

# The Mayor's Office

City of Ponce

Ponce, Puerto Rico



## Proclamation

FOR THE PURPOSE OF SUPPORT THE WOMEN IMPACTING PUBLIC POLICY (WIPP) AND THE SMALL BUSINESS SATURDAY COALITION TO ENDORSE SMALL BUSINESS SATURDAY®, THE NATIONAL EFFORT TO DRIVE CONSUMERS TO SHOP AT LOCAL INDEPENDENTLY OWNED BUSINESSES ON NOVEMBER 30, 2019.

\* \* \* \* \*

- 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, and responsible for 65.9 percent of net new jobs created over the past 20 years, and*
- WHEREAS,** *small businesses employ 48 percent of the employees in the private sector in the United States; and on average, 73 percent of consumer's holiday shopping will be done at small, independently-owned retailers and restaurants, and*
- WHEREAS,** *91 percent of all consumers believe that supporting small, independently owned restaurants and bars is important, and 76 percent of all consumers plan to go to one or more small businesses as part of their holiday shopping and had a positive impact on their community; and*
- WHEREAS,** *89 percent of consumers who are aware of Small Business Saturday said the day encourages them to shop small all year long; and*
- WHEREAS,** *the City 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 30, 2019 as: **SMALL BUSINESS SATURDAY**. And urge 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 PROCLAMATION, at the Autonomous Municipality of Ponce, Puerto Rico; on this fifteenth day of November, two thousand nineteen.

*Maria E. "Magda" Melendez Altieri*  
MARÍA E. MELÉNDEZ ALTIERI, DMD  
MAYOR

ISSUED ACCORDING TO THE LAW,  
THIS 15th DAY OF NOVEMBER 2019.

*Jessica Nieves Soto*  
JESSICA NIEVES SOTO  
MUNICIPAL SECRETARY