

32nd Annual

2026 Issues Book

Chippewa Valley Rally



CHAMBER ALLIANCE
Chippewa Falls • Eau Claire • Menomonie

MADISON

♥ *Thank you to our sponsors!*

Title Sponsors:



Major Sponsors:



Support Sponsors:



Co-Sponsors:

Richard Coates

Organized by:



Greetings from the Chippewa Valley

2026 Chippewa Valley Rally Schedule:

Pre-event briefings

Wednesday, February 11

1:30 p.m.....Political experts panel

How to be effective in talking with lawmakers (via Zoom) with
Bill McCoshen and Shawn Pfaff

Recorded and available on demand

Friday, February 13

11:00 a.m.....Issues Briefing and Q&A (via Zoom)

Recorded and available on demand

Thursday, February 19

Headquarters: Best Western Premier Park Hotel
22 S. Carroll St, Madison 53703

6:00 a.m.....Bus boards at CVTC Health Education Center, Clinic Lobby

9:30 a.m.....Check in at Park Hotel for

those not riding the bus

Park Hotel

9:40 a.m.....Bus arrives at the Park Hotel

Park Hotel

10:00 a.m.....Opening session with

Chippewa Valley area legislators

Park Hotel

11:05 a.m.....Photo at Rotunda

State Capitol

11:15 a.m.....Legislative office meetings

State Capitol

12:30 p.m....Luncheon & Program

Park Hotel

1:45 p.m.....Legislative office meetings

State Capitol

5:30 p.m.....Events conclude

5:45 p.m.....Bus leaves for Eau Claire

Growing Economic Hub

Chippewa Falls · Eau Claire · Menomonie

The Chippewa Valley is one of the fastest-growing areas in the state of Wisconsin. We are known for our ability to create collaborative relationships that improve the lives of our citizens and foster a positive economic environment.

The vitality of our communities is driven by a desirable quality of life, reasonable cost of living, top quality educational institutions, and strong business and non-profit organizations. These attributes are among the reasons that updated economic and demographic estimates project continued growth for the region.

The Chippewa Valley's diverse economy must compete every day with our Minnesota neighbors to the west. As a regional center for medicine, manufacturing, retail, technology, financial services, education, customer service, arts and culture, and tourism, the relationship with state government is a critical part of the equation.

Strengthening partnerships

The Chippewa Valley Rally is organized by the Chippewa Valley Chamber Alliance – Chippewa Falls, Eau Claire, and Menomonie – representing over 2,000 organizations with more than 55,000 employees.

We come to Madison each year to recognize and strengthen our region's mutually-beneficial relationship with state government – including transportation, workforce development, education, economic development, and more.



Chippewa Valley Rally, 2025, Capitol Rotunda

CONTACT INFORMATION:

Scott Rogers
715-858-0616
rogers@eauclairechamber.org

Regional Priority:

ECONOMIC DEVELOPMENT & TAX REFORM

♥ *Thank you for...*

The over \$600 million in tax cuts in the 2025-27 budget that benefited citizens and enhanced the state's competitiveness and ability to attract and retain talent.

This included expansion of the 4.4% tax bracket, exclusions for retired individuals, and elimination of the utility sales tax.

Still needed: Address the impact of the increasing number of referendums on the property tax burden, but also the constraints and challenges local governments face in responding to increased demands on essential services resulting from inflation and growth.

Permanent status and funding for the Office of Outdoor Recreation in the Department of Tourism. With the growing economic impact of outdoor recreation for Wisconsin's economy, the \$368,000 and two staff positions continue the progress already achieved. With significant outdoor assets, the Chippewa Valley directly benefits from the tools and support provided by this office.



★ *Action requested...*

Continue to address housing supply and affordability and modernize Tax Increment Financing (TIF).

Wisconsin's housing shortage across all levels is closely related to the workforce crisis, as well as having a detrimental effect on affordability. The state has an important role in ensuring that its regulations and statutes encourage infill development, creation of missing middle housing types, compact growth, efficiency of public resources, and the ability to build the types of housing demanded by the marketplace. As the current legislative session nears conclusion, passage of the following active proposals would provide significant benefits in this area:

- AB194/SB180: Improves WHEDA housing programs by updating rules for three programs originally funded in the 2023-25 budget. Administered by the Wisconsin Housing and Economic Development Authority (WHEDA), they include the Infrastructure Access, Restore Main Street, and Vacancy-to-Vitality programs. The proposed revisions will help to more fully deploy funding and make use of the programs more realistic.
- AB451/SB480: Allows municipalities to designate Residential Tax Increment Districts (TIDs).
- AB182/SB178: Makes improvements to the Low Income Housing Tax Credit (LIHTC) program.
- AB453/SB472: Establishes state mandates related to ensuring residential zoning is consistent with local comprehensive plans, and provides further opportunities for municipalities to extend TIDs for affordable housing.
- AB454/SB476: Establishes a workforce home loan program.



Regional Priority:

WORKFORCE DEVELOPMENT

♥ *Thank you for...*

Budget compromise on childcare.

Thank you for the agreement that included \$360 million to support childcare providers, expanded capacity, piloted a new 4-year-old readiness program, increased reimbursement rates for providers serving infants and toddlers, and adjusted staffing rules to allow more flexibility. There has been an urgent need for innovation on the part of the state to address the funding, business model, and regulatory oversight of early childhood care and education in ways that will effectively deal with availability, affordability, and accountability for quality and safety. This is a start.

\$6 million in Youth Apprenticeship grants.

A critical, valuable program, it saw its fourth consecutive year of record enrollment in 2024-2025, with over 11,000 students participating, driving the need for increased funding,

\$5 million to WEDC for talent attraction initiatives.

It establishes the Talent Recruitment Grant Program, a new initiative designed to support local efforts to attract new residents to Wisconsin with grants up to \$500,000 per project.



★ *Action requested...*

Approve legislation to provide tax credits for employer-paid childcare assistance.

Continue to address the childcare issue by authorizing refundable business development tax credits for an amount equal to up to 15 percent of the business's investment in establishing an employee child care program for employees. Support AB283/SB291.

Built into what matters most.

You might not know our name, but you'll find Intek Plastics precision-engineered components in the windows, medical devices, consumer products and infrastructure that power our region.



Shaping the Future

intekplastics.com

Wisconsin: Eau Claire, Medford
Minnesota: Hastings, Cottage Grove



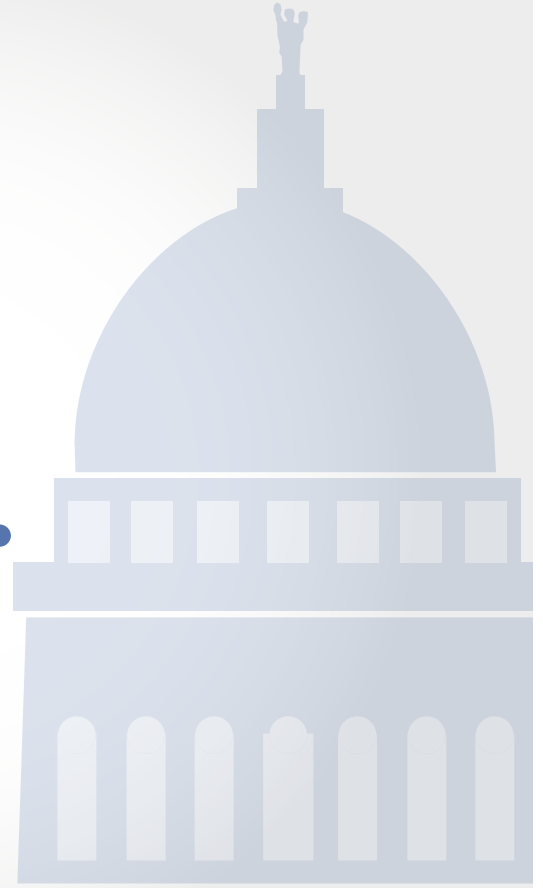
PROUD TO BE YOUR

CAPITOL CONNECTION.

Ruder ♦ Ware

BUSINESS ATTORNEYS FOR BUSINESS SUCCESS®

ruderware.com | visit our blogs at blueinklaw.com



We Know Local Business.



Troy Steinmetz

Business Banker

715.895.6121

tsteinmetz@frandsenbank.com

➤ Give us a call!



FRANDSEN BANK & TRUST

4251 Southtowne Dr. | Eau Claire, WI
FrandsenBank.com

Member
FDIC

Specialty care made personal.



**MAYO CLINIC
HEALTH SYSTEM**



Regional Priority: **HEALTHCARE**



Climbing out of a crisis

The 2024 closures of all HSHS Hospitals and Prevea clinics in our area created an unprecedented healthcare crisis for our region... affecting patients, healthcare professionals and their families, and the entire local economy. All segments of our community came together to identify and understand the numerous complex issues that had to be addressed. Robust, collaborative efforts have resulted in the addition of new providers and expansions by existing organizations to meet area needs.

Continued innovation and initiatives needed

The work is not done. State government continues to have a role to fund and facilitate initiatives to encourage innovation and provide critical healthcare services. The Chippewa Valley has also demonstrated its readiness and attractiveness as a site for healthcare innovation.

Thank you for...

State investments in the 2025-27 budget to fill mental health and recovery gaps, including:

- \$10 million for a new Rogers Behavioral Health campus in Chippewa Falls, helping with the long-term need for mental health beds in the region.

- \$1 million in funding for Lutheran Social Services to help reopen the former Libertas treatment facility in Chippewa Falls, a facility that closed in 2024 and left a serious gap in recovery services.

★ *Action requested...*

Facilitate coordination of EMS services to address service availability, response resources.

EMS services in the Chippewa Valley continue to struggle with a declining number of “volunteers” available to take calls as well as a lack of career EMTs and Paramedics to adequately fill full-time rosters. There are potential solutions in consolidating or regionalizing services. However, local governments need the flexibility to fund these services without the restrictions that current levy limits impose. As areas are forced to move from volunteer services to a paid full-time staffed response there will be a need to create entities across municipal boundaries and provide support for training and equipment and local governments will need the ability to provide these resources. Support bipartisan bills AB197/SB181

★ *Action requested...*

Enact “Next of kin” legislation to streamline processes for family members to determine next steps for care for hospitalized family members who are unable to make their own decisions.

In those frequent cases where the individual has not designated a power of attorney of some form, delays from court processes can keep individuals in the hospital unnecessarily for weeks. Proposed legislation creates a pilot program, and maintains and adds patient protections. Support bipartisan bills AB598/SB578



Regional Priority: **HIGHER EDUCATION**



UW-Eau Claire, Science and Health Sciences Building

UW-Stout, Heritage Hall

♥ *Thank you for...*

Continued funding support of the Universities of Wisconsin and the Wisconsin Technical College System during the 2025-27 biennium. With a focus on student success, Chippewa Valley Technical College, the University of Wisconsin-Eau Claire, and the University of Wisconsin-Stout play key roles in developing a highly skilled workforce and are essential for fueling the economy. As we look to the future, we emphasize the importance of growing investment to ensure that every student has access to the resources they need to succeed.

- CVTC and the Wisconsin Technical College System provide critical workforce and community-based programming, preparing a skilled workforce, strengthening regional economies, and supporting economic mobility for individuals and families across the state. They are deeply committed to aligning education and training with the evolving needs of Wisconsin employers.

- For UW-Stout, supporting polytechnic learning experiences - internships, cooperative work experiences, and industry-sponsored projects supervised by faculty and staff; and preparing students for the workforce by providing three times as many labs as classrooms, engaging with professional equipment and technology, and offering essential student counseling services.

- For UW-Eau Claire, providing community-engaged learning opportunities by growing connections between Career Counselors and businesses; establishing a new Healthcare Education Network to coordinate research, scholarships, pre-medical and pre-professional support, and learning opportunities for students across high-demand healthcare career fields.

Approval of bonding authority for the UW-Stout Recreation Complex Renovation. Stout will renovate and expand its Recreation Center with \$31.7 million funded entirely with donor support and student-approved fees, without the use of taxpayer dollars. In addition to providing enhanced student health and wellness, the renovation of the facility will benefit other partners including area youth and private industry.

★ *Action requested...*

Ensure adequate funding to continue the growth of dual credit programs in Wisconsin high schools...

through partnerships with technical colleges such as CVTC and with the Universities of Wisconsin. These programs have saved parents millions of dollars in tuition and provided accelerated opportunities for high school students to achieve college credit and even degrees, providing additional benefits in reducing workforce challenges. In 2023, for example, 6,434 students from 55 area school districts earned credits, a tuition savings of \$3.8 million.

Increase funding opportunities for Chippewa Valley Technical College and other Wisconsin Technical College System colleges to support community critical programming. CVTC and colleges within the Wisconsin Technical College system are laser-focused on mission to provide the necessary education and training to support a strong economy and economic mobility for our citizens. The conservative WTCS budget request for the current biennium was not included in the State budget. This funding for technical colleges across the state, including Chippewa Valley Technical College, is critical for the continuation of programming essential to Wisconsin communities for quality of life, economic sustainability and growth potential. Many of these high-cost program offerings have experienced rising costs for supplies and delivery while statute-authorized determination of tuition rates have not kept up to balance operational costs of the College. These programs include emergency medical services (EMS), welding, nursing and other healthcare offerings, truck driving, etc. In addition, as employee retention continues to be a challenge for many institutions, our ability to provide cost of living increases for our faculty and staff have been impacted. enhance instruction and operations. This funding is essential to ensure all eligible technical college students can access Wisconsin grants without being turned away due to insufficient resources.



Chippewa Valley Technical College

Regional Priority: HIGHER EDUCATION cont.

➔ *Looking ahead...*

Anticipated investments needed to be considered in the 2027-29 budget

UW-Stout Innovation Hub. As UW-Stout's number one capital project, and the university will be seeking Board of Regents support as part of the 2027-29 Capital Plan. The new construction is necessary to address numerous failing building components that were recently and unexpectedly identified. As a result, UW-Stout has an existing building scheduled for demolition, leaving us without sufficient square footage to meet our mission. The estimated \$165M state-of-the-art new construction will address immediate programmatic and functional needs of Stout's high demand, workforce supported programs in engineering, computing, and design. The Innovation Hub will also minimize the total capital cost expenditure needed campus-wide by providing flexible space that will allow renovation to occur in lieu of new construction across other academic buildings.

Hansen, Keith, Milnes & Chinnock (HKMC) Residence Hall Renovation. The renovation of the HKMC residence hall is UW-Stout's number two capital priority and part of a comprehensive residence hall renewal plan. The \$55M renovation was #15 on the Universities of Wisconsin Administration 2025-27 Capital Plan and the university will be seeking bonding authority as part of the 2027-29 capital plan.

Built in the 1960s, the renovation will update the building infrastructure, exterior, and interior that have significantly deteriorated or failed. Due to the age of the building, replacement parts are scarcely available, requiring amenities to be taken offline – negatively impacting the student living experience. The residence hall cannot provide the privacy, flexibility, or amenities expected by today's students, and the poor physical and functional conditions of the facility negatively impact student recruitment and retention.



BUILDING STRONG COMMUNITIES

Chippewa Valley Technical College strengthens our region by preparing students for essential careers, creating real economic results.

\$376.7 MILLION
TOTAL ECONOMIC IMPACT

1 IN EVERY 42 JOBS
IN THE REGION ARE TIED TO CVTC



CVTC.EDU



University of
Wisconsin-Stout
Wisconsin's Polytechnic University

Do More on Day One.

**Empowering employers
with workforce solutions.**

- AI & Lean Manufacturing Consulting
- Research & Development Services
- Customized Business Training

» UWStout.edu/Business-Industry

Regional Priority: **TRANSPORTATION / INFRASTRUCTURE**



Photo: AA Roads

♥ *Thank you for...*

WisDOT US 53 Safety Study in Chippewa and Eau Claire Counties.

Thank you for the recent approval by the Transportation Projects Commission of a major safety study of US 53 in Eau Claire and Chippewa Counties. This is a critical part of the Chippewa Valley's transportation infrastructure. As the local corridor has seen traffic volumes significantly exceeding the original freeway design, crash rates are especially high for those involving injuries and fatalities.



★ *Action requested...*

Transportation availability and choices.

A strong, balanced transportation system is critical to a vibrant economy, quality of life, and access to employment and economic opportunity. It's important to ensure the specific transportation needs of the Chippewa Valley are addressed through state planning activities and resource allocation, providing for a robust, balanced transportation system to attract and retain talent, as well as to provide for the effective movement of goods and people.

- Adequate funding of local roads.
- Good repair and adequate capacity on I-94 and its feeder highways, including future planning for additional lanes on the Eau Claire-Hudson corridor.
- Expanded passenger rail service to include the Chippewa Valley.
- Maintaining essential rail freight services.
- Strengthening essential local transit services, especially for access to employment.
- Maintaining air travel choices from the Chippewa Valley Regional Airport.

★ *Action requested...*

Release the funding appropriated for PFAS remediation.

Although the 2023-25 budget set aside \$125 million to help local governments and landowners clean up PFAS contamination, its release has been held up by disputes between the administration and legislature over the DNR's authority and potential liability for landowners who didn't cause the contamination. In the meantime, many localities have committed significant funding to PFAS remediation. We appreciate the recently-announced compromise on the key issues and urge action to release the \$132 million now in the fund before the legislature adjourns.

Regional Priority: **ENERGY**

Energy independence and reliability.

The investor-owned utilities and electric cooperatives serving the Chippewa Valley have demonstrated responsible leadership in working towards renewable energy and reduced carbon emission goals, while at the same time meeting responsibilities to for cost-effectiveness and reliability.

It's important for state policies to recognize and support this balance.

★ *Action requested...*

Do not pass currently-proposed community solar legislation.

Wisconsin's current energy policies strike an important balance between encouraging innovation and protecting customers from unintended cost impacts. As discussions continue around third-party community solar legislation, we encourage you to not support this legislation which would shift costs to non-participating customers and raise utility bills. Through competitive procurement policies, the state's regulated utilities already provide solar projects at the lowest possible cost for all customers and at prices far below what this legislation would mandate. Locking in above-market credits through statute would undermine cost equity and drive up bills for families and businesses. Similar policies in Minnesota have led to higher costs for all non-participating customers - a path Wisconsin does not want to go down. Furthermore, stand-alone solar does not adequately support system reliability or peak demand needs. Future policy should require pairing community-scale solar with battery storage and ensure utility oversight to keep the grid safe, resilient, and dependable. Oppose AB 493/SB 599 as currently written.



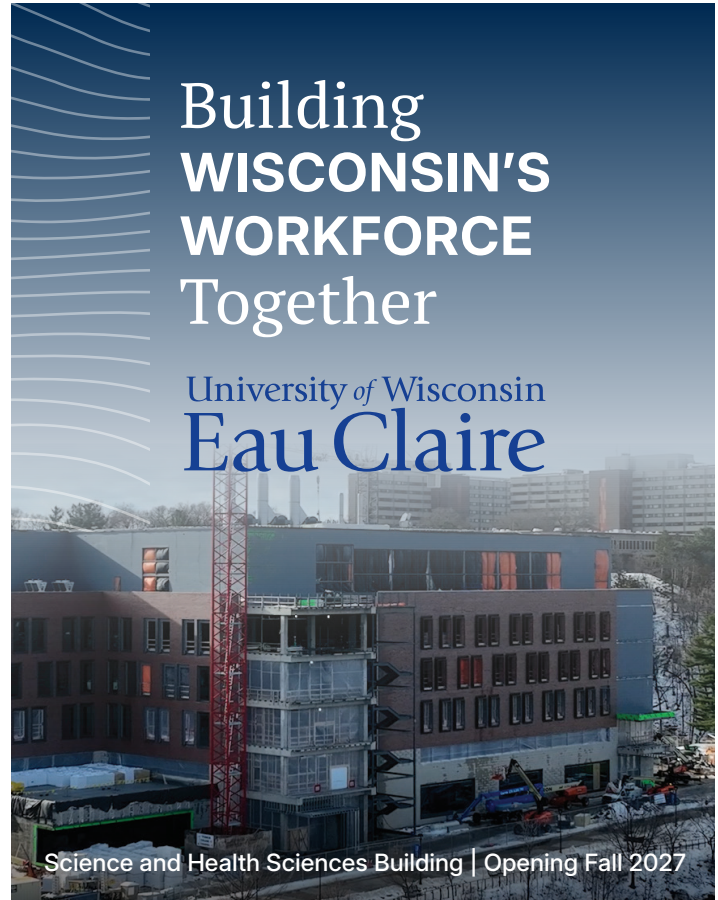
**HERE FOR ALL.
HERE FOR GOOD.**

Marshfield Clinic and Sanford Health are coming together as a unified health system to offer world-class care right where you are. Because every patient, everywhere, means the world to us.

Advancing care as one.

**SANFORD HEALTH
Marshfield Clinic**

forallforgood.com





ROYAL
CREDIT
UNION®

PROUD COMMUNITY PARTNER



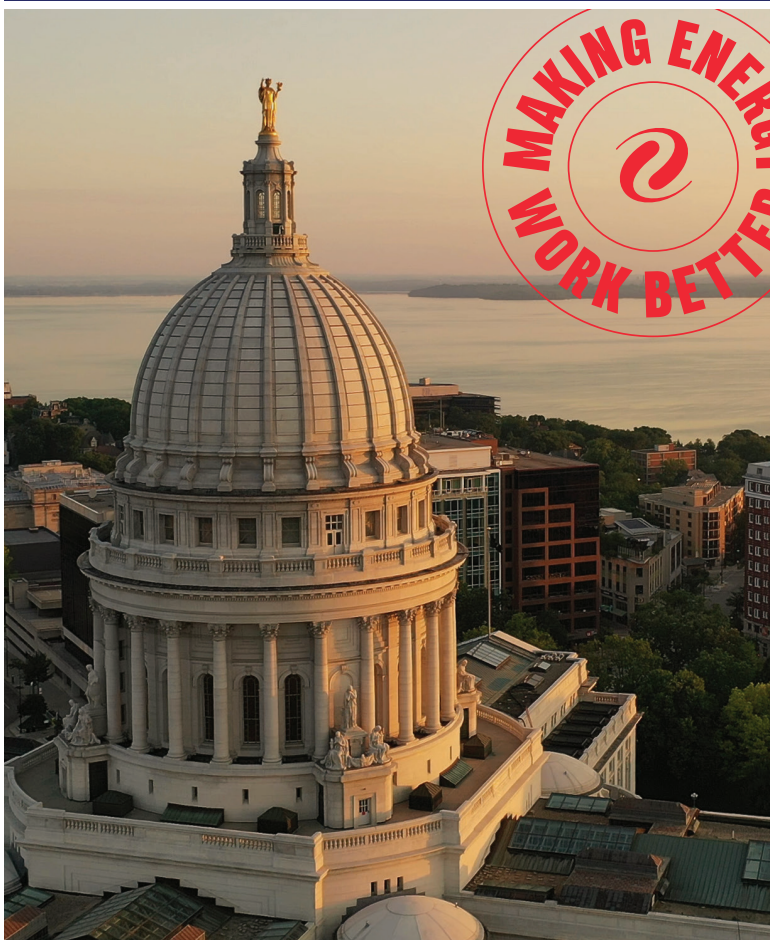
Creating A Positive Impact
In The Lives We Touch
Since 1964.



rcu.org



800-341-9911



POWERING WISCONSIN TOGETHER.

We're proud to serve Wisconsin communities with reliable, affordable and increasingly clean energy. From powering homes and businesses to driving innovation in renewable energy, we're working alongside city leaders to build a stronger, more sustainable Wisconsin.



© 2026 Xcel Energy Inc.