
OUTDOOR RECREATION DIVISION

YEAR I



EDD ECONOMIC
DEVELOPMENT
DEPARTMENT
OUTDOOR RECREATION DIVISION



OUR ULTIMATE OUTCOME

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

KEY PERFORMANCE INDICATORS

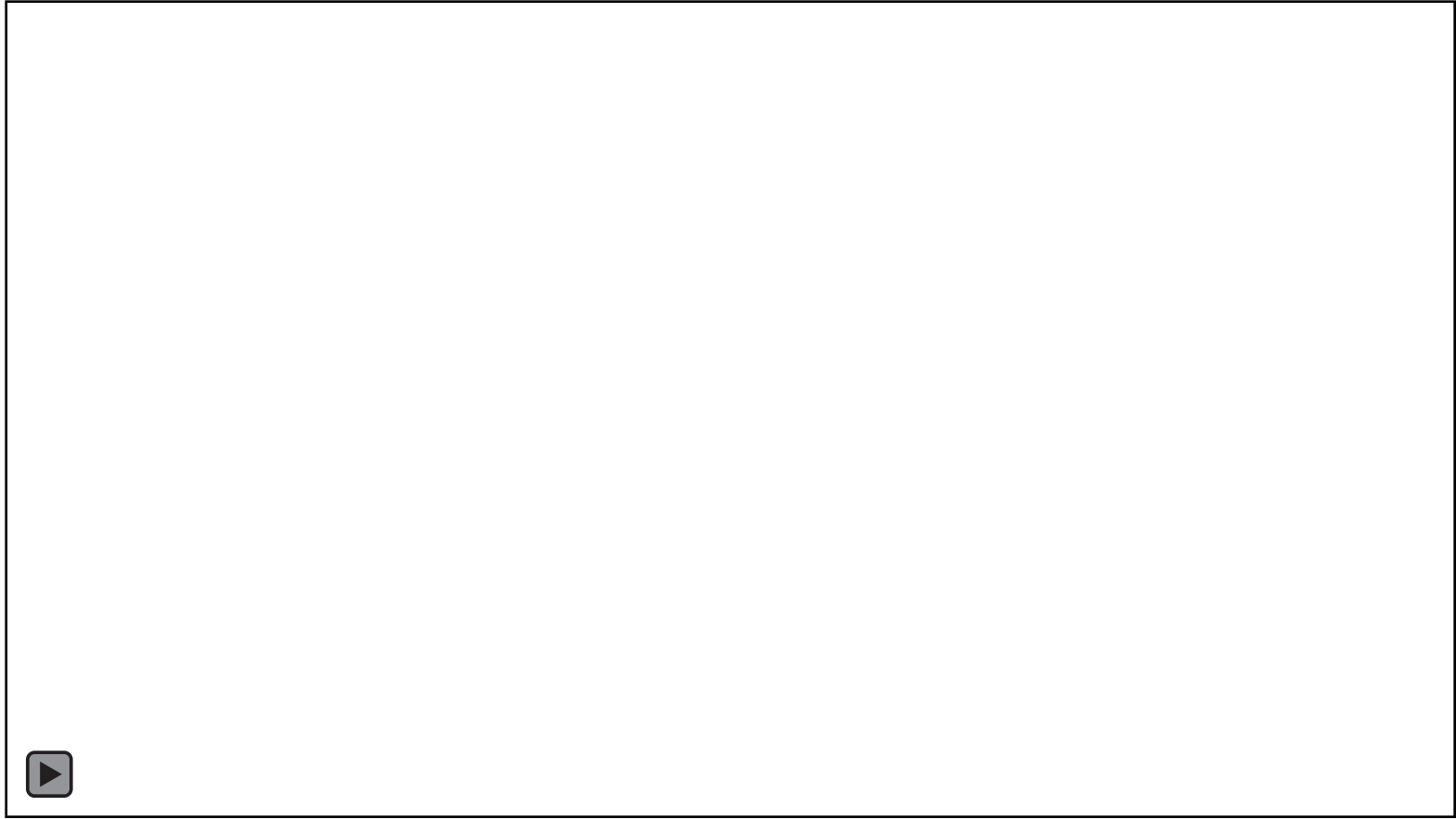
- Number of new **outdoor recreation jobs** created by ORD;
- Number of **outdoor recreation conservation and access projects** funded and/or led by ORD, including via the Special Projects and Infrastructure Fund grant;
- Number of **youth to benefit from outdoor education programs**, including via the Outdoor Equity Fund grant;
- The value of **earned and owned media impressions** for the ORD and/or New Mexico outdoor recreation.



JOBS

GROWING THE OUTDOOR ECONOMY IN NEW MEXICO IN ORDER TO ADD JOBS AND INCREASE WEALTH THROUGHOUT THE STATE





TACTICAL APPLICATION VEHICLES

Karen and Walt Wagner own Albuquerque-based TAV, which specializes in building expedition-ready vehicles for outdoor recreationists. They received funding for two shop jobs through the Economic Development Department's JTIP program in winter 2020.

HIGHLIGHTS



OUTDOOR RECREATION AND NEW MEXICO'S ECONOMY



- Illustrating the breadth and size of New Mexico's outdoor recreation economy;
- Investing \$100,000 in two outdoor incubators;
 - San Juan College: 4 new outdoor recreation businesses, **12 new employees**, \$260,000 in wages
 - CreativeStartups: **25 entrepreneurs** participated in online business training curriculum
- Creating jobs through JTIP;
 - Best Deal Retailer: **14 jobs** in January
 - Tactical Application Vehicles: **2 jobs** in January
- Recruiting new outdoor recreation businesses.

THE RADAVIST SHRED LIGHTLY

RADAR REPORTAGE BEAUTIFUL BICYCLES REVIEWS SHOP VISITS RIDES SHOP



*Bikepacking the Continental Divide Trail CDT in Northern
New Mexico / August 18, 2020*

"In terms of cities with a thriving cycling population, trail stewardship with the Fat Tire Society at the helm, access to expansive trail networks, and beautiful backcountry trails just a short pedal or drive away, it's hard to beat Santa Fe. When we were looking for a new home base, we had an extensive checklist and Santa Fe fit right into all those boxes. Plus the food can't be beat!"

– John Watson, Founder & EIC, The Radavist

Moved to New Mexico in spring 2020.



INTRODUCING NEW MEXICO'S FIRST
OUTDOOR RECREATION TRADE ALLIANCE

Boost in outdoor recreation is group's aim

BY GLEN ROSALES/FOR THE JOURNAL

Published: Friday, August 21st, 2020 at 3:58pm

Updated: Friday, August 21st, 2020 at 11:26pm

LOCAL

A new businesses alliance called endeavOR New Mexico aims to promote outdoor recreation

Hannah Grover Farmington Daily Times

Published 12:53 p.m. MT Aug. 24, 2020



1:32 ∞



HoneyMoon Brewery

38m • 🌐



We know so many of you have been hitting the outdoors during quarantine in our beautiful state.

It has been nice right? Chillin in the cool waters, warm sand in your toes, bringing the dog, getting the truck dirty..... Taking some cold hard booch and heading outdoors?

That is why we are so excited that outdoor recreation trade group, @Endeavor New Mexico is working with [New Mexico Economic Development Department](#) to bring more investment and advocacy into New Mexico's outdoor rec scene! Outdoor recreation activities represented by the alliance include camping, fishing, hunting, motorcycling, OHVing, snow sports, trail sports, water sports, biking, and wildlife viewing.

Thank you to everyone who made this happen. [MST Adventures, LLC](#) [505 Cycles Taos Fly Shop](#) [Bob King's Santa Fe Guiding Company](#) [@AlamogordoWhiteSandsKOA](#)

Photo Credit: @Amanda Zo Cobb



ACCESS & CONSERVATION

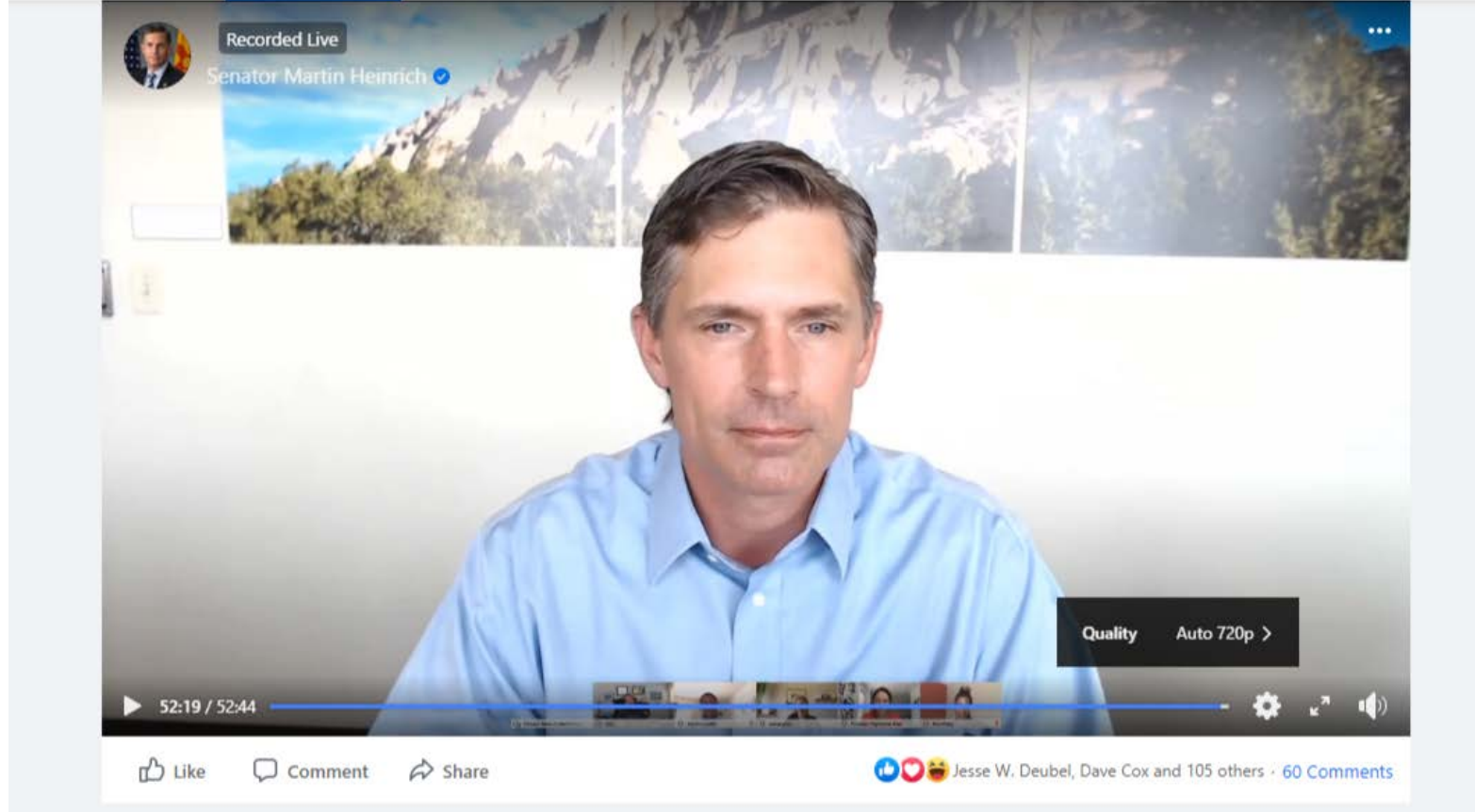
BUILDING ACCESS TO HEALTHY LANDS AND WATERS FOR ALL NEW MEXICANS



HIGHLIGHTS



- Administering the Special Projects and Outdoor Recreation Infrastructure Fund;
 - Pilot grant program launched this month, with award announcements planned for late September.
- Connecting New Mexico projects with federal dollars;
- Petitioning to protect 150 miles of waterways in the state;
- Championing bedrock conservation policy, like the Great American Outdoors Act.



HEINRICH AND OUTDOOR RECREATION DIVISION HOST VIRTUAL FORUM ON HOW N.M. STANDS TO GAIN FROM GREAT AMERICAN OUTDOORS ACT



EQUITY & EDUCATION

DEVELOPING PATHWAYS FOR YOUNG NEW MEXICANS TO ACCESS AND WORK IN THE OUTDOORS



HIGHLIGHTS



- Administering the groundbreaking Outdoor Equity Fund;
 - 84 applications with a total ask for funding of **\$1,025,622.85**. If fully funded, the OEF would get *almost 36,000 young New Mexicans outside over the next year.*
- Steering a Cradle-to-Career Statewide Outdoor Education Strategy;
 - Made possible through a National Park Service grant, this Advisory Committee is made up of 17 education and workforce development leaders.
- Awarding \$10,000 to the Silver Stallion nonprofit.



THE MOBILE RIDE CENTER

Created by Gallup-based nonprofit Silver Stallion, the Mobile Ride Center will travel throughout Gallup and Navajo Nation to repair the bikes of kids who have been unable to drive to a bike shop due to the pandemic. Silver Stallion Director Scott Nydam is joined by professional World Tour bike mechanic Myron Billy (Diné).



PROMOTION

ESTABLISHING NEW MEXICO AS A WORLD LEADER IN OUTDOOR RECREATION



HIGHLIGHTS



- Earning media for ORD and New Mexico's outdoor recreation opportunities;
 - **60+ earned articles** since fall 2019
- Building digital portfolio for ORD;
 - Over **1,778 social and newsletter followers** and **713% growth in unique visitors** to the ORD website year over year
- Featuring New Mexico in dozens of national publications, including Associated Press, SNEWS, Outside Online, Men's Journal, REI Co-Op Journal, and more.

ADVENTURE

Trail Etiquette: Avoiding Outdoor Confrontations During the Pandemic



Gear > Camping



A Trailer Is the Perfect Ski Home Base

Friends of Outside Axie Navas and John Clary Davies spend their weekends camping in the parking lot of Taos Ski Valley, New Mexico. In this episode of The 101, Bryan Rogala gets a tour of their Taxa Cricket trailer to learn more about life on the lot.

Edited and Produced by Bryan Rogala Feb 26, 2020

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Outdoor Recreation Grants Fuel Events Around New Mexico

The New Mexico Outdoor Recreation Division has announced the first wave of events funded by new outdoor recreation incubator grants.

By Associated Press, Wire Service Content March 2, 2020, at 11:09 p.m.



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Reinventing Questa, New Mexico

AMANDA LOUDIN | FEBRUARY 16, 2020

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11 VOTES SO FAR

Surrounded by natural beauty, this New Mexico town is trying outdoor recreation on for size.

NM's outdoor recreation is thriving

BY STEPHEN HAMWAY / JOURNAL STAFF WRITER

Published: Friday, February 21st, 2020 at 10:10pm

Updated: Saturday, February 22nd, 2020 at 12:02am

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David Ryan, co-author of "60 Hikes Within 60 Miles: Albuquerque – 3rd Edition" hikes with his dogs at Canada del Ojo, near To'Hajilee. (Robert Browman/Albuquerque Journal)

Outdoor recreation, ranging from skiing to golfing, contributes \$2.3 billion annually to New Mexico's economy, according to a recent study commissioned by the state's new Outdoor Recreation Division.

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