



2016 STATE OF THE CITY ADDRESS

MAYOR JIM SCHMITT

March 29th, 2016

Thank you, Garritt, for that kind introduction and for your commitment to our community. I truly enjoy collaborating with young professionals like Garritt. It is imperative the City of Green Bay retains and recruits young talent like Garritt in order to remain competitive with other growing cities.

City Council members, friends, family, and honored guests, welcome to the 2016 State of the City Address. I'd like to start by giving a very special thank you to my wife, Dona, and daughters, Laura, Greta and Anna, and my new son-in-law Rob. Without my family, I would not be where I am today delivering the State of the City Address for the 13th time as the Mayor of this great city. Some think 13 is an unlucky number, but just remember the lucky llama from New Year's Eve. Don't worry, I covered my bets and secured the llama for the upcoming year.

Tonight, we are going to review last year's accomplishments and look forward to my vision for 2016, and beyond, through my morning routine of reading the paper. This edition is called the State of the City Times. It contains a variety of sections, interesting articles and more local news. The City of Green Bay continues to grow in potential each and every day. I'd like to take this opportunity to thank the 12 City Council members and all the candidates running for this office. This election cycle, 31 candidates were up for consideration of your vote. When our community is actively engaged, it makes for great representation and keeps our elected leaders accountable.

The City of Green Bay had a remarkable year with numerous newsworthy awards and recognitions. According to ZipRecruiter, Green Bay is the 5th best college town in which to find

a job. We are one of the “Top 5 NFL Markets with growing tech economies,” one of the top cities for millennials and a top ten city in which to start a business. Green Bay was voted the “Best City for Football Fans” and “Most Friendly and Engaged NFL Fans” by WalletHub. We were recognized as one of the ten “Untapped Beer Cities Poised to Blow Up”, one of the best mid-sized cities to make a living and one of the best cities for well being. Also, Green Bay is the first community in Wisconsin with AT&T Fiber Ready Business Parks. Green Bay Packaging, KI, and NWTC all received the “Green Masters” award from the Wisconsin Sustainable Business Council for their continuing efforts to embrace sustainability. According to the American Community Survey, we are averaging more than 100 new manufacturing jobs per year and our unemployment rate is down to 3.6%, the lowest in more than a decade.

We’re not only great at commerce and fiscal health, but we are also leading the way on wellness. Most recently, the Well-Being Index by Gallup-Healthways named Green Bay one of the happiest communities in the country, citing factors such as purpose, social experience, financial management, community and physical state. We need to continue this momentum and continue to be a place of choice for all people. You might ask, how can we possibly grow even more as a community and do even better in 2016? We can and we will. We are working together to lift the lives of those who call Green Bay home.

Mayors know that people want quality education options, safe neighborhoods and excellent infrastructure. Our education options are made available through our public school district by offering programs such as the International Baccalaureate Program, Culinary Arts, Advanced Technology and Manufacturing, Institute for the Fine Arts, school for the gifted and talented and project based learning. We also ensure every child is ready for the next step in their educational process through Achieve Brown County. The Greater Green Bay Community serves as the epicenter for higher education in northeast Wisconsin with St. Norbert College, Northeast Wisconsin Technical College, the Medical College Wisconsin - Green Bay and the University of Wisconsin-Green Bay. I want to congratulate Chancellor Miller and the students, staff, and faculty at UW-Green Bay as they celebrate their 50th Anniversary this year.

Not only are our educational institutions sought out by many, but the living options in Green Bay continue to impress. From the development of Garritt’s Whitney Park Townhomes, to CityDeck Landing and Metreau Apartments, our city is providing our residents with more and varied options for living.

When you live in Green Bay, you are living in a great city and equally as important, you're living in a great neighborhood. We now have 42 Neighborhood Associations and a nationally recognized neighborhood program called the Green Bay Neighborhood Leadership Council. I want to give a quick shout out to the Marquette Park Neighborhood Association as being the 2015 Neighborhood of the Year!

The neighborhood associations work on community events such as Red Smith's National Night Out, Astor East River's Neighborhood Carnival, Navarino's Reading in the Park, and Nicolet Drive's Drive 35, all having a focus on creating quality neighborhoods. I can tell you it is working as our New Homes in Your Neighborhood Program is seeing unprecedented success with multiple new single family homes being built in downtown neighborhoods. We can further leverage neighborhood involvement through our Inspections Division where this year we will roll out three new initiatives aimed at keeping our neighborhoods clean, maintained and clutter free.

First: Operation Takedown. You know those random signs in the right-of-way that say "We Buy Your Houses" or "Need Cash Fast"? Through this initiative, citizens can report this clutter to Inspections by phone, email or an online complaint form. Staff will investigate the sign's owner and follow up with a citation to the company. The citation will be held open for one year in order to ensure compliance.

Second: Zombie Property Initiative. There are about a dozen vacant, foreclosed or abandoned properties where the owner and bank have "walked" and the property sits decaying and bringing down property values on surrounding homes. To remedy this problem, this initiative involves a series of steps including creating a new ordinance to place these properties under the City's control for rehabilitation and return them to home ownership.

Third: Inspection Academy. We will take our inspectors and their presentations on the road to Neighborhood Associations and community groups for educational purposes. These presentations will enable residents to learn ways to keep their neighborhood aesthetically appealing, file complaints, and understand basic knowledge of city ordinances, policies, and procedures. This will help us keep our neighborhoods maintained.

Also, I want to ensure our residents that my administration is working diligently with staff from the Green Bay Water Utility and the Redevelopment Authority to develop a policy and financial strategy to eliminate any remaining lead based water laterals, on both the public and

private side of the terrace area. This policy will go to the City Council in the next 60 days. Residents will continue to be provided with safe drinking water and excellent customer service from all of our staff at the Green Bay Water Utility. I want to thank Nancy Quirk and her team for proactively addressing this concern.

In addition to quality neighborhoods, Green Bay's businesses are providing excellent employment opportunities with companies such as Schreiber Foods, Associated Bank, the various hospitals, and so many more. Companies are reinvesting like TriCity Glass with an impressive second story expansion and an addition of 12 new jobs. The new Shell Station on East Mason Street cost nearly \$2 million and Breakthrough Fuel's expansion above Backstage at the Meyer brought another \$4 million in reinvestment and doubled employment in this young company. How about Ashley Prange of Au Naturale Cosmetics on Main Street, who continues to grow her modern, organic line of makeup? Ashley recently won the prestigious Current Young Entrepreneur of the Year Award for her continued investment in our community.

These and other developments continue to grow our tax base. The total value of the city is over \$6 billion, with \$62 million in new tax base coming online last year alone. Combine this fact with the efficient services provided by our hardworking city employees, and the result is a lower tax rate. In fact, our city is experiencing lower taxes for the 4th consecutive year. I want to commit to holding the line on property taxes once again in 2017. In the budget, you will see that we continue managing debt while working to keep our city financially stable. The data-driven decision making process with improved outcomes and enhanced technology employed by our staff will lead to more efficient operations, and ultimately save money for the tax payer.

One major technology improvement is our Tyler Munis Financial System, which was fully implemented last year and continues to improve data management. That's just the start. We are closer to rolling out a mobile inspections reporting tool that will allow residents to take a picture with their cell phone and instantly report the issue to the appropriate city department with a corresponding data tracking number. With this new tool, the city will illustrate that using technology to enhance services is effective and efficient.

As we continue to become more efficient through technology, coupled with our new safety manual and training, we have reduced employee injuries and worker compensation costs. Worker Compensation costs in 2015 were down 16% compared to 2014 and 44% compared to 2013. Compared to other Wisconsin cities, the City of Green Bay's worker compensation costs

are 7% to 35% lower than comparable communities. This equates to major savings and a more productive and healthy workforce.

One of my favorite technology improvements was announced one year ago, with the City's ownership of Green Bay Public Television. Since that announcement, we have the station up and running with its own webpage and YouTube channel containing on demand programming. You can watch everything from Green Bay City Council to the local school board meetings. This is great, but we can do more. I am looking to increase the quality and quantity of original content this year, and I need your help. GBPT will air a new show called Green Bay Proud where local community organizations can educate us about their mission. This is a great way for citizens to see what is going on in the community and what they can do to help those around them. From the Optimist Club Youth Initiatives to the Rotary Free Enterprise Award, or the Suicide Prevention Group to the Phuture Phoenix program, if you have interest in participating in Green Bay Proud, please contact our GBPT station at gbpt@greenbaywi.gov. Episode 1 of Green Bay Proud will feature our Public Works Department and their work on recycling and composting, as well as what neighbors can do to assist in storm water management to keep our City running smoothly.

Speaking of Public Works, we are working on an exciting new product that could revolutionize the way we repair streets in Green Bay. In the year ahead, we will analyze the Hot in Place Asphalt Recycling System, a new street resurfacing technology with the potential to double the length of resurfaced streets. This service will not replace the traditional street reconstruction, but instead it will be an additional enhancement to keep our streets maintained. This test pilot will be scheduled this calendar year. Major reconstruction projects are in process on Mather Street, Gray Street, and, the much anticipated, Webster Avenue project with Ayres and Associates starting the design work this spring.

Public Works is not the only department taking care of our streets. Our Police Department does an incredible job as well. On February 1st, we swore in our new Chief of Police, Andrew Smith. Chief Smith was selected from nearly 50 candidates and comes to us from the Los Angeles Police Department, where he spent 27 years. He is a strong believer in community policing and in building trust and mutual respect between the community and the Police Department. Chief Smith, we welcome you to our community and look forward to your continued leadership in our community based policing efforts.

The Chief has inherited one of the best police forces in the country which through a strong focus on community policing is experiencing the lowest crime rate in more than a decade. Violent crime was down 13.6% in 2015 and overall crime is down yet again. This is on top of a decline of 13% from 2014. I want to thank the brave men and women of the Green Bay Police Department for all they do for our city.

As we work to recruit the best and the brightest officers to ensure the safety of our city, we need to make sure they are outfitted with the best technology and physical enhancements. In 2016, the Police Department will add new equipment including body cameras, a mobile command center, and lighted paddles for crossing guards. Last year at this address, I committed to funding a spatial needs assessment for a new police station. I am proud to say we are moving forward with the assessment and will have the contract awarded within the next 60 days. With a spatial needs assessment in hand, we can move forward with an RFP for architecture services. This process will take time, but will help us continue to attract the best and the brightest when it comes to public safety.

The other side of our public safety services is our Fire Department, led by Chief David Litton. Thanks to a collaborative effort between Green Bay Water Utility and the Fire Department, Green Bay is the first, and only, Class 1 ISO rated department in the State of Wisconsin.

The Chief also successfully negotiated a private/public partnership with local industry to purchase a new “state of the art” fire boat. Marathon Petroleum, US Oil, Citgo, Cenex and Westshore pipeline formed a coalition to contribute \$225,000 towards the purchase of the boat. The City, in turn, funded the remaining \$90,000. The new boat provides the capability to fight fires on the water or along its shoreline and features water rescue, side sonar and night vision to locate boats, people and objects using heat signatures.

When it comes to challenging issues, none are more pressing than the need to address drunk driving. I read a confidential police report every morning. I understand we are a big city and accidents happen. However, I’ve had it with the continued OWI arrests, and I refuse to accept the idea that, “it’s our culture” or “that’s how it’s always been.” After attending the wake of James and Wendy Rush, a loving couple killed by yet another drunk driver, I decided to quit waiting for Brown County or the State of Wisconsin to fix this problem and decided we, as a City, must take a leadership role and decisive action. I appointed Police Chief Smith and Fire

Chief Litton as co-chairs to lead a task force working with Alders and community leaders to bring effective change. I am asking this group to work with Father DeMuth of St. Elizabeth Ann Seton and his Responsible Alcohol Use Committee to consider every potential solution, and ultimately bring a list of achievable recommendations back before City Council for approval this year. Hopefully our actions will be noted by other communities and counties to make measurable changes to reduce drunk driving for everyone. These challenging issues are solved through a collaborative approach and I'm fortunate to have a talented senior staff working with me on these issues.

As Mayor, I have 11 direct reports that make up my senior staff. This is a dedicated group of leaders who work hard to make our City a better place, and as a group, we believe in ongoing training and education. Just a few months ago, we spent two days in senior development, with faculty teaching us how to become better leaders. We studied national surveys and practices which we can apply to our individual departments in the City. This same group took time from their busy schedules to learn from Lieutenant Jeff Englebrecht how to respond to an active shooter situation in the work place. Good things happen in Green Bay but bad things can happen too. I want to take a moment and thank my senior staff team for everything they do. Let's also recognize a new member of this team, Vanessa Chavez, our new City Attorney, who is coming to us from New Mexico.

No one person can do it alone. Not only do I have a great senior staff, but I am also blessed to have countless partnerships in our community working on various initiatives. One of our strongest partners when it comes to economic development is the Greater Green Bay Chamber of Commerce. I am happy to have the new Vice President of the Chamber of Commerce, Peter Zaehring, at the table helping us move our community forward.

Peter will work closely with the City's Economic Development Department. We're now at a good place to double down on our entrepreneurial and international marketing. Locally, we are feeling the vibe with new and expanding businesses and we need to market these strengths in partnership with the Chamber. Some of the key accomplishments last year include: the Cannery Public Market and Titledown Office Suites, valued at \$4 million, the KI Convention Center Expansion and Hampton Inn Renovation, which opened in July with a combined renovation cost of over \$33 million, CityDeck Landing featuring 76 fully occupied apartment units, and Red Lewis' Automobile Gallery, which will rival any car museum in the country. To show how

vibrant and diverse our downtown has become, we held ribbon cuttings for Wells Fargo Financial and the Production Farm on the same night. One manages millions of dollars of client investments, while the other empowers foster care children through filmmaking. Both are attracting young, talented people who will be instrumental in making our downtown community vibrant.

Several additional projects will take shape in the year ahead. These projects include: the opening of Metreau Apartments this fall, with 107 units and amenities this community has yet to experience. Hotel Northland will open later this year with five-star rooms, a jazz lounge, the Gridiron Sports Pub and a state-of-the art spa. I hope you will all join me for this much anticipated grand opening later this year. We also partnered with Vierbicher and Associates to complete a master plan for development and pedestrian traffic in the uptown area, just east of Lambeau Field. Over in the Broadway District, things are once again on the upswing thanks largely to DDL holdings who secured the remaining acreage on North Broadway Street. I know there are still some hurt feelings over passing on a Walmart Superstore, but give it a little more time. These guys know what they're doing. They will create a more significant tax base and keep the uniqueness of our downtown. We are closing in on a development at Schauer and Schumacher to renovate the building for entertainment and upscale housing. While this may take a little more time, we feel construction can begin this year. This whole block is a development opportunity for our community. Next to Schauer and Schumacher is a small 2 story commercial building connected to the old Vic Theatre. We're working on a master plan with interested parties to rejuvenate this area. Another restored theater that offers music and theatre education with coffee house music and small scale concerts would nicely complement the efforts here at the Meyer as we work to bring more theatre and arts to our community.

Other great assets to the downtown include the YMCA, a \$12 million renovation project starting this year which will attract young talent to the urban core, while also furthering their mission. On the east side, we continue to see major investments including Strategic Behavioral Health, American FlexPack and the Sunset Inn B&B. Then, of course, we have the catalyst on University Avenue with Festival Foods and Kwik Trip. This \$17 million development will serve Schmitt Park, Red Smith, Nicolet Drive and the surrounding neighborhoods on the east side of greater Green Bay. And how about the Farmory Project at NeighborWorks? Talk about unique big city concepts. This project recently completed its first vegetable harvest using an urban

aquaponics system making indoor farming a reality in our city. I want to thank Wells Fargo and the US Conference of Mayors for their contributions and assistance in moving this project forward. We love development and how it increases our stature as a city and it helps us attract the talent we need to move forward and stay competitive.

Now, this sounds like we are doing a lot, and we are, but we need to do more and we need to do it now. It's competitive out there and we need to invest now to assure sustainability and quality talent for our future. One of the top priorities on the agenda is to properly invest the \$5.3 million in excess stadium sales tax.

I want to start by thanking Representative Steffen for authoring the bill that sent this money back to the municipalities. I also want to thank area legislators for supporting this legislation. We hosted two community listening sessions for input on how this money should be spent. We heard many great ideas and to me a handful of projects stood out. Each project has the potential to catalyze other developments or create a return on our investment. We cannot afford to kick the can down the road. We need to turn our \$5 million into \$10 million.

My number one priority is to build an outdoor event center on the Greenfield Site. This site was purchased by the city over 30 years ago and has not generated one single dollar of economic development. We have a real opportunity here with an experienced ownership group in Big Top Baseball with a history of effectively managing facilities and running top notch events. This group needs a facility improvement and, as a community, we need to improve the south Broadway neighborhood. This \$9 million project will host 36 home Bullfrogs games and 4-6 concerts, featuring national acts. We'll secure a collegiate minor league soccer team, host dozens of youth baseball, soccer and football events, high school athletics, and youth clinics, along with many other community based festivals and events. This wide array of affordable, family focused entertainment spanning more than 100 days out of the year will spill into additional taxable development in the surrounding neighborhood. We've already secured a \$2 million dollar development in an area adjacent to the Greenfield Site. Let's call that area Midtown. Others are inquiring about available Broadway sites. It's the first time in my tenure that I've receive calls from investors interested in this part of our city. We should also consider using some of this money to upgrade our bridge lighting throughout downtown with high efficient LED bulbs. We have work to do, but I'm excited to build on our successes to attract creative talent in downtown, midtown and uptown. I hope this community will get behind these

catalyst projects. I want to thank Conor Caloia, Vern Stedman, and the Green Bay Bullfrogs for partnering on this significant investment in our community, and for working hard to make this project a reality.

When thinking about hard work, another city department comes to mind -- our team in Human Resources. They are slated to have a busy 2016. The year starts with the development of a Classification and Compensation Study in partnership with Carlson Dettman Consulting. This study will give us the data necessary to ensure competitive wage structures and the ability to recruit the best and brightest. Next, they will assist me with an ambitious health and wellness initiative, called Health 1265.

I am proud to stand here tonight and roll out Health 1265, a comprehensive approach to employee healthcare. We picked 1265 because we all know 1265 Lombardi Avenue is home to champions and we expect this program to allow every employee in the City of Green Bay to become champions of their own health and wellness. In an age when health insurance costs continue to rise, Health 1265 can reduce insurance premiums. All I ask is that employees get engaged with their personal health, take the Health Risk assessment, and participate in wellness activities. In this plan, the goal is to earn 1265 points over the course of one year and it all starts with a Health Risk Assessment. From there, employees can earn points through prevention exams and wellness activities. Additionally, active participants in Health 1265 can earn personal benefit account dollars. Employees who successfully achieve more than 1265 points in a year will be added to a drawing for the ultimate Packers game day package. On the other hand, if you choose to ignore your personal health and push health care costs onto the taxpayer, you will be expected to pay a higher premium. We want to be a model for other business and municipalities. To kick off this program, we are bringing in John Shier, also known as "That Guy Nurse," who is a strong advocate for Health 1265. I want to thank Lynn Boland and her team in Human Resources for working diligently and thinking outside the box on this impressive program.

When it comes to community wellness, we are a part of several initiatives including the Move with the Mayor Challenge, as well as an effort to make Brown County a Bluezone and Live54218's bike and walk to school days. I believe it is important that we have a healthy community and that we work together to achieve this. I'm proud to say that our Parks Department is at the forefront of several community health and wellness initiatives with programs like FIT in the Parks, FIT Fest and our newly implemented Parks Rx Prescriptions

program. We were selected as one of the top five National Parks and Recreation agencies which play a vital role in public health. Members from Prevea Health and our Recreation Department presented our partnership project called “Prescribe to be Fit” at the National Symposium on Parks and Recreation in Public Health at Indiana University in February. We know creative and talented people want to work in a high tech culture focused on wellness. City Hall and the City of Green Bay is becoming that environment. I want to thank our parks staff and numerous community partners for tackling this challenging issue through innovative and bold approaches.

The Parks Department is also responsible for operating and managing Bay Beach Amusement Park, which had another record setting year in 2015 with new highs in revenue and ridership. We are thrilled to have hosted over 3 million riders for a second straight season. This means we can continue to expand this community gem, leading to our next large endeavor -- putting the beach back in Bay Beach.

On June 27th last year, a Leadership Green Bay group organized an event to raise awareness of the potential for a beach at Bay Beach and educate the community on water quality through fun and interactive activities. The strong response propelled staff to request \$120,000 from the Stadium District Board to study the potential of restoring the beach. Two other pending grants will provide all funds necessary to finish the study and ultimately apply for a permit to restore the beach. I am happy to announce we will sign the first engineering contract for this project within the next 60 days. Although this may seem complicated and may take many years to complete, I know we have the right team in place to see it through.

As we continue to engage with the waterfront, develop community health and explore healthier modes of transportation, the development of our trail system is a top priority. The Fox River Trail north of Main Street will be replaced this year, and the East River Trail connection will take a major step forward. This plan provides a safe route for pedestrians and bicyclists to travel from the Fox River Trail to Joannes Park, which ultimately connects to the existing East River and Baird Creek Trails. This section of trail will serve as the missing link to surrounding communities and downtown Green Bay and connect over 40 contiguous miles of trail. A renewed focus on bike and pedestrian safety led us to changing the name of our Traffic Commission to the Bike, Pedestrian and Traffic Commission. I want to thank all the bicyclists from the Green Bay Bike Collective for coming out tonight.

On this evening every year, I have the proud honor to recognize the Employee of the Year. For the first time in my 13 years, we have two winners. This duo has an unbelievable work ethic and the positive attitude to match. I'm greeted by both of these people each and every evening after City Hall closes, where they routinely lift my spirits and remind me why I do this job. I am happy to congratulate Cheryl Komorosky and Jean O'Brien for their hard work and dedication to this city. Cheryl and Jean, please stand to be recognized.

I would like to thank all city employees for their hard work each and every day. I am so appreciative of all the work you do and for your service to this city. Without all of you, we would not be the wonderful city we are today. In closing, I want to reference an article from this month's Atlantic, an award winning, monthly literary and cultural magazine. The article is named the 11 Signs a City Will Succeed. Let's take a moment and review this list.

As we look towards the year ahead, we see many new and exciting events and activities coming to the city. Starting with new rides at Bay Beach, we will unveil the Bay Beast, Rockin' Tug Ride, and the Falling Star. An expanded Gallery Night presented by Merrill Lynch will build on the growing arts community in the Olde Main Street District, evidenced by the collection of new murals. We have Open Streets and Fit in the Parks on July 16th. Plus this year we will roll out a new brand new Park and Rec Expo. As always, we will continue re-engaging with the waterfront with sailing education through the Green Bay Sailing and Paddling Foundation and the popular Tall Ships Festival coming August 4th through the 8th. As I mentioned, August 7th is the 200 year anniversary of Fort Howard. Let's take time as a community to celebrate all of these wonderful activities.

Thank you all for being here and for making this city great. It is wonderful having a leadership role to witness our collective transformation into a world class city. It is my honor and privilege to serve the people of Green Bay. I am proud of what we have been able to accomplish and I look forward to the upcoming year.

Please join me and all of our guests tonight at a reception at Backstage at the Meyer to celebrate our wonderful city.

May God bless you, and may God bless the City of Green Bay.