

A Long Term Investment in Nevada's Future

How Nevada's Census Benefits Nevada Businesses

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Nevada's Census 2010 Campaign currently includes over 1,500 partners throughout the state. The private sector is well-represented among those partners, from the largest employer in the state, MGM MIRAGE, to the small mom-and-pop operations that dot the business landscape. The state's two largest Chambers of Commerce, the Las Vegas Chamber and Reno/Sparks Chamber, play leadership roles in their communities' Complete Count Committees.

So why are so many businesses so concerned about the Census? Because of the powerful impact the Census will have on our business community for the next ten years to come. Forward-looking businesses from every sector should be committed to support a fair and accurate count of the population. Business owners and corporate leaders will reap the benefits of that count every year through 2020.

For one thing, business leaders know that the Census brings reapportionment to the U.S. Congress and redistricting to the Nevada State Legislature. No matter what the political issue -- from health care, to labor law, to environmental issues, to taxation -- businesses know that their voices will only be heard as reflected by their elected representatives. Nevada stands to gain a fourth Congressional seat -- and by extension, a sixth electoral vote -- as a direct result of the 2010 Census. Our state has grown nearly 40% since the last Census, and that growth will mean more attention to issues important to Nevadans.

The business community has also been quick to realize that the Census brings a powerful economic stimulus to Nevada's economy. This is a vital shot in the arm, when Nevada's economy desperately needs the help. With a statewide unemployment rate hovering around 13%, business leaders are concerned that Nevada's workforce remain intact, to support economic growth when recovery inevitably comes. The Census Bureau is hiring nearly 5,000 people throughout the state to good paying, flexible jobs, starting at \$14 per hour. That employment will provide needed supplemental income to those that are under-employed... and a vital "bridge" job for many between their last permanent position and their next.

More than anything, though, Nevada's business leaders know that the Census brings the long-term resources that safeguard our quality of life. One example of this is transportation infrastructure. Given its geographical location in the center of the Western United States, Nevada is highly dependent on a modern and efficient transportation network to promote commerce and facilitate business development. Many people now know that every person missed in the Census reflects \$917 in lost federal funding per person per year -- but many are just now beginning to realize that fully 12.8% of that sum is directed to federal transportation spending.

From small rural gas stations to large urban retailers... from Fortune 500 companies to small businesses...from Laughlin to Jackpot and everywhere in between, Nevada's businesses are joining this campaign. You are welcome to join us. To follow along as Nevada's Census 2010 Campaign unfolds, you can keep tabs on us via our Twitter feed: www.twitter.com/nvcensus.