

Senate Resolution 312

By: Senators Esteves of the 35th, Halpern of the 39th, Orrock of the 36th, McLaurin of the 14th, Kemp of the 38th and others

A RESOLUTION

1 Recognizing and commending the International Franchise Association for its contributions
2 to economic growth and small business development; and for other purposes.

3 WHEREAS, the International Franchise Association (IFA) is a leading advocate for
4 responsible franchising practices, working to protect, promote, and enhance the franchise
5 business model in Georgia and throughout the United States; and

6 WHEREAS, franchising is a significant driver of economic growth, accounting for more than
7 830,800 establishments nationwide, supporting nearly 8.8 million direct jobs, and generating
8 \$896 billion in economic output, representing almost 3 percent of the Gross Domestic
9 Product of the United States; and

10 WHEREAS, Georgia has more than 32,000 franchise establishments that provide
11 employment to over 340,600 individuals and contribute more than \$34.6 billion in annual
12 economic activity; and

13 WHEREAS, the franchise business model has been particularly beneficial to groups
14 traditionally underrepresented in business ownership, including veterans, minorities, and
15 women, by providing opportunities for entrepreneurship and financial independence; and

16 WHEREAS, Georgia was recently named the No. 1 state for franchise growth by the
17 International Franchise Association, and some of the nation's most well-known franchise
18 brands, including Chick-fil-A, Inspire Brands, Zaxby's, Waffle House, Flying Biscuit Café,
19 Holiday Inn, Primrose Schools, and many others, are headquartered in Georgia; and

20 WHEREAS, franchising operates across more than 300 industry sectors, ranging from
21 hospitality and automotive services to healthcare and retail, enabling individuals to build
22 successful businesses while benefiting from established brands, operational systems, and
23 ongoing support; and

24 WHEREAS, the franchise business model supports both franchisers and franchisees by
25 allowing franchisees to manage the day-to-day affairs of their businesses independently
26 while maintaining brand standards and customer expectations; and

27 WHEREAS, the International Franchise Association remains a steadfast champion for
28 franchising, advocating for policies that support business growth, job creation, and the
29 long-term success of franchise enterprises across the country.

30 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body
31 recognize and commend the International Franchise Association for its contributions to
32 economic growth, small business development, and entrepreneurial opportunity in Georgia
33 and beyond as well as extend best wishes for continued success.

34 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
35 to make an appropriate copy of this resolution available for distribution to the International
36 Franchise Association.