

underscoring material = new  
~~[bracketed material] = delete~~

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

SENATE MEMORIAL 49

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

INTRODUCED BY

Phil A. Griego

A MEMORIAL

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

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

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

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

underscoring material = new  
~~[bracketed material] = delete~~

1 and

2 WHEREAS, each year, the rodeo de Santa Fe draws some of  
3 the biggest names in rodeo to compete along their way to the  
4 eventual national finals rodeo held every December in Las  
5 Vegas. Today, the rodeo de Santa Fe is considered one of the  
6 top sixty professional rodeo cowboys association rodeos in the  
7 nation; and

8 WHEREAS, rodeo has been an old western tradition for  
9 centuries. Long before it ever became a professional sport and  
10 industry, rodeo derived from basic practicalities of everyday  
11 ranch hand chores. Most of the events in rodeo have origins in  
12 ranch work; and

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

24 WHEREAS, in true rodeo tradition, the rodeo de Santa Fe  
25 kicks off with an annual rodeo parade, a community event

.192942.1

underscoring material = new  
~~[bracketed material] = delete~~

1 drawing participants and floats made by local businesses,  
2 clubs, high schools and community leaders frequently falling in  
3 line behind the procession of the flag, the rodeo committee and  
4 the rodeo queen with her court. Families, residents and  
5 tourists alike line the streets for what is always a fun  
6 spectacle; and

7 WHEREAS, the mascot for the rodeo de Santa Fe is "El Toro  
8 Diablo", created in 1952 by Will Shuster as his personal entry  
9 into the annual parade. Shuster is most famously known for  
10 designing and building Zozobra, another Santa Fe tradition; and

11 WHEREAS, throughout the years, the rodeo de Santa Fe has  
12 continued to grow and evolve along with the rest of the rodeo  
13 world. As new technologies are introduced to the sport, the  
14 rodeo has made an effort to stay current, providing the best  
15 experience for the contestants and the spectators; and

16 WHEREAS, every June, Santa Fe witnesses some of the  
17 biggest names in rodeo competing in the local arena. The rodeo  
18 de Santa Fe continues not only to promote the western  
19 tradition, but also to help shape the next generation of  
20 cowboys and cowgirls; and

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

24 WHEREAS, the proposed arena facility will provide for  
25 continued and increased economic stimulus, in the form of job

underscoring material = new  
~~[bracketed material] = delete~~

1 creation and taxable revenue generation, as well as serve as a  
2 regional disaster relief facility while maintaining the  
3 preservation of the unique "cowboy" heritage in New Mexico;

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

7 - 4 -  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25