

# Organ Mountains-Desert Peaks --Local Business Impact

## LULU



**Heather Hume, owner**

**Business Contact Information:**

**575-523-4747**

**heatherchume@gmail.com**

### **How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?**

The Organ Mountains are a focal part of our community and what many of us have the honor of looking at every day. From our store window, with a perfect view of the mountains, we take seriously our role as spokespeople and stewards for their protection to customers and guests. The tourism that has increased because of the Monument designation has brought more people to neighboring Mesilla and increased more awareness about our community. As access to the Desert Peaks continues to increase, we expect more visitors to come to our area to experience our unique desert landscapes.

### **What ways do you use the Organ Mountains-Desert Peaks in your business?**

The Organ Mountains enhance the experience of shopping in my store AND help create an atmosphere in the connecting restaurant where guests and visitors to our area can sit on the patio and enjoy the beautiful scenery and local fare. We sell cards from local photographers that feature gorgeous pictures of the mountains, the flora and fauna, and the wildlife that inhabit the land throughout the Monument. Many of our locally sourced products feature some aspect of our beautiful landscapes, which are truly majestic and bring a calming peace to our city. We must save our public lands, the beautiful places left on this earth, as our community has seen the positive economic benefits from a Monument and protecting it means good business for our local economy.