



EORAC Meeting  
1.3.13  
Jeffery Sayer, Director

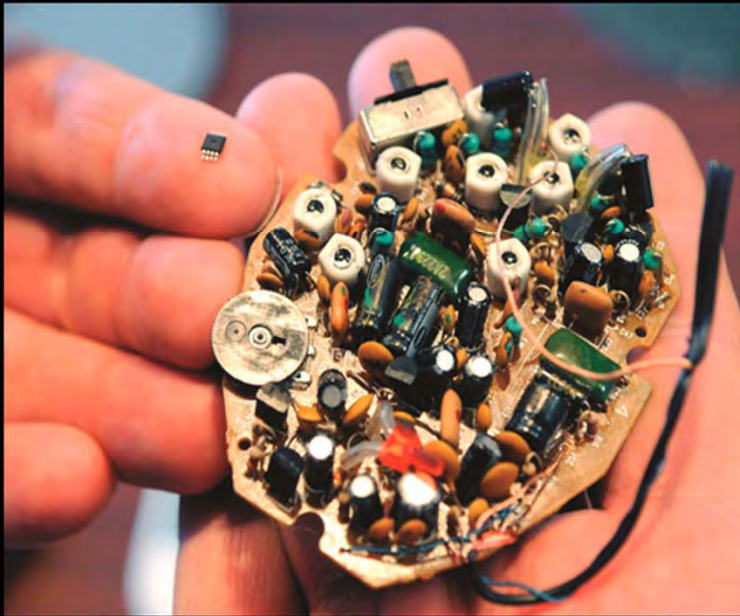




# Commerce Projects

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- Industry Sector Research
- IGEM
- LINE Commission
- Main Street
- Team Idaho Meetings
- Statewide Survey
- Statewide Strategic Plan
- Data Tools: Breakeven & ROI





**ATCO** Structures & Logistics

**CENTRAL**  
Garden & Pet

LEAD-LOK, INC.  
Biomedical Innovations

**GROUND FORCE**  
MFG.  LLC

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Local Marketing. Automated.

**project 60**  
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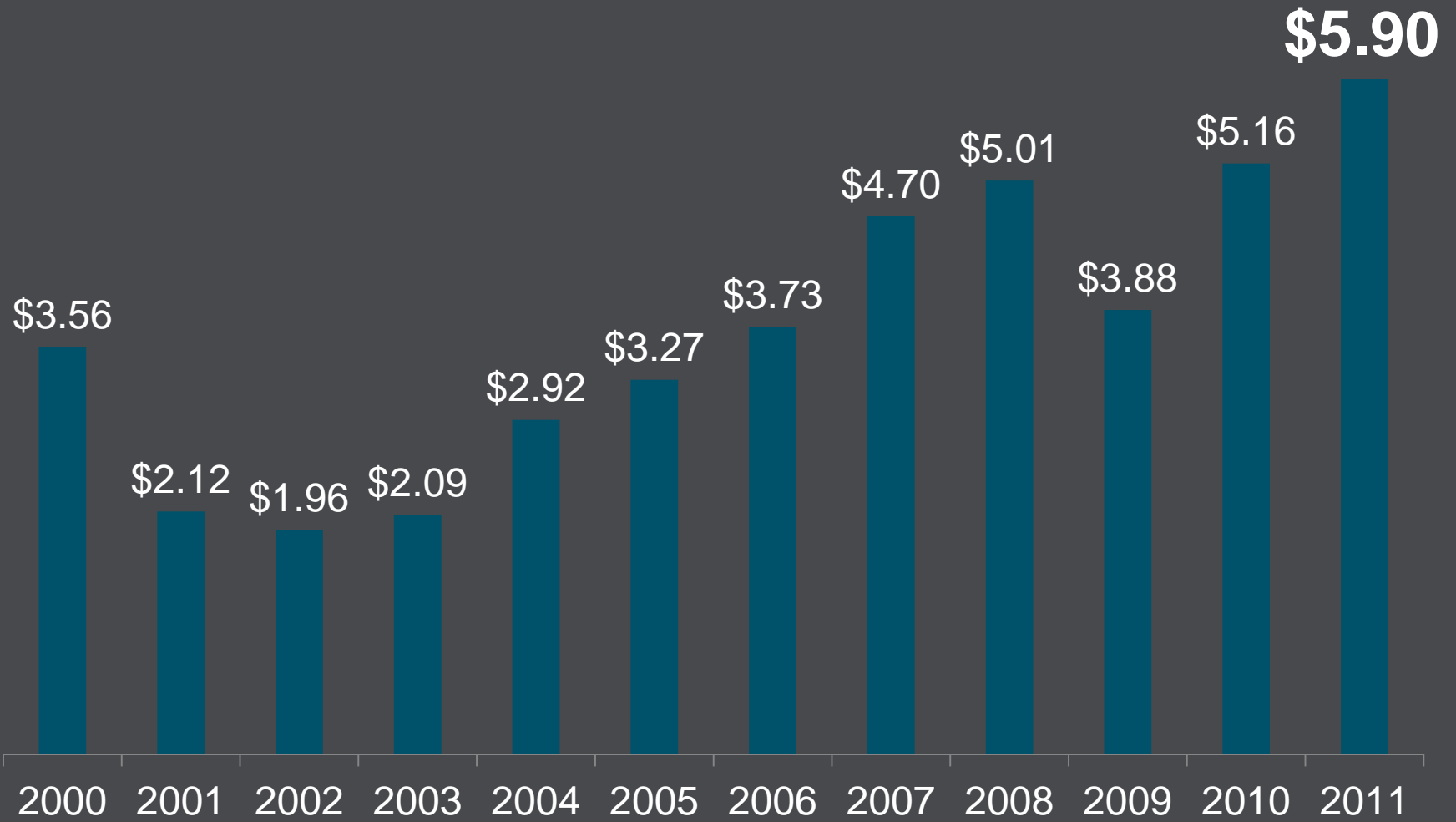
**glanbia** 

*nothing but good.*  
**CHOBANI**  
GREEK YOGURT

  
**HIGH DESERT**  
MILK

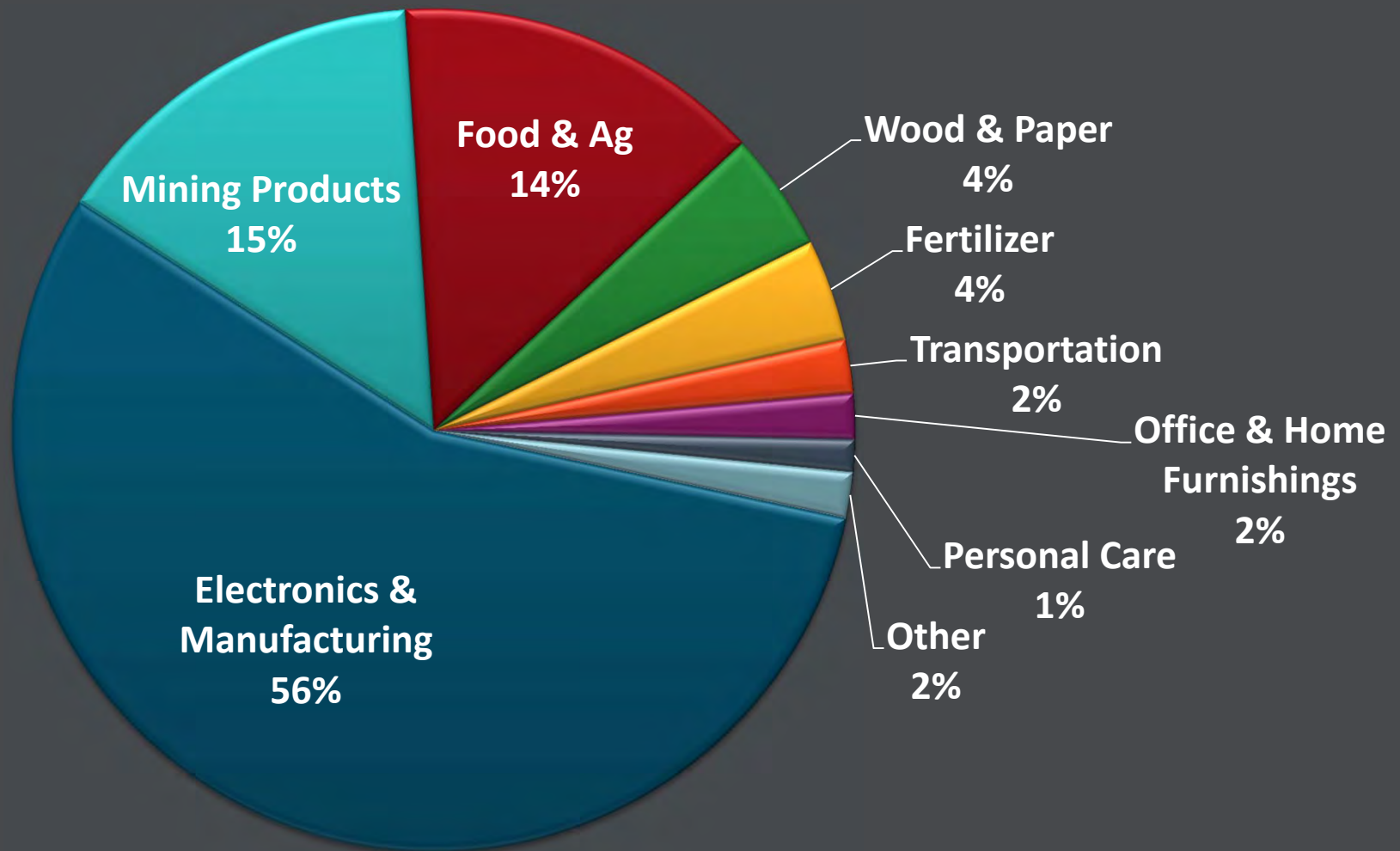


# Idaho Annual Exports



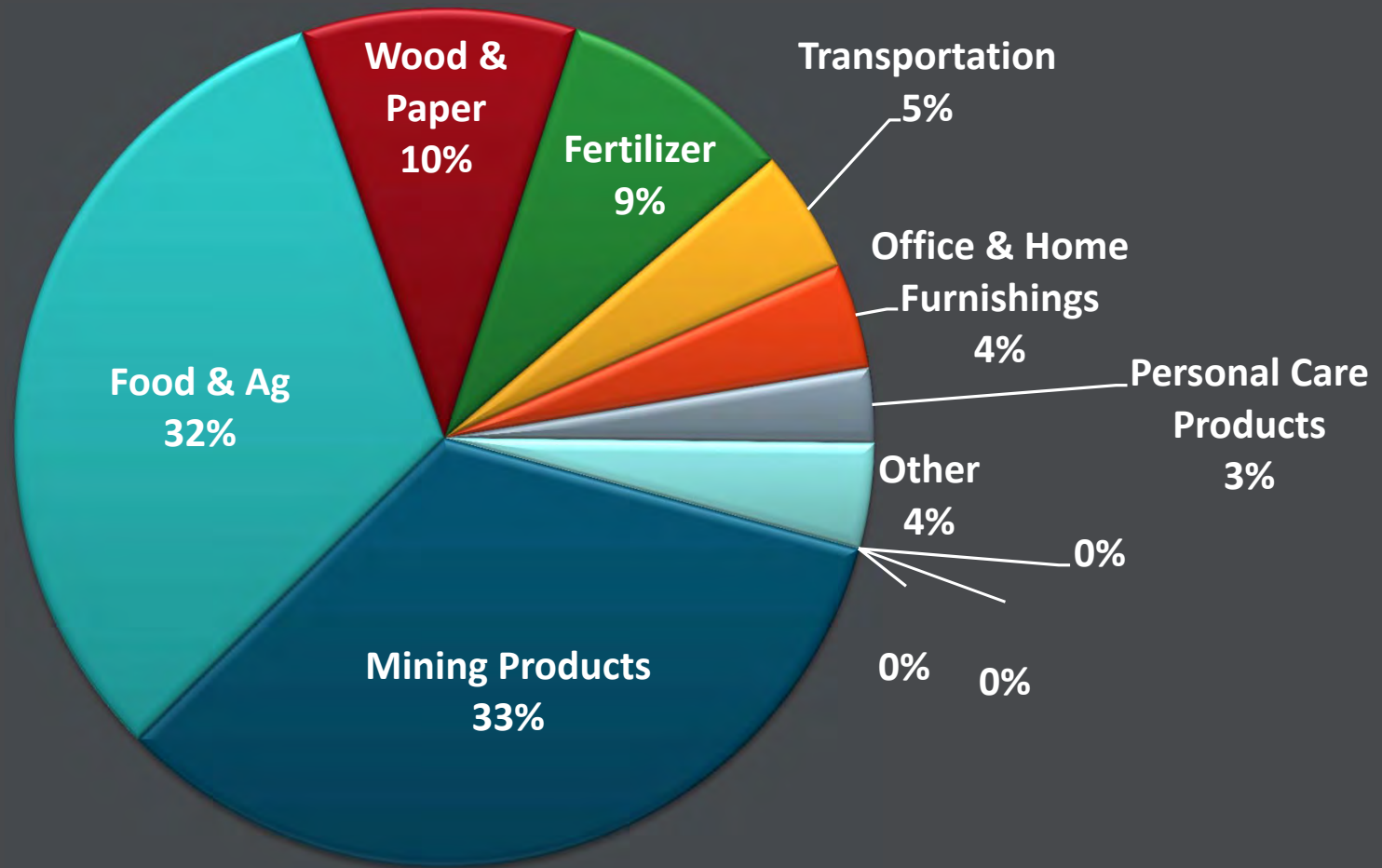
**\$Billions**

## 2011 Idaho Top Export Commodities = \$5,904.8 Billion

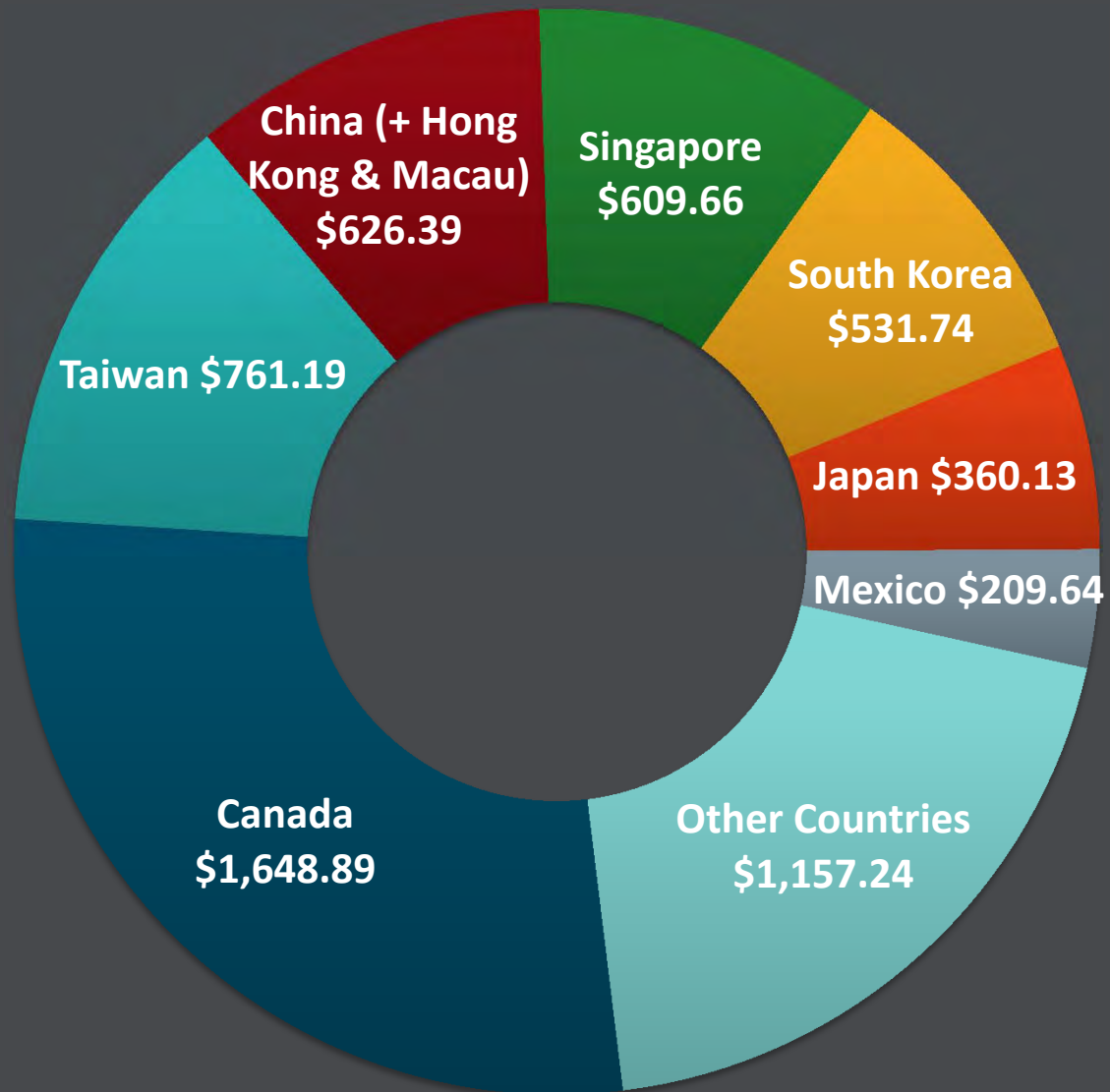




## 2011 Idaho Top Export Commodities (Without Electronics)



## Idaho Exports to Top Country Destinations (In Millions)



# Best Overall Marketing Program 2012 US Travel Association

**GLOOM CESSATION GETAWAY SWEEPSTAKES**  
ENTER TO WIN WEEKLY AT [IDAHOWINTER.ORG](http://IDAHOWINTER.ORG)

Schweitzer Mountain Resort

MAINTAIN A BALANCED DIET OF BLUE SKIES & FUN.

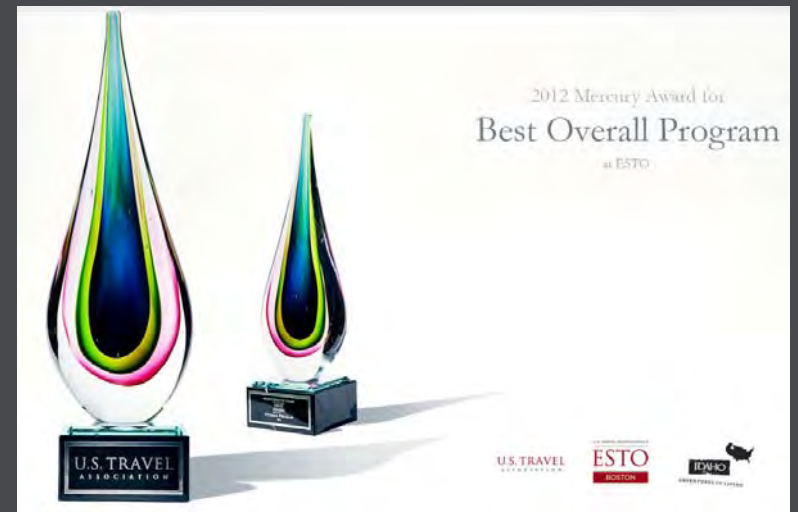
**VITAMIN ID**  
DRINK IN PLENTY OF IDAHO SUNSHINE

**ALTERNATIVE MEDICINE FOR WINTERTIME BLAHS**  
**VITAMIN ID** GET THE BLAHS OUT.

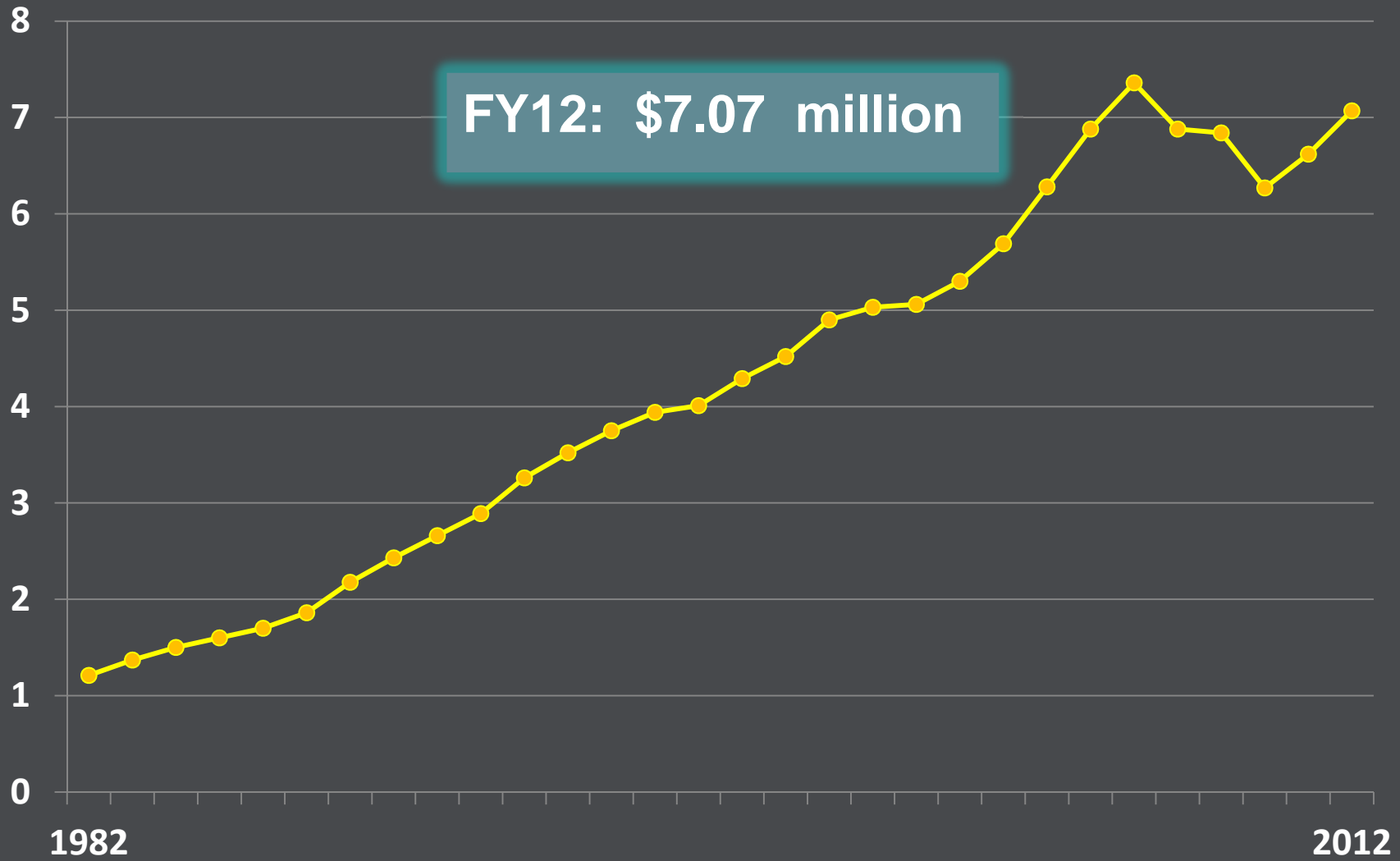
Use regularly and often. Vitamin ID promotes a healthy happiness response by stimulating your hum-drum defense system. Effects of Vitamin ID are inhibited in geographical areas where gray skies and rain may hinder absorption of Vitamin ID. Side effects may include an unexplained compulsion to don wintertime sports apparel and gear with southeasterly directional locomotion; specifically to snow-covered, alpine regions in Idaho. This effect appears to intensify during the winter months. Avoid electronic devices and habitual email checking or calls to the office as this may have adverse side effects.

IDAHO  
Adventures in Living

Call 1-800-84-IDAHO for travel planning & free adventure guide.



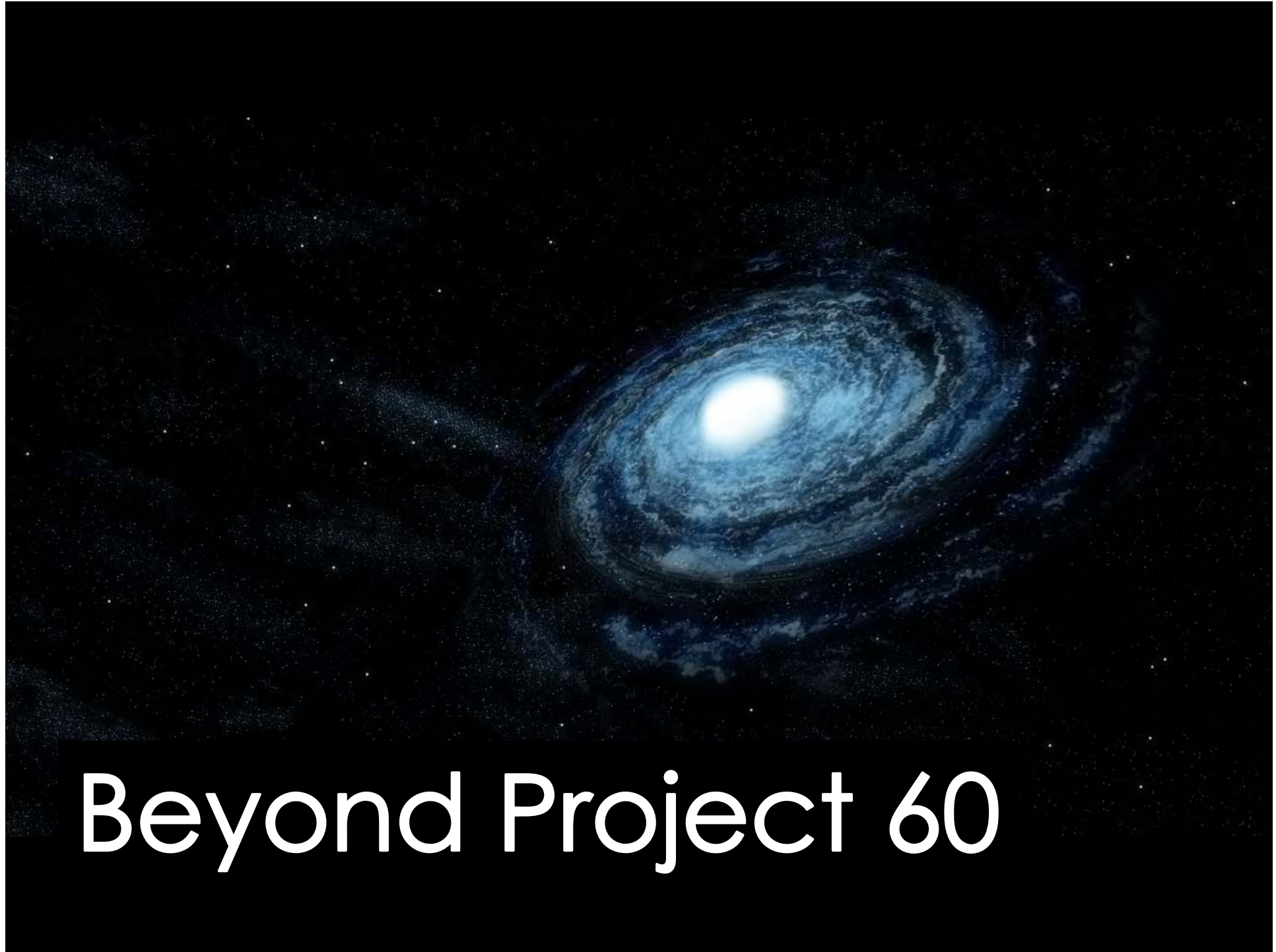
# 2% Idaho Lodging Tax



# Idaho GDP (billions)







# Beyond Project 60



# Industry Based Projections

# Emerging Clusters

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- Software
- Rec Tech
- Aerospace
- Bio Tech
- Wine
- Light Manufacturing

# Future Focus

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- Low Cost Business Environment
- Workforce Development
- Infrastructure Strategies

TEAM

IDAHO