

Responses cannot be edited

Greater Madison Chamber of Commerce Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Bradley Campbell

Aldermanic District: *

Madison District 11

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Greater Madison Chamber of Commerce Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred** questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2015 answers.

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

I love my community and city, have a passion for serving, and believe that I have the best skills for serving the progressive needs of our city at a time of state and national opposition to our values.

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

My parents were both small business owners as I grew up and today I am also a small business owner.

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

I have met with many businesses in my district and asked this very question. For many owners, the response has been that things are good, that the city does a good job. Many others are concerned about 1) how continuing development on the University Avenue and Midvale Boulevard corridors will affect them and 2) the economic impacts of state and federal leadership hurting Madison.

4. What is the City of Madison's role in growing the economy? How can the City of Madison best support the growth and retention of jobs?

Madison must create a city where all thrive. Managing growth to create a strong and equitable city is critical, as is retaining/attracting talent. Our employment base shifting to the private sector and knowledge economy and simultaneous we're competing for talent with marquee cities/regions – Boston, the Bay, Portland, etc. Madison should encourage the climate that supports small business and entrepreneurs, stability through equity, and services that attract and retain talent. There are many tools: public transit connecting educated citizens with living wage+ employment, smart TIF strategies, etc - but every action taken by the city must be recognized as economic.

5. How can the City of Madison best attract and retain a diverse and talented workforce?

Simple - we have to be a place where people want to live. Talent wants to live in attractive places, Madison must be an attractive place. Simply lowering tax rates do not attract businesses - attracting talent does. Talent wants to live in a healthy, vibrant city that is free of crime, with readily accessible housing, robust transportation options, and a full range of activities - from hiking to dining to clubs.

**6. Do you support the use of TIF, and how do you believe it should be utilized moving forward? How would you rate the City of Madison's past use of TIF? (Would you describe the use of TIF as underutilized, over-utilized, or appropriate?)

TIF is a tool, and like other tools it should be used where appropriate. I would not wish to characterize TIF with a broad brush as underutilized or inappropriate. Each application of TIF should be evaluated on its own merits.

7. What specific initiatives in the Connect Madison economic development strategy

(<http://www.cityofmadison.com/dpced/economicdevelopment/economic-strategy-symposium/554/>) do you support, and which, if any, would you like to see modified? Why?

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

In the rest of the state we exist to be mocked, we are seen as elitist snobs, as a 'communist community' to be insulted for political points. Those political points are scored because much of the rest of the state has come to agree with aggressiveness towards us. We are not to be insulted and derided - it is my belief that Madison needs to actively and deliberately engage in a program to change our reputation throughout the state as this current relationship is hurting our businesses, our university, our institutions and our city.

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

Economic development isn't only where the rising tide lifts all boats, but that everyone is in a boat- not that some are left to swim for themselves or chained to the seafloor. Economic development is partly defined by the total wealth of the city going up. It is also defined by the welfare of all residents rising, with all residents having easy access to quality education and living wage+ jobs, the transportation system to get there, and safe, secure, healthy housing. Economic development is also defined by our ability to ensure that our weakest members have access to success.

10. The Chamber believes that equity and social mobility are achieved through wealth creation and that the surest way is through an entrepreneurial class of color. The Chamber is launching initiatives to support this goal. What do you believe is the City of Madison's role in creating an entrepreneurial class of color?

Access to capital is often a primary block for entrepreneurs, at different levels of business growth. However, due to decades of issues like housing discrimination, people of color often have less wealth from which to draw capital. In initial stages, transitioning from idea to micro-business then small business requires access to capital. In addition, easily accessible business mentor-ship (business plan, etc) and guidance with complex regulations for individuals who do not already have easy access to professionals (accountants, consultants, lawyers) is critical. The city has a role in actively supporting those who have not had access to capital and expertise.

11. How can the City of Madison provide better customer service to new or existing businesses that seek approval through the permitting and planning processes? How do you define customer service in this case?

As a city, we have defined items that are important to us, which we express through municipal code and regulation. The existence of these codes and regulations can often be seen as burdensome for business. However, it is often the administration of regulations (e.g. long wait times, physical inspections, multiple forms requesting near-identical information) that is often the real burden. Customer service here is achieving the goals of the city while also minimizing the burden on the applicant - citizen or business.

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

Yes

No

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 that the Chamber will publish my answers to this questionnaire

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