

**INTRODUCTORY\***

**CITY OF BALTIMORE  
COUNCIL BILL \_\_\_\_\_R  
(Resolution)**

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Introduced by: President Young

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A RESOLUTION ENTITLED

A COUNCIL RESOLUTION concerning

***Shop Small – Spend Big!*  
On  
Small Business Saturday, November 26, 2011**

FOR the purpose of celebrating the second 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.

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 business by highlighting their diverse offerings and encouraging shoppers to make purchases from small business merchants on Saturday, November 26<sup>th</sup>, 2011.

At the inaugural celebration of Small Business Saturday a year 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 this 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 two 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 this 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 Department of Business and Economic Development provides support services to attract new businesses, stimulate private investment, encourage the expansion and retention of existing companies, and provide Maryland business 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”.

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

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

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

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That this Body celebrates the second annual Small Business Saturday in Baltimore City; honors all small businesses for their many contributions to the economy and the quality of life in this country, and; encourages 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.

**AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the Director, Baltimore Main Streets, the President, Baltimore Development Corporation, and the Mayors Legislative Liaison to the City Council.