



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

OUTDOOR RECREATION DIVISION

FOR IMMEDIATE RELEASE:

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State Announces Outdoor Recreation Business Accelerator Grant Recipients

ORD Awards Grants to 3 Accelerators

SANTA FE, N.M. – The New Mexico Outdoor Recreation Division (ORD), a division of the N.M. Economic Development Department (EDD), announced the award recipients of the 2021 Outdoor Recreation Division Business Accelerator Grants. The grants were created to fund accelerators with a proven track record and well-developed plan to help individuals and outdoor recreation companies improve their business plans, hire New Mexicans, and amplify the state's reputation as a leader in the outdoor industry.

The Outdoor Recreation Division received 14 grant applications full of innovative ideas to help outdoor recreation businesses grow and thrive in New Mexico. The overwhelming demand and interest far exceeded the amount of available funding, leading to a very competitive and closely reviewed process.

The three highest-scoring applicants were chosen to each receive a \$20,000 award to support new and established outdoor recreation companies throughout the state in achieving their goals and furthering New Mexico's reputation as an outdoor recreation economic powerhouse.

2021 NM Outdoor Recreation Business Accelerator Grant Recipients:

[New Mexico for Good](#)

This program, housed in the University of New Mexico's Anderson School of Management, will offer certificate programs and pilot two courses: Introduction to the Outdoor Economy and Validating an Outdoor Recreation Business Idea. Based on the success and interest in these two certificate programs, two added certificates may be offered: Launching a Successful Outdoor Recreation Business and Sustainability Leadership in Outdoor Recreation. These certificate programs are planned to begin as a virtual offering with the possibility of hosting them UNM Anderson School of Management in later iterations.

Sandoval County

This project is a partnership between Sandoval County and Creative Startups, a 501c3 non-profit based in New Mexico. The plan is to expand the pilot project undertaken over the past year to accelerate Sandoval County's outdoor and leisure businesses' use of online sales and marketing tools and platforms. The project aims to reach, engage, and support Sandoval county businesses in reaching new clientele and generating online sales. They will assist businesses in the creation of online assets, such as videos and photographs. Additionally, workshops will provide businesses with an overview of social media platforms. The program has been designed for founders bringing new technologies, apparel, gear, experiences, services, and other products to the outdoor market.

Arrowhead Center

New Mexico State University's Arrowhead Center proposes an Outdoor Recreation Sprint business accelerator focused on starting and growing outdoor recreation businesses in southern NM. The Sprint will create economic impact for southern NM, and more broadly throughout the entire state, through the creation of new jobs and private investments in outdoor recreation businesses. Outdoor recreation businesses will gain access to high-quality curriculum and mentorship from Arrowhead staff and their network of Enterprise Advisors – experts in business development and entrepreneurship. The program will place emphasis on customer discovery, market insight, and e-commerce. Businesses will gain knowledge on topics such as product and business uniqueness, customers and competition, product and market fit, equity, online branding, marketing and social media, and funding or other resources.

For more information on other Outdoor Recreation Division grant opportunities, please visit nmoutside.com.

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Photos courtesy of Taos Ski Valley