

SENATE RESOLUTION No. 31

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 10, 2020

Sponsored by:

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

SYNOPSIS

Urges NJ residents to continue to support “Small Business Saturday.”

CURRENT VERSION OF TEXT

As introduced.



1 **A SENATE RESOLUTION** urging all New Jersey residents to continue
2 to observe and support “Small Business Saturday.”
3
4 **WHEREAS**, There are approximately 800,000 small businesses
5 operating in New Jersey, which employ an estimated 1.7 million
6 individuals in this State; and
7 **WHEREAS**, These small businesses are the backbone of our State,
8 providing services and employment to individuals throughout the
9 State in such varied industries as finance, health care, the arts, real
10 estate, manufacturing and retail, among many others; and
11 **WHEREAS**, November 30, 2019 was the eighth annual national “Small
12 Business Saturday,” and New Jersey residents, along with
13 consumers across the country, are commended for their support of
14 small businesses on that day; and
15 **WHEREAS**, Traditionally, the day after Thanksgiving, known as
16 “Black Friday,” is the beginning of the holiday shopping season,
17 particularly for large stores that have the resources to promote
18 sales; and
19 **WHEREAS**, More recently, large businesses have begun to promote the
20 Monday after Thanksgiving as “Cyber Monday,” a day on which
21 businesses offer reduced prices for on-line purchases to capture the
22 holiday shopping market; and
23 **WHEREAS**, Smaller businesses do not have the resources available to
24 advertise and promote their businesses to the same extent as those
25 businesses promoting “Black Friday” and “Cyber Monday” and
26 therefore, the American Express Company initiated “Small
27 Business Saturday” in 2010; and
28 **WHEREAS**, As part of “Small Business Saturday,” the company
29 provides financial incentives to a limited number of consumers
30 through a credit on their American Express credit cards for
31 qualified purchases made from participating small businesses on
32 “Small Business Saturday;” and
33 **WHEREAS**, Registered small businesses may receive financial
34 incentives through subsidized advertising provided by the American
35 Express Company and generally increased awareness of shopping
36 at small businesses through a broad advertising campaign
37 developed, produced and implemented by the American Express
38 Company during the month of November; and
39 **WHEREAS**, New Jersey residents are encouraged to continue to shop at
40 small businesses through the holiday season and during the rest of
41 the year, and to continue to support “Small Business Saturday”
42 every year on the Saturday following Thanksgiving; and
43 **WHEREAS**, All of these activities are intended to promote shopping
44 and increase sales at small businesses, assisting them to thrive in
45 the competitive marketplace; now, therefore,
46
47 **BE IT RESOLVED** by the Senate of the State of New Jersey:

SR31 TURNER

3

1. The residents of the State of New Jersey are encouraged to continue to observe and support “Small Business Saturday” on each Saturday following Thanksgiving, by patronizing small businesses in their communities.

2. Copies of this resolution, as filed with the Secretary of State, shall be transmitted by the Secretary of the Senate to the Governor of New Jersey, the Lieutenant Governor of New Jersey and the Chief Executive Officer of the New Jersey Economic Development Authority.

STATEMENT

This Senate Resolution encourages the residents of New Jersey to continue to support and observe “Small Business Saturday,” a day that is promoted by small businesses to encourage residents to purchase holiday gifts at smaller stores and businesses in their local communities.

There are approximately 800,000 small businesses operating in New Jersey, which employ an estimated 1.7 million individuals in this State. These small businesses are the backbone of our State, providing services and employment to individuals throughout the State in such varied industries as finance, health care, the arts, real estate, manufacturing and retail, among many others.

“Small Business Saturday” was initiated by the American Express Company in 2010. The program offers incentives to consumers through additional credit on their credit cards for purchases made on that Saturday in registered small businesses. Furthermore, small businesses benefit through subsidized advertising activity intended to promote shopping at local, small businesses.