




CITY OF SANTA FE

Memorandum

Date: March 25, 2025

To: Governing Body and Quality of Life Committee

From: Andréa Salazar, City Clerk 
AS

RE: Santa Fe PRIDE Alcohol Approval

EXECUTIVE SUMMARY:

The proposed resolution would grant permission to the Human Rights Alliance (“HRA”) to serve beer, wine, and cider at its annual Santa Fe PRIDE Festival on City of Santa Fe (“City”) property, in the north-bound lane of Lincoln Avenue, adjacent to 100 S. Lincoln Avenue, on June 28, 2025.

SFCC 1987, Section 23-6.2, requires the Governing Body to adopt a resolution for the sale and consumption of alcohol for locations on City property that are not specifically listed in Section 23-6.2 (A). The resolution must identify the event, date, hours, location, number of expected attendees, type of alcohol to be served, required permits, and insurance as required by the City’s Code.

The proposed resolution addresses the required elements:

- the event is the Santa Fe PRIDE Festival;
- the location is the north-bound lane of Lincoln Avenue, adjacent to 100 S. Lincoln Avenue;
- the date is June 28, 2025;
- the time is 12:00 p.m. to 4:30 p.m.;
- the alcohol would be beer, wine, and cider;
- 12,000 attendees are expected;
- a special dispenser permit is required; and
- liquor liability and general liability insurance will list the City as an insured and be not less than \$2,000,000.00, per occurrence and in the aggregate.

ATTACHMENTS:

Resolution
FIR