



Idaho Commerce

FY2025 ANNUAL REPORT

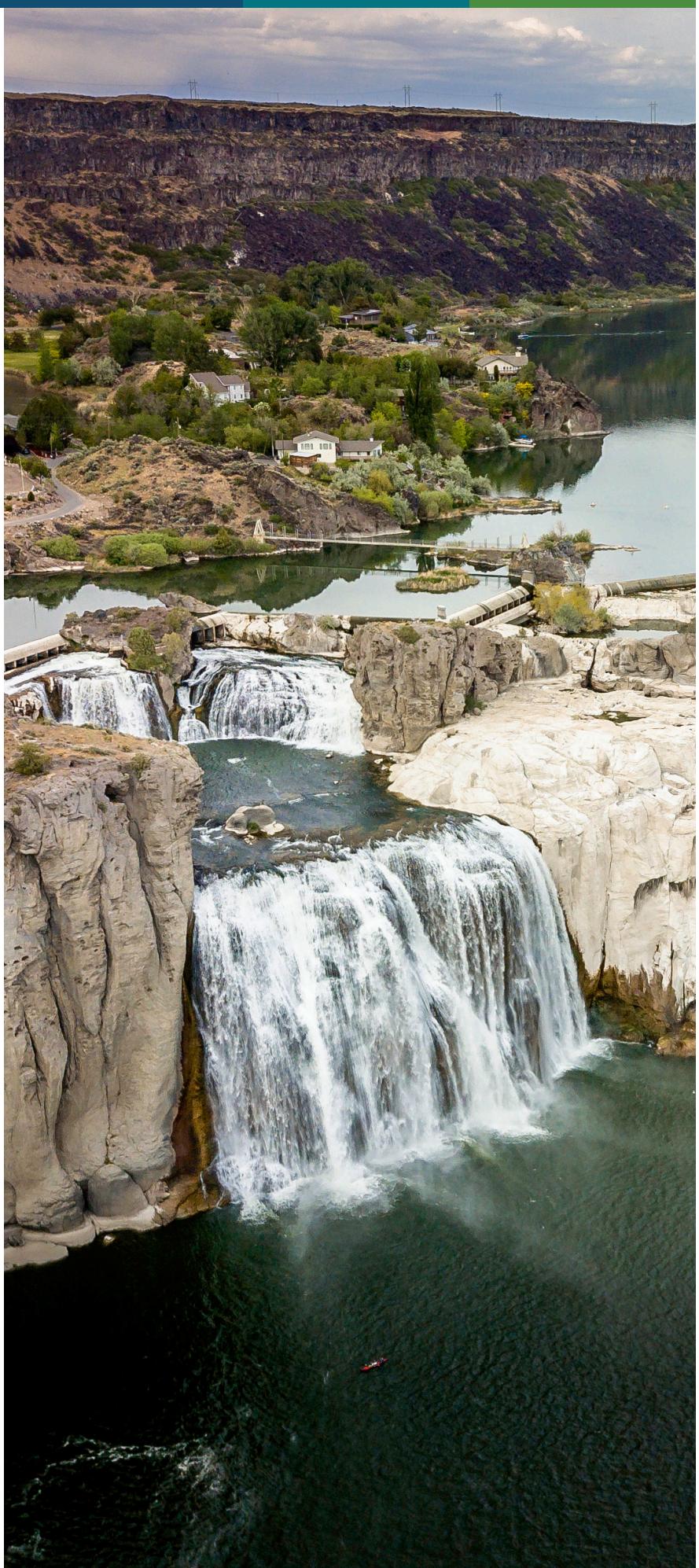


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From the Director

The Idaho spirit pushes beyond to find new solutions.

At Idaho Commerce, we do not settle — we explore, we forge, we go beyond. We connect ideas, open doors and champion those who see opportunity where others see limits.

Supporting Governor Little's priorities during FY2025, our team promoted innovation and efficiencies, while serving Idaho businesses and communities.

Idaho leads the nation for business and employment growth, quality of life, limited regulation, business friendliness and workforce education. Simply put, good, regulation-light policies that limit burdens and open doors for success lead to good results.

Idaho's top ranking is due in large part to the innovative companies that call Idaho home and their consistent investment in our state and our communities.

From leading semiconductor manufacturer Micron Technology's announced \$50 billion investment, or expansions within our booming food processing industry, such as Chobani's announced \$1 billion investment, Idaho companies, big and small, are leading the charge, providing opportunities for Idahoans across the state.

To ensure we are serving Idahoans and Idaho communities, our team prioritized strategic attraction and expansion to elevate key Idaho industries such as semiconductors, nuclear and advanced energy, advanced manufacturing, food processing and more. The goal of these efforts, exemplified by our Business Development and Business Attraction teams, is to provide lasting opportunity for all Idahoans through quality jobs and earnings.

Through our strategic attraction efforts, our team has directly assisted with expansion and relocations during FY2025 for companies such as JTS, The Mart Group, Marathon Cheese Corporation, Idaho Milk Products, Pipeline Plastics, Timberline Helicopters, Tractor Supply Co. and more.

The Idaho Economic Advisory Board (EAC) also approved eight Idaho Tax Reimbursement Incentive (TRI) awards that will generate substantial full term state tax revenue and high-earning project wages.

To assist Idaho businesses with export opportunities, Idaho Commerce and the Idaho State Department of Agriculture welcomed a trade office in Japan this year. This office will complement our additional trade offices in Taiwan and Mexico.

Idaho Commerce looks forward to serving on Governor



Little's newly announced Idaho Advanced Nuclear Energy Task Force, which ensures Idaho remains at the forefront of nuclear energy innovation.

The Idaho Office of Broadband and Idaho Broadband Advisory Board (IBAB) are actively overseeing and managing over \$700 million in state and federal funding to provide Idahoans access to high-speed, reliable internet through the Idaho Broadband Fund, the Federal Capital Projects Fund (CPF) and Broadband Equity, Access and Deployment Program (BEAD).

Vibrant and safe communities enhance Idaho's quality of life and outdoor recreation. Tourism, our third-largest industry, continues to experience record growth, generating over \$22 million in lodging tax collections in FY2025, a 5.2% increase over last year. Additionally, the Idaho Travel Council awarded a record-breaking \$10.8 million to Idaho communities through the Idaho Regional Travel and Convention (ITC) Grant program. Our marketing and regional tourism efforts ensure that Idaho's communities and tourism partners benefit from this growth and remain supported. Together, these attributes make Idaho attractive for top talent and their families.

Support for rural Idaho and its growth remains a key pillar of our mission. Our Rural Services team serves Idaho through the newly revitalized Idaho Rural Partnership, our Idaho Main Street Program and the immensely successful and impactful Idaho Rural Success Summit.

Our Community Development team continues to assist Idaho's communities by delivering resources that strengthen essential services and improve infrastructure, and in FY2025, awarded \$9.7 million to 27 projects across Idaho.

All of these initiatives and investments are critical components to charting Idaho's future success. In this report, you will find additional details on how our small team of nearly 40 works together to spearhead key programs. All of our department's accomplishments are possible with the support of Idaho Commerce's fiscal, grants and compliance teams. These teams are essential to ensuring our department runs efficiently, effectively and responsibly.

Overall, by embracing efficiency, we continue to support a more diversified and resilient economy in the relentless pursuit to *Go Beyond*.

Thank you,

A handwritten signature of Tom Kealey in black ink.

TOM KEALEY
Director, Idaho Commerce

Our Mission

As the lead economic development agency for the State of Idaho, the Idaho Department of Commerce plays a pivotal role in revealing new opportunities, solutions and innovative possibilities to maximize Idaho's potential and empower its future. Idaho Commerce fosters economic growth, quality job creation, innovation and supports Idaho's vibrant businesses and communities.



companies in generating over \$22 million in export sales.

The team developed and hosted a brand-new event series, *Commerce Connection: Bridging Resources*, and the team traveled across the state to connect with community-focused individuals, businesses, experts and professionals.

The team conducted six events with stops in Twin Falls, Idaho Falls, Coeur d'Alene, Caldwell, Stanley and McCall. Attendees engaged with speakers and panelists on key trends and networked with potential partners.

The events have been well attended and the team is currently in the process of planning events in other Idaho communities for FY2026.

FY2025 STEP AWARD OVERVIEW

The State Trade Expansion Program (STEP) grant is funded by the U.S. Small Business Administration (SBA) and is administered by Idaho Commerce.

Since 2011 Idaho has received STEP awards, making funds available to qualifying Idaho companies for international marketing campaigns to export their products.

Program objectives are to increase the number of small businesses that export, increase the value of exports and increase the number of small businesses exploring significant new trade opportunities. Participants must meet SBA eligibility requirements to participate in STEP-funded programs.

Idaho received \$233,000 for the STEP Year 11 (September 30, 2023 - September 29, 2025), with 29 companies participating — seven of which were new to the program. The return on investment for 43 projects was \$61 : \$1.

The team is currently executing STEP Year 12

Business Development

The Business Development team leads strategic initiatives aimed at supporting, retaining and expanding Idaho businesses. Through the strategic development of industry clusters, domestic and international marketing, business engagement and community outreach, the team supports Idaho's entrepreneurial spirit and a thriving business ecosystem.

Industries of focus include advanced technology, innovation, entrepreneurial ventures, advanced energy, healthcare technologies, aerospace, agtech, food technology, natural resources, outdoor recreation, defense technology and more.

In FY2025, the Business Development team completed nine major international trade shows, three outbound trade missions and one inbound foreign delegation. The team organized and completed 853 retention, expansion and trade consulting activities, 11 diplomatic meetings, and facilitated 256 export and import inquiries. The Idaho Trade Offices in Mexico and Asia assisted Idaho

(September 30, 2024 - September 29, 2026), which has an award amount of \$350,000.

STEP Financial Assistance Awards (FAA) are available to qualifying companies seeking support in various international trade activities such as foreign market sales trips, governor or foreign trade missions and international or domestic trade shows.

The STEP Idaho Online Global Program (OGP) is available to qualifying companies seeking support with international websites and e-commerce.

The U.S. Commercial Service (USCS) is part of the U.S. Department of Commerce's International Trade Administration, offering companies a full range of expertise in international trade. The Business Development team works with the local USCS office to offer services to eligible small businesses.

BUSINESSES FIND SUCCESS ON TRADE MISSION TO JAPAN

The Business Development team worked with the Japan Trade Office to conduct a Japan Trade Mission in June 2025. The aim of the mission was to expand export opportunities and build partnerships for six Idaho entities.

Attendees Astra Engineering, ATC Advanced Thermoplastics Composites, Boise State University, G-Zero CNC Machining, Hamilton Manufacturing Inc. and Viiision received tailored visits with prospective Japanese customers, distributors and partners in each of their target sectors.

In total, our team organized 36 meetings for the attendees and worked closely with each participant to provide them the most up-to-date and in-depth market insights and emerging opportunities relevant to their industries in Japan.

With the mission now concluded, many of the company

meetings have already delivered tangible results and all six entities have been able to follow up on promising leads and engage in productive discussions from the trip.

Chris Parker, a participant in the Idaho delegation and president of Astra Engineering, said that the trip was extremely successful.

“The team at Idaho Commerce is exceptional,” Parker said. “Their extensive network and wealth of experience were instrumental in making the trade mission to Japan a success.

As a small business owner it is easy to feel isolated when navigating international opportunities alone. Having the support of a well-connected and capable team made all the difference. The trade mission was not only a tremendous experience, but also one of the most impactful networking opportunities I have had in my career.”

Christy Hamilton, CEO of Hamilton Manufacturing Inc., echoed these sentiments.

“We have had the pleasure of working with Idaho Commerce for over 12 years, and they continue to be a valuable partner in our domestic and international business efforts,” Hamilton said. “The team is knowledgeable, responsive and consistently ready to assist when we have reached out for support. Idaho Commerce reflects Idaho’s commitment to fostering a business-friendly environment that supports small businesses in their export endeavors.”

The Commerce team looks forward to utilizing the Japan Trade Office to assist Idaho companies in the future.



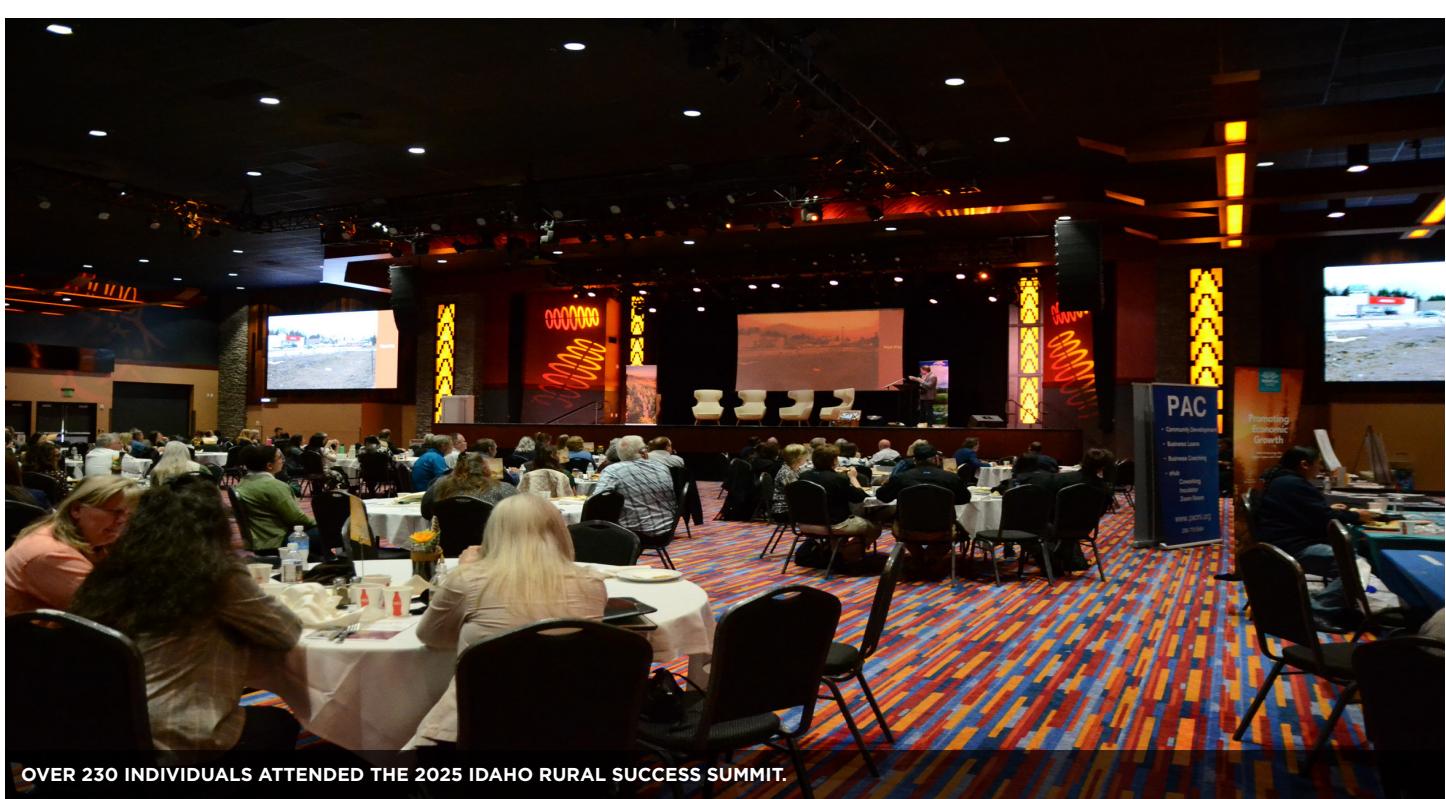
THE JAPAN TRADE MISSION WAS SUCCESSFUL FOR ALL SIX IDAHO ORGANIZATIONS IN ATTENDANCE.

FY2025 STEP 11 GRANT AWARD REIMBURSEMENT**



STEP FUNDING	AWARD	RECIPIENT
FINANCIAL ASSISTANCE AWARD (FAA)		
	21st Century Scientific Inc.	\$7,600
	ATC Manufacturing Inc.	\$10,800
	Aviation Specialties Unlimited Inc.	\$10,800
	Bishop Ammunition Mfg. LLC	\$8,300
	Cutting Edge Bullets LLC	\$9,600
	Fincognito Inc.	\$4,200
	Genesis Arms LLC	\$10,200
	Hamilton Manufacturing Inc.	\$11,000
	Hamilton Manufacturing Inc.	\$9,000
	Hops Ops LLC	\$5,223
	Industrial Ventilation Inc.	\$8,800
	Liberty Lubricants LLC	\$9,300
	LRP Group LLC	\$3,700
	Snacktivist Inc.	\$4,453
	Snowbound Solutions LLC	\$5,700
	Wild Rye Inc.	\$9,300
	Plant Therapy LLC	\$10,400
ONLINE GLOBAL PROGRAM (OGP)	ATC Manufacturing Inc.	\$8,100
	Cast LLC	\$8,100
	Crease Inc.	\$8,100
	Cutting Edge Bullets LLC	\$6,750
	Wild Rye Inc.	\$4,374
TRADE MISSIONS/TRADE SHOWS	Aeroleds LLC	\$2,000
	Anderson Northwest LLC*	\$6,105
	Aviation Specialties Unlimited Inc.	\$2,000
	Aviation Specialties Unlimited Inc.	\$4,461
	Cutting Edge Bullets LLC	\$5,387
	Cutting Edge Bullets LLC	\$1,500
	Dynamite Marketing Inc.	\$1,765
	Dynamite Marketing Inc.*	\$5,037
	Encoder Products Company	\$3,845
	Evolved Gear LLC	\$1,721
	Evolved Gear LLC	\$1,500
	Genesis Arms LLC	\$4,146
USCS SERVICES	Genesis Arms LLC	\$1,500
	Hamilton Manufacturing Inc.	\$1,213
	Oxyfresh Worldwide Inc.	\$3,000
	WMD Tech LLC	\$1,500
	WMDTech LLC	\$1,284
	ATC Manufacturing Inc.	\$1,160
	Nulph Industries Inc.	\$3,080
	Oxyfresh Worldwide Inc.	\$1,440
	Patriot Energy Systems LLC	\$720
	Plant Therapy LLC	\$1,000
	Plant Therapy LLC	\$796
	Snowbound Solutions LLC	\$1,320
	Solar Tools USA LLC	\$1,720
TOTAL		\$233,000

* Includes reimbursement received on behalf of grantee.
**Federal Fiscal Year, STEP Grant 11.



OVER 230 INDIVIDUALS ATTENDED THE 2025 IDAHO RURAL SUCCESS SUMMIT.

Rural Services

The Rural Services team supports and strengthens Idaho's rural communities and over 180,000 small businesses through a variety of initiatives and programs including the Idaho Gem Grant, Idaho Main Street Program, Rural Economic Development Professionals (Rural ED Pro) Program, Idaho Rural Success Summit and the Rural Impact Strategy.

Throughout the fiscal year, Rural Services assisted the Idaho Office of Emergency Management (IOEM) secure U.S. Small Business Administration (SBA) disaster assistance for businesses impacted by wildfires and landslides. Through these efforts, businesses in affected areas were able to apply for low-interest disaster loans to cover losses and operating expenses.

The team also continues to manage the Idaho Main Street Program and partnered with Main Street America to offer Transformation Strategy Workshops for Idaho communities. The training provided attendees with information on the benefits and high-level strategies for downtown revitalization. The City of Orofino also received direct technical assistance from Main Street America.

The team organized the fourth annual Idaho Rural Success Summit. The event took place on April 30 and May 1, 2025, in Worley, Idaho, at the Coeur d'Alene Casino Resort Hotel and attracted over 230 attendees. It was a collaborative effort with partners including the

Idaho Rural Partnership, USDA Rural Development Idaho and the Federal Reserve Bank of San Francisco. Some of the topics addressed at the summit included success stories about small rural businesses, housing, broadband and downtown revitalization.



IDAHO GEM GRANT

The Idaho Gem Grant is available to local governments of rural communities with populations of 10,000 or less and can be leveraged to plan and implement projects that create and retain jobs.

In FY2025, the team selected 15 Gem Grant projects for a total of \$547,572 in infrastructure grants across the state. Once completed, these projects will create a total of 26 jobs and \$3,053,616 in capital investments.

FY2025 IDAHO GEM GRANT AWARDS



APPLICANT	AWARD	PROJECT
Buhl	\$50,000	Comp plan update
Caribou County	\$18,000	Water and sewer line replacement
Challis	\$34,000	Wayfinding project
Driggs	\$31,500	Pocket park
Elk River	\$34,750	Helipad paving
Emmett*	\$50,000	Pickleball court
Firth	\$20,000	Comp plan update
Franklin County	\$38,139	Water and sewer for rec center
Jerome	\$50,000	Infrastructure for pizza restaurant
Potlatch	\$50,000	Legal services for regional sewer district
Power County	\$50,000	Construction of a therapy building
Preston	\$50,000	Downtown plan engineering
Salmon	\$17,500	Business center remodel plan
Shelley	\$30,000	A&E studies, innovation and tech center
Washington County	\$23,683	Natural gas extension
TOTALS	\$547,572	

*Awarded in FY2024 Q4.

According to Doug Self, Community Development Director and Deputy City Administrator for the City of Driggs, this new pop-up park has elevated the city's downtown area, providing the final touch on an attractive new pedestrian-oriented shopping district in Driggs.

The project also benefits 12 new adjacent businesses, including four in city-managed business incubator spaces.

Self said the project will continue to provide benefit to surrounding businesses due to increased foot traffic and will also serve as an additional public gathering space, improving overall quality of life and community engagement.

"The Gem Grant allows cities to get creative in their strategies for growing jobs and their economies and is a critical resource for pushing projects forward that are missing that last bit of funding," Self said. "The ease of getting quick feedback on potential projects, the simplicity of the application process and the multiple windows to apply are big parts of what makes the Gem Grant shine to me."



AFTER RECEIVING THE GEM GRANT, THE PARK HAS BEEN TRANSFORMED INTO A NEW SPACE FOR THE COMMUNITY. (BEFORE PHOTO BELOW)



DRIGGS ELEVATES DOWNTOWN WITH NEW POCKET PARK

The City of Driggs has finished construction on the newest addition to its downtown — a pocket park.

In what was previously a lumber yard, this new outdoor space will provide a venue for events, outdoor seating and a place for community activities.

The city received a Gem Grant this year totaling \$31,500 to help convert the space into a park.

The grant helped fund the demolition of structures on the site, grading and adding compacted fine-crushed gravel to the space.

PHOTO CREDIT: DOUG SELF

PHOTO CREDIT: DOUG SELF

RURAL ECONOMIC DEVELOPMENT PROFESSIONALS PROGRAM

Amplifying its economic development efforts through the Rural Economic Development Professionals (Rural ED Pro) grant program, the Rural Services team partners with 16 experts located in Idaho's seven regions. Rural communities can apply for the Idaho Rural ED Pro grant which awards state funds, in tandem with local funding. Full-time economic development professionals are hired and managed by a local board and work on initiatives such as business retention, expansion, attraction and more.

The team awarded 16 Rural ED Pro grants in FY2025 totaling \$450,000.

FY2025 RURAL ED PRO AWARDS



APPLICANT	RURAL ED PRO ORGANIZATION	AWARD
Benewah County	Timber Plus	\$30,000
Blaine County	Sun Valley EDC	\$30,000
Bonner County	Bonner County EDC	\$30,000
Boundary County	Boundary County EDC	\$30,000
Clearwater County	Clearwater County	\$30,000
Custer County	Custer County EDC	\$30,000
Fruitland	Snake River EDC	\$30,000
Glenns Ferry	Rural Elmore County EDC	\$15,000
Greenleaf	Western Alliance for Economic Development	\$15,000
Lemhi County	Lemhi County EDC	\$30,000
Oneida County	Four County Alliance for Economic Development	\$30,000
Power County	Lost River EDC	\$30,000
Shoshone County	Silver Valley EDC	\$30,000
Teton County	Teton Regional Economic Commission	\$30,000
Twin Falls County	Rural Economic Development Services	\$30,000
Valley County	Western Mountains EDC	\$30,000
TOTAL		\$450,000

SUN VALLEY DREW CROWDS AND ECONOMIC IMPACT WITH SKI EVENT

In March 2025, Sun Valley hosted one of the largest skiing events in the world — the Stifel Sun Valley Finals (Audi FIS Ski World Cup Final). The event drew thousands of visitors, spectators and athletes to the area.

Sun Valley was notified in early 2024 they were chosen to host the event by the International Ski Federation. Usually, the designated city has three years to prepare for an event of this size, however, due to a last-minute location change, the town had just under a year to prepare.

Given this short timeline, Rural Economic Development Professional Harry Griffith was recruited to assist with the event as part of a local organizing committee.



The committee confronted a substantial challenge — managing event attendees, contractors and athletes, arranging housing and preparing local businesses and the community for the anticipated surge in demand.

Griffith worked with locals, short term rental companies and hotels to get spaces for coaches, athletes and teams, requiring around 7,000 pillows — pushing the occupancy rate in the area to 99% at the peak of the event.

With the community's full support, the event was a massive success. Over the course of the 10-day event, the grandstands were nearly 100% full, drawing in

a variety of visitors from across the United States and internationally.

The event had 780 volunteers in the community, organizational staff, contractors, athletes, officials, sponsors, medical personnel and 2,000 involved in putting on the race. Day-to-day spectator attendance varied but totaled between 4,000 to 5,000 depending on the event and time. Overall, Griffith said there were around 13,000 attendees across the event.

Aside from the economic and tourism impacts, Griffith said that this event put Sun Valley on the map again for races of this size and impact, building upon Sun Valley's skiing legacy.

Sun Valley is under consideration to host the 2027 Stifel World Cup given the area's success and capability demonstrated in 2025.

"The community was very generous," Griffith said. "We had many community members who opened their homes for free to athletes and teams. People were excited about this event and wanted to help. This event had an incredibly positive impact and was important for the city and the state."

Griffith is retiring this year after over 15 years of dedicated service to Sun Valley and the state through his work with the Sun Valley Economic Development Corporation.



IDAHO RURAL PARTNERSHIP (IRP BOARD)

The Idaho Rural Partnership (IRP) is a collaborative effort that brings together public and private resources to address the economic and quality-of-life issues in rural Idaho. It was established in 1991 under a U.S. Department of Agriculture initiative and is Idaho's official Rural Development Council.

The Rural Services team manages the Idaho Rural Partnership (IRP). A new IRP Board has been formed with 18 members. Idaho's rural communities and businesses are the heart of Idaho, and this new IRP Board and its resources will support rural Idaho's growth.

MEMBERS*

TOM KEALEY Director, Idaho Department of Commerce (Co-Chair)

KELLEY PACKER Executive Director, Association of Idaho Cities (Co-Chair)

JESS BYRNE Director, Idaho Department of Environmental Quality

BRIAN DALE State Director, U.S. Department of Housing and Urban Development

NIKOLI GREENE Economic Development Rep., Nez Perce Tribe

BRAD HUERTA CEO, Lost Rivers Medical Center

RANDY JENSEN Superintendent, American Falls School District

RICK YOUNGBLOOD State Director, U.S. Department of Agriculture, Rural Development

SHANNON MADSEN Director, U.S. Small Business Administration Boise District

JEFF MCCURDY President and CEO, Frontier Community Resources

HOPE MORROW Senior Advisor, Idaho National Laboratory

BARBARA PETTY Extension Director, University of Idaho Extension Services

REPRESENTATIVE DOUG PICKETT Idaho House of Representatives

SENATOR DOUG RICKS Idaho Senate

HAYDEN ROGERS Policy Advisor, Office of the Governor

TIM SOLOMON Regional Business Manager, Rocky Mountain Power

CHANEL TEWALT Director, Idaho Department of Agriculture

OPEN Federal Agency Representative

OPEN Tribal Nation Representative

*Membership as of 9/3/2025



IOB DIRECTOR, RAMÓN HOBDEY-SÁNCHEZ, SPEAKS AT THE 2025 IDAHO RURAL SUCCESS SUMMIT.

Idaho Office of Broadband

In FY2025, the Idaho Office of Broadband (IOB) continued its mission of improving broadband access across the state through its close partnership with the Idaho Broadband Advisory Board (IBAB).

The IOB continues to closely monitor and administer the Idaho Broadband Fund, Capital Projects Fund (CPF) and the Broadband Equity, Access and Deployment (BEAD) Program.

IOB is actively managing 20 broadband projects statewide, encompassing \$146.3 million in infrastructure grant funds.

IDAHO BROADBAND FUND

In FY2023, BAB awarded \$26.3 million to two middle-mile broadband projects through the Idaho Broadband Fund Grant Program, with \$8.7 million remaining.

The Intermountain Infrastructure Group (IIG) and the Idaho Regional Optical Network (IRON) were awarded \$20 million through the grant. In November 2024, construction started at the southern end of the middle-mile project in Emmett. So far, nearly 40 miles of fiber have been constructed as the project progresses north towards Grangeville. This project is scheduled to be completed by May 2027.

The Port of Lewiston received \$6.3 million for its middle-mile project. This project has started construction and is scheduled to be completed by October 2027.

IDAHO CAPITAL PROJECTS FUND (CPF)

In FY2024, IBAB awarded 18 projects to connect over 30,000 locations across Idaho for reliable internet through the \$120 million Idaho Capital Projects Fund (CPF).

IBAB funded broadband projects assist with or improve distance learning, telehealth, telework, economic

development and public safety. These grant awards meet the Federal CPF criteria and improve internet connectivity in unserved and underserved locations.

In FY2025, these projects are actively progressing through various stages of design, permitting and construction. The IOB and IBAB are monitoring each project to ensure completion and compliance with state and federal requirements. Since the program's launch, homes and businesses are already being connected. All CPF projects are scheduled to be completed by December 2026.

Find a complete list of CPF Awards at LinkUp.Idaho.gov.

BROADBAND EQUITY, ACCESS AND DEPLOYMENT (BEAD) PROGRAM

In FY2023, NTIA announced that Idaho had been allocated over \$583 million through BEAD. The National Telecommunications and Information Administration's (NTIA) Broadband Equity, Access and Deployment (BEAD) Program released its BEAD Notice of Funding Opportunity (NOFO) in May 2022, outlining the rules and processes for the BEAD Program structure, sequencing, requirements and the selection of subgrantees.

The Idaho Broadband Advisory Board (IBAB) and the Idaho Office of Broadband (IOB) have been following the NOFO's highly detailed, federally mandated roadmap to successfully secure Idaho's BEAD dollars to deliver broadband access to residents who lack fast, reliable and affordable internet service.

BEAD Regional Coordination and Planning Grants were awarded by IBAB to 15 grantees in FY2024. These funds were used to form coalitions to educate residents regarding broadband access as well as to develop localized strategic plans related to the BEAD Program's infrastructure grant applications. In FY2025, 11 of 15 projects were successfully completed, totaling \$372,935. Grants directly supported efforts related to the BEAD funding application process.

Idaho accepted BEAD Prequalification Applications in February and March of 2025. There were a total of 40 entities that were approved as eligible applicants for Idaho's BEAD Program. Funding applications were received in August and September 2025 and are currently under review. Review is being conducted by the IOB, IBAB, the State's third-party consultants (Michael Baker International) and NTIA.

On June 6, 2025, NTIA released the BEAD Restructuring Policy Notice, which significantly and substantively modified the BEAD Program. As a result, the IOB Team has been dedicated to adapting and supporting the program and its many changes.

The latest updates on the BEAD Program can be found on LinkUp.Idaho.gov.



PHOTO CREDIT: FYBERCOM

MADISON COUNTY AND FYBERCOM ARE WORKING TO PROVIDE 3,000 HOMES WITH HIGH-SPEED FIBER BROADBAND.

FYBERCOM AND MADISON COUNTY PARTNER TO PROVIDE HIGH-SPEED INTERNET ACCESS

After being awarded a CPF grant in 2024, FyberCom has been hard at work to provide Madison County with access to high-speed internet.

In 2024, Madison County received an award of \$13,673,938 to connect the area to high-speed internet. Through the grant award, FyberCom has constructed an 18-mile open-access, mid-mile transport segment across Madison County that stretches from Twin Bridges to Sugar City.

In partnership with FyberCom, Madison County continues to play an important role in project oversight, grant facilitation and coordination with the Idaho Office of Broadband.

According to FyberCom CEO Jared Stowell, this project will be able to serve 3,000 unserved and underserved homes with access to high-speed fiber broadband. Additionally, the project will equip 5,000 homes with state-of-the art multi-gig service.

Stowell said that the project is on track to be completed this year. Once completed, the project will transform connectivity across Madison County and surrounding communities by closing the digital divide, supporting economic growth, fostering educational access, healthcare, remote work and serving as a backbone for future growth. The project has potential for future collaboration, including planned partnerships with other ISPs and providers that might utilize the open-access middle-mile route for transport services.

“This is not just a fiber project, it is a long-term infrastructure investment that will position Madison County as a leader in broadband connectivity for years to come,” Stowell said. “FyberCom is proud to partner with Madison County on this effort. Together, we are building a scalable, future-ready broadband network designed to serve the community for decades. Our investment in open-access infrastructure and multi-gigabit fiber will ensure that Madison County residents, businesses and institutions have world-class connectivity and the tools they need to thrive in today’s digital economy.”

IDAHO BROADBAND ADVISORY BOARD



The Idaho Broadband Advisory Board (IBAB) was created by the Idaho Legislature in 2021 through House Bill 127. The board consists of three members from the Idaho House of Representatives, three from the Idaho Senate and the Governor appoints three from the private sector.

The board created a statewide plan for structuring, prioritizing and dispersing grants from state and federal funding. This plan supports the board’s vision that Idahoans have access to affordable and reliable broadband infrastructure.

MEMBERS*

SENATOR DOUG RICKS (Chair)

REPRESENTATIVE JOHN VANDER WOUDE
(Vice-Chair)

ANDY EMERSON MH Solutions

SENATOR JAMES RUCHTI

REPRESENTATIVE BRANDON MITCHELL

MARGIE WATSON JC Watson & Company

SENATOR TREG BERNT

REPRESENTATIVE JAMES HOLTZCLAW

RICK BELLUZZO Viavi Solutions

*Membership as of 10/31/2025



JTS'S RIBBON-CUTTING CEREMONY CELEBRATED THE OPENING OF ITS SECOND ADVANCED MANUFACTURING FACILITY IN IDAHO.

Business Attraction

The Business Attraction team, in coordination with local economic development partners, serves as the state's single point of contact for businesses looking to expand or locate in Idaho. The team offers expertise in Idaho's business environment and serves as customer representatives and subject matter experts for Idaho's incentives.

This year, the Business Attraction team saw strong economic growth and continued interest in Idaho as a great place to invest and do business.

The Economic Advisory Council (EAC) considered and approved a diversified portfolio of Idaho Tax Reimbursement Incentive (TRI) projects through FY2025 which included dairy processing, manufacturing, transportation logistics and aerospace. These projects will continue to fuel Idaho's economy.

Idaho also had a multitude of Foreign Direct Investment (FDI) opportunities with outbound missions to Singapore, Malaysia and Vietnam.

In turn, the Business Attraction team hosted several FDI inbound missions from Japan, Taiwan and Vietnam.

Idaho had the good fortune of seeing major project announcements from existing Idaho companies including Micron and Chobani. These impactful projects and investments demonstrate Idaho's vibrant economy and thriving business-friendly environment.

IDAHO TAX REIMBURSEMENT INCENTIVE (TRI)

The Idaho Tax Reimbursement Incentive (TRI) is a post-performance tool that enables qualifying companies to receive a refundable tax credit of up to 30% of a company's state income, payroll and sales taxes for up to 15 years. Any company, in any industry, may be eligible. Most importantly, both existing Idaho businesses looking to expand and businesses new to Idaho may be eligible.

In FY2025, as the program celebrates its 10th year, eight TRI projects were approved, creating over 750 jobs with an average wage of nearly \$70,000. These projects will have an estimated full term state tax revenue of \$87 million with an estimated total capital investment of \$140 million. Half of the awarded projects were to rural communities, and five of the eight projects were companies new to the state.

TRI ELIGIBILITY REQUIREMENTS

Idaho Commerce is responsible for the evaluation of TRI applications and has carefully designed controls to ensure the process is fair and applied consistently across all projects. Once a project is determined to meet the minimum qualifications of the TRI program, an economic impact analysis and scoring process begins based on a formula to ensure each project is treated equitably.

The initial project evaluation focuses on the following five criteria:



New jobs must be **full-time** (30 hours or more) and pay an average wage **equal to or greater than the average county wage**.



Demonstrate a **meaningful community match**.



Prove that the incentive is a critical factor in the company's decision to **expand in Idaho**.



Provide **significant economic impact** on the community and Idaho.



Create **20 new jobs in rural communities** (population of 25,000 or less) or **50 in urban areas**.

SCORING AND EVALUATION

Once a project is determined to meet the minimum qualifications of the TRI program, an economic impact analysis and scoring process begins to ensure each project is treated objectively.

The initial project evaluation focuses on the following five criteria:



Quality of Jobs



Quantity of Jobs



Impact on Local Economy



Impact on State Economy



Impact on Industry

The project's initial score is then presented to an internal multi-disciplinary panel consisting of Idaho Commerce personnel who are not involved in the project. The panel reviews discretionary attributes unique to each project that may positively or negatively impact the project score.

The overall project score is used to guide the term and percentage that the Director of Idaho Commerce recommends to the Idaho Economic Advisory Council (EAC). EAC may approve or reject the director's recommendation or may request more information to make an informed decision.

The council consists of eight members appointed by the Governor from around the state.

Each year, Idaho statute requires an independent audit of the TRI review and approval process, including the corresponding internal controls. Additionally, Idaho Commerce is required to issue this annual report to the Governor and Idaho State Legislature on the overall activity of the program and to reinforce public visibility and transparency of the TRI program.

COMPANY REPORTING

Once approved for a TRI award, companies are required to report to Idaho Commerce annually and demonstrate they have fulfilled their job creation and wage commitments. For any year those commitments are not honored, the company will not receive a tax credit for that particular year.

PHOTO CREDIT: CHOBANI



NOTE: In the following pages, both company and project names are listed. Until a company is ready to announce its project, Commerce uses project names to protect company confidentiality.

PROJECT ANNOUNCEMENTS

FY2025 TRI AWARDS*

Approved Projects: **8**



Average Award Percentage (%): **16**

Average Approved Term (Years): **8**

Est. Project Jobs: **753**

Est. Average Annual Wage: **\$69,788**

Est. Full Term State Tax Revenue: **\$87 million**

Est. Full Term Incentives to Business: **\$11.5 million**

Est. Total Return on Reimbursement (ROI)**: **\$7.6: \$1**

Est. Total Capital Investment: **\$141 million**

EXISTING/NEW STATUS

EXISTING COMPANY PROJECTS

3

NEW COMPANY PROJECTS

5

RURAL/URBAN STATUS

RURAL PROJECTS

4

URBAN PROJECTS

4

INDUSTRIES REPRESENTED



Manufacturing



Aerospace



Food Production



Transportation Logistics



Chobani



micron

TSc TRACTOR SUPPLY CO

MARATHON CHEESE CORPORATION

IDAHO MILK PRODUCTS™

PIPELINE PLASTICS

TIMBERLINE HELICOPTERS



* Over TRI term.

** ROI does not include direct, indirect, or induced estimated tax impacts. These values significantly increase the estimated tax impacts.

FY2025 ESTIMATED IMPACT TO THE STATE *



In FY2025, the Idaho Economic Advisory Council (EAC) approved eight TRI projects. When completed, these projects' investments are projected to create approximately 753 jobs across the state. The estimated state tax revenue from these projects, upon completion, will be over \$87 million.

COMPANY	LOCATION	EST. JOB CREATION	EST. AVERAGE WAGES	EST. CAPITAL INVESTMENT	EST. TOTAL PROJECT WAGES	EST. DIRECT STATE TAX REVENUE
Kaitech	Caldwell	69	\$82,980	\$2,500,000	\$53,500,000	\$24,569,000
Pipeline Plastics	Rupert	49	\$64,703	\$26,000,000	\$24,134,592	\$28,435,511
Project Arion	Caldwell	135	\$51,188	\$15,302,000	\$21,191,832	\$12,384,900
Project Cranberry	Nampa	235	\$64,317	\$63,000,000	\$87,342,486	\$6,619,500
Project LFR	Nampa	124	\$52,000	\$6,000,000	\$24,598,098	\$2,476,289
Project Punch	Ketchum	75	\$123,749	\$15,000,000	\$84,891,814	\$6,000,000
Project Snow	Rupert	42	\$54,761	\$31,000,000	\$15,114,036	\$2,727,057
Timberline Helicopters	Sandpoint	24	\$64,609	\$13,100,000	\$12,924,776	\$4,037,803
TOTAL/AVERAGE		753	\$69,788	\$140,902,000	\$323,697,634	\$87,250,060

* Over TRI term.

FY2025 ESTIMATED TAX CREDIT COMMITMENTS *



The average FY2025 TRI award was 16% over 8 years. At full term, the aggregated value of the TRI incentive for FY2025 awards are estimated to total \$11,479,304.

COMPANY	LOCATION	PERCENT AWARDED	TRI TERM (YEARS)	EST. INCENTIVE VALUE TO THE BUSINESS
Kaitech	Caldwell	20	10	\$3,340,377
Pipeline Plastics	Rupert	16	8	\$3,707,437
Project Arion	Caldwell	10	5	\$1,066,094
Project Cranberry	Nampa	15	7	\$793,973
Project LFR	Nampa	12	6	\$306,703
Project Punch	Ketchum	20	10	\$1,260,918
Project Snow	Rupert	17	8	\$287,391
Timberline Helicopters	Sandpoint	18	9	\$716,411
TOTAL/AVERAGE		16	8	\$11,479,304

* Over TRI term.



TRI SUMMARY TO DATE*

TRI PROGRAM PROJECTED SUMMARY FY2015 – FY2025

Approved Projects: **104**

Average Award Percentage (%): **21**

Average Approved Term (Years): **10**

Est. Project Jobs: **18,845**

Est. Average Annual Wage: **\$55,372**

Est. Full Term State Tax Revenue: **\$1.4 billion**

Est. Full Term Incentives to Business: **\$400 million**

Est. Total Capital Investment: **\$19.8 billion**

RURAL/URBAN STATUS

RURAL PROJECTS

54

URBAN PROJECTS

50

EXISTING/NEW STATUS

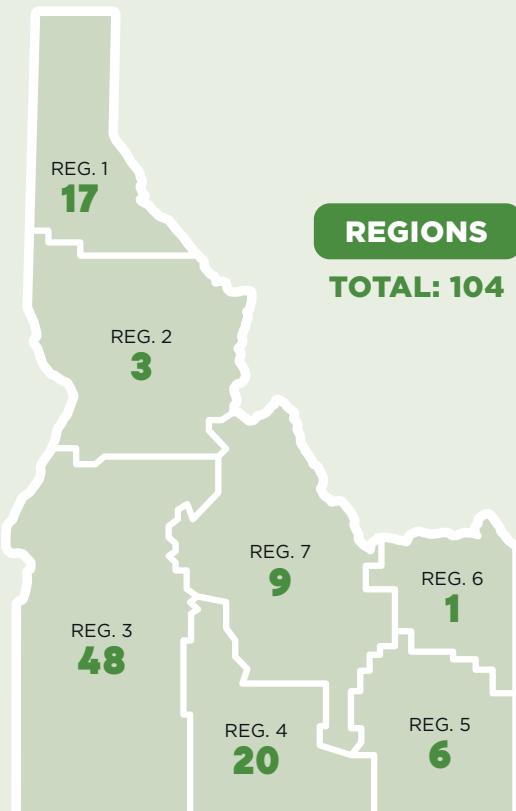
EXISTING COMPANY
PROJECTS

51

NEW COMPANY
PROJECTS

53

INDUSTRIES REPRESENTED



* Over TRI term.



TIMBERLINE HELICOPTERS NEW \$13 MILLION EXPANSION WILL CREATE 24 NEW JOBS.

TIMBERLINE HELICOPTERS BUILDS UPON LEGACY IN SANDPOINT

Timberline Helicopters is a global leader in advanced helicopter operations that is headquartered in Sandpoint with over 120 employees.

Timberline Helicopters offers a variety of services. The company has a flight operations department that sends out its helicopter fleet for service firefighting in the summer season, ski lift construction and utility work for power companies across the U.S. They also have a repair station based in Sandpoint, aerospace parts and manufacturing certification departments, and a corporate heli-logging division.

With locations in Sandpoint and numerous locations across the globe, Timberline's decision where to locate their next expansion was a thorough process, according to Tyson Davis, president of Timberline Helicopters.

Davis said when choosing their next location, they had to look at long-term growth, and to find a place that would allow the company to move globally at a moment's notice. Most importantly, they wanted to find a location the company could call home for a long time.

Sandpoint stood out for the company, not just because it is the location of their headquarters, or that Davis himself is an Idaho resident, but also because of the area's highly skilled and motivated workforce, business-friendly

regulatory environment and strong support from state and local government.

In addition to Idaho's attractive qualities, Davis said what "sealed the deal" for the company was the TRI award the company received in February 2025.

"The TRI was a very decisive factor in our location strategy," Davis said. "It demonstrated the state's long-term partnership. The TRI program provided us with the confidence to accelerate our expansion timeline, helped us create more jobs and deepen the local roots."

Davis said he looks forward to the future of Timberline Helicopters with this expansion.

"The future is really bright for us, this new 50,000 square-foot hangar is just the starting point of the nucleus on where we are going," Davis said. "We are planning on expanding in different areas of our business, and we are looking forward to being in Sandpoint for a very long time."

Timberline's \$13 million facility expansion will create approximately 24 new jobs.

ACTUAL TRI IMPACT

Actual TRI Credits Requested in CY2024: **\$6.5 million**

Actual TRI Credits Issued in CY2024: **\$5.5 million**

Actual Credits Issued to Date*: **\$22 million**

Companies Issued Credits to Date*: **36**

Total Companies Requesting Incentive to Date*: **39**

Jobs Forecasted to Date*: **9,894**

Actual Jobs Created to Date*: **5,637**

Actual Average Annual Wage to Date*: **\$46,857**

*SINCE PROGRAM INCEPTION IN FY2015.



TRI PROJECTS JOB CREATION TO DATE*

Of the 104 approved projects since the program's inception in FY2015, 55 projects are currently active with 40 companies reporting new jobs prior to June 31, 2025.



COMPANY	LOCATION	TRI %	TRI TERM (YEARS)	JOBs CREATED	PROJECTED JOBS
AZEK	Boise	21	10	95	146
AFC	Weiser	17	8	22	47
Albertsons	Boise	30	15	343	300
AMFEC	Nampa	21	9	139	89
Amy's Kitchen	Pocatello	26	15	968	1,000
Artisan Labs	Hansen	20	10	24	170
AutoVol	Nampa	24	12	209	349
Bruno Harris	Post Falls	24	12	30	136
Capitol Distributing	Caldwell	24	12	160	265
Clearwater Analytics	Ada	30	15	32	500
CXT Concrete	Emmett	21	9	78	85
Dow Chemical Company	Burley	24	9	31	21
EMSI	Moscow	30	15	126	527
Glanbia	Gooding	23	10	52	43
GoGo Squeez	Nampa	30	15	144	150
Guidant Financial	Boise	20	10	35	102
Hearthsides Food Solutions	Boise	25	10	181	80
ICOM	Meridian	21	10	74	90
Idaho Milk Products	Jerome	22	9	153	27
JST Manufacturing	Meridian	16	8	109	50
Lactalis	Nampa	17	8	117	75
Lamb Weston	Power County	30	15	357	180
McCain Foods	Burley	30	15	176	186

TRI PROJECTS JOB CREATION TO DATE* (CONTINUED)

COMPANY	LOCATION	TRI %	TRI TERM (YEARS)	JOBs CREATED	PROJECTED JOBS
MetalQuest	Kootenai County	17	9	17	25
Milk Specialties Global	Jerome	25	10	68	37
NewCold	Burley	25	12	91	68
Northwest Fourslide	Nez Perce County	15	8	32	49
Orgill, Inc.	Post Falls	26	10	172	138
Paylocity	Boise	28	15	445	551
PetIQ	Eagle	28	14	120	171
POWER Engineers	Meridian	28	14	81	1,025
Jayco	Twin Falls	24	12	150	360
SkyWest Airlines, Inc.	Boise	25	12	122	100
The Stow Company	Nampa	20	10	49	139
True West Beef	Jerome County	28	14	386	520
Vista Outdoor	Lewiston	28	14	60	137
WASCO	Emmett	25	12	22	32
Western Aircraft	Boise	23	11	20	133
Wilbur-Ellis	Buhl	20	10	88	97
ZoRoCo Packaging Inc.	Greenleaf	18	8	59	50

*NOTE: SINCE PROGRAM INCEPTION IN FY2015, AS OF JUNE 31, 2025, OUT OF 104 COMPANIES, 55 ARE ACTIVE, 42 ARE INACTIVE AND 7 HAVE COMPLETED THEIR TRI TERM.



TRI AUDIT – SCAN THIS QR CODE

View the FY2025 Idaho Tax Reimbursement Incentive (TRI) audit by scanning the QR code on the left.

Additionally, you can find the audit on the Idaho Commerce website at:

<https://commerce.idaho.gov/content/uploads/2025/12/6.30.25-Idaho-Reimbursement-Incentive-Act-Report.pdf>.



ECONOMIC ADVISORY COUNCIL

The Economic Advisory Council's (EAC) mission is to advise the Governor and Idaho Commerce on goals and objectives that further economic development within Idaho. The council consists of eight members, appointed by the Governor, with one member appointed from each of the state's seven economic development regions and one member appointed at-large.

Members serve three-year terms and can be reappointed. The council provides Tax Reimbursement Incentive (TRI) recommendations to the Idaho Commerce Director and recommendations to the Governor on applications for Community Development Block Grant (CDBG) and the Rural Community Investment Fund (RCIF). In addition, council members advise their regions on economic development opportunities and represent their regional interests to state government.

MEMBERS*

JEREMY GRIMM (VICE CHAIR) Region I, Mayor, Sandpoint

PAUL KIMMELL (CHAIR) Region II, Regional Business Manager, Avista Corporation

BRIAN WONDERLICH Region III, General Counsel, Blue Cross Of Idaho

RANDY BAUSCHER Region IV, Owner, B&H Farms

FRED TITENSOR Region V, President, Valley Implement Company

JOHN RADFORD Region VI, City Council, Idaho Falls

TOM BECKWITH Region VII, Board, Frank Church Institute

EVE KNUDSEN At Large, President, Knudsen Chevrolet

*Membership as of 9/3/2025

Community Development

The Community Development team provides financial and technical assistance via the Community Development Block Grant (CDBG) and Rural Community Investment Funds (RCIF). Idaho cities and counties may use the funds for the construction and rehabilitation of public infrastructure and facilities necessary to support lower-income communities, job creation, business expansion and a sense of community.

COMMUNITY DEVELOPMENT BLOCK GRANT

Each year, the U.S. Department of Housing and Urban Development (HUD) provides states with CDBG funds to use for construction projects that benefit low and moderate-income communities, help prevent or eliminate blight conditions and address damage caused by natural disasters.

Allowable projects include:

- Public facilities and infrastructure
- Senior and community centers
- Public parks
- Downtown revitalization (sidewalk, lighting, ADA accessibility, parking lots, etc.)
- Job creation (construction and improvements to public infrastructure or publicly regulated utilities that will help serve a company's job growth)



A CDBG-FUNDED PROJECT FOR MIDWAY PARK IN FILER.

FY2025 COMMUNITY DEVELOPMENT BLOCK GRANT AWARDS*



	APPLICANT	AWARD	PROJECT
PUBLIC FACILITIES	City of Arimo	\$411,360	Purchase new fire engine
	City of Cascade	\$500,000	Water system improvements
	City of Council	\$500,000	Water system improvements
	City of Culdesac	\$500,000	Water system improvements
	City of Elk River	\$500,000	Wastewater system improvements
	City of Homedale	\$500,000	Water system improvements
	City of Kooskia	\$500,000	Wastewater system improvements
	City of Lava Hot Springs	\$500,000	Water system improvements
	City of McCall	\$500,000	Water system treatment plant improvements
	City of Murtaugh	\$500,000	Water system improvements
ECONOMIC DEVELOPMENT	City of Pierce	\$500,000	Water system improvements
	City of St. Anthony	\$500,000	Water system improvements
SENIOR AND COMMUNITY CENTERS	City of Rathdrum	\$500,000	Downtown revitalization sidewalk and parking improvements
	City of McCammon	\$244,912	Upgrades to community center
	City of Rexburg	\$245,000	HVAC upgrades to civic center
	City of Roberts	\$235,000	Upgrades to community center
	Franklin County	\$232,470	Senior center improvements
PUBLIC PARKS	City of Arimo	\$210,160	Pickleball courts and ADA path work
	City of Athol	\$177,000	ADA compliant park restroom
	City of Kooskia	\$210,500	ADA compliant park restroom and path work
	City of Lava Hot Springs	\$243,616	ADA playground equipment surfacing and landscaping
	City of Mud Lake	\$245,000	ADA compliant park restroom
	City of Parma	\$230,450	Municipal pool repair
	City of St. Anthony	\$245,000	Splash pad
	City of Tetonia	\$245,000	ADA compliant park restroom and basketball court
	City of Victor	\$245,000	ADA compliant park restroom
	Lincoln County	\$245,000	ADA playground equipment and shade structure

TOTAL

\$9,665,468

*Federal Fiscal Year

MCCAMMON IMPROVES PUBLIC SAFETY WITH NEW FACILITY

In May of this year, McCammon held a ribbon cutting on their new fire station facility, providing significant upgrades to the city and surrounding area's critical public safety services.

The project, which had been in the works for more than five years, finally came to fruition thanks to the help of \$500,000 in CDBG funding and \$75,000 in RCIF funding, among other funding partners.

According to Krystal Denney, Community and Economic Development Director for Southeast Idaho Council of Governments (SICOG), who applied for the grant and served as a community coach and project manager, the project first started in 2018 when expanded emergency services emerged as a top priority for the city.

By 2021, the city successfully passed a bond and secured CDBG funding. In 2023, with financing from USDA Rural Development and partnerships with Bannock County and others, the project finally reached groundbreaking, and in 2025 the team held a ribbon cutting on the new facility. However, it was not without a few obstacles along the way.

“The project faced challenges including cost escalations during the pandemic that nearly quadrupled original estimates, but through strong partnerships, community persistence and creative financing, McCammon was able to move forward,” Denney said “The CDBG grant was a critical cornerstone in the overall funding package.”



THE PROJECT BROKE GROUND IN 2023 AND FINISHED CONSTRUCTION IN 2025.

Aaron Hunsaker, McCammon City Council President, also spearheaded this community project and helped to guide this project through its many phases. Hunsaker worked closely with SICOG to submit the CDBG application.

As the plans for the station were underway, additional community needs arose. Previously, the City of McCammon did not have access to an ambulance, let alone a volunteer ambulance crew and was facing a response time of up to 39 minutes in emergencies.

Thanks to the smart planning of Hunsaker, the city and the assistance of SICOG, McCammon has access not only to critical public safety resources like fire and ambulance, it also has a new home for its city offices, new council chambers and the Bannock County Sheriff's Office.

Both Hunsaker and Denney said that without CDBG funding and assistance from partners across the state, this project, and its critical services, would never have been possible.

“It just is another reminder of why these funds are so important for these communities,” Hunsaker said.



THE CONSTRUCTION OF THE BUILDING INCORPORATED MULTIPLE COMMUNITY NEEDS INTO THE CONCEPT AND DESIGN.

"The new fire station dramatically improves public health and safety for McCommon residents and businesses," Denney said. "It strengthens emergency response, provides firefighters with proper facilities and ensures the community is prepared for growth and future challenges. Beyond safety, the project also represents a symbol of community resilience. It shows that even a small rural town can take on a major, complex project when people come together, persist through setbacks and leverage every available resource."

Denney added that the flexible, need-based approach to CDBG funding is why it is a critical funding source to Idaho's rural communities.

"It offers the chance to make transformational projects possible — whether that is a fire station, water system, or community center," Denney said. "CDBG also requires transparency and public involvement, which means the projects funded are truly community-driven."



RURAL COMMUNITY INVESTMENT FUND

The Rural Community Investment Fund (RCIF) program helps rural communities improve public infrastructure in support of economic expansion via job creation. Eligible activities include the construction or expansion of infrastructure or new construction and renovation of an industrial building owned by an eligible grantee that will be leased to a business.

This fiscal year there were two RCIF awards. The City of Island Park was awarded \$450,000 in funding for road and parking improvements that will serve the newly constructed Playmill Theatre and visitor parking.

The City of Sugar City was awarded RCIF funding in the amount of \$450,000 for the installation of an asphalt street surface and construction of curb, gutter and sidewalk adjacent to the new Sunpro Truss and Millwork facilities. Additional work will also include the installation of a water line that will improve water service to Sunpro and Grand Teton Ancient Grains.

Visit Idaho

Idaho's travel and tourism industry continued to grow in FY2025 with lodging tax collections generating \$22.9 million, a 5.2% increase from FY2024.

Visit Idaho is funded by a 2% lodging tax paid by travelers and collected by hotels, motels, short-term rentals and private campgrounds — 45% of funds support the Idaho Regional Travel and Convention Grant Program (see pg. 23-24). In FY2025, the Idaho Travel Council awarded \$10.8 million in grants to benefit communities across the state.

The Visit Idaho team continues to support this growth through tailored messaging via its flagship Beyond Words Campaign. Additionally, the team continues to work closely with regional partners and Idaho Regional Travel and Convention grantees.

THE 3100™

Idaho's rivers are a defining part of the state's geography, culture and tourism appeal. With more than 3,100 navigable whitewater miles (more than any other state in the Lower 48), the Gem State has a differentiated and unmatched appeal as a whitewater destination.

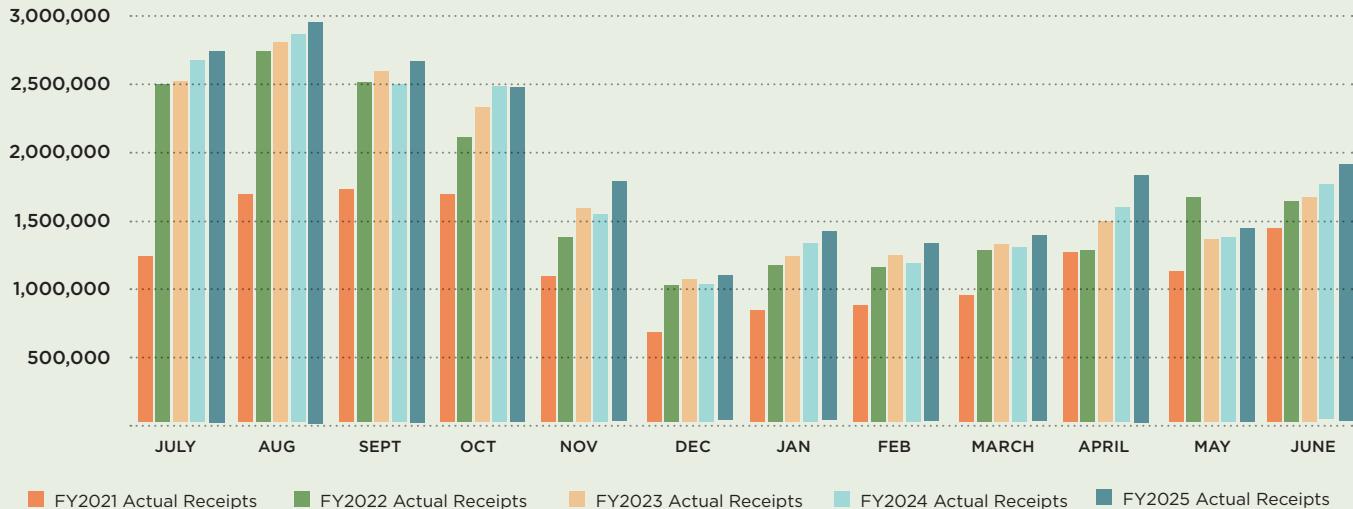
The 3100™ is a one-of-a-kind marketing initiative to introduce long-form storytelling with a six-episode series and feature documentary. It was produced in collaboration with Fisher Creative, an Idaho-based outdoor production company, the Idaho Outfitters and Guides Association and with the support of Madden Media and Red Sky (Visit Idaho's marketing and PR agencies).

Viewers are offered a cinematic look at Idaho's premier whitewater recreation opportunities, spanning rafting,



THE VISIT IDAHO TEAM HELD A PREMIER AT THE EGYPTIAN THEATRE IN BOISE TO CELEBRATE THE RELEASE OF THE FEATURE DOCUMENTARY.

COMPARISON OF MONTHLY LODGING TAX COLLECTIONS FY2021–FY2025



kayaking and jet boat tours. The six-part docuseries, now streaming on Visit Idaho's YouTube channel, dives deeper into the diversity of each river and the lives of the guides who are closely connected to them. Together, the film and series explore the Selway, Bruneau, Salmon, Snake, Payette, Lochsa and St. Joe rivers.

According to Erik Weiseth, executive director of the Idaho Outfitters and Guides Association, who was also featured in the Salmon River episode, he has already seen the impact of the documentary first-hand.

"I have personally heard from prospective guests and aspiring guides who discovered Idaho through The 3100™ and took action — booking trips, seeking training and exploring river towns they had not considered before," Weiseth said. "That is design delivering on strategy: research-led, community-rooted and built to work across audiences for the long term. The 3100™ is a model for place branding done right — and it is already strengthening the future of Idaho's whitewater economy."

Watch the 3100™ series at youtube.com/visitidaho.

THE POWER OF IDAHO TOURISM

Visit Idaho launched the *Power of Idaho Tourism*, a hub for news, insights and resources that keep industry partners informed and connected. Guided by the Idaho Travel Council's Strategic Plan, the platform highlights the vitality of the state's third-largest industry and Visit Idaho's efforts to promote responsible recreation



with key initiatives like Travel With Care and Beyond Known Destinations. The goal of the site is to strengthen connections with partners and stakeholders by delivering relevant content and empowering them to champion Idaho's tourism industry. The *Power of Idaho Tourism* was developed in partnership with Red Sky, Visit Idaho's public relations agency. Learn more at industry.visitidaho.org.

IDAHO REGIONAL TRAVEL AND CONVENTION GRANT

Using funds collected from Idaho's 2% lodging tax, the Idaho Travel Council distributes the Idaho Regional Travel and Convention Grant to nonprofit, incorporated organizations with a primary focus on tourism marketing within the state's seven travel regions. Funds may also be given to multi-regional associations that promote lodging and restaurants, outfitters and guides, RV parks and campgrounds and ski areas. Preference is given to programs that focus on promoting overnight stays.

FY2025 IDAHO REGIONAL TRAVEL AND CONVENTION GRANTS



APPLICANT	AMOUNT AWARDED	REGION
Coeur d'Alene Convention & Visitors Bureau (CVB)	\$1,305,000	Region I
Greater Sandpoint Chamber of Commerce	\$240,500	Region I
North Idaho Tourism Alliance (NITA)	\$275,000	Region I
Post Falls Chamber of Commerce	\$140,067	Region I
Moscow Chamber of Commerce	\$165,000	Region II
North Central Idaho Travel Assoc (NCITA)	\$85,000	Region II
Visit Lewis Clark Valley	\$170,000	Region II
Boise Metro Chamber of Commerce DBA Visit Boise	\$1,775,000	Region III
McCall Area Chamber of Commerce & Visitors Bureau	\$500,000	Region III
Nampa Chamber of Commerce	\$160,000	Region III
Southwest Idaho Travel Assoc. (SWITA)	\$1,139,000	Region III
Twin Falls Area Chamber of Commerce	\$771,092	Region IV
Bear Lake Valley Convention and Visitor Bureau	\$62,157	Region V
Greater Pocatello Convention & Visitors Bureau	\$254,282	Region V
Southeast Idaho High Country Tourism	\$240,158	Region V
Yellowstone Teton Territory (YTT)	\$1,927,430	Region VI
Challis Chamber of Commerce	\$29,378	Region VII
Hailey Chamber of Commerce Inc.	\$240,000	Region VII
Lemhi County Economic Development Assoc. (LCEDA)	\$47,040	Region VII
Stanley-Sawtooth Chamber of Commerce	\$155,000	Region VII
Sun Valley Marketing Alliance Inc.	\$460,000	Region VII
Idaho Outfitters & Guides Assoc. (IOGA)	\$190,357	Muli-Region
Idaho Lodging & Restaurant Assoc. (ILRA)	\$252,726	Muli-Region
Idaho Ski Areas Assoc. (ISAA)	\$243,738	Muli-Region
TOTAL	\$10,827,925	

IDAHO TRAVEL COUNCIL

The Idaho Travel Council is an eight-member council appointed by the Governor. The council meets in various locations across the state in January, March, May, July and October. The public is encouraged to attend these meetings to keep informed about the Visit Idaho team's marketing program.



MEMBERS*

KAYOKO CAMERON Region I, Coeur d' Alene Resort

ANGELA OSBORNE Region II, Best Western Plus University Inn

SCOTT TURLINGTON Region III, Tamarack Resort

SHAWN BARIGAR Region IV, City of Twin Falls

CRYSTAL NELSON (VICE-CHAIR) Region V, Towneplace Suites by Marriott Pocatello

STEPHEN DUTCHER Region VI, Action Motor Sports

MIKE FITZPATRICK Region VII, Sun Valley Resort

EARL SULLIVAN (CHAIR) At-Large, Telaya Wine Co.

*Membership as of 10/20/2025

Additional Updates

OPPORTUNITY FUND

The intent of the Idaho Opportunity Fund is to assist in securing commitments for the retention and expansion of existing businesses and recruitment of new businesses. Monies in the Idaho Opportunity Fund

may be allocated to local governments for any lawful purpose, including:

- Construction of or improvements to new or existing water, sewer, gas or electric utility systems for new or existing buildings to be used for industrial or commercial operations.
- Flood zone or environmental hazard mitigation.
- Construction, upgrade or renovation of other infrastructure related items including, but not limited to, railroads, broadband, parking lots, roads or other public costs that are directly related to specific job creation or expansion projects.

In FY2025, the department awarded one Idaho Opportunity Fund project for \$750,000. This new project is expected to bring in \$1 billion in capital investment and over 150 new jobs.

The department dispersed \$325,000 for two past projects that hit required milestones in FY2025.

In FY2025, the department was not appropriated any additional dollars for the Idaho Opportunity Fund.

Since inception, the Idaho Opportunity Fund is projected to support over 5,400 new jobs and \$13 billion in new capital expenditures.

PRIVATE ACTIVITY BONDS (PAB)

Private activity bond financing lowers borrowing costs by providing investors with federal tax benefits. In turn, communities' benefit through jobs, infrastructure investment and additional housing stock.

In FY2025, Idaho Commerce awarded private activity bond certificates. The low-income housing allocation will facilitate the construction of 11 projects and create 1,316 rental units.

2025 PRIVATE ACTIVITY BOND (PAB) ALLOCATION



RECIPIENT	AMOUNT	PROJECT
Idaho Housing and Finance Association	\$183,829,000	Single family housing mortgages
Idaho Housing and Finance Association	\$174,951,000	Low-income rental housing
Idaho Housing and Finance Association	\$30,000,000	Expansion-wastewater treatment
TOTAL	\$388,780,000	



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