

2021-2022 ADVOCACY AGENDA

EMERGENCY



GREATER MADISON
CHAMBER *of* COMMERCE

After a period of unprecedented challenges, there is opportunity. The Greater Madison we aspire to be – that we can be – is on the horizon.

It is a story of rising into view. The next chapter is moving from a story of momentum to one of sustained, inclusive growth. A chapter where the we-centric participation that led us through a pandemic carries forward to accelerate our recovery through coordinated action.

Our next normal is a story of Emergence. Where our true strength becomes known when all of our unique parts come together as one.

This is our agenda.



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Make Greater Madison the best place in the country for entrepreneurs of color to own a business.

- ▶ Provide equitable access to capital and opportunities, including support for diverse investment fund managers, supply chain diversification, personalized mentoring and targeted resources.
- ▶ Removing state and local licensing barriers tied to federal immigration status.
- ▶ Ensure Greater Madison and Wisconsin remain inclusive places of opportunity for all talent.
- ▶ Support the implementation and enhancement of the Business Assistance Team, as recommended in the City's Connect Madison economic development strategy.
- ▶ Support federal skilled-worker immigration reform to grow and retain talent, foster entrepreneurship, and drive economic growth.
- ▶ Pursue important federal immigration reforms that encourage entrepreneurship, support our growing workforce needs and boost our nation's competitiveness.

Invest in research and development, and regional innovation hubs to maximize Greater Madison's – and our nation's – economic potential.

- ▶ Bolster government-funded research to ensure the United States remains the world's dominant innovation economy.
- ▶ Prioritize economic development strategies that support advanced industry growth, which imports wealth into our communities.
- ▶ Encourage policies that support the breakthrough discoveries emerging from UW–Madison and Greater Madison's bioscience, healthtech and software businesses.
- ▶ Enhance and leverage economic development financing tools – including Jobs TIF, land banking and Opportunity Zones – to catalyze economic growth in key corridors.
- ▶ Support the modernization of the Alliant Energy Center campus, with a focus on environment, equity and employment. In addition, enhance the physical connection between the AEC campus and downtown Madison.
- ▶ Create a statewide refundable tax credit to catalyze private research and development spending.

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Increase access to interconnected transportation systems and a diverse supply of workforce housing.

- ▶ Support the growth and modernization of Madison Metro transit services by upgrading infrastructure, technology and new service, including dedicated Bus Rapid Transit.
- ▶ Increase service, access and business use of Dane County Regional Airport and establish non-stop connections to new and vital business hubs.
- ▶ Pursue creative approaches to the development process, including the application of REACH codes, layering targeted incentive programs and financing tools and reducing burdensome zoning restrictions and duplicative process approvals.
- ▶ Support and leverage public and private investment in bicycle infrastructure.
- ▶ Enable communities across Wisconsin to coordinate transportation services through the creation of Regional Transit Authorities.
- ▶ Adopt a presumptive approval policy to ensure that once project plans are submitted, decisions are made in a timely, predictable way with necessary public input, while minimizing the costs associated with lengthy delays.
- ▶ Resolve insufficiencies in the state's transportation fund by providing meaningful finance reform and sustainable funding sources.

Develop, mentor, recruit and promote talent to guide our future workforce.

- ▶ Assist Madison children in developing a college-bound identity by supporting the City of Madison, Madison Metropolitan School District and the Foundation for Madison Public Schools in launching the Madison Youth Savings Accounts (MYSA) program.
- ▶ Enact a permanent solution that allows undocumented immigrants brought to the United States as children ("Dreamers") to remain in the country.
- ▶ Support higher education institutions in Greater Madison as preparers of a quality workforce and providing needed research and services that impact economic development and the business community.
- ▶ Support apprenticeship and trades education that positions adults and students alike to advance careers in growing fields.
- ▶ Support digital equity through technology expansion and investment in fast and reliable broadband access.

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Ensure Greater Madison retains its position as the region to make a life and make a difference.

- ▶ Ensure the Downtown Madison economy remains vibrant to attract talent, industry and visitors for the benefit of the region.
- ▶ The effects of climate change have both environmental and economic impact. Public and private partnerships should be prioritized to address climate change with policies that incentivize private-sector investment to help create jobs, reduce emissions and costs.
- ▶ Encourage public-private collaboration and investment in strategies with the greatest impact to improve water quality in the Yahara watershed.
- ▶ Support innovative ways to expand charitable giving that make philanthropy more accessible and inclusive.
- ▶ Support macroeconomic training opportunities for elected officials.

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