

Thank you Peter for your very kind introduction. I really look forward to working with you and your team to fully implement the strategic plan for the Chamber of Commerce. Like you said, we're on the cusp of some great things here, and believe me the city will do its part.

I want to thank you for attending my 14th state of the city, and welcome you to the wonderful Meyer Theatre. There are a lot of great things going on in Green Bay and tonight we're going to learn about how we can leverage our assets and develop a region that will retain and attract talent. That's the theme tonight; how we, as a community, can retain the great talent we already have here in Green Bay, and how we can attract the type of people who can make our community even stronger.

Here we are once again at this amazing historic theater. Along with Backstage at the Meyer, this facility has had record breaking sales, thanks to the leadership of General Manager Matt Goebel and his amazing staff. I'm here quite often to support events like the Civic Symphony of Green Bay, International Day of Women, network with your neighbor, and cultural events unique to the greater Green Bay community. Before I get started, I'd like to give you a quick update on my family. Anna and Robbie live in Nashville, where she works in early childhood development. Our second daughter Greta is working in Chicago, and our third daughter Laura is going to school in Madison. Here I am talking about retaining talent, and all three of my children live out of the area! (They'll get a copy of this state of the city address, and things will change!) You all know my wife Dona who's enjoying 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).

Retaining and recruiting talented people must be our collective goal and focus for the coming years. Here's why. Experts project that our city will grow at a rate of less than 1% annually. The good news is that we'll continue growing. But we have the tools to amplify this growth. This projection factors-in mainly the number of births minus the number of deaths, and does not give our community the full credit it deserves for recruitment. We can double the experts' projections if we can bring our partnerships together, and get the word out that Green Bay is a place for talented people to live, work, and play. Milwaukee, Wisconsin's most populous city, has only twice the footprint of Green Bay, yet six times the population. As you can see, there's opportunity for us to grow. (We don't have to be Milwaukee, but we have to grow at a higher rate than 1%.)

We, as individuals who care for this city, can attract professionals, workers and companies. But we need to do a better job of telling our story. If we do, we can attract talent to our community. We, at City Hall know this story and tell it. We have recently hired three new employees, Matt Buchanan from Portland, Oregon; Erin Roznik from Indiana; and Jean Semenuk from Milwaukee, all college-educated and each holding a master's degree. They learned about Green Bay's strengths through social media and by interviewing with people who know Green Bay's Story, and who know how to tell it. They are the kind of workers who will take our city to the next level. We will grow our city together by telling and bragging about our story, Green Bay's Story. With social media we're all in Green Bay's marketing department!

Your friend, niece or distant relative will see our community through your eyes, and through our collective efforts they will choose Green Bay. Let's start bragging now and tell Green Bay's Story!

Green Bay is financially strong. GB hasn't raised taxes for 5 years and has held true to a tax rate of \$8.86 per 1 thousand dollars, which if you have an average-priced house at 134 thousand dollars, you pay 1200 dollars in taxes for all city services, which is probably less than your cable bill. It's important that we show a history of fiscally responsible management as part of our campaign to attract and retain talent in Green Bay. Green Bay's credit rating is Aa2 and has been that way for 4 years. Our most recent borrowing rate was at 2.5% which indicates that investors have an interest in Green Bay's bonds, and have always submitted strong bids when purchasing our bonds. Both the city's name and its bond rating drive investor interest and appetite. We ended the year with a positive cash balance, that's 14 years in a row of revenues exceeding expenses. While it's tough every year to balance the budget, we work on it every day. Looking ahead, I want to thank Alder Vander Leest for volunteering to lead a committee to study the budget now, and make recommendations for the 2018-19 budget.

For a City our size, Green Bay is a safe place to live. As Peter mentioned, overall, crime is down. I'd like to share with you a weekly update I received from our police department. Violent crime, property crime and theft are all down. With our hardworking men and women of the police department, we are implementing new strategies and reaching out to the community. We have a new mounted patrol unit with trained officers who served at 25 events last year, and will be even busier this year. Last year, after a particularly tragic accident, I directed the chiefs to create a strategy to decrease the incidences of people operating while intoxicated. The OWI taskforce educated the public, improved enforcement, met with the Tavern League, and Alders. Since then, we've had zero OWI fatalities in Green Bay. The police department recently hired a juvenile officer who focuses full-time on youth programs and engagement. Additionally, we now have two mental health officers on the force trained to effectively interact with those in crisis. Finally, Chief Smith started the Green Bay Police Department foundation and has raised 250 thousand dollars of locally-donated funds for training in implicit bias and de-escalation techniques, and purchasing equipment, such as ballistic helmets. Another shout-out to our police department for engaging with our community and creating, along with Divine Temple Church, a "bring your own five" basketball tournament in Fisk Park during the summer. Looking ahead, we are planning to move forward with some recommendations for a new Public Safety Building. This building would house the entire police department and the fire department's administrative offices. Bray Architects, in conjunction with a task force of police officers and firefighters, completed a space-needs assessment and a survey of likely sites. The next step is for the committee to present a site recommendation and obtain council approval.

The Fire Department has grown its own public-private partnership to become an oil-spill response organization. The fire department continues to deliver all core services in education, emergency medical services, fire protection and specialty team response. We are still only one of two fire departments in the state with an Insurance Services Office class one rating. Looking

forward, we are excited to establish an ambulance in Station 7 to reduce our response times on the far-east side. I want to thank Alderperson Dorff for her leadership on this project.

Quality water is key to a thriving community. Many cities around the US are having problems with their drinking water, so quality water will be a consideration when professionals, workers and companies are looking to relocate. We take this issue seriously and are proactively tackling issues with lead pipes while maintaining high standards for great-tasting water. We are the first water utility in the state to receive funding to assist homeowners with private-side lead pipe replacement. We used 300 thousand dollars of excess stadium tax funds, and a 500 thousand dollar principal-forgiveness loan from the Department of Natural Resources to further assist residential replacement of lead pipes. Last year, we are happy to report, we replaced 340 lines, and will have 100% of the lead lines replaced in the very near future. We've incorporated work management systems into the water utility's pumping and filter plants, thereby increasing efficiency and reducing redundancy. On top of all of this, we were voted the best tasting water in the state last year by the Wisconsin Section of the American Water Works Association. Let's hear it for the Green Bay Water Utility.

A great community has solid infrastructure and a variety of ways to get around town. Work will continue on street improvement projects that will have a significant effect on the east side. This summer we will fully reconstruct the south end of Webster Avenue, from Mason Street to Porlier. This area fronting St. Vincent's and Bellin Hospitals, often referred to as the "hospital corridor," will receive new sewer and water improvements, and new concrete pavement. Design work continues on North Webster Avenue from University to Radisson Street. This long-awaited project will provide a gateway from 1-43 to downtown, incorporating bike corridors, pedestrian trails and a wide median. Sewer and water mains will be reconstructed in 2018 and pavement will be installed in 2019. (This will be a beautiful road to travel on!) The Department of Public Works continues its efforts with far east-side developers for additional improvements in Grandview Place, near Finger Road and East Mason. Part of these plans will extend sanitary sewer lines to allow for more building south of Mason Street to the city limits', this will open up lots of lots.

We want people to get to around in a timely manner. We're installing smart signals that adjust the timing of the red lights and green lights according to the presence of cars in the intersection. Smart signals "talk back" to the system so staff can evaluate performance and make adjustments. We are aware of the many concerns citizens have regarding the condition of railroad crossings. We've allocated \$1.4 million of the excess stadium tax funds to help Public Works continue their great work. (So let's get this done!)

Our trail system is another way great way for our residents to get around town. Our vision of the East River Trail connection is taking shape. Phase one work should begin in 2018. The city has purchased properties to make way for the new trail and once completed, this proposed one-mile trail section will provide a safe route for pedestrians and bicyclists to travel from the Fox River Trail to Joannes Park, linking downtown to the surrounding communities, and connecting the Fox River Trail to Baird Creek Trail. We're renovating the Fox River Trail north of

Main Street with a wider path and new L.E.D. lighting. Public Works is partnering with stakeholders to develop a community-wide bicycle-pedestrian plan and we've been working with members of the bicycling community to increase awareness. This spring, "Share and Be Aware" public service announcements will begin which will better inform road users about safety for all – vehicles, bicycles and pedestrians. And, on top of all that, we received an honorable mention as a Bicycle Friendly Community from the League of American Bicyclists. We really want to thank Alderman Bill Galvin for his leadership on making Green Bay a more bike and pedestrian friendly community. Thanks to my alderman, Bill Galvin!

We have some very good news to share about our bus system, Green Bay Metro. Later this year, the Department of Public Works and Green Bay Metro will develop a mini-transit station on the east side. This hub will provide a location where transit riders can transfer to east-side routes without returning back to the main Transit Center on University (saving a lot of time and money). And, we are happy to announce that we've deepened our partnership and commitment to the youth and to Green Bay Area Public Schools. Starting in just two months, all Green Bay students will be able to ride our Green Bay Metro buses at no cost to them. Students can take a regularly scheduled bus to school in the morning, from school in the afternoon, they can stay for activities or homework help, or go to the Boys and Girls club. And on the weekends and in summer, they can use transit to get to their jobs. *let's hear it for DPW, Green Bay Metro and Green Bay Public Schools Dr. Langenfeld, if you're here, please stand and congratulations on your referendum!*

City Hall is creating a workplace that will attract and retain professionals. As I've mentioned earlier, we've attracted some great talent to City Hall and we are upgrading our workplace. We need to create cooperative and innovative workplace environments. Therefore, we've proposed renovations in city hall to foster collaboration between employees, which will lead to improved effectiveness and efficiency. Along with creative workspaces, 21st century employers are concerned about employees' health, and use tools to help them better manage health outcomes. Last year we created Health 1265 (1265 is our famous address at Lambeau Field). This program has made a significant impact on employee health and awareness. Participants receive points for their healthy behaviors and a higher health risk assessment score. The results have exceeded our expectations. Additionally, Public Works, Police and Fire, and Risk Management are keeping workers safe-on-the-job with training, stretching programs,

and on-site clinics for injury prevention. Two months ago, the city received an "Initial Progress Award" from our property insurance carrier AFM in recognition to our commitment to loss prevention.

Last summer I spent each Tuesday "moving with the Mayor." We invited community leaders such as Mark Murphy, Harry Syndey, Laurie Radke and Robyn Davis, to join city hall and downtown employees for a 30-minute walk around town. We were sponsored by the National Forum for Heart Disease and Stroke Prevention. Stay tuned for more information about our program for the summer of 2017.

Thriving economies attract professionals and businesses, and Green Bay has no shortage of economic development. Our staff conducts dozens of business retention visits every year. We support major developments with Tax Incremental Financing, and help smaller businesses with a revolving loan, one of which was seeded with the excess stadium tax funds. To further help businesses, we've modernized the work of our building and zoning inspectors so they can access our database in the field, via smartphone. We can accept plans and issue some permits electronically. We host workshops for builders so they have up-to-date information on our processes and systems.

Here are some new developments we can look forward to ... the old Cub Foods. Learsi & Company will renovate Cub Foods into a shopping center containing 4 mid-sized national retailers with names you'll recognize. Construction will begin in June. Lexington Realty has purchased the East Town Mall and is leading discussions for it to become a thriving retail power center with easier access, resurfaced parking, and stores in the out-lots. While the developer works to secure tenant leases, we ask Brown County to relocate their east branch library as part of the East Town Mall redevelopment. This new location could provide the growing east side with 21st century library services, ample parking, and address the needs of the population. Once again we look forward to a public-private partnership to revitalize this highly-used neighborhood center, and we'd like to thank Library Director Brian Simons for his leadership. (East Town Mall could begin construction this fall.) Also, on the east side we welcomed North Shore Bank and La Familia Dental. The much-anticipated 15-million dollar Festival Foods store opened in December followed by Cellcom's 33rd location. We can look forward to rapid development, both renovated and new, as this area continues to flourish.

Our west side continues to increase its tax base, thanks largely to the efforts of the Green Bay Packers. This regional project will further development along Military and Lombardi Avenues, two prominent gateways into Green Bay. Earlier this year, we adopted a master plan for the Legends District, which calls for a mix of residential and commercial space in the 90 acres east of Holmgren Way and south of Lombardi Avenue. We will be breaking ground this fall with Staybridge Suites, a hotel property adjacent to Brett Favre's Steakhouse. We've also allocated \$50,000 of excess stadium funds to the Military Avenue Business Association for a gateway entrance.

In the downtown, we're committed to the continued redevelopment of our Titledown Brewing Company, and the newly branded Rail Yard district, north of Kellogg Street. We want to thank DDL development for being 100% occupied in the building south of Kellogg with IGEN fuels and Base Companies. The largest tenant in this newly renovated building is Sharp Logixx, a recent graduate of Advance's Incubator. They are a high-tech company that manufactures and distributes in their new location. It's this type of urban, dense and vibrant work environment that helped them grow and expand their business. *Congratulations on their rapid growth and talent recruitment, the people from Sharp Logixx are here.* We continue to work with DDL on a development agreement for the Rail Yard that will allow for historic rehabilitation of the northern warehouses into commercial space and the construction of new, owner-occupied residential townhomes.

Green Bay is a historic city, being one of the oldest settlements in Wisconsin. We are taking advantage of this status and have applied to the National Historic Register for the historic designation of 22 acres on the city's near east side. When approved, this designation from the Wisconsin State Historic Preservation Office and the National Park Service, would make qualifying rehabilitation work eligible for state and federal tax credits, thereby making historic properties more attractive to developers. One example of an innovative Wisconsin-based developer who's taken advantage of this type of funding mechanism is Milwaukee View led by Lindsay Bovinet and Anuj Rastogi. They are redeveloping the old Whitney School on Webster Avenue, and converting the wonderful antique space into 23 apartments, the type we'd see in the Third Ward of Milwaukee. They will add 17 owner-occupied townhomes west of the old school, adding density and amping-up the vibe already started there with Garritt Bader's development on Van Buren Street. Let's hear it for Milwaukee View!

I want to update you on the Hotel Northland. This hotel is a historically appropriate and luxurious place for travelers and residents alike. I can't think of a project that has had more challenges, but opportunity is great and our perseverance and tenacity will get the Hotel Northland open this year.

The project I'm most excited about is the Shipyard development at the south end of Broadway. With the support and direction of City Council members Tom De Wane and Joe Moore, our plans have become extremely comprehensive. Through the Fox River Cleanup program, we are going to remove PCBs from the slip and make the water accessible to the public. We'll build a multi-use sports facility that will seat 4,000 people. This stadium will host Bullfrogs Baseball games, premier development league soccer games, high school sporting events, and a few concerts. We have attracted some local, talented entrepreneurs to join us in the project. Mark Skogen will create an indoor concert venue for 2,000 people. The Syzmanskis will open their 5th Anduzzi's sports-themed restaurant. But we won't stop there. On the north side of the slip, we are working with a local company to build their corporate headquarters, and with a Wisconsin developer to create a housing development. We will commit nearly 1 million dollars over the next three years for the neighborhoods adjacent to the Shipyard. Our vision is to help existing homeowners upgrade and rehabilitate their homes to bring up housing values. A new TIF district can help businesses on Broadway upgrade and expand their properties. *Connor and Vern are the leaders in this wonderful project.*

Partnerships create important connections between business, government and community. Our law department recognizes that some state legislation makes it difficult for private donors to help our community. We are working with our state legislators to overcome this hurdle, and proposed legislation would create an exception for privately funded projects that are later donated to the city. A timely new law that would allow for expedited development of the Optimist Club concession stand at East River Optimist Park, and expand this method to some of our other parks. I'd like to thank Representative John Macco for his leadership on this endeavor. *recognize John Macco*

We've also invested in our community partners with one-time grants from the excess stadium tax funds. Here's a sampling of the good work that will continue in our community. We've given \$41,250 in funds to the Children's Museum for three new exhibits; \$41,250 to support the National Railroad Museum's expansion. The Botanical Gardens received \$25,000 to construct the Grand Garden. NeighborWorks Green Bay received \$50,000 for the Farmory project. The Farmory positions Green Bay to take advantage of the coming explosion in local, sustainable, indoor agriculture. St. Vincent de Paul received \$65,000 towards an expansion of their new retail outlet store. This facility will help them create more jobs, reduce items going into landfills, and provide discounted items to those in need. Olde Main and Downtown Green Bay Inc received \$25,000 to expand their business development, marketing, special events and outreach.

Our educators create innovative learning which retains young people and families, and attracts a wide variety of professionals. Green Bay Area Public Schools, in partnership with University of Wisconsin at Green Bay and Northeast Wisconsin Technical College, has developed "Turbocharge with College Credit," a program which will create a college-going culture. Turbocharge, which we strongly support, intends to successfully transition high school graduates to post-secondary education and give them a leg-up towards earning a certificate, credential or degree. As a matter of fact we learned last Friday that Green Bay's Turbocharge is a finalist for a \$25,000 "National Education Pathways with a Purpose" grant from the US Conference of Mayors.

Green Bay has strong neighborhoods. We are focused on keeping our neighbors connected through neighborhood associations, and added one new association, Royal Ponds Preserve, on the far-east side.

This spring we had our second Community Leadership Institute where over 80 community residents and volunteer leaders spent a Saturday strengthening their leadership skills. Not only are we helping to create neighborhood leaders, we're building new dwellings in our downtown. We're excited by Habitat for Humanity's investment in the Twindo Development, completing the 100th Habitat home, and adding six more tax-paying residents to Green Bay. **thanks to Cora haul-TOFF-der-hide**

To keep our neighborhoods strong and healthy, we conduct proactive inspections to reduce the number of nuisance-related property complaints. Our inspectors cleared 94% of the nearly 4000 inspections we performed last year. We continue to identify and purchase properties for blight-removal, as well as rehabilitate properties with neighborhood enhancement funds, and with 20 housing rehabilitation loans available to homeowners.

Speaking of neighborhoods, I'd also like to announce the **Neighborhood Association of the Year: KING OF ARMS.** This association, which has a reputation for being open, friendly and gracious, was formed in 2014. They have an outstanding quarterly newsletter which showcases the best aspects of the community including law enforcement and local families. They've developed an ongoing partnership with the Green Bay Police Department to facilitate and strengthen community. They've grown their neighborhood events over the past two years, and

last Halloween they had volunteers monitor traffic and pedestrians during trick-or-treating. Finally, they've had 100% attendance at the Green Bay Neighborhood Leadership Council since forming. *Let's hear it for King of Arms Neighborhood Association*

Green Bay is growing culturally and artistically. Six months ago, the city created the Green Bay Public Arts Commission. This is a standing commission that carries the same stature as the police and fire commission and the planning commission. The Public Arts Commission is tasked with promoting, funding and installing art throughout the city. This effort was seeded through the excess stadium tax fund. Last fall, we had the first Catalyst event. This was an art show with a unique twist: viewers could immerse themselves in the artist's creative process. Another event is the STEAM Engine which showcases idea-makers in Science, Technology, Engineering, Arts and Math using a presentation-discussion format. *I'd like to recognize Alderman Randy Scannell, Kent Hutchison and Matt Bero for their leadership in these efforts.*

We are looking forward to our very first book festival called Untitled Town, the result of a joint effort between the community and UWGB. This gathering, happening in two weeks, is targeted for both readers and writers, and will take place in multiple venues throughout downtown.

The Young Professionals committee of the Current Young Professionals Network, a group I meet with quarterly, created an innovative funding event called S.O.U.P. (SOUP stands for Support of Urban Projects). The first recipient was a project called, "Honoring Elders." The second award was for *Moo-vra*, a travelling pop-up gallery showcasing artists in unique spaces.

Parks attract professionals and retain workers and their families. We are reclaiming our life on the river and bay, with the slip at the Shipyard, with City Deck, with the fishing pier at Leicht Park, and now we are introducing sailing to every fifth grader in Northeast Wisconsin with the Green Bay Paddle and Sail Club. Green Bay Paddle and Sail has partnerships with the Boys and Girls Club, YWCA, YMCA, Green Bay Area Public Schools and City Hall. In 2016, 230 youngsters received a half day of sailing, and in 2017, they expect to teach sailing to 2,000 children.

Our Parks Department was recognized as one of the Top 5 Parks and Recreation departments in the nation in 2017, for our commitment to health and wellness. We've updated a lot of playgrounds, added lighting, walk ways, a stage at Whitney Park and a children's reading area in Navarino Park. Our community hosts many youth sporting events at the heavily-used Arne Wolff sports complex, and thanks to a Friends group lead by Marty Briggs, we've added a concession stand with restrooms, and expanded the parking lot. Visitors to the Wildlife Sanctuary will enjoy a new fishing pier constructed for people of all abilities.

The city recreation division hosts over 180 events that improve our quality of life. Events like Kids' Day, Kiddie Karnival and Parade, the award-winning Lego Event, and the Golden Memories Ball are very popular. New events this year will include sailing, ballroom dancing, youth soccer clinics and flash mobs. (We even have a pickleball tournament!) Health and Wellness are core values for the recreation department. The award-winning FIT in the parks series will be back for the third time this summer, and we've added late-fall outdoor events such as the Haunted

Chase Race and the Frenzy on the Fox to encourage continued outdoor activity when the weather turns cooler.

And now we're going to talk about Bay Beach. Bay Beach will celebrate its 125th anniversary this year. Only 8 other parks in our nation have celebrated 125 years in business, making it one of the oldest continuously-running amusement parks in our nation. Bay Beach attendance has been growing steadily, and for the third straight season we thrilled over 3 million riders and sold nearly 7.5 million tickets. We are continuously adding and diversifying the rides at Bay Beach such as the Rockin' Tug, and this summer we will open the classic Falling Star ride. Take a look! This will be the fifth ride added to the park since 2011. We'd like to thank the Friends of Bay Beach for their hard work and dedication to turning plans into reality.

Some of you may be wondering about the picture on your invitations. I'd like to describe some very exciting plans we've made to reclaim the Beach at Bay Beach. Using grant dollars, the city hired a consultant, Patrick Engineering to design the beach, pier, boardwalk and bath house. Patrick will work with the Department of Natural Resources to obtain permitting. In the next two days, we'll submit our application, thanks to the efforts of many people *especially Red Hoslett from Patrick Engineering.* There's excitement in the community about this project, and in fact the Young Professionals group will host an event called "Bring Back the Beach" at the end of April. Once the permits have been approved, my wife Dona and I will chair a capital campaign, and look forward to construction beginning in the fall of 2018.

I'd like to thank our tremendous employees for all of their hard work and dedication to making Green Bay a great place for professionals, workers and companies. On this evening every year, I am proud to recognize the Employee of the Year. We've chosen Rick Jensen, our Purchasing Manager. Rick was hired by the city as a part-time buyer in 2008. He's a Cornhusker from the state of Nebraska, and holds a BS degree from the University of Nebraska at Omaha. He was promoted to the purchasing manager position in 2013. He's married to Rose, has two children and two grandchildren Allison and AJ. He loves snow-skiing with his family and likes to cook gourmet dinners with friends. He's an excellent supervisor and with his knowledge and thoroughness, he's saved the city lots of money. He led his department in converting to some key systems and processes. Thank you Rick, for all you do and keep up the good work!

In conclusion, as I said in the beginning of my remarks, Green Bay is ready for growth. Our community is financially stable and safe, we proactively maintain our infrastructure, we find innovative ways to get around town, city hall is becoming a more attractive workplace, our economic development is thriving, we take care of our residents, our community is growing culturally and artistically, our educators create innovative learning, and our parks are a wonderful asset.

I am giving you a little bit of “homework.” Two things: First, less than a year from now, we have local elections. Let’s retain or elect those who share our beliefs and will brag about the good things we’re accomplishing here.

Second, think about the people in your life, those who are just beginning their professions or those who’ve moved away. Tell them something you heard tonight, and encourage them to consider Green Bay as their permanent home (not just for 10 weekends in the fall, besides we’re going to the Superbowl). We all have an opportunity to attract and retain the professionals and workers who will help continue to make this a wonderful community to live in.

I’m going to do my part. Beginning next week, in order to communicate what’s going on, I’m going to start a “minute with the mayor” video. Here’s an example.

Please join me for refreshments at one of our newest housing developments, Metreau apartments. Refreshments are provided by SIL, from Gather on Broadway, Gerczak’s Liquor, Café Madrid, from Cheves, Nectar, Al’s Hamburgers, and El Presidente. There isn’t any alcohol because the city wouldn’t issue me an off-premises liquor license, but there will be plenty of food and water! However, after the reception I’m heading to the Aardvark, Green Bay’s newest wine bar. Let’s enjoy our night. Happy Easter! We will have CSIs to help guide people across the street. Let’s get bragging and tell Green Bay’s Story. Thank you for coming!