



City of Las Cruces[®]

PEOPLE HELPING PEOPLE

COUNCIL WORK SESSION SUMMARY ROUTING SLIP

Meeting Date December 8, 2015

TITLE: COUNTRY MUSIC FESTIVAL.

- Are there attachments to the Council Work Session Summary? Yes No
- Will there be a Video Presentation for this item? Yes No
- Will there be a PowerPoint Presentation for this item? Yes No
- If "yes", will a copy of the PowerPoint Presentation be included on the Council Work Session Agenda? Yes No

DEPARTMENT / ORGANIZATION	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact		541-2166	11/25/15
Department Director		X-3060	11/25/2015
Other			
Assistant City Manager/CAO (if applicable)			
Assistant City Manager/COO (if applicable)			11/25/15
City Manager			11/30/15



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Council Work Session Summary

Meeting Date: December 8, 2015

TITLE: COUNTRY MUSIC FESTIVAL.

PURPOSE(S) OF DISCUSSION:

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Las Cruces Country Music Festival has become a signature event for Las Cruces and all of New Mexico in just three short years. This past year, the festival drew over 680 visitors outside of a 300 mile radius from 24 states and two countries. In addition, hundreds of travelers visited our area from within the 300 mile radius. In all, the estimated economic impact of last year's event was over \$764,000.

With the construction in downtown and the growth of the event; the Las Cruces Convention and Visitors Bureau is seeking to find a suitable location for this year's event that can accommodate the festival. An option that is being considered includes leasing soccer fields 3, 4, and 5 from the Las Cruces Public Schools for the week of April 25, 2016 through May 2, 2016. The purpose for this work session item is to inform the Board of Education of the Las Cruces Public School Boards and City Council about this option.

SUPPORT INFORMATION:

1. Attachment "A", Map of proposed fields to lease.

