



## REMARKS BY MAYOR JAMES J. SCHMITT

### 2010 STATE OF THE CITY ADDRESS

TUESDAY, MARCH 30, 2010

Thank you, Randy for your kind introduction. I appreciate Enzymatic Therapy's commitment and investment in our City. Thank you for your leadership and personal contributions to the community.

A special thanks to Matt Goebel and PMI Entertainment Group for continuing to host my State of the City here at the Meyer Theatre. Thank you, Matt.

Also, let's give the Norte Dame Jazz Combo and their Director Bill Hill another round of applause. Thank you for performing this evening.

It's great to see so many friends, community leaders, council members, city board and commissioners and city staff in attendance here tonight. I am grateful for everything you do to make our city the best it can be. As always, I want to especially thank my wife, Dona, and daughters, Laura, Greta and Anna, who have continued to support me in my efforts to build a better Green Bay.

As we gather here tonight, our nation continues to struggle through one of the most difficult economic times since the Great Depression and some have begun to call these current times the Great Recession. We've heard countless examples of layoffs, and "furlough" has become a household word for far too many working families. Last year, nearly 4.6 million jobs were lost nationwide. Even with some economic indicators showing positive signs, estimates are that a return to peak levels of employment are at least a couple years down the line.

No doubt many cities are hurting. Metro areas across the country make up over 85 percent of total U.S. employment and have taken the brunt of the economic pain. Green Bay is not immune to the national economic climate either, however, and as I've said many times, cities like Green Bay are not the problem, they are the solution.

As Mayor and as a former business owner, I understand that government doesn't create jobs, entrepreneurs do. Government can, however, create a favorable business climate that allows companies to thrive so our area families can enjoy all Green Bay has to offer. For our part, we have what I like to call a toolbox for job creation, which consists of Tax Increment Financing, investment, low cost land, loans, recruitment and retention efforts and knowledge.

Last year I formed the Mayor's Small Business Conference that assembled an impressive slate of speakers and talented small business men and women for an impactful seminar on newly announced Small Business Administration financing programs for struggling, expanding, or start-up businesses along with a segment on how to sell to the state and federal government. This event was so successful that the National Small Business Administration Director is implementing the conference nationwide.

Tonight, I am announcing that I'm taking the conference one-step further by creating the Mayor's Business Growth Roundtables. My goal is to host listening and learning sessions in every one of our city's 12 business districts to talk about the tools that we have available to help businesses find ways to expand. This will enable us to better understand industry needs and find possible solutions to problems before they occur. It will also identify potential growth industries and related services to target for recruitment.

Business retention and expansion is critical to our success. However, new business recruitment needs to be stepped up. It's competitive out there. We appreciate other cities, but first and foremost we believe in Green Bay.

That's why I'm also creating a new partnership with area business leaders to institute a series called CEO Green Bay or Come Experience Our Green Bay. I will work with the Green Bay Area Chamber of Commerce, the Better By The Bay Branding Committee and recipients of the Green Bay Rotary Club's Free Enterprise Award to bring top-level executives from across the country to experience all Green Bay has to offer. We know that once they experience Green Bay, they'll love Green Bay, and before long we'll get them to build in Green Bay.

These outreach and business recruitment efforts, combined with the City's ongoing business retention program, will improve communication with more business owners and lead to further economic growth. If we're going to be successful in modernizing and diversifying our local economy, we must continue to retain, expand and recruit.

My top priorities will remain economic development and job growth in Green Bay. New development job creation can be thought of in two ways, trade jobs, such as construction workers, and the permanent jobs that result from the new development. In 2009, we had some major victories and have many reasons to celebrate.

Last October, Enzymatic Therapy, a leading producer of health-related supplements, announced they were bringing over 125 new high-paying jobs from Green Bay and investing over \$10 million in a state-of-the-art manufacturing and distribution facility in the I-43 Business Center. Cities across the nation would have done almost anything to land a project of this size and quality. I want to once again thank Randy Rose, the team at Enzymatic Therapy and parent company Schwabe for their confidence in Green Bay and their commitment to our community. You made the right decision.

You've all heard about the new Veterans Administration mega clinic that will be built in Green Bay on University Avenue beginning later this year. We owe our veterans a debt of gratitude for their service to our country, and this clinic will help provide the quality health care they deserve. This 235 thousand square foot, \$50 million facility will create hundreds of construction jobs and eventually employ over

200 permanent medical professionals and support staff. When complete, this mega clinic will serve over 20,000 veterans annually from all over Northeast Wisconsin. There were 60 locations vying for this taxpaying facility. We worked nearly every day for three months demonstrating to Veterans Administration officials that this facility belonged in the City of Green Bay. They made the right decision too.

On the west side we recently celebrated the beginning of the reconstruction of Military Avenue. This \$12 million project is an important investment that will ensure the vitality of the entire corridor. This project will create 100 construction jobs, but more importantly the businesses along the corridor will create lasting jobs. We are committed to this effort and appreciate the participation and cooperation of the Military Avenue Business Association.

Our downtown revitalization is progressing with the redevelopment of the former Younkers building beginning this summer. This combined \$10 million project, including the state of the art Children's Museum and Hagemeyer Park restaurant, will create 100 construction jobs with dozens of permanent employment opportunities.

Last year I talked about the unique opportunity to assist tenants living in the downtown Port Plaza Tower to relocate to two newly built customized apartment buildings. This endeavor is well on its way.

The first site located on University Avenue blends 80 units into a wooded lot while the second location on Morrow Street has 70 units adjoining a beautifully landscaped pond with direct access to the Baird Creek Trail. These two new buildings will create over a hundred construction jobs and add \$20 million to our city tax base. It will also provide tenants with a significantly improved living situation with on-site services. Closing on the financing will take place by the end of April and construction to begin in early June.

With that timeline in mind, next month we'll release a national solicitation for developers to convert the vacated Port Plaza Towers back into its former self, the Northland Hotel. It is my goal to see this historic landmark reactivated with street level retail and restaurants complete with an elegant ballroom. When finished, this hotel will be on par with the Pfister or Palmer House and be a destination of prominence in the downtown.

To complement our efforts in downtown, the blighted Washington Commons structure needs to come down. This five acre property will be designed to create 3 to 4 development parcels that will generate upwards of \$30 million of new tax base and significantly reshape our downtown. We will begin recycling materials from the property to reduce future redevelopment costs. In addition, I've submitted a request to the federal government for \$3 million to fund this top priority.

We could see other exciting changes in the coming year, including the much-needed expansion of the KI Convention Center. While it is currently the premier convention center in all of Northeast Wisconsin, it runs the risk of future conventions growing beyond its existing capacity, limiting the KI Center's appeal in the convention market. For the past 18 months, we have been working with a consultant to plan for expanding our convention center by approximately 50,000 square feet. In the next 12 months, we will work with county officials to secure the financing necessary to ensure Green Bay is able to retain and

attract new convention business that will put heads in beds and support local restaurants, area attractions and enhance room tax revenue.

Green Bay is also a proud and grateful recipient of a \$21 million investment by the Salvation Army to design and build a community center called The Salvation Army Ray and Joan Kroc Corps Community Center on Lime Kiln Road. This funding was made possible through a charitable gift from the late Joan Kroc, widow of McDonald's founder Ray Kroc. In addition, local residents have generously donated over \$7.5 million to support the endowment for future operations and programming of the center. The ground breaking ceremony for this 95,000 square foot center is set for Thursday, April 29<sup>th</sup> and is expected to create upwards of 150 construction jobs. Once completed, this new center will employ over 25 permanent fulltime jobs as well as nearly 80 part-time jobs and provide a variety of amenities, activities and programs to serve thousands of families and individuals throughout the area.

Yesterday we officially broke ground on the \$1.5 million expansion of Mason Manor with construction expected to be completed this fall. The Mason Manor Retirement Community is a 153-unit Public Housing apartment complex for elderly and disabled residents owned and operated by the Green Bay Housing Authority. This expansion will improve the existing amenities of the building and improve energy efficiencies by incorporating areas of natural light as well as motion and noise sensors to activate overhead lighting. This is another example of development creating employment opportunities for a variety of workers, including architects, engineers, and construction workers.

I will continue to call on the federal government to purchase and expand the Jefferson Court building that serves as the Federal Courthouse for the U.S. District Court of the Eastern District in Green Bay. When Congress created the federal judgeship in Green Bay ten years ago, it did so without appropriating money for the immediate construction of a new federal courthouse. The current space does not meet the court's needs but could be met through the purchase, renovation, and modest expansion of the existing Jefferson Court building. This will not only protect the architectural and historic significance of the building itself, but will save tax dollars in the long run. Such an investment would reap tremendous benefits to our community and ensure that the Federal Court will have a permanent presence in Green Bay.

These are exciting times. I just highlighted eight projects totaling over \$100 million in new development and creating over 1000 jobs. That's what will happen this year. While 2010 looks good, our sights are already focusing on 2011 and beyond. We continue to work on relocating the coal piles by conducting a study to assess the long-term needs of C Reiss. We will also continue to work with the Green Bay Bullfrogs to explore construction of a new multi-use stadium along our waterfront. The City has also been purchasing property along Velp Avenue, which is slated for full reconstruction in 2012. Our business parks are poised for further growth, and we're working with surrounding municipalities to create a coordinated development effort along the Ashland and Lombardi corridors to bring new jobs and increased tax base in this area.

In addition to my focus on job creation, I understand the need for our city government to maintain fiscal discipline. Since taking office I have worked continuously on fixing our budget process. Our commitment to responsible, balanced budgeting has paid off; but despite our best efforts, we continue to shoulder the burden and consequences of national and state policies.

Wisconsin has cost shifted expenses to local municipalities. State-imposed fee increases and cuts in state shared revenues have taken a toll on municipal budgets, forcing many cities to make painful cuts that result in the reduction of core services.

We, however, recognized troubling economic signs early and acted quickly to weather the coming storm. In 2008, I introduced, and the City Council approved, a budget that absorbed revenue reductions caused by the recession, and called for an eighteen month wage freeze for all employees. We held firm in 2009 and worked with our employees to preserve jobs and maintain services. As of today, we've reached fair and responsible labor agreements with two of our largest unions, AFSCME Local 1889 and Police. I want to take this opportunity to thank them for acting in the best interest of their colleagues and the City of Green Bay. Doing the right thing doesn't always come easy or result in immediate accolades, but, as Abraham Lincoln once said, "Let us have faith that right makes might". It is that sentiment that keeps me optimistic, and yet realistic and aware that short term pain will result in long term gain. I remain committed to leading our city down a path of fiscal restraint and firm in my pursuit of our long term solvency. To that end, I am announcing a series of steps to keep us moving forward.

First, the city will solidify what my administration has been doing since I took office: not borrowing more general levy debt than what is being paid in the current year. Since 2003, the city's general levy debt has declined from a high of almost \$102 million to roughly \$90 million at the end of 2009.

Also, we will implement the Non-Budgeted Spending Policy. All too often unbudgeted spending requests are made throughout the year, some as simple as a street light or traffic sign. These requests need to be scrutinized at the same level as our annual budget process. We will now calculate the fiscal impact on any unbudgeted spending proposal brought forward so that taxpayers will know the true cost.

These fiscal policies will be the guiding principles leading us to a steadier and more transparent budget process and ensure we hold the line on fiscal measures. Not only can we celebrate our collaborative efforts to ensure Green Bay's fiscal health, but also our physical health. This year nearly 90 percent of our employees and spouses participated in city sponsored health risk assessments. By doing so they helped lower the number of medical claims and reduced our overall insurance costs. In fact, last year we saw an unprecedented 6.5 percent decrease in our insurance premiums, saving taxpayers \$650,000. Our success has not gone unnoticed. Our Health Risk Assessment program is now considered a best practice and a model for employers looking to contain the rising cost of health care. We've also started a wellness program called Health Counts with over 140 employees participating in a variety of wellness activities and earning us the Governor's Silver Worksite Wellness Award. This year we're going for the Gold!

We have a thousand great employees that provide great service to our community. Every year I recognize one outstanding employee that consistently goes above and beyond expectations. Green Bay water is used every day by our residents. I receive zero complaints on a service that impacts every person every day. Under the direction of Bill Nabak our Water Utility has received awards for best tasting water and recognized for its advanced infrastructure. They also have long-term competitive rates and hardworking employees. Bill Nabak's can do attitude and professional demeanor along with his involvement in sustainable activities and charitable events makes him a true asset to our community and I'm proud to name him the 2010 City of Green Bay Employee of the Year. Bill, please stand to be recognized.

I understand the need to develop new employees from various backgrounds and our community holds the talent for tomorrow's workforce. That's why I'm proud to have partnered with the Boys and Girls Club of Green Bay on their "Teens to Work" program. This important program is structured to engage our youth early by helping develop career objectives, personal financial management skills and workplace experience with the goal of integrating the teenagers into various jobs within the community. Several large area employers, including the City of Green Bay, have embraced this program and we are excited to play a part.

We've also participated in the American Foundation of Counseling Services' Ethics in Business youth program and Brown County Teen Leadership Council. We've hosted events and leadership conferences at City Hall to encourage young bright minds to serve in various areas of local government. These programs instill a wealth of knowledge in our young people that will last them their entire life and create an even more vibrant generation of future leaders.

Since 2006, we've led an aggressive effort to make Green Bay a leader in sustainability. We've engaged in numerous sustainable activities, such as the Green Bike sharing program, pharmaceutical collections and the Green Bay Water Tent to show our community's commitment to furthering the cause. We have also reduced our own energy consumption by cutting our annual City Hall utility bill by \$11,000 and the Pine Street Parking Ramp by \$15,000 saving tax payers \$26,000 a year.

Through the federal Energy Efficiency and Conservation Block Grant, the City will hire a sustainability coordinator and continue to make additional energy efficiency improvements to all municipal buildings that will save tax payers over \$100,000 each and every year. We will use these funds to encourage residents to make their homes more energy efficient. The City will soon roll out a home energy audit rebate program that offers rebates of up to \$200 for homeowners who conduct a home energy audit and make efficiency upgrades. This will create jobs, put more money back into homeowners' pockets every month, and improve the environment in Brown County.

This past year, we also switched to Single Stream Recycling. Twenty-two percent of the City's 33,800 recycling stops have switched to 65-gallon automated recycling carts. By increasing our recycling through this program, the City will reduce its landfill fees and help the environment. I encourage all residents to participate. If we all do our part at home, we'll improve our environment, reduce our costs and build a more sustainable community.

This year, under the leadership of Paul Linzmeyer, the Sustainable Greater Green Bay Taskforce will focus its efforts on one targeted downtown neighborhood in the City. This concentrated education and outreach project will focus on reducing energy consumption, improving access to locally grown food, planting community gardens, and increasing pedestrian activity. This initiative will not just benefit residents and the environment, but serve as a model to ensure the long term health and stability of Green Bay neighborhoods.

The Downtown is the heart of a city, but the life comes from its neighborhoods. And what better way to engage our residents than through Neighborhood Associations. This past year, we've celebrated the formation of another four neighborhood associations. In total, thirty-four Neighborhood Associations cover more than fifty thousand residents. I would like to thank the members of Oak Grove, Maple Arches, John Muir Park, and McAuliffe Park Neighborhood Associations for taking the time to make

this commitment to the City and your neighborhoods. I witness that commitment first hand through my neighborhood Mayor's Walk 'n Talks. I truly appreciate and value the involvement from all who attended. Some of the feedback and input I received during my Walk 'n Talks were incorporated into our latest Neighborhood Guide to City Services. This useful guide highlights the unique characteristics of our Neighborhood Associations and provides an easy to use directory of City Services.

Last year the Mayor's Neighborhood Leadership Council raised over \$400,000 in private funds to support Green Bay's thirty-four recognized neighborhood associations. Neighborhood associations receive grants to fund neighborhood activities such as block parties, beautification projects and other neighborhood-based initiatives.

We will continue to focus on the strength of our neighborhoods as we fight the spread of foreclosures. Our Neighborhood Enhancement Program and homebuyer counseling program have enabled us to address foreclosures head on. In addition, we received over \$2 million from the federal Neighborhood Stabilization Program. This program rehabilitates vacant properties that might otherwise become sources of neighborhood deterioration and blight. To date, seven properties have been acquired for renovation in neighborhoods and over a dozen more will be purchased this year.

To further protect our neighborhoods, we will continue to use our Public Nuisance Action team to hold the "worst of the worst" properties accountable. The results are really beginning to show. Since we began our proactive approach to serious building code violations, 12 nuisance properties were brought into compliance and 30 blighted properties have been demolished either through condemnations or purchases by the City. We will maintain quality neighborhoods through these efforts together with our active neighborhood associations.

Quality neighborhoods are safe neighborhoods. I'm proud of the progress that has made Green Bay one of top 25 safest metropolitan areas in the United States. We can all take great pride in knowing that crime is down over 10 percent from 2008. In fact, overall crime in Green Bay is at its lowest point in over a decade.

To continue this trend, our patrol officers, community police officers, Neighborhood Response Teams and area residents can now join forces through improved technology such as our crime mapping system called "My Neighborhood Update". This new tool can help track and resolve neighborhood problems quickly and effectively.

At the same time our crime rates are going down, drunk driving arrests are going up. In 2008, the Green Bay Police Department launched its "Night Heat" initiative. This program puts additional officers on patrol specifically to look for signs of impaired driving. Last year, we arrested a staggering 1,300 drunk drivers. I'd like to recognize Green Bay Police Officer Sean Hamill as the 2009 recipient of the Ashley Knetzger (NET Ger) enforcement award. This award, in memory of Ashley, is given to the Green Bay police officer with the highest OWI arrests in a given year. Last year, Officer Hamill made 94 OWI arrests. Officer Hamill, please stand to be recognized.

Drunk driving is a completely preventable act, and we must commit ourselves to reshaping our community culture by setting good examples for our youth and educating them early on the life-altering consequences of impaired driving. To improve our efforts on awareness, education and enforcement,

we've committed to working with the Partners in Education Drug Alliance to engage area youth and our community to begin the process of cultural change. It's the right thing to do, and it will save lives.

We're also becoming better prepared to handle potential natural and manmade disasters. I directed many of our city staff, myself included, to become certified in the federal National Incident Management System training, and I appointed our Fire Chief Jeff Roemer as our City Emergency Management Director. Last year we established an Emergency Operations Center and developed an Emergency Operations Plan. We've also participated in disaster mitigation exercises to better prepare ourselves to manage resources during a major emergency. We should all take comfort knowing that our city is well-prepared.

While community safety is part of the equation, another important part is livability. We pride ourselves on having the opportunities and amenities of a big city while retaining our small-town feel. Green Bay provides a place where you can grow up, have access to quality education, pursue a multitude of career options, raise a family and enjoy retirement. We value and encourage citizen involvement not only through neighborhood associations, but through community action and charity. We are a growing city that embraces our diverse heritages, and we need a government workforce reflective of those we serve. I again encourage all Green Bay residents to contact me to serve on citizen boards and commissions and provide input to meet the needs and concerns of our community.

Green Bay is fortunate to have institutions of higher learning such as Rasmussen College, UW-Green Bay and Northeast Wisconsin Technical College that are preparing and building a workforce for the jobs of tomorrow. Our education leaders continue to build more attractive educational opportunities in our community. Beginning in the 2011-2012 school year, Green Bay students will be able to enroll in the International Baccalaureate Program at West High School. This internationally recognized learning program provides students opportunities to learn to use critical thinking skills that employers value in the 21<sup>st</sup> century workforce. It also gives students an edge in college admittance while providing college credits.

I will continue to partner with our schools and colleges. I was pleased when Rasmussen College approached me on Google's recent solicitation to invest millions of dollars in technical infrastructure in test cities to provide "ultra high-speed" internet. Partnering with Rasmussen College on the application was a win-win. Not only did it provide another avenue to promote Green Bay, but it helped to demonstrate our progressive entrepreneurial spirit and enabled us to participate in a national conversation on advanced Internet technology, while the Rasmussen students were able to apply their skills and talents on a unique project benefiting the community. The application was submitted on March 26, and we are eagerly awaiting the results of this very spirited competition.

We also need to tackle tough issues such as homelessness. Last year, we implemented the Housing First pilot project to study the most chronically homeless in our community. This project was funded by the Brown County United Way's Emerging Needs Fund. Six of the most chronically homeless in our area were identified and agreed to participate. They were provided their own individual housing in different areas in the community and encouraged to utilize extensive support services to help them become self-sufficient. The study concluded that the best way to lift the lives of the homeless in our community is through the structured housing and programming already offered onsite at the New Community Shelter.

I'd like to thank Gregg Hetue from the Brown County United Way, Tom Olenjniczak, Mike Troyer, Brown County Executive Tom Hinz, Terri Refsguard and the dedicated staff at the New Community Shelter and all those on the Homeless Taskforce for the time and effort they put into this study. Thank you.

We're extremely grateful for the New Community Shelter's success in helping those in need. To further their success and ensure adequate amount of space is available to properly serve those in need, the New Community Shelter has taken on a \$2.4 million renovation and expansion of existing classroom, kitchen and storage space. This project is being funded by private donations and will be completed later this year.

Our community is only as strong as its youth. That is why we continue to celebrate our annual Mayor's Kids' Day in the City of Green Bay. Kids' Day continues to generate positive feedback and garner national attention. Earlier this year, Start Smart of Brown County and the Early Childhood Council presented the City of Green Bay with its Excellence through Partnerships for Children Award for Kids' Day.

In response to the growing interest from mayors across the country, we created a website, [MayorsKidsDay.org](http://MayorsKidsDay.org), to serve as a simple tutorial to help other communities get started with their own Kids' Day, which I presented to the U.S. Conference of Mayors. I'd like to thank everyone who contributes in making this event such a huge success. This year I'm excited to announce that we'll partner with the National Center for Missing & Exploited Children and highlight child safety and place a greater emphasis on exercise and youth activity.

Livability of our community includes improving accessibility and use of mass transit. For those who already rely on transit in their daily lives, navigating bus routes is routine. However, mass transit could be a lifestyle for us all. We've made a number of improvements in recent years to make riding the bus even easier. For instance, we are one of four transit systems in the Wisconsin to feature Google Transit's trip planner at no cost to riders. With just a few clicks on a keyboard, riders can plan their routes with ease to get where they need to go. Riders can also plan accordingly by receiving updates on arrival and departures and even the occasional delay through Internet social media such as Facebook and Twitter. Last year we completed a comprehensive system-wide route restructuring that updated our bus routes to be more reflective of usage. To boost ridership, we've partnered with UW-Green Bay on our student UPASS program, and we're exploring a new commuter express bus service between Green Bay and Appleton.

In today's world, a city is judged heavily on the recreational amenities it offers. Our city boasts 72 parks and 25 miles of recreational trails and numerous other attractions that have helped us improve the quality of life for our residents. Our recreational amenities also serve as an important economic development tool in attracting new businesses and people to the area.

One of our most successful and long-awaited projects has been the design and construction of our CityDeck along our riverfront. Last year we completed phase one of the project, which includes all of the upland portions you see today. Phase two will include floating docks and additional piers at no cost to city tax payers.

As many of you know, we held a grand opening celebration last November immediately after our annual Holiday Parade where thousands of area residents experienced this new attraction firsthand. Not only does it serve as the primary destination point for the Fox River trail, but it also has been and will continue to be a social center in the downtown and site of numerous events throughout the year. For instance, just a couple of weeks ago we partnered with the Shamrock Club of Green Bay to begin a new St. Patty's Day tradition in Downtown Green Bay. Over 500 hundred people attended the event on the CityDeck, which included band performances, Irish dancers and even a daytime fireworks display. This family-friendly event was a huge success. I'd like to give a special thanks to Cellcom for sponsoring this year's event.

You can also look forward to more reoccurring events on the CityDeck this summer. In a month we will have our first race on the CityDeck with the Riverfront Fun Run on May 1<sup>st</sup>. You can spend lunch time on Wednesdays this summer enjoying "Dine on the Deck with Nicolet National Bank" offering tastes from various downtown restaurants. Also, "Fridays on the Fox" will feature a wide variety of entertainment from outdoor movies to stunt performers and more. This August, we'll welcome back the Baylake Bank Tall Ships Festival to our downtown riverfront. The tall ships will be staged along Leicht Park and the CityDeck. The Cellcom Green Bay Marathon organizers even rerouted its marathon to include the City Deck in this year's race.

Other recreation amenities slated for this year include the opening our new Finger Road baseball and softball complex next month. The very popular Free Movie Nights will be held again this July at Bay Beach on Thursday nights at dusk, and for those of you who are not movie buffs, the free Leicht At Night concert series on our riverfront will continue this summer as well. We're also continuing to expand our existing trail system including the connection of the Fox River and East River trails. This summer we'll be opening the new waterfall display at our Wildlife Sanctuary, so if you haven't been there in awhile, I encourage you to go check it out. I'm very proud of our Wildlife Sanctuary and all it provides to our community. It's not only an educational treasure but also provides rehabilitation services for over four thousand injured animals every year.

Bay Beach Amusement Park has received a lot attention lately. The park is not only a very popular attraction but also a significant revenue generator for the City of Green Bay. A portion of that revenue is used to pay for the development of Bay Beach for new rides and attractions. Included in our city approved master plan was the addition of a family-friendly wooden roller coaster to Bay Beach.

Using \$35,000 from a private donation, the City of Green Bay recently acquired the legal rights to the historic design concept, décor and materials of the Zippin Pippin. This family-friendly wooden roller coaster was originally constructed in 1923 by renowned designer John Miller. This classic wooden coaster design and unique history makes it a natural fit for Bay Beach.

The Zippin Pippin, Elvis Presley's favorite ride, will be rebuilt using 100 percent new lumber and designed to meet all current safety standards. The cost to construct the new coaster will total roughly \$3 million and will be paid for using a combination of donations and revenues, but no tax dollars. We've already received pledges of \$150,000 in private donations and are on track to reach our goal of \$600,000. The remaining \$2.4 million has been bonded for and will be paid back by ride ticket sales and existing Bay Beach revenues, not taxpayers.

At a dollar a ride, we estimate that 200,000 people will ride the coaster in a given year. This is a conservative approach and doesn't even factor in the added revenues generated from more usage of existing rides or increased concession sales. In the short term, we will be creating dozens of construction jobs using local labor and have the lasting benefit of a highly-recognized historic roller coaster that has already attracted the attention of national organizations of coaster and amusement park enthusiasts.

I have no doubt that the rebirth of the Zippin Pippin Roller Coaster will preserve Bay Beach Amusement Park as an affordable recreational destination for area families and visitors for years to come. I hope you join me for its first ride next year May 7, 2011!

As we reflect on what makes our city great, it's easy to identify the community ingredients that make Green Bay the best it can be. The caring character of our citizens and talent of our workforce provide the human element that form safe neighborhoods with quality schools and build upon our geographical blessing of a bustling port that feeds our diverse economy.

We live in a community of givers and hard workers. When problems arise, we solve them. When something is broke, we fix it. And when a goal is reached, we celebrate.

We have a name recognized around the world and I'm proud of what we've accomplished and optimistic at what lies ahead knowing that each new day holds new opportunities and new reasons to celebrate.

Thank you for attending tonight and for all you do for Green Bay!