Boise ID 83702
Phone: (208) 287-3153;
E-mail: bobbi-jo.meuleman@commerce.idaho.gov