



Saturday, April 27, 2024

2:00 p.m. – 9:30 p.m.

Plaza de Las Cruces

What is ¡mira! Las Cruces?

¡mira! Las Cruces is a real Southern New Mexico Experience in the heart of Las Cruces, New Mexico. The name alone translates as “look!”, and we invite everyone to come and see what Las Cruces has to offer! The goal is to have an inclusive and diverse one-day festival that showcases Las Cruces and some parts of the region that are true to the hometown of Las Cruces. The four key areas of this event will specialize and feature: Music, Cuisine, Arts/Culture and Outdoor Recreation. This will provide an opportunity for visitors and locals to experience Southern New Mexico in a creative way and to appreciate their community’s unique offerings. This free and family-friendly event highlights the key areas that make the city and its surrounding communities one of a kind.

The festival will consist of the following aspects:

Live Entertainment	Live Art	Interactive Booths	Kid Zone
Vendors	Dancing	Food and Drinks	Rock Wall
Beer & Wine Garden	Demonstrations	Car Show	Chalk Art

Participation Categories:

All vendors will be considered on a **first come, first served basis**. Due to the nature of this event promoting and celebrating Las Cruces and the nearby surrounding area, vendors **must state the unique and inviting product/service they will be showcasing at the event**. Space is limited. Below are the categories accepted for participation in the event.

Food Vendor/Food Truck: Food truck or food vendor setup that creates and sells **UNIQUE** culinary treats with an emphasis on southern New Mexico flavor. A valid business license along with the proper insurance listing the City of Las Cruces as additionally insured will need to be provided.

Non-Food Vendor: Local attractions, tourism-focused businesses or venues that highlight southern New Mexico culture and heritage. There is **NOT** a retail component currently. The event is focused on “things to do” and “unique or distinctive activities, attractions, and venues of Las Cruces and nearby Southwest NM areas. A valid business license will need to be provided.

Talk/Demonstration: Volunteer your time and expertise by giving a talk or cooking demo on topics applicable to the festival. Examples include history of Las Cruces, how to pack a daypack for hiking, making sopapillas, winemaking in southern New Mexico, etc.

Car Show: Car clubs and unique cars of the region will be accepted on a first come, first served basis due to the limited amount of space.

Farmers Market Experience: The Las Cruces Farmers and Crafts Market is an important asset to Las Cruces. We invite current Farmers Market vendors to assist us in providing attendees with a smaller-scale version of the market.

Participation Interest Form

Name: _____

Business/Organization: _____

Phone Number: _____ Email: _____

What focus area do you fall under? (Check all that apply)

- Arts & Culture Music Cuisine Outdoor Recreation

What category do you fall under? (Check one)

- Food Vendor/Food Truck Car Show Farmers Market Experience
 Non-Food Vendor Talk/Demonstration

Description of your services:

Return form to evega@lascruces.gov or drop off/mail to Visit Las Cruces Office, 336 S. Main St. Las Cruces, NM 88001 during normal business hours. **Forms will not be accepted after April 12, 2024 for consideration in this year's event.** All forms received are on a first come, first served basis and must meet the criteria described. If there are any other questions, please refer them to our offices. **For questions, please contact Elizabeth Vega at 575.541.2167.**