



Business for the 2020 Census

June 18, 2019

The Honorable Richard Shelby
Chairman
Senate Committee on Appropriations
Washington, DC 20510

The Honorable Patrick Leahy
Vice Chairman
Senate Committee on Appropriations
Washington, DC 20510

The Honorable Nita Lowey
Chairwoman
House Committee on Appropriations
Washington, DC 20515

The Honorable Kay Granger
Ranking Member
House Committee on Appropriations
Washington, DC 20515

Dear Chairman Shelby, Vice Chairman Leahy, Chairwoman Lowey, and Ranking Member Granger:

As American business leaders, we are writing to express our support for sufficient funding for the 2020 Census. We include members of the Business for the 2020 Census Task Force in addition to executives and senior leaders from major companies as well as national, state and local business membership organizations. We are united in our conviction that a reliable 2020 Census is critical for American enterprise.

The U.S. Constitution mandates a count of all residents every ten years. The data it produces is critical to informing decision-making in both the public and private sectors. Specifically, it provides businesses with vital demographic information about customers, the workforce and economic landscape used by companies of all sizes across industries. Population data from the census helps companies assess concentrations of skilled workers, neighborhoods to open a new store or office, and what products or services to offer in a particular location. Census data also guides the efficient allocation of hundreds of billions of taxpayer dollars to states and localities that contribute to a strong economy, such as education, workforce development, transportation and housing. Moreover, census data is used to ensure appropriate political representation at the local, state and federal levels, which is indeed of interest to business.

Although we are grateful for the increased support the 2020 Census received in Fiscal Year 2019, there is a substantial risk of an inaccurate count without proper funding in Fiscal Year 2020. In particular, the 2020 Census will be the first decennial survey conducted primarily online. We applaud the Census Bureau's commitment to reducing costs by utilizing technology, but with the cancellation of multiple field tests, it is unclear whether that technology will function properly. As a result, adequate funds are needed to bolster communications, marketing and community partnership efforts to encourage all individuals to complete their census forms next year. We also urge the Bureau to ensure that proper measures are in place to secure data after it is collected.

An unreliable 2020 Census would have harmful effects on businesses and the American economy that would persist into the future. We respectfully ask that you prioritize funding for this fundamental civic responsibility by ensuring that the U.S. Census Bureau receives \$8.45 billion in Fiscal Year 2020, with at least \$7.5 billion in direct funding for 2020 Census operations. This request is consistent with historical trends showing that the amount of funding needed in the fiscal year in which the Census takes place is at least twice the funding level of the prior fiscal year.

Thank you for your attention to this important matter.

Sincerely,

Todd Washam, Vice President, Public Policy & Industry Relations, **Air Conditioning Contractors of America**

Clark Rector, Executive Vice President-Government Affairs, **American Advertising Federation**

Bob Costello, Chief Economist & Senior Vice President of International Trade Policy, **American Trucking Associations**

Bill Popp, President & CEO, **Anchorage Economic Development Corporation**

Kim Reitmeier, Executive Director, **ANCSA Regional Association**

GH Franzen, Executive Director, **Asian American Advertising Federation**

Chiling Tong, President & CEO, **Asian/Pacific Islander American Chamber of Commerce and Entrepreneurship**

Stephen Sandherr, CEO, **Associated General Contractors of America**

Steven Rubenstein, Chairman, **Association for a Better New York**

Patrick W. McGibbon, Chief Knowledge Officer, **AMT - The Association for Manufacturing Technology**

Bob Liodice, CEO, **Association of National Advertisers**

Brent Taylor, Global CEO, **Barrows Group**

Jim Wunderman, President & CEO, **Bay Area Council**

Thomas A. Heywood, Managing Partner, **Bowles Rice**

Lisa Sorin, President, **Bronx Chamber of Commerce**

Hector Batista, President & CEO, **Brooklyn Chamber of Commerce**

Sarah Bonk, Founder & CEO, **Business for America**

William J. Canary, Chairman, **Canary & Company**

Terry Handley, President & CEO, **Casey's General Stores**

Doug Neumann, Executive Director, **Cedar Rapids Metro Economic Alliance**

Sherry Menor-McNamara, President & CEO, **Chamber of Commerce Hawaii**

Brian Wallace, President & CEO, **Coin Laundry Association**

Jeff Wasden, President, **Colorado Business Roundtable**

Kenneth Poole, Executive Director, **The Council for Community and Economic Research**

Chuck Linden, EVP, Global Business Development, **Crayola LLC**

Kelly Brough, President & CEO, **Denver Metro Chamber of Commerce**

Hugh Welsh, President & General Counsel, **DSM North America**

Adam Saks, President & COO, **Dynamic Entertainment Group/ULTRASTAR Multi-tainment Centers**

Katherine Kish, Executive Director, **Einstein's Alley**

Jeffrey H. Smulyan, Founder, Chairman & CEO, **Emmis Communications**

Gabriel Vaca, Chief Operating Officer, **Georgia Hispanic Chamber of Commerce**

Kent Oyler, President & CEO, **Greater Louisville, Inc.**

Owen Caine, Executive Vice President Government Relations & Public Policy, **Household & Commercial Products Association**

Woody Hunt, Senior Chairman of the Board, **Hunt Companies, Inc.**

David W. Almy, CEO, **The Insights Association**

Tom McGee, President & CEO, **International Council of Shopping Centers**

David Rattray, EVP, Center for Education Excellence and Talent Development, **Los Angeles Area Chamber of Commerce**

Jessica Walker, President & CEO, **Manhattan Chamber of Commerce**

Jonathan Weinlagen, President & CEO, **Minneapolis Regional Chamber of Commerce**

Bob Pinnegar, CEO, **National Apartment Association**

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Harry C. Alford, President & CEO, **National Black Chamber of Commerce**

Marco A. Giamberardino, Executive Director, Government Affairs, **National Electrical Contractors Association**

Peter J. Larkin, President & CEO, **National Grocers Association**

Doug Bibby, President, **National Multifamily Housing Association**

Matthew Shay, President & CEO, **National Retail Federation**

Michele Siekerka, President & CEO, **New Jersey Business and Industry Association**

Thomas Bracken, President & CEO, **New Jersey Chamber of Commerce**

Robert J. Benfatto, Co-Chair, **New York City Business Improvement District Association**

Mainak Mazumdar, Chief Research Officer, **Nielsen**

Nelson Peacock, President & CEO, **Northwest Arkansas Council**

S. Mark Tyler, President, **OEM Fabricators, Inc.**

Thomas J. Grech, President & Chief Executive Officer, **Queens Chamber of Commerce**

John H. Banks , President, **The Real Estate Board of New York City**
Adam Contos, CEO, **RE/MAX Holdings**
Richard Perez, President & CEO, **San Antonio Chamber of Commerce**
Simon Brackley, President & CEO, **Santa Fe Chamber of Commerce**
Hugh Roome, EVP & President of Consumer and Professional Publishing, **Scholastic, Inc.**
Michael Levine, Ph.D., Chief Knowledge Officer, **Sesame Workshop**
John Arensmeyer, Founder & CEO, **Small Business Majority**
Linda Baran, President, **Staten Island Chamber of Commerce**
Charlie Amato, Chairman & Co-Founder, **SWBC**
Justin Yancy, President, **Texas Business Leadership Council**
Denny Linderbaum, President & COO, **UnityPoint Health–Des Moines Foundation**
J.D. Foster, SVP, Economic Policy and Chief Economist, **U.S. Chamber of Commerce**
Thomas Lee, President & CEO, **Vulcan, Inc.**
Steve Roberts, President, **West Virginia Chamber of Commerce**

Signatories Participating as Individuals (Company or organization name is included for informational purposes only.)

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