CITY OF SANTA FE, NEW MEXICO

BILL NO. 2026-21

INTRODUCED BY:

Councilor Pilar Faulkner

A BILL

AMENDING SFCC 1987, SECTION 23-5.2 TO INCLUDE SANTA FE PRIDE FESTIVAL IN THE CATEGORY OF MAJOR COMMERCIAL EVENTS; AND REMOVING PRIDE FROM THE LIST OF SMALL COMMERCIAL EVENTS.

BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF SANTA FE:

Section 1. Section 23-5.2 of SFCC 1987 (being Ord. No. 2022-17, § 2, as amended) is amended to read:

A. Major Commercial Events.

(1) No more than eight [~~(8)~~] (9) permits per calendar year shall be issued by the city for major commercial events held in the Plaza. The events permitted are as follows:

(a) Challenge New Mexico Arts and Crafts Show;

(b) Fourth of July Pancake Breakfast;

(c) Spanish Market;

(d) Contemporary Hispanic Market;

(e) Santa Fe Girls' Inc. Arts and Crafts Show;

underscored material = new [~~bracketed material~~] = delete

(f) Indian Market;

(g) Santa Fe Fiesta Labor Day Arts and Crafts Market; [~~and~~]

(h) Santa Fe Fiesta[~~.~~]; and

(i) Santa Fe PRIDE Festival.

(2) Each of the major commercial events noted in paragraph A above shall continue their assigned locations, and the Contemporary Hispanic Market shall be allocated the space along Lincoln Avenue between Palace Avenue and Federal Place.

(3) In order to accommodate the Spanish Market's growth requirements, this subsection will allow the Spanish Colonial Arts Society use of East San Francisco Street from Don Gaspar Avenue to Cathedral Place and Palace Avenue from Grant Avenue to Cathedral Place. The Spanish Market will also extend thirty-three feet, six inches (33' 6") onto the east side of Lincoln Avenue. This will allow the Spanish Colonial Arts Society the similar configuration as the Southwest Indian Arts' annual Indian Market. This subsection will allow the Contemporary Hispanic Market use of Lincoln Avenue from Palace Avenue intersection starting at thirty-three feet six inches (33' 6") on the east side and twenty feet (20') from the fire hydrant on the west side all the way to Federal Place. This will allow the Contemporary Hispanic Market the ability to provide for their immediate and future growth needs. Depending upon the number of booths, as an alternative to using Lincoln Avenue between Marcy Street and Federal Place, the city may require booths to be located on Marcy Street between Lincoln Avenue and Sheridan Street.

B. Small Commercial Events.

(1) [~~Three (3)~~] Two (2) small commercial permits per calendar year shall be issued by the city for the following one-day cultural events held in the Plaza Park:

a) Juneteenth; and

b)[~~Pride; and~~

~~c)~~] Indigenous People's Day.

(2) Plaza artists/artisans licensed pursuant to SFCC 1987 Section 23-5.3 and Plaza pushcart vendors licensed pursuant to SFCC 1987 Section 23-5.5 shall retain the right to sell in their designated spaces during small commercial events and shall not be charged additional fees to sell during the events.

C. Each of the major and small commercial permitted events noted in paragraphs A(1) and B(1) and (2) above shall submit a preliminary site plan for their event to city staff for their review and approval no less than three (3) months prior to the event. Adequate access for public health, safety and welfare shall be maintained. Access to existing businesses shall be considered. The city may require specific table and booth layouts. The city shall provide written comments to the event sponsor on the preliminary site plan within thirty (30) days of receipt of the plan. A final site plan shall be submitted to city staff no less than one (1) month prior to the event for their review and approval. City staff shall conduct inspections at the time of event setup.

D. Community Days Festival may occur on the Plaza the Friday, Saturday, and Sunday preceding the Memorial Day Weekend.

E. Events other than those noted in paragraphs A and B above shall not occur on the Plaza unless they qualify as a noncommercial use except that cultural events permitted to take place in the Plaza Park may include one display for commercial sales not to exceed one hundred (100) uninterrupted square feet. Sponsoring organizations shall comply with the

fees as authorized in subsection 23-4.7 SFCC 1987 and established by resolution, unless the event is sponsored by the city.

F. Except for the authority to issue Plaza Park artist/artisan licenses for sales activity on the Plaza Park pursuant to subsection 23-5.3 SFCC 1987, a permit or authority to use the Plaza Park for major and small commercial events shall be granted only to a nonprofit organization and not to for-profit organizations or to an individual.

G. The governing body shall, by resolution, authorize either a committee or city staff to receive, review and approve or deny requests for any function of a commercial or noncommercial use on the Plaza or Plaza Park.

H. Applicants for use of the Plaza or Plaza Park shall follow and be subject to the procedures, requirements, and restrictions adopted by the governing body.

I. Any decision by the city manager or the city manager's designee may be appealed to the governing body within thirty (30) days of the decision. This provision does not apply to Plaza Park artist/artisan licenses that shall comply with subsection 23-5.3 SFCC 1987.

J. The city shall appoint a staff liaison for all major and small commercial events or noncommercial uses on the Plaza to oversee the administration of city regulations as they apply to each event.

K. Fees for the major and small commercial events shall be established by the governing body by adoption of a resolution. Fees shall not be waived.

L. Sponsors of special events for both major and small commercial events shall be responsible for ensuring that all participants in their event have special event vendor licenses. Special event sponsor license applications and special event vendor license applications shall include a statement signed by the applicant that the applicant agrees to file and pay applicable gross receipts taxes on receipts from the special event. Sponsors shall file with the city the informational material they distribute to the vendors regarding

the vendor's responsibility to file and pay gross receipts taxes on their sales at the special event.

PASSED, APPROVED, and ADOPTED this _____day of _____, 2026.

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MICHAEL J. GARCIA, MAYOR

ATTEST:

_____

GERALYN F. CARDENAS, CITY CLERK

APPROVED AS TO FORM:

Marcos D. Martínez

Marcos D. Martínez (Nov 5, 2026 15:35:12 MST)

MARCOS D. MARTÍNEZ, CITY ATTORNEY

Legislation/2026/Bill/Adding Pride to the List of Major Commercial Events