

IDAHO  
INNOVATION  
CENTER



# Annual Report

IDAHO INNOVATION CENTER

2300



# 2022

**Taking Business to the NEXT LEVEL!**

**EXPERT HELP - TARGETED RESOURCES - TANGIBLE RESULTS**

## **HISTORY:**

The Idaho Innovation Center is a dynamic non-profit (501-C4) small business incubator that began in 1986. As a business incubator, the IIC is a starting point for entrepreneurs who need affordable business space to start and grow their business.

**Taking  
Business  
to the  
NEXT  
LEVEL!**

## **VISION:**

The vision of Idaho Innovation Center is to stimulate entrepreneurial spirit and promote innovation to fostering growth and future business development in Eastern Idaho.

## **MISSION:**

The mission of Idaho Innovation Center as a business incubator is to provide resources to small, fledgling companies where entrepreneurs can confidently and aggressively start and grow their small businesses through collaboration, education, mentoring and shared resources.

## **STRATEGIC PARTNERS:**

The IIC has partnered with the Idaho Small Business Development Center (SBDC), SCORE and the Idaho Women's Business Center (IWBC) to offer onsite no-cost consultations and affordable business trainings. The Regional Development Alliance (RDA) is also available for business loans.





# LETTER FROM THE EXECUTIVE DIRECTOR

*Bryan Magleby*

The best words to best describe 2022 for the **Idaho Innovation Center** would be **REBOUND, REFOCUS & GROWTH!**

- \* **REBOUND**---The previous two years were filled with holdbacks due to COVID. This year, we got our feet back under ourselves! We were able to move most meetings and trainings away from being “online” to meeting in person and business as usual!
- \* **REFOCUS**---We were able finally meet in person and get back to the classes and workshops! How great it was to shed the masks and once again get back to business as usual!
- \* **GROWTH**---After rebounding and refocusing on our core business principles, the **Idaho Innovation Center** put its emphasis on what we could do to help grow different types of businesses in the area. Our key areas of growth included:
  - **YELLOWSTONE FOOD VILLAGE**---We were able to invest into the infrastructure, including plumbing and electrical, to allow for up to six food vendors to be there year around!.
  - **IDAHO COMMERCIAL KITCHEN**---This has been a project that has taken MANY years to put together! We spent the last six months of the year putting the kitchen together in preparation for a January 2023 launch! The commercial kitchen will be a fully functional commissary kitchen certified by the Eastern Idaho Public Health Department. This type of facility has been our top requested item over the past 5+ years! Look for our grand opening of the IDAHO COMMERCIAL KITCHEN happening in early 2023!

The Idaho Innovation Center has been living our business motto of **“TAKING BUSINESS TO THE NEXT LEVEL.”**

We have seen many businesses graduate from our incubator program and have added some exciting new businesses as well. Later in the year, we introduced our new E-POINTS program with our incubator tenants. This program will hold our amazing tenants to focusing on three specific aspects of their business in 2023:

1. **Education**
2. **Networking**
3. **Mentoring**

Tenants will be required to achieve minimum levels of performance in each of the categories in 2023. This will allow each of our tenants to work **ON** verses **IN** their business!

**BRING ON 2023!**

*Bryan Magleby*

Executive Director

# 2022 in Review

## Top Reasons why entrepreneurs are choosing to locate their businesses at the Idaho Innovation Center

- Availability of professional business support
- Networking
- Classes and workshops

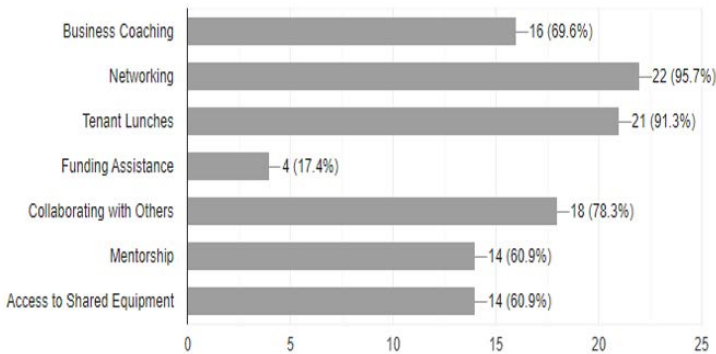
## Most valued class/workshops offered at the IIC

- QuickBooks
- Strength-Based Leadership
- Trademark/Patents/IP
- Digital Marketing
- Systemizing Sales
- Estate Training
- Mastermind



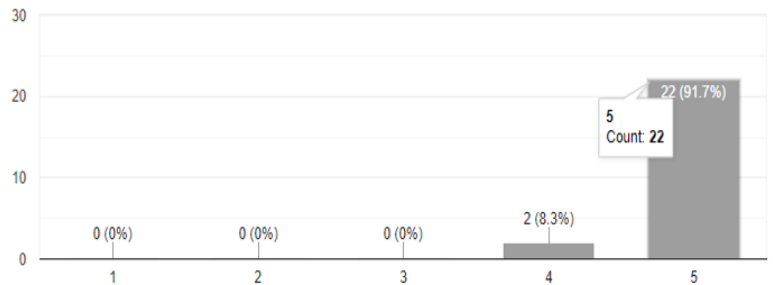
## Hot Facts

While you were at the Idaho Innovation Center, which of the following did your business take advantage of: (Select all that apply) 23 responses

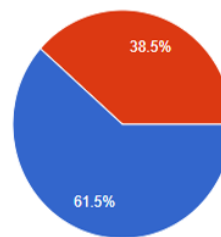


On a scale of 1-5 (5 = Very Good Experience), how would you rate your experience of being a tenant at the Idaho Innovation Center?

24 responses



During your tenure at the Idaho Innovation Center, what best describes the employment trends for your company: (Please count yourself and other proprietors as employees for this question) 13 responses



- My company added employees
- My company has maintained the same number of employees
- My company has lost employees

## Hot Figures

4

Businesses Graduated into the community

10

Saw an increase in income in 2022

6

New Companies

33

Businesses including the Yellowstone Food Village

70%

Mentored with SBDC, IIC, PTAC, or SCORE

# Testimonials



Idaho Innovation Center 2022

*I could not be more pleased with my experience at the Idaho Innovation Center. The support that I received from Bryan and his staff is what I credit the success of HHE. I have been involved with other incubators since, and I can honestly say that the team at the Idaho Innovation Center has set the bar at the highest possible standard. I have forged friendships and professional relationships that I am sure will last for many years to come, and for this I am grateful. --- Jeff Parsons*

*Being a tenant here at the Idaho Innovation Center has helped me stay in focus with my work and has given my business a professional perspective to my clients, colleagues and vendors. The staff here is very friendly, and they help with everything they can, and make you feel welcome at all times. As a small business owner, the support we receive from the Innovation Center is fundamental to our growth and development of a small business. --- 2022 Tenant Survey*

*Being at the Idaho Innovation Center has been a great experience. The facilities have worked out great. It has also been nice having access to meeting rooms and other shared resources. Networking opportunities and classroom training have been very helpful for our team. --- 2022 Tenant Survey*



*The Idaho Innovation Center has been one of the best experiences of my career. Revenue and enrollment at my business doubled while I was a tenant at the Idaho Innovation Center. --- 2022 Tenant Survey*

# **Idaho Commercial Kitchen**

## **at the Idaho Innovation Center**



### **Vision:**

The Vision of the *Idaho Commercial Kitchen* at the *Idaho Innovation Center* is to grow the culinary experiences of local food entrepreneurs in Eastern Idaho.

### **Mission:**

The mission of the *Idaho Commercial Kitchen* at the *Idaho Innovation Center* is to provide an affordable certified commercial kitchen space where food entrepreneurs can safely craft their culinary products as well as receive business support to properly market their food and/or services.

### **Additional Features of the *Idaho Commercial Kitchen* at the Idaho Innovation Center:**

- Stainless Steel Prep Tables
- 2 Double Door Commercial Refrigerators
- 3-Door Commercial Freezer
- 3 Commercial Grade Ovens
- 2 2-Burner Gas Ranges
- 2 Commercial Flattop Cooking Grills
- Commercial Grade Microwave and Proofer
- Prep, dish-wash, hand-wash & mop sinks
- Storage Shelves
- Industrial Mixer
- Cooking Equipment & Utensils

**New  
in  
2023**



# Yellowstone Food Village



## Tropical Paradise

Tropical Paradise brings you a variety of interesting food recipes, combining 3 great states Michoacan, Jaliscos and Sinaloa Food Craves! Their fresh ingredients and flavorful food, combined with amazing customer service, will not disappoint!



## Yoimi Sushi & Hibachi

Yoimi Sushi & Hibachi has the finest chef with over 15 years of experience. Their special secret ingredients will always make your food delicious!

## La Carreta

Friendly service, in an inviting atmosphere, where everything you order tastes like homemade authentic Mexican cooking. There is even room to sit inside on those cold Idaho winter days!



## Cheese-Rex

A lifelong passion of creating loaded ooey goey grilled cheese sandwiches. Come share a dream, indulge yourself with the best grilled cheese sandwiches imaginable. Made using premium meats and cheeses, sliced daily and sourced right here in East Idaho!

# Idaho Innovation Center Staff

- **Bryan Magleby**  
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- **JR Kirkham**  
Facilities & Maintenance

# Board of Directors

## **Eric Hess, Chairman**

Financial Advisor - Northwestern Mutual

## **Sean Coletti, Member**

Mayor of Ammon

## **Chip Schwarze, Vice-Chairman**

## **Christian Ashcraft, Member**

City of IF - Economic Development  
Administrator

## **Monte Young, Secretary/Treasure**

General Manager - KIFI/KIDK

## **Rebecca Casper, Ex-Officio**

Mayor of Idaho Falls

## **Bryon Reed, Member**

Bonneville County Commissioner

## **Bryan Magleby, Ex-Officio**

Executive Director, Idaho Innovation Center

## **Scott Hall, Member**

Nelson Hall Parry Tucker, PLLC

## **Jeff Hart, Member**

Sr VP/Area Manager, Bank of Commerce

