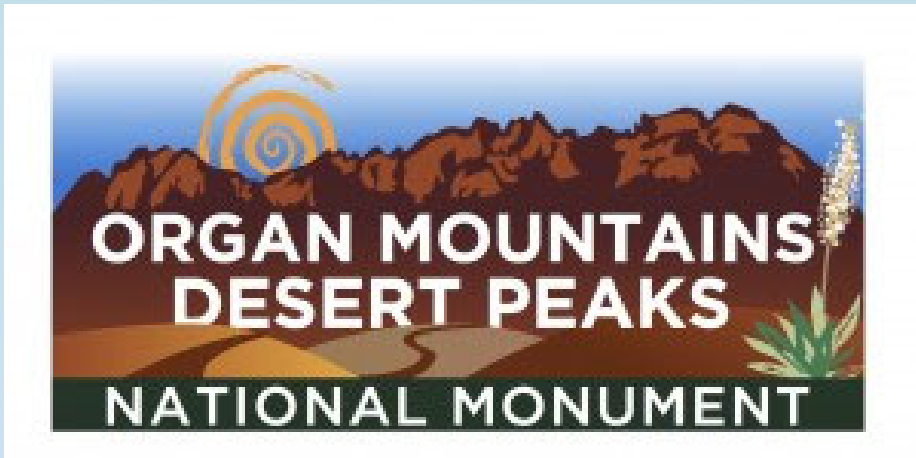


# The Public Relations for Public Spaces

**Carrie Hamblen**  
**CEO/President**

**Las Cruces Green Chamber of Commerce**





# Las Cruces, New Mexico



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL



# Today's Topics

- OMDP Marketing Toolkit
- OMDP Products
- OMDP Related Events
- Marketing Toolkit in other Communities
- LWCF RoadTrip



# Takeaways

- What these campaigns can do
- Create earned media opportunities
- Generate content for social media
- Using events, articles, products to create understanding and value



# OMDP Marketing Toolkit



**LAS CRUCES**  
**GREEN CHAMBER OF COMMERCE**  
**THINKLOCAL BUYLOCAL GIVELOCAL**



# OMDP Marketing Toolkit

## Contents

- OMDP Stickers, posters, and brochures
- Monument Talking points
- Infographics
- Toolkit Survey
- Magnets



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL



# OMDP Products



Winery  
**AMARO**




**LAS CRUCES**  
**GREEN CHAMBER OF COMMERCE**  
**THINKLOCAL BUYLOCAL GIVELOCAL**





# OMDP Related Events

the desert peaks  
southern new mexico  
& west texas





**ORGAN MOUNTAINS DESERT PEAKS NATIONAL MONUMENT**

**DONA ANA MTS.**      **POTRILLO MTS.**

**ORGAN MTS.**      **LAS UVAS & ROBLEDO MTS.**

**May 15, 2015**  
**Dedication of the**  
**Organ Mountains Desert Peaks**  
**Girl Scout Badge**  
Las Cruces, New Mexico



U.S. DEPARTMENT OF THE INTERIOR  
BUREAU OF LAND MANAGEMENT

LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL

*Monuments*  
to  
**MAIN STREET**



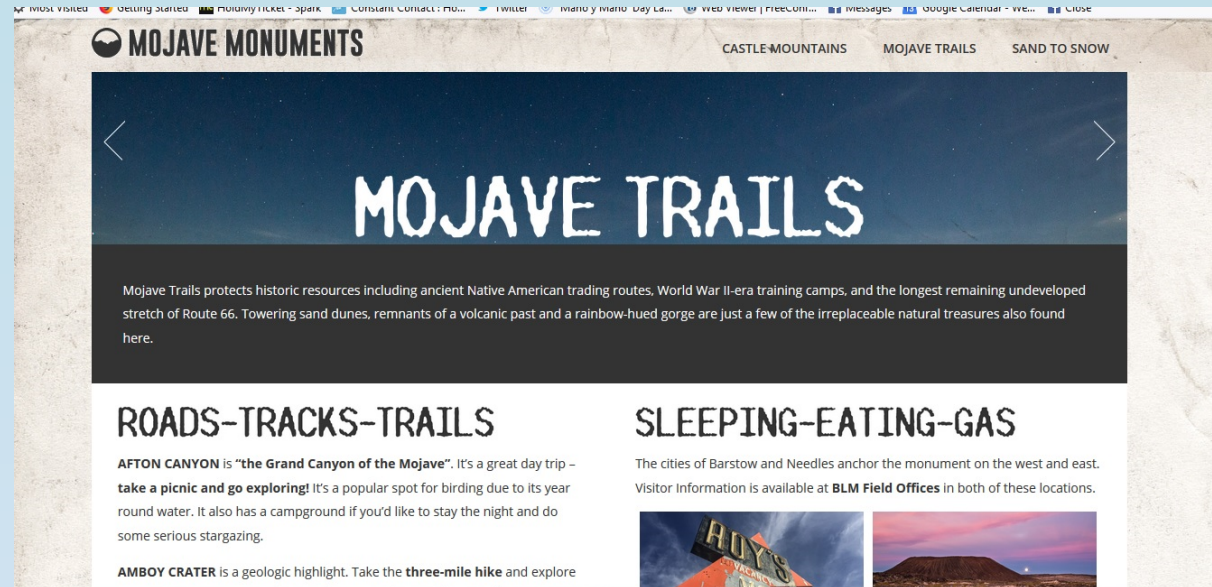
**LAS CRUCES**  
**GREEN CHAMBER OF COMMERCE**  
**THINKLOCAL BUYLOCAL GIVELOCAL**



**GATEWAY**  
**COMMUNITIES SUMMIT**

# Marketing Toolkit in Other PLaces

## California Desert Monuments



# Marketing Toolkit in Other PLaces

## Katahdin Woods & Waters



# LWCF RoadTrip



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL



# LWCF RoadTrip

SITES ▾ ABOUT LWCF

## #SaveLWCF New Mexico

Road Trip Stories of How LWCF Benefits New Mexicans Every Day. #LWCFRoadTrip

### PANCHO VILLA STATE PARK

**Place:** Pancho Villa State Park

**Location:** Columbus, New Mexico

**Person interviewed:** Adriana Zizumbo and Lawrence Haddad, Owners, Borderlands Café



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL



# Takeaways

- What these campaigns can do
- Create earned media opportunities
- Generate content for social media
- Using events, articles, products to create understanding and value





Carrie Hamblen

[carrie@locallascruces.com](mailto:carrie@locallascruces.com)

575-323-1575

Photography by Wayne Suggs

[Waynesuggsphotography.smugmug.com](http://Waynesuggsphotography.smugmug.com)



LAS CRUCES  
GREEN CHAMBER OF COMMERCE  
THINKLOCAL BUYLOCAL GIVELOCAL

