

# New Mexico Outdoor Recreation Division OR Business Survey Supporting Information

June 2024



**NEW MEXICO**  
OUTDOOR RECREATION DIVISION

## OR SURVEY SUPPORTING INFORMATION

The following pages contain all responses to the open-ended survey questions as well as the survey questions.

### Q21 - What is the one thing ORD can do to assist your business to be more successful?

Just one? :) You could offer incentives to help new businesses with startup costs, attending trade shows, international research/trade missions, travel costs to evaluate suppliers, and legal costs of regulatory compliance. You could partner with a lender for lowering the collateral requirements of a loan (beyond the NM CAP) or offering preferred rates to OR startups. You could defray the cost of getting a retail site or warehouse or open your own building that offers below-market rates for office space, workshop, shared resources, and a showroom (this would be really fun). Create your own version of the STEP Grant without the made-in-America requirement (not realistic for most OR gear makers).
Fully fund the state parks and related recreation areas; some clearly show a lack of upkeep and investment.
Include more horse industry businesses in events
Work with NM True/NM Tourism dept to get photos of our groomed ski trails incorporated into their promotional materials.
Create a "binder" of contacts for commercial operating permits with contacts, and office locations for ask the federal lands in New Mexico.
Assist state agencies be with permitting for wildlife viewing at places like Bernardo that only recognize nonprofits and hunters as "commercial" operations. Advocate for the building of infrastructure like restrooms at trail heads. Increase the ease of commercial access to our outdoor spaces.
Partner in creating more outdoor infrastructure, partner with tourism departments to expand marketing, and outreach to clients
Finding good talent and workforce is challenging!
Help the non-profits organizations involved in outdoors here. They don't need a lot of money but the money will go far to support the industry.
Help us figure out getting facilities in Rio Rancho. Especially basketball. The school district has taken away all summer use of basketball facilities. We could still operate if there were nice shaded outdoor courts too!
work to develop statewide cycling network-
Help with consistent gov regulations of tour operators.
keep the land owner tag system alive
Help with AFFORDABLE Insurance!
Insurance for equine activities
Increase outdoor infrastructure such as finish trail projects, educate students of use and benefits of outdoor activities. Lobby for laws and education for cyclist safety on public highways.
Continue to promote outdoor recreation as an economic driver
Low interest loans
Assistance developing school apprentice / trade programs (electricians, welders, mechanics, hospitality professionals); Assistance with workforce housing and public transportation initiatives. Funding opportunities for marketing initiatives for outdoor rec industry.
Partner

Establish Inter government agency channels to transfer funds or accept existing project SCORPs from traditional OR entities within the State. Prioritize diverse-led businesses. OR businesses are largely white-led and not inclusive.
Easier permitting for events
Increase acknowledgement of agritourism as an outdoor rec opportunity and include us in OR development projects.
Do not over regulate.
continue to partner and collaborate
Workforce hiring and training
Develop adequate funding sources for outdoor recreation to collaborate, tell their stories, reach out to interstate and international markets, and promote opportunities for authentic experiences.
We have been donated 66 acres of marshland habitat and I need assistance with the land transfer for program use.
We are all set for this year. We had amazing help from you in 2023.
Statewide promotion, funding for infrastructure installation, land allocation, or introduction into new communities that might not have disc golf yet for the opportunity to introduce the sport, opportunities to help grow the sport statewide, partnership in school or community outreach opportunities, Disc golf is the perfect NM outdoor sport. With a low point of entry in equipment cost and most courses being free to play, NM kids and adults can get outside and recreate as much as they like.
Help create an atmosphere that NM is not a Desert. Create an awareness of winter/mountains/snow.
Help with strategic planning and funding for long-term growth
A reliable accountant/bookkeeper
Sponsor my website which has provided hundreds of New Mexico based outdoor recreational articles and photos to the public for free for over 20 years.
Help develop camping area, maintain healthy wildlife habitat programs, other trails
Get a seasonal designation for employees of seasonal business so that our unemployment rate is not so high.
Statewide marketing emphasis on OR
Assist with more grants for youth outdoor education and connecting me to nonprofit organizations, government entities, and schools that I can partner with for outdoor youth education.
Get the greedy lawyers out of the insurance companies' pocket
Helping with Commercial Real Estate. Hard to come up with \$6 million competing against China.
Helping find funding
Marketing Awareness
More focus on helping the OR businesses and less on equity and social funding. Money is being given in the form of grants to "non-profits" who are actually competing with OR businesses.
Advertising the San Juan River Nationally as a destination for Fly Fishing!
Help in funding with grants or other sources.
Funding
Marketing local NM businesses
One of the things holding us back is being unable to hire new employees. Since the pandemic it has been terrible working with work force solutions and help New Mexico. We really need the OJT program, no one does what we do around her so we have to train. For the first 3 months to 4 months we take one person out of production to train new person. We are already short handed and so that just slows us down more. In the last 1.5 months we have gotten 9 candidates from Indeed, not one from workforce solutions. 1st set of candidates we set up 6 interviews for 2 positions. 1 person showed up for the interview.
better marketing for tourism

Support the building of more public skateparks and pump tracks
Help communities across the state to understand they all have the ability to grow the outdoor recreation economic sector.
Financial and Real Estate support plus easier outdoor permit applications
Promotion
Marketing / public relationships/ events
Professional support services
There are zero grants for 'for profit' business. I realize grants for nonprofits are important however most of these nonprofits and projects being completed are not creating tourism revenue and / or tax dollars from outdoor Rec. From what I have seen they are mostly local nonprofits that are focused on local people. All of which is extremely important, however this leaves businesses operating in the outdoor rec space with nothing. The businesses are the ones generating tourism and tax revenue from outdoor recreation but there is no support for business from the outdoor Rec department.
There are zero grants for 'for profit' business. I realize grants for nonprofits are important however most of these nonprofits and projects being completed are not creating tourism revenue and / or tax dollars from outdoor Rec. From what I have seen they are mostly local nonprofits that are focused on local people. All of which is extremely important, however this leaves businesses operating in the outdoor rec space with nothing. The businesses are the ones generating tourism and tax revenue from outdoor recreation but there is no support for business from the outdoor Rec department.
Provide secure lockers for clients to pick-up and drop-off packaged gear and supplies for self-guided hiking or backpacking.
Assist EXISTING companies in getting permits, promoting outdoor adventures in New Mexico, and supporting our marketing efforts. I am SO damn tired of New Mexico being focused on promoting new business. It can be done in conjunction with helping existing businesses.
Realize that Elephant Butte State park is a vital part of most businesses within the city, as well as businesses in T or C. It would be a great benefit to all businesses if the lake were kept at a consistent level, even if at the twenty five to thirty percent level.
Guest ranches do not have a good spot in advertising. We are classified as a hotel or attraction and we are neither.
Facilitate partnerships with other OR businesses, department of tourism, local and state gov
Employee housing solutions are a big issue.
Access to grants
Ease up on grant applications. Not all groups have access to grant writers.
Get rid of all the fallen trees from the wind storm a few years back. It hampers natural beauty and continues to be a fire hazard.
Continuing to bring to our attention & educate us on the opportunities for non-profit funding/grants that we may be eligible to apply for.
keep multi use trails safe for horseback riders
Help with marketing.
marketing, advertising insurance
Advocating at the State level for maintenance of existing infrastructure as well as adequate manpower to enforce that users of the public lands are held accountable for their misuse.
Assist the next stage of PRC vs NMDOT for Tour Operators. Provide more marketing opportunities to collaborate on beyond NM. Cultivate more platforms that aid in Outdoor Leadership for our Tour Guides, Woman Business Owners to find more alliances, and Events that are not scheduled during busy operational season that address Educational Land Stewardship. Assist with more designated bike paths/routes for operating safe e-bike tours in Santa Fe and Taos.

Continue to promote the outdoor recreation industry, so we can continue to support the communities youth by introducing them to snow sports. Support our Ski Swap. Movie nights and events that promote youth activities.
Access to development resources
Help manage federal and local regulatory agencies to be more open to expansion of business
Just continue pushing Outdoor Rec in NM
Cycling struggles with driver inattention fears, and not just in NM. Wider shoulders and traffic separated bikeways would help boost public confidence in sharing the road.
More and differing OR activities that would increase tourism overall in the state
Promote NM as an OR destination
Startup funding.
Collaborate
Grants to start and expand infrastructure
Help create partnerships with the Navajo Nation to do overnight multi-day rafting on the San Juan River from Shiprock to the Four Corners.
Partnership
Lobby the State to lobby insurance companies about insurance rates.
Help with expansion red tape
Promote outdoor recreation in New Mexico
Focus on building locale-based support networks for each industry, then interconnecting each network with the others, then utilizing those networks for a cohesive, industry-built effort to engage, educate and inspire the general public to get outside and try something new – helping people find what they love by not ONLY courting the existing outdoor industry and 'core' audiences, but helping companies refresh their messaging and widen their reach to interact better with people who are new to the outdoor industry.
Marketing

## **Q22 - What is the one thing New Mexico should do to grow the state's outdoor recreation economy?**

Focus on the bottom with incentives for brand new startups to get off the ground. Help them foster and grow and some of them will emerge as major companies.
Fully fund the state parks and related recreation areas
More mentorship and training to grow the industry
Continue supporting OR businesses with financial aid (grants) and other services (legal, tax, advertising, etc.).
Build additional infrastructure like restrooms at trail heads via grants specifically earmarked for that use and include some funds for upkeep in the grant once it has been built to encourage its maintenance.
invest in outdoor infrastructure, open up an easier process to obtain permits.
Engage businesses in smaller communities and towns or help them grow into those smaller places to help grow OR in underserved areas.
Help build the infrastructure, help cut through the bureaucracy, help coordinate all the different land owners. Push public landowners to support recreation by being proactive. Get the non-profits involved. The process for accessing guiding permits on public land should be streamlined. Right now a professional guide must get individual permits and some forest districts are not issuing them or have made the process very cumbersome.
Work with us hand in hand to expose children who are already willing to be outside, to other outdoor opportunities of engagement and fun! We have over 68,000 members

attract/educate more participants with developed "attractions" i.e. trail systems, climbing areas, etc.- look at successful destination communities embracing this for concepts. Moab, Sedona examples
make state, BLM and federal permitting easier to secure and update antiquated system to online applications, renewals and paperwork.
Market to out of state tourists.
Relationship with rural partners
In Cibola County is to finish projects to encourage tourism.
Fix existing infrastructure in current parks and facilities
Continue to partner with the state's Tourism Department to promote our outdoor recreation assets.
Increased focus on seasonal employee recruitment, housing and public transportation. Event infrastructure. Marketing \$ spent to increase awareness of NM Outdoor Rec (specifically the ski industry and alpine recreation).
Expand parks to equine
Help support the increase the cost for permitting access in public lands managed at a State Level. The existing Cost Benefit matrix is beyond disproportionate.
Have regional recreation roundtable discussions
Prioritize outreach to BIPOC & Queer communities and not only try to attract out of state people
Get locals out first
Once again do not over regulate
support engagement of local people; promote higher pay in the outdoor industry so that those who live in the state don't become second tier citizens in a service industry that caters to upper middle class and upper class tourists. Work to protect water resources, biological diversity, equity, and community development for a sustainable future.
I feel that multi-use paths are vital to improve quality of life for towns and at the same time add outdoor economics to communities. The benefits that I have seen are worth the expense to build and maintain. We did a tour through Colorado. Every night when we stopped, we hopped on our bikes and got on the path or river walk for a great ride. Loved it! Came home to New Mexico and wondered when we would ever get some multi use paths. We also spend two weeks in Tucson every year. Why? To ride on their 100 mile + multi use path!
Improve communication across sectors; foster collaborative communities.
Keep up the funding and support.
Advertise on the east coast.
We need an introduction to outdoor recreation classes, touring the state, and bringing teachers and equipment to all the small towns across the state. Show the public how to get outside and where to get outside; kids and adults might not even know they like or enjoy a recreational resource until they try it.
Continue marketing programs
Offer grants to the outdoor industry
Encourage and assist local outdoor recreation businesses to create and maintain websites, advertise online and engage in the digital market. Provide low cost advertising for these businesses in state publications such as New Mexico magazine.
create more awareness of all the areas that guest can go. I think we have some hidden gems.
Help to get the residents to embrace the non-resident customer
Pressure on BLM and USFS for more access and national marketing campaigns
Help to grow the outdoor equity grant program and provide a website that entities can use to find businesses to partner with on grants. Host free or low-cost conferences to connect philanthropic organizations, businesses, non-profits, government entities, and schools to incubate collaboration.

Improving the perception of New Mexico. It is forward thinking, it is safe, it has beautiful deserts, mountains and high plains. It has culture, it has wilderness.
Be supportive of one another
Hub of resources
Building more destination type attractions. Funding for OR businesses not just manufacturers and non-profits.
Market NW NM in the 4 corners region of all 4 states.
NM is primed to take advantage of OR tourism and becoming a residential destination for OR enthusiasts. Need to increase state budget to ORD for: trails, campgrounds, infrastructure (Bathrooms and shade), OR Gap Analysis reports, etc. Add additional support staff to ORD. Work with BLM to support NEPA and development costs for Trails. Expand game and fish or OR Wardens to provide for much needed enforcement on trails for all users and to better police illegal dumping. Encourage community planners to incorporate trails into development plans to connect residential areas with schools, parks, etc.
Advertise NM nationally as the spot for outdoor recreation!
Try to get BLM and NMDOT to be more supportive.
Allow Content Creators like myself to have more access to information and allow drone footage to be utilized and shown in creators content.
Grants, recognition and networking.
Help with infrastructure. Coordinate with BLM, USFS, Cities, Counties to build, campgrounds and access. Also we need affordable housing.
invest: in trailheads, signs, bike lanes, portapotties, parking, cleanup, etc.
more exposure
Engage the Forest Service to build more multi-use trails
More Skateparks
Proactively engage youth to become aware of career opportunities in the OR sector.
Create more sustainable infrastructure for trails like MNT Biking, Climbing and Hiking. More marketing nationwide. More stated provided shuttles to outdoor recreational areas. Like the two ski areas. More shuttles like the blue bus in Santa Fe.
Focus more on it
Solve housing issue for OR workers
Bring out of state people to enjoy all that NM can offer.
Promotion/advertising NM for OR
Invest in business operating in state. Provide some grants for these business to market and grow. It just in nonprofits. Business driver tourism, both form local and out of state visitors. Also, most of the outdoor rec business are seasonal, meaning they have to make their money in a much shorter amount of time than a regular business. Having some access to grants would help these businesses boost their business during the season all time.
Invest in business operating in state. Provide some grants for these business to market and grow. It just in nonprofits. Business driver tourism, both form local and out of state visitors. Also, most of the outdoor rec business are seasonal, meaning they have to make their money in a much shorter amount of time than a regular business. Having some access to grants would help these businesses boost their business during the season all time.
Certification program for guides.
Develop trails, market outdoor recreation as a key tourism draw (versus bringing visitors to the Plaza to eat, drink and buy expensive jewelry and paintings). New Mexico has as much to offer as AZ, CO, and UT but we spend so much less on bringing people here to enjoy the outdoors.
More consistent advertising with this state's outdoor recreation as the center piece.
Open and maintain forest roads. Advertise.
Create better infrastructure

Put pressure on those that manage public lands to allow more development and recreational opportunities on those lands.
If there is a way to help with better parking and trailhead amenities as well as new trails, that would be helpful. Most trails we take children to during our programs do not have good/safe parking, etc. We also somehow need our local community to buy into the idea that increased outdoor recreation is for the physical and mental health benefit of locals, too.
Get republicans in office
Get the FS and BLM off their butts to build sustainable recreational trails, install vault toilets, install signage, and create user-friendly, ADA-compliant trail systems.
More expos in rural areas promoting NM as an outdoor recreation hub
Expanding the off and on-road cycling infrastructure [and services that would follow] could continue to grow our Outdoor Rec economy exponentially. None of us want NM to be the 'next Moab'. However, a well-planned & managed cycling economy could do wonders for NM Outdoor recreation and tourism.
Support programs getting kids outside
Pass legislation that reduces the risk of lawsuit to help lower rates, especially Workers comp
Organization. When exploring outdoor opportunities in Colorado, Arizona, Utah...they are highly organized and have apps with statewide trail maps, lists of businesses, etc.
Tend to the infrastructure in place first. There are many barriers with our Land Management that needs attention and stewardship for operators to obtain permitting. Ensure mindfulness around the impact of growth.
Infrastructure that supports the industry- parks, hotels, access to recreation areas, transportation to and from Taos to the areas.
Market NM Outdoor opportunities in New Mexico to New Mexicans and surrounding states
Clean up the communities and make them more attractive - work with local governments to take down unsightly buildings and build trail networks, increase signage for local trail and outdoors opportunities, develop grants that help build infrastructures such as stores and outdoor suppliers in rural communities, highlight New Mexico as a SKI destination (so many people just think desert), improve the reputation of the outdoors as a draw, highlight Alpine and cooler environments in the summer. Lots of things.
PROMOTE! People don't even know NM is a state.
One thing: more safe place for riders of all abilities to ride. Other things: Road events like Santa Fe Century and Day of the Tread could benefit from State help in marketing. MTB destinations could use signage like you see on 550 near San Ysidro announcing the White Ridge trails. A well organized Gravel ride/race in NM could easily become the biggest cycling event in the state. National NM True campaigns are a great way to talk about NM cycling opportunities.
Conservation, Infrastructure and Marketing/Advertising of OR activities
Increase visibility and access to the outdoors
Trail development and supporting trail head infrastructure for hiking, biking, equestrian as well as use of county and forest roads for OVH. Host major industry events.
Resources for public use pertaining to the outdoors.
Get rid of the governor and lessen regulations
Create opportunities for attracting more clientele to tourism industries in Farmington, NM.
Information and marketing



The State needs to lobby insurance companies to provide coverage for what a particular business does. For example, a business that provides tours or activities for groups of 8 or less guests should not have to pay the same amount of liability insurance as for companies providing activities for large groups. A company that transports 10 or less guests should not pay the same commercial auto insurance premiums as a business providing bus tours. This is why there are so few businesses that provide transportation.
Awareness
Good images of hiking, biking etc.
See above – better integration and community-building both within and outside of the outdoor industry. Even businesses in the same industry and town rarely interact as they're focused more on competition with each other than building and fostering community as partners in growth – it has to change, and it will only change when truly serving customers and the general public is prioritized over sheer profit, personal gain and greed.
Also: hold business owners accountable for doing shady things, like exploiting (or stealing from) the JTIP program, underpaying employees and abusing/harming their workers and staff.
Invest in kids: so they develop their own skills, agency, vision and motivations live well and thrive within the industry and economics. I think the OR economics in our region will thrive when a younger, local generation of young adults/adults take it by the reigns; folk who grew up in a place and who want to protect, and have intimate visions for it.
Build more trails
Continue to invest in OR infrastructure and programs

**Q23 - What emerging trends or opportunities in the OR industry are you excited about or preparing for?**

More new outdoor businesses are launching every year than ever before, with specialization being a key aspect of their business models.
Chatbots and related technology in planning for recreation
Outdoor classrooms!
Additional Trails+ Grant funding (our Sandia Nordic Ski Club was just awarded our 2nd Trails+ Grant).
new collaborations with other local outdoor companies and investing in infrastructure
Highlining community seems to be growing here!
I am excited about the prospect of either the City of Albuquerque or the City of Rio Rancho one day letting us run their youth sports for them since it's what we eat/sleep/breathe. This has happened many places throughout the country where they let a professional do a better job at serving the community
"national scale" trail systems
not sure
Not sure.
Eco-tourism
The continued growth in the awareness of our vast outdoor resources.
the increase of more and more people being able to work remotely allowing folks to live where they recreate
Increased summer recreation at the ski areas.
More equine trails to ride

Gravel biking, Mountain biking.
Because of Covid-19, more jobs are transitioning to remote, so people are taking more opportunities to participate in outdoor recreation.
Centering BIPOC youth and families in OR activities and making them accessible to all gravel bike events and Bikepacking
next generation engagement; identifying alignment between STEAM (science, tech, art, math) and the outdoor industry
In-depth cross-cultural sharing as part of experiencing the outdoors, events and festivals that are multi-disciplinary, inter-generational, and community-building,
Every new season we get new opportunities for our youth.
Gravel Cycling & Bikecamping.
Outdoor education related to climate change and environmental challenges
none at this time
The EV outdoor recreational vehicle revolution.
Opportunities to give our guest unique experiences that involve outdoor recreation
The growing of disadvantage youth outdoor education and equity programs.
Gravel Riding, more river access for rafting, tubing, fishing. Safe biking access.
People working together businesses working together
Travels, open space, how we are keeping areas cleaned up
electrified bikes and electric motorized sports.
River access trails, white water parks, mountain bike parks, unique hiking experiences.
Newly retired people looking for Outdoor recreational activities. Fly fishing for me but the amount of newly retired people in good health with financial freedom looking for things to do is growing every year.
The EXPLORE Act
Not sure this is a trend, but involving more females in outdoor recreation. We are planning on taking a Girl Scout troop tenkara fishing.
Not sure. I think we need to get a bit creative.
I unfortunately do not know of any emerging trends
More pump tracks
sustainable tourism, ebiking
Mountain Biking Parks, Hut to Hut back country hiking/skiing.
Sport Events
Sustainable growth
Trying to add mountain bikes and guided tours to our offering. It's just expensive.
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Expanding federal agency authorizations to address uncertainty of wildfire locations and closures.
I'm hoping the state park will begin to improve the beaches and lake tourist amenities in the entire area.
None.
Nothing really
Enjoying the increase traffic of van life and the outdoor lifestyle folks are looking for, that comes with van life.
More people are camping
There are three hotels in Taos being rebuilt to accommodate people who come here to participate in mountain biking and other outdoor activities.
Grants for beautification
The Trail running boom is in full swing - and i believe there is still growth in this space by attracting out of state recreational tourists.
Not sure.

There seems to be a growing number of people that are averse to any kind of perceived risk. There seems to be less willingness to participate in adventure sports
E-Biking tours at high elevation!
Outdoor excursions that promote week or weekend packages for families to come and enjoy the sports offered- our is Skiing and riding- snowsports.
Growth of low barrier to entry sports and preparing the next generation
just preparing for lots of growth.
E-bikes are attracting non-cyclists and giving aging riders a new lease. The State recently passed e-bike classification rules, which is great. The Natl Forest Service needs to make any trail open to MTB open to Ebike. The Ebike is only feared by those who don't understand them. You still have to pedal, you still get a workout. But you can ride uphill with more ease, you cover far more ground faster, and you can't go any faster downhill than on a non-Ebike. Demystifying this among policy makers would help.
Unsure
Conservation land partnerships.
More Native American representation and awareness.
Not sure
Unknown
Expanding bike trails. Cycling is huge in this country. New Mexico True & The tourism department seriously needs to up their game in promoting cycling in New Mexico.
Family recreation
Building better community foundations and grassroots efforts to get more people outside and passionate about the outdoors and advocacy, protecting and supporting the unique cultures and environments of New Mexico and utilizing state and federal grants to do more.
The best thing the OR industry can do in New Mexico is focusing on underserved and underrepresented communities and groups, and providing equitable access and opportunities to those groups. Whether it's learn-to-ride or -wrench summer and after school programs or diverse employment initiatives, the only way to sustainably grow the outdoor industry is by focusing on consistence efforts to better engage with folks from underrepresented demographics.
Programs and trails on the Navajo Nation.
Lots of trails being built
Water for snowmaking

**Q24 - Please add any other comments or thoughts you have about outdoor recreation in New Mexico.**

Thank you for what you do!
The outdoor recreational opportunities in this beautiful state are numerous and amazing. Continuing to promote them to residents and nonresidents has been and will continue to be successful. Thank you for all of the work that you do for the ORD!
Protect and advocate for the passive use of water and bang the drum for the economic value it creates to local communities when river features are built. Think Colorado
it has a huge potential to lead the country
Thanks for everything thus far
The rock-climbing community needs support to fund and maintain climbing hardware. There is currently no public method for funding this fundamental safety equipment. Rock climbing is usually in rural areas which supports the economies of rural communities. I'd very much like to see more proactive climbing development coordinated at a state level.

I know we are in the grey area of being what you guys want as a member, but I feel we are a fantastic gateway at least for your goals and we would be happy to find ways to partner with other outdoor recreation businesses to get families involved.
It's all here folks! develop the infrastructure and they will come!
NM needs some de regulating in its oversight
Struggling to survive right now due to high costs of everything especially ridiculous insurance costs! We lost \$200,000 during Covid and then another \$300,000 due to the Black Fire. We need your help to recover!
Marketing rural areas sustainably and a working group with public lands partners
We have a huge issue with crime increasing, recently declared "most unsafe state in the union". Also, we have a public problem with litter. These huge issues make it where potential out of state visitors drive right by us to other areas. Our state image is on the decline in the public eye.
glad to see that it is growing
New Mexico is one of the most culturally unique and beautiful states in the country - offering fresh air, cool weather, gorgeous open skies and a plethora of outdoor recreation at your fingertips. Our enthusiasm comes from getting to share that with others.
Please prioritize BIPOC businesses - our businesses face 10x the hurdles that white-led businesses do. Evidenced by national articles indicating that lenders discriminate against BIPOC borrowers etc.
Looking forward to the Rio Grande Trail. Having our town along the CDT has been a great economic boost.
Engaging New Mexico residents - recent and long-time - and visitors with each other in the context of life-changing, outdoor explorations sharing knowledge and ideas.
Thank you
We appreciate the help and connections we got from you in 2022 & 2023 and look forward to more conversations. Thank you.
Thanks for all your support
You people have never contacted me about anything and I've been writing about outdoor recreational activities in New Mexico for years. Check it out at <a href="http://www.outdoorsnm.com">www.outdoorsnm.com</a> . If I had financial support from you in the form of sponsorship I could do more but with the disappearance of newspaper and magazine freelance budgets that used to support my work I have had to curtail my activity. Would love to do a write up with photos of all the state parks.
Our weather is favorable the majority of the year. I think we should also high light those low altitude camping areas for year around opportunities.
Please contact me for a focus group session, interview, and other.
More support needed
Thanks for keeping OR in front of many businesses!
We need legislation that provides tax incentives for people to purchase electric bicycles for transportation that is not tied to low income or income equality.
Please a look at the latest issue of NM Magazine. There is an insert section featuring San Juan County
Thankful the state is growing its commitment to the OR initiative. We must keep pushing in order to compete with Colorado and Utah.
Colorado seems to be the first-place people think of for outdoor activities. NM has better weather year-round and just as many beautiful places. When I travel around the country marketing my company half the people I meet from outside the Southwest don't even know NM is a state! I am serious. People tell me they don't have a passport so they can't come to my place fishing. A national marketing campaign online and on television designed to reach people looking for OR is way overdue.
Happy the direction its headed.

I look forward to creating content about New Mexico outdoors to help drive tourism to the state.
N/a
The help that has been given us has been great. The thing hurting us the most is inflation and competing against Asian products. We are much more expensive. So we work in the custom quality markets. The trend in government, seems to be bring in big companies with tons of jobs, now you have a lot of eggs in one basket.
Glad to have your support!
The state should have funds dedicated to supporting the start or expansion of outdoor recreation businesses. This could look similar to how the state dedicated resources to grow the film industry.
A hut system in more areas in the New Mexico wilderness would be great.
We greatly appreciate what the outdoor rec department has done for New Mexico. Our only hope is that some of the phones that are available could be used for our business. Most of the grant recipients that we have seen have been nonprofits doing trail work and other important things however, many of these projects do not actually boost outdoor rec from tourists or locals who have the capital to actually create economies of scale.
We greatly appreciate what the outdoor rec department has done for New Mexico. Our only hope is that some of the phones that are available could be used for our business. Most of the grant recipients that we have seen have been nonprofits doing trail work and other important things however, many of these projects do not actually boost outdoor rec from tourists or locals who have the capital to actually create economies of scale.
Communicate to public and hospitality industry that guides know where to take people for great outdoor experiences even when there are major wildfires, heat, cold, floods, and other calamities.
Keep up the good work!
An investment in hiking and biking trail networks and winter sport facilities would greatly improve what the state has to offer and keep up with other states that we share borders with.
NM is one of the most beautiful places on earth to be outdoors enjoying the environment.
It's refreshing to see the priority the state government & legislature place on the value of outdoor recreation in NM. Recognizing the economic impact that outdoor recreation has on our state is a crucial component to the state's overall economy.
Trails should be safe for all user groups
Need more trails.
It's important to be aware of, have a plan for. if and when numbers of visitors start to become overwhelming
Thank you Karina!!!
We just need to keep pushing it. We need to be stewards of our lands, and outdoor rec companies need to support each other rather than be against each other.
Our biggest challenge is getting young people outside, getting them away from screens, giving them an appreciation for nature and their own health and wellbeing. FB4K-NM has repaired and donated thousands of bikes to kids who might never have a first bike. The Governor, Natl Guard and BTI recently donated 200 new bicycles to NM kids last month. Bike skills are being taught in grade schools. When kids grow up with a bicycle, the outdoors becomes an essential part of their lives.
N/A
Arkansas is an impressive model to replicate, improve upon.
Thank you!
This is a great place to be outdoors.
Thanks for the opportunity to communicate. Please keep working with OR business and industry to promote the tourism sector in NM.

The OR industry in NM is painfully insular – after working in numerous other OR communities in other states in the intermountain west, I can confidently assure you all that there won't be any movement or sustainable growth for New Mexico's OR industry until people here start learning how to work together for the common good of everyone involved, not just for the profit of a few businesses or individuals at the top, and when this community and wider industry begins holding people like Duane Kinsley accountable for their ongoing harms and predatory, abusive and purely illegal operational practices.

Until the OR industry in New Mexico holds itself to a much higher standard, it will continue to flail and flounder. There needs to be an outdoor rec/sporting commission (much like Utah's) that actively courts and promotes responsible OR tourism, and a tourism board that's comprised of genuinely successful and diverse people – far too many white men are still leading and controlling the outdoor recreation industry here, and they all make sure they make a profit at every level while discouraging and threatening anyone they see as a potential 'competitor'. Stop leaving it up to the powers that be, and start making sure the future belongs to those who will actually have to live in it.

I'm leaving New Mexico because of this exact thing, and the never-ending nonsense it perpetuates. New Mexico will only ever be as successful, safe and tight-knit as it chooses to be brave – "the future belongs to those who believe in the beauty [and power] of their dreams."

NM has so much potential in terms of variety of terrain and open spaces but needs more trails and to better market itself.

We need to advertise nationally, identifying NM as a skiing state

# Your Response Matters!

The New Mexico Outdoor Recreation Division (ORD) seeks input from New Mexico outdoor recreation businesses to better support your growth. Please take a moment to share your insights.

Best regards,  
Karina Armijo, Executive Director  
New Mexico Outdoor Recreation Division

1. Contact name

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2. Outdoor recreation business name

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3. Email address

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4. Phone number

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5. Mailing address

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6. In what county is your OR business primarily located?

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7. How many OR business locations do you operate in New Mexico?

*Mark only one oval.*

1

2 - 3

More than 3

8. How many years has your OR business been operating?

*Mark only one oval.*

In the launch stage

Less than 1 year

1 - 5 years

6 - 10 years

11 - 20 years

21 years or more

9. Are you a year-round or seasonal business?

*Mark only one oval.*

Year-round

Seasonal



10. If seasonal, please check all that apply

*Check all that apply.*

- Spring
- Summer
- Fall
- Winter

11. How many people does your OR business employ other than yourself?

*Mark only one oval.*

- None
- 1 - 3
- 4 - 6
- 7 or more

12. What is your annual OR business income?

*Mark only one oval.*

- Under \$100,000
- \$100,001 - \$250,000
- \$250,001 - \$500,000
- \$500,001 - \$750,000
- \$750,001 - \$1,000,000
- Over \$1,000,000

13. How do you currently attract and engage customers? Please select all that apply.

*Check all that apply.*

- Website
- Online sales
- Reservations/bookings
- Social media
- Newsletter
- Tradeshows
- Traditional media (TV, radio, print, direct mail)
- Other: \_\_\_\_\_

14. Do you market outside of New Mexico?

*Mark only one oval.*

- Yes
- No

15. If yes, please let us know which geographic areas you market in outside of New Mexico.

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16. What is the outlook for your OR business over the next three years?

*Mark only one oval.*

- Expanding
- Remaining the same
- Declining

17. What type of OR business do you consider yourself?

*Mark only one oval.*

- Producer – a designer, manufacturer, distributor, retailer, or repairer of outdoor clothing, gear/equipment, or vehicles
- Professional – a professional working in or for outdoor recreation including technical, creative, management, scientific, business, and corporate professionals
- Provider – outdoor experiences (e.g., guide, outfitter, rental, educator, recreation areas or centers) or services that support and cater to outdoor recreationists as clients (e.g., food, beverage, lodging)
- None of the above

18. Which outdoor recreation sector does your OR business serve? Please select all that apply.

*Check all that apply.*

- Camping (RV, tent, lodges)
- Fishing
- Hunting
- Motorcycling (on-road, off-road)
- OHV (ATV, 4x4, Jeep)
- Snow sports
- Trail sports (hiking, running, backpacking, horseback riding)
- Water sports (kayaking, paddle boarding, boating)
- Wheel sports (cycling, mountain biking, gravel)
- Wildlife viewing
- Other: \_\_\_\_\_

19. How can ORD best help your OR business to succeed/overcome challenges?  
Please check all that apply.

*Check all that apply.*

- Access to funding (grants, loans, equity investment)
- Trade barriers, permitting or regulatory issues
- Marketing, public relations, communications
- Outdoor infrastructure, conservation, stewardship
- Workforce and entrepreneurial development
- Growth of OR clientele
- Affordable insurance (liability, events)
- Manufacturing, supply chain support
- Commercial real estate (office, warehouse, storefront, land)
- Professional support services (accounting, legal, tax)
- Networking, partnerships

20. On a scale of 1-10 (with 10 being the highest), how would you rate New Mexico's current outdoor recreation economy?

*Mark only one oval.*

1   2   3   4   5   6   7   8   9   10

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21. What is the one thing ORD can do to assist your business to be more successful?

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22. What is the one thing New Mexico should do to grow the state's outdoor recreation economy?

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23. What emerging trends or opportunities in the OR industry are you excited about or preparing for?

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24. Please add any other comments or thoughts you have about outdoor recreation in New Mexico.

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