



Legislation Text

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Res. No. 396

Resolution recognizing April as Freelancers Appreciation Month in New York City.

By Council Members Powers, Ossé, De La Rosa, Hanif, Restler, Hudson, Joseph, Farías, Abreu, Menin, Riley, Schulman, Velázquez, Cabán, Nurse and Rivera

Whereas, Freelancers can be categorized as full-time independent contractors, temporary workers employed by staffing firms, gig economy workers, project-based workers, self-employed business owners, and people working in a mix of these areas and in traditional employment; and

Whereas, the third week in April is traditionally celebrated as National Freelance Business Week according to the Freelance Business Conference, the premier conference for the American freelance industry; and

Whereas, According to a 2019 report by the New York City Mayor's Office of Media and Entertainment, freelance work is most prevalent in New York City's media and entertainment sectors, including 68% of journalism and digital media workers; 67% of music and performing arts workers; 60% of marketing or advertising workers; 52% of film or television workers; and 54% of publishing workers; and

Whereas, Over the course of the COVID-19 pandemic, freelance work has grown more popular and is reinventing the way individuals work by merging with sectors of traditional permanent employment, such as web design, business consulting, and accounting; and

Whereas, A 2021 study by Upwork, a digital marketplace for independent contractors, found that 59 million Americans performed freelance work in 2021, representing 36%-or more than one-third-of the entire U.S. workforce; and

Whereas, Freelancers are diverse professionals, with 48% of American freelancers identifying as

women, and 52% as men; 16% identifying as Hispanic, 12% African American, and 5-10% Asian, according to a 2022 report by Forbes Magazine; and

Whereas, Freelance workers contributed \$1.3 trillion in annual earnings to the U.S. economy in 2021, \$100 million more than in 2020; and

Whereas, The COVID-19 pandemic has shifted the working landscape by demonstrating the value and autonomy of remote self-employment; and

Whereas, According to Upwork, amid the uncertainty of COVID-19, freelancers found that they are benefiting from income diversification, adjustable schedules, and location flexibility, while companies discovered that freelance professionals inject new skills and capabilities into an organization; and

Whereas, As businesses look to a post-COVID-19 future, companies will increasingly rely on freelancers as essential contributors to their operations; and

Whereas, Freelance workers make significant contributions to the New York City economy; now, therefore, be it

Resolved, That the Council of the City of New York recognizes April as Freelancers Appreciation Month in New York City.