BIG IDEAS GROW HERE.

PROFESSIONAL SERVICES IN THE BOISE VALLEY
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.”
The Boise Valley has long been a home to big ideas and the iconic businesses that brought them to market. Companies like Albertsons, Boise Cascade, Hewlett Packard, the J.R. Simplot Company, Micron Technology, Morrison Knudsen (now URS Corporation) and Ore-Ida transformed the community and the world with their products, services and business models.

As these companies grew, they attracted and trained a talented workforce in accounting, project management, human resources, information technology, legal resources, customer service and mid-level management.

Today the size and experience of this talent pool rank among the Valley’s hidden gems, propelling other companies like United Heritage Financial Group, Scentsy, MWI Veterinary Supply, Balihoo, Keynetics, PKG User Interface Systems and BodyBuilding.com to success in their industries. And it’s one more thing that makes the Boise Valley an ideal setting for companies looking for an affordable, pro-business environment with a superior quality of place.

**NATIONAL ACCOLADES**

- #9 State for Entrepreneurial Activity
  *Kauffman Foundation, March 2012*

- #8, 10 Best Places to live in the U.S.
  *CBS Market Watch, August 2011*

- #5 Best Performing Medium Metro,
  *Summer 2011, Headlight-LLC, October 2011*

- #7 Long-Term Job Growth Rate
  *U.S. Chamber of Commerce, June 2011*

- #17 of 384 Cities for Vitality
  *Moody’s Analytics, April 2011*

- #5 State - Lowest Crime Rate in the Country
  *CQ Press, April 2010*

- One of the top 20 metros leading the new economy,
  *Brookings Metro Monitor, March 2012*
WHERE’S BOISE VALLEY?

Strategically located in Southwestern Idaho and the Mountain Time Zone, the Boise Valley is an ideal location for easy non-stop access to all major cities of the west coast. With an accent-neutral workforce, the Boise Metro Region has become a thriving location for back-office support units and customer service.

The U.S. Census Bureau has ranked Idaho as one of the top five fastest growing states in the nation. The Boise Metro region has seen a 32% increase in population since 2000, currently housing 632,000 people within a 45 minute draw of Boise. The available workforce is approximately 330,000 people with an average commute time of only 18 minutes.

I-84 is the major interstate serving the Boise Valley and it runs through the largest cities in the metro region (Boise, Meridian, Nampa & Caldwell), with I-184 branching toward the northeast into downtown Boise. Federal highways 20, 26 and 30, and state highways 21, 44 and 55, also serve the region making a daily commute easy for the population. ValleyRide provides public bus transportation throughout the Boise Valley.

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.

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

www.bvep.org
Cost Comparison & Workforce Availability

As a gateway to the Pacific Northwest and Intermountain West, the Boise Valley operates from a lower cost of doing business – which means greater profitability for your company. Idaho ranks lower than other states in the region and 12th lowest in the U.S. according to Forbes. The cost of living index is also the 12th lowest in the nation.

$19 Billion

The professional services industry is a cornerstone of Idaho’s economy, generating $19 billion in annual sales, for a total of 34 percent of the gross domestic product statewide in 2010.

The figures presented below are applicable to the Boise-Nampa MSA (Boise Valley), and are representative of a variety of positions within the professional and business services industry.

- 2011 jobs totaled 35,011 projected to reach 41,423 by 2018
- The number of job seekers with prior industry experience (unemployment claimants plus employed job seekers) totaled 15,653

KPMG’S Competitive Alternatives 2012

<table>
<thead>
<tr>
<th>City/State</th>
<th>Professional Services: Int’l Financial Services</th>
<th>Support Services: Shared Services Center</th>
<th>Average Business Costs in 19 Industries*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise, ID</td>
<td>83.6%</td>
<td>84.7%</td>
<td>97.0%</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>89.7%</td>
<td>92.1%</td>
<td>98.7%</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>90.6%</td>
<td>94.1%</td>
<td>99.3%</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>96.9%</td>
<td>99.8%</td>
<td>101.5%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>99.0%</td>
<td>100.7%</td>
<td>100.9%</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>105.1%</td>
<td>109.5%</td>
<td>104.5%</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>88.3%</td>
<td>87.5%</td>
<td>97.2%</td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>89.3%</td>
<td>89.2%</td>
<td>97.6%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>91.4%</td>
<td>92.5%</td>
<td>98.4%</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>92.8%</td>
<td>95.4%</td>
<td>98.3%</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>93.6%</td>
<td>94.2%</td>
<td>97.8%</td>
</tr>
</tbody>
</table>

Boise Metro ranks first for the lowest business costs in the Pacific U.S. (KPMG’s Competitive Alternatives 2012)

Idaho is #1 for the lowest average costs for private employer-based coverage (insurance) in the U.S.

Corporate taxes are the 17th lowest in the nation.
“We can do business as quickly from here as anyone can do from anywhere in the world.”

— Dennis Johnson,
President and CEO, United Heritage Insurance

When he’s not riding his motorcycle through the mountains, Dennis Johnson is steering a rapidly growing insurance company from his office in Meridian, Idaho, just west of Boise.

Headquartered in a state-of-the-art facility in Meridian, the company employs 140 people to execute back office and shared services functions like accounting and customer service. United Heritage’s products are offered by more than 1,700 independent agents around the country.

“We can get from our office to the airport within 12 minutes. From there, we can go anywhere in the United States and indeed anywhere in the world,” says Johnson.

For him, the Boise Valley’s high quality of life translates into lower turnover and higher productivity.

“It has to do with how much time you’re going to be spending in traffic. It has to do with the weather and how much time you’ll get to spend outdoors. The Boise Valley has great transportation, great governmental services, great private industry, great shopping, great schools—they all contribute to the great quality of life here. It’s not just the recreational opportunities,” he says.

It has also meant easier recruiting.

“They want to come to a place like this where you still have a city and an urban atmosphere but with a feeling that people still care about each other. When we give people an opportunity to come here, we find they jump at it.”
Below is a snapshot of workforce available (updated March 2012) in the Boise Metro Region for positions that would fit in a shared service center.

The Boise Valley’s Back Office and Shared Services sector is ready to help your company grow and expand across a variety of sectors and industries. Our Valley has expertise in many industries as you will see in the company lists below:

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43-3031</td>
<td>Bookkeeping, Accounting, and Auditing Clerks</td>
<td>4,602</td>
<td>$14.43</td>
<td>$16.49</td>
<td>769</td>
</tr>
<tr>
<td>13-2011</td>
<td>Accountants and Auditors</td>
<td>2,466</td>
<td>$18.59</td>
<td>$27.54</td>
<td>378</td>
</tr>
<tr>
<td>43-4161</td>
<td>Human Resources Assistants, Except Payroll and Timekeeping</td>
<td>315</td>
<td>$17.01</td>
<td>$17.99</td>
<td>175</td>
</tr>
<tr>
<td>43-1011</td>
<td>First-Line Supervisors of Office and Administrative Support Workers</td>
<td>3,189</td>
<td>$19.38</td>
<td>$23.43</td>
<td>1,136</td>
</tr>
<tr>
<td>11-3121</td>
<td>Human Resources Managers</td>
<td>139</td>
<td>$37.69</td>
<td>$49.43</td>
<td>43</td>
</tr>
<tr>
<td>15-1150</td>
<td>Computer Support Specialists</td>
<td>2,226</td>
<td>$17.28</td>
<td>$22.44</td>
<td>856</td>
</tr>
<tr>
<td>15-1142</td>
<td>Network and Computer System Administrators</td>
<td>683</td>
<td>$21.82</td>
<td>$33.07</td>
<td>250</td>
</tr>
<tr>
<td>11-2021</td>
<td>Marketing Managers</td>
<td>475</td>
<td>$38.26</td>
<td>$50.37</td>
<td>233</td>
</tr>
<tr>
<td>41-3099</td>
<td>Sales Representatives, Services, All Others</td>
<td>1,697</td>
<td>$12.50</td>
<td>$26.35</td>
<td>714</td>
</tr>
<tr>
<td>43-4051</td>
<td>Customer Service Representatives</td>
<td>6,500</td>
<td>$12.21</td>
<td>$15.63</td>
<td>3,008</td>
</tr>
<tr>
<td>43-9061</td>
<td>Office Clerks, General</td>
<td>7,310</td>
<td>$12.21</td>
<td>$13.27</td>
<td>1,919</td>
</tr>
</tbody>
</table>

The Boise Valley’s Back Office and Shared Services sector is ready to help your company grow and expand across a variety of sectors and industries. Our Valley has expertise in many industries as you will see in the company lists below:

**LARGE EMPLOYERS (100+ EMPLOYEES IN BACK-OFFICE SUPPORT ROLES)**
- Finance, HR, IT, AP, Marketing, Admin roles
  - Micron Technology, Inc.
  - IDACorp (Idaho Power)
  - Hewlett-Packard Company
  - WinCo Foods, LLC
  - Albertson’s/SuperValu
  - J.R. Simplot Company
  - United Heritage Insurance
  - URS Corp. - Washington Group
  - Wells Fargo, N.A.
  - U.S. Bank
  - Boise Inc.
  - Bodybuilding.com
  - MWI Veterinary Supply, Inc.

**SCIENTIFIC/TECHNICAL SERVICES, ENGINEERING, ARCHITECTURE, LEGAL**
- CSHQA, a design collaboration
- HDR, Inc.
- CH2M Hill
- Power Engineers
- Hawley Troxell
- Eide Bailly, LLP
- Givens Pursely, LLP
- Perkins Coie, LLP
- Stoel Rives, LLP
- URS Corporation
- Balihoo
- Healthwise
- Clearwater Analytics
- Keynetics Inc.
- INL - Battelle Energy Alliance
- Enphase Energy

**CUSTOMER SUPPORT CENTERS**
- Wells Fargo, N.A.
- DIRECTV
- Alaska Airlines
- WDS Global
- CenturyLink
- Albertson’s/SuperValu
- T-Mobile U.S.A., Inc.
- EDS, an HP Company
- Citi
- Intermountain Gas Company

**E-COMMERCE**
- HP Shopping.com
- ProService – Balsam Brands
- BodyBuilding.com
- MWI Veterinary Supply, Inc.
- Scentsy, Inc.

Source: Economic Modeling Solutions Inc. 2011 Complete Employment
*Employed and unemployed job seekers registered through IdahoWorks, the Idaho Department of Labor’s job search engine - Previous 90 days (Data pulled March 2012)
Incentives & Tax Information

Besides the low cost of doing business, fair and balanced taxes and supportive local and state government there are incentives available for your business. Idaho offers a flexible, reimbursable, Workforce Development Training Fund which starts at $2,000/per new job (wages must be $12/hr+) and goes up depending on wage levels and will cover most types of training. Hire One is a refundable, sliding scale income tax credit based on employer’s unemployment insurance tax ratings. Idaho Business Advantage is a package of tax credits and potential exemption of property taxes for qualifying business. Also, each city in our region has an aggressive Urban Renewal District which assists in infrastructure improvements as well as possible offsetting of up-front costs.

Telecommunication Infrastructure

There are four diverse fiber routes that go from Salt Lake City through the Boise Valley (three are underground and one is Aerial). There are also five facilities-based fiber providers in the Boise Valley: Syringa Networks, Integra Telecom, TW Telecom, Zayo and CenturyLink. All of these providers build fiber in rings. A new 48,000 sq. ft. colocation data center will be finished in the summer of 2012, and this provider currently has a 400 Gigabit capacity on the statewide network today that can be increased when needed.

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, 620,000 people. Free, custom & confidential services, including:

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

For more information, contact Jana Jones at (208) 472-5246 or jjones@bvep.org.

THE LIFESTYLE

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

- **BOGUS BASIN SKI RESORT**
  - Season pass cost:
    - $199/Adult
    - $79/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 GREENBELT**
  - 25 miles of paths linking 850 acres of parks

- **CRANE CREEK COUNTRY CLUB**
  - $200/month for full access

COST OF HOUSING

A new 2,400 sq. ft. house averaged $238,000 in 2011 (ACCRA Cost of Living Index) which is 83.4% of the national average for housing costs.