

**FOR IMMEDIATE RELEASE**

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**Madison Economic Impact Study: Small Businesses, Employees, City Hurt  
By Proposed Mandatory Sick Leave Ordinance**

*Small business community appeals to Mayor and City Council to oppose  
additional mandates on struggling businesses*

(MADISON) – Key members of Madison’s small business community and their supporters urged the Mayor and the City Council to oppose a proposed mandatory sick leave policy that they say will hurt their businesses, their employees and the city in general. Their claims were supported by a recently completed economic impact study conducted by the respected NorthStar Economics, Inc., a Madison-based company.

“Taking care of our employees is just good business,” said Dan Guerra, a Madison small business owner. “But, mandating economic policies on small business is killing us. The city has to consider the cumulative effect of all the mandates they have showered on us in the past 18 months. It’s time to stop the mandates and save the jobs.”

In a press conference this morning at The Avenue Bar, a second-generation Madison restaurant and bar, the small business community and the Greater Madison Chamber of Commerce unveiled the NorthStar study and officially launched an effort to stop the proposed sick leave ordinance.

The Madison City Council is considering an ordinance that, if implemented, will require a business with more than five employees to provide 70 hours of paid sick leave per year if the employee works more than 12 hours per week. The proposal comes on the heels of other mandates on city residents and businesses including a citywide smoking ban, restrictions on lobbying, a mandatory increase in the minimum wage and a mandatory inclusionary zoning ordinance for developers.

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“Those who support the ordinance say many employees in Madison are one sneeze away from homelessness,” said Jennifer Alexander, president of the Greater Madison Chamber of Commerce.

“The Madison small business community is one mandate away from handing out pink slips. We think the City Council needs to understand the gravity of the situation and the impact it will have on this community.”

The NorthStar study’s major findings are:

- Businesses will see a \$75 million increase in costs (wages & compliance) if the ordinance is implemented
- Madison could lose between 37 and 185 businesses who say they would consider moving
- Jobs: as many as 6,000 could be affected by either termination or relocation
- The ordinance would turn a business with a profit of \$.20 on every \$100 in sales into business incurring a loss of \$0.56 for every \$100 in sales.

Madison’s small business community, the Greater Madison Chamber of Commerce and other community leaders urge Madison residents to attend the city’s **Economic Development Committee’s public meeting on the Sick Leave Ordinance** and voice their opposition to a mandate that will cost Madisonians jobs. The hearing will be held at **Olbrich Gardens on Tuesday, January 17, beginning at 5:30 p.m.**