

Partnering with the SBDC was a **smart move**. We were able to **maximize our profits** and meet the high demand for soap during the pandemic.

- Jennifer and Andy Morsell  
Mountain Madness Soap Co.  
Coeur d'Alene



# 2022

# Statewide Impact Report

Questions or comments:

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# NORTH IDAHO '22 RESULTS


## JOBS AND SALES GROWTH

 **20**  
new business

 **29**  
jobs retained

 **171**  
jobs created

 **\$25M**  
increase sales of  
client businesses

 **\$5M**  
capital raised

## TIME INVESTED

 **333**  
clients served

 **2,534**  
counseling hours

 **70**  
trainings held

 **1,142**  
training attendees

# TOTAL IMPACT

 **330** jobs created, retained  
and supported

 **\$15M** in labor  
income

 **\$24M** in value  
added

 **\$1M** in state  
tax revenue

 **\$50M** in total  
output

# 27X RETURN ON INVESTMENT