




Date: May 29, 2026

To: Governing Body, Public Works and Utilities Committee, Quality of Life Committee, Finance Committee

From: Jennifer LaBar-Tapia, Film Office Executive Director 

RE: Santa Fe International Film Festival Banner Installation

EXECUTIVE SUMMARY:

This resolution would approve the Santa Fe International Film Festival installing twenty-five (25) banners on City of Santa Fe owned light poles, along Guadalupe Street from Cerrillos Road to West Alameda Street. The banners would be displayed from October 1st through November 1st, annually.

BACKGROUND:

Section 17-7.6 of the City's Code allows installing banners on City property when erected by the City or a City permittee and if approved by the Governing Body via resolution. Under the City's Code, a resolution approving banner installation must include the dates of display, location, number, design approval process, installation, maintenance, and cost of installation.

The proposed resolution addresses the required elements for placing banners along Guadalupe Street from Cerrillos Road to West Alameda Street:

- The dates of display will be October 1st through November 1st, annually;
- The location is on City-owned light poles along Guadalupe Street from Cerrillos Road to West Alameda Street;
- Twenty-Five (25) banners total, one banner is allowed per light pole;
- The design of the banners has been approved by the Planning and Land Use Director and City Attorney as conforming to all applicable requirements and restrictions;
- The Santa Fe International Film Festival is responsible for the installation of the banners, for obtaining the obstruction permits for installation and removal of the banners pursuant to standard City procedures as applicable, and for replacing banners that become damaged, defaced, or are in any form of disrepair, at its expense.

ATTACHMENTS:

Resolution
Fiscal Impact Report