

PROTECTING OUR PUBLIC LANDS IS GOOD FOR BUSINESS

ORGAN MOUNTAINS-DESERT PEAKS NATIONAL MONUMENT

The jagged **ORGAN MOUNTAINS** were a landmark for travelers on the Camino Real.

DESIGNATION of the **NATIONAL MONUMENT** will be good for **THE ECONOMY**



 **\$7.4 Million** annually in new economic activity

   **88** new jobs created

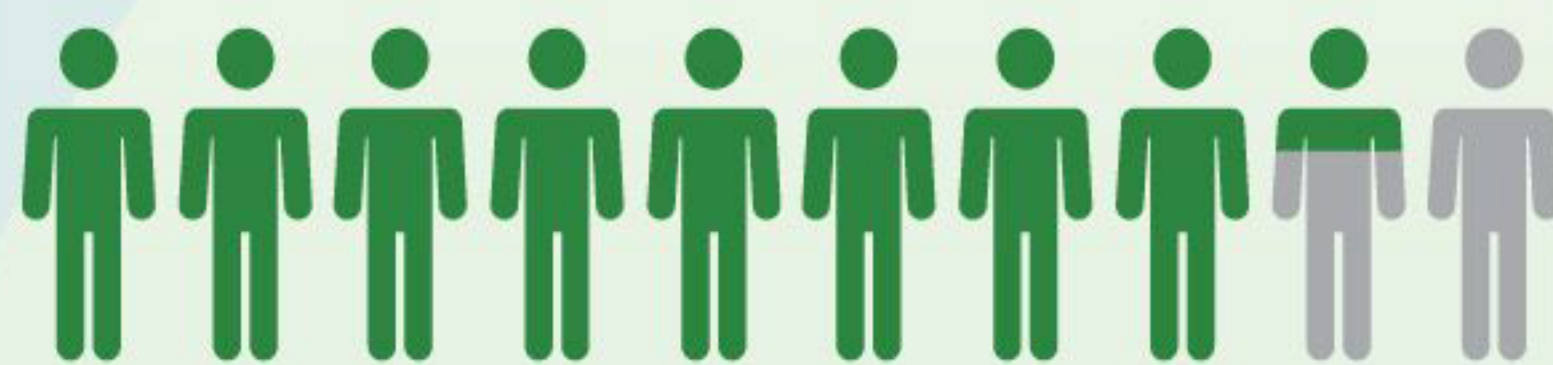
\$562,000   in additional state & local tax revenue

Source: <http://bit.ly/1afWFme>

Extensive mountain biking, climbing, horseback riding and other recreational uses make the **ORGAN MOUNTAIN-DESERT PEAKS NATIONAL MONUMENT** particularly important to fast-growing Las Cruces and Doña Ana County.



PEOPLE WHO LIVE HERE Favor the National Monument

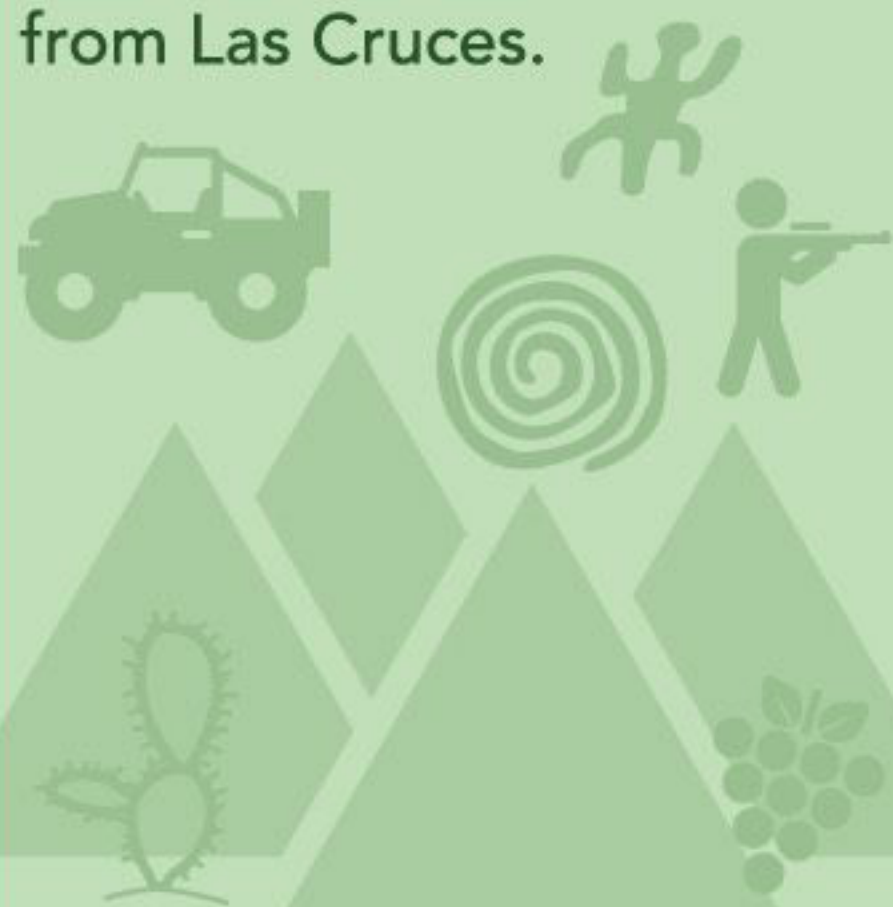


83% of Doña Ana County residents support designation

Voters across New Mexico come together on this position regardless of location or political affiliations.

Source: Sept 2012 poll of 500 residents of Doña Ana County

The **DOÑA ANA MOUNTAINS** are an archeological, cultural, and recreational gem mere miles from Las Cruces.



The **SIERRA DE LAS UVAS MOUNTAINS COMPLEX**, including the Robledo Mountains, are rich in diverse historical sites, petroglyphs, and wildlife.



PROTECTING public land creates local **JOBS**

297% increase in jobs for western non-metro counties with at least 20% protected lands

Western non-metro counties with no protected lands saw only 83% increase in jobs for the same period.

Source: <http://bit.ly/1j21jle>

The **GREATER POTRILLO MOUNTAINS** have unparalleled significance to the large local and regional sportsmen community due to the outstanding populations of quail, mule deer, and javelina.



Learn more at www.organmountains.org



PUBLIC LANDS = TOURISM
40% Increase in visitors in less than one year

since the designation of the Río Grande del Norte National Monument in northern New Mexico.

Source: BLM Taos Field Office



NEW MEXICO GREEN CHAMBER OF COMMERCE
POWER UP YOUR BUSINESS