

1 [Taylor Swift Weekend - July 28 and July 29, 2023]

2

3 **Resolution declaring July 28 and July 29, 2023, as Taylor Swift Weekend in the City and**
4 **County of San Francisco and urging our colleagues on the Santa Clara City Council**
5 **and Santa Clara County Board of Supervisors to adopt a similar celebratory**
6 **Resolution.**

7

8 WHEREAS, Taylor Swift is an Internationally successful musician and songwriter
9 whose impressive career has set many records over the past 17 years; and

10 WHEREAS, Part of her reputation as an artist has been the creation of “eras” which is
11 marked by an album’s unique sounds and aesthetics; and

12 WHEREAS, These eras carrying the same names as their respective albums are:
13 Taylor Swift (Debut), Fearless, Speak Now, Red, 1989, Reputation, Lover, Folklore,
14 Evermore, and Midnights; and

15 WHEREAS, In recent years Ms. Swift has become Fearless and more politically active,
16 standing up to fight for LGBTQ+ equality and reproductive freedom in addition to encouraging
17 people to register to vote; and

18 WHEREAS, Ms. Swift has donated significant sums of money to the food banks of
19 several major cities that she has played for and provided financial support to young people
20 struggling with student loans; and

21 WHEREAS, Since March 2023, not 1989, Ms. Swift has been traveling to cities across
22 the country with her tour known as the Eras Tour that chronicles her career across 10 albums;
23 and

24 WHEREAS, The Eras Tour is a cultural phenomenon that has transcended music by
25 driving economic recovery in many cities; and

1 WHEREAS, Cities have experienced high hotel occupancy rates in addition to
2 increased public transportation ridership; and

3 WHEREAS, The Federal Reserve published the Beige (not Red) Book which
4 summarizes how different parts of the economy are doing across the country, and they credit
5 Ms. Swift’s tour with playing a role in boosting local economies; and

6 WHEREAS, Ms. Swift will be bringing the Eras Tour to Levi’s Stadium in nearby Santa
7 Clara on July 28 and July 29, 2023; and

8 WHEREAS, San Francisco and Santa Clara stand to benefit from the tourism and
9 travel associated with the Levi’s Stadium Eras Tour dates; and

10 WHEREAS, World Leaders have gone on record asking Ms. Swift to bring her Eras
11 Tour to their country, and domestic leaders have engaged in fanfare and theatrics to welcome
12 Ms. Swift and her tour to their city or region; and

13 WHEREAS, San Francisco should join the folklore of the other cities lucky enough to
14 host or be near the host of the Eras Tour and the benefits it brings; now, therefore, be it

15 RESOLVED, That July 28 and July 29, 2023 shall be proclaimed as Taylor Swift Day in
16 the City and County of San Francisco; and, be it

17 FURTHER RESOLVED, That this declaration is not evermore, and Resolutions will
18 need to be passed to appropriately welcome Ms. Swift on her subsequent tours; and, be it

19 FURTHER RESOLVED, That while the declaration expires as the clock strikes
20 Midnight July 30, Ms. Swift and her record breaking career can be acknowledged or
21 celebrated at any time and for any reason; and, be it

22 FURTHER RESOLVED, That the Board of Supervisors of the City and County of San
23 Francisco must speak now to pass this Resolution before the August recess.

24
25