



Hello!

In May 2014, Southern New Mexico became home to the one of the newest National Monuments in the nation with the designation of the Organ Mountains-Desert Peaks (OMDP). The Las Cruces Green Chamber of Commerce is proud to be part of dozens of organizations, businesses, and groups that voiced their support of the designation, seeing the enormous economic and tourism benefits the monument will bring to our area.

As we continue to move forward in our efforts to promote the numerous offerings of the monument, the Las Cruces Green Chamber is pleased to provide this OMDP marketing toolkit to local businesses. The materials included in this kit will enable businesses that want to incorporate OMDP in their own marketing, building client and customer relations, and providing information for opportunities to explore the monument individually.

In this marketing toolkit, you will find the following items to use:

- OMDP Visitors Guide to give to customers and clients
- Stickers and magnets to give to customers and clients
- An commemorative poster to display at your business
- An OMDP Infographic to display or use at your business
- Talking points for easy reference
- A follow up form to let us know about the success of your OMDP Marketing

This marketing toolkit will enable your business to effectively promote the wonderful benefits the OMDP National Monument will bring to our community. With your support, we can continue to highlight the many attractions the National Monument will bring to Southern New Mexico. We thank you for your commitment to protecting our open spaces and supporting our local economy.

Sincerely,

Carrie Hamblen
CEO/President
Las Cruces Green Chamber of Commerce

Please email carrie@locallascruces.com for additional copies of the materials OR if you have any questions