

OR Update



ONCE a DAY
MARKETING

INSPIRING IDEAS INSIDE

FARMINGTON

Jolt Your Journey



LOS ALAMOS

where discoveries are made

GALLUP *Real* TRUE





Our Advisory Board

James Glover

ONCE A DAY MARKETING LLC

Partner James Glover has over 30 years of strategic marketing experience. As consultant, Glover drives branding, economic development, tourism, and outdoor recreation initiatives for New Mexico communities. He encourages his clients to “brand bold.” Glover is one of the state’s foremost place branding experts and leader in advancing rural outdoor economies. He supported the launch of Farmington’s Outdoor Recreation Industry Initiative (ORII) and in partnership with the city is driving the formation of New Mexico’s first-ever outdoor recreation business association. He earned his MBA from the University of California, Irvine (UCI) and his BS in International Business at the University of Oregon. Glover is an avid mountain biker; his license plate reads: LUV2MTB.





Why is the outdoor
recreation (**OR**)
economy important?



ONCE a DAY
MARKETING
INSPIRING IDEAS INSIDE

Outdoor Recreation Contributes to Economic Success in Many Ways

NEW RESIDENTS

Places with federal land and recreation amenities have higher rates of population growth, helping fuel jobs for teachers, doctors, construction workers, and more.



ENTREPRENEURS + TALENT

Access to the outdoors and a high quality of life attract and retain new businesses and skilled workers.



RETIREMENT + INVESTMENT INCOME

Wealth from retirees and investors—who are drawn to live near outdoor access—helps boost the local economy.



HIGHER PROPERTY VALUES

Neighborhoods with trails, parks, and nearby public land often have higher property values, contributing more to the local tax base.



TOURISM

Visitors who come to enjoy the outdoors spend money on food, lodging, restaurants, and other services, helping create jobs and putting money into the community.



MAIN STREET BUSINESSES

Restaurants, grocery stores, gear stores, and other local retailers benefit from visitors and new residents.



GEAR MANUFACTURING

Outdoor equipment makers tend to locate in places with outdoor amenities, providing jobs and investment in the community.



HEALTHIER RESIDENTS

Access to the outdoors improves public health and reduces costs of chronic conditions, especially for impoverished and under-resourced neighborhoods.





[Home](#) » [Economic Development](#) » [Trends & Performance](#) » Recreation Counties Attract New Residents and Higher Incomes

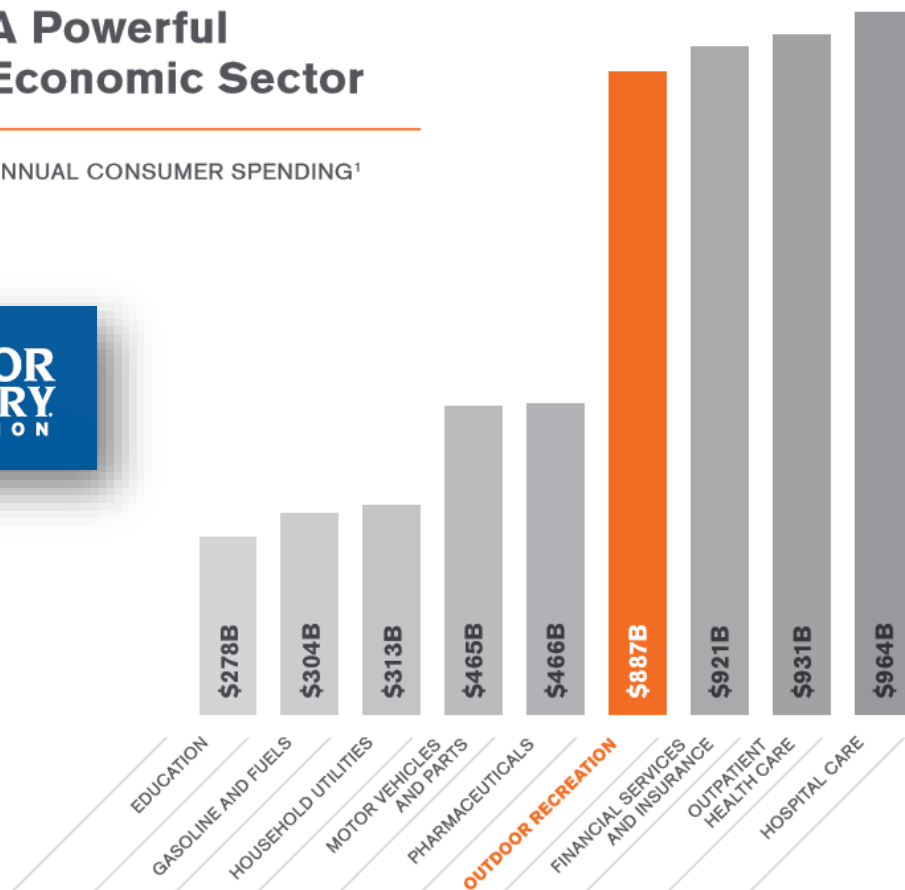
Recreation Counties Attract New Residents and Higher Incomes

JANUARY 2019

Recreation counties, especially in non-metro places, draw new residents and have higher incomes and faster earnings growth than places without recreation.

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product



**OUTDOOR
INDUSTRY**
ASSOCIATION

FINANCE AND
INSURANCE
**6.0
MILLION**

CONSTRUCTION
**6.4
MILLION**

COMPUTER
TECHNOLOGY
**6.7
MILLION⁴**

**OUTDOOR
RECREATION**
7.6 MILLION



Fields of Occupation



NEW MEXICO'S OUTDOOR RECREATION ECONOMY DIRECTLY SUPPORTS **\$1.2 BILLION IN INCOME AND 33,500 JOBS.**

For perspective, there are more people working in outdoor recreation in the state than in farming and manufacturing, and slightly less than the number working in mining, including oil and gas development.

Outdoor recreation contributes \$2.3 billion, or 2.5%, to state GDP

The outdoor recreation economy is growing faster than the overall state economy: **between 2012 and 2017, GDP from outdoor recreation grew by 11% while overall state GDP grew by 4%.**



WJ



FARMINGTON



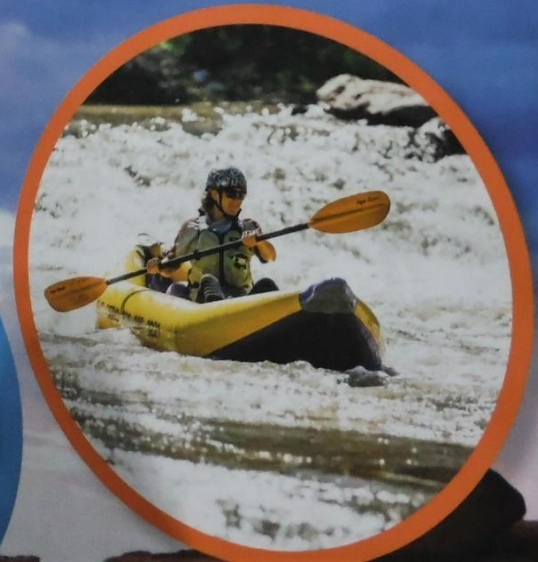
Lift Your Journey™



FARMINGTON IS NATURE'S PROVING GROUND
FOR OUTDOOR RECREATION

Why Farmington

- Outdoor Recreation Industry
- Mayor/City Council, County
- Relocation Incentives
- Big Fish in Farmington
- Diverse Terrain
- Easy Access to
- Available Attractions
- New Growth
- San Antonio
- Climate
- Farmington
- Proximity



Why New Mexico

- State Incentives
- National Leadership



NEWS

Share: [f](#) [t](#) [in](#) bit.ly/2Rsv1LZ

IS THIS FOUR CORNERS TOWN THE NEXT MOAB?

BENTONVILLE, AR

With a little help from a local retailer called Walmart, this northwest corner of Arkansas is riding the fast-track—via singletrack—to a healthy recreation economy.

[READ PART 1 ▶](#)

RICHMOND, VA

A grassroots awakening to the fun and the function of urban bike infrastructure has reformed this once-conservative, car-happy Southern capital into a thriving recreation economy.

[READ PART 2 ▶](#)

MCCOOK, NE

What started as an effort to protect wildlife habitat has turned into an economic windfall for hunters, fishers, birdwatchers, the tourism industry and the state's public and private land users.

[READ PART 3 ▶](#)

CHATTANOOGA, TN

If you want to know how investing in recreation infrastructure can pump new life into a city, and by extension, an entire state, look no further than Chattanooga.

[READ PART 4 ▶](#)



OGDEN, UT

The small Utah town capitalized on the 2002 Olympics to establish itself as a hotspot for outdoor industry business.

[READ PART 5 ▶](#)

DULUTH, MN

A recent spate of smart and strategic recreation development has earned the Minnesota town a reputation as “the next great place.”

[READ PART 6 ▶](#)

WESTERN SLOPE, CO

Grand Junction, Palisade, Fruita and Gunnison have leveraged their outdoor recreation opportunities to attract more tourists and more business. As a result, they're becoming stronger, more attractive communities.

[READ PART 7 ▶](#)

FARMINGTON, NM

Is this four corners town in New Mexico the next Moab?

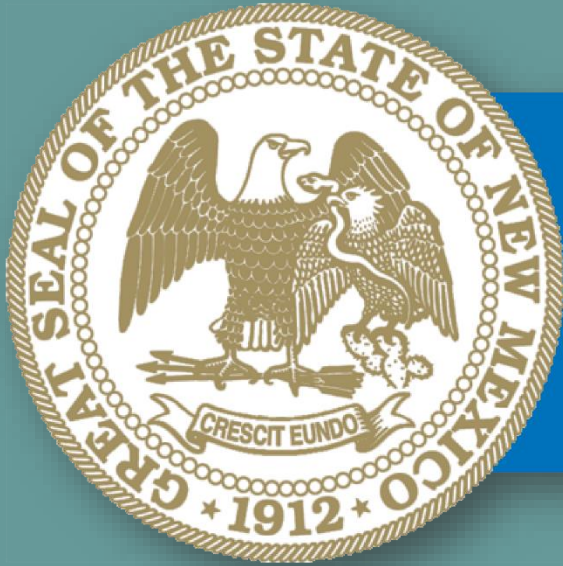
[READ PART 8 ▶](#)

Farmington, New Mexico

Where Should I Retire?



What's there to do here? This is the "Four Corners" region (four states meet at one point), and the tourist folks boast of six national parks nearby, the hiking, the mountain biking, the water options for fishing, kayaking and paddle boarding.




EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

OUTDOOR RECREATION DIVISION

An aerial photograph of a small town nestled in a valley. The town is surrounded by steep, rocky mountainsides covered in dense evergreen and deciduous trees showing vibrant autumn colors of yellow, orange, and red. The town itself has a mix of residential houses and commercial buildings, with a main street running through the center.

The Outdoor Recreation Roundtable Rural Economic Development Toolkit

[BEGIN](#)[DETAILS](#) 



**1. IDENTIFY & EMPOWER
LOCAL CHAMPIONS**



**2. UNIFY BEHIND
CONSISTENT MESSAGING**



**3. MAKE OUTDOOR
RECREATION A “MUST HAVE”**



4. BUILD COLLABORATIVES



**5. GUARANTEE BUY-IN
AND DEPENDABILITY**



**6. IDENTIFY ONE POINT
OF CONTACT**



THE PLACE TO START & GROW YOUR BUSINESS

FARMINGTON
WOMEN'S BUSINESS CENTER

She/Her/Hers Startup Saturday for New Outdoor Recreation Businesses



SATURDAY, May 22, 2021 | 9:00 am - 4:00 pm

A force of nature

155 MEMBERS STATEWIDE



EXPAND

ENGAGE

ENHANCE



the **OR**
economy

the **OR**
community

the **OR**
experience



EDD ECONOMIC
DEVELOPMENT
DEPARTMENT
OUTDOOR RECREATION DIVISION

NEW MEXICO *True*



WNMU



SAN JUAN COLLEGE



**OUTDOOR
INDUSTRY[®]**
ASSOCIATION



Oregon State
University

ORR OUTDOOR
RECREATION
ROUNDTABLE

SOBAN
State Outdoor Business Alliance Network

OUTDOOR
RETAILER

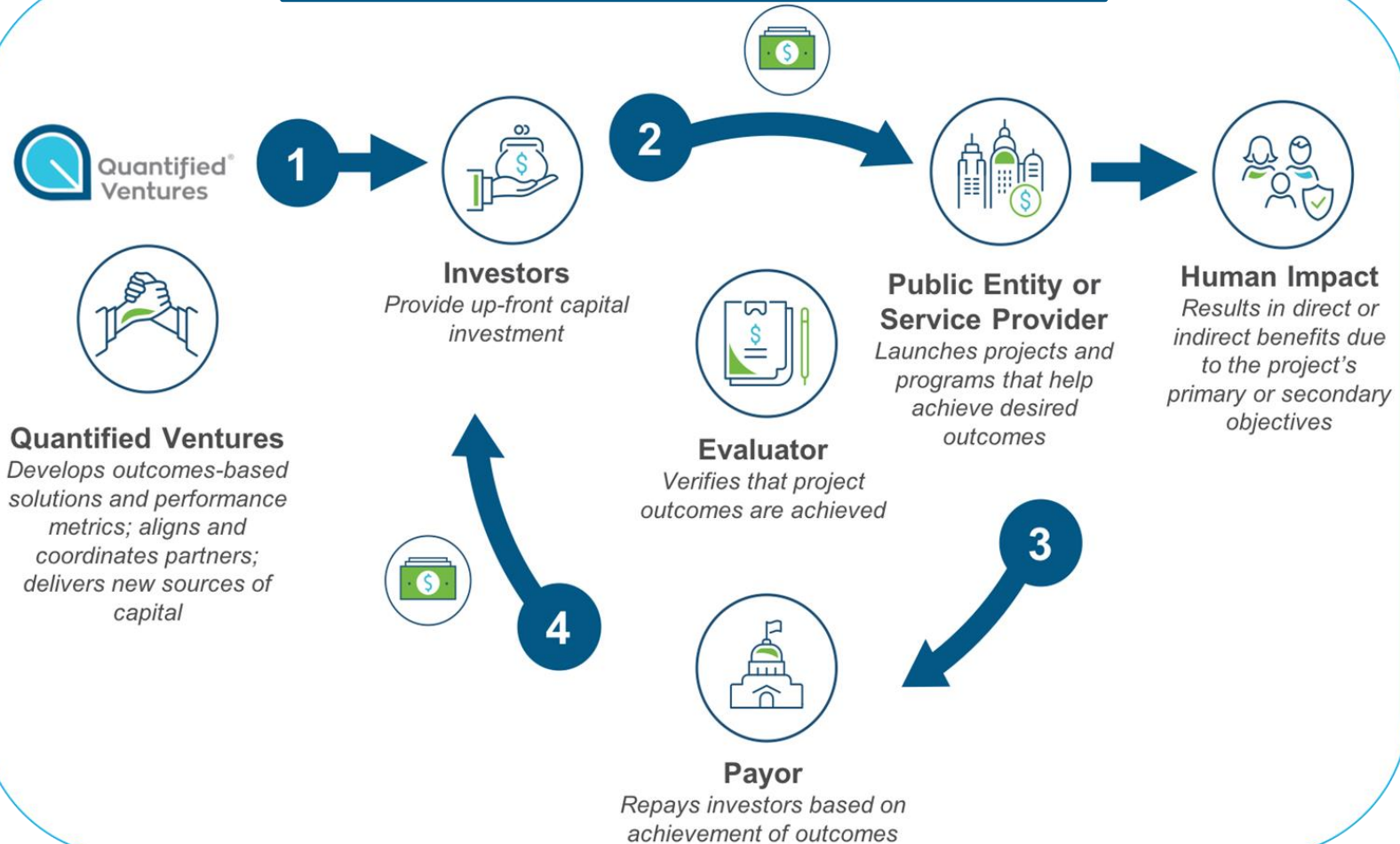


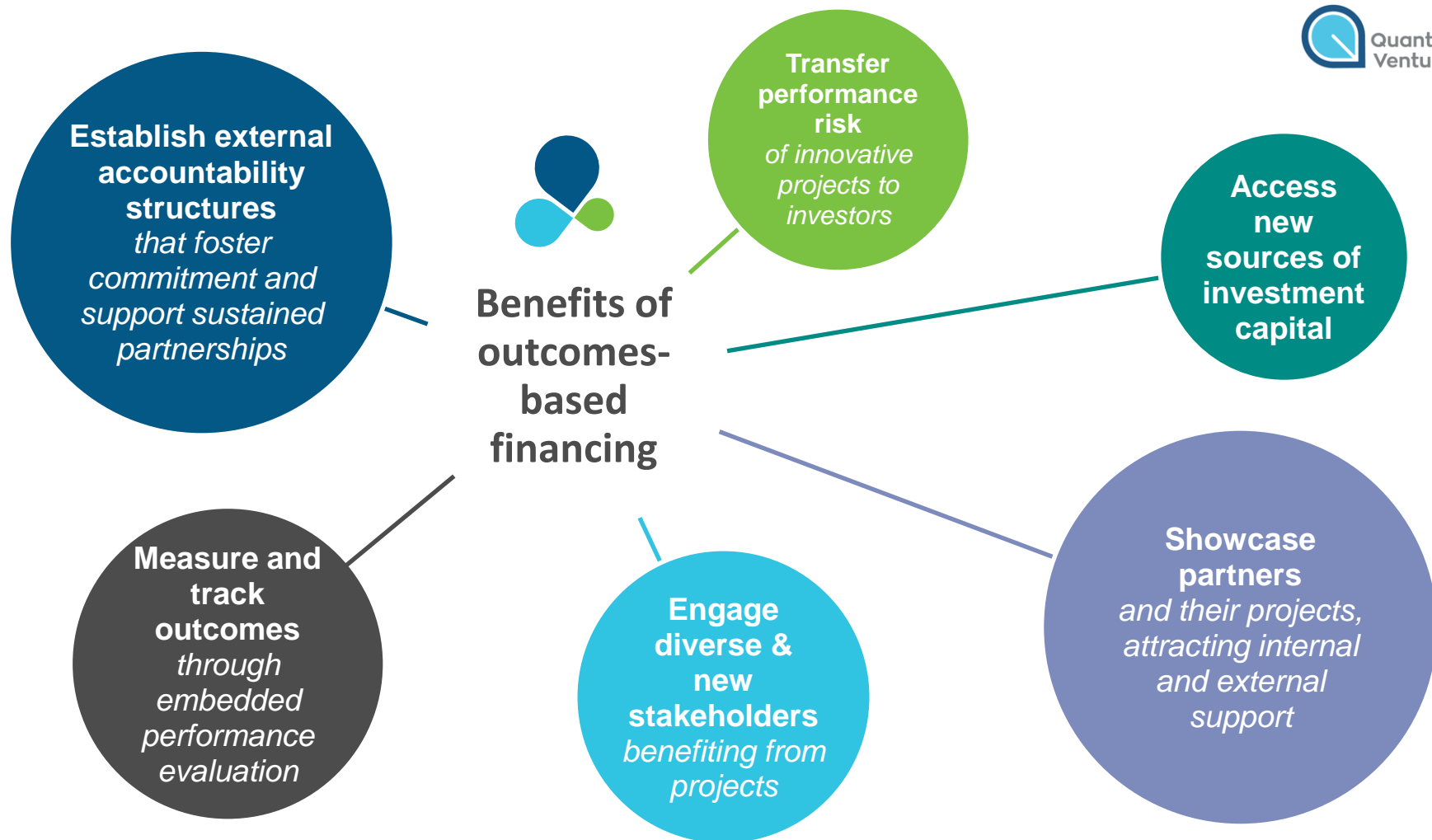
Quantified[®]
Ventures

Bringing Innovative Finance to the Outdoor Recreation Development Northwest New Mexico COG

April 21, 2021

How outcomes-based financing works







Outdoor Recreation Council of Appalachia

Baileys Trail System

Athens Ohio



Forestry and Land Use Case Study: Baileys Trail System

Multi-payor transaction enables mountain bike trail development in Ohio

Financing Goals

- Provide much-needed up-front capital to construct new community recreation assets (88 mi bike trail system)
- Engage additional possible payors who benefit from the development

Outcomes

- Economic development (job opportunities + tax revenue), health, connectivity, environmental restoration





Questions?



ONCE a DAY
MARKETING
INSPIRING IDEAS INSIDE

James Glover

505.501.1330



ONCE a DAY
MARKETING

INSPIRING IDEAS INSIDE