

Thank you, Greta, for the very kind introduction. MORE

I'd like to thank all of you for attending my 15th State of the City. First, let me welcome you back to the beautiful, historic Meyer Theatre. Along with Backstage at the Meyer, this facility hosts a wide variety of performances which attract record-breaking numbers of attendees. I'd like to thank Matt Goebel for his leadership, and also thank his amazing staff. To think the Lettermen, who were just on this stage, as well as the Miss Green Bay Pageant and the Civic Symphony perform here. Join me in thanking the Meyer Theatre.

If you'll indulge me, I'd like to give you an update on my family. Anna and her husband Robbie still live in Nashville, TN, where Anna works in early childhood development, and is in graduate school at the University of Tennessee, and Robbie is a civil engineer. You heard from Greta. And our youngest daughter, Laura, will graduate in 2 days from University of Wisconsin Madison with a Bachelor's Degree in Journalism and English. We're proud that Laura was awarded the XXX at the University. You all know my wife Dona, who enjoys her work at Newcomer Funeral Home here in downtown Green Bay. As I've said before, there are two things that are certain, death and taxes, and Dona and I have you covered (I'm glad that joke still gets a laugh).

In the 15 years I've come to address you, the residents, business owners, and community members of Green Bay, I've described the many projects we've delivered, and continue to work on, to attract and retain talent. All of these projects were made possible by a few key things: the work of staff members at City Hall; the support of good people like you, and the work of the city council. Green Bay has elected a council whom I believe will serve as true representatives of our community. I want to recognize council members: Barb Dorff who serves on Personnel and Finance Committees and the RDA; Veronica Corpus-Dax who serves on Personnel and Finance Committees and Plan Commission; Andy Nicholson, who services on the Improvement and Services and Parks Committees; Bill Galvin, who serves on Personnel, Finance and the Ethics Board; Craig Stevens who serves on Protection and Welfare and the Traffic Bicycle and Pedestrian Commission; Kathy Lefebvre who serves on Finance, Personnel and the Water Commission; Randy Scannell who serves on Protection and Welfare, Transit Commission and the Public Arts Commission; Chris Wery who serves on Improvement and Services and Parks Committees; Brian Johnson who serves on Improvement and Services, Parks and Economic Development Authority and the CDBG Revolving Loan Fund Committee; Mark Steuer who serves on Protection and Welfare and the Historic Preservation Commission; John Vander Leest who serves on the Protection and Welfare Committee; and Jesse Brunette, who serves on the Improvement and Services and Parks Committees and the Annexation Commission. I'd also like to introduce the senior staff. They are smart, dedicated and creative. Diana Ellenbecker, Director of Finance. Vanessa Chavez, City Attorney. Steve Grenier, Director of Public Works. Joe Faulds, Human Resources Director. James Anderson and Dan Ditscheit, Co-Interim Directors for Parks, Recreation and Forestry. Kevin Vonck, Director of Community and Economic Development. Police Chief Andrew Smith. Fire Chief, David Litton. Patty Kiewiz, Director of Green Bay Metro, Nancy Quirk, Director of Green Bay Water Utility, and Celestine Jeffreys, Chief of Staff.

My administration works hard and is diligent in pushing through in order to bring winning projects to Green Bay. These types of projects attract and retain talent, improve our quality of life, and create and invite business investment. That is our mission. It's why we exist. The City of Green Bay is focused on a direct path. We are well aware we're in a competitive environment. Any good Mayor or community leader knows that to grow your tax base, enhance your educational opportunities, and build a community of choice, you need to attract and retain talent. It's very competitive out there, and we're very confident. We enjoy getting into the ring, and we'll go all 9 rounds (I like to win). Tonight we're talking about competing and our road to becoming a championship City, and not just for the Packers,

but for our development, our services, our residents, and our amenities. We cannot sell on price, we're positioned to sell on value, there's a big difference. We like who we are and where we're going.

In order to stay competitive, we need to have a City that is financially sound. Our tax rate compares favorably to other cities in Wisconsin. If you have an average-priced house in Green Bay, you would pay just over \$1200 in taxes. That's for all city services; less than the average cable bill! We are responsible with our borrowing and spending, and Green Bay has maintained a credit rating of Aa2. Our most recent borrowing rate was a healthy 3%, which reflects investor interest in Green Bay bonds. Our name and bond rating drive investor appetite, and they submit strong bids when purchasing our bonds. We need to closely monitor our spending and investments. We do need to increase our cash reserves. Right now, we're at about 17% of operating cost as a cash reserve. We need to move this to 20% by the end of 2020. And 23% by 2022.

Residents and businesses judge a community by its overall safety. Here are just a few numbers to show how the police department's community work has translated into a safer, and therefore more competitive, community. 2017 saw historically low crime rates. There was a 2.5% decrease in violent crime; an 11.28% decrease in property crime; and a 9.77% decrease in the overall crime rate, when compared to 2016. And one important statistic stands out: the City of Green Bay did not have one reportable homicide in 2017. Using other Midwest cities as a benchmark, we should have had some homicides, given our population of 100,000. Again, we had 0. 2017 was the safest year in Green Bay since 1975.

Under the leadership of Chief Andrew Smith, the Police Department has expanded their community engagement. We created a Youth Coordinator position and increased the number of Police Explorers to 70. We created Books and Badges, and we continued the Bring Your Own Five summer basketball tournament. In 2018, the Police Department will expand this outreach to include soccer at Kennedy Park and working with members of the Hispanic community. GBPD keeps our community safe with their Safe Parks initiative. They create a strong police presence in our parks, especially in the early summer, to signal that certain parks are not available for misbehavior. The Police Foundation, formed two years ago, raises money to support the mounted patrol, as well funding implicit bias training.

The Police and Fire Departments are working on tactical emergency medical services training, and will coordinate paramedics with police SWAT units for high risk events. Both departments are fully reviewing our active shooter response protocol, and will formulate guidelines each department can use, if such an event should occur. In the near future, these two departments will continue their collaborative work not only with programs and policies, but also in a state-of-the-art public safety building. As I mentioned last year, we formed a taskforce to study the best design and space needs that will accommodate the police and fire departments for the next 50 years of Green Bay's expansion and development. I support their recommendation for a new facility in downtown Green Bay, and will bring it to the City Council later this summer. They will be training together on a regular basis in the coming year.

Our infrastructure is critical to our success. Just two days ago, we celebrated Drinking Water Week. Not only are we ensuring every household has safe drinking water, but we're also focused on public access to great drinking water. I want to reiterate that Green Bay was voted best-tasting drinking water in WI. And yet, one of our challenges is the lead-service lines. Take comfort that we are light years ahead of our competitors in terms of replacement. To date, we have replaced 479 lead-service lines. Our goal is to have 0 lead-service lines in Green Bay by the end of 2021. Many of the lead service lines to homes

are in our downtown neighborhoods, and we were concerned about the financial burden of replacement costs. So, we leveraged \$300,000 of funds from the Excess Stadium Tax, and secured principal forgiveness loans from the Department of Natural Resources to pay for the line replacement.

Another part of our infrastructure is transit. We get people around town, and our bus system is always looking for ways to expand, serve and compete. We gave over 1.3 million rides last year. Green Bay Metro will open the East Side Hub, close to the new Dunkin Donuts. This hub along with the West Side Hub, gives riders the ability to transfer quickly. It also provides better access to the rest of the bus system for our suburban partners. This July, passengers will be able to use their mobile devices to access real time bus information. I wish more of us would use transit. It's safe, it's clean, it has Wi-Fi, and runs on schedule.

A key part of any City's infrastructure is roads. Roads cost money. We're focused on passing and implementing a new revenue stream to bring an additional \$2.1 million which will fund resurfacing roads, maintain other infrastructure and eliminate special assessments. If we implement a Wheel Tax, this is only part of our plan. We all want better roads, and the elimination of special assessments. A wheel tax is not a get out of jail free card. This revenue source addresses only part of our needs. We still need support from the county, the state and the federal government. We're working with them to help us with our infrastructure needs.

Infrastructure isn't just roads; it also includes the internet and our waterways. DPW is working with companies that will make Green Bay a destination for cruise ships. The Great Lakes Cruise Ship Company is planning on making eight stops in 2019. We worked with them on a set of requirements and are developing docking locations in Leicht Park. If these ports-of-call go well, there may be other cruise lines visiting our port city, carrying passengers who would partake in all we have to offer.

Lighting is a key component of infrastructure. As you saw on the invitation to this address, we're moving forward on our new lights for two downtown bridges. Public Works has worked with Phillips lighting to create a lighting plan for our bridges. These lights are LED, energy efficient and color-changing. Northern Electric, our contractor, is installing these lights, and the system will be ready this summer. This new lighting will allow us to honor high school activities when they compete at the state level. We'll light the bridges with their colors, and also commemorate national holidays, such as pink for breast cancer awareness month; and red for heart disease... There's still a little staff disagreement around the lighting scheme for the Packer games. We'll go with green and gold, for sure. As your mayor, I get many cards and letters from fans of opposing teams who compliment the City's hospitality - from LSU to the Bears to the Eagles. They love Green Bay hospitality. To really roll out the welcome mat, I think it would be a great idea to light one bridge for the home team and the other bridge for the opposing team. What a Monday night shot!

We need to compete in a technologically driven world. Two weeks ago, we went live with our new website and content management system. Go to greenbaywi.gov on any device. When you get to our new page, you will have city hall at your fingertips. You can check events, give us notice about a cracked

sidewalk or pothole or you can pay a parking ticket. And because we want you to be more engaged, we have a new agenda management system called Civic Clerk. This system's database has the last 20 years of meeting minutes. You can research council votes, find information on committee or council action. To help you manage your busy schedules, you can sign up for notifications of agendas, news, alerts or events. And it is all paperless! We will save about thousands a year by doing this. Another important feature of Civic Clerk is that it contains closed captioning, and is compliant with the Americans with Disabilities Act. This new software and website will better engage our community members, improve communication, and create greater transparency. This is a big deal for Green Bay! By the end of the year, things you used to do over the phone or in person can be done on line.

Several departments have upgraded their internet presence. The Law Department has adopted a service called Municode, a searchable database for ordinances. Residents, alders, and business owners can search ordinances, thus improving our transparency. The Fire Department has new technology for code enforcement inspections, and uses iPads to complete inspections and return electronic reports to the responsible party. Not only is this a cost savings, and improves our efficiency, it also helps us attract better talent. The Community and Economic Development Department can accept building plans and issue certain building permits electronically. They standardized some forms which can be completed, saved and submitted electronically.

Technology is important, but the physical work environment is also important to keep our great work force and recruit other talented employees. We are in the middle of a major renovation of our 6th floor which will improve customer service and provide collaborative work spaces. The department is a "one-stop shop" for the public by combining inspection and permitting. The remodel includes technology and security upgrades.

The City competes for the most talented and engaged employees, and our Human Resources Department is committed to doing their part in attraction and retention. To that end, this past October we created a new classification and compensation plan offering competitive salaries and benefits. We are focused on helping our employees and their families become healthier individuals, and so we've hired a full-time Wellness Coordinator who focuses on programs and engagement. We are still going strong with our Health 1265 program, and continue to see employees make improvements to their health. This year, the Human Resources Department will implement an online benefit open enrollment process for employees, and evaluate and improve our recruiting and hiring processes to increase diversity throughout City Departments. One of the enhancements we're looking forward to implementing is a plan to attract more women to the protective services. We need to do a better job of connecting the jobs in public safety to the young women in our community. Here's something you're going to like. This October, the city will host a workshop for high school young women focused on protective services. They will practice on the shooting range, learn Judo takedown moves, climb ladders and work with police and fire apparatus. Here's the key. This workshop will be taught by our female officers and firefighters. We think this is the connection young women need to encourage their interest and applications.

Along with a quality workforce, our business is to attract more business. The Community and Economic Development Department connects to residents and businesses to grow our economic base. Staff members of the Development Department stay informed about the latest ideas in their industry by attending regional and national conferences, as well as being a part of the Greater Green Bay Chamber's economic strategic planning. Just this morning we announced at the Chamber's Strategic Plan Breakfast

our partnership with the City of Indianapolis. We'll work closely with their community leadership, and learn more about talent attraction.

Respecting history is part of our economic development plan. The Historic Preservation Commission worked with the State Historical Preservation Office to place a new downtown district on the National Register of Historic Places. The designation we received two months ago allows property owners to finance renovations through the use of historic tax credits. Also, as our downtown has grown, and we've added more restaurants and residences, we know people want to eat at sidewalk cafes. We upgraded our ordinances to allow restaurant owners to apply for sidewalk seating.

We received some great news about tourism in Wisconsin. While tourism is up 2.8% in Wisconsin overall, in Brown County, tourism is up almost 5%! Amenities like Bay Beach, City Deck and the Packers attract visitors, but what makes the difference here is the presence of conventions. My administration worked hard to recruit conventions, here's an example.

It's no surprise that retail is changing. It's not all because of E-Commerce and Amazon. An online sale is just another distribution channel for goods and services. Online sales comprise only 9% of all retail sales. Successful retail sales is about positioning and focusing on your market. We're pleased to see Marshall's, Ross and Pet Smart invest in our East Town mall area. There's more retail development coming to this area which will be announced later this year.

The Green Bay Plaza on Military was recently purchased by Steve Jeppson and his company. This guy gets it. We are looking to create a higher and better use of this plaza, by adding buildings and installing public greenspace for Military Avenue District activities and events. We also want to leverage the one-off specialty retail.

And closer to downtown, we're moving ahead with our Shipyard development, 15 acres of City-owned property that had sat vacant for quite some time. We were close to a deal on a baseball stadium, and we struck out. But know that we are working on an even better land-use redevelopment plan. It will include awesome public space, commercial development and unique retail opportunities. It will be ready for Redevelopment Authority and Council review next month. It'll be a home run. In addition, we'll keep our word and invest \$1 million into the adjacent neighborhood.

On the north end of Broadway, the Railyard development is continually increasing in value. The Railyard development team, Paul Belschner, Brent Weycker, Jim Kratowicz, and their staff, have invested millions of dollars on high-quality, high-density projects. The first phases of these projects have already begun and include rehabilitating historic warehouse space into commercial space. You really need to see this unique work environment. T2 Accelerator offers the highest internet speeds in Brown County. T2 is a forward-thinking co-working space that capitalizes on a technology partnership with Brown County, Nsight, DDL Holding and the Chamber of Commerce. They provide reliable high speed, low cost, internet to attract the next generation of connected businesses. The Railyard is already worth more than the proposed Wal-Mart development, and they're just getting started! This year you'll see the construction of Kellogg Street, installation of a roundabout and a connection to Donald Driver Way. And we'll begin construction on 20 new owner-occupied townhomes. The value of this area will exceed \$50 million. It pays to keep a vision and work on the right project.

Also in the downtown is the landmark Hotel Northland. This project wasn't easy, and really should have been completed a year ago. But I am pleased to announce that the hotel has been sold to Greenwood Hospitality, and they plan on opening this fall. This will be a four-diamond, luxury boutique hotel with 160 rooms, two full service restaurants, ample event spaces, meeting rooms, and a social club. While I know there may be some hurt feelings over this project, it was the leadership of JP Williamson, Sherry Coley and Paul Swanson that got us over the goal line. Their efforts, along with City Hall assured that the City was made whole and that the hotel would open this year as an historic first-class property. We have plans to install a pocket park, right across from the hotel. This decorative green space and seating area will be attractive for visitors, residents and employees, and will open the same time as the Hotel.

The downtown is working; we're fielding calls from businesses seeking investment here. We are so pleased to welcome Imperial Supplies to the Feld Building. Imperial, a subsidiary of W.W. Grainger, provides a system for ordering and stocking fleet-specific maintenance repair parts. They've acquired space in the Feld Building to expand their sales, information technology, distribution, and customer care departments. These are 300 jobs they're moving to our downtown. The official ribbon cutting is May 21, but I can tell you I've received positive feedback from downtown restaurant owners about the impact Grainger will have on their businesses. I want to thank Rob Gilson, President of W.W. Grainger, for his leadership on this project.

Another landmark in our community is the old Whitney School. The Redevelopment Authority and City Council approved a Development Agreement with Milwaukee View. They will restore the school and create 23 market-rate apartments, and will build 12 owner-occupied townhomes on the lot to the west. With Railyard and Metreau, Whitney School brings the kind of historically respectful, yet vibrant and modern, residential spaces we need in the downtown. Market research shows there's a need for more downtown residential units. The talented people, I've referenced a number of times, seek environments that are walkable, bike-able and close to downtown amenities.

On the east side we're excited about new developments coming to the Packerland Packing redevelopment. The old Packerland Packing plant, which is currently being demolished and remediated by TMD Properties, will see 322 residential rental apartments, with a mix of loft-style and senior-friendly layouts. TMD Properties is partnering with UWGB to provide student housing, and we look forward to welcoming 150 students to this area in the fall. Over by the I43 Business Park, the City will welcome the new Nature's Way/Schwabe North America health food manufacturing facility, which broke ground just last week. This \$20 million facility will expand the I43 Business Center eastward. We continue to invest in our core business sectors; manufacturing being key. There are great things happening in the manufacturing world. Manufacturing is strong throughout the state, and Green Bay is no exception.*

Last year the City began working with community partners to create a bike-share program for Green Bay. I'm happy to announce that Green Bay has a partnership with Lime Bike. Unlike traditional bike-share programs that require thousands of local infrastructure dollars, Lime Bike operates on a different model. Lime Bike hires local staff to maintain and manage the system, and charges a low rate for usage, just \$1 for 30 minutes or 50 cents for students and low-income qualifying riders. This was approved Monday by the Improvement and Services Committee, and will be heard at Council next week. If approved, we anticipate Lime Bike will begin operating in Green Bay this summer.

I'd like to tell you about the recently approved Economic Opportunity Zones in Green Bay. An Opportunity Zone is an area where businesses and residents can use federal community tax incentives

for development. The Zones are Broadway, Velp Avenue, University Avenue and the Legends District. This program was approved in March by U.S. Treasury Secretary Mnuchin and Governor Walker. The City will use these new zones to stay competitive and attract development. We may be able to leverage investment in the four Economic Opportunity Zones.

And while we've had many successes, there are some projects we're still working on, namely the coal piles. I remember after I was first elected, I reached out to previous mayors of Green Bay. I really connected with Romy Denison, elected the year I was born. I went to his apartment and asked Romy what he worked on back in the late 1950s. His response was, "moving those damn coal piles." We're still working on it. And we feel that we may have a window of opportunity to secure an agreement for relocation. The new owners, coupled with strong leadership at the state and federal levels, along with commitment from community leaders, make relocating the coal piles from their current location, a potential reality...stay tuned.

Our parks and recreation system is top notch. We've reconstructed a section of the Fox River Trail, north of the City Deck. The East River Trail and the Fox River Trail will be connected with a 1 mile stretch. This will create over 40 continuous miles of trails in our community. The City received \$475,000 in grant funds to construct a canoe/kayak launch near the intersection of Main and St. George. Working cooperatively with the Baird Creek Preservation Foundation, we've not only preserved 500 acres of natural area, but will install a pedestrian bridge which will blend in with the surroundings and enhance visitors' experiences.

The Parks Department creates events and programs for all ages to enjoy the outdoors and engage in a little friendly competition. Parks Rx, Fit in the Parks, and the Haunted Chase Race are all regionally recognized programs. This summer, we'll be one step closer to achieving our goal of becoming the healthiest park system in the nation, with our Parks Perks Summer Kickoff Party next week.

Green Bay Kids' Day is still a premier event in our city. Kids have free entry into many community venues, free entry into the pools, wildlife demonstrations at the Wildlife Sanctuary, and our big gathering at Leicht Park, where we serve a free lunch with the Mayor. Over 10,000 kids participate.

The Parks Recreation and Forestry Department is focused on developing existing parks. We created our first doggy park at Whitney Park, installed a new park shelter in Astor Park, installed new tennis courts at Perkins Park, renovated two adult softball fields at Beaver Dam Park, installed a new playground, tennis courts and an ADA compliant walkway at Edison Park, and completed the last two soccer fields and concession stand with restrooms at Arnie Wolff Sports Complex. The OAK School at the Wildlife Sanctuary is one of our excellent programs where youngsters learn the joys of the natural world and their ABCs at the same time. We'll add 12,800 square feet to the Nature Center to expand the learning area for the students, thanks to the generous \$3 million donation from the Friends of the Wildlife Sanctuary, and the continued partnership with Green Bay Area Public Schools.

We have a new agreement, approved just 6 months ago, where we share facilities with Green Bay Area Public Schools, which is a responsible use of tax payer money. This is really important for our community. By building relationships with the school district, we can focus our efforts on positively impacting families and youth, and not tie-up money by duplicating facilities. Thanks to Dr. Michelle Langenfeld and her staff for their efforts.

We've also worked with our state legislators, Rep. Macco and Sen. Cowles, to co-sponsor Assembly Bill 821 which fast-tracks projects by allowing private funders to privately bid on park projects, then donate the improvements back to the municipality. The Optimist Club will be the first community group to

benefit from this legislation with a new shelter at Optimist Park. They've been working with the Parks Department since 1953 to serve the youth of our City.

Bay Beach Amusement Park continues to be the number 1 or number 2 attraction in Green Bay, depending on the Packer game. We are expanding the train ride to travel along the shoreline and then under the Zippin Pippin roller coaster. We'll add a new concession stand with an expanded menu. And because of the tireless and generous work of the Friends of Bay Beach, we will begin building a new Ferris wheel this fall. Once installed, this 100 foot wheel will tower over the park and overlook the bay. The ride is scheduled to open to the public in 2019.

The big news from Bay Beach is that we are bringing back the beach! We received approval from the DNR, just 4 weeks ago, and the City Council approved a funding mechanism which would install a 1,000 foot long sand swimming beach, a boardwalk, a 450 foot long wildlife viewing pier, and a bathhouse with concession stand. To accompany the increased number of visitors, we will expand the parking lot and renovate the pavilion. This multi-million dollar project will be entirely funded through a combination of grants, donations, and revenue from Bay Beach. This is a significant and historic achievement for the City of Green Bay, and Bay Beach will continue to draw millions of visitors to our community for another 125 years. We may be able to build the pier out of recycled materials, such as 1 gallon milk jugs, and look forward to creating a community engagement project. I'd like to thank Red Hoslett from Patrick Engineering, the DNR and the City Council for working cooperatively on this project. (Red, please stand.)

In addition to projects, I'd like to introduce a policy for term limits. I have evolved on this issue, and believe that it is important for voters to have more choices in their elected officials, and to keep fresh perspectives in our elected body. I propose that the executive (the Mayor) and the legislative (the Common Council) serve no more than 12 consecutive years. So, the Mayor could have no more than three terms of four years. I believe that a new Mayor can get a lot accomplished in twelve years, and that the voters of Green Bay should get new perspectives more often. With my plan for term limits, I will propose that the council members serve for three year terms, not two year terms. Therefore, each council member could have no more than four terms of three years. I'll be working with the Law Department and the council to approve this plan. Should it require a referendum, my plan would be to have the question on the ballot for the November 6th election.

Every year at my state of the city I recognize the neighborhood association of the year and an employee of the year. I'm pleased to announce Astor as the Neighborhood Association of the Year. Astor Neighborhood delivered a quarterly newsletter; kept in contact with residents via Facebook; sold snacks each week at the City Band Concert; organized an Easter Egg Hunt; held a movie in the park; organized a back-to-school dinner for parents and students; hosted a wine tasting event; and created a new event, "If Homes Could Talk."

As you know we have 44 neighborhood associations in Green Bay. I'd like to thank all of the volunteers and organizers, especially Rob and Deby Dehn who put in their time and talent to make Astor, and all the associations, great!

As for employee of the year, I want to recognize an individual who's really gone above and beyond the call of duty. As you know we have 1000 employees, all are dedicated and give back to the community. This individual has helped the city transition from 164 years of paper, to a level of technology that will not only save the city money, but will help us become more efficient and competitive as we move forward. He's the go-to-guy when it comes to troubleshooting technology issues, and has created many applications for employees to track and analyze data, bringing us closer to being a "smart city." He's got

a lot of patience; he likes to bike, but really loves his technology. We congratulate Mike Hronek as the 2018 employee of the year.

In closing, let's stay competitive, let's stay vigilant, and let's get Green Bay to be that community of choice for talented and engaged individuals.

Please join me for refreshments at the Creamery, located on the City Deck and Pine Street. I'd like to thank Pat Hoffman, and his staff for their work on this event. Let's get in the mood for another great year. We will have CSIs to guide people, and a shuttle service for your convenience. Thank you for coming!

God bless you and Green Bay, Wisconsin!