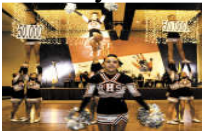




Roswell High school cheerleaders help jump start the 2010 Roswell Census Community Kick-Off held Tuesday at the Roswell Convention and Civic Center. (Mark Wilson Photo)



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[Event kicks-off Census push](#)

Wednesday, March 10, 2010

Census Committee members and community leaders held the 2010 Roswell Census Community Kick-Off at the Roswell Convention and Civic Center, Tuesday. The event included hors d'oeuvres, several guest speakers and live entertainment by Roswell and Goddard high school cheerleaders.

Committee chairwoman Judy Armstrong said the event was held to remind everyone to fill out their census forms and also showcase Roswell youth.

"We have a lot of fine young people in Roswell and if we want them to come back here and make Roswell their home, we need to keep growing and going and improving our community," she said. "One way to do that is by reaching 50,000."

Committee member Hubert Quintana reminded those in attendance that if Roswell reaches 50,000 people, the city will become a metropolitan statistical area and receive Community Development Block Grant funding directly. "There are five entitlement cities in New Mexico — Albuquerque, Santa Fe, Las Cruces, Rio Rancho and Farmington — all of those communities get their money directly from CDBG," he said. "The city of Roswell, right now, competes with every other city in New Mexico along with every county."

Committee member Steve Henderson addressed the crowd saying it's the third census he's worked on and he feels confident about reaching the magic number. "I think the third time is a charm ... we're going to get it right this time."

Armstrong also appeared optimistic about reaching the magic number. "I believe were going to get responses like we have never seen before."

The 10-question census forms are now being mailed out and should be in mailboxes no later than next week. Households are asked to provide key demographic information such as whether a housing unit is rented or owned, the address of the residence and the names, genders, ages and races of those living there.

The Census Bureau plans to follow up with households which don't return the form by April 1, including possibly sending a census worker to those homes.

Roswell's newly seated mayor, Del Jurney, gave the closing remarks.

"We've heard all the messages about how safe it is, how important it is and how easy it is, but we just gotta do it now," he said. "So after today, go out and get your surveys, fill them out, get them turned in and let's show the rest of this nation what an All-American City Roswell is."

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