

**CITY OF BALTIMORE
COUNCIL BILL 11-0329R
(Resolution)**

Introduced by: President Young, Councilmembers Henry, Middleton, Curran, Branch, D'Adamo, Spector, Kraft, Reisinger, Stokes, Conaway, Clarke, Cole, Welch, Holton
Introduced and adopted: November 14, 2011

A COUNCIL RESOLUTION CONCERNING

Shop Small – Spend Big!

On

Small Business Saturday, November 26, 2011

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

9 Baltimore is one of many cities that join American Express, the National Trust for Historic
10 Preservation and many other organizations in a nationwide campaign to support small business
11 by highlighting their diverse offerings and encouraging shoppers to make purchases from small
12 business merchants on Saturday, November 26th, 2011.

13 At the inaugural celebration of Small Business Saturday a year ago, New York City's Mayor
14 stated: "Small businesses are the backbone of our economy and the glue that holds communities
15 together, and we've always sought new ways to support them – something that became even
16 more important when the national economy downturn began." At this year's kick-off he noted
17 that small businesses now employ about half of the workers in the private sector and create about
18 65% of new jobs.

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

25 In Maryland, small business – those with fewer than 500 employees – comprise 97.7% of all
26 employers and employ 52.4% of the private sector workforce. The Department of Business and
27 Economic Development provides support services to attract new businesses, stimulate private
28 investment, encourage the expansion and retention of existing companies, and provide Maryland
29 business with workforce training and financial assistance. From selecting a site, to legal
30 compliance and incentives, the Department offers everything needed to "grow your business and
31 market your brand in Maryland".

32 In Baltimore City, Baltimore Main Streets, a program of the Baltimore Development
33 Corporation, was founded in 2000 to revitalize commercial districts, support small businesses,

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

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1 and foster economic growth in Baltimore City currently focuses its efforts in 10 designated
2 business areas – Belair Edison, Brooklyn, East Monument Street, Federal Hill, Fell’s Point,
3 Hamilton-Lauraville, Highlandtown, Pennsylvania Avenue, Pigtown, and Waverly. Over the past
4 10 years, the program has produced 414 new businesses, creating 663 part-time jobs and 1,124
5 full time jobs.

6 In celebration of Small Business Saturday, the Council President Bernard C. “Jack” Young
7 urges Baltimore City residents and visitors to shop the City’s Main Streets, downtown shops, and
8 the many neighborhood retail establishments that contribute to the economic, social, and cultural
9 fabric of our City.

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

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