

1 [Commend—SMMILE.]
2

3 **Resolution commending South of Market Merchants' and Individuals' Lifestyle Events.**
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5 WHEREAS, The non-profit organization known as South of Market Merchants' and
6 Individuals' Lifestyle Events is better known by its acronym SMMILE; and

7 WHEREAS, SMMILE is an organization entirely run by volunteers; and

8 WHEREAS, SMMILE produces the Folsom Street Fair, the Up Your Alley Fair, and the
9 Bare Chest Calendar; and

10 WHEREAS, SMMILE has returned over a million dollars to local charities since it was
11 founded in March of 1990; and

12 WHEREAS, SMMILE has developed a powerful working relationship with the Sisters of
13 Perpetual Indulgence, another non-profit volunteer organization, to collect donations at entry
14 gates, a fundraising tool for fairs and other outdoor events that has been copied and used all
15 over San Francisco; and

16 WHEREAS, SMMILE has nurtured the Folsom Street Fair into the largest leather event
17 in the world, the 3rd-largest single-day event in the state, and the 4th largest single-day event
18 in the country; and

19 WHEREAS, The Folsom Street Fair has come to symbolize a community with a sense
20 of humor and resilience in the face of AIDS by uniting fun, celebration, community
21 empowerment and community building; and

22 WHEREAS, The Folsom Street Fair is a completely unique San Francisco institution
23 that embodies the joyous individuality, diversity, and determination in the experiment of
24 alternative lifestyles that typifies this city; and

25 WHEREAS, Last year's Folsom Street Fair returned over \$260,000 to charity; and

1 WHEREAS, This year's Folsom Street Fair, held on September 30, 2001, had more
2 than 300,000 people in attendance, selling out all hotels in the City and County of San
3 Francisco, and generated millions of dollars in revenue to local businesses; and

4 WHEREAS, This year's beneficiaries of the 2001 Folsom Street Fair include the AIDS
5 Emergency Fund, AIDS Legal Referral Panel, Friends and Foundation of the San Francisco
6 Public Library Hormel Gay and Lesbian Center, Immune Enhancement Project, Lavender
7 Youth Recreation and Information Center (LYRIC), Positive Resource Center, Project Open
8 Hand, Visual AID, and UCSF AIDS Health Project Services Center; now, therefore, be it

9 RESOLVED, That the Board of Supervisors of the City and County of San Francisco,
10 does hereby proclaim November 13, 2001, to be SMMILE Day.

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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 012040

Date Passed:

Resolution commending South of Market Merchants' and Individuals' Lifestyle Event.

November 13, 2001 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,
Newsom, Peskin, Sandoval, Yee

File No. 012040

I hereby certify that the foregoing Resolution
was ADOPTED on November 13, 2001 by the
Board of Supervisors of the City and County
of San Francisco.

Gloria L. Young
Clerk of the Board

NOV 21 2001
Date Approved

Mayor Willie L. Brown Jr.