

Santa Cruz County Board of Supervisors Proclamation

PROCLAMATION RECOGNIZING FIESTAS PATRIAS DE WATSONVILLE

WHEREAS, Fiestas Patrias de Watsonville was founded in 1990 in the aftermath of the devastating 1989 Loma Prieta earthquake as a way to restore vitality and foster a sense of community in downtown Watsonville; and

WHEREAS, the inaugural Fiestas Patrias festivals, held on Peck Street, were born from the collective efforts of community leaders, local businesses, organizations, and residents, all of whom came together to create an inclusive, celebratory space—especially for farm workers by scheduling the events on Sundays to enhance accessibility; and

WHEREAS, dedicated to honoring the spirit of Mexican independence and celebrating the rich cultural heritage of the local community, Fiestas Patrias festivals have remained free of alcohol and tobacco, preserving a family-friendly environment despite challenges such as declining sponsorship funds, ensuring a safe and welcoming space for all attendees; and

WHEREAS, established and sponsored by La Alianza del Valle Pajaro, a non-profit organization founded to support cannery workers, Fiestas Patrias has upheld its grassroots values, with volunteers consistently dedicating their time and energy to organize and support the event year after year; and

WHEREAS, over the years, Fiestas Patrias has grown in both popularity and significance, attracting people from surrounding areas, prompting downtown businesses to prepare for larger crowds, and fostering partnerships with churches, non-profits, vendors, and local government agencies to ensure the festivals' continued success; and

WHEREAS, the festival has evolved to feature renowned bands, mariachi groups, folkloric dance troupes, youth and Aztec dancers, along with games, craft booths, and food vendors, creating a vibrant and festive atmosphere eagerly anticipated by families throughout the region; and

WHEREAS, Fiestas Patrias has become a beloved tradition in Watsonville, with generations of families returning year after year to celebrate culture, history, and community, passing down this cherished tradition to their children and grandchildren.

NOW, THEREFORE, I, Supervisor Felipe Hernandez, on behalf of the Santa Cruz County Board of Supervisors, do hereby recognize Fiestas Patrias de Watsonville for their enduring commitment and spirit of service, which has made Fiestas Patrias a symbol of cultural pride, unity, and family for 35 years.





Member, Board of Supervisors

May 5, 2025
Date