

**The time is now -
commit to be counted!**



**Census 2020 is live
from March - July 2020!**

Why the Census Matters for African American Businesses

The Census is more than just a form that you fill out every 10 years. It brings **MONEY** and **POWER** to communities. A thriving community is the foundation for healthy business development and growth. Census data helps inform decision-making regarding business expansions, closures, hiring strategies, and other business practices.

A complete count of every person living in the United States has tremendous benefits for you and your customers, employees and community. For African American businesses, census data are particularly important. It's no secret that our community's economic prosperity has been hindered by discrimination and structural inequity. African American business ownership celebrates our culture, strengthens our local economy, fosters job creation and provides a pathway to sustainability and wealth-building. **That's why participating in the 2020 Census is so important - it gives us the tools to invest in OUR OWN communities ON OUR OWN TERMS.**

How does Census data help businesses?

- Provide the basis for distributing economic development grants.
- Inform business decisions, such as local business expansion.
- Create projections of local business development and growth.
- Help identify locations to open new establishments.
- Help business owners identify a workforce with needed skills.
- Offer valuable information on your customer base, including income levels, household size, and homeownership.

What Can Businesses Do to Increase Census Participation?

- **Educate your employees:** Your employees need to know about the importance of the census so that they can encourage participation.
- **Host a Staff Training:** Host a workshop with your company's leaders, employees or influential partners to highlight how the census is important for African American business owners.
- **Educate your customers:** Place information on your website and social media, create email signatures, and e-newsletters to awareness, put out flyers and postcards.

Three ways to complete the Census 2020 form:



Online



Phone



Mail

For additional RESOURCES visit www.chiul.org