



THE ALLIANCE

endeavOR New Mexico, a 501(c)(6) and the state's first-ever outdoor recreation business alliance, is **"endeavoring"** to make outdoor recreation businesses and organizations more successful throughout New Mexico. The capitalized OR in our name emphasizes **a strong commitment to Outdoor Recreation.**

VISION

Be a **balanced and unified voice** for all New Mexico outdoor recreation businesses and organizations **positively contributing to our outdoor economy**

CORE VALUES

- ❖ **Passionate:** Commits to making the outdoor recreation economy better
- ❖ **Inclusive:** Seeks to include and embrace all outdoor enthusiasts
- ❖ **Open-Minded:** Welcomes thoughts and opinions of others
- ❖ **Resourceful:** Identifies quick and clever ways to overcome challenges

MISSION

The Alliance mission is comprised of **three strategic endeavors**: 1) *expand* the OR economy, 2) *engage* the OR community and 3) *enhance* the OR experience. **These endeavors guide all operations of the Alliance.**

BRANDLINE

A force of nature™

endeavOR's brandline sums up the Alliance – when all of the state's outdoor recreation businesses and organizations **work together** in a common direction, they have the power to move mountains, **hence becoming a true force of nature!**



Expand



Engage



Enhance



Expand OR Economy	Engage OR Community	Enhance OR Experiences
<p>Market New Mexico's OR industry</p> <ul style="list-style-type: none"> ❖ Share positive stories that promote New Mexico OR economy ❖ Create blog that highlights successes of endeavOR members 	<p>Grow endeavOR New Mexico</p> <ul style="list-style-type: none"> ❖ Market endeavOR New Mexico throughout the state ❖ Recruit endeavOR members and sponsors 	<p>Inspire New Mexico residents to get outdoors</p> <ul style="list-style-type: none"> ❖ Partner with organizations to promote OR activities and destinations ❖ Support efforts to grow New Mexico Outdoor Equity Fund
<p>Align with federal, state and local agencies that benefit the NM OR economy</p> <ul style="list-style-type: none"> ❖ Establish relationships with national, regional and state agencies ❖ Establish relationships with local chambers and economic development groups 	<p>Link OR professionals</p> <ul style="list-style-type: none"> ❖ Build database of OR businesses and organizations ❖ Share directory of OR businesses and organizations with endeavOR members 	<p>Encourage new OR offerings and experiences</p> <ul style="list-style-type: none"> ❖ Support endeavOR members efforts to expand OR offerings and experiences ❖ Support statewide initiatives to improve OR offerings and experiences
<p>Identify available resources that support OR business growth</p> <ul style="list-style-type: none"> ❖ Research federal, state and local resources available to assist endeavOR members ❖ Share resources with endeavOR members 	<p>Organize statewide and regional events</p> <ul style="list-style-type: none"> ❖ Initiate regional endeavOR meetings and mixers ❖ Host first annual endeavOR meeting 	<p>Support OR infrastructure initiatives</p> <ul style="list-style-type: none"> ❖ Support endeavOR member's efforts to advance OR infrastructure ❖ Support statewide initiatives to improve OR infrastructure
<p>Advocate for legislation and funding to grow OR businesses</p> <ul style="list-style-type: none"> ❖ Generate endeavOR list of priorities to benefit members ❖ Share priorities with NMORD and state legislators 		

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