

Whereas

Whereas, Portland's small business are the backbone of the city's local economy. These establishments in the downtown and district corridors provide accessible employment for residents, attract visitors, and tourists, and represent the variety of talent and entrepreneurship within the business community they are Portland's brand;

Whereas, recognizing the critical need to develop safety and promotional strategies to support small businesses experiencing unprecedented declines in revenue brought on by the sustained combination of a global pandemic, natural disasters and closures throughout the year;

Whereas, recognizing that many small business owners make much of their annual income during the holiday season it was essential that any public-led strategy commence by mid-November;

Whereas, given the severity of the COVID-19 public health crisis, safety must be the cornerstone of all business promotion, events, and interim activations;

Whereas, the City Portland, working in partnership with local organizations, took action, including launching an array of public safety initiatives, enhanced trash and graffiti removal, and increased collaboration with the Joint Office of Homeless Services.

Whereas, the City also recognized the need to develop a retail activation strategy to address ongoing concerns, dispel myths, and most importantly, support local, small businesses - particularly those owned by People of Color; the activation strategy, a collaborative effort including public, private, and non-profit partners, seeks to promote businesses in the central city as well as all neighborhood shopping districts to ensure business owners are able to safely remain open, retain employees, and continue to provide goods and services for local residents and visitors alike; and

Whereas, the City of Portland also recognizing the critical role partner organizations play in this work acknowledges the Portland Business Alliance, Travel Portland, the Central Eastside Industrial Council, Business for a Better PDX, Bricks Need Mortar, Venture Portland, Built Oregon, Downtown Portland, and Greater Portland, Inc. for their unceasing commitment to our city;

Whereas, acknowledging that while the strategy launched this month, it is neither the first nor the only effort focused on supporting Portland's small businesses, the promotion of and collaboration with parallel efforts, is critical to our shared goal of preserving, supporting, and celebrating our local businesses; and further acknowledge the expectation of continued collaboration in the new year; and

Whereas

Whereas, the City of Portland recognizes the dynamic and creative small businesses that are vital to our city and calls on all Portlanders and guests to accept the invitation to shop local now, and in the months and years to come.

Now, therefore, I, Ted Wheeler, Mayor of the City of Portland, Oregon, the “City of Roses” do hereby proclaim December to be

Buy Local Month

in Portland and encourage all residents to observe this month.

Proclaim December 2020 to be Buy Local Month
(Proclamation introduced by Mayor Wheeler)

December 9, 2020

Placed on File

Filed December 1, 2020

MARY HULL CABALLERO
Auditor of the City of Portland

By *Keelan McClymont*
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Ryan		
3. Hardesty		
4. Eudaly		
Wheeler		