

Organ Mountains-Desert Peaks --Local Business Impact

Virgin Galactic



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

Besides being a breathtaking outdoor recreation space and an iconic representation of Las Cruces and southern New Mexico, the Organ Mountains-Desert Peaks National Monument (OMDP) has been an important excursion opportunity. From the hundreds of our teammates who call southern New Mexico home, to our national and international visitors and future astronauts, visiting OMDP is a must.

Many of our guests are looking for unique experiences when they visit and OMDP is a natural recommendation for hikes, trail rides, and panoramic photos. Sometimes this is their first visit to New Mexico, and the monument serves as a mechanism to tell the rich history and cultural significance of the place we call home.

Virgin Galactic is proud to highlight Organ Mountains-Desert Peaks National Monument to guests and teammates alike.

How do you see OMDP Benefitting the community?

There is only one Organ Mountain-Desert Peaks Monument. That uniqueness is a benefit to the community in itself.

We partner with local businesses that highlight OMDP in their branding and it consistently makes our clients curious about the outdoor space. Organ Mountains-Desert Peaks National Monument serves as a way for us to share the story of southern New Mexico and the community that celebrates it.

We are grateful to operate in a place that prioritizes protected land so future generations can experience them in all their majesty.



Las Cruces Green Chamber of Commerce
www.locallascruces.com

