



# NEW MEXICO

## OUTDOOR RECREATION DIVISION

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**FOR IMMEDIATE RELEASE:**  
June 17, 2024

### **The New Mexico Outdoor Recreation Division Partners with ActivateNM to Launch ActivatOR, an Accelerator for Outdoor Recreation Businesses**

*Accelerator is redefined for the outdoor recreation business community*

**SANTA FE, N.M.** – The New Mexico Outdoor Recreation Division (ORD) of the Economic Development Division (EDD) has partnered with CNM Ingenuity’s ActivateNM to create ActivatOR Outdoor Recreation Growth Accelerator, a free business accelerator tailored to established outdoor recreation businesses and startups located in or expanding to New Mexico.

The first three weeks of the accelerator are “open sprints” that are free and available to the community, even if they don’t apply for the full accelerator program. By attending the first three weeks, businesses and individuals can determine if ActivatOR is the right fit for them and learn about topics including growth mindset, customer discovery, and Lean Startup Methodology.

“ActivatOR builds on growth incubators and accelerators we’ve done in the past, but what makes it unique is established outdoor recreation businesses can apply as well,” AJ Jones, Deputy Director of New Mexico’s Outdoor Recreation Division, said. “Growth is equally as important for active businesses, and ActivatOR was created to help new and seasoned outdoor recreation entrepreneurs elevate their business.”

Over the course of the 14-week program, ActivatOR participants will attend a series of virtual workshops along with weekly one-on-one mentoring sessions with industry experts that understand the challenges of the outdoor market. Participants will also have networking and event opportunities. The networking component brings together like-minded founders, potential investors, and strategic partners who are all focused on outdoor recreation.

“Hosting an accelerator specifically geared towards the outdoor recreation industry is just another example of the commitment to make New Mexico the location for outdoor recreation businesses and startups,” Lindsay Humphries, Senior Program Manager for ActivateNM, said. “ActivateNM is thrilled to work with these outdoor entrepreneurs and provide them with the tools and guidance they need to continue to grow and thrive, no matter where they are on their business journey.”

ORD is redefining what an accelerator looks like, especially for the outdoor industry, with New Mexico businesses in mind. New Mexico has one of the highest concentrations of small businesses in the Southwestern U.S. and the outdoor sector reflects this. ActivatOR includes both startup and established businesses, which is rare for accelerators. ORD wants to help outdoor businesses at any stage.

“Growth doesn’t always mean adding hundreds of employees overnight or increasing profits,” Humphries said. “The purpose of this accelerator program is to help outdoor recreation businesses identify what growth looks like for them, whether that’s hiring an additional employee, refining their customer base, or creating a succession plan.”

ActivatOR participants who attend 10 out of the 13 workshops or mentoring sessions will receive a free

ticket to the September New Mexico Outdoor Economics Conference in Las Cruces.

Applications for ActivatOR will be accepted until the end of the day on June 27, 2024. Acceptance to the accelerator will be announced on July 8. Fifteen businesses or nonprofits will be selected. Learn more and apply by [visiting the ActivatOR website](#).

#### About CNM Ingenuity's ActivateNM

ActivateNM is a tailored, multi-tiered program that provides guidance, events, and resources to founders and startups across New Mexico. ActivateNM is part of CNM Ingenuity, an economic development arm of Central New Mexico Community College (CNM). For more information visit [activatenm.com](http://activatenm.com) or follow us on Facebook, LinkedIn, or Twitter at @ActivateNM

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*The mission of the Outdoor Recreation Division, a division of the New Mexico Economic Development Department, is to increase equitable access to the outdoors for all New Mexicans, ensuring healthy outcomes, environmental stewardship, and economic prosperity. For more information, visit [nmoutside.com](http://nmoutside.com) or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#) at @NMOldoorRec.*

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