

1 SENATE JOINT MEMORIAL 4

2 **56TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2023**

3 INTRODUCED BY

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10 A JOINT MEMORIAL

11 URGING SUPPORT FOR MARIACHI SPECTACULAR DE ALBUQUERQUE'S
12 EFFORTS IN THE PLANNING AND DEVELOPMENT OF AN INTERNATIONAL
13 MARIACHI MUSIC HALL OF FAME IN ALBUQUERQUE.

14
15 WHEREAS, mariachi music, considered Mexico's most symbolic
16 musical genre for nearly a century, extends far beyond national
17 borders and has a worldwide following; and

18 WHEREAS, while mariachis have long been a popular source
19 of entertainment at all types of events and social gatherings,
20 in recent decades mariachi concerts and festivals have
21 increased greatly in popularity, particularly in the United
22 States; and

23 WHEREAS, mariachi music has a rich history, and in 2011,
24 the United Nations educational, scientific and cultural
25 organization added mariachi music to its list of intangible

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1 cultural heritages in need of preservation; and

2 WHEREAS, in the United States, mariachi music represents
3 an important symbol of cultural identity and provides an
4 essential form of entertainment for audiences of many
5 generations and socioeconomic levels; and

6 WHEREAS, mariachi spectacular de Albuquerque, a nonprofit
7 corporation, has hosted a conference and concert series in
8 Albuquerque for more than thirty years and is considered the
9 preeminent and most successful series of its type in the United
10 States; and

11 WHEREAS, over the years, mariachi spectacular de
12 Albuquerque has strived to add elements to the program that
13 differentiate it from the competition; and

14 WHEREAS, one of those elements added more than two decades
15 ago was a mariachi music hall of fame, a component within the
16 mariachi spectacular de Albuquerque conference and concert
17 series; and

18 WHEREAS, without a physical site, the organization's
19 founders created a virtual mariachi music hall of fame, and
20 today mariachi spectacular de Albuquerque possesses the only
21 designated hall of fame in the mariachi music genre in the
22 world; and

23 WHEREAS, over the years, the mariachi spectacular de
24 Albuquerque organization has accumulated trajes, sombreros,
25 instruments, musical scores, inductee portraits and much more;

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1 and

2 WHEREAS, mariachi spectacular de Albuquerque also networks
3 with mariachi historians, professional musicians, music
4 arrangers and headlining performers and has access to
5 memorabilia to create an authentic and interesting presentation
6 of the music genre; and

7 WHEREAS, what is lacking is a physical space to house and
8 exhibit all of the music memorabilia; and

9 WHEREAS, there is a need to build and operate a physical
10 facility that would take advantage of the opportunity already
11 held by mariachi spectacular de Albuquerque; and

12 WHEREAS, Albuquerque and New Mexico are perfectly suited
13 and positioned to take advantage of this opportunity, offering
14 another cultural destination point to help New Mexico's economy
15 and to brand New Mexico as a great place of cultural interest;
16 and

17 WHEREAS, as a draw for out-of-state tourists, the rock and
18 roll hall of fame in Cleveland, Ohio, and the Nashville,
19 Tennessee, country music hall of fame and museum have had
20 exceptional success both economically and with creating
21 awareness of these cities as cultural locations for music; and

22 WHEREAS, the interest in mariachi music crosses
23 ethnicities and generations, making it a music form in which
24 people of all types and ages are beginning to explore and
25 develop interest; and

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