



VENUE EPK

TheBank

Market, Culture & Event Center

250 W Amador Ave | Downtown Las Cruces, New Mexico

Flexible indoor + outdoor event campus

Event capacity: approximately 3,000-5,000 depending on layout

Operations: up to 24 hours depending on space and event plan

thebanklc.com/epk

PROPERTY

One campus. Multiple ways to use it.

TheBank is a flexible Downtown Las Cruces property designed to adapt around the production rather than forcing every event into the same footprint.



FAST SPECS

- Outdoor event configurations are planned around approximately 3,000-5,000 guests. Final capacity varies by approved event setup.
- Event operations may run up to 24 hours based on the space in use, load-in, production plan and schedule.
- Indoor and outdoor spaces can be combined for markets, concerts, community events, private gatherings and custom productions.
- Final layouts account for stage placement, audience footprint, vendors, seating, fencing, emergency access and production equipment.

HOUSE AUDIO

Useful house sound without pretending it is a touring rig.

House sound is typically included at no additional sound fee when the existing system meets the event's needs.

HOUSE SYSTEM

- 2 x Behringer EUROLIVE B1800X passive 18-inch subwoofers
- 2 x Peavey PVX 15 passive loudspeakers
- Soundcraft Ui24R digital rack mixer
- Erusound EP2500 amplifier

NOT INCLUDED BY DEFAULT

- Microphones
- Stage monitors
- Instrument backline
- Expanded PA
- Lighting
- Staging
- Additional production labor

How production costs work

Use what the event actually needs. If the house system is enough, it is typically available without an additional sound charge.

Microphones, backline and production beyond the listed house package are self-supplied or sourced separately. Artists and producers may use Otero Entertainment or another qualified production company of their choice.

Expanded production pricing is based on the actual rider and event requirements.

BOOKING

Partnership events can be built together.

For selected events, TheBank may use a collaborative two-wall style structure instead of a simple rental or one-sided guarantee.

WHAT A PARTNERSHIP CAN INCLUDE

- Venue access and event operations
- Ticketing and audience capture
- Marketing and promotion
- Sponsor and vendor opportunities
- Production coordination
- Livestreaming, video and OTT distribution when appropriate
- Shared revenue defined in the written agreement

EVERY AGREEMENT SHOULD DEFINE

- Who provides what
- Approved expenses
- Marketing responsibilities
- Production responsibilities
- Revenue sources included in settlement
- Payout and settlement method
- Cancellation, insurance and compliance

Important

A two-wall style partnership is not automatically a 50/50 split and is not used for every event.

Guarantees may still make sense for established touring acts with proven draw or where a fixed purchase is the best structure.

Only revenue and costs specifically included in the written event agreement are part of settlement.

LOCAL RESOURCES

Scale the event without forcing a bundled production package.

TheBank recommends local resources when a show needs more than the venue supplies directly.



Otero Entertainment

Recommended for expanded sound, AV, microphones, backline, technical support and other production requirements. TheBank has access at cost to extensive production resources through Otero, subject to availability and scope.

Enchanted Occasions Event Rentals

Suggested local source for tables, chairs, tents, linens and comparable event-rental infrastructure, including staging-related needs where available.

Vendor choice stays with the organizer.

These are recommendations, not requirements. Artists, promoters and producers may use other qualified production or rental companies, subject to normal site coordination and event requirements.

PLANNING ASSETS

Advance the event from the actual property.

Use these existing venue planning assets as a starting point. Final event maps remain configuration-specific.



Indoor Floor Plan



Rooms & Directory



Special Event Layout

SEND WITH YOUR BOOKING INQUIRY

- Preferred date and alternate date
- Expected attendance
- Artist or event description
- Technical rider and stage plot, if applicable
- Load-in and event schedule
- Production needs beyond house sound
- Any unusual site, power, access or infrastructure requirements

thebanklc.com/epk

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Use the website EPK for the most current venue information.