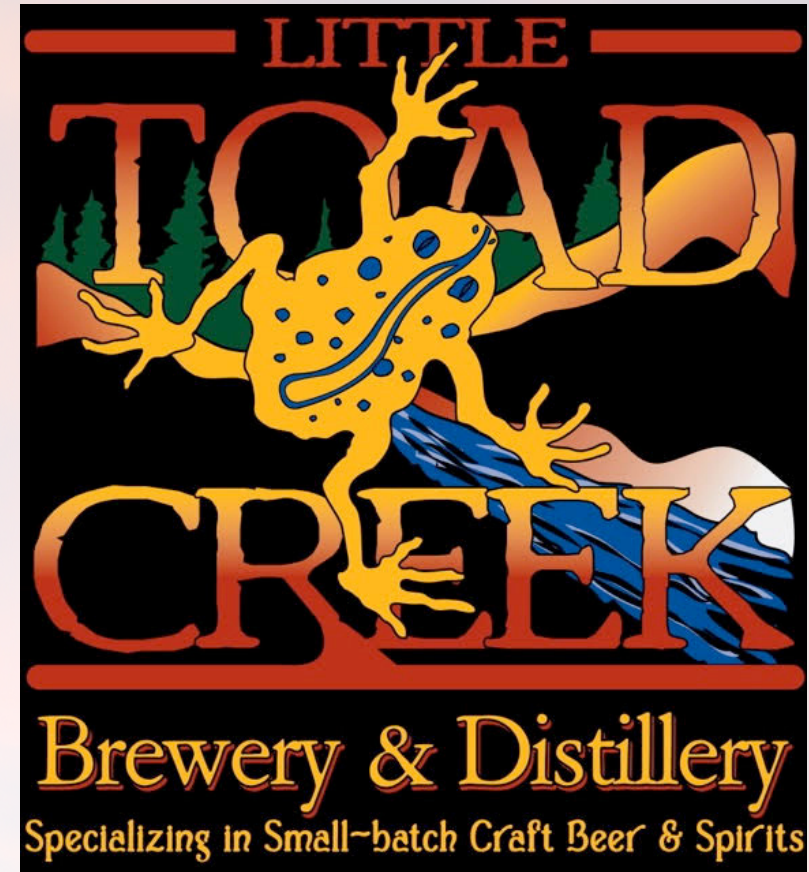


## Organ Mountains-Desert Peaks --Local Business Impact

# Little Toad Creek Brewery & Distillery



**Carol Ayon, Manager, Little Toad Creek Brewery & Distillery**

**Business Contact Information:**

**575-556-9934**

**[info@littletoadcreek.com](mailto:info@littletoadcreek.com)**

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

Our top priority is making sure our customers – either local or from out of town – have the best experience in our brewery. Located in downtown Las Cruces, Little Toad Creek offers a variety of local brews and spirits, live music and events, games, and great food. We know when folks have returned from Dripping Springs, or riding on the Monumental Loop, and want a relaxing afternoon with locally made beverages, they can find it at Little Toad.

Our business is a popular meeting place for cyclists, many who regularly ride in the designated areas of OMDP, and find a great way to finish off their trip with their cycle mates by hanging out at the Toad. We recognize the importance of the monument to our area. We often highlight our public lands with location names in our drink competitions, and serve as a location for outdoor recreation enthusiasts to socialize and relax.

## How do you see OMDP Benefitting the community?

Little Toad Creek has been one of the cornerstone businesses for downtown Las Cruces since we opened on Main Street in 2018. We understand that the collective impact of a thriving downtown, great weather, community events, and OMDP, all bring new people to experience our city. When tourists spend money in our community, at places like our hotels, stores, and restaurants, we know that contributes to our economy and our workers.

Those workers are caring and productive members of our city, paying their taxes, taking their kids to soccer games and outdoor activities, and giving back to their neighborhoods. OMDP is a critical part of that quality of life puzzle that so many Las Cruces get to enjoy, and ultimately share with visitors.



**Las Cruces Green Chamber of Commerce**  
**[www.locallascruces.com](http://www.locallascruces.com)**

