



Proclamation No. 19-0595
Pink Dollar Day

Whereas, June marks the 50th anniversary of Stonewall, the beginning of the modern Lesbian, Gay, Bisexual, Transgender, and Queer rights movement, resulting in the recognition of June throughout the world and in Denver as Pride month to acknowledge and celebrate the contributions of LGBTQ members of society; and

Whereas, LGBTQ adults in the United States hold an enormous amount of combined economic power, with all LGBTQ-owned businesses contributing an estimated \$1.7 trillion to the national economy, and America's LGBTQ community possessing \$917 billion in buying power in 2015; and

Whereas, these dollars are commonly referred to as "Pink Dollars," and the informed and thoughtful use of the Pink Dollar includes doing business within the LGBTQ community, donating to worthy causes, and voting with money by spending it on supportive companies; and

Whereas, this responsible use of the Pink Dollar actively supports the advancement of LGBTQ people in the United States and Colorado by holding companies and charities responsible for views that contradict inclusion and equality; and

Whereas the Colorado LGBTQ Chamber of Commerce promotes, advances, and connects LGBT and LGBT-supportive businesses in Colorado and is hosting an event on June 18 to discuss the importance and impact of the Pink Dollar in Colorado and the U.S.

NOW THEREFORE BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1: Declaring June 18, 2019 as Pink Dollar Day in the City and County of Denver.

Section 2: That the clerk of the City and County of Denver shall affix the seal of the City and County of Denver to this proclamation and that copies be transmitted to the Colorado LGBTQ Chamber of Commerce.

PASSED BY THE COUNCIL June 17, 2019

PRESIDENT PRO-TEM