



Legislation Text

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Commending the Philadelphia 76ers in creating the Buy Black Program to support Black-owned small businesses.

WHEREAS, The Philadelphia 76ers unveiled the 76ers Buy Black Program on Martin Luther King, Jr., Day 2021. In continuance of Harris Blitzer Sports & Entertainment's action plan and a \$20 million commitment to racial equity, the Buy Black Program demonstrates the franchise's commitment to supporting Philadelphia small businesses, in particular Black-owned small businesses; and

WHEREAS, The 76ers Buy Black Program was developed to promote local, Black-owned businesses, and provide them with expert marketing consultation, advertising value, educational programs, and additional tools to succeed. Applying businesses will be eligible for other resources such as grant opportunities, assistance accessing Payroll Protection Program loans, networking events, and future 76ers business programs; and

WHEREAS, According to the 76ers, before the pandemic, Black-owned businesses in the Philadelphia region averaged less than one third of the annual sales of white-owned businesses. Furthermore, the COVID-19 pandemic has had a disproportionately strong impact on Black-owned businesses. According to *The Philadelphia Tribune*, during the public health crisis, 28% of Black-owned businesses were in industries with the largest total job losses compared to 20% of white-owned businesses. Between February and April 2020, 41% of Black-owned businesses had to close compared to just 17% of white-owned businesses; and

WHEREAS, David Gould, 76ers Chief Diversity and Impact Officer, said regarding the Buy Black Program, "It's important that we acknowledge past policies, such as lending discrimination and segregation, that have kept Black business owners from accessing the investment and customer base that will help them grow and succeed. The Buy Black program is about celebrating all that Black Businesses have to offer our region and connecting them with the exposure and resources which they may not have had access to in the past. Leveraging the 76ers brand to help grow local, Black businesses is both a privilege and a responsibility"; and

WHEREAS, Once onboarded as an official partner of the Philadelphia 76ers, the local businesses will be led by the 76ers Partnership Activation team in identifying their key performance indicators and building a customized marketing strategy to be executed utilizing 76ers platforms and resources designed to help grow and sustain their businesses. During this process, businesses will receive expert advice and marketing assets from the Clío award-winning brand and creative teams, Emmy award-winning content team and the 76ers digital, research, and award-winning analytics teams; and

WHEREAS, While the strategy for each business will be determined based on their needs, the customized plans may include amplification across 76ers platforms, including social media marketing, custom content produced by Studio 76, professionally-designed email marketing, Sixers.com website presence, in-game exposure at 76ers home games, radio and broadcast advertisements, and more; and

WHEREAS, All applying businesses will be invited to participate in education and development programs. Opportunities include an invitation to a speaker series, presented in partnership with the local African American

Chamber of Commerce, featuring top industry executives, where companies will gain business insights and business-to-business networking opportunities; and

WHEREAS, Applying businesses will also be eligible to participate in other 76ers small business programs, including a partnership with The Enterprise Center, a local community nonprofit focused on supporting minority businesses and entrepreneurs, which will offer applying businesses referrals to a \$500,000 grant program for Black and Brown-owned businesses administered by The Enterprise Center and support applying for and accessing Payroll Protection Program loans; and

WHEREAS, The 76ers Buy Black Program is the latest initiative taken by the franchise to assist local businesses amid the coronavirus pandemic. Their efforts should serve as a model not only for Philadelphia's other professional sports teams, but for sports teams around the country; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby commends the Philadelphia 76ers in creating the Buy Black Program to support Black-owned small businesses.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to the Philadelphia 76ers as evidence of the sincere admiration of this legislative body.