



NEW MEXICO

OUTDOOR RECREATION DIVISION

EDD Outdoor Recreation Division Overview
May, 2024



The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.



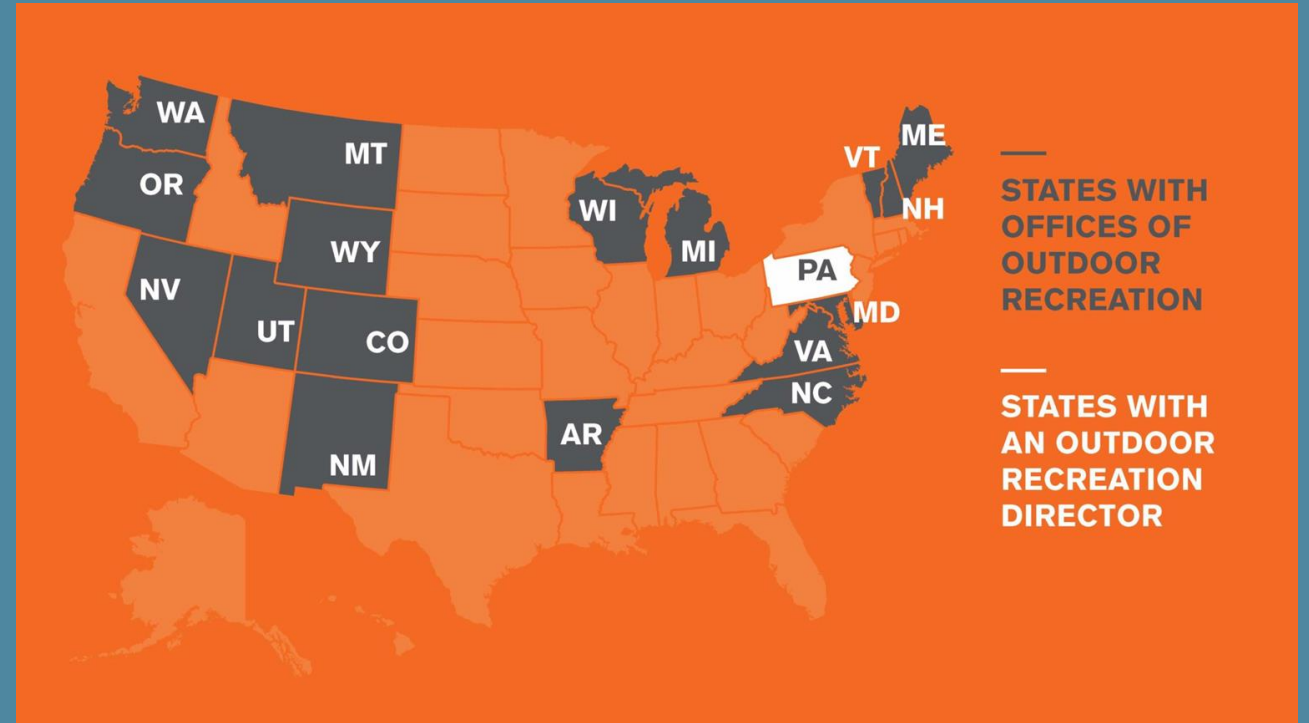
NEW MEXICO
OUTDOOR RECREATION DIVISION



Outdoor Recreation is BIG Business

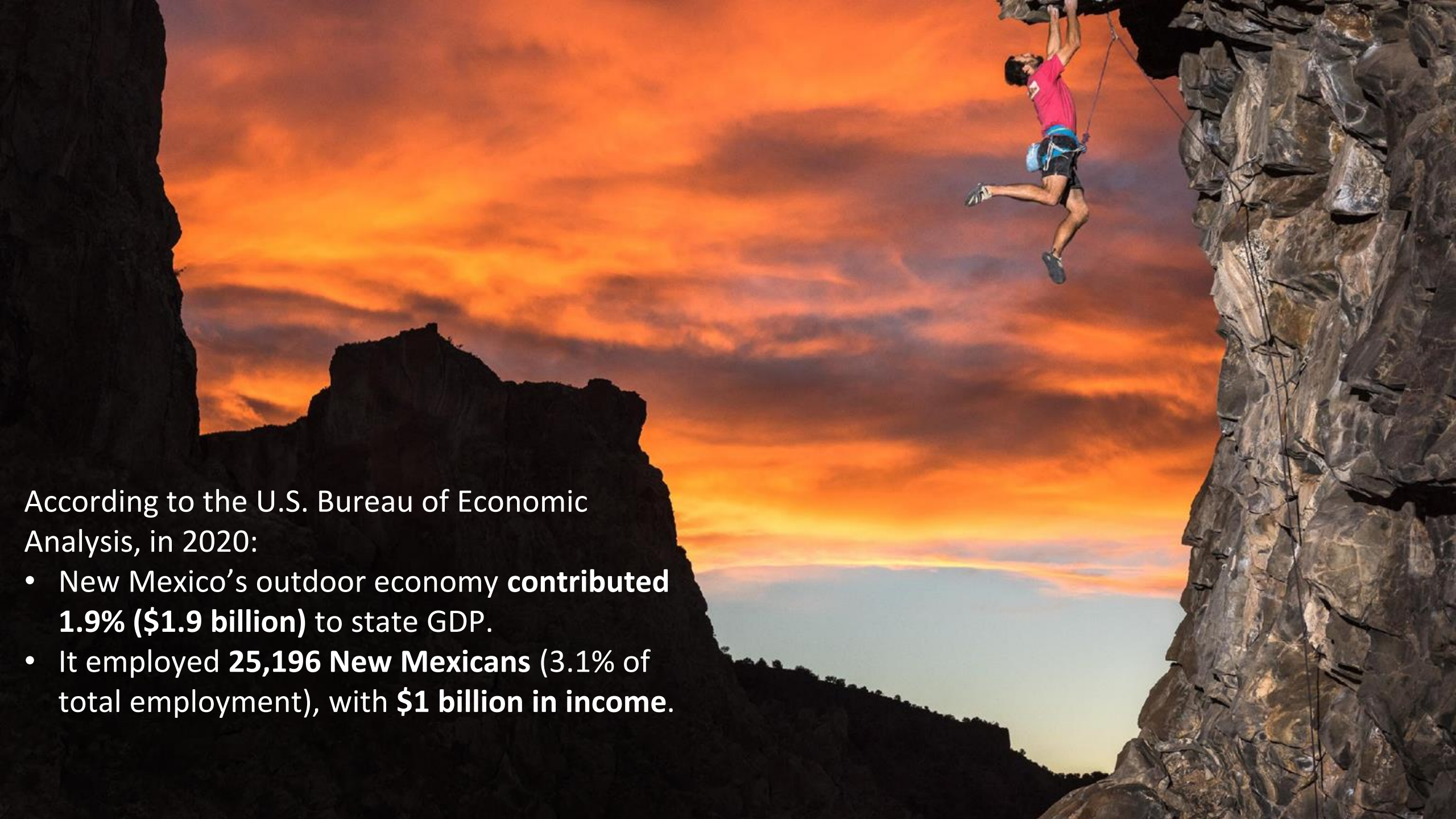
States across nation are launching economic Outdoor Recreation Offices

As of July 2021, there are the 19 states with official task forces or government offices promoting and growing outdoor recreation.



Outdoor Industry Association - 2023

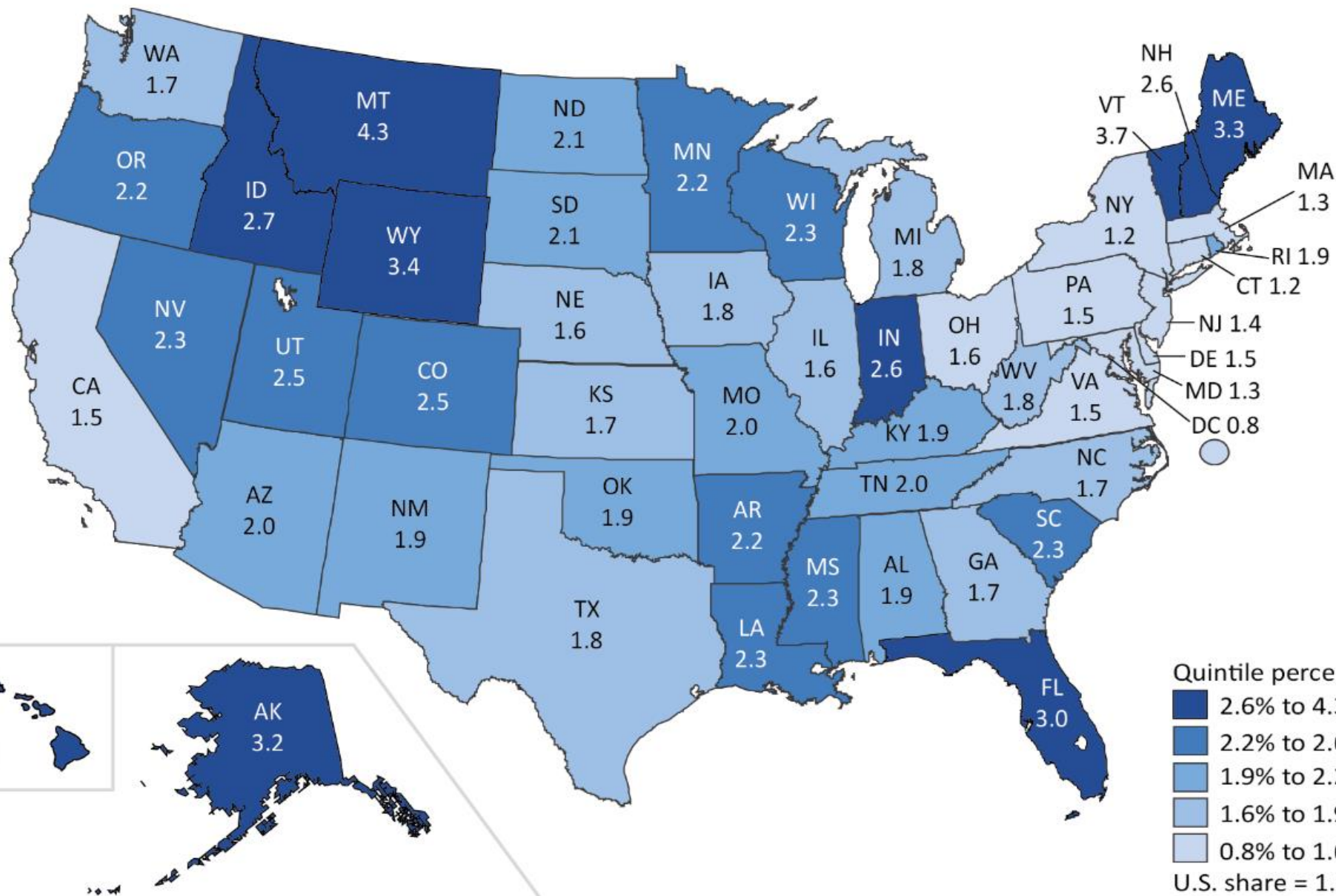




According to the U.S. Bureau of Economic Analysis, in 2020:

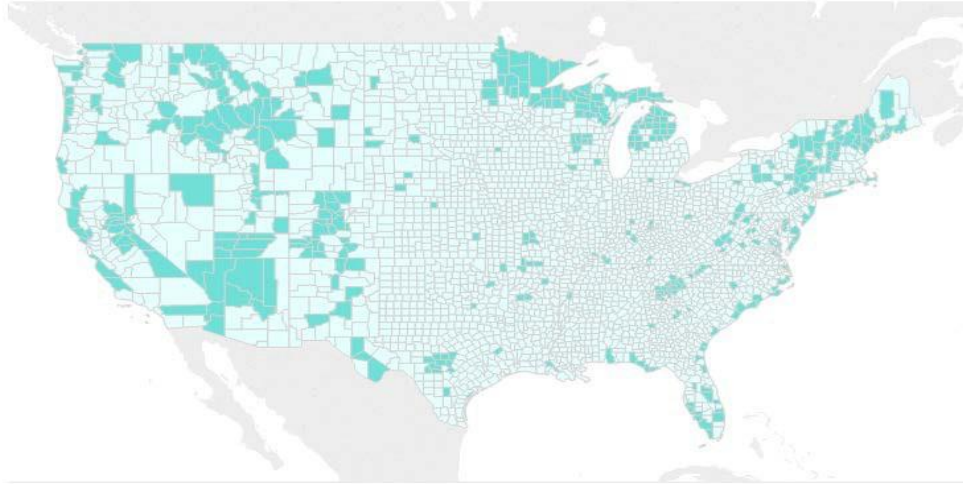
- New Mexico's outdoor economy **contributed 1.9% (\$1.9 billion)** to state GDP.
- It employed **25,196 New Mexicans** (3.1% of total employment), with **\$1 billion in income.**

State Outdoor Recreation Value Added as a Percent of State GDP, 2020



RECREATION COUNTIES ATTRACT NEW RESIDENTS AND HIGHER INCOMES

Recreation Counties, as classified by the USDA Economic Research Service

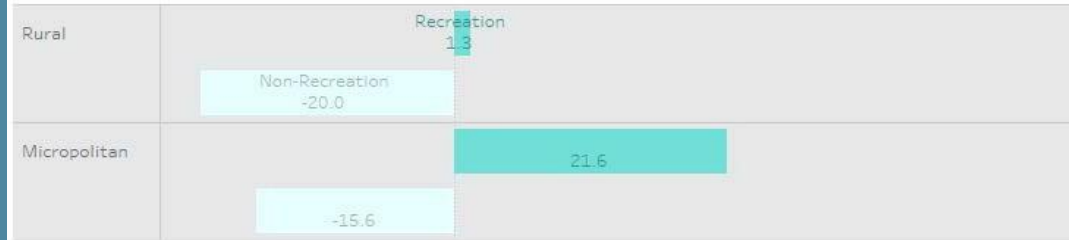


■ Recreation county ■ Non-recreation county

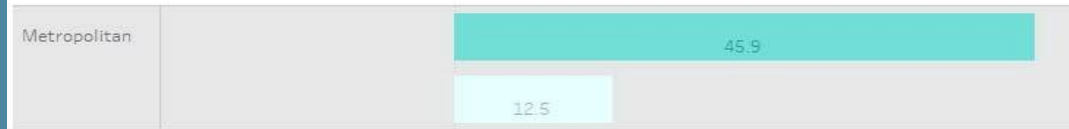
Recreation Counties Have Higher Net Migration Rates Since 2010



In non-metro areas, recreation counties are growing while non-recreation counties are losing residents on average.



In metro areas, recreation counties are gaining residents at a faster pace on average.



LOSING POPULATION ← → GAINING POPULATION

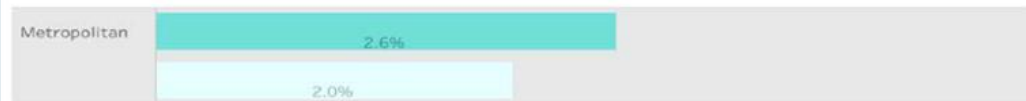
Recreation Counties Have Faster Growth in Earnings per Job Since 2010



In non-metro areas, recreation counties are experiencing faster growth in earnings per job on average.



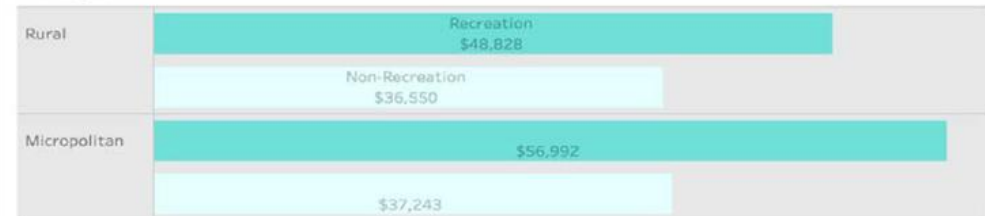
In metro areas, there is not a meaningful difference in growth of average earnings between recreation and non-recreation counties.



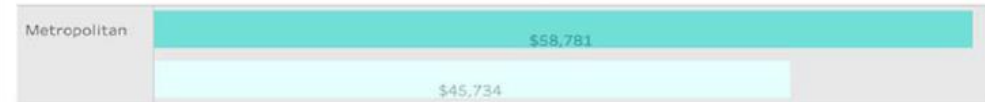
Recreation Counties Have Higher Household Income Among Newcomers Since 2010



In non-metro areas, recreation counties have higher income levels among newcomers on average.



In metro areas, newcomers to recreation counties also have higher income levels than newcomers to non-recreation counties on average.



OUTDOOR RECREATION DIVISION STRATEGIES

- Support outdoor rec businesses
- Target under-represented groups and INVITE their participation (OEF)
- Support OREC events (OMG)
- Build out OREC infrasture (Trails+)



OUTDOOR EQUITY FUND

- Awarded \$898,337 to 57 applicants in 2021
- Will reach 22,000+ young New Mexicans
- 3.5x the funding, 8x the reach
- Now funded with **\$3 million** in from this last legislative session...
- Grants are available now!



OUTDOOR RECREATION TRAILS+ GRANT

- Awarded just under \$7 million in 2022.
- ORD is happy to report we will have another **\$10 million for next fiscal year.**
- 64% in rural counties.
- Very competitive process.
- Trails+ Grants anticipated to open again July 1.



New Mexico Uplift Initiative



ORD contracted with Public Land Solutions (PLS) in 2022 to work with every region of the state to compile a data set of specific outdoor recreation projects. PLS staff convened over 60 online and in person community meetings over the last year to learn what was happening where. We will learn what each community feels they want, and what they need to move forward. Follow up will foster regional collaboration around an area's outdoor economy, help develop a cohesive vision of the region's outdoor brand and prioritize specific projects to advance that vision.

Draft recommendations will be available on PLS' website at www.publiclandsolutions.org towards the end of this month!

ELEMENTS FOR A SUCCESSFUL TRAIL SYSTEM

- Access
- Diversity of trail options
 - recreation
 - transportation
- Progression of challenge
 - Length and difficulty
- Clear interpretive signage
- Management plan





WHY TRAILS?

- Trails increase sense of place and shared community identity.
- Trails increase opportunities for both recreation and active transportation.
- Exercising outdoors on trails reduces stress and improves attention.
- Exercising outdoors on trails enhances overall mental well-being.
- Close-to-home access to trails increases physical activity—particularly for communities with limited access to safe opportunities for outdoor exercise or recreation.
- Thoughtfully designed trails provide opportunities for physical activity for a wide range of people, including children, seniors, and those with disabilities.
- Trails improve quality of life by providing gathering places and increasing social connections.
- Trails benefit local economies by drawing visitors and new businesses and increasing property values.
- Trails connect important community hubs (schools, parks, businesses, hospitals, churches, libraries, and community centers) and revitalize towns.
- Trails showcase culturally and ecologically significant areas—and can be designed to guide users away from vulnerable areas.

TRAIL TYPES OVERVIEW



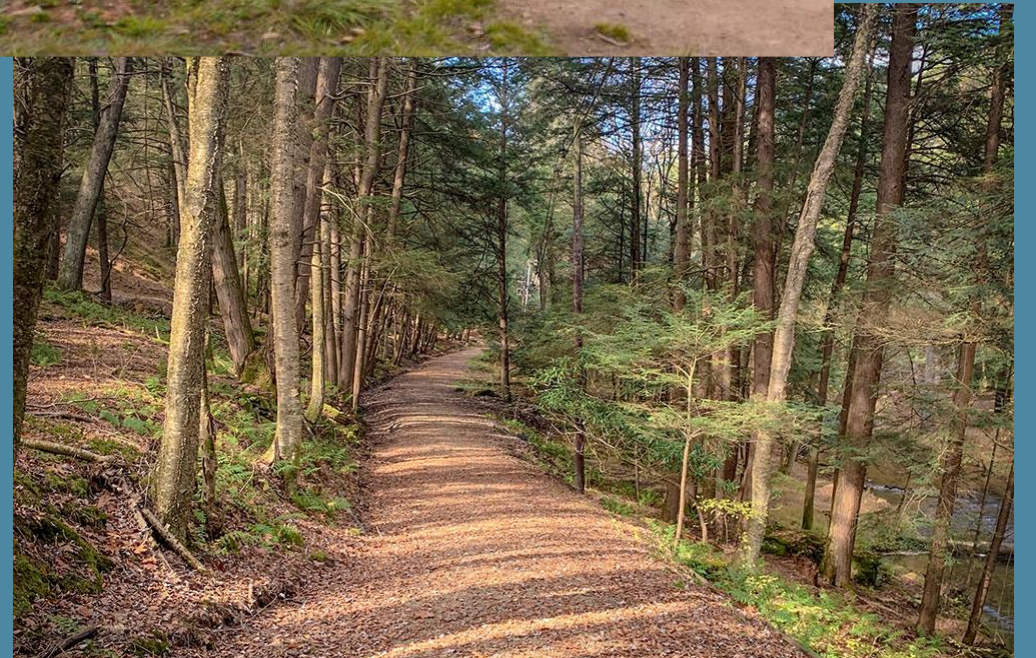
ROADSIDE ENHANCEMENTS



TRADITIONAL SINGLETRACK



ROADS, PATHS, DOUBLETRACK



MTB Optimized



Appropriate for Shared/Preferred Use: Bike-optimized features can be appropriate for shared or preferred-use trails depending on their amplitude and frequency. A small feature placed strategically within the trail corridor would be enjoyed by riders but could go unnoticed by other trail users.



Rollers



Small Berms



Rock Gardens



Slow-speed
Technical Features



Clear Sightlines on
Faster Trail Sections

MOTORIZED TRAIL SYSTEMS

- Dedicated play areas
- Through routes
- Multiple disciplines:
 - Side by sides
 - ATV's
 - Trials moto riders
 - Adventure motor riders



EQUESTRIAN TRAILS





NEW MEXICO
OUTDOOR RECREATION DIVISION

HOW TO GET THERE?

- Vision
- Planning
- Design
- Build
- Activation
- Monitor





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www.NMOutside.com

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