

Whereas

Whereas, in 2006, the World Health Organization launched the global Age-Friendly Cities Project based on two trends: population aging and urbanization; and

Whereas, in 2011, Portland had the honor of becoming the first U.S. city to be certified as Age-Friendly; and

Whereas, each year, older adults generate more than \$7 trillion in economic activity nationwide, a figure that is expected to double by 2032; and

Whereas, Portland's small businesses are the backbone of our local economy; and

Whereas, many of our local small businesses are certified Age-Smart Employers, that embrace age-diversity and create workplaces that value equity, inclusiveness, and intergenerational respect; and

Whereas, Portland values the leadership of the Age-Friendly Advisory Council of Portland and Multnomah County, its Economic Development and Work Committee, and our champions for local small businesses, including Venture Portland and Elders in Action; and

Whereas, today we presented the inaugural Age-Friendly Business Awards to 11 Portland businesses that provide quality employment opportunities and innovative services to our older adults; and

Whereas, the City of Portland and Multnomah County share a vision of a city that welcomes and celebrates people of all ages and abilities;

Now, therefore I, Ted Wheeler, Mayor of the City of Portland, Oregon, the "City of Roses," do hereby proclaim October 31st, 2018, to be:

Age-Friendly Businesses Day

in Portland and encourage all residents to observe this day.