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State set to boost Outdoor Recreation with regional business incubators

SILVER CITY – In its first initiative to boost the outdoor recreation industry, the New Mexico Economic Development Department will be awarding up to \$50,000 to business incubators that propose the best programs to assist early stage outdoor businesses.

The EDD's Office of Outdoor Recreation Director Axie Navas announced the program Thursday in Silver City at the Outdoor Economics Conference. She said the Request for Proposals will be sent to the 10 business incubators in the state. The deadline for response is Friday Oct. 25.

"We are reaching out all over the state to find the best ideas to launch these outdoor businesses," said Cabinet Secretary Alicia J. Keyes of the Economic Development Department. "Our agency will work with the incubators to help these entrepreneurs expand and create jobs."

The Office of Outdoor Recreation hopes to develop at least one incubator in New Mexico that specializes in providing expertise, management, training, and office space to outdoor recreation startups. The proposals should focus on early stage businesses that offer services such as guided tours or gear rentals, or products like fishing rods, bikes, and technical apparel.

"New Mexican business leaders are essential catalysts to grow the outdoor recreation economy in this state," Navas said. "This program is intended to give those entrepreneurs a chance to hone their skills through mentorship, networking, and key placement within the outdoor industry."

Special consideration will be given to ideas that support rural areas or take a regional, rather than municipal, approach.

Please send ideas or questions about the proposals to alexandra.navas@state.nm.us or Deputy Director Peter Mitchell, peter.mitchell@state.nm.us

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