



# NEW MEXICO

## OUTDOOR RECREATION DIVISION

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ORD Director Karina Armijo

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### **New Mexico Outdoor Recreation Businesses Making Waves** *Series highlights 17 businesses shaping the future of outdoor recreation in the state*

**SANTA FE, N.M.** – The New Mexico Outdoor Recreation Division (ORD) is publishing a dynamic new editorial project celebrating the vibrant outdoor recreation landscape across the state. *New Mexico Outdoor Ventures*, features captivating stories of 17 outdoor businesses, highlighting their unique contributions to New Mexico.

The [New Mexico Outdoor Ventures](#) collaboration is designed to elevate the voices and experiences of New Mexico’s diverse outdoor recreation community with authentic storytelling.

“The outdoor recreation industry is increasing economic prosperity while improving the health and wellness of New Mexicans,” New Mexico Economic Development Department Cabinet Secretary-Designate Rob Black said. “We are excited to celebrate and support our hardworking and resilient entrepreneurs in the outdoor industry.”

From outfitters and guides to gear makers and adventure hosts, the featured businesses span the state, representing a broad range within the outdoor industry. Through a compelling mix of photography and narrative, *New Mexico Outdoor Ventures* encourages residents and visitors to discover new ways to engage with New Mexico’s outdoors and support the outdoor recreation economy.

“We’re excited to bring these inspiring stories to light and give recognition to the entrepreneurs and creators who are driving New Mexico’s outdoor economy,” ORD Director Karina Armijo said. “This project not only celebrates the beauty of our landscapes but also highlights the individuals and businesses who help others experience the outdoors in meaningful ways.”

Governor Michelle Lujan Grisham has identified outdoor recreation as a key sector to grow and diversify New Mexico’s economy. In 2019, the governor signed New Mexico’s Outdoor Recreation Division into law, housing it within the Economic Development Department. Since then, ORD has invested over \$1 million in small businesses through its Outdoor Marketing Grant, Outdoor Recreation Business Accelerator Grant, annual Adventure Pitch startup pitch competition, and ActivatOR Outdoor Recreation Growth Accelerator program.

To explore the full editorial and learn more about the featured businesses, visit [NMOutside.com](https://NMOutside.com) and follow @NMOutdoorRec on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#). New stories will be released every Monday and Thursday through November 14, 2024.

**Featured Businesses:**

[Navajo Tours](#)  
[Desert River Guides](#)  
[Rift Cycles](#)  
[Enchantment Equitreks](#)  
[Hangtime Gear](#)  
[JACO Outfitters](#)  
[Moss Adventures](#) & [Raton Adventure Centre](#)

[Hikers Coffee Co. & Hikers Cimarron Inn & RV Park](#)  
[Zia Kayak Outfitters](#)  
[Dynamic Discs New Mexico](#)  
[Wolfhorse Outfitters](#)  
[Moon Rock Outfitters](#)  
[Evan Green Photography](#)  
[Enchanted Mountain Guides](#)  
[Southwest Composite Works](#)

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*Justyn Vogel, owner of Enchantment Equitrekks in Edgewood, makes riding a fun experience for all. Pictured here enjoying a laugh with a group of riders. (Photo by Roberto E. Rosales Photography)*



*John Oliver of JACO Outfitters glasses for game in Mora County in northern New Mexico. (Photo by Roberto E. Rosales Photography)*





*Diné guide Kialo Winters, owner and founder of Navajo Tours USA, points out formations in the Ah-Shi-Sle-Pah Wilderness Study Area. (Photo by Roberto E. Rosales Photography)*



*Rift Cycles co-owners Rafael Guevara and Molly Crickman ride their mountain bikes alongside a rift with the Rio Grande below. (Photo by Mike Sandoval)*



*Connor Bryan and Everett Brophy, co-owners of Dynamic Discs New Mexico, are fueling rapid growth in the sport, not only in Ruidoso, but across the state. (Photo by Roberto E. Rosales Photography)*

*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 [@NMOutdoorRec](#).*



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