

Organ Mountains-Desert Peaks --Local Business Impact

Sinuate Media



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

When Sinuate Media started on the East Coast in 2006, we certainly appreciated the open spaces around us. But, when we relocated our offices to southern New Mexico in 2010, we were greeted with the jaw-dropping beauty of the Organ Mountains and knew we were someplace special.

Our clients are located all over the United States, Central America, and the Caribbean, and I frequently share, with great pride, the many wonderful sites and attractions of our community with them. With many of our virtual meetings, OMDP is a common backdrop on our screens and becomes a frequent conversation topic because of its sheer beauty.

As a marketing business we use images and scenes of the monument whenever our clients request them. When working with locally owned businesses or agencies, it is quite easy to highlight the proximity to OMDP in their marketing campaign, when appropriate. We have seen the outdoor industry grow in our region and across our state and understand that when locally owned businesses embrace public lands in their marketing and outreach it will lead to increased sales and more customers.

How do you see OMDP Benefitting the community?

We have seen firsthand how cross branding the monument in a business is an effective way of creating stewardship of our public lands and an investment in the quality of life for Las Cruces. Not only have businesses created OMDP-related products and services, but they are also serving as advocates for the benefits of public lands. The businesses that have become creative in their marketing and outreach by embracing OMDP continue to thrive and establish themselves as pillars in our community.



Las Cruces Green Chamber of Commerce
www.localascruces.com

