



# STATE OVERVIEW: NEW MEXICO



- **Office Created:** 2019
- **Created by:** Legislation
- **Signed Confluence Accords:** 2019
- **Agency:** Economic Development Department
- **Funding:** General Funds
- **Advisory Board:** 15 members
- **Population:** 2.115 million

- **Top Outdoor Industries:** RVing, Boating/Fishing, Snow Activities, Equestrian, Motorcycling/ATVing
- **Top Outdoor Destinations:** McCauley Warm Springs, Rio Grande, Gorge Bridge, Ghost Ranch, Valles Caldera, Taos Gorge

## BRIEF HISTORY

Governor Michelle Lujan Grisham signed New Mexico's Outdoor Recreation Division into law on April 2, 2019. New Mexico's Outdoor Recreation Division is tasked with increasing outdoor-recreation-based economic development, tourism and ecotourism, recruiting new outdoor businesses to relocate to New Mexico, and promoting education about outdoor recreation's benefits to enhance public health. Also written into the law was the first-ever Outdoor Equity Fund, a grant intended to help disadvantaged youth get outside.

## STATE SUCCESSES



**The Land of Enchantment Legacy Fund:** The State of New Mexico created The Land of Enchantment Legacy Fund. This permanent trust fund will fund programs prioritizing land and water stewardship, forest and watershed health, outdoor recreation and infrastructure, agriculture and working lands, historic preservation, and wildlife species protection.



**Adventure Pitch:** In partnership with Central New Mexico Ingenuity's Startups and Small Business team, the Division held another entrepreneur pitch event called the Adventure Pitch. They invited startups with high-growth potential and a core offering that touched outdoor recreation, the environment, or health and wellness to apply to this premier startup pitch event for outdoor companies in New Mexico.



**Outdoor Youth:** Through the Outdoor Equity Fund, the Division has granted over \$5.7 million to nearly 250 programs, introducing more than 72,000 young New Mexicans to the outdoors since its inception in FY21.

### The Outdoor Recreation Economy Impact in New Mexico

**Direct Jobs:** 27,977

**Wages and Salaries:** \$1.1 billion

**Total Outdoor Recreation Value  
Added:** \$2.4 billion



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