



NEW MEXICO partnership

NEW MEXICO: THE IDEAL PRODUCT MANUFACTURING LOCATION FOR THE OUTDOOR INDUSTRY

New Mexico is the ideal world-class setting in which to start, grow, or expand your outdoor recreation business. It provides an innovative top-quality workforce with expertise in everything from cutting edge science and engineering, to materials sciences, product design, logistics, and a host of other skills. It's home to world class scientific research institutions and universities, robust international trade, and extensive rail, road, and air infrastructure, all within a state that is affordable, pro-business, and which lacks natural disasters.

On top of this, it's a tremendous location specifically for manufacturers in the outdoor recreation industry. The top talent that industry needs is drawn to places where they can experience a lifestyle that is consistent with what got them interested in being part of the outdoor industry in the first place.

in addition to these selling points, New Mexico also provides you with another key strategic advantage; business costs for talent, real estate, transportation, and utilities that are below the national average and can provide **dramatic savings of 20% to 35% below major high-cost Metro areas.**



In 1996, **Bicycle Technologies International (BTI)** moved their operations from Ashland, Oregon to Santa Fe, New Mexico. "As a supplier of recreational equipment, we were seeking an ideal location to serve both the East and West coasts, and in particular the Rocky Mountain region. With a standard three-day outbound time-in transit to any point in the continental U.S. and a reliable local workforce, we have grown to be one of the nation's top parts suppliers from our home base in New Mexico." – **Preston Martin, Vice President of BTI.**

SOME OF OUR OUTDOOR INDUSTRY COMPANIES

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| Alaska Structures | Outside Magazine | Wicked Edge | Ski Santa Fe | TCR Precision Race Management |
| Bicycle Technologies International (BTI) | Taos Mountain Energy Bars | Orange Tackle | Little River Packs | Taos Ski Valley |

OUTDOOR RECREATION MECCA



New Mexico's outdoor economy has become so impactful the state has created a new **Office of Outdoor Recreation** within its Economic Development Department. This new organization, **one of only 12 of its kind in the U.S.**, is aimed at maximizing both business success in the outdoor industry as well as ensuring the state continues providing the unparalleled experiences outdoor enthusiasts have come to expect from New Mexico. Outdoor recreation is a major economic driver in New Mexico and the state knows it.

New Mexico is home to **35 state parks, three national parks and ten national monuments**. The diverse landscape and climate make the state a world class destination for myriad outdoor activities year-round. From skiing some of the country's finest ski slopes to rock climbing and mountain biking, fishing and whitewater rafting if it's an outside activity, New Mexico has it.



Camping and Hiking: New Mexico's hiking and camping spots run the gamut from Alpine mountaintops to grassy plains to lowland desert. Encompassing six of the world's seven life zones, the state's landscapes offer a taste of nearly all climates.



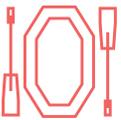
Mountain and Road Biking: Whether your preference is pavement or trail, the wide expanses of New Mexico offer some of the best cycling opportunities. There are thousands of accessible locations to ride in a diverse range of topographies that appeal to everyone from the novice to the expert.



Rock Climbing: New Mexico offers some of the most diverse and adventurous rock climbing in North America. There are hundreds of routes, appealing to both traditional and sport climbers.



Skiing: New Mexico is a surprisingly perfect place to ski. With over 300 inches of snow each winter and over 300 days of sunshine, winter sports in New Mexico include exceptional downhill skiing, snowboarding, high-mountain Nordic skiing, snowmobiling, inner tube riding, and snowshoeing.



White Water Rafting: In Northern New Mexico the waters of the Rio Grande and Rio Chama river run fierce, providing the perfect conditions for some of the best rafting in the region. From spring to fall, a 17 mile stretch of river running through the Rio Grande Gorge boasts a variety of rapids for every skill level.



Fishing: One of the best things about fishing in New Mexico is the year-round season for most waters. Add the broad variety of species from panfish to trout, bass and catfish, northern pike and walleye, and you have one of the best places to fish in the nation.

ABOUT US



To learn more about how New Mexico can help your business succeed, contact **The New Mexico Partnership**. The Partnership is designated by the state to be the single-point-of-contact for helping businesses locate in New Mexico and can provide expertise on talent, critical infrastructure, educational and R&D institutions, real estate and facilities, incentives, and all the other factors that go into a business location decision. Visit us at www.NMPartnership.com or contact us by phone at **(505) 247-8500** or by e-mail at info@NMPartnership.com.