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New Mexico Recovery Series: EDD Overview
January 2022



New Mexico Outdoor Recreation Division



The Outdoor Recreation Division works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.





According to the U.S. Bureau of Economic Analysis, in 2020:

- New Mexico's outdoor economy **contributed 1.9% (\$1.9 billion)** to state GDP.
- It employed **25,196 New Mexicans** (3.1% of total employment), with **\$1 billion in income.**



ECONOMIC AND COMMUNITY DEVELOPMENT

BUSINESS DEVELOPMENT

- One of our top priorities is to support the companies that power the outdoor recreation economy, bringing jobs and wealth to our state's residents. Check out the Economic Development Department resource center for a full list of the tools we offer to support in- and out-of-state companies.

OUTDOOR RECREATION BUSINESS INCUBATORS AND ACCELERATORS

- In 2019, we awarded two \$50,000 grants to incubators to assist early-stage outdoor businesses.
- In 2021, the Outdoor Recreation Business Accelerator grant invested \$60,000 in three programs to support 70+ companies

Gearing up: Small-scale cycling manufacturers riding into NM

BY STEPHEN HAMWAY / JOURNAL STAFF WRITER
Monday, June 21st, 2021 at 12:02am

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A bicycle manufactured by Baphomet Bicycles, a new manufacturing company based in Valdez. (Courtesy of John Watson)

ALBUQUERQUE, N.M. — When Dillen Maurer was looking for a new place to

BUSINESS

Tuesday, September 14, 2021 THE SANTA FE NEW MEXICAN B-5

Light as a feather

Santa Fe company builds teardrop trailers even a subcompact car can pull



PHOTOS BY JIM WEBER/THE NEW MEXICAN

Angel Irlanda of Earth Traveler Teardrop Trailers works in his Santa Fe workshop/showroom to finish a trailer for a client last week. The carbon fiber-Kevlar-Corecell T250 edition weighs just 250 pounds, while the T300 version weighs 300 pounds.

By Teya Vitu
tvitu@sfnwmexican.com

Chicken feathers. Angel Irlanda's airplane designer friend in Florida had boxes of them. Chicken feathers didn't work out for cutting-edge aircraft design.

Did Irlanda want them? Irlanda is an artist and sculptor. He was working as a painter on New Mexico movie sets.

He was also tent camping with his wife, Laura Esteves De Irlanda, and kids. The wind was incessant. No more tent camping. Time for a trailer, he reasoned.

Only problem? He had just bought a Fiat 500, not exactly a car designed to pull trailers. He found nothing on the market light enough, with even average teardrop trailers weighing about 1,500 pounds.

"It's outside," Irlanda said of his Fiat, parked by their 5,000-square-foot manufacturing space on Richards Lane they moved to in early August



Irlanda, left, and Laura Esteves De Irlanda, right, owners of Earth Traveler Teardrop Trailers, show Ellen and Michael Chandler their new T300 trailer at the company's Santa Fe workshop/showroom last week.

be enclosed with a tent fabric. The front and rear roof sections rotate up from a center pivot, also with tent material, to enclose the vehicle. Fully expanded, the trailer measures 11 feet long, 11 feet wide and 7 feet high at the highest points in front and back.

Irlanda collaborated with material science and dynamic extremes scientists at Los Alamos National Laboratory to determine the variance of strength in chicken feathers. "This was through the New Mexico Small Business Assistance Program and the New Mexico Manufacturing Extension Partnership.

"I like to design stuff," he said. "I'm an addict of design. I went to college to study architecture. I like industrial design."

Irlanda builds to order. An order so far takes 16 to 18 months to fulfill. He has completed six of 20 orders, five at home and one since moving to Richards Lane. He expects to build two or three trailers per month once the new employees are trained and the new equipment arrives.

Just as Earth Traveler hit its stride in early 2020, the pandemic stifled

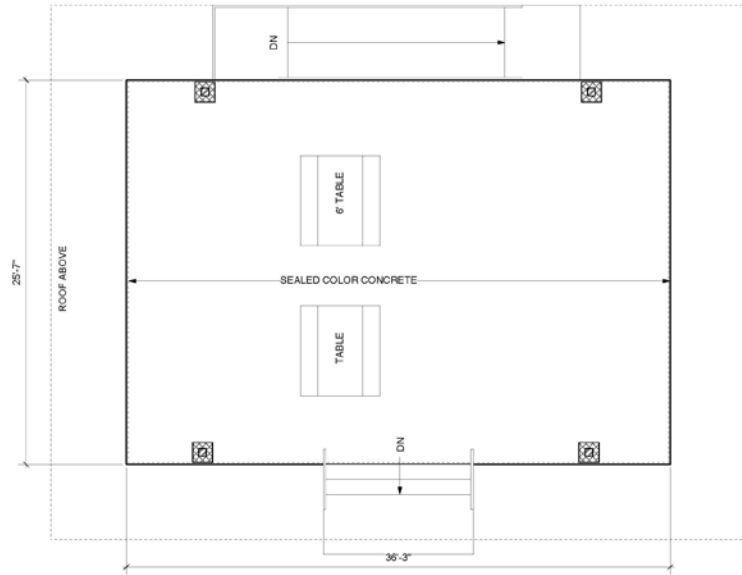
OUTDOOR RECREATION TRAILS+ GRANT

- Awarded over \$506,000 to 25 projects in 2021
- 64% in rural counties
- The ask was for almost 2.5x that amount
- Now funded with \$7 million in federal ARPA funds

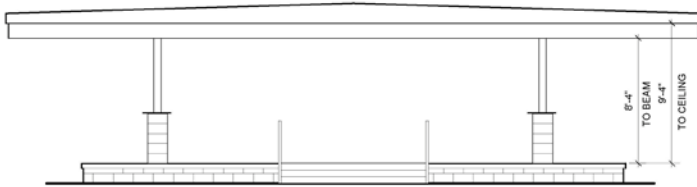




**CONTINENTAL DIVIDE TRAIL
COALITION, LORDSBURG**



← Z — PLAN
SCALE 1/4" = 1'



ELEVATION
SCALE 1/4" = 1'



SWNMACT, SILVER CITY

OUTDOOR EQUITY FUND

- Awarded \$898,337 to 57 applicants in 2021
- Will reach 22,000+ young New Mexicans
- 3.5x the funding, 8x the reach
- Now funded with \$3 million in federal ARPA funds



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