City of Santa Fe Office of Economic Development + Santa Fe Chamber of Commerce

Feria Southside.

More than a market.

A partnership with community organizations and sponsors that helps emerging Southside entrepreneurs reach customers, build skills, and connect to resources.

IEDC 2024

Silver + Gold Awards
Best in Show nominee

U.S. CONFERENCE OF MAYORS

2025 Latino Alliance
Best Practice Playbook

Presentation to the Quality of Life Committee + 2026

W h a t i t i s

A partnership that opens doors for Southside entrepreneurs.

Feria Southside is a partnership between the City of Santa Fe and the Santa Fe Chamber of Commerce, supported by community organizations and sponsors. It helps emerging entrepreneurs reach customers, build skills, and connect to resources. Events are free to attend and run in Spanish and English.

"Feria Southside was created to unlock the American Dream for Latino and immigrant families on Santa Fe's Southside by removing barriers to entrepreneurship and civic engagement."

From the City's 2025 submission to the U.S. Conference of Mayors Latino Alliance

The program includes

Holiday Mercados
Quarterly bilingual markets tied to cultural holidays. Southside vendors; $30 refundable booth fee.

The Annual Feria
A larger outdoor community fair with music, danza, family activities, and business resources.

Workshops + Networking
Bilingual financial education with Dulce Marti Avitia, Kombucha Bingo networking, and focus groups.

Entre el Negocio y el Amor
A telenovela-style educational video series made by local Latino creatives. 19,300 views in its first month.

How we got here

From individual events to a year-round calendar.

2022

The seed

A community visioning process on Airport Road named what residents wanted: outdoor markets, bilingual outreach, cultural events. The City and Chamber, with WESST, held the first Feria.

2023

Finding the model

The first mercados and Spanish-language workshops. Business forms translated into Spanish. A telenovela on how to get licensed. Partners still finding a shared rhythm.

2024

National notice

IEDC Silver for Economic Equity & Inclusion and Gold for Digital Media. One of 14 Best in Show nominees across all categories. Recognition arrived before steady funding.

2025

A full calendar

$75,000 in City funding. First full calendar: Valentine's Day, Mother's Day, August Feria, December Mercado. 122 vendors, 2,500+ attendees. Included in the USCM Latino Alliance Playbook.

2026

Beyond markets

FY2026: about $85,000 City investment, plus Chamber sponsorship support. Markets now sit alongside financial education, networking, and focus groups. The question is sustainability.

Recognition + visibility

Noticed nationally. Covered locally.

IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT · 2024

Silver Economic Equity & Inclusion · Feria Southside

Gold Digital Media · Entre el Negocio y el Amor

Best in Show nominee one of 14, all categories

U.S. CONFERENCE OF MAYORS · 2025

Included in the Latino Alliance Best Practice Playbook



Santa Fe Reporter, Aug. 9–15, 2023
"The Language of Business"



Santa Fe Reporter, Jan. 31–Feb. 6, 2024
"Immigrant Investment"

6 verified news stories have featured or previewed Feria Southside since 2023 (Santa Fe Reporter, Santa Fe New Mexican)

Calendar year 2025 · January–December

The first year everything ran on schedule.

Valentine's Day + Mother's Day + August Feria + December Mercado

2,500+

Community members attended

122

Unique vendors and exhibitors

$11,733

In vendor sales reported

8+

Events including workshops and fairs

615

Email subscribers, 30% Spanish speaking

50%

Growth in Spanish database vs 2024

Jan–Dec 2025 spans two City fiscal years (FY2025 and FY2026). Vendor sales are self-reported, not total economic impact.

February drew the crowd. May drew too few buyers.

	FEBRUARY Valentine's	MAY Holiday Mercado
Attendance (est.)	300–350	150–200
Reported vendor sales	$5,291	$1,270
Would come back	97%	78%
Spanish-speaking or bilingual	60%	69%
First-time public sellers	33%	24%
Early-stage businesses*	82%	79%

Vendor surveys. *Feb: “early stage”; May: “exploring or growing.” Sales self-reported.

What May told us

38 vendors and exhibitors showed up, and 69% were Spanish-speaking or bilingual. Outreach is reaching entrepreneurs.

68% called it slow. Customers, not vendor interest, were the constraint.

Still, 59% gained new customers or contacts, and 78% would come again.

The lesson: markets need steady promotion and foot traffic, not just vendor recruitment.

In their own words

"I cried during the dancing. I feel so much pride in acknowledging my Latina and Indigenous roots. Given the current hostile political climate, today hit pretty hard. Thank you so much."

Corrina Hughes, Kokopelli Design Studio, February 2025

"These are difficult times, but thanks to you we were able to get some help with our income. Happy holidays, and thank you so much."

Patricia Alexandre, December 2025

“Esta fue mi primera venta en público. Me sentí nerviosa, pero ahora tengo confianza.” (This was my first public sale. I felt nervous, but now I feel confident.)

A vendor, 2025

Why this matters for quality of life

Four things the Quality of Life Committee can see in this work.

01 An Accessible opportunity close to home

Markets and workshops happen on the Southside, where many emerging entrepreneurs live. Space and event permits are handled, so people can test an idea with low risk.

02 Language access, built in

69% of May 2026 vendors were Spanish-speaking or bilingual. Outreach, forms, and support happen in both languages, which is still uncommon in City programming.

03 A neighborhood gathering place

Folklórico, mariachi, and family activities make each event a community celebration. Showing up consistently on the Southside is how relationships get built.

04 A pathway, not a one-off

Markets connect people to workshops, the City's Business Navigator Program, and partner resources. 79% of May vendors were exploring or growing a business.

The people who believed in this

Feria Southside does not happen without partners.

Program Partners

City of Santa Fe + Santa Fe Chamber of Commerce

Lead Sponsor

Del Norte Credit Union

Community Sponsors

- NuSenda Credit Union
- Triad National Security
- NM Music Commission
- Presbyterian
- St. Vincent Hospital Foundation
- Santa Fe Business Incubator

With community partners including WESST, the Fraternal Order of Police (host venue), and bilingual educators such as Dulce Marti Avitia

We've built the relationships. How do we sustain the opportunity?

Reach

Better promotion, customer traffic, and visibility for entrepreneurs.

68% of May vendors called it slow.

Access

Bilingual support, trusted community partnerships, and fewer barriers to participation.

69% Spanish-speaking or bilingual.

Capacity

Reliable staffing, contracting, coordination, and delivery.

Limited staff time; delayed contracting.

What would help the City and its partners make these opportunities more accessible, effective, and sustainable?

Liz Camacho Economic Development and Communications Administrator
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Santa Fe's immigrants already contribute. They need a way in.

Source: American Immigration Council, New Americans in Santa Fe County, November 2023

$1.1B

GDP contribution
12.3% of county total

$122M

In taxes paid to all
levels of government

1,800

Immigrant entrepreneurs
$35.6M business income

85.8%

Speak Spanish at home
26.7% limited English

Of the county's 16,600 immigrants, 73.5% are from Mexico, Central America, or the Caribbean. They are more likely to be of working age than U.S.-born residents and slightly more likely to start a business. The challenge is not ambition. It is access.

The top challenge vendors name is finding customers and marketing. That is exactly what a well-promoted Mercado can solve: a live, community-embedded audience at the moment they need it most.

May 2026 Mercado: what vendors told us.

38 vendors and exhibitors

150–200 attendees (estimate)

$1,270 in reported vendor sales

78% would participate again

69% Spanish-speaking or bilingual

24% first-time public sellers

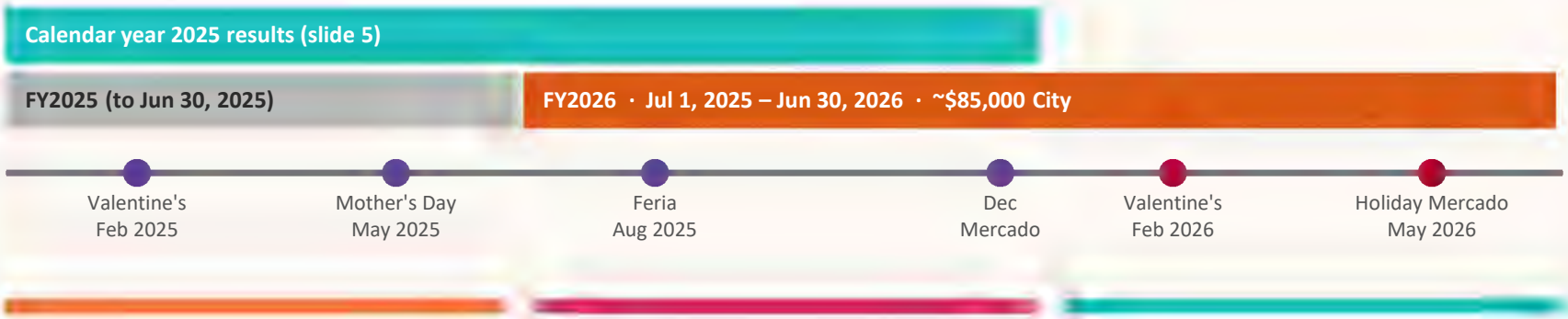
79% exploring or growing their businesses

59% gained new customers or contacts

68% described the event as slow

Source: May 2026 Mercado impact report (vendor survey). Attendance is an estimate. Percentages are shares of survey respondents; response count: [confirm n]. Reported sales are vendor self-reports and are not total economic impact (they exclude unreported sales and spending elsewhere by attendees).

Which numbers belong to which period.



City investment

About $85,000 in FY2026 (July 1, 2025 – June 30, 2026). Earlier materials cite $75,000 for 2025; confirm which fiscal year and the contract dates.

Chamber sponsorships

Additional sponsorship support raised through the Chamber. Report amounts separately from City funds; do not add them into a single total until confirmed.

What “sales” means

Vendor sales are self-reported at each event. They are not total economic impact, which would include spending we do not measure.

Independent coverage we could verify.

DATE	OUTLET	HEADLINE	TYPE	FERIA'S ROLE
Aug. 9, 2023	Santa Fe Reporter	The Language of Business (cover story)	Print + online	Primary subject
Aug. 2023	Santa Fe New Mexican	Feria Southside brings together aspiring businesses and residents	Online	Primary subject
Jan. 31, 2024	Santa Fe Reporter	Immigrant Investment (cover story)	Print + online	Context; not named
Aug. 2024	Santa Fe New Mexican	Santa Fe Chamber of Commerce hosts south-side fair, other events	Online	Event preview (brief)
Aug. 2024	Santa Fe New Mexican	At Santa Fe Chamber of Commerce's Feria Southside, talking business and Spanish	Online	Primary subject
Sept. 19, 2026	Santa Fe New Mexican	Despite rain, attendance strong at yearly south-side business fair	Online	Primary subject

Counted as 5 stories featuring or previewing Feria Southside (excludes the 2024 context story). Not counted: City and Chamber releases, the County Clerk's release, calendar listings (KSFR, KUNM, santafe.org), and award announcements.

No TV, radio, Albuquerque Journal, or Spanish-language stories were found online; check station archives. No reach figures shown: none were documented.