



City Source

2023 Outdoor Economics Conference : Stimulating growth in our local economy

News from city hall



The 2023 Outdoor Economics Conference, which took place in Santa Fe, New Mexico, served as a forum for discussions and strategies to stimulate the growth of outdoor economies. Representatives from the City of Deming and Luna County attended to gain insights into the potential of outdoor economies and tourism on the local level.

Unfortunately, recent statistics indicate a worrying trend: the average child spends a mere seven hours per week outdoors while spending over twice that time engaged in video gaming and other online activities. This data was highlighted during the conference, with presenters underscoring the necessity of spending a minimum of 120 minutes per week in natural environments, a practice linked to improved health and well-being.

According to a November 2022 article from the Economic Development Department (EDD) Outdoor Recreation Division, outdoor recreation in New Mexico is a pathway to these health benefits and a significant economic development and tourism driver. As per the Bureau of Economic Analysis (BEA), New Mexico's Gross Domestic Product (GDP) from outdoor recreation expanded by 2.1% in 2021, representing a \$400 million increase from 2020 and making the growth 2.5% (Bureau of Economic Analysis, 2022) higher than the national average in the outdoor recreation industry.

In 2021, outdoor recreation in New Mexico supported 28,475 jobs for locals, propelling the state's outdoor industry to 5th place nationally, with a growth rate of 16.2% (Economic Development Department Outdoor Recreation Division, 2022).

Luna County and the city of Deming have actively participated in this outdoor growth, recognizing the value of family-oriented outdoor activities. With the introduction of Trees Lake, local families now have access to fishing days and events such as Vamos a Pescar, an annual event hosted in conjunction with the New Mexico Wild Life Federation and Department of Game and Fish.

Similarly, the addition of the inflatable Water Park in Deming has not only enhanced the quality of life for locals but also stimulated tourism from surrounding areas, thereby reinforcing the outdoor recreation industry. This water park is the only recreational facility of its kind in southern New Mexico, providing invaluable outdoor opportunities for neighboring communities.



In addition to ongoing projects, local governments are exploring other avenues to further enhance our outdoor recreation offerings. One initiative involves the creation of bike trails utilizing our existing roadways throughout Luna County.



References

Bureau of Economic Analysis. (2022, November 17). State Outdoor Recreation Value. Retrieved from www.bea.gov: <https://www.bea.gov/news/2023/outdoor-recreation-satellite-account-us-and-states-2022>

Economic Development Department Outdoor Recreation Division. (2022, November 10). Retrieved from [Newmexico.gov](https://edd.newmexico.gov): <https://edd.newmexico.gov/wp-content/uploads/2022/11/BEA-Results-2021.pdf>



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