

ORGAN MOUNTAINS-DESERT PEAKS NATIONAL MONUMENT (OMDP)

Located at the Crossroads of New Mexican and American History
Permanent Protection = Permanent Economic Opportunity

New Opportunities Because of OMDP

- Monuments to Main Street Festival



www.Monuments2MainStreet.com

- Attracting Conferences, Retirees, & New Businesses
- Helicopter, Van, & Recreation Tours
- OMDP Branded Products
- Community Tourism & Marketing

Recreation Activities

- Hiking
- Camping
- Mountain Biking
- Horseback Riding
- Climbing
- Birding
- Hunting



Historic Sites

- Apollo Astronaut Training Area
- Petroglyphs
- Billy the Kid Sites
- Butterfield Stagecoach Trail
- World War II Bombing Targets

www.OrganMountains.org

A POSITIVE INFLUENCE ON THE REGION

102% INCREASE

In Visitors to the Organ Mountains-Desert Peaks

FROM 2015 TO 2016

FY2015: 84,197

FY2016: 170,451

POPULAR COMMUNITY ASSET



Doña Ana County voters overwhelmingly support the Organ Mountains-Desert Peaks National Monument (61% positive, 14% negative)

Source: Apr. 2016 poll: <http://bit.ly/OMDPpoll2016>

OUR STAR IS ON THE MAP

International media exposure

Sunset Magazine ★ *LA Times*

Lonely Planet ★ *Trip Advisor*

