

**Informed Consent Form for Online Survey
An Assessment of the Economic Impact on Small Businesses from
the Rio Grande del Norte National Monument**

Informed Consent Form

Purpose of the Survey:

This is a business survey that is being conducted by the New Mexico Green Chamber of Commerce and the Partnership for Responsible Business. The purpose of this study is to assess the impact of the new Rio Grande del Norte National Monument, designated on March 25, 2013, on local businesses in the Taos area.

What will be done:

You will complete a survey, which will take 10-15 minutes to complete. The survey includes questions about your business activity from April 1, 2013 to December 31, 2013, as compared with the same period of time previous year. Other survey questions will address your perceptions of the amount of inquiries your business has received about the new monument, whether you have noticed an increase in your business activity, and whether you have used the monument in the marketing of your business. We also will ask for some general information (e.g., annual sales activity, number of employees, industry-type) so that we can accurately describe the general traits of the group of businesses who participate in the study.

After you complete the questionnaire, we will examine the responses and aggregate them into a format that can be reported for purposes of understanding the impact that the monument has had on local business. Your responses will be kept confidential.

Benefits of this Study:

You will be contributing to knowledge about the outdoor economy and the role that the National Monument plays in economic development for local businesses in the Taos area. In addition, you will be entered in a drawing for one of two \$175 annual memberships with the New Mexico Green Chamber of Commerce (we anticipate sending the survey to 300 members, and expect at least a 20% participation rate). After we have finished data collection, we will conduct the drawing. Winners will receive the membership via e-mail. After we have finished data collection, we also will provide you with more detailed information about the research findings. This information is being gathered in anticipation of the one-year anniversary of the new monument on March 25th, and the related celebration on April 5, 2014 at Taos Mesa Brewery.

Risks or discomforts:

No risks or discomforts are anticipated from taking part in this study. If you feel uncomfortable with a question, you can skip that question or withdraw from the study altogether. If you decide to quit at any time before you have finished the questionnaire, your answers will NOT be recorded.

Confidentiality:

Your responses will be kept completely confidential. We will NOT know your IP address when you respond to the Internet survey. We will ask you to include your name and email address when you complete the survey so that we can connect verify just one single entry per business and so that we can enter you in the drawing for the free membership. However, your name and email address will not be stored with data from your survey. Instead, you will be assigned a participant number, and only the participant number will appear with your survey responses and weblog entries. Only the researchers will see your individual survey responses to aggregate the data. The list of names and email addresses of our participants will be stored electronically in a password protected folder; a hard copy will be stored in a locked filing cabinet. At the end of the survey, we will ask your permission to use quotations from your substantive answers for presentations and publications. If you agree to let us use quotations, we will NOT include any names or nicknames you use, nor will we include your email address along with the quotations.

Decision to quit at any time:

Your participation is voluntary; you are free to withdraw your participation from this study at any time. If you do not want to continue, you can simply leave this website. If you do not click on the "submit" button at the end of the survey, your answers and participation will not be recorded. You also may choose to skip any questions that you do not wish to answer. If you click on the "submit" button at the end of the survey, you will be entered in the drawing. The number of questions you answer will not affect your chances of winning the free membership.

How the findings will be used:

The results of the study will be used for research purposes only. The results from the study will be presented in settings related to promotion of the Rio Grande del Norte National Monument and other public lands protection efforts of the Partnership for Responsible Business, and the aggregate results might be referenced in news articles and promotional brochures of the NMGCC.

Contact information:

If you have concerns or questions about this study, please contact Laura E. Sanchez, Esq., Executive Director of the Partnership for Responsible Business at laura.e.sanchez@comcast, or call her at the office at 505-244-3700.

By beginning the survey, you acknowledge that you have read this information and agree to participate in this research, with the knowledge that you are free to withdraw your participation at any time without penalty.