

# Madison Council Candidate

## Questionnaire

The first section of the questionnaire is for your basic contact information and campaign media

Candidate Full Name \*

Keith Furman

Aldermanic District \*

19

Campaign website (if applicable)

[www.keithfurman.com](http://www.keithfurman.com)

Social Media (Facebook, Twitter, etc.) accounts, if any

[facebook.com/KeithWisconsin](https://facebook.com/KeithWisconsin) [twitter.com/KeithWisconsin](https://twitter.com/KeithWisconsin) [instagram.com/KeithWisconsin](https://instagram.com/KeithWisconsin)

## Questionnaire

Please state your position on the following issues. Please limit answers to 500 characters. Any answers exceeding the word count limit will be redacted after 500 characters.

If you have completed this questionnaire before, you may skip any question that is not starred (\*\*) unless you would like to modify or update an answer submitted in a prior year. If a question is skipped we will re-post the most recent submitted answer in its place.

### 1. Why are you seeking this office?

Madison is an amazing city; great cities don't happen by accident. I'm driven to help this city thrive in a time of uncertainty. My Council experience and 20 years as a small business owner position me to develop solutions for recovery and growth.

2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?

As a small business owner myself, I've learned to see the big picture, set realistic goals, and strategically allocate limited resources. It's a constant balancing act and I know how valuable it is to our city to have people willing to take that on.

3. What are the most important issues facing businesses in your district?

Top D19 issues include flooding, transportation, access to a qualified workforce, and right now, making it through the pandemic. To attract the best workforce, a city (with cold winters) has to be able to offer a great and affordable quality of life.

4. What is your perception of Madison's business brand? How do you think Madison is perceived locally and nationally?

Madison's business brand reflects its brand as a city overall. With UW, a thriving start-up community, and an amazing food and arts scene, Madison offers businesses the benefits of a big city with the friendliness and accessibility of a smaller town.

5. How can Madison best attract and retain a diverse workforce?

We must support efforts that produce affordable housing, childcare, and transportation, ensure a culturally diverse arts scene, and combat racism that prevents our community from being truly welcoming. We must also support diverse business ownership.

6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

The City should continue economic programs like TIFs, the Small Business Equity and Recovery Grant Program, Commercial Ownership Assistance Program, and balanced regulations to incentivize an attractive and diverse business environment.

7. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

The greatest opportunity for infrastructure improvement is improved transit (ie: BRT). As the city grows, traffic congestion, affordable housing and overall health of the environment will determine whether it remains a place that people want to live.

8. How do you define economic development? Please elaborate.

Economic development is made up of the policies and practices that allow businesses and residents to thrive. This includes business-focused initiatives like TIFs and resident-focused things like affordable housing, childcare and cultural amenities.

**\*\*9. What can the city do to support small businesses, particularly those hardest hit by the pandemic?**

The city can advocate for federal and state assistance, temporarily eliminate some fees, offer new licenses for innovations like streetery, and partner with businesses to develop programs like the small business equity and recovery grant program.

**\*\*10. As an alder, how would you work to achieve equilibrium in our local response to the pandemic in balancing the pivotal interests of public health, economic health and public confidence?**

It's been important to me to let the professionals at Public Health MDC do their job. I expect, and when necessary push for, transparency. I'm committed to working with the appropriate stakeholders (like the Chamber) to find the right balance.

**\*\*If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \***

Yes

**\*\*By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. \***

I acknowledge the Chamber will publish my answers to this questionnaire.