

Organ Mountains-Desert Peaks --Local Business Impact

ORGAN MOUNTAIN OUTFITTERS



Chris Lang, owner

Business Contact Information:

575-800-4895

service@organmountainoutfitters.com

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

In 2013, when talk of the monument designation was ramping up, I was inspired by conversations that came from a business summit about the potential economic impact of the designation of OMDP. We knew by being able to create specific place-based logos, inspired by our incredible public lands, we could not only thrive as a local business but give back to the community. Since 2014, we have been able to expand the services we provide, create more products, and offer new experiences to our customers.

In 2016, we set out to pay the debt off for the families in Las Cruces Public Schools who were on the reduced lunch program. We have paid off that debt because of our customers and our community, and those families no longer have to pay for lunches. With Title 1 Legislation, the need for families having to pay for meals has been met for all children. Our community is owed a big thank you and our gratitude.

In 2023 we are still fighting hunger in our community. We have teamed up with Casa de Peregrinos (Las Cruces), Roadrunner Foodbank (Albuquerque), & Feeding America (United States) to provide meals back into our communities. Our goal is to donate over 1,000,000 meals back to families in need. With every purchase, we will donate back to these organizations so that you can be a part of the change.

Buy a shirt, give a lunch, and change your community. That's been our mission since day one, and we will continue to give back always. We're able to do this because of you, and we couldn't be more thankful.

How do you see OMDP Benefitting the community?

Our store is located in downtown Las Cruces, home of the Saturday Farmers & Crafts Market of Las Cruces and featuring over 200 small businesses. When visitors come to our area to see the monument, they are also spending time at our market - buying soap, textiles, food, and uniquely New Mexican items. They are putting their dollars into our local economy.

OMDP serves as a nationally recognized monument and it brings visitors to our community where they can enjoy our public lands, our incredible food, and our locally owned businesses.



Las Cruces Green Chamber of Commerce
www.locallascruces.com

