



i COUNT NM

i count because i care

SANDOVAL COUNTY

You are invited to participate in the Sandoval County 2020 Census Special Business Program! We are offering small, locally owned businesses in Sandoval County the opportunity to apply to the program. Selected businesses will create a “2020 Census Special” offering and will receive direct funding to help your business during the COVID19 crisis.

Here’s how it works. First, apply online by **5pm MDT on April 22, 2020**. Here is the direct link to the form: [Sandoval County 2020 Census Special Business Program Application](#).

Upon acceptance into the program, you will be established as a vendor with the County. (Vendor forms are attached.) We will then purchase a large quantity of digital gift cards from your business. In your application, you will describe your “2020 Census Special” offering and define the denominations for the gift cards you will be providing: \$25, \$50, or \$100. The offering can be for a meal, goods, or services. The gift card must cover the cost of your 2020 Census Special price, but the recipient of the gift card may use the value toward anything your business sells. Gift cards must be valid through 11/1/2021.

Your “2020 Census Special” and your continued promotion of responding to the 2020 Census must be throughout the term of the 2020 Census. Currently the census reporting window is through 10/15/2020 but may be extended to a later date by the US Census Bureau.

In partnership with the Rio Rancho Regional Chamber of Commerce we will promote this program and invite residents of Sandoval County to complete the 2020 Census. Residents may enter into a drawing to win a gift card from a participating business. Attached you will find an FAQ that each of your customer facing employees must familiarize themselves with. Your employees will remind customers to complete the 2020 Census when interacting with them, during the ordering and delivery/pick up phases of the transaction.

Reporting on the impact of this program on your business is required. Responses are due at the end of the month in which the Census reporting window closes. Currently it will be due on 10/31/2020. Click [HERE](#) to view the form, we will also send you a reminder as the date nears.

Requirements:

- Business must be a “brick & mortar” restaurant, retailer, or attraction-based business
- Business must not be a franchise, and be owned and operated in Sandoval County
- Create and offer a “2020 Census Special” through the close of the 2020 Census.
- Gift cards must be **digital**. We can help you set this up if you don’t already offer them.
- Gift cards must be valid for until at least 11/1/2021.
- Gift card quantities must be in denominations of \$25, \$50, or \$100.
- Gift cards must cover the cost of your “2020 Census Special”, including tax.
- Promote the 2020 Census to your existing audience (website, social media, newsletter, coupons, etc.) through the close of the census. We will provide you ongoing information.
- Complete the Impact Report by the due date.

Disclaimer:

Submission of application does not guarantee funding. Final determination of awards is based on the number of applicants and available funding, to be made by the Sandoval County 2020 Census Complete Count Committee.

This program is funded by a grant from the State of New Mexico, implemented through the Sandoval County 2020 Census Complete Count Committee.