

# The Mayor's Office

City of Ponce

Ponce, Puerto Rico



## Mayor's Resolution

No. 114

Series: 2018-2019

FOR THE PURPOSES OF SUPPORT THE WOMEN IMPACTING PUBLIC POLICY (WIPP)  
AND SMALL BUSINESS SATURDAY COALITION TO ENDORSE SMALL  
BUSINESS SATURDAY, THE NATIONAL EFFORT TO DRIVE CONSUMERS TO SHOP  
AT THE LOCAL INDEPENDENTLY OWNED BUSINESSES ON NOVEMBER 24, 2018.  
\* \* \* \* \*

- Whereas, *the Government of Ponce, Puerto Rico, celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and*
- Whereas, *small businesses employ 47.5 percent of the employees in the private sector in the United States; and*
- Whereas, *90% of consumers in the United States say Small Business Saturday has had a positive impact on their community; and*
- Whereas, *89% of consumers who are aware of Small Business Saturday said the day encourages them to shop small all year long; and*
- Whereas, *73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and*
- Whereas, *the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and*
- Whereas, *the Municipality of Ponce, Puerto Rico, supports our local businesses that create jobs, boost our local economy and preserve our communities; and*
- Whereas, *advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday;*
- Now Therefore, *I, MARÍA E. MELÉNDEZ ATIERI, Mayor of Autonomous Municipality of Ponce, Puerto Rico, by the law and the powers invested, I do proclaim, November 24, 2018 as a: SMALL BUSINESS SATURDAY. And invite the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.*



IN WITNESS WHERE OF, I sign and certify this RESOLUTION, at the Autonomous Municipality of Ponce, Puerto Rico; on this fifteenth day of November, two thousand eighteen.

*María E. "Magita" Meléndez Altieri*  
MARÍA E. MELÉNDEZ ALTIERI, DMD  
MAYOR

ISSUED ACCORDING TO THE LAW,  
THIS 15th DAY OF NOVEMBER 2018.

*Jessica Nieves Soto*  
JESSICA NIEVES SOTO  
MUNICIPAL SECRETARY