Before the Board of Supervisors in and for the
County of Monterey, State of California

Resolution No.:
Adopt Resolution Celebrating the **35th Anniversary of Fiestas Patrias de Watsonville**.

WHEREAS, Fiestas Patrias de Watsonville was founded in 1990 after the devastating Loma Prieta Earthquake of 1989. Community leaders, businesses, organizations, and residents agreed there was a need to bring life and community back to Downtown Watsonville; and

WHEREAS, The first festivals of *Cinco de Mayo* and 16 *de Septiembre* were held on Peck Street. Volunteers raised funds from local businesses and donors to bring bands, mariachi groups, and folkloric dancers to perform; and

WHEREAS, To ensure everyone was welcome, festivals were held on Sundays to make them more accessible to farmworkers. While other celebrations downtown had fenced the plaza and charged admission, these festivals have all been free to the public so families can attend without worrying about costs; and

WHEREAS, The Fiestas Patrias de Watsonville festival organizers wanted to create celebrations that were safe, family-oriented, community events. They decided to keep the festivals free of alcohol and tobacco, even though it meant declining funds from companies that often sponsored events. This decision is still maintained today; and

WHEREAS, Fiestas Patrias de Watsonville was established and sponsored by the non-profit, La Alianza del Valle Pajaro, an organization that was founded to support cannery workers. La Alianza del Valle Pajaro kept its grassroots values and structure in organizing the festivals. Everyone volunteered to make the festivals possible; and

WHEREAS, The festivals grew in popularity and their reputation drew people from neighboring areas. Downtown businesses began ordering additional supplies in anticipation of festival dates. Churches, non-profits and small vendors looked forward to raising funds through food booths and arts and crafts sales. The City of Watsonville offered support, through its departments of Parks and Recreation, Public Works, Police and Fire; and

WHEREAS, The festivals later moved into Watsonville's Main Street and featured well-known band groups, local mariachis, folkloric dance groups and youth and Aztec dancers. Games and craft booths lined Peck Street, while local businesses, non-profits, and organizations offered information and fundraised by making and selling traditional foods; and

WHEREAS, Attending the festivals of Fiestas Patrias de Watsonville became a Sunday tradition for many families. People danced in the streets, sat in the park, listened to music, brought their children and grandchildren, carrying on a tradition started by their own parents' decades before; and

WHEREAS, Thirty-five years later, Fiestas Patrias de Watsonville continues its tradition of service, bringing local the community together to celebrate culture, history and community.

NOW, THEREFORE BE IT AND RESOLVED, that the County of Monterey Board of Supervisors, on behalf of the County and all residents thereof, hereby recognize and celebrate the **35th Anniversary of Fiestas Patrias de Watsonville** and honors El Comite de Fiestas Patrias which provides residents with an opportunity to celebrate and enjoy the achievements, contributions, culture, food, music and rich history of the Mexican American community in the Pajaro Valley and beyond

PASSED AND ADOPTED this _____ day of _____, 2025, by the following vote, to wit:

AYES:

NOES:

ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book _____ for the meeting on _____, 2025.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors

County of Monterey, State of California.

By_____

Deputy