

**CITY OF BALTIMORE
COUNCIL BILL 14-0195R
(Resolution)**

Introduced by: President Young, Councilmembers Scott, Kraft, Costello, Henry, Holton,
Middleton, Branch, Welch, Clarke, Spector, Curran Mosby
Introduced and adopted: November 17, 2014

A COUNCIL RESOLUTION CONCERNING

***Shop Small – Spend Big!*
On Small Business Saturday, November 29, 2014**

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

Recitals

Baltimore is one of many cities that join American Express, the National Trust for Historic
Preservation, and many other organizations in a nationwide campaign to support small businesses
by highlighting their diverse offerings and encouraging shoppers to make purchases from small
business merchants on Saturday, November 29th, 2014.

At the inaugural celebration of Small Business Saturday 4 years ago, New York City’s Mayor
stated: “Small businesses are the backbone of our economy and the glue that holds communities
together, and we’ve always sought new ways to support them – something that became even
more important when the national economy downturn began.” At that year’s kick-off he noted
that small businesses now employ about half of the workers in the private sector and create about
65% of new jobs.

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

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

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

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1 In Baltimore City, Baltimore Main Streets, a program of Baltimore Development Corporation
2 that was founded in 2000 to revitalize commercial districts, support small businesses, and foster
3 economic growth in Baltimore City, currently focuses its efforts in 10 designated business areas –
4 Belair Edison, Brooklyn, East Monument Street, Federal Hill, Fell’s Point, Hamilton-Lauraville,
5 Highlandtown, Pennsylvania Avenue, Pigtown, and Waverly. Over the more than 10 years of its
6 existence, the program has produced at least 414 new businesses, creating more than 663
7 part-time jobs and 1,124 full time jobs.

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

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

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