

# WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

## POLICY AGENDA

2017



ECONOMIC  
DEVELOPMENT



EDUCATION



INFRASTRUCTURE



The Waukesha County Business Alliance is pleased to present this Policy Agenda, which addresses key issues impacting our business community. The Alliance works to strengthen the economy in the county by advocating on behalf of the business community, developing organizations and their employees, facilitating networking opportunities to build strong business relationships and promoting our member businesses. Our advocacy efforts are represented through the work of our Policy Board and Policy Committees.

On behalf of the Alliance Board of Directors, we would like to thank the members of our Policy Board and three Policy Committees for their many hours of work in researching the issues and developing this document. All positions recommended by these dedicated individuals have also been vetted and approved by the Alliance Board.

We encourage our members to get involved and support our efforts to ensure a strong, pro-business climate in Waukesha County and its surroundings. If you are interested in joining a Policy Committee, please contact us.

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# ECONOMIC DEVELOPMENT



Waukesha County and its 37 municipalities possess many of Wisconsin's most vibrant businesses. Waukesha County's most important resource, its people, contributes significant value to the state's economic output and tax base. Additionally, the quality of life of each community is supported by the meaningful work of businesses large and small. We are committed to removing obstacles to business growth, expansion and development, and marshaling resources to accelerate economic growth and improvement to the quality of life.

- 1** Serve as an advocate for Waukesha County Center for Growth, Inc. and support implementation of Waukesha County's Business Growth Strategy.
- 2** Advocate for tax and regulatory measures that promote business expansion and retention.
- 3** Advance efforts to streamline taxes and regulations and promote government efficiencies.
- 4** Identify policy tools that allow Wisconsin to remain competitive within the region and/or that provide Wisconsin a competitive advantage with surrounding states.
- 5** Identify and implement workforce development and talent recruitment strategies to meet the needs of Waukesha County employers.
- 6** Support Tax Incremental Financing (TIF) as an important local economic development tool.

*PCI Construction celebrating the remodel of its new offices in Waukesha in July 2016.*





# EDUCATION

Support Waukesha County students in being both college and career ready. Ensure that they are informed consumers of education through awareness and engagement of all available post-secondary options. Prepare students to be successful in the job opportunities that exist in the marketplace, which supports the economic vitality of our region by providing businesses with a pipeline of skilled talent.

- 1 Support schools in implementation of Academic Career Plans (ACPs) by providing the framework for business education partnerships throughout Waukesha County.
- 2 Drive best practices among school districts by promoting and supporting the replication of programs of excellence.
- 3 Connect with stakeholder groups, including students, parents, teachers, counselors and the broader community, to educate them about career opportunities and pathways available today.
- 4 Highlight specific in-demand industries including manufacturing, construction/skilled trades, health care and information technology.
- 5 Advocate for employability skills to become a part of the curriculum in every Waukesha County school district: communication, critical thinking and problem solving, personal responsibility, personal growth, lifelong learning and teamwork.

*Students at the MADE Career Fair in October 2016.*



# INFRASTRUCTURE



Waukesha County's economic vitality depends on a modern and robust infrastructure network coupled with efficient and collaborative governments. A vibrant business climate depends on services such as providing a safe and sustainable supply of drinking water to our communities, connecting people to jobs, facilitating the flow of goods and services via modern transportation networks and continuing to advance fiscally sound and efficient communities – all provided in a seamless and cost-effective manner.

- 1 Drive discussion and advocate for statewide, sustainable, long-term transportation funding solutions.
- 2 Advocate for completion of the I-94 East-West corridor between 70th Street and 16th Street.
- 3 Support the continued advancement of municipal service consolidation.
- 4 Continue to evaluate flexible transportation options that connect people looking for work with jobs that are available in Waukesha County.
- 5 Support the completion of the West Waukesha Bypass.
- 6 Support the City of Waukesha in the implementation of borrowing and returning water from Lake Michigan.

*Public officials discussing the approval of Waukesha's application for Great Lakes water.*



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