

PUBLIC AFFAIRS STRATEGIC OBJECTIVES



OBJECTIVE:

REDUCE THE COST OF DOING BUSINESS

ISSUE	POLICY
Commercial Property Taxes	Advance innovative solutions to decrease the commercial property tax burden
Parking Supply, Access & Cost	<ul style="list-style-type: none"> • Increase the number of available slots for Downtown businesses • Reform the parking slot allocation system to meet the needs of small business employees, customers and Rochester visitors • Ensure consistency and fairness in slot allocation • Align timing on parking meters to fit the needs of small business customers
Government Fees	Oppose significant increases in government license and permit fees on small business
Street & Sidewalk Improvement Districts	Oppose the creation of Street & Sidewalk Improvement Districts which will charge all property owners, including non-profits, in a district a fee to pay for new sidewalks or sidewalk improvements without an assessment hearing
Planning Process	Advocate for improved efficiency and a reduction in time for the planning process and approval
Statewide Business Property Tax Reductions	Protect 2019 reduction and advocate further reductions of the Statewide business property tax



OBJECTIVE:

STRENGTHEN WORKFORCE SUPPLY & DEVELOPMENT

ISSUE	POLICY
Increase Supply of Workers	<ul style="list-style-type: none"> • Increase the supply and reduce the cost of child care • Increase the supply of workforce housing • Ensure the development of a safe, reliable, and efficient transportation system • Maximize the utilization of Hubsourse for employers and job seekers • Exempt Social Security from State income taxes
Future Workforce Pipeline	Leverage all tools - FutureForward & Hubsourse - to connect employers with students for job shadow opportunities and internships
SE Minnesota Diversification Revolving Loan Program	Support efforts to create a SE Minnesota Diversification Revolving Loan Program
Cradle to Career	Increase awareness and build support for future funding for Cradle to Career



OBJECTIVE:
PROMOTE SMALL BUSINESS GROWTH

ISSUE	POLICY
Tax Relief: Simplification & Conformity	<ul style="list-style-type: none"> • Modify Minnesota's income tax system to reduce the tax rates that impact pass through entities • Conform Minnesota law to Federal Section 179 standards • Simplify the tax credit available to those who are engaged in Research & Development • Conform Minnesota with the federal estate tax threshold
Health Insurance	Enhance small business' ability to provide healthcare coverage
Workplace Management	Oppose mandates that increase cost and reduce flexibility in workplace management.
Shop Local First	Support operational excellence of Rochester area businesses to enhance competitiveness and sustainability
Airport Bonding Request	Advocate and build a coalition to obtain bonding dollars for the Rochester International Airport



OBJECTIVE:
REDUCE IMPACT OF MAJOR PUBLIC WORKS CONSTRUCTION PROJECTS ON SMALL BUSINESS

ISSUE	POLICY
2020 Projects	<ul style="list-style-type: none"> • Identify, triage, and align relevant public works construction projects with impacted businesses • Educate businesses of the variety of ways they can promote their business and stabilize operations during times of disruption
Monitor Future Proposed Projects	Ensure member awareness & engagement as appropriate in proposed major public works projects
Monitor Transit Oriented Development (TOD)/Land Development Manual (LDM)	Ensure the TOD and LDM process drives economic growth and do not adversely impact small businesses
North Broadway	Ensure the City moves forward with the approved design plan, and assessments are based on the special benefit analysis
Placement and Activation of Transit Hubs	Ensure transit hubs are placed and activated in a way to optimize community & economic development
Highway 52	Support state funding for continued upgrades and improvements of this important highway



OBJECTIVE:

PROMOTE ENERGY COST SAVINGS AND SUSTAINABILITY

ISSUE	POLICY
Energy Programs & Rebates	<ul style="list-style-type: none">• Identify and inform businesses of cost saving opportunities• Collaborate with local utility companies to increase small business engagement and energy saving opportunities• Promote reliable, safe, and cost-effective power