

Assembly Resolution No. 998

BY: M. of A. Cook

HONORING Frantz Coutard upon the occasion of his designation for special recognition at the Dr. Martin Luther King, Jr. Visionary Awards Gala on March 22, 2026

WHEREAS, It is the sense of this Legislative Body to recognize and commend those extraordinary individuals whose humanitarian service, visionary leadership, and global advocacy reflect the enduring principles of justice, equality, and peace championed by Dr. Martin Luther King, Jr.; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Frantz Coutard upon the occasion of his designation for special recognition at the Dr. Martin Luther King, Jr. Visionary Awards Gala on Sunday, March 22, 2026, at Crest Hollow Country Club in Woodbury, New York; and

WHEREAS, Frantz Coutard is an award-winning entrepreneur, innovator, and community leader who has distinguished himself by creating technology-driven solutions and social impact initiatives that empower individuals and uplift communities; and

WHEREAS, Born in Haiti, Frantz Coutard immigrated to the United States at the age of 15, embodying the resilience, determination, and entrepreneurial spirit that define the American Dream; and

WHEREAS, In November 2018, Frantz Coutard founded TrendCatch Digital Advertising LLC, a trailblazing enterprise providing affordable and effective advertising solutions to small businesses throughout the New York Metropolitan area and Long Island, thereby expanding economic opportunity for local entrepreneurs; and

WHEREAS, Demonstrating exceptional ingenuity, Frantz Coutard is the inventor of the Trend Catch Player, a proprietary digital signage system integrating hardware and software technology to transform any television into a remotely managed live billboard, revolutionizing access to advertising for small and minority-owned businesses; and

WHEREAS, Further advancing economic empowerment, Frantz Coutard created the B.E.S.T. Program (Billboard Expert Specialist Training), an innovative workforce development initiative that equips individuals with the skills and tools necessary to become local billboard brokers, enabling them to generate sustainable income while supporting community businesses; and

WHEREAS, Guided by a profound commitment to service, Frantz Coutard founded Trend Catch Gives Back Inc., a nonprofit organization dedicated to uplifting underserved communities through English education, food and health outreach, youth mentorship, and job training programs; and

WHEREAS, His additional initiatives include UnlockaCause.org, a platform mobilizing sponsors to co-fund hyper-local awareness campaigns, and the Rise Entrepreneur Mentorship Program, launched in January 2024 to mentor aspiring entrepreneurs aged 17 and older in financial literacy, public speaking, sales, marketing, and community service; and

WHEREAS, Through his pioneering ventures-including the Trend Catch Player, the B.E.S.T. Program, UnlockaCause.org, and his nonprofit leadership- Frantz Coutard has woven together innovation, entrepreneurship, and social responsibility, building pathways for economic mobility and community empowerment; and

WHEREAS, His numerous accolades, including recognition from Joe Biden and the Kedner Stiven Foundation, stand as testament to a mission deeply rooted in service and the belief that when communities control their visibility, they unlock their future; and

WHEREAS, Frantz Coutard's steadfast dedication to innovation, equity, and community advancement embodies the principles of justice, opportunity, and collective progress championed by Dr. Martin Luther King, Jr.; and

WHEREAS, Rare indeed is the impressive dedication shown by an individual for the benefit of others which Frantz Coutard has displayed throughout her life; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Frantz Coutard upon the occasion of his designation for special recognition at the Dr. Martin Luther King, Jr. Visionary Awards Gala on March 22, 2026; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Frantz Coutard.