



# NEW MEXICO

## OUTDOOR RECREATION DIVISION

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Gov. Michelle Lujan Grisham  
Acting Cabinet Secretary Jon Clark  
Director Karina Armijo

**FOR IMMEDIATE RELEASE:**

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### **Outdoor Marketing Grant Accepting Applications**

*The Outdoor Recreation Division announces a new marketing grant for outdoor-focused programs and events*

**SANTA FE, N.M.** - A new grant opportunity has been released by the Outdoor Recreation Division (ORD) to assist with marketing outdoor recreation ventures, announced Economic Development Department Acting Cabinet Secretary Jon Clark.

The pilot program is run by ORD, a division of the Economic Development Department, and applications will be open until December 31, 2023.

The objective of the Outdoor Marketing Grant is to expand opportunities for participation in the outdoor recreation industry. The grant will support communities' and eligible nonprofits' investments in their outdoor recreation marketing programs. Reaching a greater audience increases outdoor participation, stewardship of ecosystems, and outdoor access. Awards will range from \$15,000 to \$30,000, with over \$800,000 in total funding available.

Grant funding may be used for event sponsorships, print brochures, outdoor recreation maps, guidebooks, digital and print ads, website development, and other marketing materials to promote local or regional outdoor recreation opportunities in New Mexico. ORD received this funding as part of EDA's implementation of the American Rescue Plan Act in partnership with the New Mexico Tourism Department. The competitive, federally funded grant is eligible to Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; and colleges/universities.

The full [grant guide](#) and application can be found on the ORD website at [NMOutside.com](http://NMOutside.com). After the December 31 deadline, an external review committee will evaluate applications. Questions about the Outdoor Marketing Grant can be directed to Deputy Director AJ Jones by email at [AJ.Jones@edd.nm.gov](mailto:AJ.Jones@edd.nm.gov).

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*The Outdoor Recreation Division, a division of the New Mexico Economic Development Department, aims to increase the overall mental and physical well-being of New Mexicans through the power of outdoor recreation, enabling residents throughout the state to hold jobs that afford them dignity, joy, and stability. We strive to commit to all residents to protect their state's natural heritage - its lands and waters, flora and fauna - and find a future on that path. We aim to parlay this commitment into long-term, sustainable investment, both in infrastructure and education.*

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