



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

OUTDOOR RECREATION DIVISION

FOR IMMEDIATE RELEASE:

Contact: Axie Navas

Alexandra.Navas@state.nm.us

505-660-5992

Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark

Feb. 1, 2021

NEW TOOLKIT ANNOUNCED TO SUPPORT RURAL OUTDOOR ECONOMIES

SANTA FE, N.M. – The New Mexico Outdoor Recreation Division (ORD) announced today that it is assisting in efforts to promote the Outdoor Recreation Roundtable's (ORR) Rural Economic Development Toolkit, aimed at helping rural communities grow their outdoor recreation economies.



A division of the New Mexico Economic Development Department, ORD is spearheaded by Director Axie Navas, who assisted in the digital launch of the toolkit. Navas participated as a state expert on the [ORR webinar](#) to debut the community resource last month.

The Outdoor Recreation Roundtable is the nation's leading coalition of outdoor recreation trade associations, made up of 33 national members and serving 110,000 businesses. It created this toolkit along with Oregon State University's Outdoor Recreation Economic Initiative and the National Governors Association Outdoor Recreation Learning Network.

[The Rural Economic Development Toolkit](#) provides state and local officials and rural communities information on best practices for building an outdoor recreation economy. Outdoor recreation offers opportunities for sustainable economic and community development, but most communities need help to implement plans. The toolkit also contains a list of federal grants and technical assistance, which will support communities in securing funding and services.

"Rural communities have different challenges and outdoor recreation is one way to diversify these economies and even out the boom and bust cycles," Economic Development Department Cabinet Secretary Alicia J. Keyes said. "Gov. Michelle Lujan Grisham is committed to growing jobs in every corner of the state and this toolbox is another resource to accomplish that goal."

“This is an invaluable resource for any community, organization, or individual looking to grow the outdoor economy in a sustainable, grassroots way,” Director Navas said. “Think of it as a blueprint to build a solid, equitable, outdoor economy from the ground up.”

ORR plans to share the toolkit with state offices of outdoor recreation, industry businesses, community chambers, and others in the coming weeks and months. The state’s outdoor economy is already a powerhouse, a \$2.4 billion sector in New Mexico, and with the utilization of this toolkit, that economy can continue to grow toward its full potential. As a member of ORR, the ORD will work with New Mexico's rural communities to get the most out of the toolkit and support efforts to diversify local and regional economies.

###

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.