



# EDD

ECONOMIC  
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DEPARTMENT

## OUTDOOR RECREATION DIVISION

**FOR IMMEDIATE RELEASE:**  
**Media Inquiries:** Jennifer Esquivel  
[jennifera.esquivel@state.nm.us](mailto:jennifera.esquivel@state.nm.us)  
(505) 469-2915

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

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## **New Outdoor Recreation Business Directory** *Outdoor recreation businesses get online assist from state*

**SANTA FE, N.M.** – The New Mexico Outdoor Recreation Division (ORD), a division of the Economic Development Department (EDD) announced that it has created the state’s first digital outdoor recreation business directory. The goal of the free resource is to market the state’s robust outdoor recreation economy, assist businesses, and connect people and customers with the resources they need to be successful and get outside.

ORD’s business directory aims to be a free, comprehensive list of outdoor recreation businesses, nonprofits, government agencies, educators, and others across the state. Just launched last week, the directory is already populated by 26 outdoor recreation businesses – all members of endeavorOR New Mexico, the state’s first outdoor recreation business trade alliance -- and is growing fast. Early registrants include Cottonwood Gulch Expeditions, 505 Cycles, Far Flung Adventures, and River Source Inc.

ORD created the directory to support the vibrant network of New Mexico outdoor recreation businesses and bring more visibility to their work. The free resource will build community and relationships between the diverse employers and their customers within this sector. The new web page will help the state to champion New Mexico’s diverse, robust, and thriving outdoor industry.

“There are hundreds of thriving outdoor recreation businesses already in New Mexico,” ORD Director Axie Navas said. “Together they comprise the state’s \$2.4-billion outdoor economy. We want this new, free resource to highlight these companies and make it easier for directory users to connect with guides, retailers, manufacturers, glamping outfitters, land advocates, and much more.”

Categorized by sector, and further organized by name and location, businesses and organizations are easy to find and sort on the directory.

Navas is encouraging all businesses related to the outdoor economy to register to be included in the directory. Businesses need to complete a short registration form, and once approved by ORD staff, the applicant’s organization will be listed live on the directory’s website. Your organization must be directly related to the outdoor recreation industry and be based in New Mexico to be included.

You can see the directory, and apply for inclusion, at <https://www.nmoutside.com/business-directory>.

For more information about the Outdoor Recreation Division, visit their [website](#). For information or assistance with the business directory, [contact ORD Director Axie Navas](#).

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The screenshot shows a web interface for a business directory. At the top, there are navigation buttons: Search, Tags, Business Name (with a dropdown arrow), Add Entry, Edit, and Account. Below this are four business listings, each with a circular logo, a name, a category tag, a brief description, a 'read more' link, a location pin, and social media icons.

- 505 CYCLES**: endeavorOR New Mexico. Experience, Retail, Service. Description: "505 Cycles is the only 'New Mexico True Certified' bike shop in the state. We offer custom bicycles..." Location: Farmington.
- Base Medical LLC**: Education. Description: "Base Medical is an outdoor safety education company that offers wilderness medical courses, search..." Location: Albuquerque.
- Cottonwood Gulch Expeditions**: Education, Nonprofit, Experience. Description: "Cottonwood Gulch creates outdoor learning adventures for youth from all backgrounds that foster..." Location: Albuquerque.
- Desert River Guides**: Guide or Outfitter, endeavorOR New Mexico. Description: "Desert River Guides" Location: Farmington.

*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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New Mexico Economic Development Department | 1100 South St. Francis Dr. , Joseph M. Montoya Building, Santa Fe, NM 87505-4147

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