



New Mexico
Outdoor Recreation Division
www.NMOutside.com

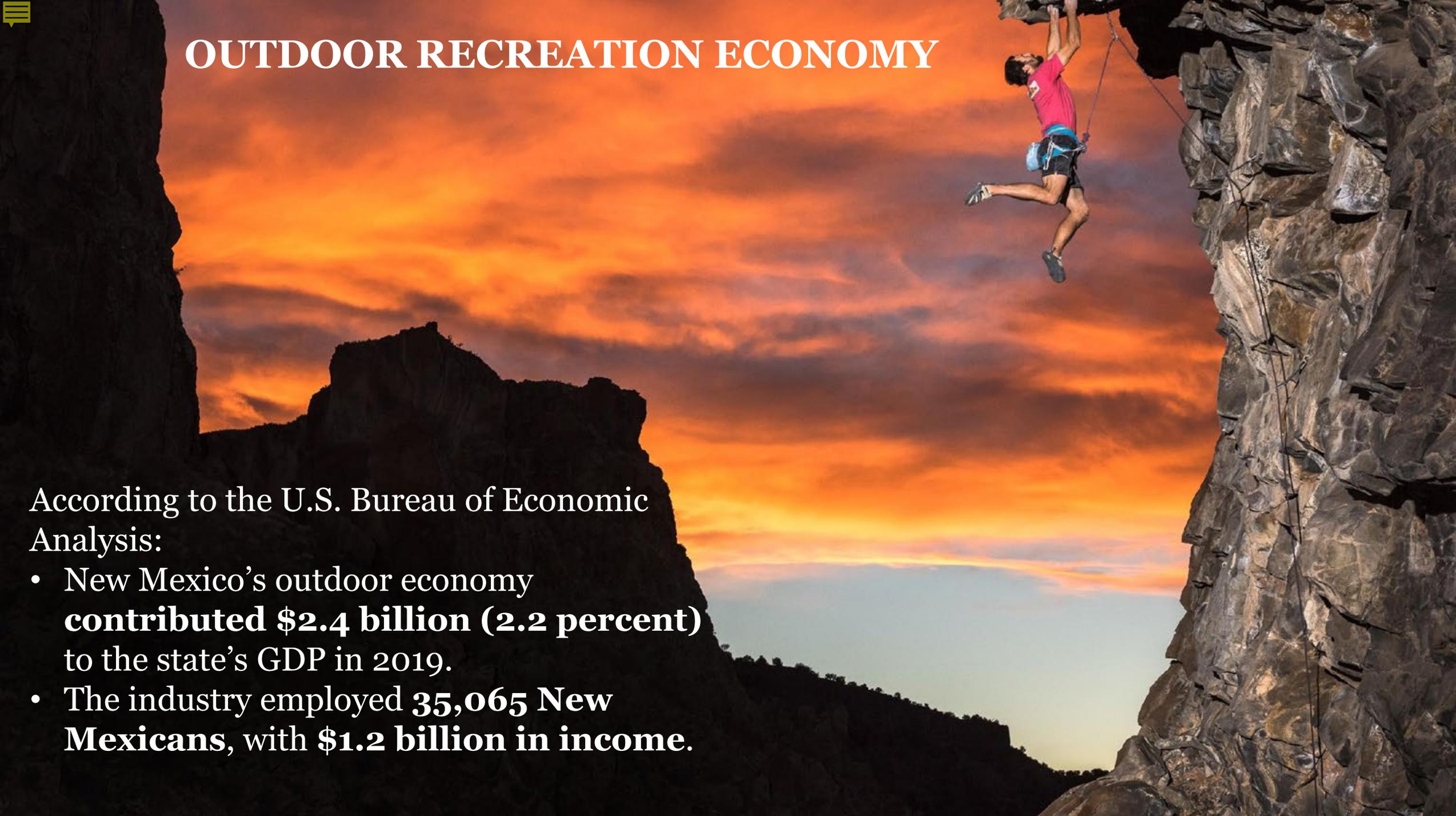


EDD ECONOMIC
DEVELOPMENT
DEPARTMENT
OUTDOOR RECREATION DIVISION

The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.



OUTDOOR RECREATION ECONOMY

A person in a pink shirt and black shorts is rappelling down a dark, craggy rock face. The background is a dramatic sunset sky with orange and yellow clouds. The person is suspended in the air, holding onto a rope that is anchored to the rock above. The overall scene is one of outdoor adventure and recreation.

According to the U.S. Bureau of Economic Analysis:

- New Mexico's outdoor economy **contributed \$2.4 billion (2.2 percent)** to the state's GDP in 2019.
- The industry employed **35,065 New Mexicans**, with **\$1.2 billion in income**.



- ✓ 84% of New Mexicans believe **the outdoor recreation economy is important for the future of New Mexico** and the western U.S.
- ✓ 76% consider themselves an **outdoor recreation enthusiast**.
- ✓ 70% believe that **ensuring opportunities for outdoor recreation is important**.



ECONOMIC AND COMMUNITY DEVELOPMENT

BUSINESS DEVELOPMENT

- One of our top priorities is to support the companies that power the outdoor recreation economy, bringing jobs and wealth to our state's residents. Check out the Economic Development Department resource center for a full list of the tools we offer to support in- and out-of-state companies.

OUTDOOR RECREATION BUSINESS INCUBATOR AND ACCELERATOR

- In 2019, we awarded two \$50,000 grants to incubators to assist early-stage outdoor businesses.
- In 2021, the Outdoor Recreation Business Accelerator grant opened to invest in programs for outdoor rec companies — both early stage and established.

Gearing up: Small-scale cycling manufacturers riding into NM

BY STEPHEN HAMWAY / JOURNAL STAFF WRITER
Monday, June 21st, 2021 at 12:02am

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A bicycle manufactured by Baphomet Bicycles, a new manufacturing company based in Valdez. (Courtesy of John Watson)

ALBUQUERQUE, N.M. — When Dillen Maurer was looking for a new place to



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**NEW MEXICO
MAINSTREET™**

ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

NEW MEXICO MAINSTREET COLLABORATION

In April 2021, an innovative New Mexico MainStreet (NMMS) and Outdoor Recreation Division (ORD) collaboration launched to connect communities' downtowns with their natural resources. NMMS and ORD will create the "Outdoor Recreation Asset Atlas" to study five counties. The end result will identify up to five trail creation or improvement projects connected to MainStreet districts. Outdoor recreation development, when connected to MainStreet community downtowns, has great potential to support local, asset-based economic development.

New Mexico's Outdoor Recreation Business Directory

The New Mexico Outdoor Recreation Division's business directory is a comprehensive list of outdoor recreation businesses, nonprofits, government agencies, educators, and more across the state. Businesses are categorized by sector and organized by either name, location, or sector.

Register your outdoor recreation business below to help us champion New Mexico's diverse, robust, thriving outdoor industry. Once our team approves your listing (give us up to 48 hours for this), it'll go live on the site.

Note: To be included in the directory, your organization must be directly related to the outdoor recreation industry and be based in New Mexico.

Search Tags Business Name + Add Entry Edit Account



The **New Mexico Outdoor Recreation Division's business directory** is a comprehensive list of 170 outdoor recreation businesses, nonprofits, government agencies, educators, and more across the state. Businesses are categorized by sector and organized by either name, location, or sector. Register your outdoor recreation business below to help us champion New Mexico's diverse, robust, thriving outdoor industry.

JOIN LEADERS FROM NEW MEXICO AND ACROSS THE OUTDOOR INDUSTRY

Outdoor Economics

CONFERENCE & EXPO

SEPT. 29 - OCT. 1, 2021
FARMINGTON

Panel Discussions with Top Experts

Outdoor Products Expo

Wild and Scenic Film Festival

N.M. Outdoor Company Pitch Fest

Fun Trips including River Rafting,
Bisti Wilderness Tours, Aztec Ruins
National Monument, Biking

Great Parties and Networking!



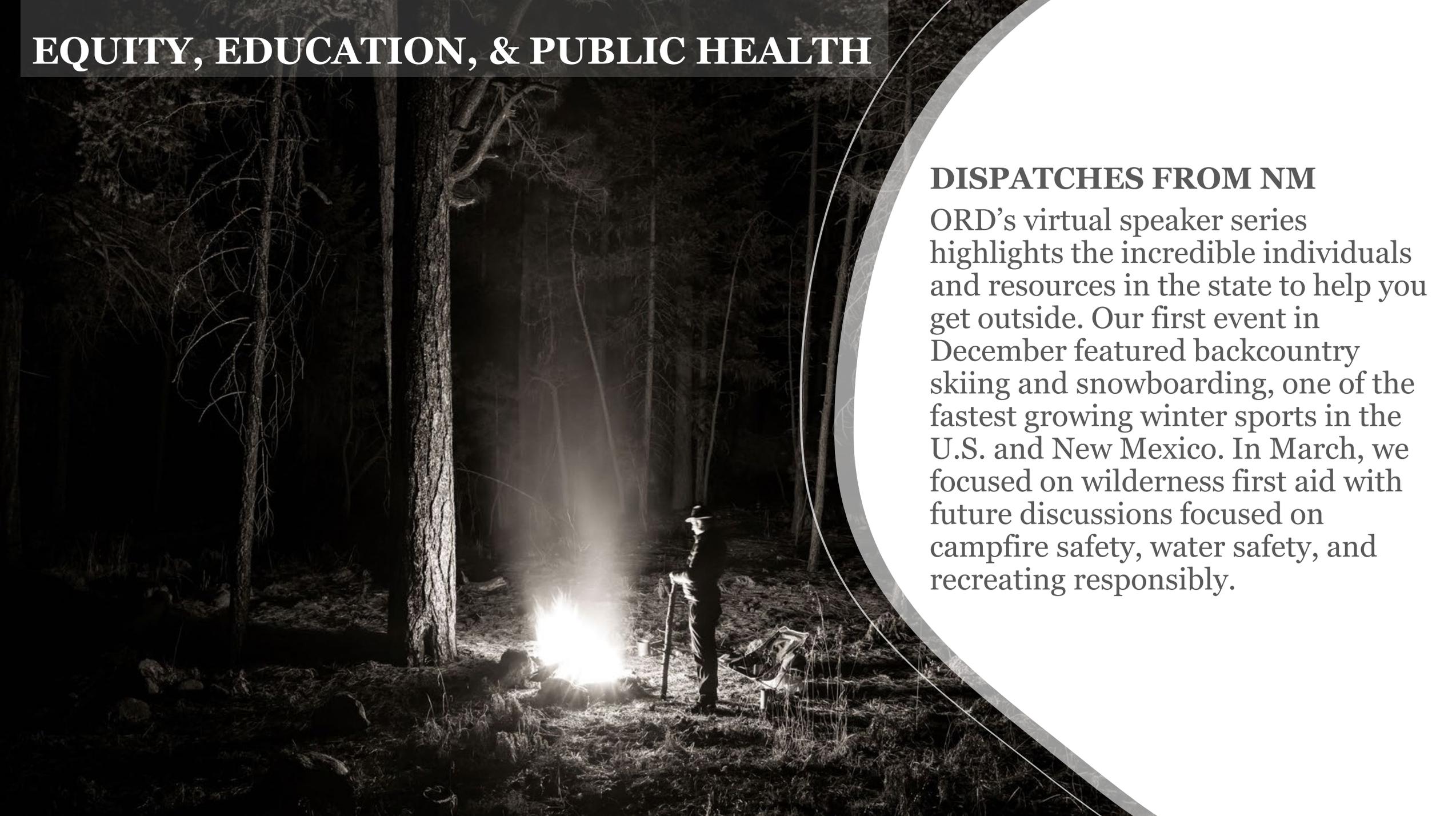
CONFERENCE REGISTRATION, SCHEDULE, AND TOURS AT www.outdooreconomics.com

FOR EXPO DISPLAY AND SPONSOR INFO CALL (575) 635-5615

**The New Mexico
Outdoor Economics
Conference, created
by Outdoor New
Mexico, is coming to
Farmington fall 2021.**

It will highlight successful economic development efforts within and outside of New Mexico that are connected to protected lands. The conference will bring together leaders across the state interested in developing and enhancing opportunities to grow our outdoor recreation economy.

EQUITY, EDUCATION, & PUBLIC HEALTH



DISPATCHES FROM NM

ORD's virtual speaker series highlights the incredible individuals and resources in the state to help you get outside. Our first event in December featured backcountry skiing and snowboarding, one of the fastest growing winter sports in the U.S. and New Mexico. In March, we focused on wilderness first aid with future discussions focused on campfire safety, water safety, and recreating responsibly.



THE CRADLE-TO-CAREER OUTDOOR INDUSTRY STRATEGY

In summer 2020, the National Park Service's Rivers, Trails and Conservation Assistance program awarded the ORD a grant to create a statewide outdoor education and industry strategy. The plan builds a pathway from pre-K through higher education for students interested in working in and for the outdoors, and emphasizes early outdoor access through programs like the Outdoor Equity Fund, climate education, and real-world paid experience that opens doors to solid New Mexico careers in tribal and rural areas.



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@NMoutdoorrec

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Friends of OMDP
@FriendsOMDP

We are excited to introduce Sarah. she'll be working Friends over the summer. Sarah is part of a new partnership between the NM Outdoor Recreation Division and Future Focused Education that provides paid internship opportunities for New Mexico Youth!

Welcome to the team Sarah!!



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Relevant people



Friends of OMDP

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Friends seeks to enrich our community and diverse cultures through advocacy, conservation and restoration of the Organ Mountains-Desert Peaks National Monument.



NM Outdoor Recreation Division

@NMoutdoorrec

Our goal is to expand the outdoor recreation economy to every corner of New Mexico, bringing jobs, prosperity, and wellness to all state residents.
@NMcondev



Future Focused Educ...

@FutureFocusEdu

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Investing our best ideas in underserved students & communities for a more prosperous future.
Founder, Leadership Schools Network.

What's happening

US national news · Last night

Texas GOP threatens to arrest Democrats after they flee to Washington in opposition of restrictive voting legislation



#NBA2K22

Cover Stars Reveal | Pre-Order
Promoted by NBA 2K

Bloomberg Opinion · Yesterday
Grandparents aren't always happy moving closer to family



Messages

The state's first outdoor recreation internship program, led by Future Focused Education in partnership with ORD, places high school students across New Mexico with outdoor industry professionals for paid, real-world experience.

OUTDOOR EQUITY FUND



- A grant created in 2019 to invest in transformative outdoor recreation experiences for young New Mexicans, especially those from low-income communities.
- In 2020, the Outdoor Equity Fund opened to applications for the first time, awarding about \$270,000 to 25 applicants across the state.
- This year, it will continue to support transformative outdoor experiences that foster stewardship and respect for our lands, waters, and cultural heritage.



CONSERVATION AND ACCESS

OUTDOOR RECREATION TRAILS+ GRANT

This grant program supports projects that enhance communities' outdoor recreation opportunities. Trails, river parks, wildlife viewing areas, and more contribute to economic development, prosperity, and wellness. This grant funds shovel-ready projects that directly add to that access. The ORD awarded six inaugural grants in fall 2020.

OUTSTANDING NATIONAL RESOURCE WATERS PETITION

The ORD is leading a petition to designate 150 miles of river in New Mexico as Outstanding National Resource Waters based on their recreational significance to the state. If successful, it would protect the water quality of these rivers in perpetuity for hunters, anglers, acequias, birders and everyone else living and recreating along their banks.



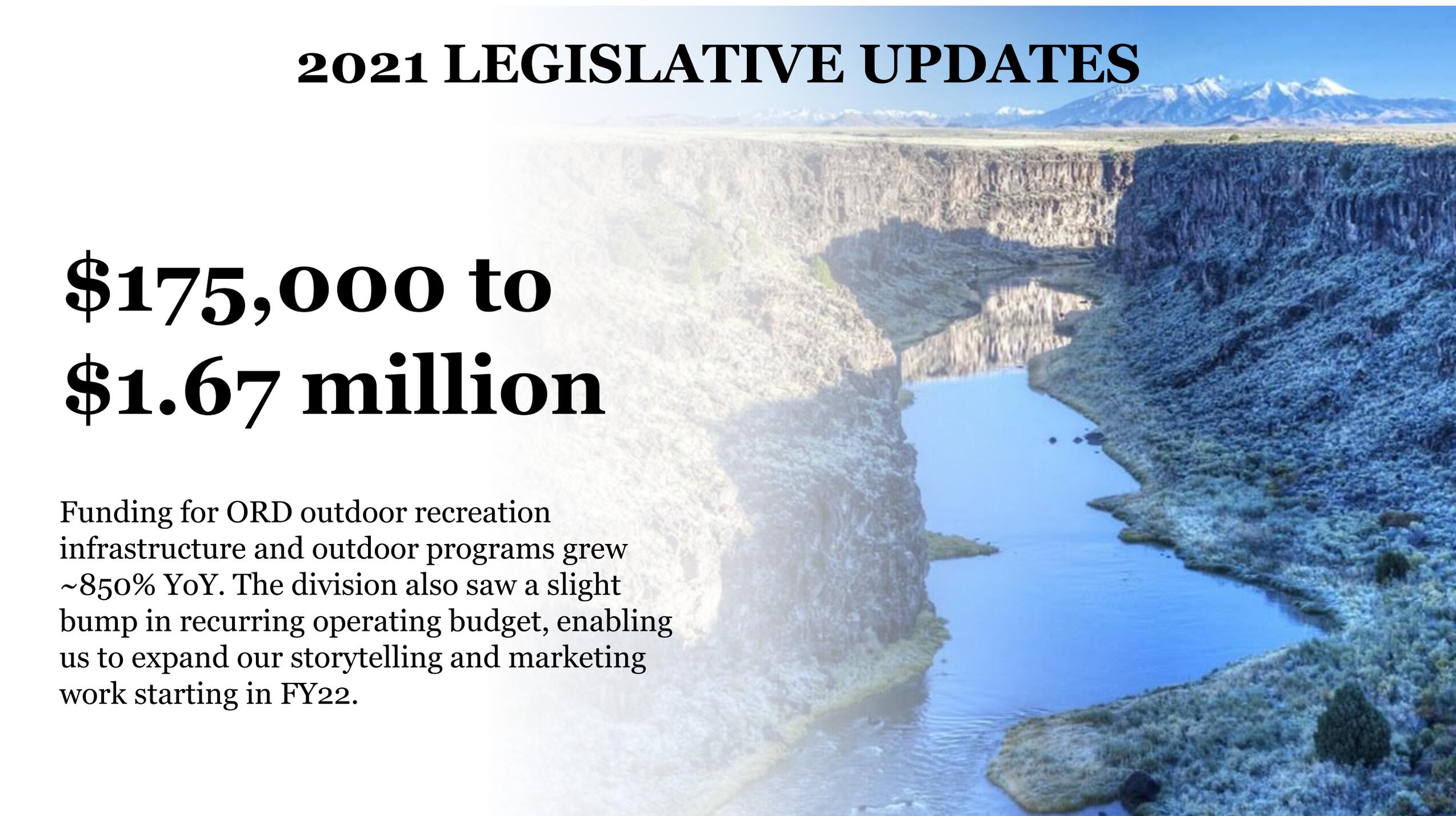
PROMOTION



Earning media for ORD and New Mexico's outdoor recreation business community:

- **100s of earned articles** since fall 2019
- **Over 6,000 social and newsletter followers** and **113% YoY growth in unique visitors** to the ORD website
- Featuring New Mexico in dozens of national publications, including Associated Press, SNEWS, Outside Online, Men's Journal, REI Co-Op Journal, and more.

2021 LEGISLATIVE UPDATES



**\$175,000 to
\$1.67 million**

Funding for ORD outdoor recreation infrastructure and outdoor programs grew ~850% YoY. The division also saw a slight bump in recurring operating budget, enabling us to expand our storytelling and marketing work starting in FY22.

A person is seen climbing a large, dark rock formation. The sun is low on the horizon, creating a bright lens flare effect behind the climber. The sky is a clear, light blue. The overall scene is outdoors and appears to be a natural rock climbing site.

Contact us

Axie Navas, Director

Alexandra.navas@state.nm.us

Alyssa Renwick, Project Coordinator

Alyssa.renwick2@state.nm.us

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NMOutside.com