

119TH CONGRESS
1ST SESSION

S. RES. 271

Commemorating June 11, 2025, as “World Franchise Day”.

IN THE SENATE OF THE UNITED STATES

JUNE 11, 2025

Mr. MULLIN (for himself and Mr. COONS) submitted the following resolution;
which was referred to the Committee on the Judiciary

RESOLUTION

Commemorating June 11, 2025, as “World Franchise Day”.

Whereas the World Franchise Council, which consists of over 40 national franchise associations from around the world, recently established June 11 every year as World Franchise Day;

Whereas franchising has served as a core business model in the United States for decades and has empowered aspiring entrepreneurs of all backgrounds to launch and operate independent businesses under the brand and operational guidance of an established company;

Whereas, through the business format of franchising, hundreds of thousands of entrepreneurs have achieved the American Dream of business ownership;

Whereas franchising has contributed to robust job creation and provided foundational skills development to millions

of workers in every community in which a franchise exists;

Whereas franchising has its roots in 1731 with Benjamin Franklin, who is credited with founding the first commercial franchise system in the Americas due to his efforts expanding his printing business by agreeing to partnerships with his workers to run their own printing shops;

Whereas franchising further took hold in the mid-19th century as Isaac Singer, who revolutionized the sewing machine industry, developed a franchise system to distribute and repair his machines, setting the stage for a model that would soon spread to other industries;

Whereas, as of 2025, franchising is a proven business growth strategy used in over 200 industries, including childhood education centers, action parks, spas, hardware stores, health care laboratories, home remodeling and repair services, salons, campgrounds, hotels, fitness clubs, auto shops, pet stores, tax preparation offices, restaurants, and more;

Whereas franchising offers a unique entrepreneurial opportunity to minorities, veterans, and all aspiring entrepreneurs, with nearly a 26-percent minority ownership rate, and 14-percent veteran ownership rate;

Whereas franchising in the United States consists of 830,876 franchise establishments that support nearly 8,800,000 direct jobs, \$896,900,000,000 in economic output for the economy, and contributes almost 3 percent of the gross domestic product; and

Whereas franchising is set to continue to serve as a vital business growth model for opportunity, entrepreneurship, job creation, and career skills development in commu-

nities throughout the United States and the world: Now,
therefore, be it

- 1 *Resolved*, That the Senate commemorates June 11,
- 2 2025, as “World Franchise Day”.

