



destination
madison



FOR IMMEDIATE RELEASE (March 24, 2021)

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*****MEDIA ADVISORY*****

Community Partners to Release Spring Business Survey Results

***Survey of 368 Greater Madison businesses focuses on current operations,
as well as challenges and opportunities ahead***

MADISON – The Greater Madison Chamber of Commerce; Destination Madison; Downtown Madison, Inc.; Madison Black Chamber of Commerce and Latino Chamber of Commerce will release the results of a Spring 2021 Business Survey during a special edition of Lunch(UP)date (presented by Perkins Coie) tomorrow, Thursday, March 25 at 12:15 p.m. The survey – conducted in partnership with the DeForest Windsor Area Chamber of Commerce, Fitchburg Chamber Visitor + Business Bureau, Middleton Chamber of Commerce and Verona Area Chamber of Commerce – yielded responses from nearly 400 Greater Madison businesses representing a diverse, mostly small or locally owned, cross-section of industries, as well as a significant percentage of women- and minority-owned businesses.

The program will also feature a conversation among survey partners about the data and what they are hearing from businesses. This is the third survey conducted since the beginning of the pandemic to collect comprehensive data regarding current business operations, challenges and potential opportunities. The results will be used to inform policymakers and continue a predictable path forward balancing the needs of health, the economy and public confidence.

WHAT: Lunch(UP)date – Spring 2021 Business Survey

WHEN: Thursday, March 25, 12:15 p.m.

HOW: Register in advance for this virtual meeting [here](#).

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