



## Information for talking about the National Monument:

***The Organ Mountains-Desert Peaks National Monument preserves the crossroads of New Mexico's diverse heritage, growing local jobs and our economy for future generations.***

These areas include historic and cultural sites such as the Butterfield Stage Trail, the Apollo space mission training site in Kilbourne Hole, WWII aerial bombing targets, thousands of petroglyphs, and more.

- Some of the many recreational opportunities available at the Monument include: camping, hiking, picnicking, horseback riding, mountain biking, climbing, hunting, and wildlife viewing.
- Access to public lands for hunting and grazing will not change due to Monument designation.

Permanent protection of the Organ Mountains-Desert Peaks area is an investment in the sustainability of New Mexico's economy. This ensures that our region's unique role as the crossroads of southern New Mexico's heritage will continue and grow into the future.

- The Organ Mountains-Desert Peaks are significant to people across cultures and communities. Protecting these public lands will unite our hopes for the future and strengthen the diverse social fabric of our region.
- Protecting the Organ Mountains-Desert Peaks will help improve access to and information about these magnificent public resources, inviting both visitors and local residents to enjoy their public lands.
- Small business owners and economists agree that protecting our public lands could give Dona Ana County a competitive advantage in attracting new businesses to the area.

## Economic Impact of the Organ Mountains-Desert Peaks National Monument:

The designation of OMDP in May 2014 as a national monument is expected to increase visitation and related spending at hotels, restaurants, and retail establishments in Dona Ana and El Paso Counties.

\*\*According to an independent economic study commissioned by the Las Cruces Green Chamber of Commerce, protecting the Organ Mountains-Desert Peaks as a national monument would have a "significant" and positive impact on the local economy. This study can be found on the Green Chamber website: [www.nmgreenchamber.com/omdp-visitor](http://www.nmgreenchamber.com/omdp-visitor)

- The protection of the region's public lands will contribute more than \$7.4 million in additional annual economic activity.
- Increased visitation to the Organ Mountains Desert Peaks resulting from the national monument designation will double the number of jobs (to 88) supported by these public lands in outdoor recreation and the tourism industry in the region.
- Increased economic activity resulting from the Monument designation will provide \$560,000 in additional state and local tax revenues.



The Las Cruces Green Chamber is a regional chapter of the New Mexico Green Chamber of Commerce (NMGCC). Their mission is to create new opportunities for business by advocating on behalf of renewable energy, strengthening local economies, and seizing the green business advantage. Members believe in investing in people, protecting our air, land and water, and creating long-term profits. The NMGCC is a 501 (c)(6) organization that was founded in 2010. More information can be found online at: [www.nmgreenchamber.com](http://www.nmgreenchamber.com)



The Partnership for Responsible Business is the educational arm of the NMGCC. It is a 501 (c)(3) non-profit founded to educate the public about local sustainable economies and promote economic and community development through environmentally and socially responsible entrepreneurship. The PRB partners with allied organizations to advance socially responsible economic and community development policies and practices. You can visit them online at: [www.prbnewmexico.org](http://www.prbnewmexico.org)

