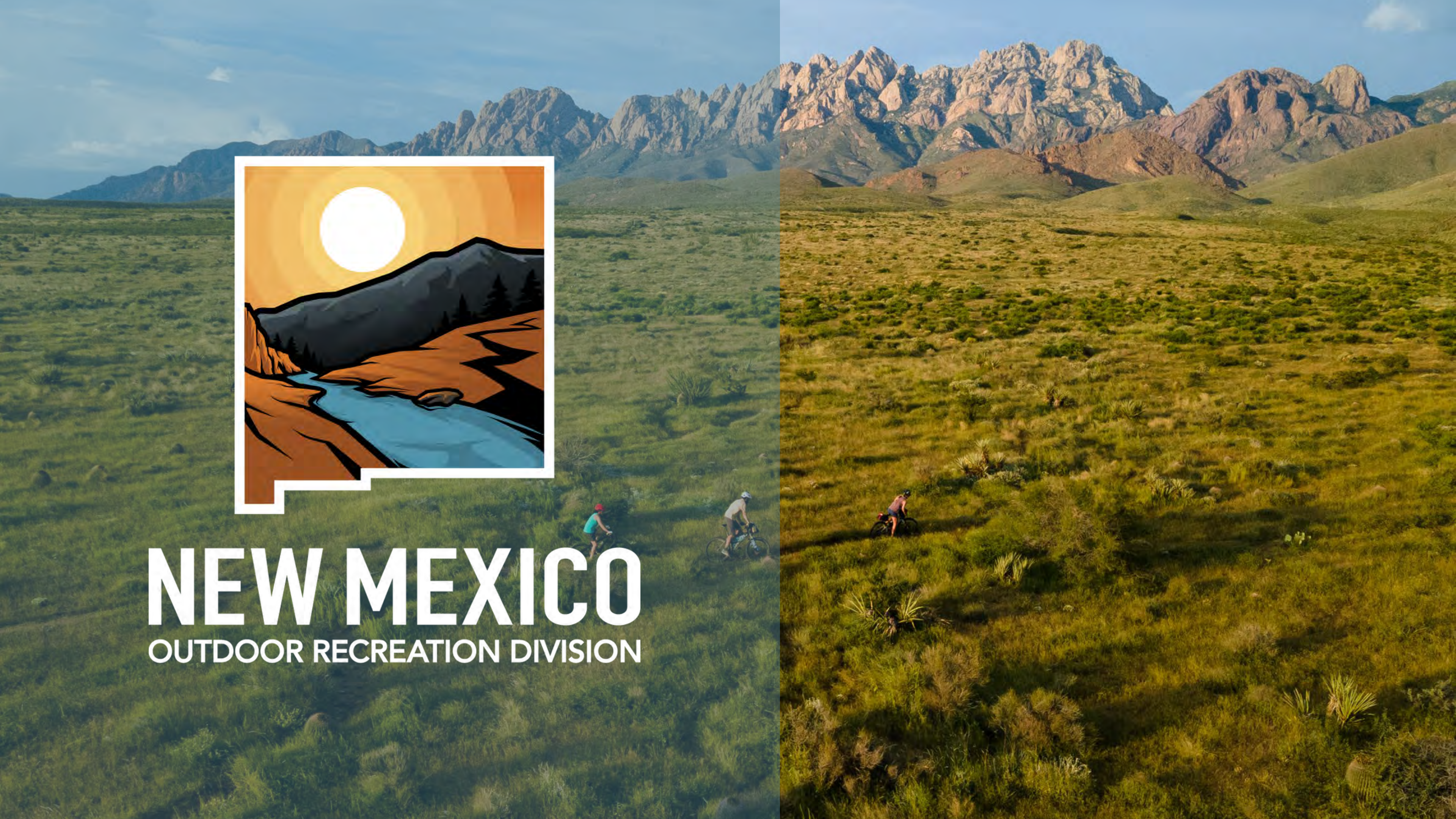




NEW MEXICO

OUTDOOR RECREATION DIVISION



ORD TEAM



Karina Armijo
Director



AJ Jones
Deputy Director



Carl Colonius
Outdoor Recreation
Planner

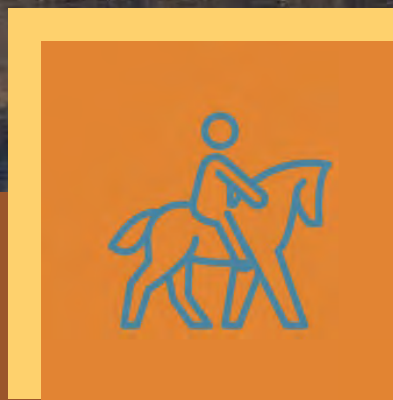
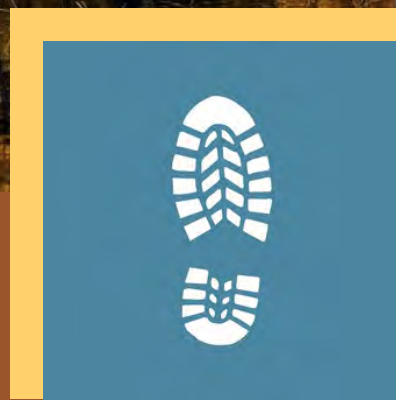
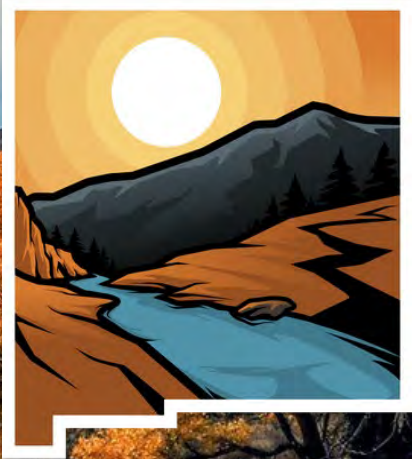


OUR MISSION

The New Mexico Outdoor Recreation Division increases equitable access to the outdoors for all New Mexicans, ensuring healthy outcomes, environmental stewardship, and economic prosperity.



ORD CORE VALUES



SUSTAINABLE ECONOMIC DEVELOPMENT
EQUITY & ACCESS
EDUCATION
CONSERVATION & STEWARDSHIP
PUBLIC HEALTH & WELLNESS



OUTDOOR REC DATA

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

According to a U.S. Bureau of Economic Analysis (BEA) report in 2022:

- New Mexico's outdoor economy contributed 1.9% (\$2.4B) to the state's GDP.
- It employed 27,977 New Mexicans (3.2% of total employment), with \$1.1B in income.

BEA 2022 report shows OR contributions are the highest for GDP and compensation in NM since the BEA began calculating data on the OR economy.



OUTDOOR EQUITY FUND

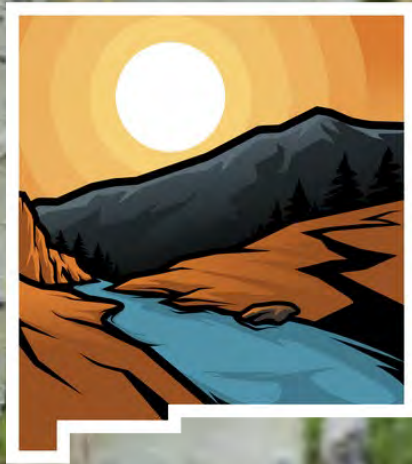
The Outdoor Equity Fund was created in 2019, a first-of-its-kind grant to help underserved youth get outside. The fund has now granted nearly \$5.7 million to nearly 250 programs that have introduced over 72,000 young New Mexicans to the outdoors since its inception in FY21.

Round 1: \$1,703,039.23 to 52 programs in 16 counties.

Round 2: \$1,052,347.10 to 30 programs in 12 counties.

Round 3: \$955,142.23 to 32 programs in 14 counties.





OUTDOOR RECREATION TRAILS+ GRANT

The Trails+ Grant has provided over 147 grants worth \$15,125,649 in funds in 29 New Mexico counties since program inception in 2020. Average distribution per quarter since Q2 2022 is \$1.75 million.

Round 5: Closes June 30.

FY24 TTD: \$7,627,573 to 57 projects





OUTDOOR MARKETING GRANT

Supports investments in outdoor recreation marketing programs and event sponsorships statewide.

One-time funding: \$800K EDA/ARPA with Tourism Dept.

Eligible applicants: Communities & non-profits.

Distributed once with grants ranging from \$10k-\$30k.

New ORD grant program.

FY24: \$873,872 to 41 awardees.

63% in rural areas in 17 counties

10 events & 31 marketing efforts

ADDITIONAL EFFORTS

- Conservation - Outstanding Natl Resource Waters
- OR Business Growth Accelerator Program
- Cradle -to -career Outdoor Industry Strategy
- Annual Adventure Pitch
- Business Development Support
- Community Development Support
- Paid High School Internships
- State OR Business Alliance
- OR Business Marketing





PINCH POINTS



- Public Safety (NM Search and Rescue)
- OR business assistance for a wide range of sub-sectors
- Lack of higher education programs for workforce
- Infrastructure improvements to support increased visitation



STAY IN CONTACT



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