



ABILENE CHAMBER

## DAILY BUSINESS BRIEF

*Skimming the daily updates for your business so you don't have to.*

### DOOR-TO-DOOR VISITS BEGIN NATIONWIDE FOR 2020 CENSUS

This week, the U.S. Census Bureau began following up with households nationwide that have not yet responded to the 2020 Census. Based on the current self-response rate of 63.3%, the Census Bureau estimates it will need to visit about 56 million addresses to collect responses in person. Up to 500,000 census takers across the country will go door to door to assist people in responding to the 2020 Census.

Census takers began following up with households on July 16 in a [limited number of areas](#) and added additional areas each week thereafter. Starting Aug. 9, all remaining offices began following up with households nationwide. Census takers have completed training on [social distancing and safety protocols](#), will follow local public health guidelines, and will be required to wear a face mask when conducting follow-up visits.

[Read more.](#)

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### UNITED EXPRESS SERVICE TO TAKE OFF AT ABILENE REGIONAL AIRPORT

Abilene Regional Airport announces today that United Express flights, operated by SkyWest Airlines, will begin this fall. The new service will provide daily flights from Abilene Regional Airport (ABI) to Houston George Bush Intercontinental Airport (IAH).

“United’s new service is the culmination of ABI staff’s years of building relationships and telling Abilene’s story. We’re excited to offer our passengers another airline choice to meet the demand we know exists here,” said City of Abilene Director of Transportation Services Don Green.

[Read more.](#)

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### INSIGHTS FROM DALLAS FED SURVEYS: UNEVEN ECONOMIC RECOVERY LIKELY IN TEXAS

With the unusual economic shocks following COVID-19, traditional measures of economic activity have not been timely enough to capture the latest changes in the economy and are likely subject to greater revision than usual. In this environment, surveying businesses on real-time economic conditions becomes even more valuable.

The Dallas Fed’s Texas Business Outlook Surveys (TBOS) show that while recovery continued in some sectors in July, it faltered in others as new COVID-19 cases surged

across the state (Chart 1). The surveys have a well-established track record of reliably informing the nation about economic conditions in Texas, and they reflect a large and robust sample, in fact reaching record response numbers amid the pandemic.

[Read more.](#)

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## WHAT WE'RE READING

### **Many Students Couldn't Connect to Online Classes in the Spring. Will This Fall Be Different?**

*Almost 2 million Texas children don't have access to a computer or internet at home, according to a TEA report.*

[Read more.](#)

### **Using Direct Mail to Promote Your Business? How to Get Started**

*Direct mail is now making a comeback in the marketing world, where businesses are sending physical mail to deliver news and reinforce their brand.*

[Read more.](#)

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*You don't want to miss these upcoming event for your business.*

**8/12 STARTING UP AND STARTING OVER DURING THE PANDEMIC** Jeanette Mulvey, Content Director at CO—, will bring together experts and small business owners alike to discuss how you can start a new venture, even now, during a pandemic. [Register here.](#)

**8/13 GOVERNMENT CONTRACTING VIRTUAL LUNCHEON PANEL DISCUSSION** discussion about government contracting for Women-Owned Small Businesses. [Learn more.](#)

**8/19 BEST PRACTICES FOR THE NONPROFIT WORLD** For many small and mid-sized non-profits, knowing how to build and maintain the health of the organization, using current best practices and the very best management strategies, is critical and can mean life or death for the organization. [Learn more.](#)

**8/24 WOMEN-OWNED SMALL BUSINESS CERTIFICATION** As of July 15, the certification process for Women-Owned Small Businesses (WOSBs) and Economically Disadvantaged WOSBs (EDWOSBs) has changed. Supervisor Business Opportunity Specialist with the SBA Dallas/Fort Worth District Office will facilitate the workshop and will be available to answer specific questions on the certification eligibility and process. Learn how you can take advantage of these opportunities for Women-Owned Small Businesses in this one hour informative session. [Register here.](#)

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## MORE FROM THE CHAMBER:

- [What is PTAC?](#)

- [Fill out your census](#)
- [Your Chamber Commitment for Fall Events](#)
- [Free Mask Poster for Chamber Members](#)
- [Update your newsletter preferences](#)
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