


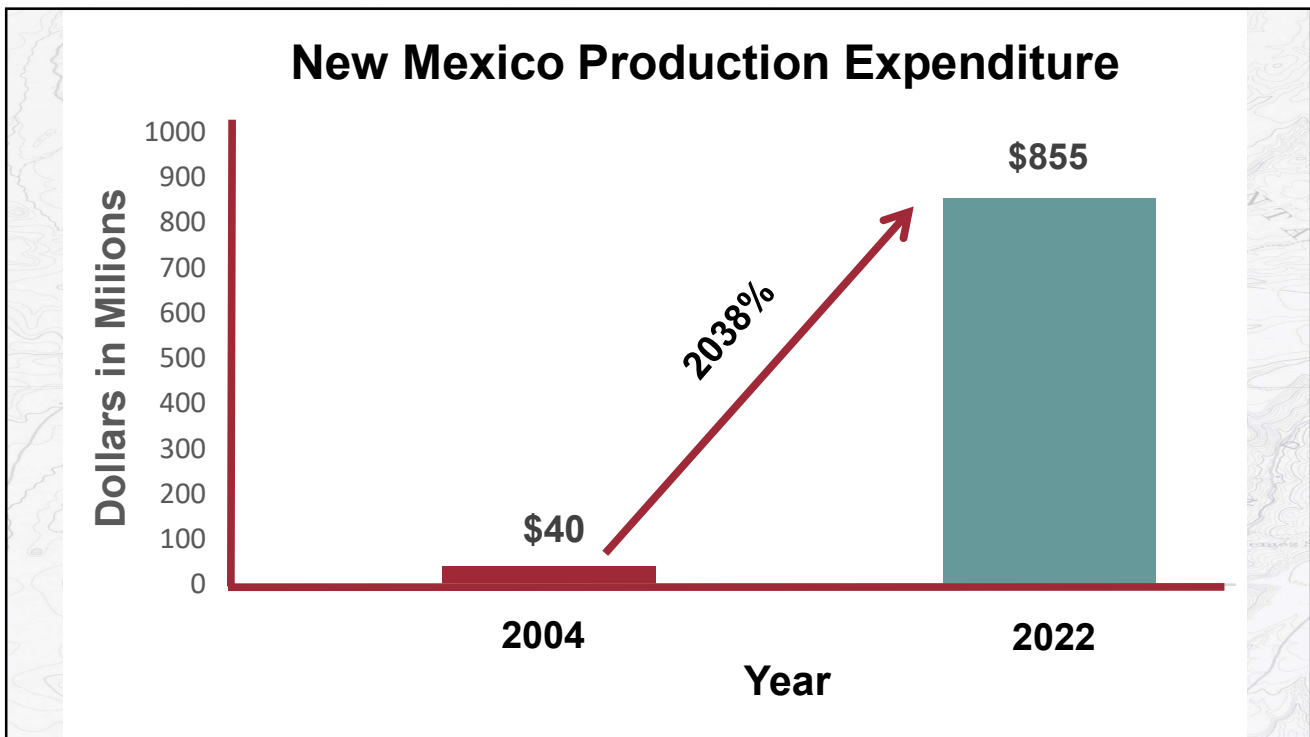
Our Advisory Board

James Glover

ONCE A DAY MARKETING LLC

Partner James Glover has over 30 years of strategic marketing experience. As consultant, Glover drives branding, economic development, tourism, and outdoor recreation initiatives for New Mexico communities. He encourages his clients to "brand bold." Glover is one of the state's foremost place branding experts and leader in advancing rural outdoor economies. He supported the launch of Farmington's Outdoor Recreation Industry Initiative (ORII) and in partnership with the city is driving the formation of New Mexico's first-ever outdoor recreation business association. He earned his MBA from the University of California, Irvine (UCI) and his BS in International Business at the University of Oregon. Glover is an avid mountain biker, his license plate reads: LUV2MTB.







HQ: Cortez, CO
Annual Revenue: \$66 million
Employees: 300

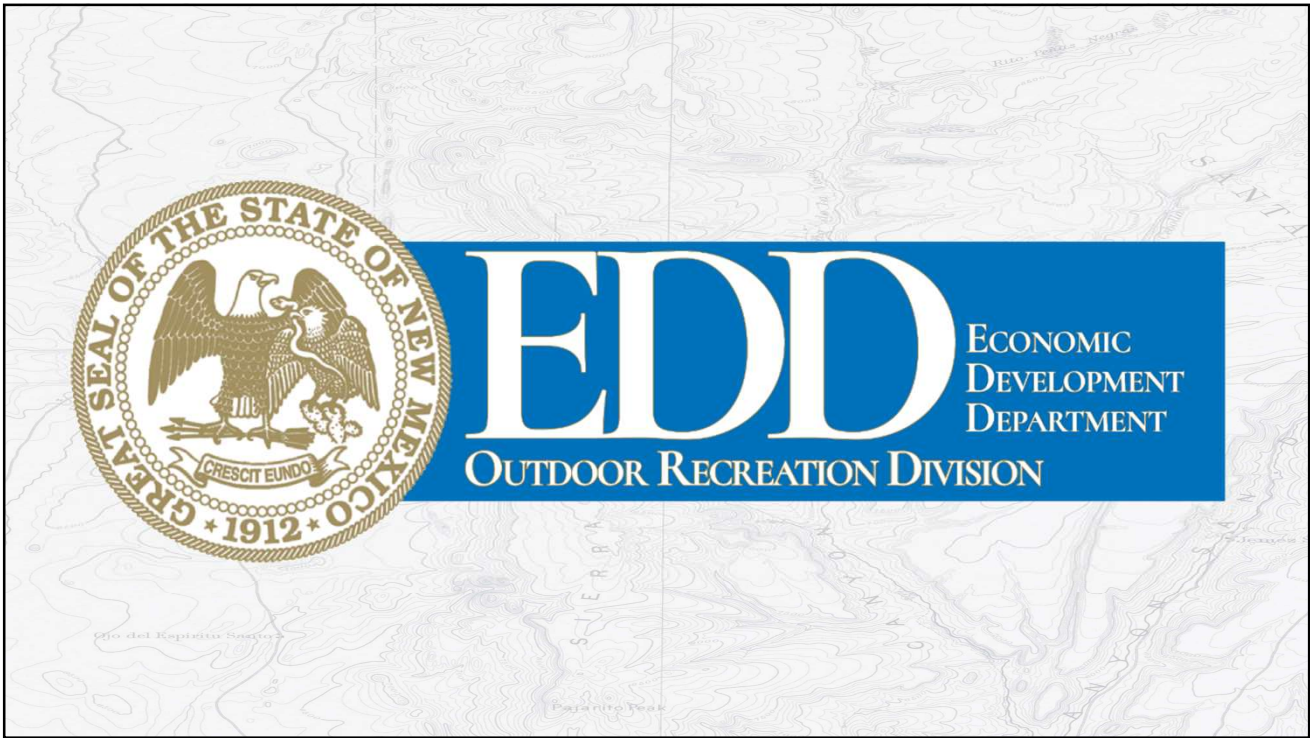


HQ: Steamboat Springs, CO
Annual Revenue: \$17 million
Employees: 161



**OUTDOOR
RETAILER**

- ❖ Youth today spend **7 – 9 hours** per day on digital device
- ❖ Youth today spend **7 – 9 minutes** per day outdoors





Land of ENCHANTMENT LEGACY FUND

ABOUT | WHO WE ARE | HOW THE FUND WORKS | TAKE ACTION






**TELL LAWMAKERS
PASS THE ENCHANTMENT
LEGACY FUND**



endeav**OR**SM NEW MEXICO

A force of nature



- ## Examples of Our Endeavors
-  **Member growth & sustainability**
 -  **Aztec HS OR Mentoring Program**
 -  **OR Day at the Roundhouse**
 -  **Tour Operators: PRC to DOT**
 -  **Los Alamos Rec-Tec Summit**

Outdoor Recreation State Leaders



A Closer Look

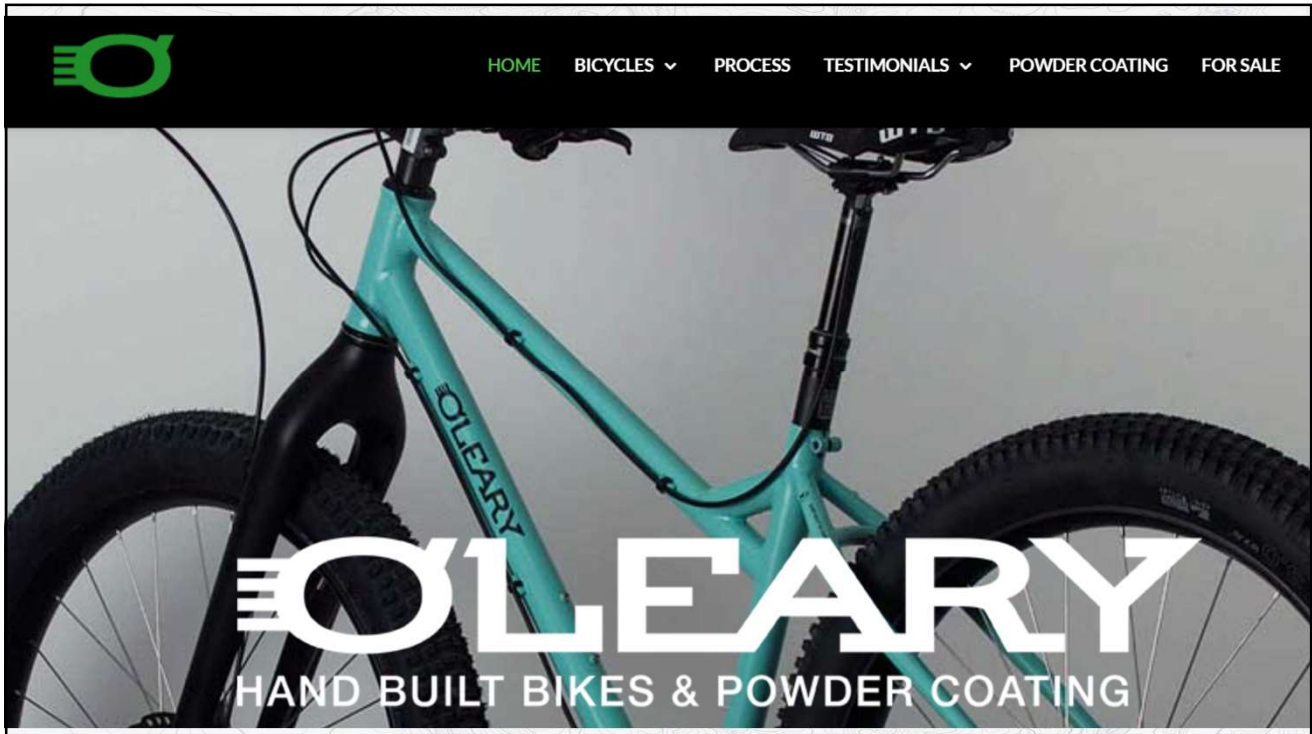
New Mexico's Cycling Ecosystem











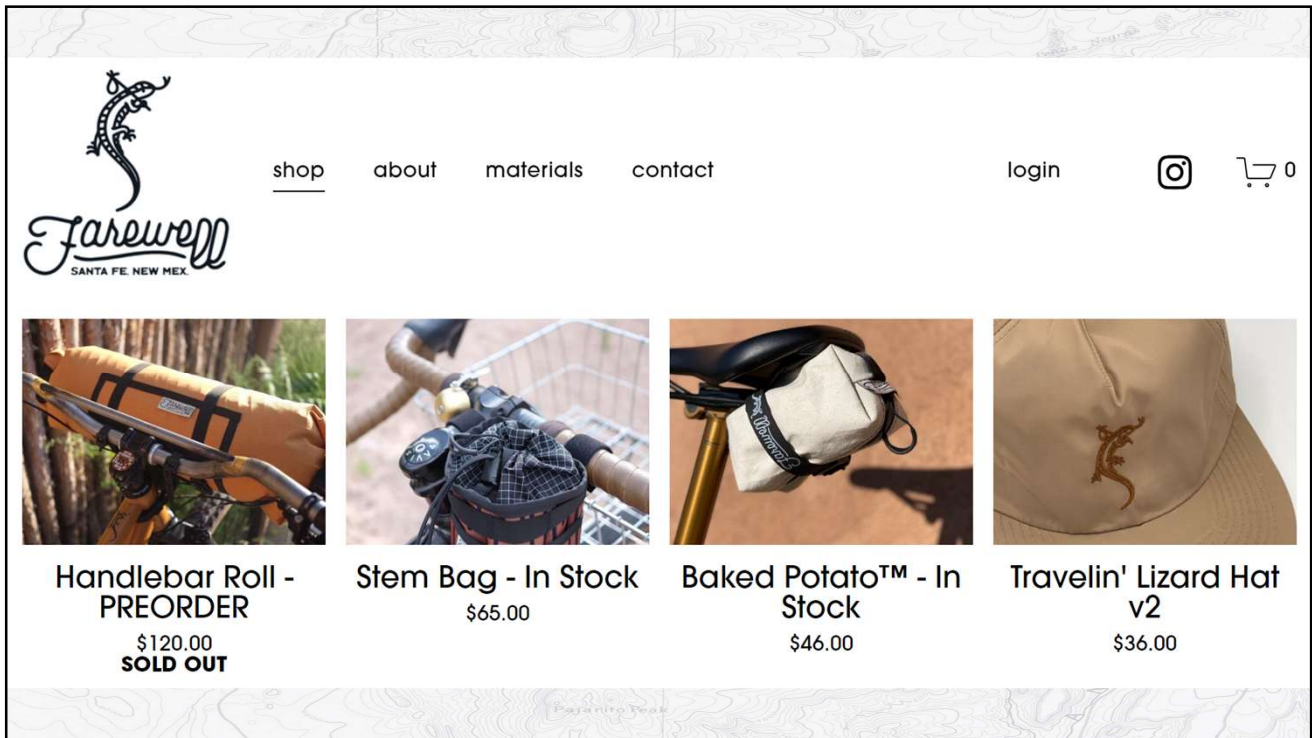
AlbuquerqueJournal

Gearing up: Small-scale cycling manufacturers move into NM

BY STEPHEN HAMWAY / JOURNAL STAFF WRITER
Friday, June 18th, 2021 at 1:21pm

**Forged in the Fires of Hell,
bent into pretty shapes in
Albuquerque**














Expanding New Mexico's OR Economy

-  **Continue to prioritize OR economy**
-  **Earmark \$\$\$ to economic side of OR**
-  **Insure OR businesses via state fund**
-  **Create cradle to career OR pathways**
-  **Support Los Alamos Rec-Tec Summit**



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