

Organ Mountains-Desert Peaks --Local Business Impact

Las Cruces Green Chamber of Commerce



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

In 2013, the Las Cruces Green Chamber of Commerce (LCGCC) commissioned a non-partisan economic impact study that showed positive economic growth to our community with the designation of OMDP. Local businesses became “thoughtful stewards” of OMDP, creating monument themed products and services to cross brand OMDP into their business.

After creating the OMDP Marketing Toolkit, LCGCC staff traveled the country, sharing with communities the successful efforts of Las Cruces residents and businesses embracing their Monument. Highlighting the OMDP Girl Scout Patch, OMDP Products, and local collaborations has elevated the Green Chamber nationally as an expert on connecting local economies to protected public lands.

How do you see OMDP Benefitting the community?

Since the designation of OMDP, Las Cruces has seen an increase in tourism, recognition throughout the country, and a community that rallies around their monument. During the pandemic, OMDP saw a huge increase in visitor ship, demonstrating the value of public lands to emotional, physical, and mental health. Having national monuments and parks either within or near a community IS an economic driver and we know protecting them is good business for everyone.



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