



PROCLAMATION

HISPANIC HERITAGE MONTH
SEPTEMBER 15 – OCTOBER 15, 2024

WHEREAS, in 1968 President Lyndon Johnson recognized the observance of Hispanic Heritage Week, and in 1988 President Ronald Regan expanded the annual observance by proclaiming National Hispanic Heritage Month from September 15 to October 15, a period that encompasses multiple Latin American independence days; and

WHEREAS, Hispanic and Latino groups from diverse backgrounds, including Indigenous, African, and European roots, play a fundamental role in shaping the Santa Barbara community through their values, traditions, and contributions to the social, cultural, and economic fabric of our city; and

WHEREAS, the Santa Barbara Public Library, local schools, area businesses, nonprofits, and organizations throughout our community will honor Hispanic Heritage Month with special programs, exhibits, and efforts to raise awareness of and uplift Hispanic voices, talents, accomplishments, and lived experiences; and

WHEREAS, La Bella Vida Senior Club, a local Hispanic/Latino organization, exemplifies the opportunity to celebrate these traditions by providing a safe and enriching space for seniors to gather and participate in programs that empower and uplift their lives through daily traditional and cultural social gatherings, group art projects, dance, and exercise classes;

*NOW, THEREFORE, I, RANDY ROWSE, by virtue of the authority vested in me as Mayor of the City of Santa Barbara do hereby proclaim **September 15–October 15, 2024** as **Hispanic Heritage Month** in Santa Barbara, and encourage community members to participate in the numerous cultural events, activities, and programs that celebrate the heritage, culture, and contributions of our Hispanic/Latino community.*

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California to be affixed this 1st day of October, 2024.



MAYOR RANDY ROWSE