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FOR IMMEDIATE RELEASE:

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Farmington to Host 3rd Annual New Mexico Outdoor Economics Conference

Conference Will Include Panel Discussion, Outdoor Trips, and Gear Expo

Farmington, N.M. – Farmington, home to the Bisti Badlands/De-na-zin Wilderness and world-class fly fishing, off-roading, and mountain biking, will host the third annual New Mexico Outdoor Economics Conference from October 1-2, 2020.



**OUTDOOR
NEW MEXICO**

The conference has become a popular destination for leaders statewide to discuss ways to grow the state's multi-billion dollar outdoor recreation industry. It will include top leaders from government, the outdoor recreation industry, and advocacy organizations, and will feature a wide array of activities, including panel discussions, trips to regional outdoor hot spots, and evening networking receptions.

The 2019 conference, held in Silver City, was attended by 300 people representing over sixty communities in the state.

As the conference has grown in popularity, it has taken on new importance with the creation of the New Mexico Outdoor Recreation Division within the Economic Development Department. According to the Bureau of Economic Analysis, the outdoor industry contributed \$2.3 billion to the New Mexican economy in 2017.

Gov. Michelle Lujan Grisham considers investment in New Mexico's Outdoor Recreation industry to be a priority in her efforts to diversify the economy and build wealth for all New Mexicans.

Topics at this year's conference will include outdoor marketing, outdoor recreation business development, sustainability, diversity, and outdoor equity, and include forums for outdoor companies, youth groups, and educators to collaborate and network. For the first time, the conference will also feature an outdoor expo showcasing New Mexico outdoor recreation-based companies and products.

The conference is being organized by Outdoor New Mexico, a non-profit organization, and the New Mexico Outdoor Recreation Division of the New Mexico Economic Development

Department.

“The Economic Development Department is committed to developing the outdoor economy throughout New Mexico, and cities like Farmington are helping to pave the way. The Outdoor Economics Conference is a key way to give our homegrown business the tools they need to thrive in this state,” Economic Development Department Cabinet Secretary Alicia J. Keyes said.

Axie Navas, the Director of the Outdoor Recreation Division, explained that the conference is a great way for New Mexico communities to network and learn how to grow their outdoor economy. “Farmington, with its amazing vistas and fantastically beautiful trails, is truly one of the state’s — and the country’s — great outdoor recreation destinations,” Navas said. “As such, it’s the perfect home for the third Outdoor Economics Conference.”

“The City of Farmington is excited to welcome the 2020 Outdoor Economics Conference to our community. We’re ready to show off our world class recreation areas and provide an excellent experience to all who attend” Nate Duckett, Mayor of Farmington, said.

San Juan County Commission Chairman Jack Fortner added, “San Juan County is a gem in New Mexico’s beautiful outdoor heritage and we are honored to host all New Mexicans in helping to grow our outdoor economy.”

Conference organizer and Outdoor New Mexico Executive Director Jeff Steinborn believes that this year’s conference will be the best yet. “The 2020 Outdoor Conference will offer more discussion topics, a new outdoor expo of New Mexico based outdoor companies, and opportunities for all New Mexicans to participate, have fun, and learn,” Steinborn said.

Those interested in attending the Outdoor Economics Conference can register online at www.outdooreconomicsnm.com. The registration fee is \$65.

The New Mexico Outdoor Economics Conference will be held at the Farmington Civic Center at 200 W. Arrington St.

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The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

New Mexico Economic Development Department
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