



SUN VALLEY
ECONOMIC
DEVELOPMENT

E-Commerce in Blaine Co

2Q Forum

April 26, 2018

Limelight Hotel

Agenda

1. Economics

2. Legislation & Compliance

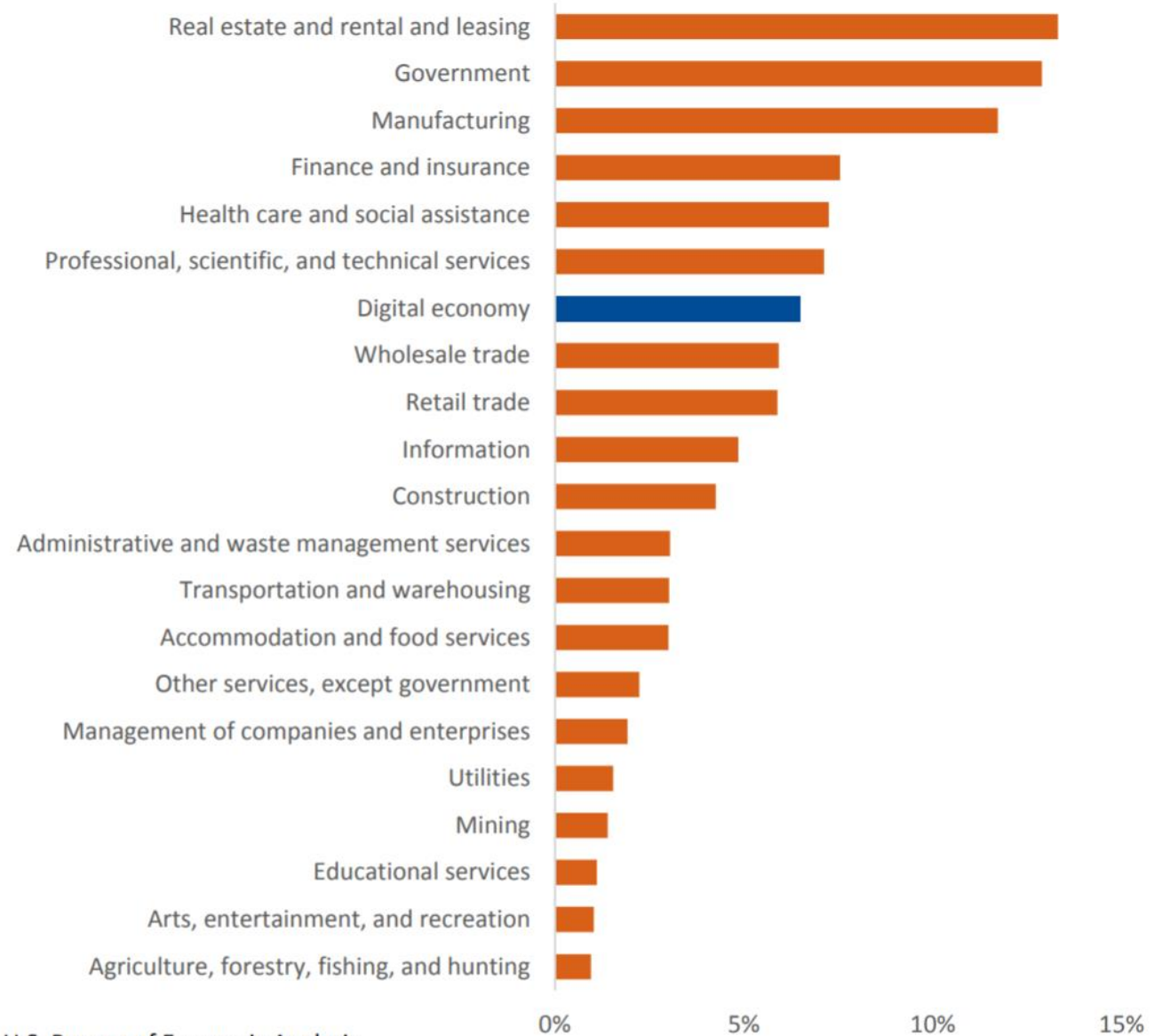
3. Trends & Opportunities

4. Programs & Stories

National Economics

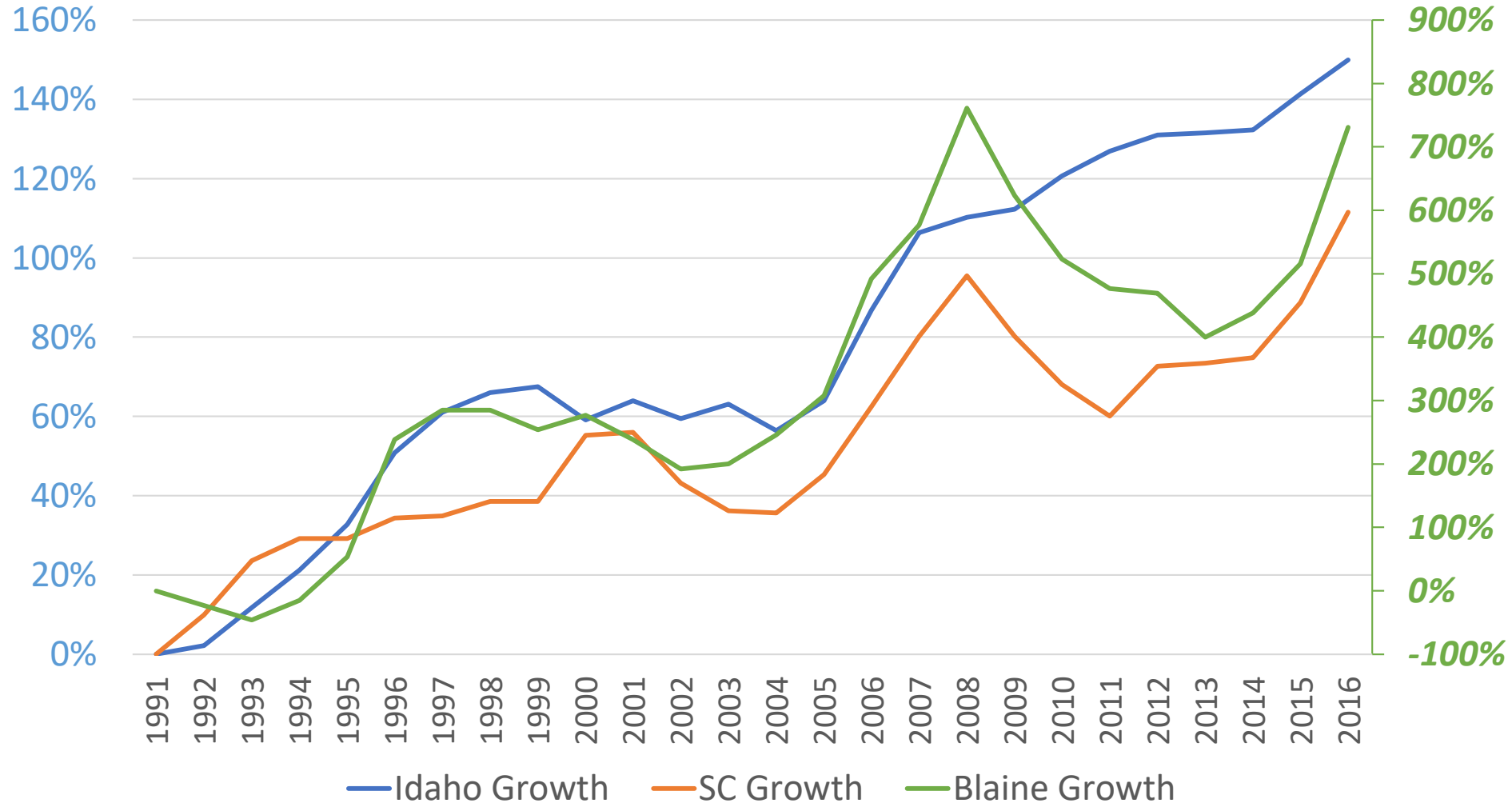
Statistic	Overall Economy	Digital Economy
Annual Growth Rate 2006-2016 (%)	1.5%	5.6%
Share of GDP (\$ trillion & %)	\$18 t	\$1.2 t 6.5%
Jobs Supported (# million & %)	150 m	6 m 3.9%
Average Annual Compensation per worker (\$000)	\$65k	\$114k

Chart 1. Digital Economy and Industry Share of Total Gross Domestic Product, 2016

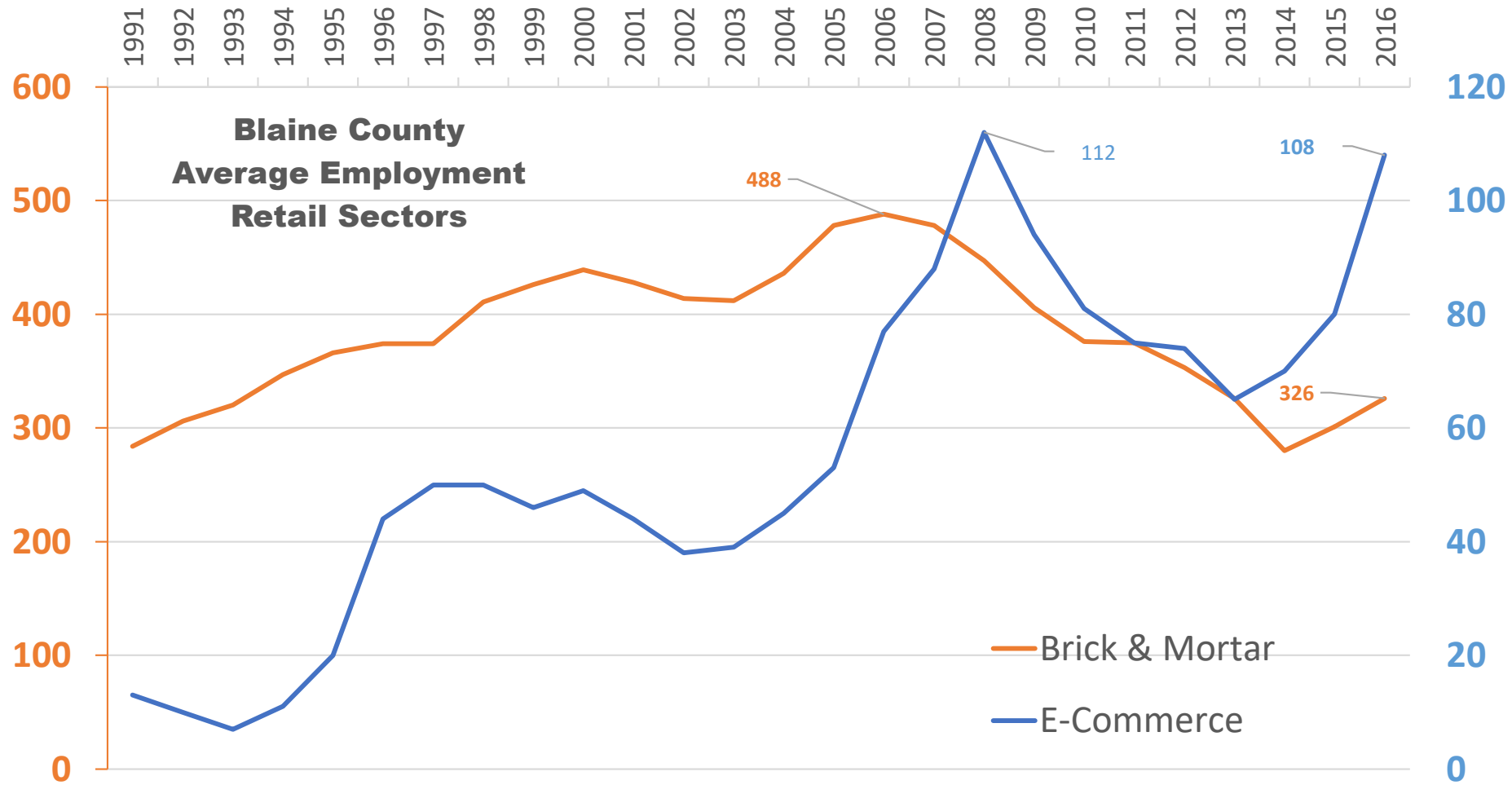


Regional Economics

*E-Commerce Growth
% Change since 1991*



Local Economics



Legislation & Compliance

Legislative Trends

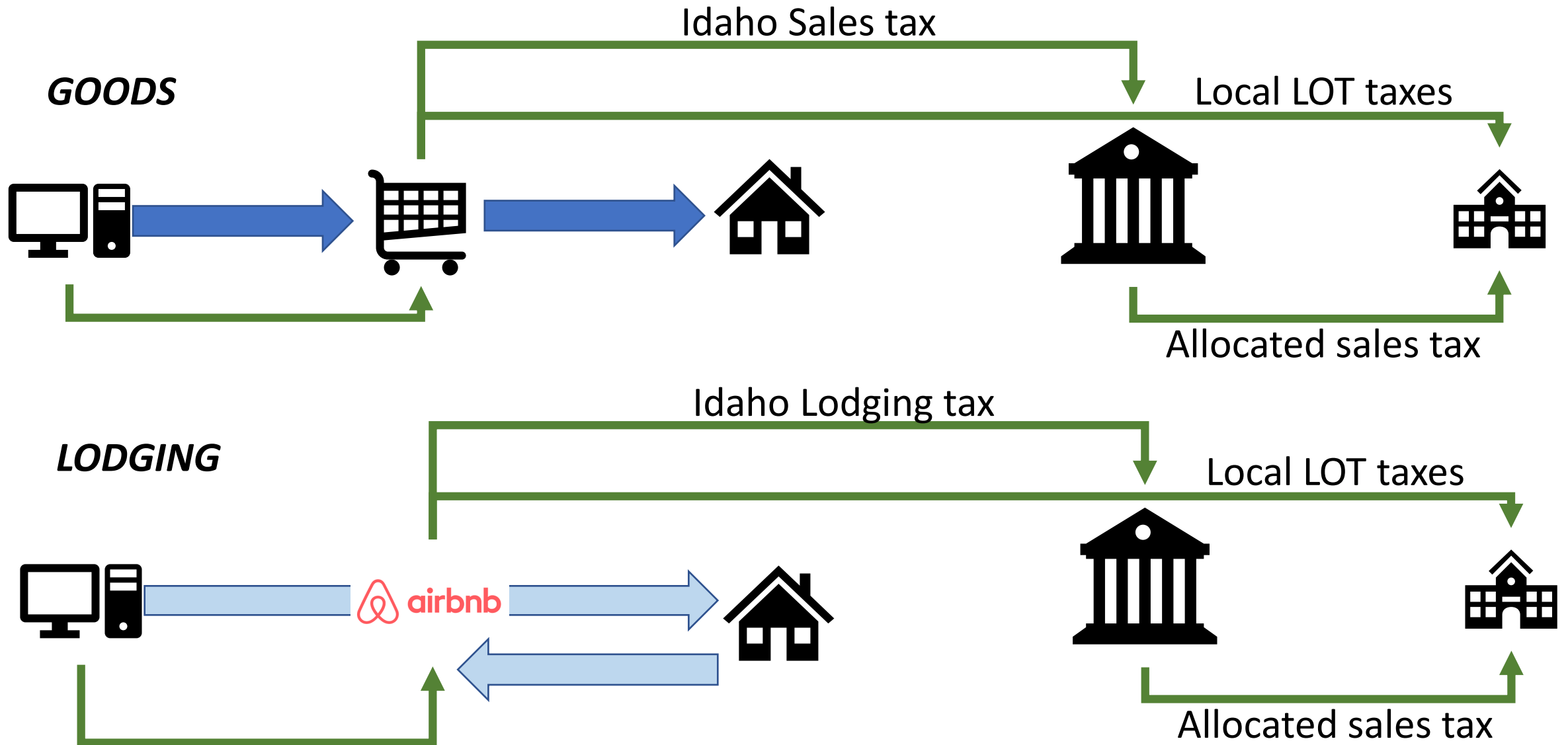
National:

- Amazon/Other e-commerce retailers under attack by Federal authorities
- Landmark case (S.Dakota vs Wayfair) being heard by US Supreme Court

Local:

- HB 578 approved by Idaho:
 - ✓ Requires collection and remittance of sales taxes
 - ✓ Implementation starting July 1, 2018
 - ✓ Affects all out-of-state sellers with >\$10,000 in sales
- Blaine Co cities requesting remittances from numerous sellers
- Major e-commerce sellers starting to remit to states/cities

E Commerce Taxation



Compliance

Big Box examples:

Amazon

Target

Costco

Home Depot

Lowes

others

Lodging examples:

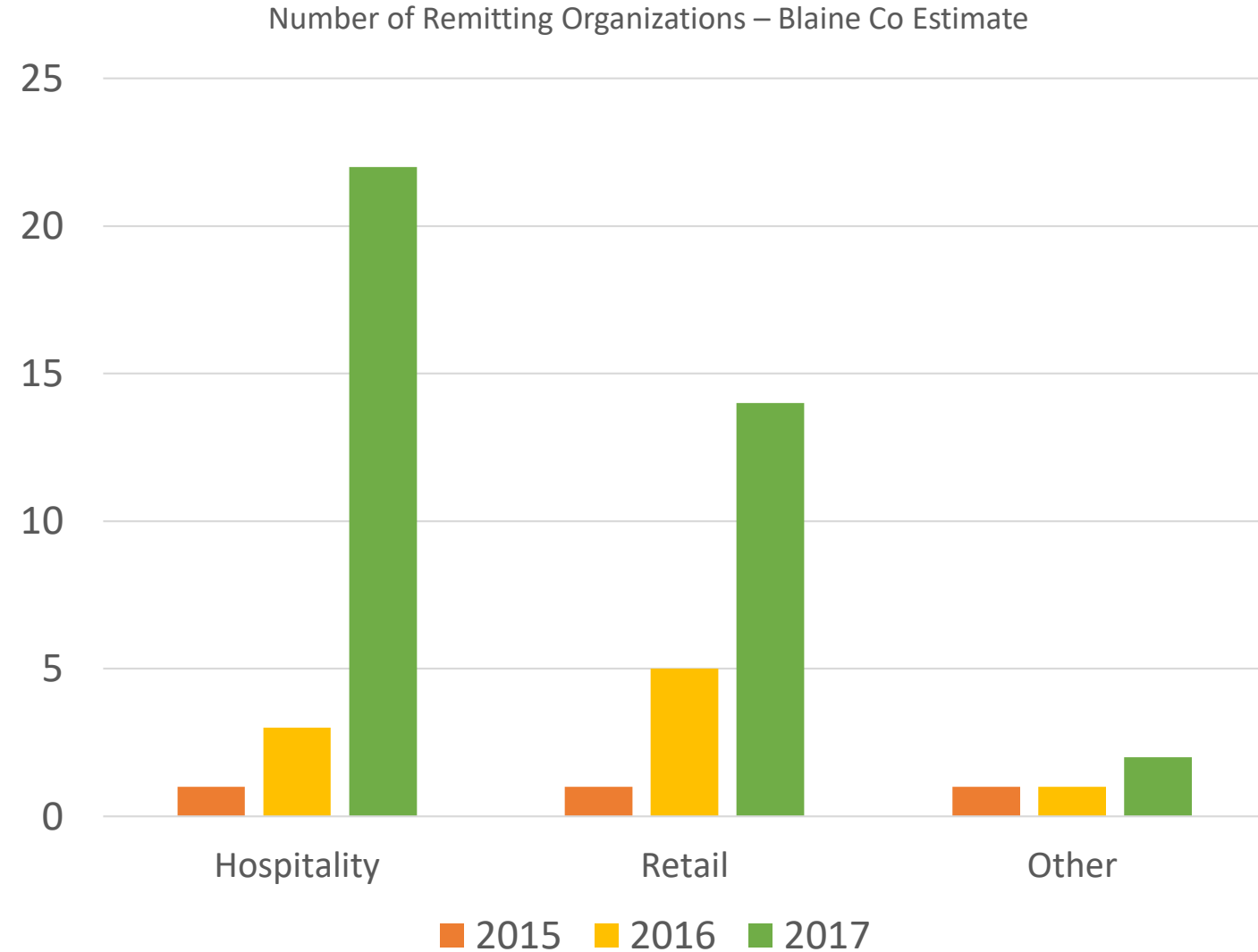
VYBO

Homeaway

Orbitz

Kayak

others



Trends & Opportunities

DTC SHIFT

“Things are changing so fast in retail that a year needs to be measured in dog years.”

Is American Retail at a Historic Tipping Point?

By MICHAEL CORKERY

Last Updated: April 15, 2017



CRANKTANK

BUSINESS INTELLIGENCE

DTC SHIFT

SGBMEDIA

HOME ▾

SGB TODAY

SGB UPDATES ▾

On its third-quarter conference call, Mark Parker, president and CEO, Nike Inc., said the company plans to double down on its investments in "getting sharper and moving faster" because of how digital is transforming the retail marketplace.

The digital shift was the big story over the recent holiday selling season, and Parker stated that the shift has "accelerated" over the last 90 days. Nike's goal is \$50B by 2020

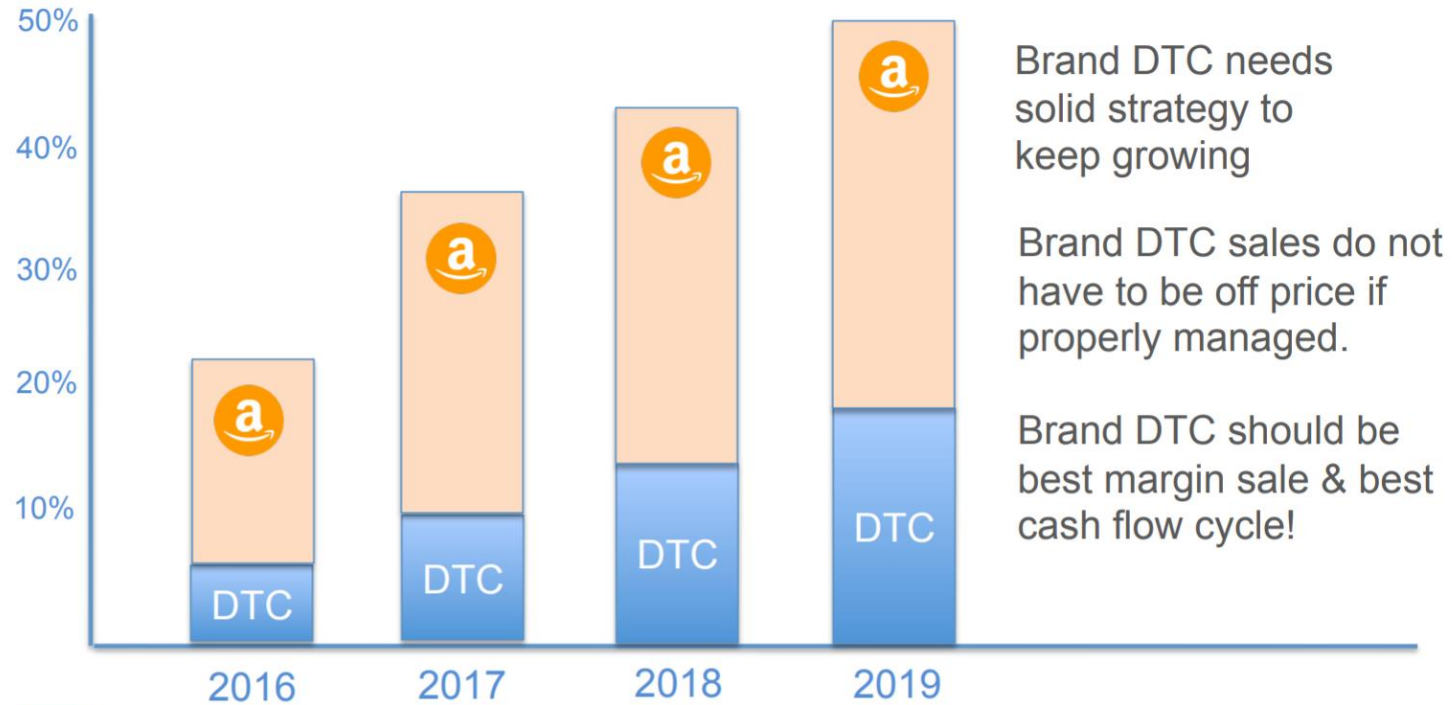
"The consumer has decided digital isn't just a part of the shopping experience," said Parker.

Digital is the foundation of it. This and other factors have shifted consumer patterns, especially in North America, impacting traffic, the economics of brick-and-mortar retail and is driving a more promotional environment in the near term."

Nike's growth driver: DTC!

DTC SHIFT

Where are you with your business?



Brand DTC needs solid strategy to keep growing

Brand DTC sales do not have to be off price if properly managed.

Brand DTC should be best margin sale & best cash flow cycle!

Changing Playing Field

Retail:



Hospitality:



eCommerce Product Differentiation



eCommerce Workforce Examples



Customer Service

Skills: Help Desk, Chat, Messenger, Social Listening, FAQ, Outlook, G-Suite, VOIP



Social Media Manager

Skills: Facebook Business Manager, Tweetdeck, YouTube, Instagram Business, Pinterest, Content Creation



Digital Marketer

Skills: Adwords, eComm Platforms, Ads Manager, Email Marketer, CRM, Graphic Design, Content Direction

eCommerce Technology Stack



ESP (Email Service Provider)

MailChimp, ConstantContract, Drip, MyEmma, etc.



eCommerce Website

Shopify, WordPress + WooCommerce/Drupal, BigCommerce, Wix etc.

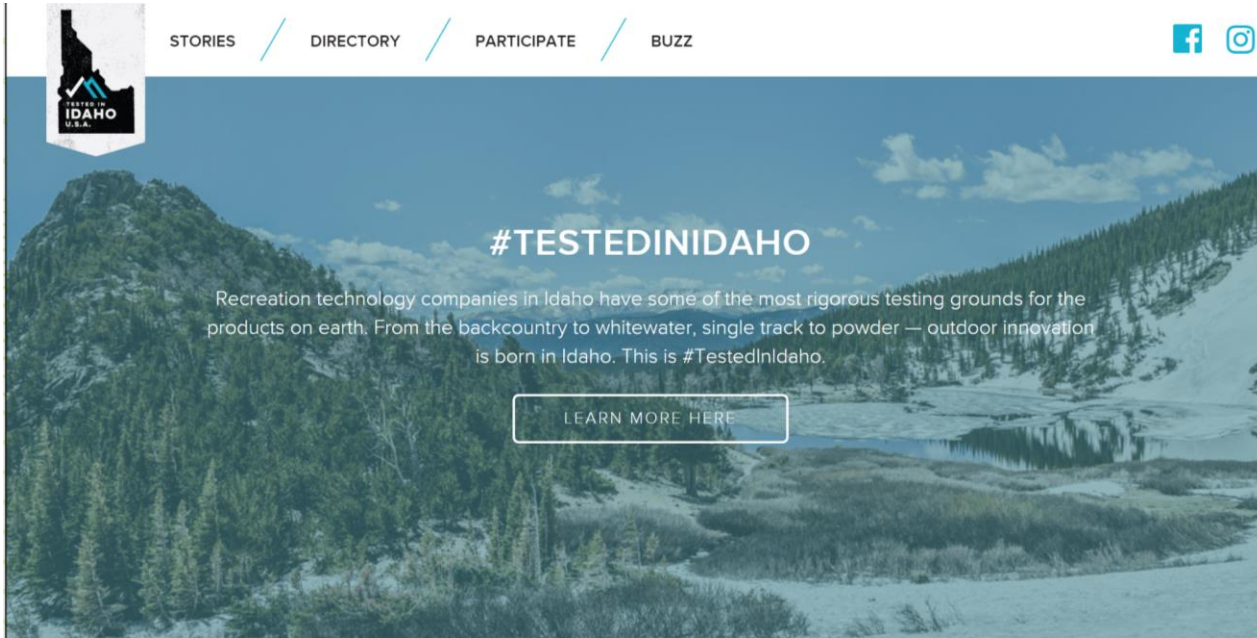


Google G-Suite +

AdWords, Analytics, My Business, Webmaster Tools, Merchant Center, Tag Manager, UTM Parameters, Attribution, etc.

Programs & Stories

Programs – Tested in Idaho




#TESTEDINIDAHO

Recreation technology companies in Idaho have some of the most rigorous testing grounds for the products on earth. From the backcountry to whitewater, single track to powder — outdoor innovation is born in Idaho. This is #TestedInIdaho.


[LEARN MORE HERE](#)

STORIES / DIRECTORY / PARTICIPATE / BUZZ

[f](#) [@](#)




FEATURED PRODUCT STORIES




Inergy creates industry-leading solar-powered chargers and lights for extended trips in the backcountry.

[READ STORY](#)



Club Ride provides causal, performance cycling apparel for the trail, road or path.

[READ STORY](#)



Proof Eyewear produces stylish, eco-friendly, handcrafted glasses and accessories.

[READ STORY](#)

[VIEW ALL](#)

CLUB RIDE

Built for performance. Designed for life.

There's nothing like a feeling uncomfortable in a pair of spandex to give you inspiration. Nine years ago, [Club Ride](#) founder Mike Herlinger was riding his bicycle in Sun Valley, Idaho. After a great ride through the mountains, he planned to go get a drink with some friends. Decked out in his bike gear, he did not feel it was appropriate to go into Lefty's wearing spandex. In this moment, Mike was inspired to create Club Ride.

Club Ride is a Sun Valley company that makes bike apparel comfortable and efficient for bike riding, yet stylish and appropriate for other day to day activities. Club Ride makes it easy to go from biking on your favorite trail to eating at your favorite restaurant. Employees love to test out their Club Ride clothes when biking to work and while on the hundreds of trails that Idaho has to offer. In Sun Valley, everyone is looking for an adventure; it's this lifestyle that has made Club Ride the success it is today. Club Ride offers a variety of products for men and women that are "built for performance" and "designed for life." To showcase their products and the Gem State they call home, Club Ride recently did a catalog shoot and tour around Boise, Twin Falls, and Kimberly. Club Ride loves their products and they love that their products are **Tested in Idaho**.

FEATURED PRODUCTS

NEW WEST - SAPPHIRE

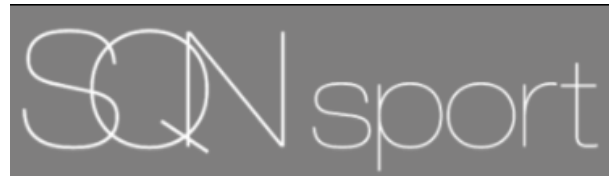


Function and fashion. Is it too much to ask for? At Club Ride, we don't think so. We believe that it is possible have both. Club Ride's New West Jersey allows people to ride

Innovation Stories



DECKED.COM



- Bricks & Mortar downsize
- Trunk shows
- Customer sales app



- DTC Product Launches
- Bypassing Tradeshows



GAIL SEVERN GALLERY





SUN VALLEY
ECONOMIC
DEVELOPMENT

Thank you

Limelight Hotel