



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

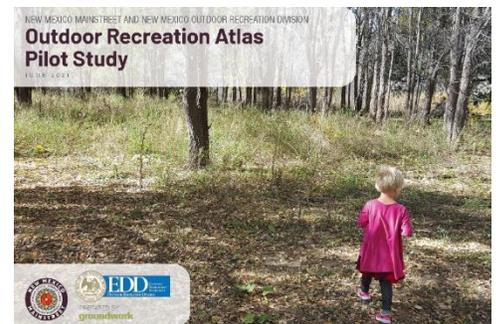
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NM MainStreet and NM Outdoor Recreation Division Receive Two Awards for *Outdoor Recreation Atlas Pilot Study*

Awards are for Excellence in Research and Rural Planning

Santa Fe, N.M. – NM MainStreet (NMMS) and the NM Outdoor Recreation Division (ORD) received two awards for the *Outdoor Recreation Atlas Pilot Study*, a collaborative project to increase outdoor recreation in support of sustainable community development. The first award was presented by the American Society of Landscape Architects' NM chapter ([NMASLA](#)) in the *Research* category at the Design Awards Gala on Nov. 12, 2021. The second award will be presented by the American Planning Association's NM chapter ([APA-NM](#)) in the *Rural Planning Project* category at the annual meeting on Dec. 10, 2021.



NMMS and ORD collaborated on the study, which was prepared by NMMS Revitalization Specialist Amy Bell of [Groundwork Studio](#), and engaged many local community representatives.

“Congratulations to the Outdoor Recreation Division and NM MainStreet for receiving two prestigious awards for the *Atlas Pilot Study*,” Economic Development Secretary Alicia J. Keyes said. “Communities that successfully connect outdoor assets to downtown MainStreets will make the most out of this economic development opportunity. Let’s continue with this excellent work and momentum!”

“As director of the Outdoor Recreation Division, it’s an honor to be able to work with and learn from our EDD MainStreet colleagues,” said ORD Director Axie Navas. “This report helps lay crucial groundwork to ensure that outdoor access drives downtown economic vitality.”

“Thank you to NMASLA and APA-NM for these honorable awards,” NMMS Director Daniel Gutierrez said. “I’m proud of the collaboration between Outdoor Recreation and NM MainStreet. The next phase of this work will include the creation of a database to monitor high-impact, sustainable outdoor recreation projects in our communities.”

“This *Pilot Study* lays the groundwork for creating a database of existing outdoor recreation assets and potential projects, creating a tool for the State and local communities to support targeted outdoor recreation projects that will bring ‘right-sized’ economic activity to MainStreet and improve access to outdoor recreation for all,” NMMS Revitalization Specialist Amy Bell said.

The *Pilot Study* is [available online](#) and revealed outdoor recreation assets, amenities, projects, programs, approaches to economic community development, and unique challenges that communities face in Colfax, Lincoln, McKinley, San Juan, and Sierra counties.

The five counties were selected in April, and each demonstrated at least one of the following characteristics: outdoor recreation supports a significant portion of their current economy, there is at least one active/previous



Pictured from left: Toby Levin (Groundwork Studio) & Mike Pace accept NMASLA awards on Nov. 12, 2021.

MainStreet community, they need to diversify the economy through outdoor recreation, at least one outdoor recreation project was identified, and/or they coordinate with statewide outdoor recreation development.

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About New Mexico MainStreet (NMMS):

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 31 affiliated MainStreet Districts, 12 state-authorized Arts & Cultural Districts, 6 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects, and 9 Historic Theaters.



Learn more at nmmainstreet.org. NMMS is a program of the New Mexico Economic Development Department.

About the New Mexico Outdoor Recreation Division (ORD):

ORD works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation. Governor Michelle Lujan Grisham signed New Mexico's Outdoor Recreation Division into law on April 2, 2019. At the time, ORD joined a dozen other states committed to growing and championing the outdoor recreation economy, which is an immensely powerful engine to grow wealth and job opportunities in our state. Written into the law was the first-ever Outdoor Equity Fund, a grant intended to help disadvantaged youth get outside.



Learn more at nmoutside.com.