

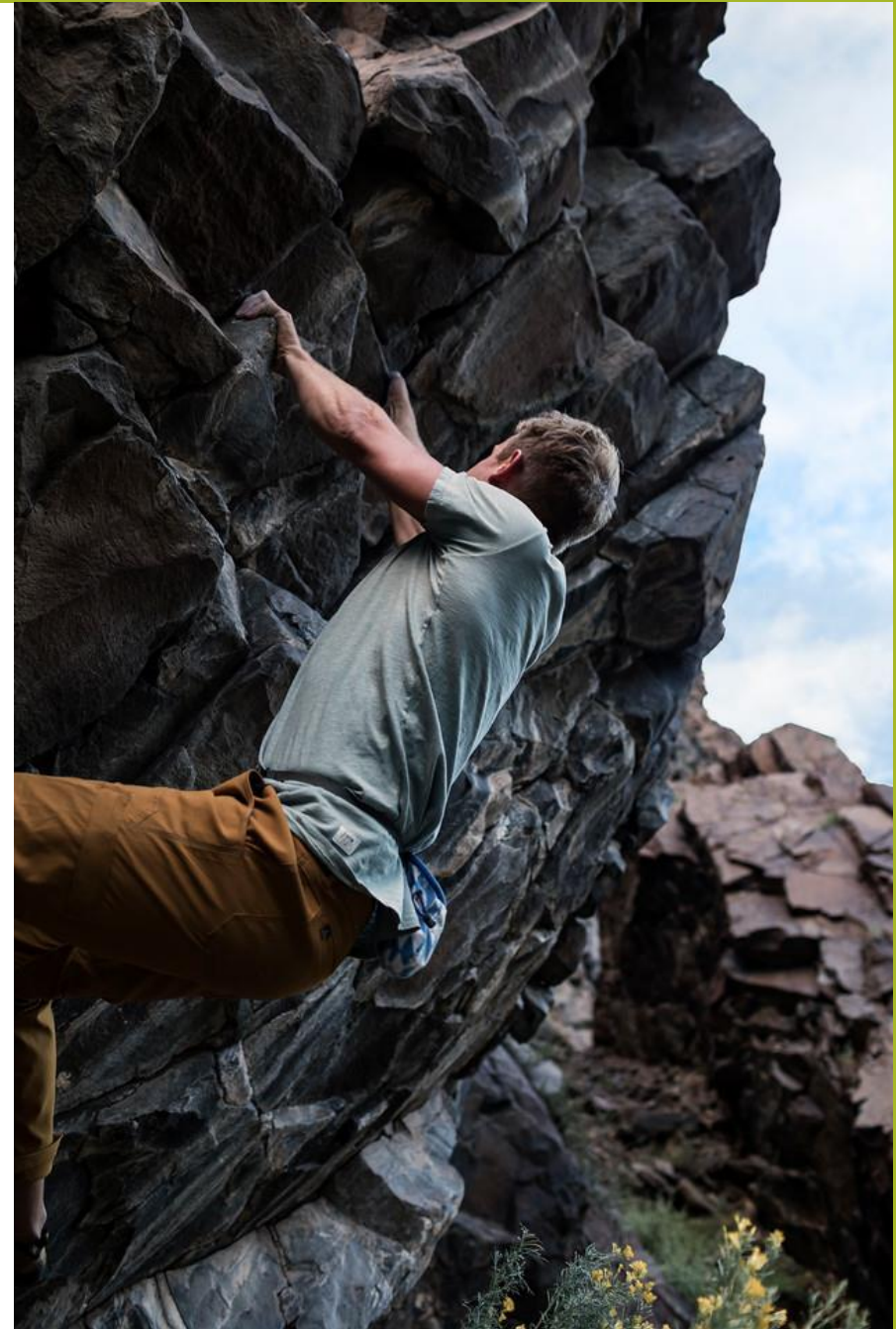


Outdoor Recreation Economy

In Santa Fe County

Santa Fe County Involvement and Assets

- Open Space, Trails, and Parks Program
 - 6,600 acres throughout County
 - 60 miles of trails
 - In addition to the National Forest Land, State Parks, and BLM Land
- Economic Development Division
 - Tourism/Marketing
 - Marketing outdoor recreation assets and operators/outfitters via Outdoor Adventure Itineraries, Visitors Guide highlights and directory, and via our [NMTrue County Webpage](#)
 - [SF County Experience Mobile App](#).
 - Replacing the Santa Fe County Trails App.
 - [SF Certified as International Mountain Bicycling Association \(IMBA\) Silver Level Rating](#)
 - Economic Development
 - Outdoor Recreation & Education Industry Cluster and Development Strategies





Economic Development Plan: Outdoor Recreation and Education Strategies

1. Market and conserve the wide range of outdoor activities that Santa Fe County has to offer.
2. Partner with the State of New Mexico's new Outdoor Recreation Division to support development or recruitment of outdoor recreation businesses.
 - a. This may include activities such as providing financial tools, marketing and technical assistance, and all assistance included in the B, R & E section.
3. Leverage existing assets to improve the County's hiking and biking trail system.
 - a. Increase connectivity between City, County, State, and Federal Trail Networks.
4. Leverage existing assets to implement the Open Space Strategic Plan.
 - a. This includes a combination of activities that balance conservation, recreation, and education on all County Open Space and Parks.



Economic Development Plan: Outdoor Recreation and Education Strategies (Continued)

5. Expand the network of mountain biking trails and amenities.
 - a. Build upon and enhance trail systems and amenities beyond IMBA standards.
6. Improve available information about the connections between major trailheads and lodging, neighborhoods, and entertainment areas to enhance the resident and visitor experience and reduce automobile use.
7. Santa Fe County needs to promote the use and expansion of alternative sleeping quarters in Santa Fe County for Outdoor Adventures.
8. Santa Fe County will support events and conferences targeting visitors, locals, corporations and special interest groups related to outdoor recreation/eco-tourism by working with the outdoors/recreational community to support the development of new and existing events to the Santa Fe Area.
9. The County should invest in outdoor infrastructure related to outdoor activities in our public parks.

Questions/Comments?

We'd Love to hear from you!

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