

Proclamation



SUPPORT LATINO BUSINESS DAY

SEPTEMBER 14, 2020

WHEREAS, Washington, D.C. is a diverse city for entrepreneurs and trailblazers in business, with an increasing Hispanic population, leading a growing and thriving Latinx business community; and

WHEREAS, our world-class city recognizes the unique contributions of the Latinx community during Hispanic Heritage Month celebrations through support of Latinx-owned businesses; and

WHEREAS, Support Latino Business Day is a rallying cry for diversifying partners including community organizations, elected officials, business leaders and owners, and entrepreneurs from the greater Washington, DC Latinx community; and

WHEREAS, Support Latino Business Day celebrates the significant economic contributions Latinx-owned businesses make, the employment opportunities they help create, and the positive impact they bring to Washington, DC and beyond; and

WHEREAS, Hispanic consumers in the U.S. control a total of \$1.5 trillion in buying power, up 212% this decade, according to the Selig Center for Economic Growth.

WHEREAS, Washington, D.C. is joining communities across the country for the inaugural Support Latino Business Day to acknowledge and encourage support for our Latinx-owned businesses:

NOW, THEREFORE, I, the **MAYOR** of **WASHINGTON, D.C.**, do hereby proclaim **SEPTEMBER 14, 2020** as **“SUPPORT LATINO BUSINESS DAY!”**



A handwritten signature in black ink, which appears to read "Muriel Bowser". The signature is written over a horizontal line.