



SENATE JOINT RESOLUTION 24-019

BY SENATOR(S) Zenzinger and Smallwood, Baisley, Bridges, Buckner, Coleman, Danielson, Exum, Fields, Gardner, Ginal, Gonzales, Hansen, Hinrichsen, Jaquez Lewis, Kirkmeyer, Kolker, Liston, Lundeen, Marchman, Michaelson Jenet, Mullica, Pelton B., Pelton R., Priola, Rich, Roberts, Rodriguez, Simpson, Sullivan, Van Winkle, Will, Fenberg;
also REPRESENTATIVE(S) Bird and Soper, Amabile, Bacon, Boesenecker, Bottoms, Bradfield, Bradley, Brown, Catlin, Daugherty, DeGraaf, Duran, English, Frizell, Froelich, Garcia, Hamrick, Hartsook, Herod, Jodeh, Joseph, Kipp, Lieder, Lindsay, Lindstedt, Lukens, Lynch, Marshall, Marvin, Mauro, McCormick, McLachlan, Ortiz, Parenti, Pugliese, Rutinel, Sirota, Snyder, Story, Taggart, Titone, Weinberg, Weissman, Willford, Woodrow, Young, McCluskie.

CONCERNING COLORADO YOUTH ENTREPRENEURSHIP AWARENESS WEEK.

WHEREAS, Colorado is home to the only bank in the world specifically designed for young people 21 years of age and under, the Young Americans Bank; and

WHEREAS, In 1984, Bill Daniels, known as the "father of cable television", read about a group of Denver students unable to obtain a bank loan, and Daniels realized that our society was doing a disservice to youth by not allowing their participation in our financial system; and

WHEREAS, Bill Daniels' response to the problem was to create a bank just for young people that would teach them financial principles, and the Young Americans Bank opened in Denver, Colorado, during August 1987; and

WHEREAS, The Young Americans Bank allowed young people to learn financial responsibility through the use of banking products and

services and allowed them to take their financial future and the future of their communities into their own hands; and

WHEREAS, Within its first few months, the Young Americans Bank opened thousands of accounts, and soon, requests for tours, classes, and school presentations poured in; and

WHEREAS, By 1988, a 501(c)(3) nonprofit was formed to provide programs complementing the educational mission of the Young Americans Bank; this nonprofit, now known as the Young Americans Center for Financial Education, still functions today to provide a variety of hands-on programs that develop financial skills and relevant learning for youth; and

WHEREAS, To this end, the YouthBiz program at the Young Americans Center for Financial Education was created, the largest and most comprehensive youth-serving entrepreneurial organization in Colorado; and

WHEREAS, The YouthBiz program offers different curriculum options for a range of ages, such as YouthBiz StartUp, which lays the foundations of business and entrepreneurship and is geared toward middle school students; YouthBiz Out of the Box, which builds upon the foundation of YouthBiz StartUp by taking students through the business cycle as they start a real-life business venture; and YouthBiz Stars, which is tailored for youth ages 6 to 21 who are interested in business ownership and includes workshops, business tours, mentorship opportunities, and competitions; and

WHEREAS, Starting as one small bank in 1987, the Young Americans Bank has served more than 79,000 customers, and the Young Americans Center for Financial Education has served more than 750,000 program participants; and

WHEREAS, Research demonstrates that a large percentage of people of all ages lack basic financial knowledge to ensure long-term financial stability for themselves and for their families; and

WHEREAS, The central mission of the Young Americans Bank and the Young Americans Center for Financial Education still remains in

action today as they work to bridge this knowledge gap through statewide programs purposefully designed to enable young people to prosper in our free enterprise system; and

WHEREAS, Young people have already worked to contribute to our nation's economic success, and our nation will continue to benefit in the future by equipping them with financial education and tools to support their success; now, therefore,

Be It Resolved by the Senate of the Seventy-fourth General Assembly of the State of Colorado, the House of Representatives concurring herein:

That we, the members of the Colorado General Assembly:

(1) Designate the first week of June as Colorado Youth Entrepreneurship Awareness Week;

(2) Strongly encourage local economic development organizations, during the first week of June, to:

(a) Facilitate youth financial literacy and business education programs;

(b) Host events targeted toward youth entrepreneurship; and

(c) Host an annual competition for youth entrepreneurs in Colorado; and

(3) Urge Governor Jared Polis' office to host an annual statewide youth business and entrepreneurship competition during Colorado Youth Entrepreneurship Awareness Week.

Be It Further Resolved, That copies of this Joint Resolution be sent to

Governor Jared Polis and Aspen Peterson, Young Americans Center for
Financial Education Youth Advisory Board member.

Steve Fenberg
PRESIDENT OF
THE SENATE

Julie McCluskie
SPEAKER OF THE HOUSE
OF REPRESENTATIVES

Cindi L. Markwell
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