CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Approval of Proclamation
Minority Owned Business Day
April 21, 2023

DATE: April 17, 2023

FINANCIAL IMPACT: None

BACKGROUND:

The Mayor and City Council wish to support minority owned businesses in our community and call upon the residents to recognize the contributions of, and provide support for, minority-owned businesses.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION:

Approval of Proclamation for Minority Owned Business Day

Lead Staff Member: Audrey Kennis, Director of Diversity, Equity, and Inclusion

STAFF REVIEWS

Department Director	Audrey Kennis, Director of Diversity, Equity, and Inclusion
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

Minority Owned Business Day
Proclamation
April 21, 2023

WHEREAS, the City of West Des Moines celebrates the resolve and ingenuity of minority-owned businesses, and the contributions they make to our local economy and community.

WHEREAS, according to the Small Business Administration, there are more than 1 million minority-owned businesses in the United States, which represents 18% of small business owners and accounts for $1 trillion in revenue.

WHEREAS, we realize the strength of our communities robust economy is dependent on the diverse offering of services and providers to meet the growing demands.

WHEREAS, we actively work with the West Des Moines Chamber of Commerce to promote entrepreneurship through innovation, mentorship, and expanded access to networks through the Black & Brown Business Summit.

WHEREAS, supporting these businesses fuel economic prosperity for all; creating job opportunities, closing racial wealth gaps, and building access to the American dream.

NOW, THEREFORE, I, Russ Trimble, Mayor of the City of West Des Moines, do hereby designate Friday, April 21, 2023, as

"Minority Owned Business Day"

And I call upon the residents of West Des Moines to recognize the contributions of, and provide support for, minority-owned businesses.

Signed this 17th day of April, 2023.

ATTEST:

Russ Trimble, Mayor

Ryan T. Jacobson, City Clerk