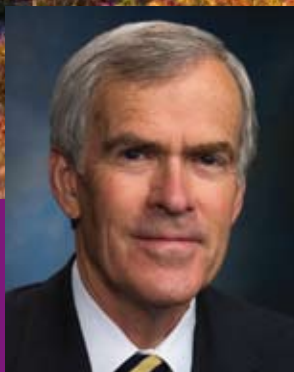




**WILDERNESS
ECONOMICS**

**CREATING
JOBS
FROM OUR
PROTECTED LANDS**



New Mexico is blessed with rich public lands and beautiful vistas. These provide the backdrop for our communities and offer special opportunities for families to spend quality time together as they hunt, hike, ride horses, and relax. They also provide significant economic benefit and help attract good companies and jobs to our state. I'm proud the Hispano Chamber of Commerce de Las Cruces is supporting our effort to protect the most precious areas in Doña Ana County so we can enjoy and benefit from them for years to come.

—Senator Jeff Bingaman

The Organ Mountains-Desert Peaks Wilderness Act will protect prized areas in Doña Ana County, including the awe-inspiring Organ Mountains and Broad Canyon, for current and future generations. It will also cement Doña Ana County's status as a prime destination for people to live and own a business in. I'm glad to join the Hispano Chamber of Commerce de Las Cruces in working to make this vision a reality for Doña Ana County.

—Senator Tom Udall



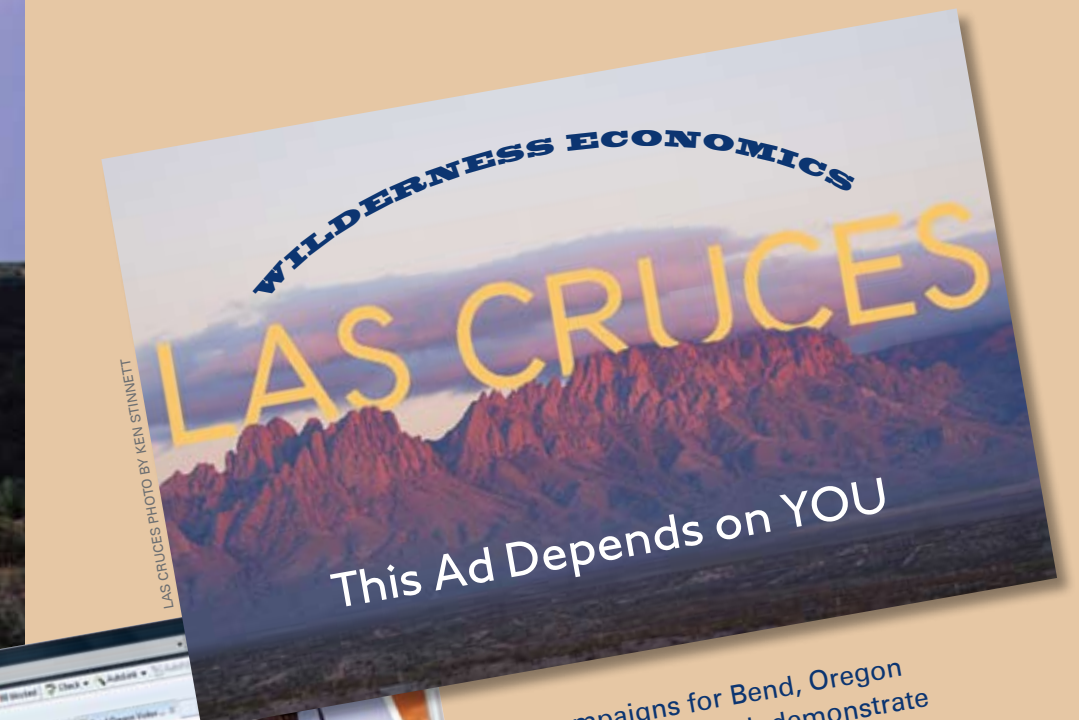
Above: The Organ Mountains Proposed Wilderness and National Conservation Area. PHOTO BY MIKE GROVES

wilderness HELPS COMMUNITIES prosper

On September 17, 2009, Senators Jeff Bingaman and Tom Udall introduced the Organ Mountains – Desert Peaks Wilderness Act in Congress. This Act would protect eight new Wilderness Areas and two National Conservation Areas in Doña Ana County, including the spectacular Organ Mountains. Protecting our incredible public lands will protect one of the main features that draw people to our community.

Potrillo Mountains Proposed Wilderness Area.

wilderness HELPS ATTRACT **business** AND **good jobs**



The Organ Mountains-Desert Peaks Wilderness Act

The Organ Mountains-Desert Peaks Wilderness Act will provide protection for our beautiful public lands, outstanding hunting and recreational opportunities, and cultural resources like petroglyphs and historical features.

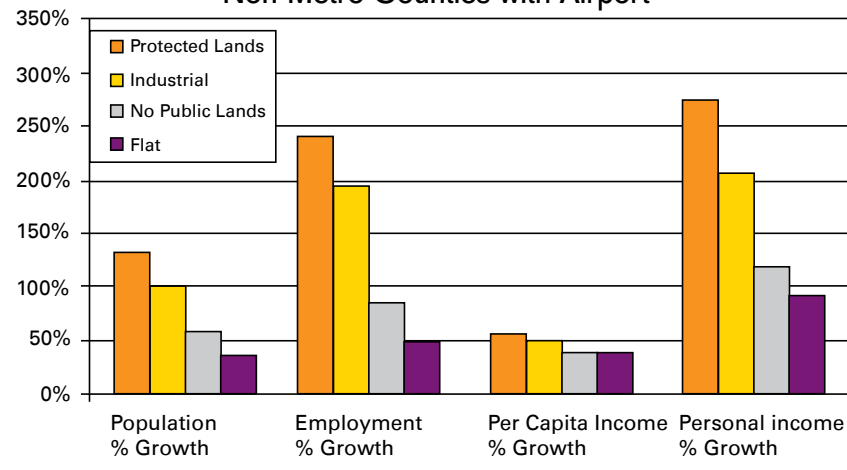
This legislation will preserve the viewshed of the iconic Organ Mountains while promoting tourism and economic development in the region. By protecting these and other areas from development, we will preserve healthy habitat for game and sensitive species; quality grazing land; and the unique geologic formations that surround us.

The Organ Mountains-Desert Peaks Wilderness Act will ensure that, as Doña Ana County prospers and grows into the future, we will maintain and preserve our strong community values.

Protected Lands Help Economies

Percent Change in Population, Employment, Per Capita Income, and Total Personal Income, 1970 to 2000, for Non-Metro Counties with Airports.

Non-Metro Counties with Airport

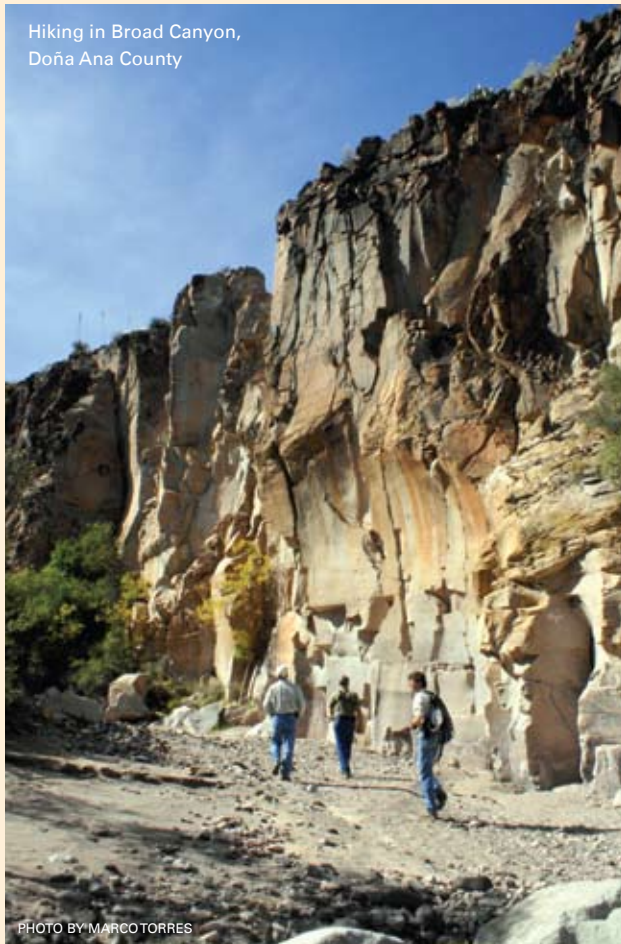


This figure applies to non-metropolitan counties with good commercial air service in the eleven western public lands states. This is the best class of counties to think of as peers for Doña Ana County, NM because Las Cruces is a smaller city and surrounded by rural communities. The performance premium for protected area counties in this class is significant across the board. Source: Headwaters Economics.



Ad campaigns for Bend, Oregon and Cedar City, Utah demonstrate the value protected public lands have in marketing a community. How will we take advantage of OUR wilderness?

DOÑA ANA COUNTY SUPPORTS WILDERNESS!



DOÑA ANA COUNTY COMMUNITIES

Doña Ana County Commission

City of Las Cruces

Town of Mesilla

City of Sunland Park

COMMUNITY GROUPS

Hispano Chamber of Commerce de Las Cruces
League of Women Voters

High Tech Consortium of Southern New Mexico

Las Cruces Green Chamber of Commerce

Back Country Horsemen

Southwest Consolidated Sportsmen

Doña Ana County Associated Sportsmen

Southwest Environmental Center

New Mexico Audubon Society

Southwest New Mexico Quail Unlimited

Native Plant Society

Country Club Neighborhood Association

Picacho Hills Neighborhood Association

Talavera Neighborhood Association

Las Alturas Neighborhood Association

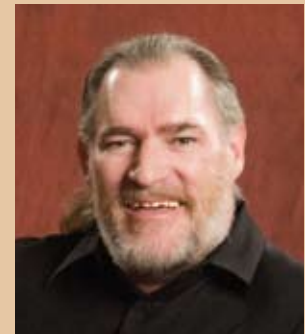
Corporation of Our Lady of Guadalupe in Tortugas

...and more

Our Wilderness areas like the Organ Mountains represent much of what we love about Doña Ana County. It's also a big reason why so many entrepreneurs and small business owners choose to live here. For our local economy, the wilderness really is the "goose that laid the golden egg." Let's keep our business community and quality of life strong by enacting the Organ Mountains – Desert Peaks Wilderness Act.

— **Jud Wright, Del Valle Design and Imaging**

(winner Small Business of the Year 2008,
Hispano Chamber of Commerce de Las Cruces)



Hispano Chamber of Commerce de Las Cruces

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