City of Santa Fe
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Date: 11/05/2026

To: Governing Body, Finance Committee, Quality of Life Committee

From: Barbara Lopez, Special Events Coordinator BVL

Via: Geralyn Cardenas, Santa Fe City Clerk

RE: Designating Santa Fe PRIDE Festival as a Major Commercial Event

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EXECUTIVE SUMMARY:

The proposed bill would amend SFCC 1987, Section 23-5.2 to include Santa Fe PRIDE Festival in the use category of "Major Commercial Events" and to remove Santa Fe PRIDE Festival from the list of Small Commercial Events.

BACKGROUND:

The City of Santa Fe ("City") Tourism department and organizers of Santa Fe PRIDE have expressed their intent to establish Santa Fe PRIDE Festival in Santa Fe as national and international tourism events, which would require use of the entire plaza in addition to more extensive vendor and other commercial capacities, thus necessitating the designation of Santa Fe PRIDE Festival as a Major Commercial Event.

The existing ordinance limits the City to eight Major Commercial Event permits annually. This limitation was originally established in consideration of the impacts commercial events can have on Plaza merchants, who have expressed concerns about the effect these events have on their businesses. Staff recommend continuing a conversation about how best to handle events on the Plaza, keeping in mind all administrative and community needs.

ATTACHMENTS:

Bill

Fiscal Impact Report