



SOMOS

ALBUQUERQUE

COMMUNITY REPORT

programming summary
& look ahead
2017-2025



SOMOS ABQ is an annual public celebration that shines light on the beauty and brilliance of Albuquerque.

Established by and for community in 2017, SOMOS ABQ collaborates with hundreds of partners to offer a world class arts and cultural experience in the heart of our city each year.

With a solid foundation of up to 25,000 participants each year, we aim to grow a signature destination event that nurtures local quality of life and contributes to inter/national exchange.

We thank you for your support so far, and we invite you to join us ahead!





somos abq: dreamglow
international balloon museum
may 2022 / images by hyunju bleemel



SOMOS Entertainment

SOMOS Entertainment features the best of Albuquerque, alongside internationally touring artists. The talent is a mix of local and national bands. Outdoor stages with special effects, light shows, and custom tech integrations celebrate a wide range of genres with something for everyone.

SOMOS Arts Culture Tech

SOMOS Arts Culture Tech is an immersive experience curated by artists, creative entrepreneurs, and arts organizations. With large-scale art installations, art making activities, dance and roving aerial performances, and more, we showcase Albuquerque's brightest creative talents.

SOMOS Youth & Families

SOMOS Youth & Families offers a special experience including participatory projects and activities, featured youth performers and artists, and community organizations geared towards young families. Children 10 and under are free, and SOMOS distributes free youth tickets to partner organizations, supporting broad and meaningful access.

SOMOS Community

SOMOS Community centers local nonprofits, social impact organizations, small businesses, and public partners. Food Courtyards & Beverage Gardens feature culinary treasures, and Marketplaces support Albuquerque's independent artists, merchants and vendors. Community organizations create original activations.



NEW MEXICO'S BRIGHTEST FESTIVAL

WHAT IS SOMOS ABQ?

SOMOS ABQ is an annual celebration that showcases the very best Albuquerque has to offer, including world class entertainment, local food vendors and restaurants, craft breweries and wineries, technology and production companies, artists and performers, arts and culture organizations, nonprofits and community collectives, and much more.



SOMOS ABQ COMMUNITY CELEBRATIONS SERIES (2023-2024)

Originally, SOMOS ABQ planned to return to a full festival event format at Civic Plaza in 2023, but after nearly a year of working to establish a mutually beneficial agreement for both parties, contract negotiations proved unsuccessful due to the venue manager’s proposed terms exceeding the viability of SOMOS ABQ’s financial and program model.

So, with the support of the City of Albuquerque, SOMOS ABQ pivoted our plans and produced a series of public events for 2023-2024, as we simultaneously identified and established a new partnership to return to the full festival event format in 2025.

The series of public programs for 2023-2024 includes: SOMOS ABQ Presents DJ Diesel (aka Shaquille O’Neal), presented in partnership with Relentless Beats, at Revel Entertainment on January 6, 2024, and Road to SOMOS ABQ Celebration Series, presented in partnership with Zeus Zamora and SisterBar, at venues across Downtown Albuquerque throughout 2024.



somos abq: community celebrations series 2023-2024 / images by studio sixty 6



COMMUNITY CELEBRATIONS SERIES ENGAGEMENT & IMPACT HIGHLIGHTS

7,350

series events participants & attendees, with market subsidized tickets + free youth / families admission

4

local series venues activated

8

local largescale original artworks & digital media works commissioned

96

local creative, production & event staffers hired

52

local musicians, performers & aerialists featured

1

guest headlining artist (shaq!)

\$236,225

direct spend on event series artists, performers & production



SOMOS ABQ FESTIVAL RETURNS 2025

Entering its ninth year, SOMOS ABQ is reemerging as a festival-style music, arts, and cultural celebration.

Featuring dozens of musicians and performers on three stages and a stunning silent disco, large-scale original art commissions by local artists, and ever-evolving cultural attractions and activations, SOMOS ABQ continues to provide one of the most unique and diverse entertainment experience Albuquerque has to offer.

For 2025, SOMOS ABQ is thrilled to explore a new venue partnership with the renowned National Hispanic Cultural Center, near the heart of Downtown Albuquerque, where the event originated.

SOMOS BEYOND

SOMOS ABQ aims to grow a signature annual destination event that nurtures local quality of life and contributes to inter/national exchange.



somos abq: dreamglow
international balloon museum
may 2022 / image by bklymedia

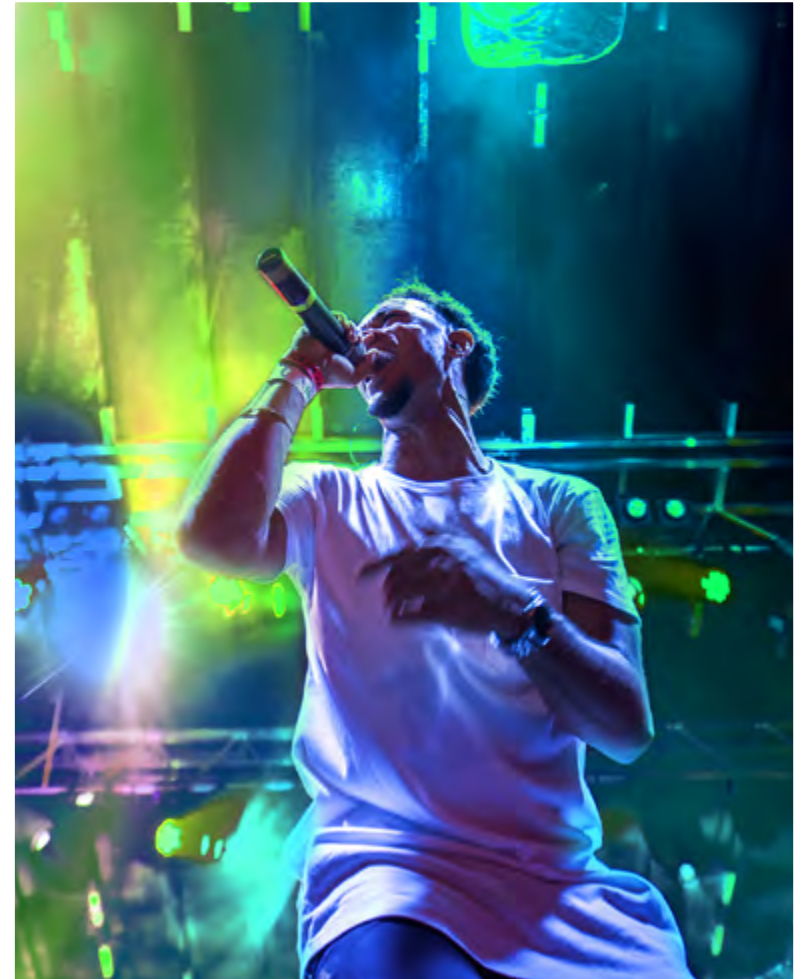
WE APPRECIATE YOUR SUPPORT SO FAR, AND WE HOPE YOU WILL JOIN US AHEAD!

THANK YOU ALBUQUERQUE

SOMOS ABQ is made and made possible by hundreds of brilliant collaborators and sponsors each year. We are especially grateful to our lead partners for their foundational support:









WWW.SOMOSABQ.COM

FACEBOOK.COM/SOMOSABQ
TWITTER.COM/SOMOSABQ
INSTAGRAM.COM/SOMOSABQ
SNAPCHAT.COM/SOMOSABQ
TIKTOK.COM/@SOMOSABQ

SAVE THE DATE
SOMOS ABQ RETURNS
AT NATIONAL HISPANIC
CULTURAL CENTER
Saturday, May 10, 2025

