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OUTDOOR RECREATION DIVISION

FOR IMMEDIATE RELEASE:

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August 24, 2020

New Mexico Launches Outdoor Recreation Business Alliance

endeavOR New Mexico starts soliciting membership applications

FARMINGTON, N.M. — A coalition of New Mexico business owners launched a trade group to advocate for more investment and job growth in the state's outdoor and recreation economy, Economic Development Department Cabinet Secretary Alicia J. Keyes said in a joint announcement with the new organization.



This membership based trade group, called endeavOR New Mexico, will unite outdoor recreation businesses throughout the state. endeavOR is a 501(c)(6) non-profit alliance organized to expand the outdoor recreation economy in New Mexico, engage the outdoor recreation community, and enhance outdoor recreation offerings and experiences.

The tagline for endeavOR is "A Force of Nature."

Gov. Michelle Lujan Grisham has recognized outdoor recreation as a key industry to diversify New Mexico's economy. Locally owned and run businesses form the backbone of the state's outdoor recreation economy, which directly supports \$1.2 billion in income and over 33,500 jobs, according to a report commissioned by the New Mexico Outdoor Recreation Division.

"Outdoor recreation touches all corners of the state and I welcome this coalition as we collaborate for both responsible stewardship of the outdoors and more economic opportunity for local communities," Keyes said.

endeavOR is working closely with the New Mexico Economic Development Department's Outdoor Recreation Division to build a strong partnership and ensure ongoing job and wealth creation for the state's existing and future outdoor recreation businesses.

"Other states have united their outdoor recreation businesses under a single advocacy-focused mission to great effect," Director of the Outdoor Recreation Division Axie Navas said. "With the formation of endeavOR, New Mexico takes a huge leap forward in solidifying and recognizing outdoor recreation's role as a major economic driver."

Outdoor recreation activities represented by the alliance include camping, fishing, hunting, motorcycling, OHVing, snow sports, trail sports, water sports, biking, and wildlife viewing. A diverse board has been formed comprised of many outdoor recreation business owners from all over the state, including Dale Davis of 505 Cycles, Nick Streit of Taos Fly Shop, Bob King of Santa Fe Guiding Company, Sandy Rodwick of Alamogordo KOA, and Corey Spoore of MST Adventures.

“We are dedicated to being a balanced and unified voice for all outdoor recreation businesses and organizations positively contributing to the outdoor economy,” Davis, endeavOR board chair and owner of Farmington based 505 Cycles, said. “We represent all outdoor recreation industry sectors and geographic regions of the state.”

endeavOR offers memberships for outdoor recreation businesses and organizations, supporting businesses, friends, students, communities, tribes, and agencies. Membership fees range from \$25 to \$500 based on the size of the business. Key member benefits include advocacy for outdoor businesses and organizations, networking among industry professionals, promotion of outdoor recreation businesses and destinations, alerts on outdoor recreation industry news and best practices, and professional development assistance.

The endeavOR board of directors has selected Once a Day Marketing partners James Glover and Marianne Tenenbaum to assume the executive director role. Once a Day Marketing was instrumental in forming and launching endeavOR New Mexico as part of their recent engagement with the City of Farmington and its Outdoor Recreation Industry Initiative (ORII).

“Growing our outdoor recreation economy in Farmington is vital and we want to support similar efforts in all New Mexico communities,” Farmington Mayor Nate Duckett said. “The formation of endeavOR will enable outdoor rec businesses and organizations, large and small, to have representation and a voice moving forward.”

“These are exciting times for outdoor recreation in New Mexico. The alliance’s mission to assist outdoor recreation guides, outfitters, and gear manufactures to be more successful and improve New Mexico’s outdoor rec offerings and experiences will drive endeavOR for years to come,” endeavOR Co-Director James Glover said.

Learn more about endeavOR New Mexico by visiting endeavorNM.org or emailing director@endeavorNM.org.

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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.

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