



City Facilitating Planning for Summer Season of Arts and Culture Events

Mayor Expresses “Cautious Optimism” for a Comeback Season of Modified Markets, Fiestas, Performances, and Tourism

APRIL 28, 2021: On Monday afternoon, Mayor Webber, Tourism Director Randy Randall, and Director of Community and Economic Development Rich Brown hosted a virtual meeting of leaders of various arts festivals and cultural institutions to discuss plans for the coming summer season, and how the City can facilitate operations.

“I heard a lot of good ideas for innovations in business models and operations from organizations that are all doing what they can to restore what we all love about Santa Fe,” says Mayor Webber. “If we can stay Turquoise, there’s a lot of cause for hope about the summer season.”

Participants in the meeting included representatives of the Santa Fe Opera, the Fiesta Council, the Folk Art Market, SWAIA, CURRENTS, the Lensic Arts Center, Spanish Market, Contemporary Spanish Market, and AMP Concerts (representing both the Bandstand and Railyard Music Series). They shared a variety of tactics for staging public events while dealing with unavoidably uncertain forecasts of public health conditions and orders. Strategies include capacity limits, online programming, and COVID-safe performance and workplace practices.

“As the City sees light at the end of the long Covid tunnel, with visitors returning to enjoy Santa Fe as the unique destination it is, each event is making every effort to modify what has been its traditional offering to ensure they can offer some level of their familiar experience,” says Randall, who has been coordinating with the tourism and hospitality sectors about COVID response since the onset of the pandemic. “The City will do anything it can to facilitate the particular needs of each event. Our events are a critical component of the Santa Fe brand.”

For example, Randall will lead a tour of the Plaza for event planners to discuss logistics. The Parks Department and the Fire Marshal will attend to help clarify any restrictions, as well as determine how the City can support the efforts of the non-profit event productions.

Rich Brown says, “Investing in the return of our legacy festival events and markets to the City’s summer calendar will be a boon to our economic vibrancy efforts. Residents

and tourists alike will have a reason to come out to experience the unique world-class offerings of our City Different. This, of course, translates into increased local consumer spending and opportunities for small business recovery.”

As the planning takes place, all parties agree that it is necessary to exercise caution to ensure that COVID-Safe Practices continue to be followed very carefully, even as they evolve and therefore present a moving target. It is this level of responsible caution that has moved the County and City from Red to Yellow to Green and finally Turquoise, and must be maintained to ensure we do not see any setbacks through the execution of these modified events.

Inquiries about particular institutions' plans should be directed to those institutions.