

Celebrating the First Year of the Rio Grande del Norte National Monument

On March 25, 2013, President Barack Obama designated the Rio Grande del Norte in northern New Mexico as a national monument. Consisting of 242,555 acres of public land, this national monument preserves the area's cultural, natural and scenic resources for current and future generations. Religious and cultural sites are protected and traditional uses - grazing, hunting, fishing, and gathering firewood, piñon and herbs – continue undisturbed.

The Rio Grande del Norte National Monument designation has also been good for business in Taos County. For these and many other reasons, the New Mexico Green Chamber of Commerce joins the business community in celebrating the monument's first anniversary.

VISITORS AND REVENUE INCREASED AFTER THE MONUMENT DESIGNATION

- 40% increase in visitors in less than one year since the Rio Grande del Norte National Monument designation¹
- 21% increase in Town of Taos Lodgers' Tax Revenue²
- 8.3% increase in gross receipts revenue from the "Accommodations and Food Service" sector in Taos County³

Cisco Guevara, Los Rios River Runners:

"The Rio Grande del Norte National Monument has been great for my business. Even though we had low water levels in recent years, my business experienced the busiest fall season ever in 2013. I attribute this in large part to the monument's ability to attract new people to the area."



Dan Irion, Co-Founder, Taos Mesa Brewing Co.:

"It's been a year since Rio Grande del Norte received its national monument designation and our business is up over last year. Our proximity to the national monument is an asset and we mention it in our marketing. It's very exciting because the monument is one more asset to attract visitors and create jobs in our community."



Jay Foley, Mountain Skills Rock Climbing Guide, LLC:

“There has been a lot of excitement in the region thanks to the creation of the Rio Grande del Norte National Monument. The monument is featured in our marketing efforts and the designation is meaningful to many of our clients, including those coming from out-of-state. I am confident the rewards of the national monument will pile up as more and more people discover it.”

Rico Salazar, Co-Owner, Pilar Yacht Club and Café:

“I was very supportive of the Rio Grande del Norte National Monument and I’ve already started to notice some of the benefits over the past year. We have noticed an increase in customers to our café and I’m sure this is a trend that will continue as word of the National Monument spreads around the region.”



Ricardo Valdez, Owner, Sierra Vista Big Game Outfitter:

“I was as excited as anybody when I learned that Rio Grande del Norte had officially become a national monument. As a hunting guide, my livelihood depends on access to public lands like those found within the monument. Protecting the Rio Grande del Norte also preserves my business and my way of life.”

Larry Sanchez, Taos County Commissioner, District 2:

“The Rio Grande del Norte National Monument has already become an important part of our community. Tax revenues from the lodging and food service sectors have already increased in the 2nd half of 2013 compared to 2012. The Monument is one more thing we turn to in promoting Taos and Northern New Mexico as a first-rate outdoors and tourism destination.”



TAOS
GREEN CHAMBER OF COMMERCE

POWER UP YOUR BUSINESS

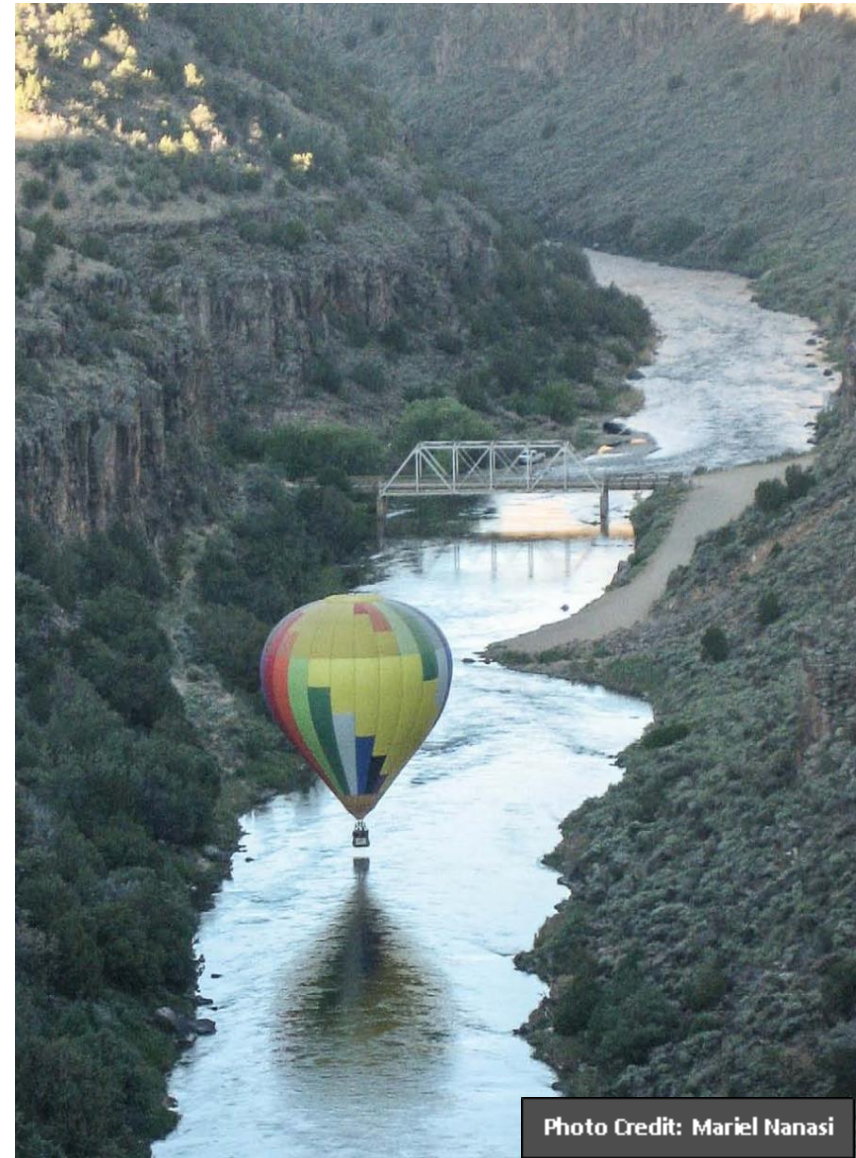


Photo Credit: Mariel Nanasi

References:

¹ 182,501 visitors in FY2013 versus 130,002 visitors in FY2012; source: BLM Taos Field Office.

² For July through December 2013 compared to the same months for 2012; source: Town of Taos.

³ For July through December 2013 compared to the same months for 2012; source: NM Taxation & Revenue Dept.