

# Organ Mountains-Desert Peaks --Local Business Impact

## ORGAN MOUNTAIN OUTFITTERS



**Chris Lang, owner**

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

The idea for starting our business was inspired by the designation of OMDP. Because of the ability to create specific logos, especially benefitting because of our incredible public lands, we could thrive as a local business. The economic opportunities that are provided by OMDP will allow us to expand our business, create more products, and offer new experiences to our customers. If the monument did not exist, our business would have a difficult time being representatives of this incredible area, marketing our business through our apparel items, and creating change in this community.

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

As a small business owner for several years, I understand the importance of being involved in the community. That is why a portion of every one of our sales of ANY of our apparel items goes to purchasing lunches for kids in our school district who cannot afford to pay for them. Because of the popularity of our items, which are worn all over the world, we are able to have a storefront in downtown Las Cruces that features a larger inventory, in addition to our booth at the Farmers and Crafts Market. This has allowed me to expand my workforce and contribute to our local taxes.