

1 A MEMORIAL

2 DECLARING FEBRUARY 19, 2013 "RODEO DE SANTA FE DAY" IN THE
3 SENATE.

4
5 WHEREAS, the rodeo de Santa Fe will be celebrating its
6 sixty-fourth annual rodeo June 19 through 22, 2013; and

7 WHEREAS, the rodeo de Santa Fe has been a staple of
8 Santa Fe summers for the better part of the last century.
9 The rodeo de Santa Fe was established in 1949 by Roy Butler,
10 Austin "Slim" Green, Gene Petchesky, Paul Ragle and
11 Paul Rutledge; and

12 WHEREAS, the first rodeo de Santa Fe was held in the
13 summer of 1949 after the founders got together with other
14 like-minded people who shared a love of rodeo, riding, roping
15 and the western way of life, and with the help and support of
16 many volunteers, they began building the arena and chutes at
17 a place called Ragle's airport field, then four miles outside
18 of town; and

19 WHEREAS, each year, the rodeo de Santa Fe draws some of
20 the biggest names in rodeo to compete along their way to the
21 eventual national finals rodeo held every December in Las
22 Vegas. Today, the rodeo de Santa Fe is considered one of the
23 top sixty professional rodeo cowboys association rodeos in
24 the nation; and

25 WHEREAS, rodeo has been an old western tradition for

1 centuries. Long before it ever became a professional sport
2 and industry, rodeo derived from basic practicalities of
3 everyday ranch hand chores. Most of the events in rodeo have
4 origins in ranch work; and

5 WHEREAS, the rodeo de Santa Fe is sanctioned by the
6 professional rodeo cowboys association, also known as PRCA,
7 which in addition to benefiting the rodeo contestants, the
8 creation of the association has standardized the treatment of
9 the livestock involved in the sport, creating rules and
10 regulations that promote animal welfare and ensure quality
11 livestock. Today, the mission of the association is to
12 "establish the PRCA as the premier sanctioned body of rodeo
13 in North America where rich traditions and values are
14 experienced through the love of animals, competition,
15 excitement and the western lifestyle"; and

16 WHEREAS, in true rodeo tradition, the rodeo de Santa Fe
17 kicks off with an annual rodeo parade, a community event
18 drawing participants and floats made by local businesses,
19 clubs, high schools and community leaders frequently falling
20 in line behind the procession of the flag, the rodeo
21 committee and the rodeo queen with her court. Families,
22 residents and tourists alike line the streets for what is
23 always a fun spectacle; and

24 WHEREAS, the mascot for the rodeo de Santa Fe is "El
25 Toro Diablo", created in 1952 by Will Shuster as his personal

1 entry into the annual parade. Shuster is most famously known
2 for designing and building Zozobra, another Santa Fe
3 tradition; and

4 WHEREAS, throughout the years, the rodeo de Santa Fe has
5 continued to grow and evolve along with the rest of the rodeo
6 world. As new technologies are introduced to the sport, the
7 rodeo has made an effort to stay current, providing the best
8 experience for the contestants and the spectators; and

9 WHEREAS, every June, Santa Fe witnesses some of the
10 biggest names in rodeo competing in the local arena. The
11 rodeo de Santa Fe continues not only to promote the western
12 tradition, but also to help shape the next generation of
13 cowboys and cowgirls; and

14 WHEREAS, the rodeo de Santa Fe annual event provides for
15 approximately two million dollars (\$2,000,000) in indirect
16 and direct economic impact; and

17 WHEREAS, the proposed arena facility will provide for
18 continued and increased economic stimulus, in the form of job
19 creation and taxable revenue generation, as well as serve as
20 a regional disaster relief facility while maintaining the
21 preservation of the unique "cowboy" heritage in New Mexico;

22 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
23 STATE OF NEW MEXICO that February 19, 2013 be declared "Rodeo
24 de Santa Fe Day" in the senate. _____