

# Organ Mountains-Desert Peaks --Local Business Impact

## REED DALBY AT COLDWELL BANKER LEGACY



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

There is so much scenic, historic, ecologic, biologic, geologic, botanic, and scientific significance tied up in the Organ Mountain-Desert Peaks area that it is to everyone's advantage to have such a treasure protected. Since the OMDP area was declared a National Monument in 2014, locals and tourists have enjoyed picnicking; rock climbing; and using the equestrian, hiking, and biking trails in a beautiful environmentally protected setting. By visiting the area everyone has an opportunity to learn of the historical significance of the area as well as the varied cultures that pre-historically and historically habituated the area, including artifacts, rock art, and dwellings.

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

As a member of the Friends of the Organ Mountains-Desert Peaks National Monument and a real estate Associate Broker, I refer my customers/clients to the OMDP National Monument and the Friends of the OMDP National Monument websites, and explain the wondrous ways the area enriches people's lives. In particular I point out the varied ways the OMDP National Monument as well as the National BLM conservation lands may enhance quality of life, and encourage them to visit the visitors center for more information. When listing homes for sale I highlight the scenic view the OMDP National Monument offers when applicable. And from time to time, I post the Friends of the OMDP National Monument website as well as the homepage of the OMDP National Monument on my social media. And periodically I post photos I've taken of the Organ Mountains on my social media, including a photo used as my social media banner.

**Las Cruces Green Chamber of  
Commerce**  
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