

**CITY OF BALTIMORE
COUNCIL BILL 15-0277R
(Resolution)**

Introduced by: President Young, Councilmembers Henry, Middleton, Stokes, Costello, Clarke,
Reisinger, Scott, Kraft, Spector, Curran, Welch, Mosby, Branch
Introduced and adopted: November 16, 2015

A COUNCIL RESOLUTION CONCERNING

1 Shop Small - Spend Big! On Small Business Saturday, November 28, 2015

2 FOR the purpose of celebrating the fifth annual Small Business Saturday in Baltimore City,
3 honoring all small businesses for their many contributions to the economy and the quality of
4 life in this country, and encouraging Baltimore City residents to Shop Small - Spend Big! at
5 our City’s Main Streets, downtown shops, and the many varied and exciting neighborhood
6 retail establishments, on Small Business Saturday.

7 Recitals

8 Baltimore is one of many cities that join American Express and many other organizations in a
9 nationwide campaign to support small businesses by highlighting their diverse offerings and
10 encouraging shoppers to make purchases from small business merchants on Saturday, November
11 28, 2015.

12 At the inaugural celebration of Small Business Saturday five years ago, New York City’s
13 then Mayor stated: “Small businesses are the backbone of our economy and the glue that holds
14 communities together, and we’ve always sought new ways to support them - something that
15 became even more important when the national economy downturn began.” At that year’s
16 kick-off he noted that small businesses now employ about half of the workers in the private
17 sector and create about 65% of new jobs.

18 The Chairman and CEO of American Express created the “shop small” idea as a small
19 business version of big box stores’ Black Friday and online outlets’ Cyber Monday, traditionally
20 2 of the busiest shopping days of the year, noting that it is in everyone’s best interest to see small
21 businesses thrive - companies that participated in the event enjoyed a 28% boost to sales. To
22 bolster participation that year, New York rolled out a series of initiatives called “Building Blocks
23 for Neighborhood Retail” to promote neighborhood retail corridors.

24 In Maryland, small businesses - those with fewer than 500 employees - comprise 97.7% of all
25 employers and employ 48.5% of the private sector workforce. The Maryland Department of
26 Business and Economic Development provides support services to attract new businesses, to
27 stimulate private investment, to encourage the expansion and retention of existing companies,
28 and to provide Maryland businesses with workforce training and financial assistance.

29 In Baltimore City, Baltimore Main Streets, a program of the Baltimore Development
30 Corporation that was founded in 2000 to revitalize commercial districts, support small
31 businesses, and foster economic growth in Baltimore City, currently focuses its efforts in 10
32 designated business areas – Belair Edison, Brooklyn, East Monument Street, Federal Hill, Fell’s

EXPLANATION: Underlining indicates matter added by amendment.
~~Strike out~~ indicates matter deleted by amendment.

Council Bill 15-0277R

1 Point, Hamilton-Lauraville, Highlandtown, Pennsylvania Avenue, Pigtown, and Waverly. Over
2 the more than 10 years of its existence, the program has produced at least 414 new businesses,
3 creating more than 663 part time jobs and 1,124 full time jobs.

4 In celebration of Small Business Saturday, the City Council Of Baltimore urges Baltimore
5 City residents and visitors to shop the City’s Main Streets, downtown shops, and the many
6 neighborhood retail establishments that contribute to the economic, social, and cultural fabric of
7 our City.

8 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That this Body
9 celebrates the fifth annual Small Business Saturday in Baltimore City, honors all small
10 businesses for their many contributions to the economy and the quality of life in this country, and
11 encourages Baltimore City residents to Shop Small - Spend Big! at our City’s Main Streets,
12 downtown shops, and the many varied and exciting neighborhood retail establishments on Small
13 Business Saturday.

14 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
15 Director of the Downtown Partnership of Baltimore, Inc., the Director of Baltimore Main Streets,
16 the President of the Baltimore Development Corporation, and the Mayor's Legislative Liaison to
17 the City Council.