

Organ Mountains-Desert Peaks --Local Business Impact

SINUATE MEDIA



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

As a locally based marketing business with clients in Las Cruces and in various cities along the East Coast, I frequently share, with great pride, the many wonderful sites and attractions of our community with my clients elsewhere. OMDP is a frequent conversation topic because of the recognition our community has received in national and international publications, on social media, and through word of mouth. Fundamentally, protecting our air, land, and water is a valuable component to our business philosophy. As a marketing business, we welcome the incredible opportunities for the outdoor industry to grow in Las Cruces and look forward to helping them connect economic development, National Monuments, and Las Cruces in their marketing, and ultimately, their sales.

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

We are a multi-faceted marketing agency, serving businesses locally and nationally. When focusing on locally owned businesses or agencies, it is very easy to highlight, when appropriate to the business, the close proximity to OMDP in their marketing campaign. Understanding the appeal our open spaces will have on clients, customers, new residents, and tourists helps our agency customize marketing plans for any of our clients, highlighting the various outdoor activities and opportunities in OMDP.