



BUSINESS ADVOCACY

Working to Learn – Engage – Advocate

LEGISLATIVE AGENDA GUIDING PRINCIPLES:

As the region's indispensable source for business connections, opportunities, and solutions, the Greater Wausau Chamber of Commerce (GWCC) is committed to strengthening our member businesses and enhancing our community by building business success. GWCC can maintain this vision within its Advocacy initiatives by providing impactful opportunities for members to gather, learn and interact with elected officials. All of these initiatives fall within a positive framework of inputs and initiatives to advocate on behalf of the GWCC and its membership. In addition, the GWCC members will actively engage in events and forums to build a collective voice to advocate on topics that affect the community and business climate. The GWCC has developed an influential agenda to uniquely communicate with and engage members in policy priorities to support a positive business environment, the principles of that agenda.

PRINCIPLE #1: WORKFORCE DEVELOPMENT

The development of a long-term, sustainable workforce has become more than a need for our region; but is the driver of our communities' success. Without significant growth now, many companies will be lost to other competitive markets, and the deflation of our community will soon follow. To prevent lost growth, the GWCC plans to focus its efforts on advocating for initiatives that Develop, Attract, and Retain a workforce of all ages and skill levels.

PRINCIPLE #2: ECONOMIC DEVELOPMENT

The GWCC will advocate for issues that will help the region seamlessly transition to the next generation—expanding Economic Development initiatives relating to Talent, Innovative Companies, and Placemaking efforts. Through advocating for these initiatives, the GWCC hopes to achieve a higher quality of life for all citizens.

PRINCIPLE #3: REGULATORY REFORM

In the Business Community, regulation at any level is considered a barrier to business growth. The GWCC will work toward facilitating all efforts to eliminate or help navigate the barriers between our member businesses and the government entities that impose them. Throughout this process, the GWCC hopes to help move regulation toward being business-friendly in its transparency and pace.

PRINCIPLE #4: TAXATION

Wisconsin continuously ranks near the back of the pack when ranked on their "Tax Friendliness," which is especially true when it comes to corporate taxation. Though that is not ideal, Wisconsin is in a prime position to enact pro-growth reform that will improve the state's competitiveness for decades. The GWCC will advocate for business-friendly taxation to bolster regional business growth and a thriving employment market.

