

# City of Philadelphia



## Council of the City of Philadelphia Office of the Chief Clerk Room 402, City Hall Philadelphia

(Resolution No. 241108)

### RESOLUTION

Declaring each Friday in December 2024 as “Shop Black Business Friday” in the City of Philadelphia.

WHEREAS, Black culture runs deep among Philadelphia’s historic sites, artistic havens, cultural offerings—and in Philadelphia’s many Black-owned shops, restaurants, and other businesses; and

WHEREAS, These businesses are enjoyed by visitors to Philadelphia and its residents and provide local jobs, goods, services and amenities in neighborhoods throughout Philadelphia, including historically disadvantaged communities; and

WHEREAS, Historical structural inequities and systemic racism have presented barriers for Black and Brown entrepreneurs and small business owners to open, operate, and grow; and

WHEREAS, The Pew Research Center reports that while the number of Black owned businesses is growing in the US, Black- and Brown- owned businesses accounted for only 3% of all businesses with race and ethnicity data in the Census Bureau’s latest Annual Business Survey; and

WHEREAS, Not only are Black-and -Brown- owned businesses vital to the communities they serve, but those businesses also bring in an estimated \$183.3 billion in gross revenue nationally; and

WHEREAS, It is imperative to safeguard and grow Philadelphia’s existing Black-owned businesses through investing and supporting them individually as consumers and collectively as a City; and

WHEREAS, Visit Philadelphia, the tourism marketing organization, is kicking off the holiday season with dedicated marketing efforts to support the economic growth of local, Black- and Brown-owned businesses including updates web pieces on Black and other diverse-owned shops on visitphilly.com, paid social media ads about small, local shops, and dedicated photo/video

# City of Philadelphia

*RESOLUTION NO. 241108 continued*

content featuring small businesses throughout the holiday season; and

WHEREAS, The upcoming holiday season offers a chance to not only boost the local economy, but also strengthen the fabric of Philadelphia's communities by supporting Black- and Brown-owned businesses; and

WHEREAS, The City of Philadelphia understands that promoting these small businesses is essential for their growth and success, which in turn contributes to job creation, increased revenue, and a thriving local economy; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby declares each Friday in December 2024 as “Shop Black Business Friday” in the City of Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to VISIT PHILADELPHIA, further evidencing the sincere respect of this legislative body.

# City of Philadelphia

*RESOLUTION NO. 241108 continued*

CERTIFICATION: This is a true and correct copy of the original resolution, Adopted by the Council of the City of Philadelphia on the fifth day of December, 2024.

Kenyatta Johnson  
PRESIDENT OF THE COUNCIL

Elizabeth McCollum  
INTERIM CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Gilmore Richardson

Sponsored by: Councilmembers Gilmore Richardson, Phillips, Gauthier,  
Lozada, Brooks, Harrity, O'Rourke, Driscoll, O'Neill and Squilla