NEW MEXICO
OUTDOOR RECREATION DIVISION

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State launches new $50,000 grant pilot to help outdoor businesses grow

SANTA FE — New Mexico outdoor recreation businesses will have a new opportunity to access funding to expand operations and reach new markets through Outside Forward, a $50,000 competitive grant pilot launched by the New Mexico Outdoor Recreation Division.

The pilot responds to a common challenge identified by outdoor businesses statewide: access to capital, which remains a significant barrier to growth.

The Outdoor Recreation Division's (ORD) 2024 Outdoor Recreation Business Survey gathered responses from 105 outdoor businesses across the state. Nearly 70% of respondents identified access to funding as a top business need, followed by marketing support at 64%. The survey also found that 69% of respondents planned to expand their businesses, highlighting both the demand for resources and the potential for growth in New Mexico's outdoor recreation economy.

"New Mexico has built an outdoor recreation economy that few states can rival, and we're making sure local businesses have a bigger stake in its success," said **Economic Development Secretary Rob Black**. "That means listening to what business owners need and backing them with the resources to grow, compete and create jobs right here at home."

The program is open to eligible New Mexico-based outdoor recreation businesses seeking funding for specific projects that support business growth. Businesses can use grant funding to purchase equipment, develop new products, improve their websites or online sales, expand marketing efforts, attend trade shows, upgrade technology or invest in other tools and services that will help their businesses grow.

"We've heard directly from outdoor businesses across New Mexico about the challenges they face and the opportunities they see for growth," said **ORD Director Karina Armijo**. "Outside Forward is about turning that feedback into action and giving local entrepreneurs additional resources to take their businesses to the next level."

Outside Forward builds on ORD's ongoing efforts to strengthen New Mexico's outdoor recreation economy through business development initiatives, entrepreneurial support and investments in outdoor recreation infrastructure and access.

ORD is a division of the New Mexico Economic Development Department and works to increase equitable access to the outdoors for all New Mexicans while supporting healthy outcomes, environmental stewardship and economic prosperity.

Individual grants range from $2,500 to $10,000, with recipients required to contribute a 25% cash match. Applications will be accepted from **January 4 through 29, 2027**. For eligibility requirements and application details, visit nmoutside.com/outside-forward.



Taos Fly Shop is a retail store that offers guided fly fishing trips across Northern New Mexico.



Moon Rock Outfitters is a community-centered full-service bicycle shop in Roswell



Enchantment Equitreks offers guided horseback rides and all-inclusive horseback vacations in Edgewood.

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EDNM's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDNM's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.

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