



ERIN MENDENHALL
Mayor

PROCLAMATION

WHEREAS, Salt Lake City takes great pride in celebrating individuals and businesses that contribute to the vibrancy and sustainability of our community; and

WHEREAS, Jorge Fierro, embarked on their entrepreneurial journey 25 years ago with Rico Brands at our beloved downtown Farmers Market and has made a significant impact on Salt Lake City's economy and culture; and

WHEREAS, Jorge Fierro's dedication to quality, integrity, and community has set a sterling example for aspiring entrepreneurs and contributed immeasurably to the success of the Downtown Farmers Market; and

WHEREAS, Jorge Fierro is a cherished fixture of our community, creating jobs and fostering connection and unity in Salt Lake City; and

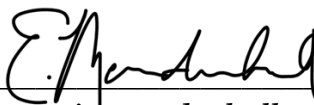
WHEREAS, today, we gather to honor Jorge Fierro, an outstanding community member and OG Downtown Farmers Market vendor.

NOW, THEREFORE, it is with immense pleasure that I, Erin Mendenhall, Salt Lake City Mayor, do hereby proclaim October 21, 2023 as "Jorge Fierro Day" in honor of Jorge Fierro's 25 years of entrepreneurship at the Downtown Farmers Market and community and economic development in Salt Lake City.

I urge all residents and visitors to join me in celebrating Jorge's achievements and continue to support local farmers and makers at the Downtown Farmers Market.

JORGE FIERRO Day in Salt Lake City

October 21, 2023



Erin Mendenhall
Mayor