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Mimbres Peaks - Grant

Grant Name	Mimbres Peaks - Grant	Today's Date	12/14/2023
Staff Size	4	Organization Name	Friends of Organ Mountains-Desert Peaks
Total Membership		Annual Operating Budget	\$350,000.00
BIPOC-led	No	Operating Budget Year	
C-Suite Staff		Tax Status/Organization Type	501c3 Organization
Notes			

Project Information

Project/Campaign Name	Mimbres Peaks	Project Address	
Project Location (State or Territory)	NM	Amount Requested from Alliance	\$50,000.00

Proposal Questions

1. Purpose/History Of Organization	<p>The Friends of the Organ Mountains-Desert Peaks was created to advocate for the establishment of the Organ Mountains-Desert Peaks National Monument. Our organization continues to advocate for the protection and restoration of the surrounding public lands in order to preserve the history and cultural values our community has with this landscape. Our mission also believes that the continued protection of these lands benefits everyone who is a part of our community, not just the privileged few who have historically been able to access this landscape.</p>	7. Measurable On-Ground Outcomes	<ol style="list-style-type: none"> 1. Build broad and diverse local and statewide support, starting with homegrown support in Luna County-Deming-Columbus. The campaign will work to public build support in local communities that are the focus of this campaign through community meetings, field trips, stakeholder outreach, direct engagement of key constituencies, and public communications. 2. Engage with tribal leaders early to understand their interests, explain the draft Mimbres Peaks proposal, and seek input/collaboration to work toward something both the tribes and coalition can support. 3. Secure leadership from Senators Heinrich and Lujan and Congressman Vasquez, including their participation in tribal and stakeholder engagement where needed, introducing legislation, and pivoting to an Antiquities Act ask of President Biden. Secure support from the Luna and Dona Ana county commissions and local city/town councils. Secure neutrality from decision-makers not willing to support.
2. Final Success	<p>Success is the establishment of the Mimbres Peaks National Monument, protected for the benefit of the people of Luna County, with 245,000 acres permanently protected.</p>	8. Evaluate Your Progress	<p>Progress and success for this campaign involves getting a diverse base of supporters. This campaign has been intriguing to many community members because of the economic promises that come with a national monument designation. However, it is important to</p>

get community members who also see these spaces for personal recreation, for educational purposes, and for the preservation of their community itself is incredibly important to the success of this campaign. Gaining strong voices and support from community members who have these varying perspectives will show the progress of this campaign and will lead us to successful land protection that we hope for.

3. Location Details

The proposed Mimbres Peaks National Monument is located in the Chihuahuan Desert—which is the most biologically diverse desert in the western hemisphere. The units we are working to protect are a collection of “sky islands” that provide places of refuge and migratory stops for various species. Cooke’s Peak, one of the units in the proposed protection, is at the cusp of the Chihuahuan Desert and Sierra Madre Occidental. Being in-between these two ecosystems leads to substantial habitat diversity. The Florida Mountains also serve as a stop-over for migrating species as well as home to several endemic species like the Florida Mountains Woodlandsnail.

Regarding the climate resiliency of this location, a desert-grassland is a reliable carbon sink. The potential of the area as a carbon sink would improve with better management—which is attainable through the increase in resources provided by a national monument designation.

9. TCA Funding Plan

Conservation Alliance funding will go directly towards the on the ground resources needed in Luna County. This includes staff time, working materials, meeting support, and other local campaign needs that will arise. As a coalition, we intend to better engage Luna County through their various community affairs to better inform individuals and potential supporters about the benefits of land protections. Materials needed are promotional materials as we continue to get information out to the different groups of the community. And meetings involve not just community meetings to better inform individuals on the power of land protections, but also meetings with community members who hold a lot of influence. As a coalition, maintaining these sustained engagements with the community is key to gaining the trust of the county that these land protections are here to benefit them.

4. Strategy & Timeline For Final Success

Our strategy has been to persuade the people who are close to local decision makers in hopes that the message of conservation would be a trustworthy source of information. Luna County and the City of Deming have turned to look at outdoor recreation as a way to spur their community. Project impacts from a medium visitation scenario includes an annual economic impact of \$11.8 million. It is also expected that non-local visitors would contribute to \$10.2 million per year.

Although land protections for economic development are persuasive to community leaders, we still have a lot of work to do in convincing the public on the other benefits of land protections. These spaces are not only to be protected for visitors, but for families, as well as educators and students to use as resources. We definitely need to better organize community members, not just folks close to the grasstops, on the positive impacts of land protections.

10. JEDI Efforts and Impact

Placeholder

5. Key Decision Makers

The decision-makers we are hoping to influence are local ones. Currently, our federal delegation is supportive of conservation efforts. Our job is to ensure that this campaign is strongly supported

11. Confidential Items

N/A

by community members and leaders. Specifically, we want to guarantee the support of the Luna County Commission on this monument proposal. We also aim to secure formal tribal support for this effort as well. The reality in Luna county politically speaking, is we have have an uphill battle in securing universal support from all local elected leaders. Our goal is to focus on the economic benefits it can bring to the community. We will leverage personal relationships and build our own relationships with these key decision makers. We have identified individual supporters from both the Deming City Council and Luna County commissioners. We will work diligently to have majority support in these two bodies.

6. Elevate Voices As an organization that has organized grassroots citizen action for the establishment of our own national monument, we understand the importance of engaging with local residents on this movement. However, since we are not an organization based in the same county, we are following the lead of organizations who have foundations of working in Luna County already. As a group who successfully influenced our own community to advocate for the establishment of a monument, we want to be a source of proof for Luna County how significant this designation could be for their community. But we do not want to be the voice for them. Further identifying these groups, and connecting them with how this campaign can positively impact their own work, is how we will accomplish grassroots citizen action.

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