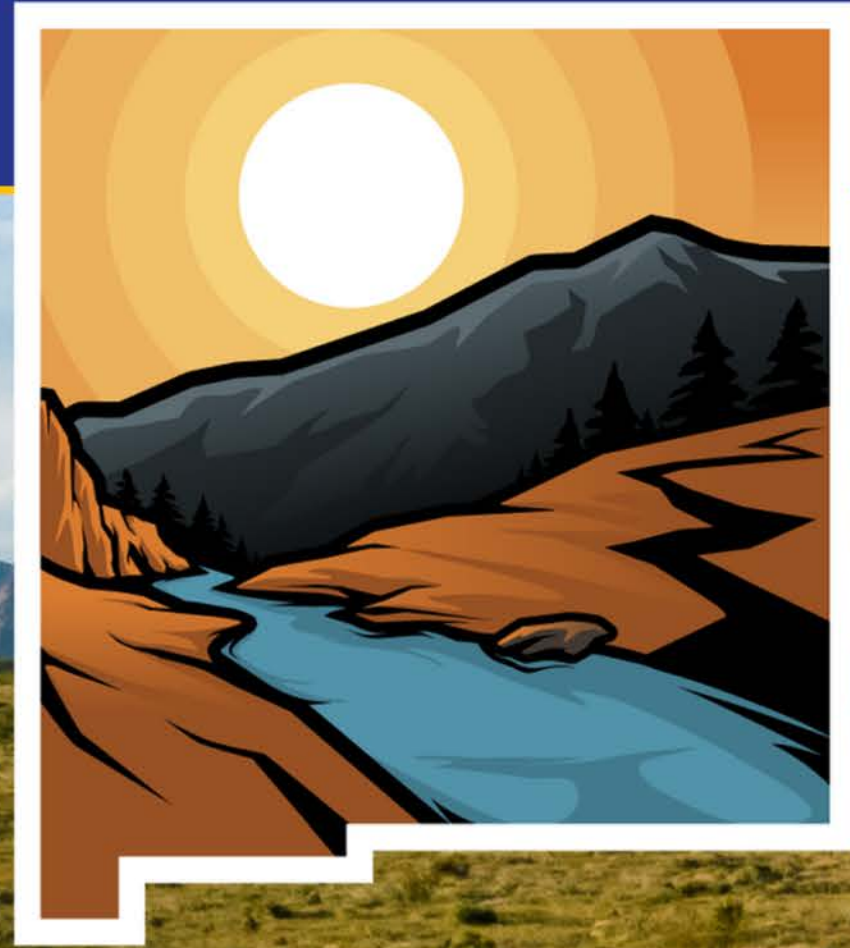




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NEW MEXICO

OUTDOOR RECREATION DIVISION

August 22, 2024

Karina Armijo, Director

ORD TEAM



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Director



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ORD MISSION

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



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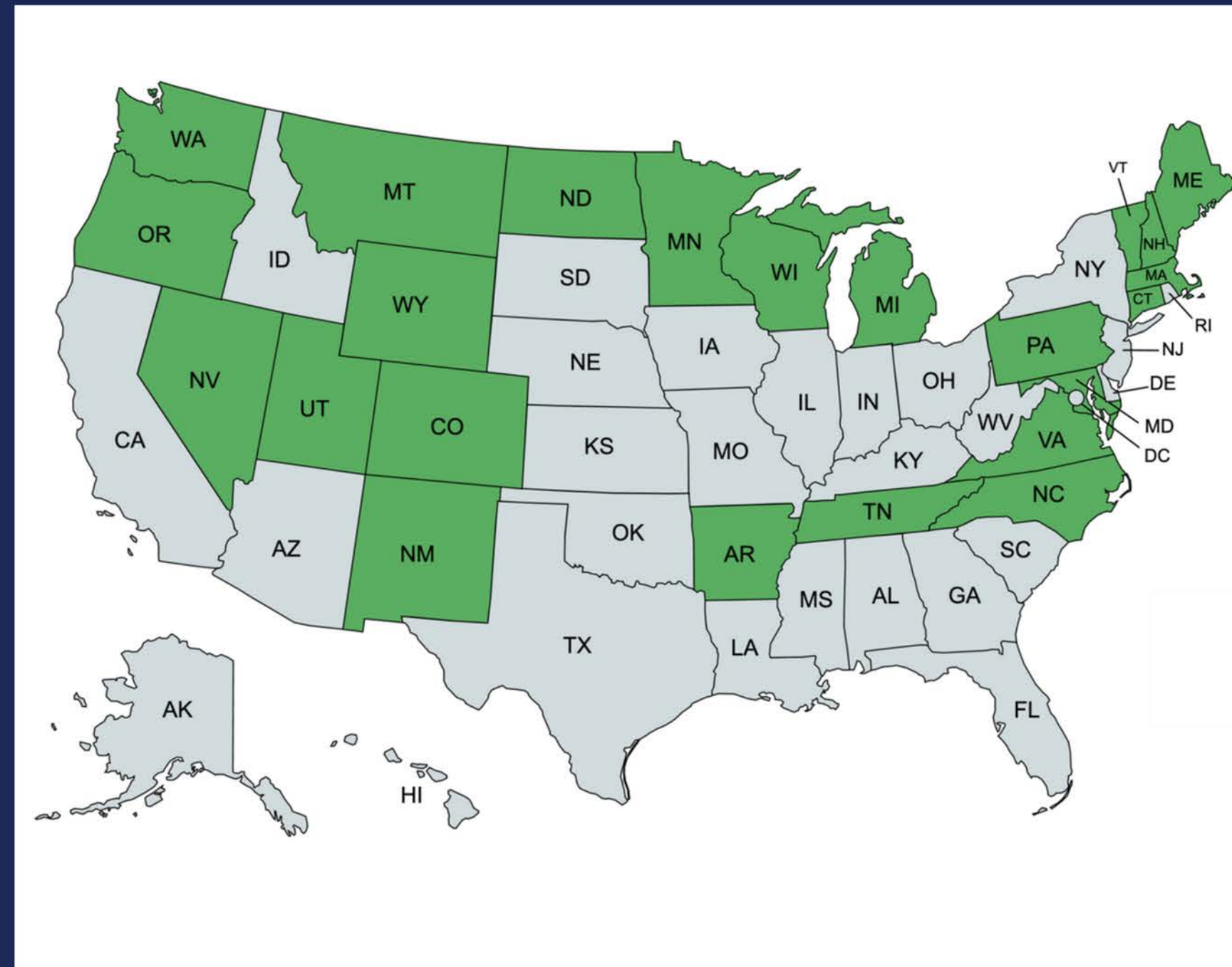
23 OREC OFFICES



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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





OUTDOOR EQUITY FUND



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

Impact since 2021

- \$5.7M awarded
- 250 programs supported
- 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 deadline is August 30, 2024.

nmoutside.com/grants/outdoor-equity-fund

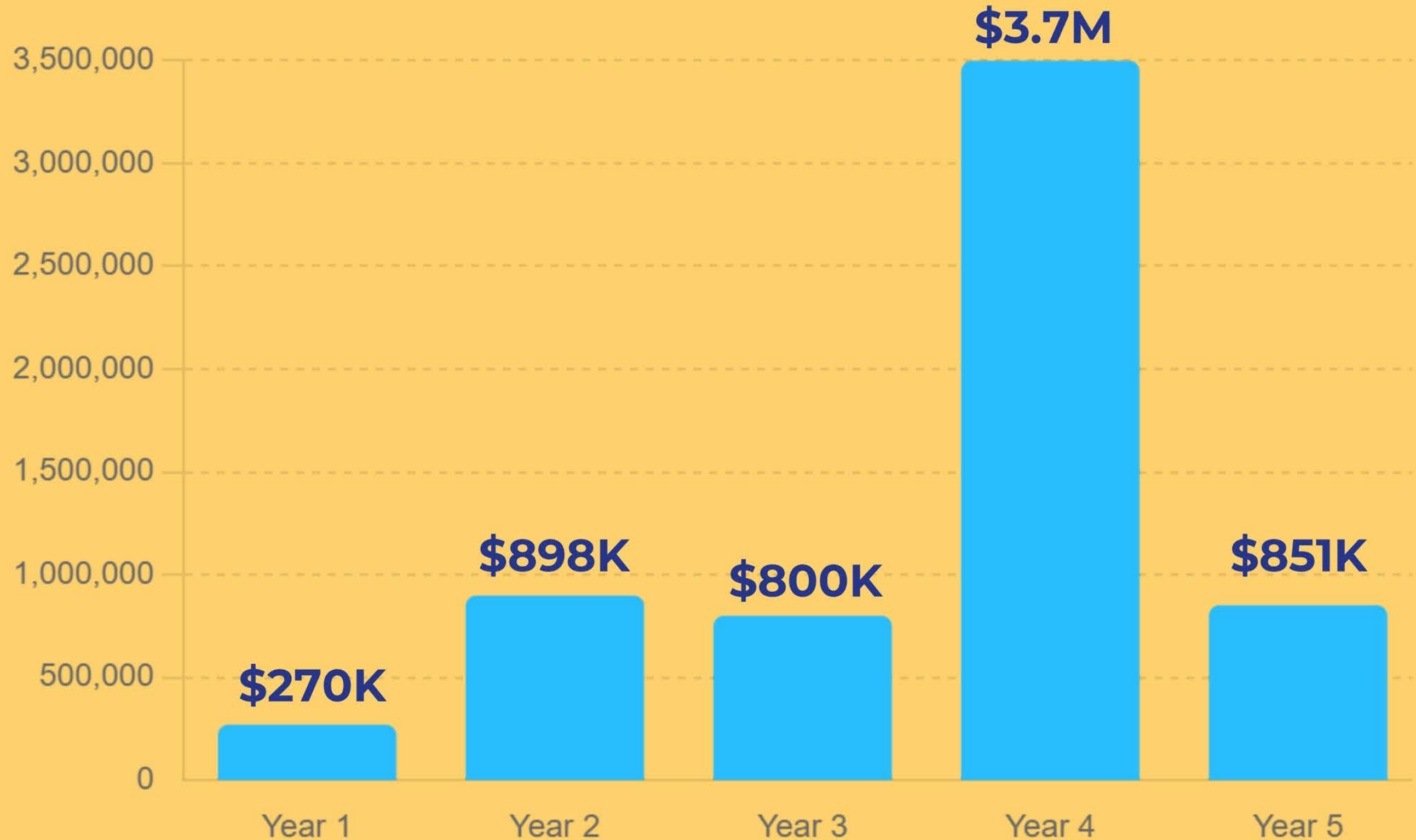




OEF FUNDING



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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

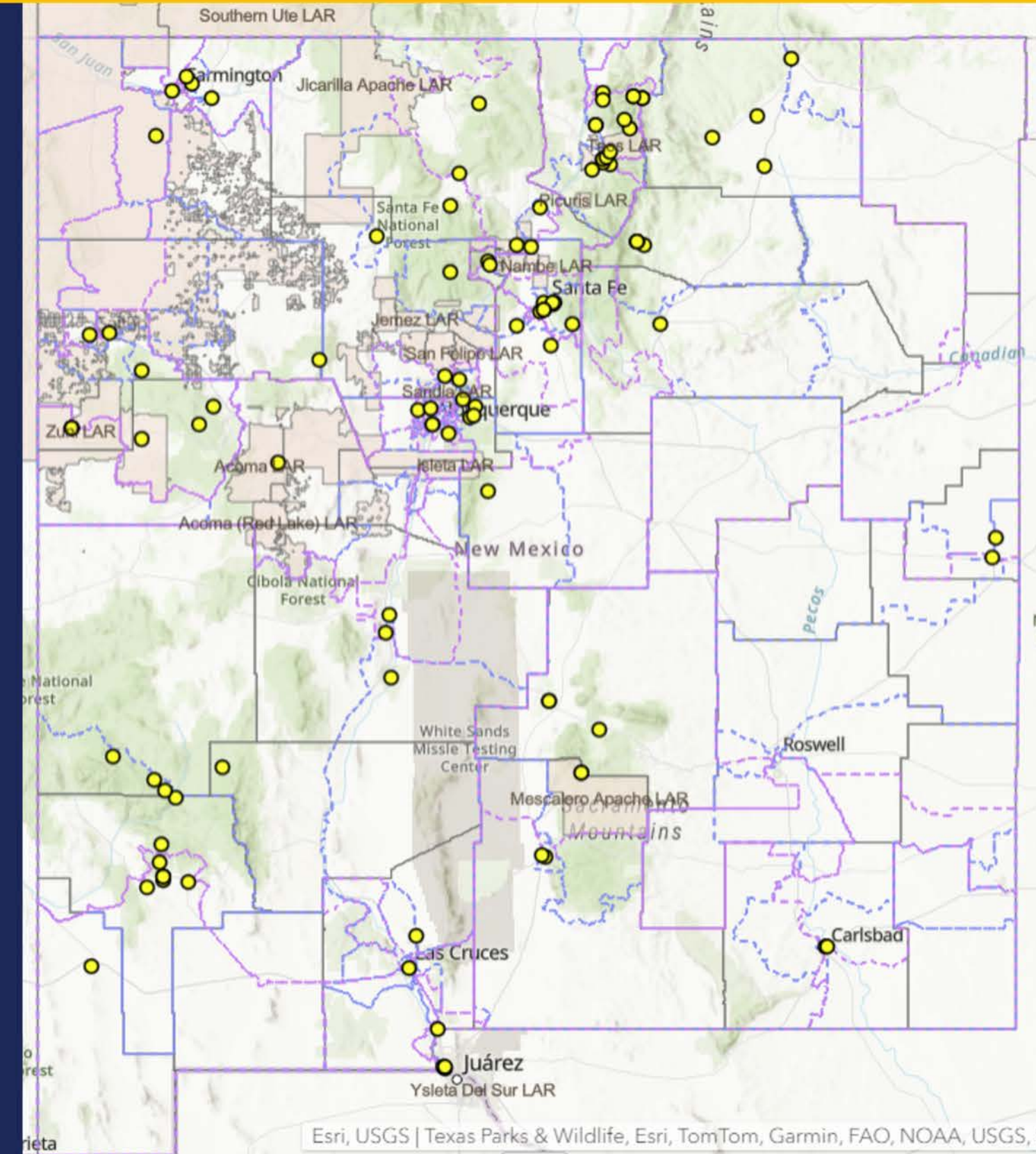
- Over \$18 million awarded
- Supporting 164 projects
- Impacting 30 New Mexico counties and 11 Tribal communities
- Estimated 1600 jobs created

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





TRAILS+ FUNDING



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OREC MARKETING GRANT



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The Outdoor Marketing Grant supported marketing efforts for outdoor recreation events and programs, aiming to expand participation in the outdoor recreation industry.

- Total Awarded: \$873,872
- Organizations Funded: 41 (10 outdoor events, 31 outdoor recreation programs)
- Rural Impact: 63% of funds awarded to rural areas across 17 counties
- Funding Source: One-time EDA/ARPA grant in partnership with the NM Tourism Department





OUTDOOR BUSINESS

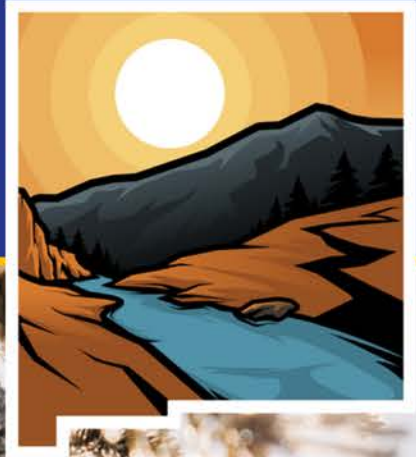


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ActivatOR Outdoor Recreation Business Accelerator Program
ORD has partnered with CNM Ingenuity's ActivateNM to launch a free, 14-week business accelerator for established outdoor recreation businesses and startups in or expanding to New Mexico. Offered for three consecutive years, the program's first year saw 36 applicants competing for 18 slots. It is funded through a one-time EDA/ARPA in partnership with NM Tourism Department.

Other Initiatives:

- OR Business Survey
- Outdoor Equity Fund Business Ambassador Program
- Annual ORD Adventure Pitch
- OR Business Resource on NMOoutside.com
- Economic Impact Study of OR industry in NM



ORD PARTNERSHIPS



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Paid High School Outdoor Internship Program

The program, sponsored by the Outdoor Recreation Division and run by Future Focused Education, has placed 67 students with 14 employers in the outdoor recreation industry across Taos, Santa Fe, Albuquerque, and Las Cruces since FY22. With \$45,000 granted over the last three years, the program has catalyzed over \$177,000 in additional funding. It is designed to enhance work-based learning opportunities in New Mexico.

Other Partnerships:

- endeavOR NM Business Alliance
- CNM Ingenuity - ActivatOR, Adventure Pitch, Ski Lift Pitch
- Outdoor Recreation Roundtable - Rural Economic Development Toolkit
- Outdoor New Mexico / Outdoor Economics Conference



WHAT'S NEXT?



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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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