OUTSIDE FORWARD: New Mexico Outdoor Business Growth Grant Pilot | FY27

Program overview

A $50,000 competitive grant pilot administered by the New Mexico Outdoor Recreation Division (ORD) to help New Mexico-based outdoor recreation businesses make strategic investments that expand capacity, improve products and services, reach new markets, and support business growth.

Application Period: January 4 – 29, 2027

Total funding: $50,000
Awards: $2,500 – $10,000
Match: Applicants must provide a cash match equal to 25% of the grant award (for example, a $10,000 grant requires a $2,500 applicant match).

Who can apply

Eligible applicants must be New Mexico-based, for-profit businesses whose primary products or services directly support outdoor recreation, including outdoor product manufacturers, retailers, guides, outfitters, and adventure tourism operators.

Applicants must:

- Have a minimum of three years of documented business operations prior to January 4, 2027.
- Be a legally registered business entity in good standing.

Sole proprietors are not eligible. Business history and legal status will be verified through Secretary of State records or other acceptable documentation demonstrating at least three years of business operations.

Business size and geographic location will be collected for program evaluation and reporting purposes.

Potential uses

- Equipment or tools that increase production or service capacity
- Product development, prototyping, testing, or certification
- Website, e-commerce, or digital sales improvements
- Branding, packaging, photography, or targeted marketing initiatives that support business growth
- Trade show, industry event, or wholesale-market participation
- Technology, software, or business systems
- Professional services supporting business expansion, market entry, or distribution growth

Not eligible: Routine operating expenses, general payroll, owner compensation, rent, debt payments, vehicle purchases, expenses incurred before the grant agreement, owner draws, or routine inventory replenishment.

How applications will be evaluated

Tell us how this grant will help your business grow, what you plan to use the funding for, and what you hope to achieve. Applications will be evaluated based on business need, the proposed investment, and its potential to support growth, such as reaching new customers, increasing sales, improving products or services, or expanding operations.

Projected program timeline:

- Applications open: January 4, 2027
- Application deadline: January 29, 2027, at 6 pm
- Application review: February 2027
- Target award announcements: March 2027
- Anticipated project period: April 2027 – March 2028

Anticipated timeline

January 4 - 29: announce and open applications
January 29: close applications
February 1-28: review and select
March 1: announce awards
March thru April: procurement

Measuring Pilot Results

ORD will track demand, requested award amounts, proposed uses, business size and location, and sources of matching funds. Recipients will set 2–3 measurable outcomes and submit a brief final report on expenditures and results, such as sales growth, new customers or markets, expanded capacity, or jobs created or retained.