

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Matthew Mitnick

Aldermanic District: *

8

Current Home Address: *

1650 Kronshage Dr, 111 Turner Kronshage

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

<https://www.matthewmitnick.com/>

Social media (Twitter, Instagram, etc.) handles, if any:

Instagram: @matthewmitnick ; Twitter: @matthewmitnick_ ; Facebook: Mitnick for Madison

Past education and work history (question optional; alternately you may send résumé to brett@madisonbiz.com)

Résumé will be emailed to the address provided.

Greater Madison Chamber of Commerce Alderperson 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 2017 answers.

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

I am seeking public office because I am passionate about helping and serving my community. Public service has been instilled in me throughout my life. My father is a longtime City Manager and County Executive Officer and my mother is a retired school teacher. My parents taught me the importance of supporting small businesses and economic development, as they allow for communities to not only grow, but also thrive. An endorsement from the Greater Madison Chamber of Commerce would mean a lot, as I hope to learn from local business leaders to implement policy in the best interests of Madison.

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

I formed a nonprofit chapter to provide experiences to underserved youth. To fund such activities, I organized two 5k fundraiser races and managed an operating budget of around \$4,000. I formed the International City / County Management Association Student Chapter at UW Madison to demonstrate to students the relationship small businesses have with local government. I served as a District Intern for Assemblymember Jacqui Irwin and was assigned to attend local Chamber of Commerce meetings in California. Finally, I worked as a Lead Intern at a small law firm last summer. I have taken courses in various economic subjects.

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

The most important issues businesses face in my District would be stable and predictive business, as well as cash flow, diversifying client bases, the recruitment of talent, regulations, and uncertainty about the future. With high student turnover, the wants, needs, and desires of residents can change quite rapidly. I believe it is important to recognize and promote small businesses in my district so they can continue to receive the level of business necessary to thrive. I want to pursue using innovative and creative programs to maintain funding sources, such as Tax Incremental Financing.

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

Madison has a very positive business brand that is only improving as the city continues to grow. I am an ardent supporter for the importance of branding and creating a positive image of Madison throughout the state and nation. By playing to our strengths as a community, we can attract successful businesses. Investing in local and small businesses is really investing in the residents of Madison, as it not only provides stable jobs, but encourages people to invest in the community at large.

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

The City of Madison must reach out to the communities that it wants to be part of the local economy. One of the key measures of a successful community is its financial and emotional commitment to culture and education. Cities with a strong arts and educational foundation attract more families and profitable businesses. More successful communities generate increased local government revenues and create an upward spiral of success. In other words, a positive multiplier effect is created. By supporting mass transportation options and bike and pedestrian friendly walkways, workers will have access to job options, thus providing businesses stable employment.

6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

By investing in the people of the community, Madison is really investing in local businesses by providing a quality, stable, and productive workforce. I believe in supporting locally operated businesses with land use and business approval. It is also essential to dedicate staff to expedite the processing of development applications. By providing economic incentives, we can build an inclusive economy to ensure opportunity for all. Low interest loans with incentives for businesses to stay in Madison for long periods of time should be prioritized. Incentives should be made available to businesses that want to come, stay, or grow in Madison.

7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

A strong focus must be placed on infrastructure improvements. I am supportive of working with the city to develop a long term infrastructure improvement plan to ensure that the city has the necessary infrastructure to support business. It is vital to maintain public works projects and local infrastructure, such as quality of roads, wastewater management, water access, stable electricity, proper sewers, and adequate drainage. Maintaining these components allow for businesses to successfully adapt and maintain their important roles in the community. I support Bus Rapid Transit and "Housing First" initiatives to ensure that the needs of workers are properly met.

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

Economic development is the series of actions and steps that lead to improvements that increase the quality of life. New technologies, advanced industry growth, and improvements in the standard of living allow for wealth to be imported into communities. It is important to work to create an environment that fosters and encourages businesses to experience economic growth. This can be done by enticing businesses into the community through positive branding, image, and economic incentives. I believe in facilitating the processing of plans, expediting the permit process, and making design guidelines as user friendly as possible.

9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

I support the 115th Fighter Wing of the Air National Guard because it contributes to more than \$100 million in annual economic impact and emergency services - as well as providing for many jobs. Having a positive military presence helps diversify the local economy because federal funding is a reliable and stable source for supporting jobs and investment in our community.

10. 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

This content is neither created nor endorsed by Google.

Google Forms