

OUTDOOR RECREATION BUSINESS GUIDE



NEW MEXICO
OUTDOOR RECREATION DIVISION





Governor Michelle Lujan Grisham signed New Mexico's Outdoor Recreation Division (ORD) into law on April 2, 2019. For the first time in state history, New Mexico is investing in outdoor access and equitable outdoor programs in a major way. ORD has seen an increase in funding to expand access to the outdoors across the state – and we're continually seeking partners to implement congruous projects.

OUR ULTIMATE OUTCOME

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

OUR CORE VALUES

We measure success by our impacts in these five key areas:

- Sustainable Economic Development
- Equity and Access
- Conservation and Stewardship
- Education
- Health and Well-being



Why New Mexico?



According to a 2022 U.S. Bureau of Economic Analysis report, New Mexico's outdoor economy contributed \$2.3 billion (2.1% of total GDP) to the state's GDP, an increase of \$400 million in a single year. This is a 2.5% higher growth rate than the industry saw nationally.

Outdoor Recreation employed 28,475 New Mexicans (3.4% of total employment), which provided \$1.2 billion in income.

Statewide, outdoor recreation income has grown by 17.3%, compared with a 16.2% growth rate nationally.

AN OUTDOOR SURVEY OF NEW MEXICANS

- 84% 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.

68.6%

**OF OUTDOOR REC
BUSINESSES IN NM
EXPECT TO GROW
IN THE NEXT FIVE
YEARS**



Inside this guide

This guide gives a big-picture view of the resources and assistance offered by the Outdoor Recreation Division, the larger Economic Development Department, and from some of the many New Mexico partners we work with throughout the state to support outdoor recreation businesses and grow the outdoor economy.



RESOURCES

Key sites and sources of ongoing information and training.



PROGRAMS

Financial programs, grants, and other assistance for startups and expanding businesses.



EVENTS

Outdoor industry events to know about.



CONTACTS

Reach out to the ORD team with your questions.

Resources

OUTDOOR RECREATION DIVISION WEBSITE

www.nmoutside.com

For more details, visit the outdoor recreation specific programs on the Outdoor Recreation Division's website.

ORD BIWEEKLY NEWSLETTER

www.nmoutside.com/contact

Sign up for the latest outdoor recreation news, job openings, funding opportunities, and more throughout the state. We can also provide promotion of outdoor recreation updates for company and industry events, job openings, and announcements. Inquire by email.

BUSINESS RESOURCE MAP

edd.newmexico.gov/resource-map/

The New Mexico Economic Development Department has an interactive map that offers a comprehensive directory of small business and community support throughout the state. You can find contact information for financial lenders and programs, business support organizations, training and coaching, and timely opportunities throughout New Mexico.

NM EDD WEBSITE

edd.newmexico.gov

Find more details on programs and department-wide resources of the New Mexico Economic Development Department (EDD).



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Resources

ENDEAVOR NEW MEXICO

www.endeavornm.org

The state's first outdoor recreation business trade alliance can assist in finding grants, developing connections, and with networking around the state. Contact the director [by email](#), for more details and to register as a member.

START NOW NM

www.startnownm.org

Central New Mexico Community College has put together this comprehensive list of our resources for new and expanding small businesses, all in one place. From training to education, funding to facilities, you can find it all through this resource site.

NEW MEXICO VINTAGE FUND

www.nmvintagefund.com

NM Vintage Funds provide a specialized pool of local capital for New Mexico-based early-stage and high-growth companies committed to making a difference here.

ARROWHEAD CENTER

arrowheadcenter.nmsu.edu

Arrowhead helps innovators, entrepreneurs, and small businesses at any stage start and grow through their services, resources, expertise, and connections. They are also the technology transfer and commercialization arm of NMSU, working with campus inventors and innovators to protect their work and ensure it reaches the broadest possible markets. While based at NMSU in Las Cruces, NM, they also work with people across the state, providing advice, mentorship, education, and hands-on experiences to pioneer new technologies, businesses, and partnerships.



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Resources

WESST

www.wesst.org

WESST's mission is to be a home to New Mexicans starting or growing a small business. They provide a support system of consulting, training, incubation, and lending to help women, people of color, and low-wealth individuals successfully strengthen and grow their businesses through sustainable sales, financial knowledge, and job creation.

NM SMALL BUSINESS DEVELOPMENT CENTER

www.nmsbdc.org

The NMSBDC centers are strategically located throughout New Mexico. NMSBDC staff is comprised of business professionals with small business management and ownership expertise. Introducing New Mexico entrepreneurs to global trade resources, the network offers the International Business Accelerator (IBA), located in Santa Teresa, NM. The Procurement Technical Assistance Center (PTAC) introduces established business owners to contracting with federal, state, local and county governments.

UNM RAINFOREST INNOVATIONS

innovations.unm.edu

UNM Rainforest Innovations (formerly known as the Science & Technology Corporation at UNM) is a nonprofit corporation formed and owned entirely by the University of New Mexico Board of Regents with proximity to research, development, laboratory facilities, and other technology-based companies. UNM Rainforest Innovations nurtures innovation and catalyzes economic development. UNM Rainforest Innovations' dedicated staff is business oriented. Their full-time job is to understand the potential market applications of the wide range of technologies developed at UNM and to efficiently get them to companies that can commercialize them.



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Resources

SCORE

www.score.org

SCORE mentors are highly successful and seasoned business professionals and entrepreneurs with the experience and knowledge to help you achieve your small business goals. Visit their site to browse resources, sign up for a workshop, or find a business mentor.

Programs

OUTDOOR RECREATION BUSINESS ACCELERATORS

https://edd.newmexico.gov/wp-content/uploads/2021/06/ORD_biz_accelerator_awardees.pdf

These programs help early-stage outdoor recreation businesses grow and hire. They can provide bespoke guidance on elements like business plans or help craft a presentation for an angel investor. UNM's yearly program provides an Outdoor Recreation Certificate. For full details on future accelerators, please see our website.

ACTIVATENM

www.activatenm.com

www.activatenm.com/activator

ActivateNM offers a full suite of services for startups: skills, guidance, community, and connectivity to capital. Connecting with a diverse community of founders, makers, and mentors. is free, and a monthly membership opens the door to a variety of hands-on value. Support for outdoor recreation specific businesses is provided through ActivatOR, a comprehensive small business growth accelerator program funded by ORD. Small OR businesses gain mentorship from industry leaders, networking opportunities, and a framework for growth.

CREATIVE STARTUPS

www.creativestartups.org

Creative Startups accelerates creative entrepreneurs working to build and scale their companies, offering a variety of accelerator programs.



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Programs

LOCAL ECONOMIC DEVELOPMENT ACT (LEDA)

EDD.NewMexico.gov/LEDA

This discretionary grant is administered by NM's executive branch. As a grant, it does not need to be paid back, however, since funds are awarded after the work is complete, the company must be able to have the money to pay for the expenses, then EDD can reimburse for all or some of them.

The business must collateralize this grant for the duration of the contract with EDD. The philosophical underpinnings are that the company gets the reimbursements through the grant money quickly and early in the contract. The company however commits to not only attaining but maintaining certain performance measures. By statute, EDD must "claw back" some percentage of the grant if a company is not able to retain the jobs committed to.

LEDA eligible expenses are those associated with:

- the acquisition of land
- the acquisition or construction of buildings
- infrastructure or tenant improvements
- mortgages
- rent or lease abatements.

Equipment cannot be paid for through LEDA because the anti-donation clause in the New Mexico Constitution does not allow money flow directly from the state to a business. For that reason, EDD uses a fiscal agent to disburse the money. This fiscal agent will be either the city or county of the facility's physical location.

Pursuing a LEDA grant will take about 90-120 days, from the time of submitting the intake paperwork to the time the fiscal agent has passed an ordinance through its public process consummating the LEDA deal. Only expenses paid after the passing of the LEDA ordinance are eligible for reimbursement through the LEDA.



Programs

JOB TRAINING INCENTIVE PROGRAM (JTIP)

edd.newmexico.gov/jtip

One of the most effective programs of its kind in the country, EDD funds on-the-job training for newly created jobs in expanding or relocating businesses for up to 6 months. Reimbursement is upwards of 50% of the salary paid to the new employee. Some employee characteristics allow a company to increase the reimbursement percentage by 5% for jobs with entry wages that align with the High Wage Job Tax Credit - including any eligible employee who aged out of the NM foster-care system, trainees who have graduated within the past twelve months from a NM institution of higher education, or who are U.S. Veterans.

Only positions approved by the JTIP board are eligible for salary reimbursement. If hiring for new positions, a business must complete a JTIP application 30 days prior to the JTIP board meeting (second Friday of every month). If interested in JTIP, we can help you with the process.

TAX CREDITS

edd.newmexico.gov/choose-new-mexico/competitive-business-climate

- Consumables Gross Receipts Tax Deduction for Manufacturers
- High Wage Jobs Tax Credit
- Investment Tax Credit for Manufacturers
- Research and Development Tax Credit

COLLATERAL ASSISTANCE PROGRAM (CAP)

edd.newmexico.gov/CAP

Intended for businesses interested in taking out a traditional loan. No money exchanges hands in this program. If you are pursuing a traditional loan through a financial institution, EDD can support efforts by securing/collateralizing 50% of the principal of your loan. EDD has many banks participating in this program. If your financial institution is not one of these, let us know, and EDD will contact them to secure participation. If interested in exploring this program, let us know to be connected to a colleague.



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Programs

FUSE MAKERSPACE

www.fusemakerspace.org

Located in Downtown Albuquerque, the FUSE Makerspace is a community center with tools that allow members to design, prototype, and create manufactured works. Visitors and members get access to affordable, high-quality classes as well as mentoring from other makers and community members. They believe in fostering the startup spirit in Albuquerque's Innovation District by creating jobs and supporting businesses. They are invested in stimulating creative thinking and economic growth.

SANTA FE INNOVATES

santafeinnovates.com

A Santa Fe business accelerator for tech and solution-oriented startups with a vision for social good. Santa Fe Innovates embraces different types of social entrepreneurs who are ready to start and scale their businesses. They encourage, guide, challenge, and support startups who pursue revenue growth and profit while respecting and supporting their stakeholder community.

—◆— *Non-Profit / Community ORD Grants* —◆—

OUTDOOR EQUITY FUND & OUTDOOR RECREATION TRAILS+ GRANT

www.nmoutside.com/outdoor-grants-equity-fund

These two programs fund outdoor youth experiences and outdoor infrastructure across New Mexico. Learn more about these two grants and see the grant guides on our website. Only nonprofits and other public entities are eligible to apply, though we encourage private businesses to partner on applications to grow outdoor access.



Events

THE ADVENTURE PITCH

www.outdooreconomics.com/adventure-pitch

This is an annual live pitch fall event. It is the premier startup pitch event for New Mexico outdoor companies. A startup is an adventure, but an outdoor startup - that takes true grit. This event is a partnership between ORD and CNM Ingenuity's ActivateNM small business program. Startups with high-growth potential and a core offering that touches outdoor recreation, the environment, and/or health and wellness are invited to apply to this one-of-a-kind opportunity.

Accepted startups and investor judges will converge for networking, ready to bring adventure to ventures. Startups will pitch live to all judges in five-minute rounds for a chance at cash prizes, with the winner announced immediately after the event. The event is held at the annual Outdoor Economics Conference.

OUTDOOR ECONOMICS CONFERENCE

www.outdooreconomics.com

The New Mexico Outdoor Economics Conference was created by the nonprofit Outdoor New Mexico to support outdoor economic development opportunities and efforts connected to protected lands. Hundreds of industry leaders convene to share and further develop strategies and projects to advance the outdoor recreation economy. Outdoor New Mexico is the conference organizer and ORD has participated each year by putting on our Adventure Pitch event with ActivateNM.

The New Mexico Outdoor Economics Conference takes place each fall, rotating locations throughout the state. The schedule includes evening receptions, outdoor leader panel discussions, outdoor adventures with local outfitters, networking, an outdoor expo, and a premiere startup pitch event for outdoor companies.

SKI LIFT PITCH

www.skiliftpitch.com

Entrepreneurs and investors alike are all too familiar with a typical elevator pitch. New Mexico is known more for its elevations than its elevators. Ski Lift Pitch brings New Mexico's best startups and world-class VC funds together for a special event. And no, there are no elevators involved. Not the usual kind, anyway. Ski Lift Pitch welcomes pre-seed and seed-stage startups headquartered in or growing in New Mexico to apply. Accepted companies are grouped with like companies, then pitch to three or four judges in succession while riding the lift at Taos. Winners from each group from the first round then pitch to finalist judges on stage to determine the \$10,000 prize.



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Read about our team

nmoutside.com/about/the-team



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