

# Organ Mountains-Desert Peaks --Local Business Impact

## Outdoor Adventures



**Pablo Lopez, Manager, Outdoor Adventures**

**Business Contact Information:**

**575-521-1922**

**[pablo@bikelc.com](mailto:pablo@bikelc.com)**

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

Outdoor Adventures is honored to have a community like Las Cruces embrace the outdoors and all that OMDP provides. As a shop that offers many high quality bicycles and service, we believe that bikes offer a simple solution to many of our communities' complex problems as well as being great for personal, mental, and environmental health.

Many of our customers are those that enjoy the Monumental Loop, covering over 200 miles of varied terrain and including locations like the Apollo training area at Kilbourne Hole, sites used by Billy the Kid and Geronimo, and parts of the Butterfield Stagecoach Trail. OMDP provides our community and visitors alike an experience like no other when using a mountain bike. Seeing the monument from the ground, amongst the cacti and desert critters, provides a deeper appreciation of the protection of such a magnificent place.

### **How do you see OMDP Benefitting the community?**

As the premiere bike shop in Las Cruces, Outdoor Adventures recognizes how important having safe and affordable access to work, school, shopping, and the outdoors is for our community. Bicycles can provide inexpensive ways of transportation.

Moreover, the recognition by several bike packing and mountain biking publications has uplifted the Monumental Loop throughout the country. Cyclists of all capabilities are able to explore the loop and typically come to our locally owned business to purchase supplies, spare parts, and extra tire tubes while getting the inside scoop on special and unique areas of the monument. Those individuals are staying in our hotels and spending money in our community.

Outdoor recreation is thriving in our city and OMDP has been an instrumental part in that success.



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL

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

