



AN ACURATE COUNT IN CENSUS 2010 IS CRITICAL TO YOUR BUSINESS

For every 1 person who is not counted the community loses around \$1300 in Federal funding. That is \$1.3 million for every 1000 persons not counted yearly and \$13 million over the 10 year period that decennial Census data will be used.

A Thriving Community Means Thriving Business

Federal dollars coming into the community enhance the quality of life in your community. *Better public schools, after care programs, subsidized community programs, affordable housing and health care services; all translate into more disposable income in the hands of your customers, which can be used to consume your goods and services.*

A Well-funded Community Means a Better Business Environment

Federal dollars coming into the community will improve police and fire departments, infrastructure, transportation, and work force training. *Your business will directly benefit from enhancements in these services.*

Accurate Census Data Affects Your Business Decisions

Business decisions such as where to build new stores, where to offer sales or market new products are made based on data gathered by marketing departments which rely heavily on Census data. Human Resources departments rely heavily on Census data as well to make labor market assessments.

Accurate census data will allow you to understand the demographic and economic makeup of your customers, which allows you to better target your services, while knowledge of the labor market will help you recruit the best talent and keep your business on the right side of Equal Opportunity Employment.

Accurate Census Data Affects Your Voice in Government

Census data is used to determine local representation in the legislature. Undercounting results in under-representation for your community.

Moreover, accurate Census data regarding population and economic statistics in your community will provide your elected officials the data to support their fight for the much needed refinements of business policies and laws.

As an influential business leader, you can raise awareness of and encourage participation in this historic event, and help the Census Bureau produce accurate data, which will benefit your business and affect the quality of life in your community.

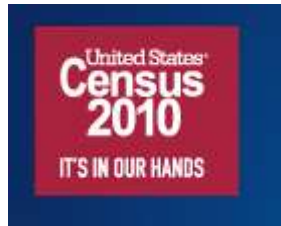
Lauderhill Regional Chamber of Commerce has agreed to partner with the Census. We have agreed to serve the community by being a Be Counted and Questionnaire Assistance Center site. We have committed to raise awareness at our Breakfast Network meetings, and we have a board

member, Roxanne Valies, dedicated to liaising with the Census Bureau on our behalf. It is that important. We encourage you to visit the Census websites, to find out how you can be of assistance.

Community Funding Depends on Us. It's in Our Hands!

Links: Display these three links in a way that fits the page. Those are the graphics I have.

Official Census Site



<http://2010.census.gov/2010census/>

Broward County



<http://www.broward.org/census2010/>

Caribbean American Complete Count Committee

**Caribbean-American
Complete Count Committee**

www.caribbean-american.net/census
