

SENATE RESOLUTION No. 32

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 10, 2020

Sponsored by:

Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

SYNOPSIS

Encourages NJ residents to “Shop Main Street.”

CURRENT VERSION OF TEXT

As introduced.



1 **A SENATE RESOLUTION** encouraging residents of New Jersey to
2 “Shop Main Street” during the weeks between Thanksgiving and
3 Christmas to support small businesses throughout the State.

4
5 **WHEREAS**, Small businesses located on the Main Street of towns
6 anchor those towns and provide a sense of community to residents
7 as well as visitors; and

8 **WHEREAS**, There are approximately 800,000 small businesses
9 operating in New Jersey, employing an estimated 1.7 million
10 individuals in this State; and

11 **WHEREAS**, These small businesses are the backbone of our State,
12 providing services and employment to individuals throughout the
13 State in such varied industries as finance, health care, the arts, real
14 estate, manufacturing and retail, among many others; and

15 **WHEREAS**, New Jersey residents, along with consumers across the
16 country, are encouraged to support the small businesses in their
17 community and “Shop Main Street” during the holiday season; and

18 **WHEREAS**, Traditionally, the day after Thanksgiving, known as
19 “Black Friday,” is the beginning of the holiday shopping season,
20 particularly for large stores that have the resources to promote
21 sales; and

22 **WHEREAS**, It is essential for the well-being and prosperity of the
23 small local businesses in this State, that may not have the revenue
24 to support large scale advertising campaigns, that individuals
25 frequent and support the businesses on Main Streets throughout the
26 State; and

27 **WHEREAS**, The promotion of “Shop Main Street” is intended to
28 promote shopping and increase sales at small local businesses,
29 assisting them to thrive in the competitive marketplace; now,
30 therefore,

31

32 **BE IT RESOLVED** *by the Senate of the State of New Jersey:*

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34 1. The residents of the State of New Jersey are encouraged to
35 observe and support “Shop Main Street” by patronizing small
36 businesses in their communities throughout the weeks between
37 Thanksgiving and Christmas.

38

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

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46 **STATEMENT**

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48 This Senate Resolution encourages the residents of New Jersey

1 to “Shop Main Street” throughout the weeks between Thanksgiving
2 and Christmas. Residents are encouraged to purchase holiday gifts
3 at smaller stores and local businesses on their Main Streets.

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

10 Small businesses located on the Main Streets of towns anchor
11 those towns and provide a sense of community to residents as well
12 as visitors. The promotion of “Shop Main Street” is intended to
13 promote shopping and increase sales at small local businesses,
14 assisting them to thrive in the competitive marketplace.