



July 7, 2017

Secretary Ryan Zinke
Monument Review MS-1530
U.S. Department of the Interior
1849 C Street NW
Washington, DC 20240

Dear Secretary Zinke,

I submit these comments on behalf of the Las Cruces Green Chamber of Commerce (LCGCC), which was formally established in 2010. We currently have 250 members and advocate for locally owned businesses, creating sustainable communities, and protecting our air, land, and water.

Since the 2014 designation of the Organ Mountains-Desert Peaks (OMDP) National Monument in Southern New Mexico, the Las Cruces community has experienced an increase in tourism, economic opportunities, and national recognition. The Las Cruces Green Chamber has hastened the arrival of these community benefits through development and dissemination of an OMDP Marketing Toolkit that helps businesses cross-brand OMDP in their business, providing a framework for our local businesses to become thoughtful stewards of the Monument and introducing OMDP products, services, and programs. Our first two printings of these free Toolkits and included 20,000 OMDP map brochures as well as talking points about places to visit in the Monument, posters, stickers, and a lengthy list cross-branding suggestions.

Our Marketing Toolkit is now being replicated by gateway and regional business organization in other areas of the country, including areas around the California Deserts National Monuments and the Katahdin Woods and Waters National Monument.

OMDP helped to catalyze and is a main marketing component our region's "Monuments to Main Street" (www.monuments2mainstreet.com) celebration, which will be in its second year this coming September. *Visit Las Cruces* (formerly the *Las Cruces Convention and Visitors Bureau*) has dedicated their efforts to marketing and promoting our area across the country through this event, which includes numerous festivals, monument tours, and other fun events throughout Doña Ana County.

Through these and other ways, the Las Cruces community and surrounding areas have and continue to benefit from the OMDP National Monument designation. Therefore, we feel OMDP, as it stands in size and coverage, should remain intact. Furthermore, we believe it should be removed from the list of 27 National Monuments under review as per the Executive Order from President Trump.

The communities surrounding OMDP have expressed overwhelming support of protecting the Monument in its current size. The mayors of Las Cruces, Anthony, and Mesilla have all issued statements of support for OMDP, recognizing the economic and tourism opportunities it brings to the area. They agree that a strong majority of Doña Ana County residents are opposed to any changes to the OMDP National Monument. The Doña Ana County Commission and Councils for the Las Cruces, Anthony and Mesilla issued resolutions that renew their support for OMDP and oppose any reduction in size or rescission of OMDP.

According to a May 2017 poll of 400 Doña Ana County registered voters released by LCGCC¹, 63% of residents oppose any reduction of the OMDP National Monument, compared to only 26% who support reducing protections. The poll also shows majorities of Democrats, Republicans, and Independents feel positively towards the Monument. Furthermore, three-fifths (62%) believe that OMDP can help create jobs and tourism in the county, while 29% disagreed.

The communities of Las Cruces and Mesilla have experienced increased economic opportunities, a rise in visitation to our area, and national recognition as a result of our National Monument.

Economic Opportunities

Since the designation, many of our local businesses have benefited from OMDP. According to a polling memo from the Partnership for Responsible Business and LCGCC taken less than one year after OMDP was designated, 20% of businesses surveyed had introduced new products or services directly related to the Monument. Services include mountain bike, hiking, van, and helicopter tours. Products offered include the OMDP Coffee Blend from Beck's Coffee, OMDP Cupcakes from Let Them Eat Cake, OMDP Bread Pudding from the Green Chile Paddy Wagon, the OMDP Cocktail from Azul lounge, and the Peak Panini from Milagro Coffee y Espresso and the soon-to-be released Monumental Wine series from Amaro Winery.

Rise in Visitation

According to recent Bureau of Land Management data, visitation to OMDP increased by 102% between fiscal years 2015 and 2016. This translates to more people coming to our community, spending money in our local businesses and stores, and contributing to our lodger's tax. *Visit Las Cruces* recognizes the impact tourism has on our community and now allocates a significant portion of their advertising budget to national promotion of our annual Monuments to Main Street celebrations .

Furthermore, conferences have come to Las Cruces specifically because of OMDP, including the American Rock Art Research Association, the Friends Group Rendezvous, and the New Mexico Native Plant Society's statewide conference. Each of these conferences brings an average of 100 to 200 people to our community. This results in approximately \$150,000 in economic activity for each conference including lodging, spending in our stores and our incredible Farmers' and Crafts Market, and eating at our restaurants.

¹ <http://locallascrucos.com/poll-results-omdp-dac>

National Recognition

Since the designation, our area has been featured in numerous publications, locally, nationally, and internationally. Lonely Planet, the largest travel guide book publisher in the world, listed Southern New Mexico as one of the top 10 places in the United States to visit in 2016, in part because of OMDP. In 2015, US News and World Report identified Las Cruces as one of the three best “undiscovered” places to retire, also mentioning OMDP. And in 2017, Readers Digest listed OMDP as one of the “10 practically secret national parks you'll want to visit this spring.” Visiting OMDP was also covered in Sunset Magazine, Huffington Post, New Mexico Magazine, Los Angeles Times, Albuquerque Journal, and our own Las Cruces Sun News and Las Cruces Bulletin.

In addition, the Girl Scouts of the Desert Southwest developed and now offers a first-of-its-kind OMDP Girl Scout Achievement Patch. This Patch has received positive recognition from Members of Commerce and Interior agency leaders for encouraging more girls to visit OMDP and learn about their public lands. So far, over 75 girl scouts have earned this patch. The patch has been replicated for White Sands, Mojave Trails, Sand to Snow, and Castle Mountains national monuments and work is underway by girl scouts in Maine to develop a Katahdin Woods and Waters patch.

Monuments to Main Street Month

In 2016, as the community recognized OMDP’s second anniversary, several community organizations came together to create an annual celebration that highlighted the three National Monuments in the area, with particular emphasis on OMDP (and also including White Sands and Prehistoric Trackways). These organizations, including *Visit Las Cruces*, organized events in the monuments that complimented the Wine, Chile, and Salsa festivals that were already established in the region. The monuments events included horseback and helicopter trips, trail hikes, free Yoga on the Monument, trail cleanups, a Plein Air painting festival, and more. The Monuments to Main Street events bring together local businesses and organizations and include health and wellness activities, events for youth, and more. The possibilities for the expansion of events and opportunities during Monuments to Main Street Month are endless thanks to the OMDP Monument designation.

Lastly, I would like to highlight a few of the Las Cruces businesses and owners that have benefitted from the designation of OMDP. These businesses have either created new products, started new programs, or have seen their business increase because of the Monument designation. They continue to be powerful examples of the economic connection between protected public lands and local businesses.

Arianna Parsons and Tyrell Thacker, Beck’s Coffee

Beck’s Coffee was one of the first businesses to create a product named for OMDP and capitalize on the positive connection between local businesses and National Monuments. The OMDP Coffee Blend packaging includes one of photographer Wayne Suggs’ unique images of popular Monument landscapes. The label also includes a description of OMDP on the back, and is a one-of-a-kind coffee blend. The creation of the OMDP Coffee Blend led Parsons and Thacker to create other specialty coffee blends that highlight unique elements about the area, combined with local artwork, stories, and great marketing on their behalf.

Chris Lang, Organ Mountain Outfitters

Chris Lang owns a local advertising agency, the LNG Company, and first became involved with the Monument prior to the designation in 2014. As a featured speaker at an economic forum focused on creating jobs from a National Monument, Lang got the idea to start an apparel company that not only highlighted OMDP but also gave back to the community. In 2016, he started Organ Mountain Outfitters, an apparel and clothing company proudly featuring the outline of our beloved Organ Mountains on his products. His business model includes donating \$2 from every sale to pay for school lunches for low income kids. So far, his business has donated over 5,000 lunches to the children of our community.

Wayne Suggs, Classic New Mexico Homes

A long time builder in Las Cruces, Wayne Suggs has fond memories of his father taking him camping and hiking into the areas now designated within the Monument. Using traditional southwest designs in the construction of his homes, Wayne has found that close proximity to the Monument has added to the value and appeal of his properties. In addition to his home-building business, Wayne has become a highly recognized photographer of unique and rare sites within the Monument. His photographs are featured in exhibits throughout the state, on OMDP products, and on the soon-to-be-released Monumental Series from a local winery.

Renee Frank, The Smart Living Team

As a realtor in Las Cruces, Renee Frank has understood from the beginning the impact OMDP would have on her business and the community. Renee has represented homes within close proximity of OMDP. She has found that by including the distance from OMDP in the home listing description, she is much more likely to quickly sell the home than those listings farther away. Renee feels that by including OMDP as part of her realty business, she is able to have deeper conversations with potential buyers about their quality of life needs and wants.

David Crider, Southwest Expeditions

As one of the longest running outdoor excursion business in the area, David Crider and Southwest Expeditions have led the way in applying creative ideas to exploring the Monument. Through his business, David has coordinated anniversary camping weekends with full catering and amenities, day hiking trips for area youth, helicopter fly-ins to remote portions of the Monument, and more. Southwest Expeditions continues to be an active partner in the annual Monuments to Main Street Month and serves as a model for other outdoor tour and events businesses.

In addition to the compelling stories of our community, we have included documents that highlight the increase in visitation, the names of hundreds of New Mexico businesses that support OMDP, a recent poll that shows an overwhelming support for OMDP from Independents, Republicans, and Democrats, and the impact the Green Chamber Marketing Toolkit has had on helping our businesses become stewards of the Monument.

As an organization representing businesses in Southern New Mexico, the Las Cruces Green Chamber of Commerce believes OMDP should remain intact and untouched. We

urge you to respect the wishes of our community, recognize the economic and tourism increases opportunities resulting from OMDP, and resist any efforts to shrink or repeal OMDP.

Sincerely,

Carrie Hamblen
CEO/President
Las Cruces Green Chamber of Commerce
221 N. Main Street, Las Cruces, New Mexico 88004
575-323-1575

**ORGAN MOUNTAINS-DESERT PEAKS
NATIONAL MONUMENT (OMDP)**

Located at the Crossroads of New Mexican and American History
Permanent Protection = Permanent Economic Opportunity

New Opportunities Because of OMDP

- Monuments to Main Street Festival 
www.Monuments2MainStreet.com
- Attracting Conferences, Retirees, & New Businesses
- Helicopter, Van, & Recreation Tours
- OMDP Branded Products
- Community Tourism & Marketing

Recreation Activities

- Hiking
- Camping
- Mountain Biking
- Horseback Riding
- Climbing
- Birding
- Hunting

Historic Sites

- Apollo Astronaut Training Area
- Petroglyphs
- Billy the Kid Sites
- Butterfield Stagecoach Trail
- World War II Bombing Targets

www.OrganMountains.org

A POSITIVE INFLUENCE ON THE REGION

102% INCREASE
In Visitors to the Organ Mountains-Desert Peaks
FROM 2015 TO 2016

FY2015: **84,197** FY2016: **170,451**

POPULAR COMMUNITY ASSET



Doña Ana County voters overwhelmingly support the Organ Mountains-Desert Peaks National Monument (61% positive, 14% negative)

Source: Apr. 2016 poll: <http://bit.ly/OMDPpoll2016>

OUR STAR IS ON THE MAP

International media exposure
Sunset Magazine ★ *LA Times*
Lonely Planet ★ *Trip Advisor*



  



January 13, 2017

The Honorable Ryan Zinke
U.S. House of Representatives
113 Cannon House Office Building
Washington, DC 20515

Dear Representative and Secretary of Interior Nominee Zinke:

As business owners across New Mexico, we face many challenges. When it comes to economic and job growth, New Mexico is ranked as one of the worst in the nation. In 2015, we ranked 32nd in GDP growth, and 45th in unemployment. It is clear that a supportive business climate is needed in our state.

An economic bright spot for our businesses has been the National Monument designations of the Organ Mountains-Desert Peaks (OMDP) in 2013 and Rio Grande del Norte (RGDN) in 2014. Both areas have seen an increase in visitation, with concurrent benefits to local communities, since their designation.

According to BLM data, from Fiscal Year 2015 to 2016, visitation to OMDP has grown by 102 percent. At RGDN, visitation for the two most recent fiscal years, 2015 and 2016, has seen a 45 percent increase when compared to the two years immediately prior to the monument's designation (2011 and 2012).

At the local level, we feel the positive impact of National Monuments. Increased visitation has resulted in increased revenues and we view the designation of these national monuments as part of a new positive economic climate geared toward developing a strong, resilient economy that builds community wealth.

Business and communities near the monuments are using RGDN and OMDP to recruit and retain the emerging "quality of life" workforce, to attract retirees interested in active lifestyles and quick access to protected public lands, and to develop new products and services.

It is clear to us that protecting our beautiful, culturally rich, and historically- and scientifically-significant public lands supports New Mexico's economic growth. As more Americans spend their time and dollars on outdoor recreation, we expect to see these positive trends continue in New Mexico. Our state is a shining example of the positive economic impact National Monuments can have on local communities.

We urge you to do all you can to ensure the continued existence, funding and access to our monuments, and to resist any efforts to shrink or repeal them.

Sincerely,

A. Christine Putnam
Putnam-Pritchard Interiors/Nubu Design
Santa Fe

Abbey Carver
Brazito Farms
Mesilla Park

Adam Harper
Osceola Energy
Albuquerque

Alena Gilchrist
Elevation Energy Consulting, LLC.
Taos

Alex Amacher
Teres Kids
Santa Fe

Alice Benjamin
Sewist With a Twist
Las Cruces

Alicia Garcia
WESST
Las Cruces

Amy Tischler
Simply Social Media
Santa Fe

Annata Black
GA Black
Taos

April Christensen
The Village Development Center
Las Cruces

Arianna Parsons
Beck's Coffee
Las Cruces

Ayla Bystrom-Williams
HoneyMoon Brewery
Santa Fe

Barbara Kuhns
Wordsmith, LLC
Las Cruces

Ben Gabriel
Friends of the Organ Mountains-Desert Peaks
Las Cruces

Ben Thomas
Rocky Mountain Youth Corps
Ranchos de Taos

Bill Kipnis
Siemens Industries
Taos

Blanca Surgeon
Blanca Surgeon Consulting
Santa Fe

Bob Diven
Diven Art/Fish Out of Water Productions,
LLC
Las Cruces

Bob Nash
Oldawan Tools to Stay Sharp
Santa Fe

Bobbe Besold
Seat Of The Pants
Santa Fe

Alicia Garcia
WESST
Las Cruces

Carla Freeman
InfoManagement
Santa Fe

Carol Campbell
Wellness Improvement Experts
Albuquerque

Carrie Hamblen
Las Cruces Green Chamber of Commerce
Las Cruces

Cassie McClure
McClure Publications
Las Cruces

Cecilia Galban
Flashpoint Presentation Design
Las Cruces

Celerah Hewes
Thoughtfully Produced
Albuquerque

Celeste Madrid Taylor MD
Celeste Madrid Taylor MD
Las Cruces

Charles Leavitt
Lumiere Editions, Inc.
Silver City

Christian Casillas
Self-employed
Santa Fe

Cliff Feigenbaum
GreenMoney Journal / GreenMoney.com
Santa Fe

Colleen Boyd
Downtown Desert Yoga
Las Cruces

Colleen McCann
A New Conversation
Santa Fe

Dan Carter
Southern New Mexico Trail Alliance
Las Cruces

Daniel Allan
Daniel Allan, MD
Las Cruces

Daniel Quat
Daniel Quat Photography, LLC.
Santa Fe

David Chapman
Tapas Tree Grill
Silver City

Dawn Baca
Sunrise Realty LLC
Albuquerque

Dawn Chander
Dawn Chandler Fine Art
Santa Fe

Dawn Hommer
CAASN
Las Cruces

Dawn Owen
Rhea Lana's of Las Cruces
Las Cruces

Deanna Green
Enchanted Occasions Event Rentals
Las Cruces

Debra Oliver
Common Ground Mediation Services
Santa Fe

Debra Sands-Miller
Desert Habitat Designs
Las Cruces

Deirdre Price
Create, Inc.
Las Cruces

Dennis Bianchi
Dennis Bianchi & Associates, LLC
Santa Fe

Deret Roberts
Art Obscura Art Gallery
Las Cruces

DJ Heckes
EXHIB-IT!
Albuquerque

Don Kurtz
Rio Associates
Las Cruces

Doug Abbott
Intellimetrix
Silver City

Douglas Campion
EnergyWorks
Las Cruces

Dr. Ernest A Flores & Maria A Flores
Las Cruces Mental Health Center
Las Cruces

Dr. Dianne Elise Strauss
Portfolio Group - Salon Prive
Santa Fe, New Mexico

Dr. Peter M. Belletto, CEO
Italia Associated, LTD
Albuquerque

Eddie Tsong
Radiant Animal
Santa Fe

Elaine Stachera Simon
College Park Publications LLC
Las Cruces

Elizabeth Baer
Elizabeth Baer, LISW
Albuquerque

Elizabeth McAndrew
SilverCityTour.com
Silver City

Evangeline M. Pacheco
Evangeline Pacheco Real Estate
Santa Fe

Francine Wunk
Roof and Woof
Santa Fe

Frank Rene Lopez
Ngage New Mexico
Las Cruces

Gabe Vasquez
New Mexico Wildlife Federation
Las Cruces

Gene Butler
The Firebird
Santa Fe

George Farmer
Axle Canyon Ecological Preserve
Silver City

Geraldine January
Wild Desert Mindfulness
Radium Springs

Gill M. Sorg
City of Las Cruces City Council
Las Cruces

Gordon West
Restoration Technologies
Silver City

Gregory K. McMillan
Greg McMillan, Real Estate Broker with
Sotheby's International Realty
Santa Fe

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GMK Web Design
Santa Cruz

Gwyneth Jones
Spirit Basket
Silver City

Haj Khalsa
Simple Goods LLC
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Heather Brewer
HB Strategies
Albuquerque

Heather Hume
Lulu's in Mesilla
Mesilla

Helene Minot
Independent Contractor
Santa Fe

Howard Kaplan
CASA - A Center Advancing Sustainable
Architecture
Albuquerque

Howie Dash
Sierra Club Rio Grande Chapter - Southern
Group
Las Cruces

Ida Marie Hernandez
Peace Village of Las Cruces
Las Cruces

Jacob Walikainen
Department of Homeland Security
Silver City

Jamie Welles
JWelles & Associates, LLC
Albuquerque

Janet Ragonese
Lowe's Home Improvement
Santa Fe

Jenifer Russin
Russin Reporting LLC
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Jennifer Nail
CNM -- Central New Mexico Community
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Jennifer Wellington
Jardin Chicks
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Dona Ana Community College Small Business
Development Center
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Joe Studer
VALIC Financial Advisors
Albuquerque

Johanna Nelson
NM Economic Development Dep
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Las Cruces Counseling Center
Las Cruces

John Olivas
JACO Outfitters, LLC
Holman

Jonathan Droegge
SunPort
Albuquerque

Julie Seton
Indelible Enterprises, LLC
Las Cruces

Justin Dean
Musician
Taos

K R Garland, PhD, DD
InnerConnections
Silver City

Karen Waters
Karen Waters LLC
Santa Fe

Katie Hyde
Indigo Baby
Santa Fe

Katie Macauley
Mountain Kids
Santa Fe

Karen Feder
Moonlight Beadery
Las Cruces

Ken Odenheim
HIS/Rio Bravo Appraisers
Las Cruces

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Pushkin Group, Ltd.
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Kenneth W. Kemmerer
Wildwood Incorporated
Rio Rancho

Kurt S. J. Anderson
New Mexico Geothermal LLC
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Lara Leavitt
Lumiere Editions Inc.
Silver City

Larry Glover
Wild Resiliency Institute
Santa Fe

Laura S Harper
Del Valle Pecans, LLC
Mesilla Park

Laurie Shade-Neff
heART Connection
Las Cruces

Lawrence Rael
La Villia De Rio Grande
Albuquerque

Leah Messina
Sinuate Media
Las Cruces

Lee Gruber
Syzygy Tile, Inc.
Silver City

Linda Lillow
Triple L, Ink Graphic Design
Albuquerque

Lisa LaRocque
City of Las Cruces Sustainability Office
Las Cruces

Lisa Randall
Santa Fe Public Schools
Santa Fe

Lisa Willman
Lisa Willman CPA
Las Cruces

Lois Duffy
Lois Duffy Art
Silver City

Luke Spangenburg
New Solutions Energy Inc.
Santa Fe

Marcus Miner
Las Cruces Endodontics
Las Cruces

Marge Garcia Loehr
Adventure Partners LLC
Tesuque

Marguerite Wood
Business Management Consultant
Santa Fe

Maria Hondros
Sunpower by Positive Energy Solar
Santa Fe

Maria Rotunda
Earthprints LLC
Santa Fe

Mariah Tallent
Voltreides
Las Cruces

Marilyn J Alcom
Silver Adult Care Services
Silver City

Marilynn Freeman
BodyMindCoherence
Silver City

Marjorie Kamine
Marjorie Kamine, Consultant
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Mark Franklin
Interpretive Design
Albuquerque

Mark Sechrist
Full Circle Heritage Services
Vado

Mark Westbrook
Positive Energy, Inc.
Las Cruces

Mary Ann Shaening
Shaening & Associates, Inc.
Santa Fe

Mary Canavan
Blue Heron Enterprises, LLC
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Jenifer Russin
Russin Reporting LLC
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Jennifer Nail
CNM – Central New Mexico Community
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Albuquerque

Maxine A Chavez
ABQ Drug Testing Inc.
Albuquerque

Stephen Auger
Stephen Auger Laboratory, LLC
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Steven Shelendich
Silver Architects
Silver City

Steven B Harris
stevenbrianharris.com
Las Cruces

Steven Bradley
Green Building Associates
Santa Fe

Sue Garfitt
Santa Fe Properties
Santa Fe

Sylvia Bustillos
Chope's
Las Cruces

Talea T Alberson
MMJ's Pawn and Trader Man Pawn
Las Cruces

Taylor Selby
Affordable Solar
Santa Fe

Thomas R. (Bob) Pennington
Agua Fria Nursery, Inc.
Santa Fe

Tom Blankenhorn
Taos County Commissionre
El Prado

Tom Frouge
Avokado Artists
Placitas

Tom Ribe
Great Southwest Adventures
Santa Fe

Trip Rothschild
Rothschild Consulting
Santa Fe

Vaughn Dearing
Gro-West Property Services
Arroyo Seco

Vicki Pozzebon
Prospera Partners, Inc.
(dba VickiPozzebon.com)
Santa Fe

Vincent Gutschick
Las Cruces Academy
Las Cruces

Stephanie Preciado
Reviver Printing
Las Cruces

Lauren Bjorkman
Author
Taos

Rafael Gomez
Red Pueblo Works
Ysleta Del Sur Pueblo



May 1, 2017

The Honorable Tom Udall
United States Senate
Washington, DC 20510

The Honorable Martin Heinrich
United States Senate
Washington, DC 20510

The Honorable Ben Ray Luján
United States House of Representatives
Washington, DC 20515

The Honorable Michelle Lujan Grisham
United States House of Representatives
Washington, DC 20515

The Honorable Steve Pearce
United States House of Representatives
Washington, DC 20515

Dear members of the New Mexico Congressional Delegation,

The New Mexico business community is deeply concerned with President Trump's Executive Order calling for a review of national monument designations under the Antiquities Act. This executive order directly threatens the Organ Mountain-Desert Peaks (OMDP) and the Rio Grande Del Norte (RGDN) national monuments and potentially undermines the Antiquities Act.

The Executive Order threatens more than our national monuments: it threatens our way of life, our communities and our small businesses that have launched business practices to generate local economic benefits from the monuments. Nationwide, [outdoor recreation](#) generates \$887 billion and supports 7.6 million jobs annually.

In New Mexico, this sector contributed \$1.7 billion and supported 64,000 jobs in 2012. Since then, we've seen a steady increase in visitors to RGDN and OMDP over the last few years and have felt the positive economic impact at the local level with increased revenue, tourism and overall awareness of our regions and our state.

Our businesses were actively involved in the community-driven initiatives created to protect OMDP and RGDN. We worked in collaboration with a diverse group of community stakeholders to protect these lands and to advocate for their designation as national monuments.

Behind each monument is a history of many years of public discussion, legislative efforts, and boundary adjustments to address stakeholder concerns, all of which ultimately resulted in the national monuments' establishment. The public process was robust and the community support widespread.

Interior Secretary Zinke, in explaining this Executive Order, said it was "in tune with president's goal to give people a voice." The history recounted above shows that this Executive Order is counter to the wishes and careful deliberation of our communities. Instead of keeping faith with the collective voices of our communities and others nationwide, the Trump Administration is instead revisiting across multiple states and dozens of sites in 120 days what collectively played out over scores of years.

These efforts are an attack on New Mexico's economic future and public lands heritage. As business owners we have a responsibility to protect the public lands that are the foundation of our economy. As community members we have a responsibility to continue to protect our wild places, our water, our cultural heritage, our health and our wellness.

Thank you Senator Tom Udall, Senator Martin Heinrich, Representative Michelle Lujan Grisham and Representative Ben Ray Lujan for your tireless support protecting New Mexico's public lands and championing the national monument designation of both OMDP and RGDN. Congressman Pearce, we regret your opposition to protecting public lands and your efforts to shrink the size of OMDP; we hope you will reconsider your position and begin to embrace how public lands have created economic prosperity and jobs in local communities, and how these lands are inherent to New Mexican culture.

Sincerely,

CC: Secretary of Interior Ryan Zinke
Natural Resources Committee Chairman Rob Bishop (UT)
Natural Resources Committee Ranking Member Raul Grijalva (AZ)

Abbey Carver	Santa Fe NM
Art Obscura	Anna Hansen
Las Cruces NM	Dakini Design
Alexandra Merlino	Santa Fe NM
Partnership for Responsible Business	April Mondrago
Santa Fe NM	Self-Employed
Allyson Siwik	El Prado NM
Gila Resources Information Project	Arianna Parsons
Silver City NM	Beck's Coffee
Amrita Reitz	Las Cruces NM
Realtor	Barbara Dry
Santa Fe NM	Snowshoe Tour Guide
Ann Audrey	Volunteer Ranger
Environmental Consultant	Red River NM
Tucson AZ	Barbara Saxer
Ann Thomas	Everlasting Enterprises
Artist	Santa Fe NM

www.PRBnewmexico.org

Barrie Andrews
OCHO Art + Event Space
SAGE Acutonics & Massage
Questa NM

Beth Beloff
Chair, Sustainable Santa Fe Commission
Santa Fe NM

Beth Morgan
Full Circle Heritage Services
Vado NM

Bill Kipnis
Siemens Industries
El Prado NM

Bill Schwent
Casa Tierra Realty
Santa Fe NM

Bob Diven
Diven Art
Las Cruces NM

Bonnie Scott
Sorman Blue Skies Creative
Albuquerque NM

Bryan Steger
Bryans Gallery
Taos NM

Carol Price
Decol Photo
Santa Fe NM

Carolyn Parrs
Mind Over Markets
Santa Fe NM

Carrie Hamblen
Las Cruces Green Chamber of Commerce
Las Cruces, NM

Cathy Hope
Iris Herbal, LLC
Questa NM

Cathy Kumar
Southwest Green Home Center
Albuquerque NM

Celerah Hewes
Thoughtfully Produced
Albuquerque NM

Chip Leavitt
Lumiere Editions
Silver City NM

Christian Casillas
City of Santa Fe

Santa Fe NM

Christina Rutkaus
Self-Employed
Arroyo Seco NM

Christine Putnam
Putnam-Pritchard Interiors/NUBU Design
Santa Fe NM

Christopher Coté
Wildfire Fit
Questa NM

Cissy McAndrew
SilverCityTour.com
Silver City NM

Claire Cote
Coté Concepts
Questa NM

Cosette Atherton
NMSU Conference Services
Las Cruces NM

Dan Carter
Southern New Mexico Trail Alliance
Las Cruces NM

David Bacon
Choice Energy
Santa Fe NM

Dawn Chandler
Dawn Chandler Fine Art (TaosDawn)
Santa Fe NM

Deborah Gangloff
Crow Canyon Archaeological Center
Cortez CO

Debra Oliver
Mediator
Santa Fe NM

Debra Sands-Miller
Desert Habitat Designs
Las Cruces NM

Dede Feldman
Dede Feldman Co.
Albuquerque NM

Deirdre Price
Grantwriter
Las Cruces NM

Dianne Strauss
Portfolio Group
Santa Fe NM

Dionisio Tafoya
Dionysus Creative LLC
Albuquerque NM

Don Shapiro
Retired
Cedar Crest NM

Donna Tate
Retired Medical and Healthcare Facilities Planner
Las Cruces NM

Douglas Kaufman
Kaufman Construction
Taos NM

Dr & Mrs Ernest & Maria A Flores
Psychiatrist & School Board President
Las Cruces NM

Dr. Paul J. Watson
Univ. New Mexico Biology Dept.
Albuquerque NM

Dutch Salmon
Gila Conservation Coalition
Silver City NM

Elaine Stachera
College Park Publications
Las Cruces NM

Eldelisa Nava
Legal Shield
Las Cruces NM

Elizabeth Gutierrez
Mediation Services
Las Cruces NM

Epefanio Cortez
Benchmark Wood Floors
Albuquerque NM

Gaea McGahee
OCHO
Questa NM

Gaia Mika
Psychologist
Taos NM

Gail Baquera
Baquera Jewelers
Las Cruces NM

Gak Storm
Taos Print and Photography Services
Taos NM

Genna McGahee
Lean Six Sigma
Boulder CO

Glenn Schiffbauer
Santa Fe Green Chamber of Commerce
Santa Fe NM

Gregg Dugan
Two Birds Productions

Silver City NM

Gregg Mich
Dapwood Furniture
Albuquerque NM

Gregory McMillan
Real Estate Broker
Santa Fe NM

Gretchen Witt
Harvest H2O
Santa Fe NM

Guillermo Tilley
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Lumiere Editions
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Albuquerque NM

Linda Wiener
The Bug Lady
Santa Fe NM

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Copy Queen of Taos
Taos NM

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Liz Pawlak Fine Arts
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Vaughn Dearing
Real Estate
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Vicki Pozzebon
Prospera Partners
Santa Fe NM

Vincent Gutschick
Las Cruces Academy
Mesilla NM



Memorandum

From: Alexandra Merlino – Partnership for Responsible Business
Date: May 8, 2015
Re: The Organ Mountains-Desert Peaks Business Impact Study

Methodology

The Organ Mountains-Desert Peaks (OMDP) Business Impact Study was conducted by the Partnership for Responsible Business and Las Cruces Green Chamber of Commerce. The survey was conducted April 17–29, 2015, through Survey Monkey with participants solicited via email and follow-up phone calls. Business sectors relevant to tourism were targeted including hospitality, retail, outdoor recreation, grocery and personal care. 36 businesses responded.

Key Findings

- 65% of businesses surveyed field questions from customers about the OMDP National Monument.
- 32% of businesses surveyed use the OMDP National Monument in their promotional and marketing materials.
- 20% of businesses surveyed have introduced new products or services directly related to OMDP including: mountain bike tours, specialty drinks, running tours, wilderness first aid trainings, iconic monument photography and monument-inspired desserts.

Conclusion

Although the OMDP Business Impact Study had a small sample size and limited resources, we discovered that in the twelve months following the announcement of the OMDP National Monument that, despite the fact that planning and signage for the Monument is not yet complete, local businesses are expressing great optimism about the Monument's growing, positive impact. More importantly, local businesses are deploying resources and taking action to leverage the Monument to the benefit of their businesses and thus the local economy. Capitalizing on the value that the Monument can provide for our local economy will benefit from additional marketing and planning.

Memorandum

To: Las Cruces Green Chamber of Commerce
From: Stephen Clermont/Third Eye Strategies
Date: June 7, 2017

Poll Results on the Organ Mountains-Desert Peaks National Monument for Doña Ana County

This report is based on findings from a poll of 400 active registered voters in Doña Ana County, New Mexico. Drawn from a list of registered voters, interviews were conducted from May 13 through 17, 2017. The survey has a margin of error of ± 5.5 percent. Both cell phones and landline numbers were called. Each voter in the county with a known phone number had an opportunity to be called. Random selection was made in households with multiple eligible voters.

The Following Summarizes Key Results From the Survey:

- **Residents in Doña Ana County have an overwhelmingly positive view of the Organ Mountains-Desert Peaks National Monument.** Two-thirds (66%) of Doña Ana County residents have a positive view of the Organ Mountains-Desert Peaks National Monument while only a small minority (15%) express a negative view. Support for the Organ Mountains-Desert Peaks National Monument has increased 5 percentage points from last year.
- **Democrats, Independents, and Republicans come together to support the Organ Mountains-Desert Peaks National Monument.** Democrats (77% positive, 7% negative) and Independents (71% positive, 14% negative) have strongly positive views of the Monument. Significantly more Republicans (49%) feel positively than negatively (24%).
- **Doña Ana County residents strongly oppose any reduction of the Organ Mountains-Desert Peaks National Monument.** Nearly two-thirds (63%) of residents in Doña Ana County oppose reducing the amount of land protected in the Organ Mountains-Desert Peaks National Monument.
- **Doña Ana County residents believe the Organ Mountains-Desert Peaks National Monument can help create new jobs and tourism in the County.** Three-fifths (62%) believe that the Organ Mountains-Desert Peaks National Monument can help create jobs and tourism in the County.



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NEW MEXICO
GREEN CHAMBER OF COMMERCE
POWER UP YOUR BUSINESS

115 Gold Ave. Suite 209 Albuquerque, NM 87102

505-244-3700

December 12, 2013

The Honorable Barack Obama
President of the United States
160 Pennsylvania Ave.
Washington, DC 20005

Cc: The Honorable Senator Tom Udall
The Honorable Senator Martin Heinrich

Dear President Obama,

As business owners in Doña Ana County and from across New Mexico, we write today to express support for the proposed Organ Mountains-Desert Peaks National Monument. We are local business owners and active community members with a vested interest in Doña Ana County's economy. Our business and family livelihoods would benefit from protecting the Organ Mountains-Desert Peaks as a national monument.

Multiple studies show that national monuments create very positive economic development for nearby communities, including creating new jobs. By protecting our beautiful and culturally rich public lands, conservation supports our growing travel and tourism sector. Communities near protected lands also attract retirees, other new residents, and businesses across a range of industries.

A recent independent economic study showed that protecting the Organ Mountains-Desert Peaks as a national monument would have a "significant" positive impact on the local economy by contributing more than \$7.4 million in additional local annual economic activity, creating 88 new jobs, and resulting in an additional \$562,000 per year generated in state and local government tax revenue.

We agree with the economic data that protecting our public lands would give Doña Ana County a competitive advantage in attracting new businesses to the area and benefitting existing businesses.

In addition to the clear economic benefits, protecting this area as a national monument will forever protect local treasures like the Organ and Sierra de las Uvas Mountains and historic sites like the Camino Real and Butterfield Stage Coach Trails. Indeed, the Organ Mountains-Desert Peaks is the crossroads of New Mexico's diverse history and culture. Our nation is also graced here with natural wonders and incredible hunting and recreational opportunities.

A 2012 poll conducted by Third Eye Strategies showed that 83 percent of registered voters in Dona Ana County support the creation of the Organ Mountains-Desert Peaks National Monument. The

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national monument is supported by the New Mexico Green Chamber of Commerce, the League of United Latin American Citizens, sportsmen and women, local elected officials, Native Americans, veterans, faith leaders, and many community and conservation organizations.

We are grateful to New Mexico's U.S. Senators Tom Udall and Martin Heinrich for recently introducing legislation to establish the Organ Mountains-Desert Peaks National Monument. However, we are doubtful that this deeply divided Congress will pass this important legislation, as has been the case since 2009. Thus, we respectfully call on you, Mr. President, to use your powers under the Antiquities Act to establish this national monument for the benefit of present and future generations.

Sincerely,

New Mexico Green Chamber of Commerce Member Businesses:

Abbe Anderson
Freeing the Heart
Silver City, New Mexico

Aaron Barbara
BR Neptune
Las Cruces, NM

Allen McBrayer
The Recycle Couple
Las Cruces, New Mexico

Andrew Hewes
Andrew Hewes Enterprises
Rio Rancho, New Mexico

Levi White
Santa Fe Bar & Grill
Santa Fe, New Mexico

Ann McCullough
McCullough & Associates
Las Cruces, New Mexico

Anne La Lopa
Water Lady
Albuquerque, New Mexico

CL Steven
Silver City, New Mexico

Arlan Lazere
Quail Acres
Gila, New Mexico

Carl Levi
Theater Group New Mexico
Pinos Altos, New Mexico

Carol Campbell
Wellness Improvements Experts
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Cathy Hope
Iris Herbal, LLC
Questa, New Mexico

Cecilia McNicoll
CW McHann, Inc dba River Ranch
Market
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Avian Design
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Christine Putnam
Putnam-Pritchard / Nubu Design
Santa Fe, New Mexico

Cliff Feigenbaum
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Craig Olsen
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Mimbres, New Mexico

Cynthia Arvidson
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Daniel Allan, MD
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David Dollahon
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Las Cruces, New Mexico

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