

Amador Activation Proposal – Walkthrough & Working Session Overview

Las Cruces, New Mexico

Purpose of Today's Meeting

This session is designed as an **on-site walkthrough and collaborative working discussion** to explore the future potential of the Amador property as it relates to the City of Las Cruces' redevelopment goals.

The City has expressed interest in transforming the space into a **market-style destination** that complements existing downtown activity. Our goal is to **build on that foundation** and explore how the Amador can evolve into a **multi-use, revenue-generating, community-driven hub** that supports:

- Daily foot traffic and local commerce
- Events and live experiences
- Film and media production
- Tourism and regional draw

This is not a finalized proposal. This is the **ground-floor alignment phase**—bringing together key voices to help shape something that is both visionary and executable.

Core Vision

The Amador becomes a **layered, adaptive space** that functions differently throughout the day, week, and year.

Daytime Identity:

- Public-facing **market environment**
- Local vendors, artisans, food, and rotating retail
- Community gathering space tied into downtown flow

Evening / Event Identity:

- **Flexible event venue** for performances, screenings, private events, and cultural programming
- Ticketed and sponsored activations
- Integrated with city-wide events and seasonal programming

Long-Term Identity:

- A **hybrid venue** that supports:
 - Film screenings and festivals
 - Production use and media activations
 - Educational and creative programming
 - Tourism-driven experiences

What We're Exploring Today

1. Physical Space & Flow

- Entry points, movement patterns, and crowd flow
- Zoning for vendors, events, and production
- Indoor vs. outdoor utilization
- Infrastructure needs for scalability

2. Market Integration

- How a market concept can be **consistent and sustainable**
- Vendor mix, rotation, and curation
- Alignment with existing downtown markets and events
- Creating a destination rather than redundancy

3. Event & Revenue Model

- Types of events the space can realistically support
- Frequency and scalability of programming
- Sponsorship and partnership opportunities
- Ticketing, rentals, and recurring revenue streams

4. Film & Media Opportunity

- Integration with Las Cruces' growing film presence
- Potential for:
 - Screenings and premieres
 - Workshops and panels
 - Production staging or activation space
- Extending the impact of existing film infrastructure into a **year-round environment**

5. Community & Institutional Alignment

- Opportunities to connect:
 - Local businesses
 - Creators and artists
 - Educational institutions
 - Event organizers
- Ensuring the space serves both **locals and visitors**

Why This Matters Now

Las Cruces is in a **transition phase**—growing its presence in:

- Film and production
- Live events and festivals
- Tourism and cultural identity

The Amador represents a rare opportunity to create a **centralized, flexible space** that ties these verticals together instead of operating in silos.

Done correctly, this project can:

- Increase downtown economic activity
- Create new revenue channels for the city and partners
- Provide infrastructure for creators and events
- Strengthen Las Cruces' identity as a destination city

What We Need From This Room

This session is intentionally collaborative. We are looking for:

- **Honest feedback** on what works and what doesn't
- Insight into **real-world execution challenges**
- Ideas for partnerships, programming, and use cases
- Identification of gaps we may not see from one perspective

The goal is to walk away with:

- A clearer direction for the proposal
- Early alignment among key stakeholders
- A stronger foundation before presenting anything formally to the City

Next Steps

Following this session:

1. Consolidate insights and feedback
2. Refine the concept into a structured proposal
3. Identify potential partners and supporters
4. Present a unified vision to the City with demonstrated backing

Bottom Line:

This is about building something that *works in reality*—not just on paper. A space that can operate daily, scale for major moments, and contribute meaningfully to the long-term growth of Las Cruces.