



NEW MEXICO

OUTDOOR RECREATION DIVISION

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New Mexico Outdoor Recreation Division celebrates \$3.2B outdoor economy
Outdoor Recreation Day at the Capitol celebrates New Mexico's great outdoors and flourishing outdoor recreation economy



SANTA FE, N.M. — New Mexico Economic Development Department's Outdoor Recreation Division (ORD) is pleased to announce March 18, 2025, as Outdoor Recreation Day at the State Capitol. Dozens of outdoor recreation businesses, organizations, and youth program participants will converge at the Roundhouse to showcase New Mexico's thriving, \$3.2 billion outdoor recreation sector.

Throughout the day, visitors can explore interactive exhibits, engage in hands-on activities, and connect with outdoor recreation-related businesses. Outdoor Equity Fund and Outdoor Recreation Trails+ Grant recipients will also be on hand to speak with visitors. Exhibits will highlight the crucial work that ORD's grant programs support. From expanding equitable access to the outdoors to restoring and establishing trail infrastructure, these programs enhance the lives of New Mexicans and support conservation and sustainable access to the state's lands and waters.

The day will feature an hour-long press conference, offering attendees the opportunity to hear first-hand stories about the impactful work being done across New Mexico by ORD grantees, outdoor entrepreneurs, and inspiring stories from youth. These narratives will illustrate the transformative power of outdoor recreation and its integral role in strengthening communities and creating sustainable opportunities for New Mexicans.

“Outdoor Recreation Day at the Roundhouse is more than a celebration — it's an opportunity to support and uplift the programs, businesses, and young leaders who are making outdoor recreation a cornerstone of New Mexico's economy,” EDD Cabinet Secretary-Designate Rob Black said. “Outdoor Recreation Day will serve a testament to the enduring impact and vibrancy of this vital sector.”

Join the celebration of New Mexico's great outdoors and flourishing outdoor recreation economy on Tuesday, March 18, 2025, at the State Capitol from 9am-3pm. For details and updates, visit bit.ly/NMOutdoorRecDay25.

In 2019, Gov. Michelle Lujan Grisham identified outdoor recreation as one of nine target industries to grow and diversify New Mexico's economy. In April 2019, the governor signed a bill into law that created the state's first Office of Outdoor Recreation. Since then, the Outdoor Recreation Division has invested \$22.4 million in trails and infrastructure projects and awarded \$6.5 million in Outdoor Equity Fund grants, getting more than 83,000 youth outside for transformative, educational experiences.

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About the New Mexico Outdoor Recreation Division

The Outdoor Recreation Division of the New Mexico Economic Development Department is dedicated to enhancing outdoor recreation opportunities, fostering economic development, and ensuring equitable access to New Mexico's natural resources. By supporting initiatives like the Outdoor Equity Fund and the Outdoor Recreation Trails+ Grant program, the division promotes sustainable growth and a healthier quality of life for all New Mexicans. nmoutside.com



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