

**CITY OF BALTIMORE
COUNCIL BILL 12-0074R
(Resolution)**

Introduced by: President Young, Councilmembers Henry, Middleton, Curran, Stokes, Kraft,
Scott, Branch, Welch, Clarke, Spector, Reisinger, Cole, Mosby
Introduced and adopted: November 19, 2012

A COUNCIL RESOLUTION CONCERNING

***Shop Small – Spend Big!*
On Small Business Saturday, November 24, 2012**

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

8 Baltimore is one of many cities that join American Express, the National Trust for Historic
9 Preservation, and many other organizations in a nationwide campaign to support small businesses
10 by highlighting their diverse offerings and encouraging shoppers to make purchases from small
11 business merchants on Saturday, November 24th, 2012.

12 At the inaugural celebration of Small Business Saturday 2 years ago, New York City’s Mayor
13 stated: “Small businesses are the backbone of our economy and the glue that holds communities
14 together, and we’ve always sought new ways to support them – something that became even
15 more important when the national economy downturn began.” At that year’s kick-off he noted
16 that small businesses now employ about half of the workers in the private sector and create about
17 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 last year enjoyed a 28% boost to
22 sales. To bolster participation that year, New York rolled out a series of initiatives called
23 “Building Blocks for Neighborhood Retail” to promote neighborhood retail corridors.

24 In Maryland, small business – those with fewer than 500 employees – comprise 97.7% of all
25 employers and employ 52.4% 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. From
29 selecting a site, to legal compliance and incentives, the Department offers everything needed to
30 “grow your business and market your brand in Maryland”.

31 In Baltimore City, Baltimore Main Streets, a program of Baltimore Development Corporation
32 that was founded in 2000 to revitalize commercial districts, support small businesses, and foster
33 economic growth in Baltimore City, currently focuses its efforts in 10 designated business areas –

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

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1 Belair Edison, Brooklyn, East Monument Street, Federal Hill, Fell’s Point, Hamilton-Lauraville,
2 Highlandtown, Pennsylvania Avenue, Pigtown, and Waverly. Over the past 10 years, the
3 program has produced 414 new businesses, creating 663 part-time jobs and 1,124 full time jobs.

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

8 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That this Body
9 celebrates the third 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, Downtown Partnership of Baltimore, Inc., the Director, Baltimore Main Streets, the
16 President, Baltimore Development Corporation, and the Mayor’s Legislative Liaison to the City
17 Council.