



BIG IDEAS GROW HERE.

BOISE VALLEY
RECREATION &
TECHNOLOGY



The Boise Valley. Big ideas grow here as evidenced by a legacy of great American business stories from Albertsons grocery stores to the J.R. Simplot Company to Micron Technology.

Lauded as one of America's best outdoor towns by national publications such as Outside Magazine, National Geographic and Men's Health, the Boise Valley offers many opportunities for recreational product businesses.

The outdoor recreation industry generates about \$154 million in annual tax revenue for Idaho, produces about \$2.2 billion a year in retail sales and services and employs 37,000 Idahoans in the rec-tech sector.

The Boise Valley maintains a strong network of people who know how to integrate technology and electronics into product development. As a region, the Valley has a wealth of knowledge in mechanical and industrial design, engineering, additive manufacturing, rapid prototyping, and other professional resources.

From high-end bike components to outdoor apparel, river gear to eyewear, Boise and Sun Valley are home to dozens of companies focused on enhancing the outdoor lifestyle.

WHY I LIVE HERE – Anthony Doerr

Local Author of *The Shell Collector*, *About Grace*, *Four Seasons in Rome*, and, most recently, *Memory Wall*.
Excerpt from *Smithsonian Magazine*, April 2009

"Boise is still so young and new—changing almost every day—and I don't think it's overstatement to suggest that our town represents everything that remains great about America: potential, youth, natural beauty, quality of life. Some 100 parks, 14 museums, playgrounds everywhere you turn: our skies are huge; our houses affordable. Hikers can still drink from a secret spring in the hills; paddlers can still go kayaking in the morning and meet with their accountants by noon. When we visit friends who live elsewhere, they ask, 'Boise? Really? Why do you live there?' But when friends visit us, they say, 'Oh, wow, now I see.'"

NATIONAL ACCOLADES

#3 Best River Town in America
Outside Magazine, September 2012

#4 Best Downtown in America
Livability.com, October 2012

#2 Best Place to Raise a Family
Forbes, April 2012

#5 State - Lowest Crime Rate
CQ Press, April 2010

#1 Best City For Men
Men's Health Magazine, January 2013

#6 Most Inventive State
CNN Money, October 2012

Lowest Business Costs in Pacific U.S.
KPMG's Competitive Alternatives, 2012

One of the top 20 metros leading the new economy.
Brookings Metro Monitor, March 2012

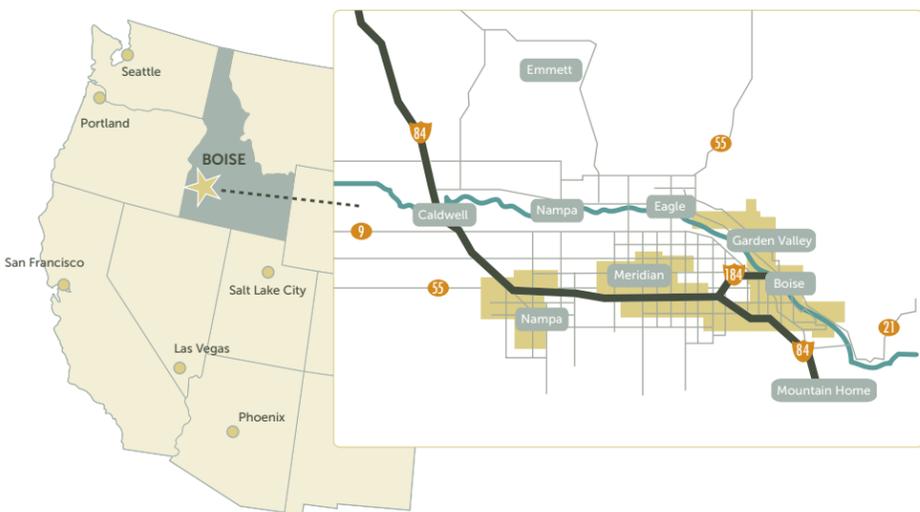


→ WHERE'S BOISE VALLEY

The Boise Valley, strategically located in southwestern Idaho, is an ideal location for easy non-stop access to the major cities of the West Coast. Its location in the Mountain Time Zone and an accent-neutral workforce, has catapulted the Boise Valley to the forefront for professional services.

Idaho's rate of growth, since 2000, has ranked 5th in the US, behind Nevada, Arizona, Utah and Georgia. With a population increase of 32% since 2000, the Boise Valley is home to 645,000 people within a 45-minute draw of Boise. The average commute time for the approximate available workforce of 330,000 is only 18 minutes.

The Boise Valley is served by I-84, the major interstate, which runs through the largest cities in the metro region (Boise, Meridian, Nampa & Caldwell). I-184 branches toward the northeast into downtown Boise. Daily commutes are made easier for the population by federal highways 20, 26 and 30, and state highways 21, 44 and 55. ValleyRide provides public bus transportation throughout the Boise Valley.



What about logistics? There are 50 motor freight companies traveling 5 interstates, 20 U.S. highways and 30 state highways that serve the Boise Valley. More than 1,600 miles of rail line through Union Pacific and Burlington Northern Santa Fe provide connection points to Canada, Mexico and the U.S. They are aided by the State's regional line and 6 short line railroads. Annually, the rail system transports over 11 million tons of freight.

AIR SERVICE

The Boise Airport (BOI) is located less than five miles from downtown Boise and handles more than three million travelers each year. The airport is served by six major airlines which offer daily non-stop flights to major cities including Chicago, Denver, Las Vegas, Los Angeles, Minneapolis, Oakland (CA), Phoenix, Portland, Sacramento, Salt Lake City, San Francisco, San Jose, Seattle and Spokane.

NON-STOP FROM BOISE TO	AIR TIME
Chicago, IL	3 hrs 19 mins
Denver, CO	1 hr 45 mins
Las Vegas, NV	1 hr 45 mins
Los Angeles, CA	2 hrs 10 mins
Minneapolis, MN	2 hrs 47 mins
Oakland, CA	1 hr 40 mins
Phoenix, AZ	1 hr 54 mins
Portland, OR	1 hr 10 mins
Sacramento, CA	1 hr 36 mins
San Jose, CA	1 hr 55 min
San Francisco, CA	1 hr 48 min
Salt Lake City, UT	1 hr 2 mins
Seattle, WA	1 hr 20 mins
Spokane, WA	59 min

→ RECREATIONAL ACCESS

With world-class golf courses, hiking, fishing, and mountain biking, the recreation opportunities are virtually unlimited within a 30-minute drive.

- Idaho has the most whitewater in the lower 48 states.
- Boise Foothills have more than 135 miles of acclaimed hiking and mountain biking trails.
- Bogus Basin Mountain Resort is 16 miles north of Downtown Boise with 2,600 acres of skiable terrain.
- Nearly 2,000 acres of parks
- 25-miles of greenbelt along the Boise River
- A new Boise River Park with two state-of-the-art waveshapers.
- Kayaking, whitewater rafting, fly fishing and other water activities can be found throughout the Boise Valley and across the state on the Boise, Payette, Snake, and Salmon River systems.
- World-famous Sun Valley ski resort is only a three-hour ride to the northeast (recognized in January 2013 by the Huffington Post as one of the top 10 ski towns in the country)

QUICK FACTS:

- Boise is ranked #5 in the creation of new companies.
- Idaho is ranked as #1 for patents issued per capita and Boise is in the top 20 patent producing cities.
- Boise Metro ranks first for the lowest business costs in the Pacific U.S. (KPMG's Competitive Alternatives 2012)

Big ideas and talent. These are just a few reasons why the Boise Valley is an ideal setting for companies looking for an affordable, pro-business environment with a superior quality of place.

RESOURCES:

The Boise Valley has a wealth of resources to help you develop and test products in Idaho: 3D Printers, sewing shops for prototypes, design/engineering analysis resources & a network of people who know how to integrate technology/electronics into product development. Let us help you get started! **(208) 472-5229**

OUTSIDE MAGAZINE, 2010 BEST TOWN IN THE WESTERN U.S.:

"Boise, to put it mildly, has been on a roll. Government, education, and health care remain core industries, but dozens of high-tech startups have moved to town, joining behemoths like Hewlett-Packard and Micron Technology. And while its population has more than doubled in the past 30 years and jaded locals bemoan the sprawl, Boise has managed its growth impressively well: The city is home to nearly 2,000 acres of parks and a 25-mile greenbelt."



→ SUCCESS PROFILE BEYOND GOLD MEDAL SUCCESS, ARMSTRONG & SAVOLA FIND A NICHE WITH AN EDGE

2 TIME OLYMPIC GOLD MEDALIST KRISTIN ARMSTRONG AND HUSBAND, JOE SAVOLA

Two-time Olympic Time Trial gold medalist Kristin Armstrong and her husband, entrepreneur Joe Savola, call Boise home; home for their family, and home for their thriving business K-EDGE Cycling Solutions.

For a world-renowned champion whose medals came from going fast, it's the slower paced lifestyle that now gives Kristin Armstrong the most satisfaction. "When I think of Boise, Idaho, I think of how easy and accessible it is."

For a couple used to traveling the world chasing records and medals, Kristin noted, "Throughout my athletic career, I chose Boise to train in. I chose Boise because of the community and people that live here. I felt that there's a huge support network behind what I was doing."

Graduating from the University of Idaho, Joe and Kristin found that they didn't need to leave Idaho to have successful careers. With a Bachelor of Computer Science, Joe explained, "I've lived in Idaho my entire life. I had opportunities to work for HP and other companies in California, but wanted to stay in the Boise area mainly due to family and of course the environment."

Joe shares, "I worked for high tech companies for 21 years. I started out as a software engineer, but quickly progressed to project and program management. HP and the other companies that I worked for in Boise are top notch; I had the fortune of working with and for some truly inspiring people. I learned a tremendous amount about management, product development, and organization in the corporate world that has proven invaluable in the entrepreneur role."

Becoming entrepreneurs began in one serendipitous moment. Joe explained, "Long story short, Kristin dropped her chain at the world championships in Salzburg..." That was in July 2006.

Joe continued, "Fast forward to 2008 Beijing, I was looking everywhere on the internet to find something available that would solve the problem, and nothing existed. We came up with an idea – hey, we can attach a device to her bike like this? That's where we came up with what we now coin as K-EDGE, Kristin's Edge – we came up with the idea of a chain catcher."

At the start of their journey as entrepreneurs, Kristin and Joe underestimated the interest their products would have. "We made the K-EDGE chain catchers. We made 12 of them and we stopped right there," remembered Joe. "We

thought, no one would ever want to buy them, they're just a one-off fun project to help Kristin win a gold medal and we're done. Kristin & I got a phone call from a professional mechanic for one of the biggest pro teams in the world and he ordered 45 of them. So that's when we said, OK – we need to start a business here." K-Edge Cycling Solutions was born.

And with it, the dedication to not just USA-Made, but Boise-made. "The manufacturing firm we partner with, AceCo, has roots in Boise; they have been here since the 50's. It feels good to be employing machinists and engineers from the Valley," said Joe.

"I didn't really realize it when we started the K-EDGE venture, but Boise provides a perfect environment for a startup." Joe continued, "For one, we have a tremendous amount of resources and services available to us locally, typically within just a few minutes' drive. Also, there's something about the Boise Valley that for me fosters and drives the entrepreneurial mind-set. Maybe it's because I know I can go for a run an early morning run in the foothills right out my back door or jump on the bike for a noon ride and not have to deal with tons of traffic or knowing that in the winter time, the skiing is only 45 minutes away. For us at

K-EDGE this is what keeps our creative juices flowing; the ability and accessibility to recreate (maybe we should be honest, the ability to train.)"

Kristin explains, "In the end I always believe that if you set goals and you are driven, you can get to and accomplish whatever it is that you want. That goes along with a startup company or even your goals as an athlete." Kristin continued, "I have experience being on the road 180 days a year being a professional cyclist for 10 years, so when I come back to Boise and still love it – that says something."

ABOUT KRISTIN ARMSTRONG

Kristin Armstrong has two Olympic Gold Medals in the Time Trial (2008, 2012), two World Titles, five National Championships and countless other victories. The 2012 Olympic Games were the final races for Kristin, although her name will long live on in the record books as the most decorated female cyclist in US history. Between her athletic career highlights spanning two decades and several sports, she also managed to succeed as a college graduate and a project manager at an ad agency. She holds a Bachelor of Science degree in sports physiology from the University of Idaho. Armstrong currently makes her home in Boise, Idaho with her husband, Joe Savola and their son Lucas. For more information, visit kristinarmstrongusa.com



"We have all the resources and people, but it also has that small-town atmosphere."

– JOE SAVOLA, K-EDGE

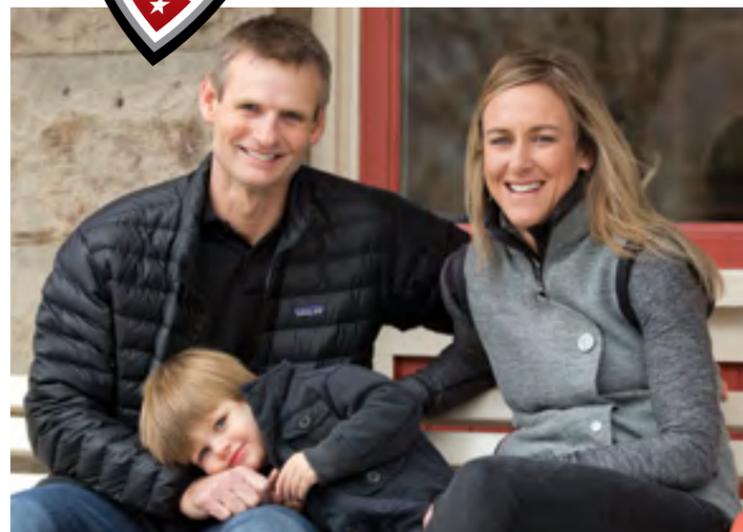
TESTED IN IDAHO

Join some of the other companies that call Idaho home for their products and lifestyle. With world-class recreational amenities just outside your office, the Boise Valley provides a great work-play balance.



K-EDGE CYCLING SOLUTIONS

For more information about K-EDGE, see the full profile story and video at www.bvep.org or visit www.k-edge.com.



BOISE/SUN VALLEY COMPANIES



K-EDGE Cycling Solutions | Cycling Chain Catchers, computer and camera mounts www.k-edge.com (800) 359-7012

Lucky Bums | kids hiking, camping, fishing, hunting and snow gear www.luckybums.com (866) 284-5831

Core Concepts | Outdoor and winter sports apparel www.corelayers.com (208) 629-8633

Verde Fulfillment | 3PL eco-friendly fulfillment and warehousing business www.verdefulfillment.com (208) 629-2239

2Moto | Snow bike conversion kits for off road motorcycles and dirt bikes www.2moto.com (208) 856-0801

Aire Rafts | Inflatable rafts, catarafts, kayaks and accessories for whitewater rafting and touring www.aire.com/aire (800) 247-3432

Asana Climbing | Manufacturer for everything needed for bouldering www.asanaclimbing.com (208) 639-0282

BounceBoard | Trampoline cross-training accessory for extreme board sports enthusiasts www.bounceboard.com (208) 861-6185

Buck's Bags | Bags and accessories for fishing, hunting, archery, rodeo and tack, golf and athletics www.bucksbags.com (208) 344-4400

Club Ride | Performance cycling jerseys, shorts, and pants www.clubrideapparel.com (208) 762-2582

Eberlestock | Lightweight biathlon rifle stocks, hunting rifle stocks, tactical gun stocks and backpacks www.eberlestock.com (208) 424-5081

PowerCordz | Synthetic fiber control cables for elite cyclists www.powercordz.com (208) 908-0630

Proof Eyewear | Wooden eyewear handcrafted from sustainable materials www.iwantproof.com

Salamander Paddle Gear | Kayaking, rafting and paddle gear www.salamanderpaddlegear.com (208) 336-2652

Scott USA | High end performance products for wintersport, motorsport and biking www.scott-sports.com (208) 622-1000

Smith Sport Optics | High performance sunglasses, goggles and helmets www.smithoptics.com (888) 206-2995

Terox Shoes | USA-made, anatomically-designed footwear www.terox.com (208) 287-3646



→ THE LIFESTYLE

The Boise Valley offers both enviable access to amazing recreational amenities as well as affordable housing.



BOGUS BASIN SKI RESORT

Season pass cost:
\$229/Adult \$59/Child



RIDGE TO RIVERS TRAIL SYSTEM

130 miles of hiking trails and single track



BOISE RIVER

Fish for trout and steelhead on your lunchbreak



BOISE WHITEWATER PARK

A whitewater playground in the center downtown providing surf for kayakers and paddle boarders



BOISE GREENBELT

25 miles of paths linking 850 acres of parks



PLANTATION COUNTRY CLUB

\$200/month for full access



COST OF HOUSING

Averaged cost of a home in 2012 is 84% of the national average (ACCRA Cost of Living Index)



BOISE VALLEY
economic partnership

→ RELOCATING OR EXPANDING? We can help.

The Boise Valley Economic Partnership (BVEP) is a one-stop shop to the Boise Metro: 10 Cities, 5 Counties, 645,000 people. Free, custom & confidential services, including:

- Craft custom data on key business factors & a personalized overview of the region
- Connect you with business leaders, state leadership, and services in the Boise Valley
- Evaluate the workforce and help connect you to resources for hiring, interviewing & training employees
- Promote your organization/business through media and public relations
- Initiate real estate searches & assist in permitting process
- Assist in evaluating and applying for incentives

For more information:

Jana Jones
(208) 472-5246
jjones@bvep.org

- Coordinate site-selection trips and customized visits to the valley

250 S. 5th St. • Suite 300 • Boise, Idaho 83702 • (208) 472-5229

www.bvep.org