

2017-J5793

Senate Resolution No. 5793

BY: Senator COMRIE

MEMORIALIZING Governor Andrew M. Cuomo to proclaim
November 24, 2018, as Small Business Saturday in the
State of New York

WHEREAS, In New York, the dedication and entrepreneurial spirit of
small businesses, minority- and women-owned businesses, and
entrepreneurs are vital to the prosperity and vibrancy of every
community across this great State and Nation; and

WHEREAS, Attendant to such concern, and in full accord with its
long-standing traditions, this Legislative Body is justly proud to
memorialize Governor Andrew M. Cuomo to proclaim November 24, 2018, as
Small Business Saturday in the State of New York, in conjunction with
the observance of national Small Business Saturday; and

WHEREAS, Small Business Saturday is an American shopping holiday
held on the Saturday after Thanksgiving during one of the busiest
shopping periods of the year; and

WHEREAS, First observed in the United States on November 27, 2010,
it is a counterpart to Black Friday and Cyber Monday, which feature big
box retail and e-commerce stores respectively; by contrast, Small
Business Saturday encourages holiday shoppers to patronize brick and
mortar businesses that are small and local; and

WHEREAS, The first event was sponsored by American Express, in partnership with the non-profit National Trust for Historic Preservation, Boston Mayor Thomas M. Menino, and Roslindale Village Main Street; and

WHEREAS, American Express publicized the initiative using social media, advertising, and public relations; many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets; and

WHEREAS, As of 2017, there were over 29,600,000 small businesses in the United States; these businesses constitute nearly 98% of firms exporting goods, and generate 1,400,000 net new jobs; and

WHEREAS, Small businesses represent 99.9 percent of all businesses with employees in the United States and employ nearly 48 percent of the employees in the private sector; in addition, small businesses pay 41.1 percent of the total payroll of the employees in the private sector; and

WHEREAS, Small businesses in New York State exert a strong positive influence on the political, economic, and social development of the State, and the future welfare of the State depends on the continued development of small businesses; and

WHEREAS, The members of this Legislative Body wish to proclaim their recognition of small businesses as a crucial element in the economy of New York State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Andrew M. Cuomo to proclaim November 24, 2018, as

Small Business Saturday in the State of New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Honorable Andrew M. Cuomo, Governor of the State of New York.