

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2012-50**

3 **INTRODUCED BY:**

4 Mayor Coss

5 Councilor Wurzbarger

6 Councilor Dominguez

7 Councilor Rivera

8 Councilor Dimas

9 Councilor Ives

10 Councilor Bushee

11 Councilor Calvert

12 Councilor Trujillo

13 **A RESOLUTION**

14 **SUPPORTING SANTA FE FIESTA, INC. AND COMMEMORATING THE JUBILEE 300TH**
15 **YEAR OF THE RESETTLEMENT OF LA VILLA REAL DE LA SANTA FE DE SAN**
16 **FRANCISCO DE ASIS.**

17 **WHEREAS**, the Governing Body of the City of Santa Fe is proud of its cultural and
18 historical significance; and

19 **WHEREAS**, the annual Fiesta de Santa Fe is preserved inviolate for the residents of the City
20 of Santa Fe in the spirit and letter as outlined in the original Fiesta Proclamation issued by the Santa
21 Fe City Council on the sixteenth day of September of seventeen hundred and twelve; and

22 **WHEREAS**, Santa Fe Fiesta, Inc. is a not-for-profit organization which is responsible for
23 producing the annual Fiesta de Santa Fe; and

24 **WHEREAS**, the Governing Body congratulates Santa Fe Fiesta, Inc., on the 300th Jubilee
25 Year of the oldest continuous community celebration in the continental United States; and

WHEREAS, Santa Fe Fiesta, Inc. has a 150 community volunteer membership dedicated to
preserving the continued fulfillment of a promise made by Capitán General y Gobernador Don Diego

1 de Vargas Zapata y Lujan Ponce de León y Contreras, Marqués de la Nava de Barcinas to the Blessed
2 Virgin Mary on the Fourteenth day of September of sixteen hundred and ninety two; and

3 **WHEREAS**, Santa Fecinos have long been proud of their city's heritage developed through
4 the merging of the Native American, Spanish, and Mexican cultures; and

5 **WHEREAS**, the evolvement and settlement of Santa Fe has produced a tradition of colorful
6 music, vibrant dance and song, together with a spirit of friendliness, hospitality and acceptance which
7 encompasses what the Fiesta de Santa Fe represents and seeks to preserve and perpetuate annually;
8 and,

9 **WHEREAS**, the Fiesta de Santa Fe is an integral part of the rich cultural fabric that has
10 drawn visitors to Santa Fe for centuries; and

11 **WHEREAS**, the Governing Body recognizes the special and unique cultural and historical
12 importance of Fiesta de Santa Fe and its contribution to the growth of tourism and the revenue it
13 brings to the city; and

14 **WHEREAS**, Santa Fiesta, Inc., is sponsoring a 300th Anniversary Golf Tournament on May
15 21, 2012 at Marty Sanchez Links de Santa Fe and is requesting a waiver of green fees on this day; and

16 **WHEREAS**, Santa Fe Fiesta, Inc., is requesting \$50,000 in funding to advertise statewide the
17 300th Anniversary of La Fiesta de Santa Fe in order to further increase the number of visitors to Santa
18 Fe to participate in this unique event; and

19 **WHEREAS**, Santa Fe Fiesta, Inc. has established the following marketing plan, as written by
20 the Anderson School of Business at the University of New Mexico, which outlines marketing of this
21 event:

22	Mariachi Extravaganza	\$12,500
23	Fiesta de Santa Fe - Fiesta Week events	\$25,000
24	Santa Fe Fiesta Fine Arts and Craft Market -	\$12,500

25 To include: regional radio, regional print (magazine, newspaper and target demographic

1 publications), direct mail advertising (postcards), Social Media (Facebook, Google, etc.),
2 brochures, billboards on I-25, and metro bus wraps.

3 **NOW, THERE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF**
4 **SANTA FE** that the Governing Body hereby recognizes and honors Santa Fe Fiesta, Inc., for
5 preserving and promoting La Fiesta de Santa Fe and declares that the Jubilee celebration is unique
6 and important and preserves Santa Fe's cultural and historical significance.

7 **BE IT FURTHER RESOLVED** that the green fees are hereby waived at Marty Sanchez
8 Links de Santa Fe on May 21, 2012 for the Fiesta de Santa Fe Golf Classic.

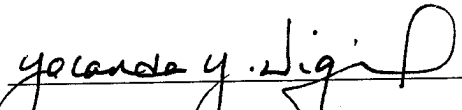
9 **BE IT FURTHER RESOLVED** that \$50,000 in funding for advertising shall be directed to
10 Santa Fe Fiesta, Inc. to promote this auspicious anniversary locally and statewide.

11 PASSED, APPROVED and ADOPTED THIS 9th day of May, 2012.

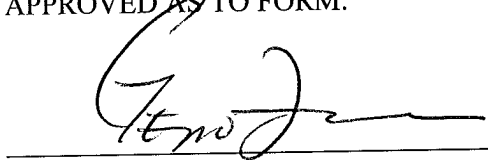
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14 DAVID COSS, MAYOR

15 ATTEST:

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17 
18 YOLANDA Y. VIGIL, CITY CLERK

19 APPROVED AS TO FORM:

20
21 

22 GENO ZAMORA, CITY ATTORNEY

23
24
25 *M/Melissa/Resolutions 2012/2012-50 SF Fiesta Jubilee_Golf*