

FISCAL IMPACT REPORT

General Information:

(Check) Bill: \_\_\_\_\_ Resolution:  X

Short Title(s): Route 66 Centennial Celebration Banners

Sponsor(s): Councilor Signe Lindell, Mayor Alan Webber, Councilor Michael Garcia

Reviewing Department(s): Governing Body, Quality of Life Committee, Finance Committee

Staff Completing FIR: Randy Randall, Tourism Santa Fe Director Date: 10/22/2025

Phone: (505) 955-6209

Reviewed by City Attorney: *Erin McSherry*  
Erin McSherry (Nov 7, 2025 15:31:30 MST) Date: 11/07/2025

Reviewed by Finance Director: *Emily K. Oster* Date: 11/07/2025

Summary:

This resolution would approve installing seventy-five banners on City of Santa Fe ("City") owned light poles commemorating the 100<sup>th</sup> anniversary of Route 66. The banners would be hung on light poles located along Cerrillos Road, Santa Fe Trail, San Fransico Street, Galisteo Street, and Old Pecos Trail from March 2, 2026, through November 2, 2026. The request is pursuant to SFCC 1987, Section 14-8.10, which requires the Governing Body to adopt a resolution to permit installing banners on City-owned support structures, such as light poles.

Departments Affected:

Tourism Santa Fe and Public Works Department

Consequences of Not Enacting Legislation:

If this legislation is not adopted, then the City will need to review the execution and installation of the banners commemorating the centennial anniversary of Route 66. Without full funding from NMTD, the City may need to reduce the quantity of banners produced and installed.

Conflict, Duplication, Companionship, or Relationship to Other Legislation:

None.

Performance and Administrative Implications:

The Land Use Director and City Attorney have approved the form of the banners conform to the applicable requirements and restrictions.

Fiscal Implications:

Tourism Santa Fe anticipates a grant of \$43,000 from the New Mexico Tourism Department to help support this project. If the New Mexico Tourism Department ("NMTD") does not award the grant, then the City would need to review the execution and installation of the banners commemorating the centennial anniversary of Route 66. Without full funding from NMTD, the City may need to reduce the quantity of

banners produced and installed.

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**Fiscal Impact**

\_\_\_\_\_ Check here if no fiscal impact

**Expenditures**

<b>Expenditure Type</b>	<b>FYE 2025</b>	<b>FYE 2026</b>	<b>FYE 2027</b>	<b>Require BAR (Y/N)</b>	<b>Recurring (R) or Non-recurring (NR)</b>	<b>Fund</b>	<b>3-Year Total Cost</b>
<u>Personnel and Benefits*</u>	\$ _____	\$ _____	\$ _____	_____	_____	_____	
<u>Capital Outlay</u>	\$ _____	\$ _____	\$ _____	_____	_____	_____	
<u>Contractual/</u>	\$ _____	\$43,000	\$ _____		_____	_____	
<u>Professional Services</u>		_____					
<u>Operating</u>	\$ _____	\$ _____	\$ _____		_____	_____	\$ _____
<u>Total:</u>	\$ _____	\$43,000	\$ _____				\$43,000
		_____					

**Expenditure Narrative:**

Tourism Santa Fe anticipates a grant of \$43,000 from the New Mexico Tourism Department to help support this project.

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**Revenue**

<b>Revenue Type</b>	<b>FYE 2025</b>	<b>FYE 2026</b>	<b>FYE 2027</b>	<b>Recurring (R) or Non-recurring (NR)</b>	<b>Fund</b>
General Fund	\$ _____	\$ _____	\$ _____	_____	_____
Special Revenue	\$ _____	\$ _____	\$ _____	_____	_____
CIP	\$ _____	\$ _____	\$ _____	_____	_____
Enterprise	\$ _____	\$ _____	\$ _____	_____	_____
Internal Service	\$ _____	\$ _____	\$ _____	_____	_____
Trust and Agency	\$ _____	\$ _____	\$ _____	_____	_____
Federal	\$ _____	\$ _____	\$ _____	_____	_____
Other	\$ _____	\$ _____	\$ _____	_____	_____
Total	\$ _____	\$ _____	\$ _____		

**Revenue Narrative:**

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