



GREATER MADISON
CHAMBER of COMMERCE

Next Normal (N²) Workgroup

DESCRIPTION

Cities and regions across the country continue to deal with the economic aftermath of the global pandemic. Now, with unprecedented federal relief dollars set to expire, local governments are also experiencing tax base implications with increasing commercial vacancy rates as employers adapt to changing workforce expectations and productivity results with hybrid or completely remote workplaces.

At the same time, Greater Madison boasts low unemployment, high workforce participation and population growth, fueled by Gen Z net migration and new hires. There are economic headwinds and tailwinds.

While there is no questioning the transformative impact of the pandemic on workplaces, there is still uncertainty on what workplace trends may continue, evolve or completely revert to pre-pandemic norms. Knowing that any change in how employees work will affect the dynamics of surrounding communities, it has been determined that this is a good inflection point to collectively examine the future of work. To inform this process, the Workgroup will survey the region's business community.

SURVEY AND OUTCOMES

The Regional Employer Survey covers a variety of business topics, including general outlook, workforce needs, remote work use, AI use, and talent attraction/retention efforts.

Through the deployment of this strategic business survey, the partner organizations listed below hope to better anticipate our changing conditions and apply informed decision-making in our communities and our businesses. Importantly, the aggregated data collected will inform our strategies to support business growth and resilience, as well as community planning to better anticipate our *Next Normal* for work and workplaces.

PARTNERS

Capital Area Regional Planning Commission; City of Madison; Destination Madison; Downtown Madison, Inc.; Hmong Wisconsin Chamber of Commerce; Madison Area Builders Association; Madison Black Chamber of Commerce; Madison Gas and Electric; Madison Region Economic Partnership; StartingBlock; University Research Park; Urban Land Interests; Wisconsin Latino Chamber of Commerce; Workforce Development Board of South Central Wisconsin

For questions, contact Greater Madison Chamber of Commerce Vice President Kevin Little at:

kevin@madisonbiz.com