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SENATE MEMORIAL 61

**51ST LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2013**

INTRODUCED BY

Nancy Rodriguez

A MEMORIAL

RECOGNIZING THE VIBRANCY AND SUCCESS OF THE SANTA FE  
INTERNATIONAL FOLK ART MARKET AND DECLARING FEBRUARY 21, 2013  
"SANTA FE INTERNATIONAL FOLK ART MARKET DAY" IN THE SENATE.

WHEREAS, the Santa Fe international folk art market began  
ten years ago to help financially sustain folk artists,  
preserve folk art traditions, foster multicultural educational  
exchange and unite people of the world; and

WHEREAS, the market has become the largest of its kind in  
the world, having generated more than sixteen million dollars  
(\$16,000,000) in artist sales and having involved six hundred  
fifty master folk artists from eighty countries on six  
continents; and

WHEREAS, folk artists and the organizations that they  
belong to have retained ninety percent of the money from artist

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1 sales, and the market has positively impacted the lives of over  
2 one million people worldwide; and

3 WHEREAS, it is estimated that the market has contributed  
4 ninety million dollars (\$90,000,000) to Santa Fe's and New  
5 Mexico's economies, including eight hundred ninety-eight  
6 thousand five hundred eighty-one dollars (\$898,581) in state  
7 gross receipts tax since 2007; and

8 WHEREAS, the cultural affairs department and the museum of  
9 international folk art have enthusiastically supported the  
10 market's development; and

11 WHEREAS, more than three thousand four hundred people have  
12 volunteered one hundred twenty thousand hours of their time,  
13 valued at five million one hundred twenty thousand dollars  
14 (\$5,120,000), to the market; and

15 WHEREAS, award-winning Santa Fe author Carmella Padilla  
16 has written *The Work of Art: Why Folk Art Matters*, a book that  
17 commemorates the tenth anniversary of the market and explores  
18 why everyone should preserve folk art traditions; and

19 WHEREAS, the market organization has collaborated with the  
20 United States department of state and others to establish the  
21 alliance for artisan enterprise, a group of twenty-two public  
22 and private stakeholders who endeavor to enhance folk artists'  
23 livelihoods, crafts communities, cultural heritage and social  
24 and economic development; and

25 WHEREAS, donors, volunteers, staff members and folk

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1 artists, along with the people of the cultural affairs  
2 department, the museum of international folk art, the museum of  
3 New Mexico foundation, the city of Santa Fe, the legislature  
4 and the market's board of directors, have worked tirelessly for  
5 and given generously to the market;

6 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE  
7 OF NEW MEXICO that the Santa Fe international folk art market  
8 be celebrated for its ten years of uniting people of the world  
9 and improving the lives of folk artists; and

10 BE IT FURTHER RESOLVED that the Santa Fe international  
11 folk art market organization be commended for its part in  
12 establishing the alliance for artisan enterprise; and

13 BE IT FURTHER RESOLVED that all New Mexico residents be  
14 urged to attend the market to be held this year on July 12  
15 through July 14; and

16 BE IT FURTHER RESOLVED that February 21, 2013 be declared  
17 "Santa Fe International Folk Art Market Day" in the senate.