

## Homegrown and Nationally Known Steamboat Springs businesses are taking the nation by storm

Steamboat Springs is not only home to legendary Champagne Powder® snow and holds the coveted nickname "Ski Town U.S.A.", this Rocky Mountain paradise is also a successful business incubator. Some of the most recognizable product names in the sporting world including SmartWool, Moot Cycles, Big Agnes, Honey Stinger and BAP started here in the Yampa Valley. Just be careful not to classify Steamboat as just a hub for socks, cycles and gear. Nationally known companies and products like Little Moon Essentials, Dig This and Wing Time Hot Sauce have also found success here.

Check out these "homegrown" companies and see what sets them apart:

### SmartWool Cooperation

Yep, Steamboat Springs is home to one of the most successful, environmentally responsible and employee recognized companies in the sporting-goods world. SmartWool is a leading performance brand of wool-based apparel, socks and accessories. Nothing can compare to SmartWool® products for the ultimate in performance, comfort and easy care. Steamboat Springs, Colorado makes for the perfect testing ground for SmartWool's products, whether it's by summertime mountain biking or earning powder turns at the world-class ski resort.

### Moots Cycles

The legendary Moots Cycles have been hand crafted right here in Steamboat Springs since 1981, utilizing this corner of the Rocky Mountains as not only inspiration, but as a darn good testing ground too. This world-renowned cycling brand is a true testimonial to the hard working, talented crews of dedicated riders, who understand through years in the saddle what people look for in a bike. Each bicycle is imprinted with their celebrated tagline, "Hand built in the Rockies" in homage to where these spectacular bikes are made and where they got their start. It really comes as no surprise that Moots is responsible for some of the finest bikes on the planet. Want to get in on the action and see where the magic happens? The Moots factory is open to public tours on Mondays, Wednesdays and Fridays from 10:00 am - 2:00 pm. Just call their offices for more details at 879-

### Big Agnes, Honey Stinger and BAP

In downtown Steamboat Springs, the "little red house on Oak Street" is more than just a house or a office; it's a landmark. That well-known red house with white trim at 735 Oak Street is where BAP, Big Agnes and Honey Stinger call home. Starting his business franchise with BAP (B-Wear Action Products), Steamboat local Bill Gamber went on to start Big Agnes, an award winning outdoor equipment manufacturer and Honey Stinger, maker of honey based energy foods. "Operating our business in Steamboat makes sense because of the synergy between the products that we design and where we use it. The mountains here make excellent testing grounds and never leave us looking for inspiration." – Bill Gamber

### Little Moon Essentials

Among the socks and cycles, another extremely popular export of Steamboat Springs is truly alluring bath salts from local company Little Moon Essentials. Company founder and entrepreneur (as well as studied aromatherapist and herbalist), Laura Lamun started Little Moon Essentials in 1994 after having a dream about a warming, ginger mineral bath, called "Letting Go" that would help with her chronic eczema. Lamun woke up the next morning with the blend in mind, the name, and a picture in her head on the jar. The company started with three bath products and today, more than fourteen years later, Little Moon Essentials is a booming company with over 5 million dollars in sales and now offers more than a hundred unique and "truly therapeutic" natural products for a variety of ailments, situations and injuries. Are you new to the Little Moon Essentials product line? Try the company's famed "Tired Old Ass Soak" for starters.

### Dig This: The 1<sup>st</sup> Heavy Equipment Play Arena

If an unforgettable Rocky Mountain experience is what you are looking for Steamboat Springs is home to the first heavy equipment play arena in the United States. Dig This is an interactive, get-your-hands-dirty kind of company where adults are able to relive their childhood, sandbox dreams on a 10-acre site with hills, valleys and a spectacular views of the Yampa Valley. The old and young are able to take a shot at operating an excavator, bulldozer or skid steer with individual instruction. This unique business offers full day and half-day adventures for the public as well as corporate bookings. With nothing else like it in the states, Dig This has literally made its mark on the Steamboat Springs business community.

### Wing-Time Hot Sauce

When experiencing the unbelievable taste of Wing-Time Host Sauce, it may come as no surprise that this delectable sauce does not just taste great, but it is also good for you. Based in Steamboat Springs, Wing-Time is made from the finest all-natural and preservative-free ingredients. The entire line of sauces including Mild with Parmesan, Medium, Garlic with Parmesan, Hot and Super Hot with Habenero Peepers are sugar free, gluten free, trans-fat free and low in sodium and carbs thus making them suitable for diabetics, celiacs and a wide range of others with restricted diets.

For a town with roughly 12,000 people, Steamboat Springs businesses sure pack an impressive punch. With such great products and innovative companies working out of the Yampa Valley, it really is no surprise that these homegrown businesses are now nationally known.