

*Incorporating
Public Lands into
your Brand
Identity*

LEVERAGING PUBLIC LANDS TO GROW YOUR BUSINESS

PR Partnership
for
B- Responsible
Business

WHAT ARE PUBLIC LANDS?

Areas of land that are open to the public and managed by the government. Think of it as land you own and share with everyone else in America.

Public Lands are managed by federal (Bureau of Land Management, US Forest Service, and National Park Service), state and local governments.

Public Lands aren't just national parks—your state and local city parks count, too!



Public Lands New Mexico

Nearly half of New Mexico - 47.4% - is Public Lands (by comparison only 4.2% of Texas is Public Land)

In New Mexico there are 35.5 million acres of state and federal public land.



*Are you a part of the
Outdoor Recreation
Economy?*

PUBLIC LANDS ARE A VITAL ASSET TO YOUR BUSINESS

Outdoor Recreation Economy

*Strong today,
stronger tomorrow*



Supports 35,000 direct JOBS



Creates \$1.2 billion in WAGES & SALARIES across many sectors



Contributes \$2.3 billion to New Mexico GDP



Growing faster than the overall state economy: between 2012 & 2017, GDP from outdoor rec grew 11% while overall state GDP grew 4%.

Outdoor Recreation and Public Lands



Most likely on Public Lands



A Good Chance on Public Lands

THESE ACTIVITIES MAKE UP THE OUTDOOR RECREATION ECONOMY

The U.S. Bureau of Economic Analysis defines outdoor recreation as all recreational activities undertaken for pleasure that occur outdoors. This includes many activities.



Nature-Based Outdoor Recreation



- Bicycling
- Boating/Fishing
- Climbing/Hiking/Tent Camping
- Equestrian
- Hunting/Shooting/Trapping
- Motorcycling/ATVing
- Recreational Flying
- RVing
- Snow Activities



Other Outdoor Recreation



- Amusement Parks
- Festivals/Sporting Events/Concerts
- Field Sports (soccer)
- Game Areas (golf & tennis)
- Guided Tours
- Productive Activities (gardening)

Business Sectors Impacted by the Outdoor Recreation Economy

Retail

Restaurants | Cafes | Grocers

Lodging

Outfitters

Education

Arts

Professional and Business Services

Construction

Manufacturing

Transportation and Warehousing



People living
in and visiting
New Mexico
enjoy the
outdoors!

PUBLIC LAND AGENCY	LAND AREA (ACRES)	VISITS IN 2018
Bureau of Land Management	13,485,894	3.3 million
U.S. Forest Service	9,213,637	4.8 million
National Park Service	385,127	2.1 million
State Parks	98,118	5.0 million

We have no hard visitation numbers for city parks across New Mexico

If this is your
audience then it's
smart to include
Public Lands in
your marketing

Residents of New Mexico spend \$4.8 billion on Outdoor Recreation in New Mexico each year

More than 64% of New Mexico residents participate in outdoor recreation

76% of New Mexicans consider themselves outdoor enthusiasts

70% of New Mexicans believe that ensuring opportunities for outdoor recreation is important

84% of New Mexicans believe that the Outdoor Recreation economy is important for New Mexico and western states

INCORPORATE PUBLIC LANDS INTO YOUR MARKETING

Strengthen the connection with your customers

Create earned media opportunities (any material written about you or your business that you haven't paid for or written yourself)

Generate meaningful content

Create understanding and value around Public Lands

Public Lands Stories

*What is your audience
interested in?*

Public lands provide a huge economic boost

Public lands are a source of clean air and water

Public lands are sacred lands, preserving our cultural and historical heritage

Public Lands promote physical and mental health for people of all ages

Local parks, community recreation, social programs and services offer quality of life for all

Public lands protect vulnerable wildlife

WHAT PUBLIC LANDS STORY IS YOUR AUDIENCE INTERESTED IN?

Ask Questions

Experiment with Public Lands topics on Social Media. Which posts have the most engagement?

Add a Public Lands question to your next business survey

Take a Public Lands poll at checkout. Make it an enter to win contest



Integrate Public Lands into your Marketing Strategy

*Now that you know
who your audience is
and what Public Lands
stories interest them*

Social Media

Digital Storytelling

Brick and Mortar (physical
presence) Activations

Digital Storytelling

Topic Ideas: Did you know/fun facts series; staff favorites-Public Lands adventure; customer spotlight ala Public Lands; featured athlete activist; product feature on Public Lands; live stream a class/talk/demo from Public Lands



PUBLIC LANDS SEGMENT
IN YOUR NEWSLETTERS



PUBLIC LANDS FEATURE IN
YOUR BLOG ROTATION



VIDEO SEGMENTS
VIS-A-VIS PUBLIC LANDS;
GET CREATIVE



COLLABORATE WITH A
BUSINESS/NON-PROFIT & GROW
BRAND AWARENESS BY CROSS
POLLINATING DIGITAL AUDIENCES

Social Media Engagement

Commenting on and sharing other people's posts can help to grow your social media following and engagement



Amplify your newsletter, blog, and in-person activations



Encourage your customers to share their Public Lands stories and tag your biz. Be sure to comment



Did you know....? (questions re local Public Lands)



Become an expert on Public Lands. Provide fun updates and timely information (weather, free events, etc)



Comment on & share relevant news stories around your Public Lands (conservation success, flora & fauna, etc)

Brick & Mortar Activations

Share Brick & Mortar activations via social media, newsletter and blog

Customer rewards - with “proof” of being outside in your local public lands

Activate your audience with Public Lands hikes, clean-ups, classes

Develop new products named after your local Public Lands (give a percentage to a local outdoor charity)

Host a Public Lands themed mixer featuring speakers to discuss outdoor topics

Sponsor (with cash or in-kind) boots on the ground activities: clean-ups, races, little league teams, etc.

WANT TO GO DEEPER? CREATE IMPACT THROUGH ADVOCACY

Protect and Defend Public Lands ...

Strengthen the connection with your customers
Become a thought leader in the Public Lands space
Create earned media opportunities
Generate content for social media
Protect a vital business and community asset

Business voices are powerful

Use yours to protect and defend Public Lands!



Contact non-profit orgs
(like the PRB) that can
create opportunities to
become vocal advocates

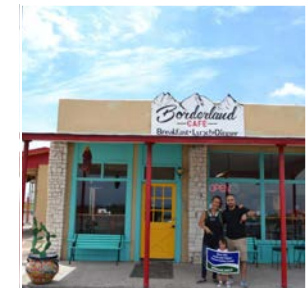
Initiate & amplify
awareness campaigns



Methane Mad Man

Follow the issues and
call/email/social media
tag your legislators

Share your Public Lands
story vis-à-vis an issue



Public Lands Campaigns

Find an issue that is close to your heart and resonates with your audience

Land and Water Conservation Fund

Outdoor Equity Fund

Strengthening Methane Regulations

Oil and Gas Drilling around National Parks and Cultural Centers

Urban to Wild

Conserving Wilderness Areas throughout New Mexico

GREAT MARKETING REQUIRES

Knowing your customer

Being genuine

Asking questions

Being consistent

Having fun!

Thank you!

Resources: learn more about Public Lands Issues and Outdoor Recreation Economy in New Mexico

[Office of Outdoor Recreation](#)

[Outdoor Industry Association](#)

[New Mexico True](#)

[Land and Water Conservation Fund](#)

[The Wilderness Society](#)

[Sierra Club - Rio Grande Chapter](#)

[Partnership for Responsible Business](#)

[Las Cruces Green Chamber of Commerce](#)

Samples: See what businesses and orgs are doing to share Public Lands stories

[Organ Mountain Outfitters](#) advocacy is woven throughout Organ Mountain Outfitters communications

[Patagonia](#) advocacy is woven into all of Patagonia's communications

[LWCFRoadTripSeries](#) business and citizen advocate stories

[Horizons Financial](#) growing their blog and podcast to create impact

[Becks Coffee Las Cruces](#) growing awareness through product development (checkout their OMDP coffee)

[Dawn Chandler Fine Art/Taos Dawn](#) uses her weekly email and social media in part to celebrate New Mexico Public Lands