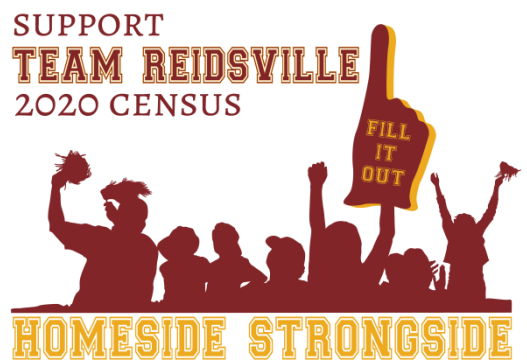


Roaming Around Reidsville

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November marks the beginning of the City of Reidsville's campaign to get those residents inside the City limits to fill out the 2020 Census. Census Day isn't until April 1, 2020, but we want to get a head start on letting everyone know how important it is that they fill out their census forms. Also, you must fill out all nine questions for your census to count!

The biggest reason why an accurate reporting of how many residents live in Reidsville is so important is economic. The Federal Government distributes approximately \$675 billion annually to local and state governments. What often decides exactly how much a municipality or State gets is based on population. The more people you have, the more money you get. Cities rely on getting grants and other disbursements to help us with various projects, especially water and sewer. If cities receive grant monies, they are less likely to have to raise rates or taxes so it truly affects all of our pocketbooks.



Another reason that municipalities like Reidsville want to make sure the census counts are correct is the effect it can have on economic development. Business owners and developers use census data to make really important decisions – like where to open new stores or where to expand their operations. The collected information also helps these businesses and industries decide which products and services they should offer their customers.

And a final reason involves our electoral districts. The U.S. Constitution requires that such districts be adjusted if the population shifts so that affects who represents you on the State and National level.

But for cities like Reidsville it primarily comes down to economics and economic development. In past years Reidsville has been somewhat stable when it comes to population with new residents replacing those that have been lost. However, we expect that the 2020 Census results will show that tide has changed, and growth is on the upswing. In my 20-plus years with the City, we have never received so many calls and contacts from people who have said they are new to Reidsville. Local realtors will tell you that the housing market has been hot, many of which are people new to the city. We have also seen a lot of new residential construction occurring over the past 2½ years as well.

We believe there are many factors for this perceived resurgence in population numbers. Among them are the City's residential recruitment campaign and our designation as a North Carolina Certified Retirement Community. Reidsville is already blessed with a great location. We are a small city but have convenient access to larger cities like Greensboro and Winston-Salem so we like to think we have the best of both worlds within easy reach. The I-785 designation and improvements to the roadway recently

announced by NCDOT will make us a “hop, skip and jump” away from the Piedmont Triad International Airport.

All of these factors we think have led to increased numbers of Reidsville residents, but if people don't fill out their census forms, we won't benefit from these changes. The US Census Bureau is doing everything it can to make it easier for citizens to be counted. Once you receive your 2020 Census information, you can respond in one of three ways – online, by phone or by mail. This is actually the first time people will have the ability to fill out their information online, either on a computer or mobile device.

By April 1, 2020, every home should have received an invitation to participate in the Census. You need to remember to record everyone that lives the majority of their time at your home, from newborn babies to senior citizens. If your newborn was born before April 1 but still isn't at home yet, count them. If your parents have come to live with you before April 1, count them.

Many people express concerns about what happens with this information once it is returned to the government. By law, the federal government cannot release **ANY** information from the census that identifies you, your home or business – not even to law enforcement agencies. Your answers can't be used against you by any government agency or court. And the Census Bureau will **NEVER** ask you for information like your social security number, money or donations, or bank and/or credit card account numbers. All census workers will be wearing the appropriate badge and credentials when they come to your home, but if you don't want them to stop by, you need to fill out the appropriate forms either online, by phone or by mail.

To learn more about the 2020 Census, visit our webpage at ReidsvilleCensus2020.ROCKS.

So, **TEAM REIDSVILLE**, let's have a strong showing on the 2020 Census! Complete your census by filling out all nine questions and make sure you turn it in.

Even though the census is still a few months away, there are still several events coming up during the month of November, including:

Upcoming Events & More:

- **Friday, November 1**, is the deadline to reach the 400-subscriber goal for **voluntary curbside recycling** for residents and businesses within the Reidsville city limits. Residents and/or businesses must call Foothill Waste Solutions at 336-871-4055. At last count, we were REALLY CLOSE to the goal!
- **Saturday, November 2**, the Reidsville Appearance Commission will be holding a free shredding event behind City Hall. The **“Let's Shred” event** will be held from 9 a.m. until noon **OR** until the truck is filled!
- **Saturday, November 2**, the Reidsville Police Department will hold a **Church Safety Seminar** from 10 a.m.-12 noon at Jerusalem United Holy Church.
- **Week of November 4th**, the City's Public Services Division of the Public Works Department will begin weekly **curbside loose leaf pickup**. Residents should have their loose leaves in their yard near the curb or edge of the pavement (but away from storm drains or parked cars) by 7 a.m. on

their regular loose leaf collection day. Leaves should be separated from brush and other waste. This service continues until the end of the week of January 6, 2020.

- **Monday, November 11**, Reidsville City **Offices will be closed** for the Veteran's Day Holiday. Thank a veteran for their service!
- **Saturday, November 16**, Downtown Reidsville kicks off the holiday season with the annual **Tree Lighting Celebration and Downtown Open House**. There will be sledding, marshmallow roasting, hot cider and more at the event, scheduled from 5-9 p.m.
- **Wednesday, November 20**, is the deadline to donate non-perishable food items to the **Reidsville Police Department's Youth Advisory Committee's canned food drive**. The youth are collecting items for families in our community in time for Thanksgiving. Donation boxes have been set up in the lobby of the Reidsville Police Department, Reidsville High School and Reidsville Middle School with the items going to the Reidsville Outreach Center.
- **Sunday, November 24**, WGSR-TV/Star News hosts the annual **Reidsville Christmas Parade** starting at 4 p.m. in downtown Reidsville.
- **Thursday & Friday, November 28-29**, Reidsville City **Offices will be closed** for the Thanksgiving holiday.
- **Saturday, November 30**, is **Small Business Saturday**. Come out and support your local businesses on that day!
- **UPCOMING** – *Keep a lookout in our next "Roaming Reidsville" column in December about more holiday-related events in the City, like the Holiday Market at the Penn House and a new event, a Historic Downtown Lantern Walk, both on Saturday, December 7. More to come!*