Resolution commending South of Market Merchants’ and Individuals’ Lifestyle Events.

WHEREAS, The non-profit organization known as South of Market Merchants' and Individuals' Lifestyle Events is better known by its acronym SMMILE; and

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

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

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

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

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

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

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

WHEREAS, Last year’s Folsom Street Fair returned over $260,000 to charity; and
WHEREAS, This year's Folsom Street Fair, held on September 30, 2001, had more than 300,000 people in attendance, selling out all hotels in the City and County of San Francisco, and generated millions of dollars in revenue to local businesses; and

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

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

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

Mayor Willie L. Brown Jr.