



NEW MEXICO

OUTDOOR RECREATION DIVISION

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New Mexico outdoor businesses invited to apply for free accelerator program

SANTA FE — New Mexico outdoor recreation businesses — from startups to established companies — can now apply for the free ActivatOR Outdoor Recreation Growth Accelerator program.

The accelerator is a seven-week hybrid program designed to help entrepreneurs increase revenue, strengthen operations and build lasting industry connections.

The New Mexico Outdoor Recreation Division (ORD) of Economic Development New Mexico (EDNM) is partnering with Activate New Mexico to host its third ActivatOR cohort. Since its launch in 2024, 28 New Mexico outdoor businesses have participated in the program.

“This program helps entrepreneurs turn great ideas into thriving businesses that create jobs and strengthen local economies,” said **EDNM Cabinet Secretary Rob Black**. “Ingenuity and fresh, creative approaches like this are driving New Mexico’s growing \$3.6 billion outdoor recreation industry.”

Eligible applicants include for-profit and nonprofit businesses headquartered in New Mexico with up to 50 employees.

“Outdoor recreation is built on innovation, from the gear we use to the experiences we create,” said **ORD Director Karina Armijo**. “Through ActivatOR, we’re investing in the entrepreneurs who are shaping the future of New Mexico’s outdoor industry.”

New this year, regional hybrid learning hubs will make it easier for entrepreneurs across New Mexico to participate. Activate New Mexico is also offering limited travel support to eligible participants.

Participants will receive expert mentorship, business development workshops and individualized support tailored to the unique opportunities and challenges of New Mexico’s outdoor recreation economy. Sessions cover financial management, funding strategies, marketing, AI-powered business tools, rural entrepreneurship and pitch development.

Applications will close on Monday, August 31, at 11:59 p.m. MT. Businesses selected for the 2026 cohort will be notified by September 8, with the program running September 16 through October 30. Visit activatenm.com/activator to learn more and apply.



Daniel Cederberg runs Moon Rock Outfitters, a Roswell-based bike shop, and participated in the 2025 ActivatOR cohort.

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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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