

SENATE RESOLUTION 168

By Harris

A RESOLUTION to recognize and honor Cynthia Daniels for her vision and hard work in founding Memphis Black Restaurant Week.

WHEREAS, the members of this legislative body take great pleasure in paying tribute to a rising media mogul and strategist who has overcome adversity to experience great success in promoting Memphis's African-American-owned restaurants; and

WHEREAS, Cynthia Daniels lost her job working with at-risk youth in 2008, which was an emotional and professional loss, but she soon rebounded to serve as president of the Memphis Urban League Young Professionals, helping small businesses gain visibility as a social media manager; and

WHEREAS, realizing that Memphis was a huge restaurant town but perhaps lacking in community support, Ms. Daniels utilized grassroots marketing and social media to launch Memphis Black Restaurant week, an initiative that generated more than \$80,000 in profits for local businesses in one week; and

WHEREAS, by offering dining specials during this week, black-owned restaurants focus on bringing in new customers and raising awareness, while the community is given the opportunity to support minority-owned eateries; and

WHEREAS, Memphis Black Restaurant Week celebrates the crucial role black-owned restaurants play in achieving socioeconomic upliftment opportunities for future generations and strengthening urban communities; and

WHEREAS, designed by Ms. Daniels to promote both social and economic diversity, Memphis Black Restaurant Week has featured twenty-two restaurants, generated \$260,000 in weekly sales, and created some ninety jobs during its first two years; and

WHEREAS, sponsored by the City of Memphis's Office of Business Diversity and Compliance, Memphis Black Restaurant Week promotes the city's vibrant food culture while also providing employment and training opportunities; and

WHEREAS, 2018 Memphis Black Restaurant Week, March 5-11, will feature twelve restaurants, including five newcomers that have been open for less than a year: HM Dessert Lounge, The Office @ Uptown, Scoops Parlor, Two Vegan Sistas, Underground Café, G. Alston, Lenny's Subs, Slice of Soul, Laura's Kitchen, \$.99 Soul Food, A&R BBQ, and The Waffle Iron; and

WHEREAS, an educated professional, Cynthia Daniels left her native Atlanta to take Memphis by storm to the great benefit of the city's African-American-owned restaurants and their discerning clientele; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED TENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, that we honor and recognize Cynthia Daniels upon her vision and hard work in founding Memphis Black Restaurant Week, thank her for her ongoing commitment to Memphis's African-American community, and extend to her our best wishes for much continued success.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.