

# ACCESS AGENDA



2017-18 **LEGISLATIVE AGENDA**




GREATER MADISON  
CHAMBER of COMMERCE

# WITH GREATER ACCESS, COMES GREATER SUCCESS

As the business voice of Greater Madison, the Chamber is focused on bringing our community to its full potential. To help accomplish this, we are dedicated to advocating for policies at all levels of government that support economic growth and progress.

Greater Madison is growing – growing advanced industries, population and recognition as a world-class place of industry and innovation. As our momentum continues, we must take collaborative and intentional action to ensure the advanced economy we are building works for everyone.

For business to succeed, access to five key elements are essential:

-  Customers
-  Talent
-  Infrastructure
-  Supply Chain
-  Livable Community

We are focused on providing greater access in each of these areas through the Access Agenda, a policy roadmap at the local, state and federal level to accelerate our advanced industries and bolster the state's standing as a place of innovation and entrepreneurship. Most importantly, we must ensure Greater Madison remains an inclusive place of opportunity for all. A place where anyone can see opportunity and share in our region's prosperity.

With greater access – for businesses, talent and residents – we will achieve our goal of a greater Madison.

With high regard,



Zach Brandon  
President  
Greater Madison Chamber of Commerce



## Adopt policies that make government more customer-friendly, with a focus on accessible information and predictable process.

- Support development of a one-stop shop for small business in the City of Madison through the creation and implementation of Business Assistance Teams, as recommended in the City's Connect Madison economic development strategy.



- 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.



- Hold joint hearings and consolidate committees, where appropriate, to improve communication and reduce duplication and unnecessary delays in the development process.



## Support the 115<sup>th</sup> Fighter Wing of the Air National Guard and its continued presence in Greater Madison.

- Actively support efforts to acquire next-generation aircraft investment, preserving more than 1,200 Wisconsin jobs, \$100 million in annual economic impact and vital emergency response services.



# Build an advanced economy that works for everyone.

- Support digital equity through technology expansion and investment in fast and reliable broadband access.



- Prioritize economic development strategies that support advanced industry growth, which imports wealth into our communities.



- Ensure Greater Madison and Wisconsin remain inclusive places of opportunity for all talent.



- Support federal skilled-worker immigration reform to grow and retain talent, foster entrepreneurship and drive economic growth.



- Design and implement personalized pathways in area schools, including the delivery of high-impact experiential, work-based learning, to ensure all students graduate with the skills needed to be college-, career- and community-ready.





## Improve Wisconsin's standing and reputation as a place of innovation and entrepreneurship.

- Support the creation of a new statewide blue ribbon council charged with developing a cohesive strategy to grow entrepreneurship across Wisconsin.



- Support the growth of new business ownership among women and people of color, leveraging public and private partnerships to provide equitable access to capital, mentoring and community resources.



- Encourage investment in physical spaces to catalyze entrepreneurial activity.



- Incentivize investment in Wisconsin companies by modernizing the state's early-stage investment tax credit programs.



## Foster Greater Madison's position as a world-class place of research and discovery.

- Encourage state policies that support the breakthrough discoveries emerging from UW-Madison and Greater Madison's bioscience, healthtech, and software businesses.



- Create a statewide refundable tax credit to catalyze private research and development spending.



- Bolster government-funded research to ensure the United States remains the world's dominant innovation economy.



- Remove industry exemptions in state economic development programs like the Badger Fund of Funds, which currently excludes driver innovation industries such as biotechnology.



# Preserve Greater Madison's natural beauty, while enhancing infrastructure and placemaking initiatives to create more visitor destinations and economic activity.

- Build a vibrant central city with diverse entertainment and cultural opportunities.



- Encourage public-private collaboration and investment in strategies with the greatest impact to improve water quality in the Yahara watershed.



- Prioritize development opportunities that increase public access and commercial and entertainment offerings on or near the downtown waterfronts.



- Encourage 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.



- Support voluntary initiatives and programs to protect public health, reduce greenhouse gas emissions and promote sustainable business practices.



## Provide robust, modern infrastructure, including a reliable, multi-modal transportation system with enhanced connectivity to major urban centers.

- Increase service, access and business use of Dane County Regional Airport, and establish direct connections to new and vital business hubs including the San Francisco Bay Area.



- Resolve funding insufficiencies in the state's transportation fund by providing meaningful finance reform and sustainable funding sources.



- Support the growth and modernization of Madison Metro transit services by upgrading infrastructure, technology and new service, including dedicated Bus Rapid Transit.



- Embrace transit innovation, including planning for autonomous vehicles, by focusing on legislation that addresses high-tech and modern transportation technology solutions, including allowing safe, self-driving transit and freight vehicles on public roads.



- Enable communities across Wisconsin to coordinate transportation services through creation of Regional Transportation Authorities.



- Encourage regional collaboration and the potential consolidation of regional planning bodies, and allow those bodies to be exempt from levy limits.



Photo credit: Richard Hurd

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