

# UNITED STATES CENSUS 2020

**MAKING OUR CASE FOR THE LOCAL BUSINESS COMMUNITY**



**MONDAY, SEPTEMBER 9, 2019**

**WEST DADE REGIONAL LIBRARY, MIAMI**

**PRESENTED BY:**

**STEVEN ADKINS, PRESIDENT, MIAMI-DADE GAY & LESBIAN CHAMBER**

**MARK A. TROWBRIDGE, PRESIDENT, CORAL GABLES CHAMBER OF COMMERCE**

**CO-CHAIRS, MIAMI-DADE COALITION OF CHAMBERS OF COMMERCE**



## **WHO ARE WE?**

**WE ARE A COALITION OF MORE THAN A DOZEN LOCAL CHAMBERS OF COMMERCE WHO WORK COLLABORATIVELY ON SIGNIFICANT COMMUNITY-WIDE ISSUES THAT AFFECT OUR SOUTH FLORIDA BUSINESSES, AS WELL AS OUR LOCAL ECONOMY, ITS WORKFORCE AND OUR COLLECTIVE PROSPERITY.**



# **OUR COALITION'S STRATEGIC GOALS**

**WITH OUR LOCAL CHAMBERS REPRESENTING HUNDREDS OF THOUSANDS OF EMPLOYEES COLLECTIVELY, AND THEIR FAMILIES AND EXTENDED FAMILY MEMBERS, WE HAVE A UNIQUE OPPORTUNITY TO BOLSTER THE RESPONSE RATE TO THE 2020 CENSUS VIA OUR EMPLOYEE BASE AND THEIR OWN NETWORK.**

**IN ADDITION, WHILE PREVIOUS CENSUS COUNTS HAVE NOT USED THIS CONDUIT AS SIGNIFICANTLY, WE ALSO EXPECT TO BE ABLE TO ALIGN WITH OTHER COMMUNITY PARTNERS WHO ARE WORKING TO ELEVATE THE COUNT AT THE MOST ORGANIC LEVELS ACROSS MIAMI-DADE COUNTY.**

**THIS CAN INCLUDE OUR MYRIAD LOCAL BUSINESSES, BOTH LARGE AND SMALL, MANY OF WHOM ARE MEMBERS OF OUR CHAMBERS AND REPRESENT INDUSTRIES OF ALL TYPES, LOCATED IN EVERY NEIGHBORHOOD, ACROSS ALL SEGMENTS OF THE COMMUNITY - FROM SOUTH DADE TO AVENTURA.**

# WE START TODAY!

FOR MOST LOCAL CHAMBERS OF COMMERCE, SEPTEMBER HERALDS A NEW BEGINNING – REPRESENTING A THEME OF BACK TO BUSINESS AND THE OFFICIAL END OF SUMMER!

THE **2020 CENSUS** WILL BE FRONT AND CENTER ON OUR COLLECTIVE AGENDAS BEGINNING TODAY AND BE PART OF OUR COMMUNITY-FOCUSED CONVERSATIONS GOING FORWARD.

THE 2020 CENSUS WILL BE A UNIFYING GOAL AS WE WORK TOGETHER TO ENSURE A COMPLETE COUNT!



# MAKING THE BUSINESS CASE 1.0

## THE 2020 CENSUS IS MORE THAN A COUNTING EXERCISE.

OUR U.S. CONSTITUTION MANDATES A COMPLETE COUNT OF ALL PERSONS LIVING IN THE UNITED STATES EVERY TEN YEARS – A PROCESS KNOWN AS THE DECENNIAL CENSUS – LAST COMPLETED IN 2010.

THE CENSUS PLAYS A VITAL ROLE IN THE FUNCTIONING OF OUR DEMOCRACY AND **ECONOMY**: FROM DETERMINING HOW MANY SEATS IN THE HOUSE OF REPRESENTATIVES EACH STATE RECEIVES, TO THE **PROPER ALLOCATION OF FEDERAL GOVERNMENT RESOURCES**, TO RESEARCH AND **BUSINESS DECISIONS MADE EVERY DAY**.

FOR EVERY PERSON NOT COUNTED IN MIAMI-DADE COUNTY, IT IS BELIEVED THAT WE LOSE \$1800 ANNUALLY IN FEDERAL SUPPORT. OVER A PERIOD OF 10 YEARS, THIS CAN EQUATE TO AT MINIMUM \$18,000 PER UNDERCOUNTED INDIVIDUAL.



United States™  
**Census**  
Bureau

# MAKING THE BUSINESS CASE 2.0

IF WE ARE UNDERCOUNTED BY EVEN 10%, BASED ON NEARLY 3 MILLION RESIDENTS IN OUR COUNTY, THEN IT IS POSSIBLE THAT MORE THAN \$5 BILLION DOLLARS WOULD NOT COME BACK TO OUR COMMUNITY OVER THE NEXT DECADE.

**\$5.4 BILLION!**

THAT ALSO MEANS WE MAY NOT RECEIVE OUR SHARE OF FEDERAL DOLLARS FOR SUCH VITAL SUPPORT PROGRAMS AS:

**MEDICAID**

**MEDICAID PART B**

**SUPPLEMENTAL NUTRITION ASSISTANCE**

**HIGHWAY PLANNING AND CONSTRUCTION**

**FEDERAL PELL GRANT PROGRAM**

**NATIONAL SCHOOL LUNCH PROGRAM**

**TEMPORARY ASSISTANCE FOR NEEDY FAMILIES**

**SECTION 8 HOUSING CHOICE VOUCHERS**

**TITLE 1 GRANTS TO LOCAL EDUCATION AGENCIES**

**SPECIAL EDUCATION GRANTS TO STATES**



**BILLIONS  
&  
BILLIONS**

# **MAKING THE BUSINESS CASE 3.0**

**ADVOCACY IS A MAJOR ASPECT OF MANY OF OUR CHAMBERS OF COMMERCE – BOTH FOR OUR MEMBERS AND THE LOCAL BUSINESS COMMUNITY.**

**AS CHAMBERS, WE WORK DAILY TO CREATE A ROBUST BUSINESS CLIMATE IN OUR STATE THAT IS SECOND TO NONE. THIS REQUIRES A STRONG GROUP OF COLLECTIVE VOICES IN MIAMI-DADE, TALLAHASSEE AND WASHINGTON D.C.**

**OUR FEDERAL ELECTED OFFICIALS – AND THE DISTRICTS THEY REPRESENT – ARE A DIRECT RESULT OF THE U.S. CENSUS.**

**IT IS HIGHLY POSSIBLE THAT BASED ON 2020 CENSUS ESTIMATES, WE COULD HAVE A NET GAIN OF ONE OR TWO NEW REPRESENTATIVES IN THE UNITED STATES CONGRESS, AS WELL AS CHANGES TO THE DISTRICTS THEY REPRESENT.**

**WE ALSO DIRECTLY BENEFIT FROM THE DATA THAT IS GATHERED DURING THE CENSUS IN DETERMINING HOW TO ALLOCATE RESOURCES AND PLAN FOR THE FUTURE. WE ARE A DIVERSE, OFTEN COMPLICATED COMMUNITY AND WE ALL KNOW THAT DATA CAN DRIVE DECISIONS THAT MAKE SENSE FOR ALL OF MIAMI-DADE.**

**AS THE THIRD LARGEST STATE IN THE COUNTRY AND AN ECONOMY THAT NOW TOPS OVER ONE TRILLION DOLLARS, OUR VOICES NEED TO BE HEARD LOUD AND CLEAR.**

**A COMPLETE COUNT HELPS FURTHER DETERMINE THE DECIBEL LEVEL!**



# HOW DO WE DO WE MAKE IT HAPPEN?

CHAMBERS OF COMMERCE COMMUNICATE WITH OUR MEMBERS DAILY.

WHETHER IT BE PROMOTING SPECIAL EVENTS OR GATHERING FEEDBACK ON SUBSTANTIVE ISSUES THAT AFFECT THE BUSINESS COMMUNITY, WE ARE IN A CONSTANT STATE OF CONVERSATION & COORDINATION WITH OUR INDIVIDUAL MEMBERSHIP.

IT IS OUR SINGULAR GOAL TO MAKE THE BUSINESS CASE ABOUT THE CENSUS AND THE ESSENTIAL NATURE OF EVERYONE BEING COUNTED.

THIS CAN AND WILL INCLUDE WEEKLY E-MAILS TO OUR MEMBERS VIA CURATED MESSAGES REGARDING THE IMPORTANCE OF THE 2020 CENSUS, INCLUDING WHEN AND HOW TO COMPLETE THE FORMS, AS WELL AS SOCIAL MEDIA ENGAGEMENT ACROSS OUR MANY UNIQUE CHAMBER PLATFORMS.

IN ESSENCE, WE WILL BE WORKING TOGETHER COUNTY-WIDE THROUGH OUR EMPLOYEES AND THEIR FAMILIES TO ENSURE A COMPLETE COUNT.

*#MakeItHappen*

# KEY MESSAGES

**AS PART OF OUR MESSAGING, WE WILL BE USING VARIOUS TRADITIONAL AND NON-TRADITIONAL CHAMBER PLATFORMS TO INSPIRE AND ENSURE ACTION.**

**THIS WILL INCLUDE KEY MESSAGES THAT RESONATE THE LOUDEST WITH OUR DIVERSE MEMBERSHIPS, VIA MULTIPLE CHANNELS, TO REACH THE WIDEST AUDIENCE...**

**WHILE ALWAYS MAKING THE BUSINESS CASE RELATED TO:**

***RESOURCES (NOW AND INTO THE FUTURE DECADE)***

***REPRESENTATION***

***ECONOMIC PROSPERITY***

***OPPORTUNITIES FOR ALL***

***BIG DATA***

***BUSINESS CLIMATE***



# OUTREACH INITIATIVES

**ACROSS MIAMI-DADE, OUR COALITION OF CHAMBER MEMBERS REPRESENT A DIVERSITY OF BUSINESSES, ALL OF WHOM ARE WORKING EACH DAY TO ENSURE PROSPERITY FOR THEIR EMPLOYEES, THEIR EMPLOYEES' FAMILIES AND OUR GREATER COMMUNITY.**

**WITH A FOCUS ON THE UNDERCOUNTED, WE WILL WORK DILIGENTLY TO REACH DEEPER INTO OUR MEMBER BUSINESSES, TOO:**

***DAYCARE CENTERS***

***PUBLIC CHARTER AND PRIVATE SCHOOLS***

***SENIOR LIVING FACILITIES***

***COLLEGES AND UNIVERSITIES***

***RETAILERS***

***HOSPITALS AND URGENT CARE CENTERS***

***DOCTORS OFFICES***

***PROFESSIONAL SERVICE FIRMS***

***HOTELS AND HOSPITALITY ENTITIES***

***REAL ESTATE COMPANIES***

***AND EVERY NEW BUSINESS THAT OPENS ITS DOORS IN 2020!***



# OPPORTUNITIES TO CONNECT

**WE SUGGEST A CAMPAIGN FOCUSED ON THE FOLLOWING CONNECTION POINTS:**

**OP-EDS BY CHAMBER LEADERS EVERY MONTH...MAKING THE BUSINESS CASE!**

**MIAMI'S COMMUNITY NEWSPAPERS PARTNERSHIP DIVING DEEPER IN EACH NEIGHBORHOOD**

**SPECIAL EVENT PRESENCE COUNTY-WIDE**

**SPORTING EVENTS COUNTY-WIDE**

**SUPER BOWL LIV, FEBRUARY 2020**

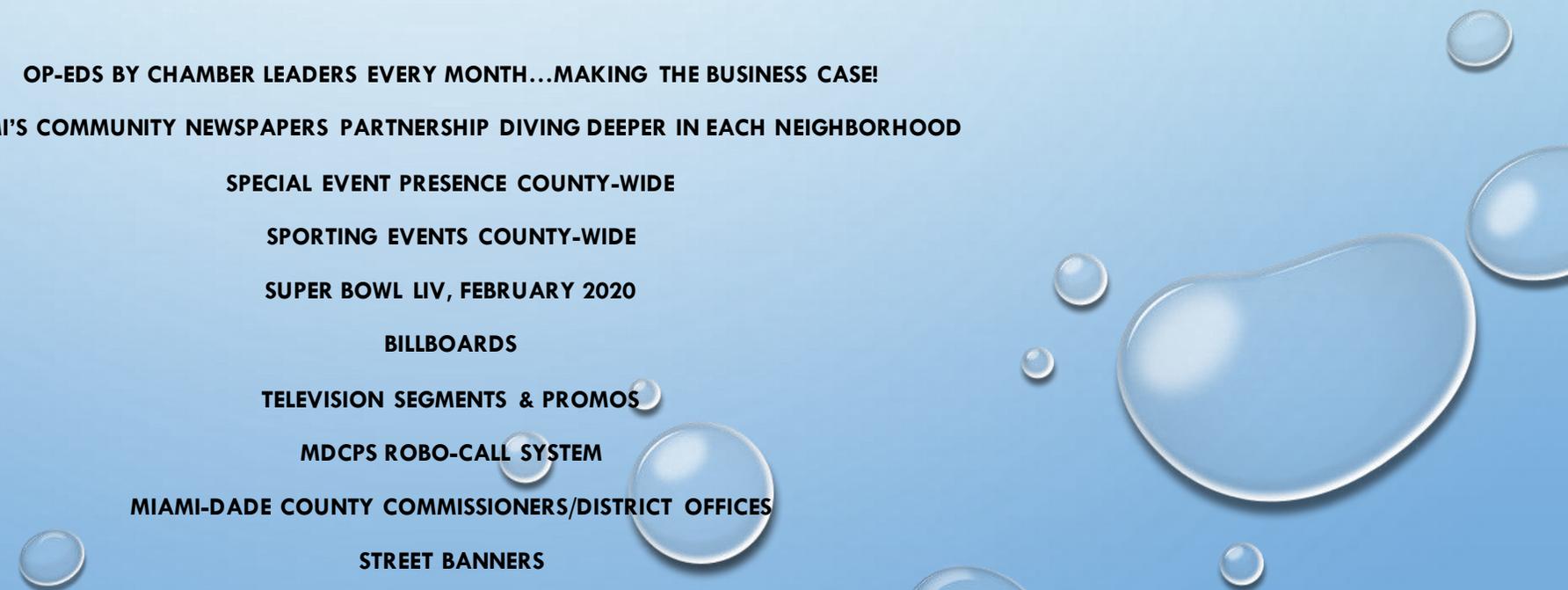
**BILLBOARDS**

**TELEVISION SEGMENTS & PROMOS**

**MDCPS ROBO-CALL SYSTEM**

**MIAMI-DADE COUNTY COMMISSIONERS/DISTRICT OFFICES**

**STREET BANNERS**



# SO, WHAT'S NEXT?

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