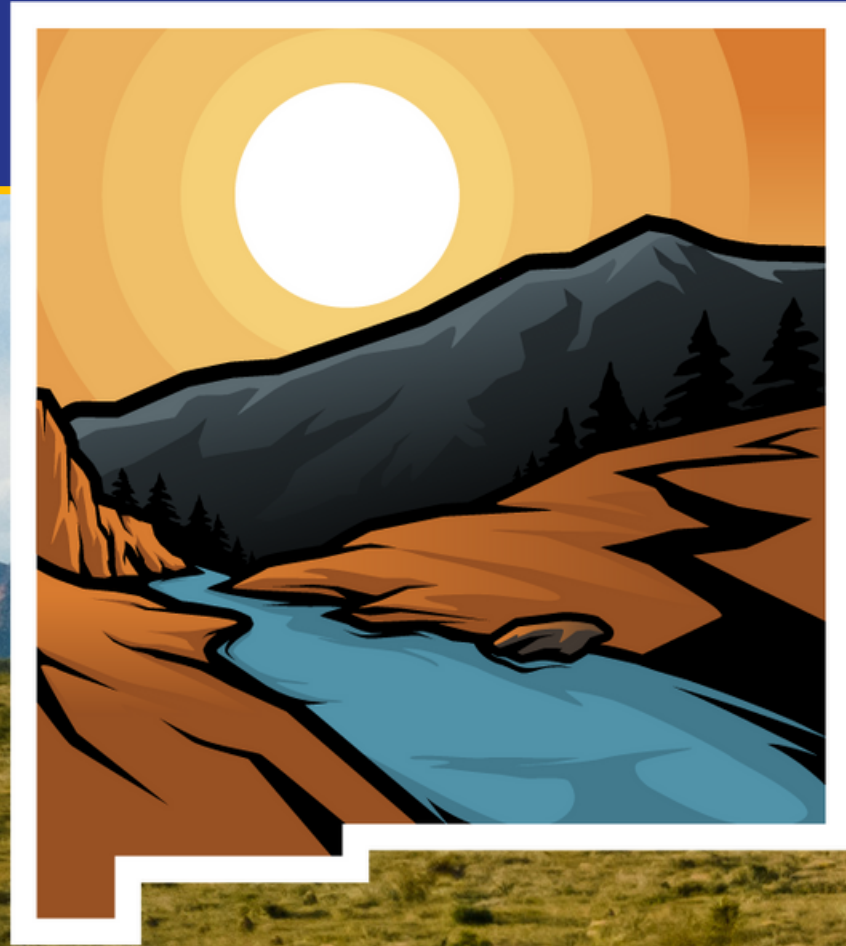




**EDD**

ECONOMIC DEVELOPMENT DEPARTMENT



# NEW MEXICO

OUTDOOR RECREATION DIVISION

September 26, 2024

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AJ Jones, Deputy Director



# ORD TEAM



**Karina Armijo**  
Director



**AJ Jones**  
Deputy Director



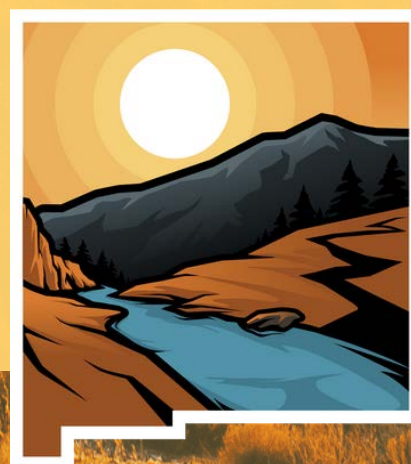
**Carl Colonius**  
Outdoor Recreation  
Planner



**Michelle Simon**  
Marketing  
Coordinator



[NMOOutside.com](https://www.nmoutside.com)

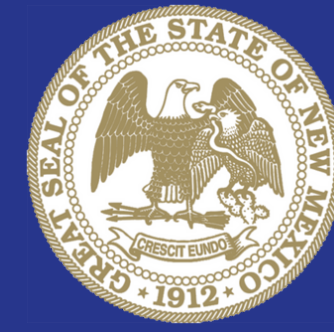


[@NMOOutdoorRec](https://www.instagram.com/nmouidoorrec)





# OUR MISSION



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Increase equitable access to the outdoors for all New Mexicans, ensuring healthy outcomes, environmental stewardship, and economic prosperity.

## CORE VALUES

SUSTAINABLE ECONOMIC DEVELOPMENT

CONSERVATION & STEWARDSHIP

EDUCATION & WORKFORCE

PUBLIC HEALTH & WELLNESS

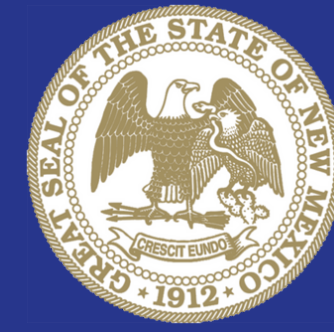
EQUITY & ACCESS







# 23 OREC OFFICES

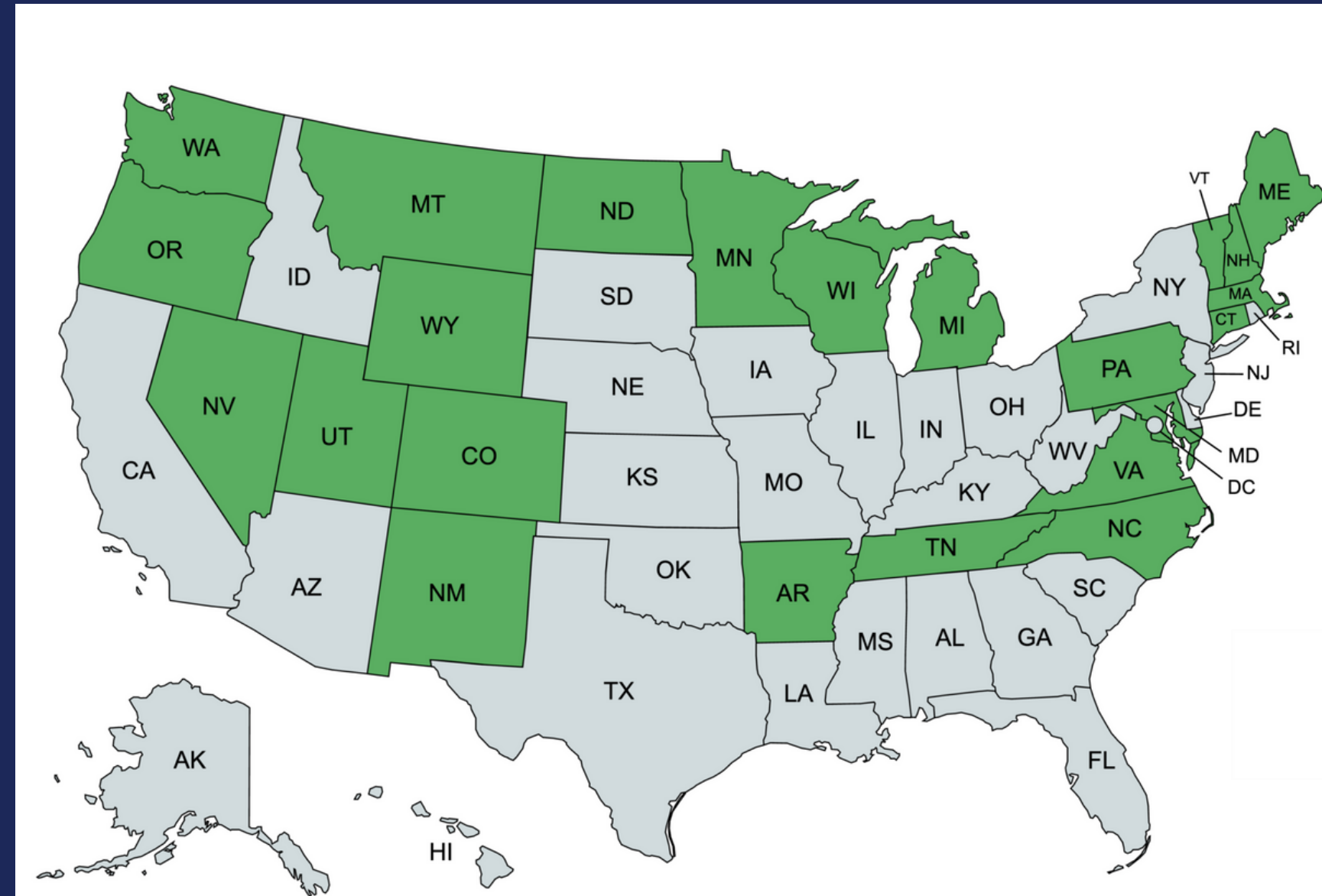


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## A Growing Movement

In recent years, there has been an unprecedented interest in outdoor recreation. States are seizing the moment by creating offices to unify stakeholders in the industry.

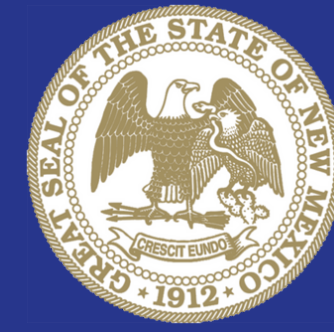
The outdoor recreation economy is a vital component of many local, state, and national economies, providing not only economic benefits but also enhancing community well being and environmental conservation.







# OUTDOOR REC DATA



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U.S. Bureau of Economic Analysis (BEA) report in 2022

## National

\$1.1 Trillion Gross Output

2.2% of GDP

5 Million Jobs

3.3% of U.S. Employment

## New Mexico

\$2.4 Billion Gross Output

1.9% of GDP

27,977 Jobs

3.2% of NM Employment

New Mexico saw a 11.6% increase in 2022 YOY in total outdoor recreation activities.

## Top activities/BEA for New Mexico:

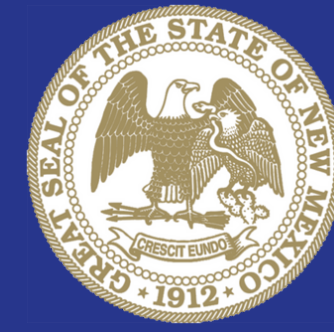
- RVing
- Boating/Fishing
- Snow Activities
- Equestrian
- Motorcycling/ATVing







# LOE LEGACY FUND



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## Land of Enchantment Legacy Fund

Beginning in Fiscal Year 2025, ORD became a recipient of the recurring Land of Enchantment Legacy Fund. The annual funding supports two key initiatives:

- Outdoor Equity Fund program
- Outdoor Recreation Trails+ Grant program

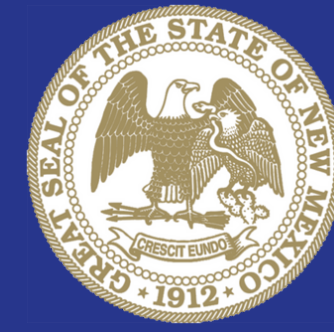
Year one distributions included \$468,800 for the Outdoor Equity Fund and \$1,406,200 million for the Trails+ Grant program.







# OUTDOOR EQUITY FUND



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Created in 2019, the Outdoor Equity Fund is a first -of-its-kind grant program helping underserved youth access outdoor experiences.

## Impact since 2020

- \$5.7M awarded
- 250 grants awarded
- 72,000 youth introduced to the outdoors

FY24 \$3.7M awarded to support 113 programs introducing 36,269 youth to the outdoors.

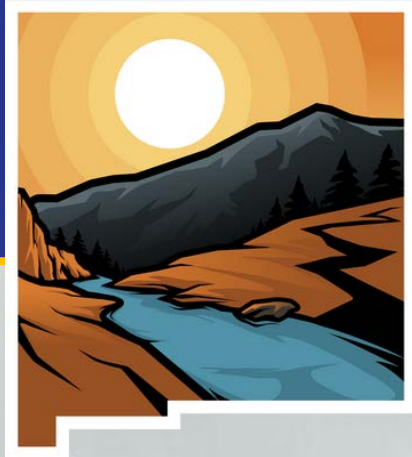
FY25 \$382,600 (GF) + \$468,800 (Legacy Fund) = \$851,400

Application closed August 30, 2024 with \$4.2M in ask.

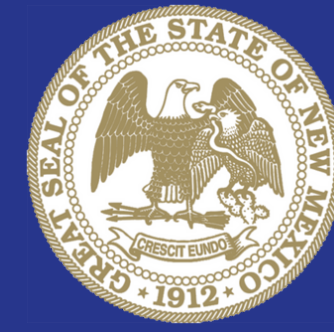
[nmoutside.com/grants/outdoor-equity-fund/](https://nmoutside.com/grants/outdoor-equity-fund/)



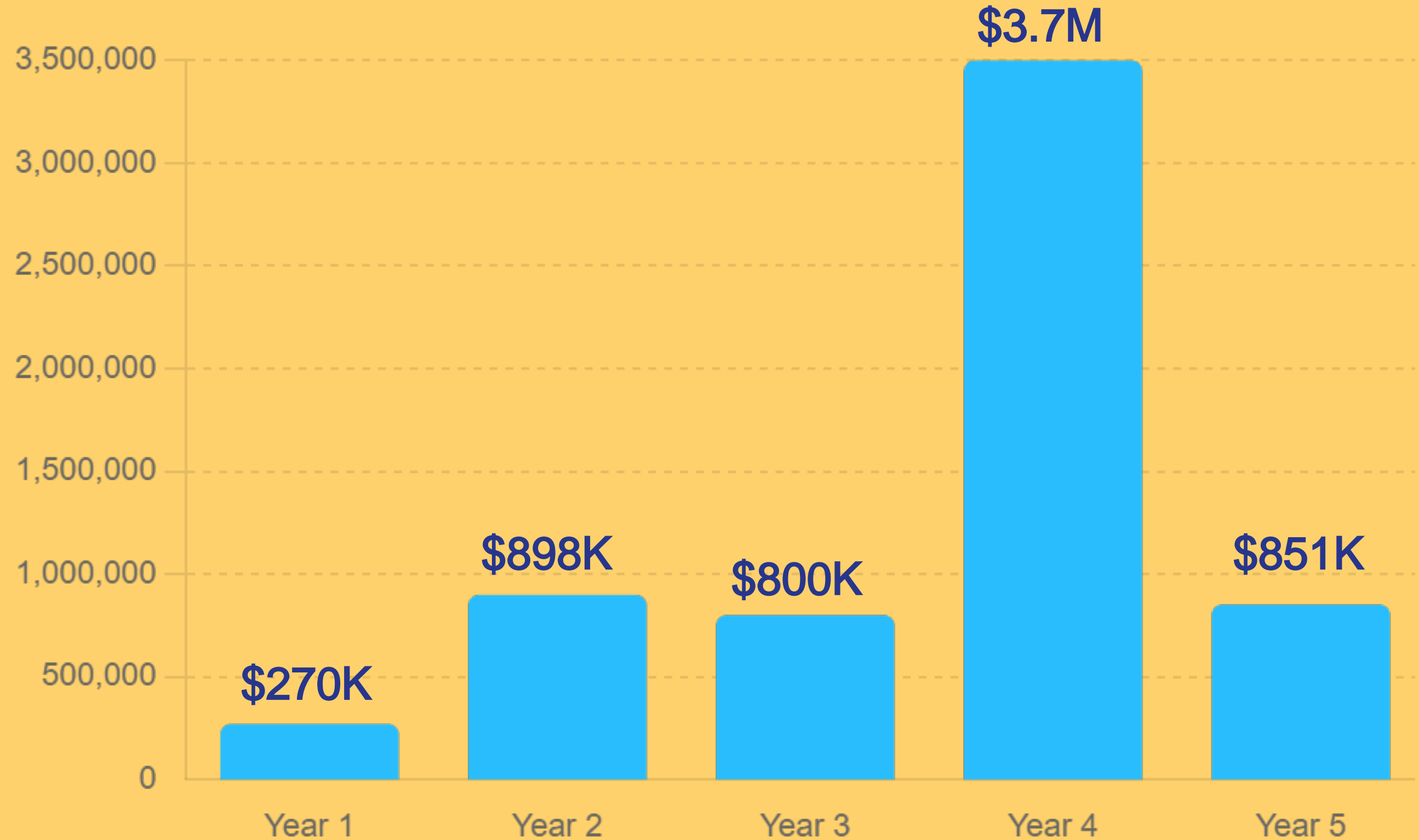




# OEF FUNDING



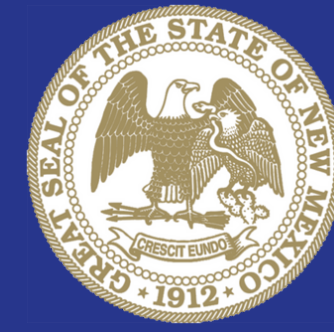
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# OR TRAILS+ GRANT



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The Outdoor Recreation Trails+ Grant was created to support projects that enhance outdoor recreation opportunities in communities across New Mexico.

## Impact since 2020

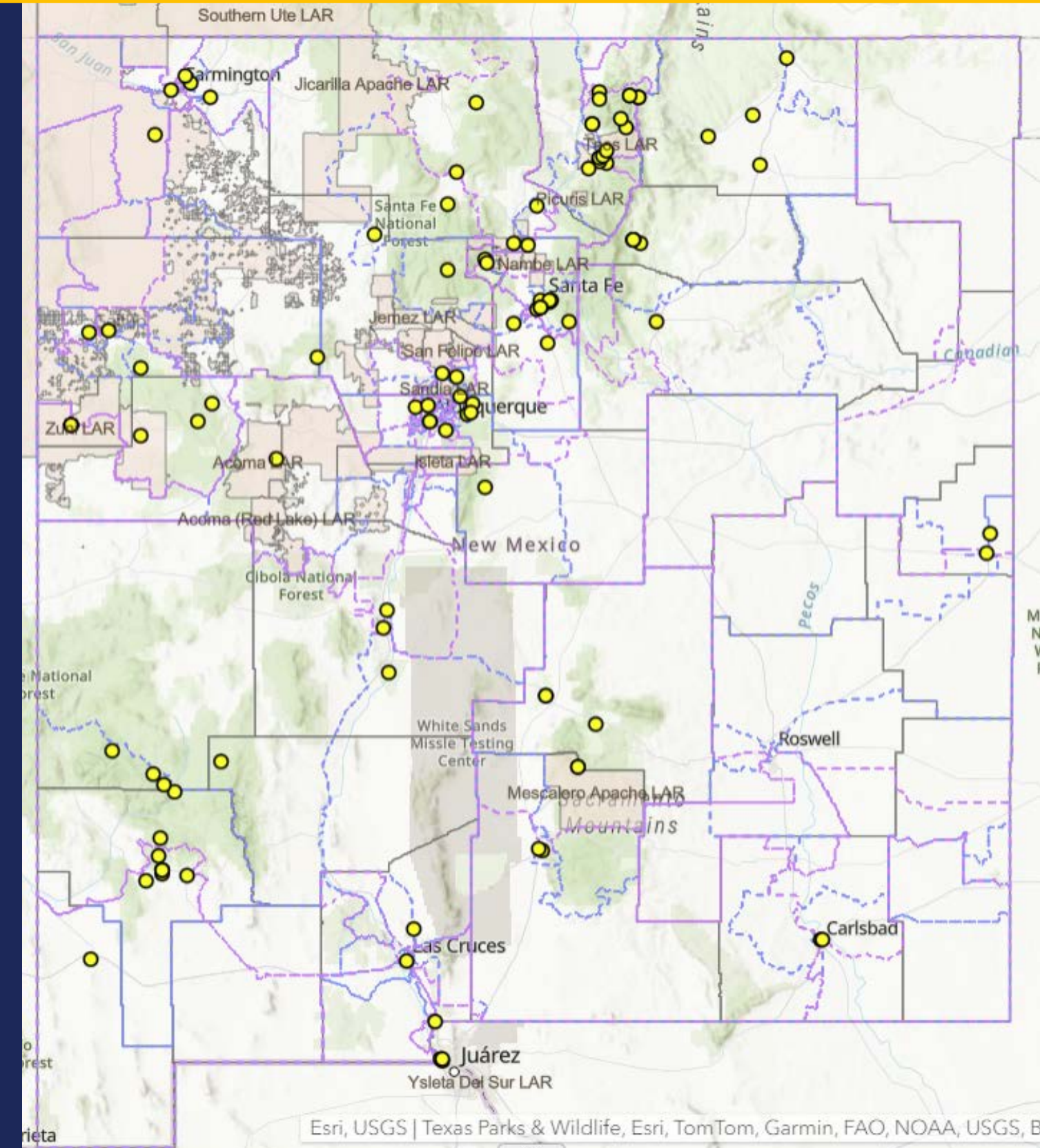
- Over \$18 million awarded
- Supporting 164 projects
- Impacting 30 New Mexico counties and 11 Tribal communities
- Estimated 1600 jobs created

**FY24** \$10.8M awarded and 74 projects supported

**FY25** \$10M (Specials) + \$1.4M (Legacy Fund) = \$11.4M

Application deadline: Round 1 September 30, 2024

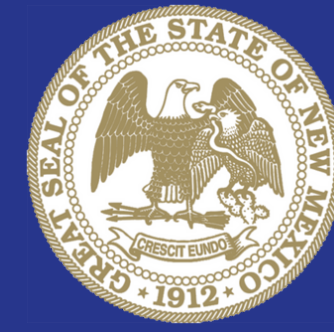
[nmoutside.com/grants/trails-plus](http://nmoutside.com/grants/trails-plus)



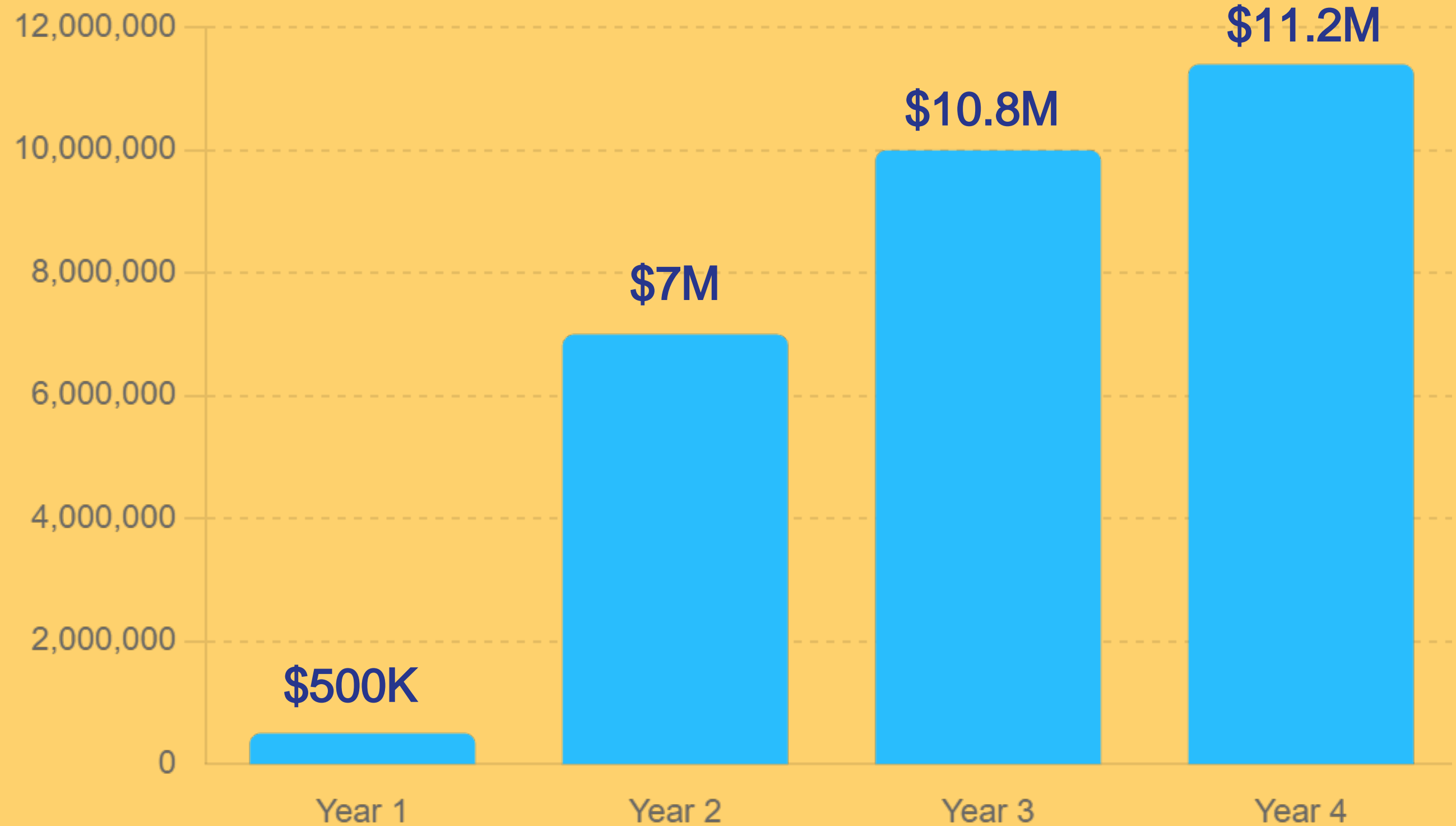




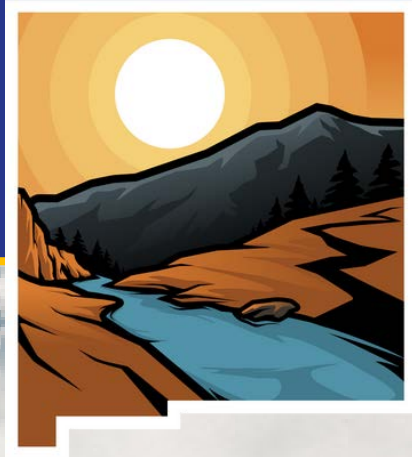
# TRAILS+ FUNDING



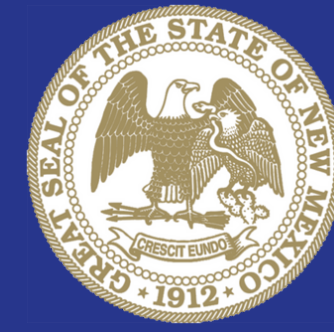
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# WHAT'S NEXT?



## Challenges and Opportunities

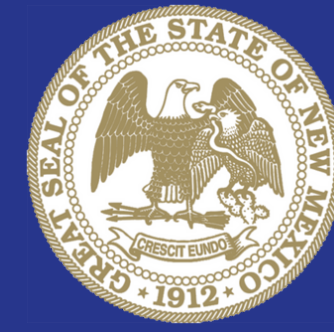
- Increase funding for the Outdoor Equity Fund to meet growing demand.
- Expand staffing capacity to effectively manage grants and bolster both new and established programs.
- Allocate a dedicated funding stream for the Outdoor Recreation Marketing Grant program.
- Update the “Outdoor Recreation and New Mexico’s Economy” report from 2020.
- Analyze existing grant programs using multi-year data and report on the long-term impacts of outdoor recreation investments on youth and communities.







# CONTACT



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