



## **2011 STATE OF THE CITY ADDRESS**

**MAYOR JIM SCHMITT**

**TUESDAY, APRIL 26, 2011**

Thank you, Jeff, for that kind introduction. This is an important year for Green Bay, and you, Mr. Downtown, will be very pleased with what's in store.

I'd like to thank the citizens of this wonderful city, for selecting me as your continued Mayor for four more years. It is my honor to continue serving you and leading the city of Green Bay into a bright and sustainable future.

Thank you to Matt Goebel and PMI Entertainment Group for hosting us here again tonight at the Meyer Theatre. There are over 200 events put on here every year and we are very fortunate to have Matt and the Meyer here in downtown Green Bay.

As I've mentioned over the past eight years, being mayor is a family job and we love representing and leading this city. My wife Dona and daughters Laura and Greta are here tonight. My oldest daughter, Anna, is now a sophomore at Drake University studying international politics and law and society. I want to thank my family for being so supportive as I continue my work for the Green Bay community.

To all of you honored guests, friends and family, welcome to my 2011 State of the City address.

It is no secret that we are living through one the most challenge times in our state and in our country. 2010 was indeed another year of unrest and uncertainty. The economic conditions are effecting private and public sectors alike. Around this country, Boise County, Idaho filed for Chapter 9 bankruptcy this year. Vallejo, California is about to be the first municipality unable to fully repay its debts in bankruptcy. Other communities, here in Wisconsin, are looking at layoffs, reduced services, and tax increases to get through this tough economy. While we are living in these economic times, I'm here to report that we are getting through this with pretty high marks. Our financial house is in order and we are confident of a secure and stable future going forward.

Running a city is much like running a business and I've done both successfully. It's a lot like running a household... The same principles apply. You need to make sure that you don't spend more than you have, and you need to make sure that you're managing your long term debt and not jeopardizing your children's future. We get that here in Green Bay.

Here is a view of our debt. This is the debt obligated by, you, the tax payer. As you can see, our general levy debt has been going down over the past 8 years. On average, we have been borrowing between \$6 – 7M each year and paying off \$8 – 10M. We've been allocating 26 cents on every dollar we collect in taxes for debt retirement. I made the decision to temper our reliance on taking out new debt over the past 8 years – basically paying off more than we have been taking out.

I have directed our finance staff to cap our bonding to 5M over the next five years and to continue to pay off our current debt aggressively. With these two principles in place, we will be able to reduce the tax dollars allocated toward debt from 26 cents on the dollar to 14 cents on the dollar within 5 years.

Here is the beauty of this scenario. We'll aggressively reduce our debt over the next 5 years giving the city additional dollars to invest in our city services and operations instead of interest on debt. And we can do this WITHOUT raising taxes.

My bonding proposal for this year, which I have sent to city council for approval, meets my stated goals. We focus on street improvements on Velp, Broadway and near Highway 41 with a secondary effort to continue providing quality trails to better serve our constituents. We will expand the west side trail system from Oneida to Bond Street. This will be a great step in our overall trail connectivity plan.

One small project in the bonding proposal is the renovation of room 210 in City Hall. This is a conference room where the council holds its committee meetings. It just isn't functional. We have our backs to our customers and it's sometimes difficult to run an effective meeting. This year we will renovate this room to a professional committee room. All committee meetings will be held in room 210 thereby providing an appropriate working environment to better serve our constituents while eliminating the risk of overlapping meetings. As a result of these enhancements, I would hope for more sustainable recommendations at the committee level.

Let's talk revenues and expenses.

49% of our revenue comes from our tax payer. State shared revenue is 18% of our budget. You've been hearing a lot about the reduction in state shared revenue lately.

In Green Bay, the expected revenue loss from State Shared Revenue is just over \$3 million dollars. While this may sound alarming, we knew something was coming and we began

preparing over a year ago. As I tell the employees- look, we live in the state of Wisconsin. The state has a major budget problem and we need to be part of the solution. The City is doing its part to make ends meet without affecting our tax payers. It will take continued efforts by all employees to meet this challenge. With the majority of our unions agreeing to contribute towards their retirement and healthcare, this has resulted in a savings of over \$1million dollars. Given we continue successful negotiations with the remaining employees this will bring us within a half million dollars of the state-imposed shortfall. Our continued wage freeze, along with department efficiencies and community collaborations, will help close this gap.

It is important to note that all city departments were under budget at 2010 year's end. We balanced our books and brought a positive cash balance of \$150,000 into 2011. Let this show the caliber of our Department Heads and their commitment to our City's fiscal stability.

Another way to affect our budget is to enhance revenues.

While working on efficiencies and delivering quality services to you, our focus continues to be economic development. The stability and growth of Green Bay's economy can be attributed to several unique factors that make the City an attractive place to live and do business. The City serves as a regional hub of economic activity for all types of businesses in northeast Wisconsin and the Upper Peninsula. With a high quality of living that includes safe neighborhoods, affordable housing choices, strong public and private K-12 schools systems and entertainment and cultural amenities, Green Bay continues to attract and retain qualified professional employees, as well as entrepreneurs and experienced business owners who continue to invest in our community.

The Governor has economic development as one of his cornerstones also. He says Wisconsin is now open for business. Green Bay has been open for business for some time. The Governor set a goal for the State of 250,000 new jobs over the next four years. We respect the Governor's initiative and we will do our part to achieve this stated goal. Our part, by the way, is 5,000 new jobs over the next four years. We can do that.

The City welcomed 27 development projects, creating hundreds of jobs in 2010. A total of 88 companies invested over \$107 million dollars in new construction, remodels or additions to their businesses. The City also ended 2010 with the highest employment gain in the state of Wisconsin.

Redevelopment and expansion is occurring throughout the City. Planet Fitness opened facilities on both sides of the city. The west side location remodeled an existing facility, while a new \$2 million dollar building was constructed on the east side.

Kwik Trip built the City's first "green building" on Lombardi Avenue. It looks to be registered as the city's first LEED certified building in the near future.

Bay Industries purchased 5.5 acres in the I-43 Business Center from the Green Bay Economic Development Authority. Bay Industries is using the property to build a 75,000 square foot distribution facility that will augment their existing facilities already located in the Business Center.

Cherney Microbiological Services, who specializes in testing for the food processing industries broke ground to add 15,000 square feet to their current facility. They expect to double their staff in two years.

Fox Converting Inc. in the Packerland Industrial Park invested \$1.8 million for a 32,400 square foot addition.

Nicolet National Bank invested \$715,000 to remodel a portion of their building to expand their growing financial services.

East Town Mall completed a multi-million dollar renovation of the front entrance and center court area of the mall and the new wind energy turbines that will help decrease the malls operating costs. Keep your eye on this whole area. We desire a predominately regional retail center to serve the east part of the Greater Green Bay community not dissimilar to Bay Park Mall. Main and Mason provides over 50 acres of developable land. The opportunity is there.

APAC Customer Service announced a five year lease extension this year, retaining 1,000 jobs and adding 200 new ones.

2011 marks several long awaited projects finally coming to fruition.

I know we've talked about the Watermark building before, but I assure you construction is well underway. This multi use project will open its doors next spring. We look forward to having the Children's Museum, Hagemeister Restaurant, waterfront office space, plenty of parking and 75 new employees in our downtown.

The Ray & Joan Kroc Center continues to move according to construction schedule. This facility will increase services and activities available to families on the southeast side of our city. This will create 100 jobs and provide many amenities to that neighborhood along with a new community policing center. We look forward to visiting the facility at the grand opening this August.

The VA clinic has made significant progress over the past year. They are looking for a summer groundbreaking for a 225,000 square foot facility on University Avenue that will employ approximately 250 full time individuals. The build will provide hundreds of construction jobs. The expected opening will occur in 2013.

To assure easy access to the areas of development, we need to continue our corridor upgrade I spoke about in previous addresses. We are excited about the future of Military Avenue. The City completed the \$12 million infrastructure and streetscape upgrade to Military Avenue. Even during road construction, four new businesses opened. Additionally, the Military Avenue Market Analysis & Corridor Design Plan was completed to help guide the redevelopment of over 1 million square feet of retail, office and housing uses into a vibrant commercial corridor. This plan outlines new design standards and site guidelines for land uses to achieve a cohesive identity for a revitalization. Military Avenue Business Association (MABA) is to be commended for their steadfast effort and enthusiasm of Military Avenue. This corridor plays a crucial role providing the necessary services and amenities that help keep our Westside neighborhoods strong. With the adoption of this plan I have directed the Economic Development Department to recruit national and regional retail tenants to the area that will compliment and strengthen the existing business that are located there.

Our other corridors will follow suit. Velp Avenue will be completed next year. Right of way acquisition for the reconstruction of Velp Avenue from Norwood Avenue to Military Avenue has begun. We will complete the acquisition and demolition this year, which is scheduled for construction in 2012. On the east side, we are looking to upgrade the Webster Avenue corridor. In addition, we need to develop a strong plan and partnership to upgrade Ashland Avenue. I am requesting we form a committee of Transportation planners from Brown County, Green Bay, Ashwaubenon and De Pere working with Representative Weininger and Senator Lasee to plan and propose financing and a timeline for the upgrade of Ashland Avenue. This corridor will be the route used by employees from the Appleton and Wrightstown area who come to Green Bay's downtown everyday for work. We must assure a route of less than 12 minutes once they exit highway 41. Roundabouts should be part of this solution.

Another regional economic opportunity is the revitalization of the Lambeau area Titledown district. There are over 300 acres of land in this district that could become much more valuable as a tax base and create hundreds of jobs for the Greater Green Bay community. We need a community lead partnership along with the Green Bay Packers to achieve this economic opportunity. There is much tax base and tourism dollars to be gained.

Transit remains a vital service for Brown County. We are discussing creating two rapid lines that will run every 20 minutes with the same route and same stops. These rapid regular routes will be called the Green Line and the Gold line. The Green Line will run from downtown Green Bay with stops at Lambeau Field, Bay Park Mall, and then back to downtown. The route runs every twenty minutes. You can park your car at the mall, jump on the Green Line, go downtown for 30 minutes, an hour, or even all day knowing that every twenty minutes the Green Line will be by to take you back.

The Gold line will run from downtown to Bay Beach, the Wildlife Sanctuary and down Main Street. It will stop at the Art Garage to allow people to shop and visit the Olde Main Street District. These two dedicated lines will hopefully improve our transit use. There is much work to be done with our transit system for the long haul. I've asked Roger Kolb and Kevin Kuehn, both transit commissioners, to give me a long term plan by the end of this year regarding a sustainable transit system for Brown County.

As I mentioned, the Green and Gold lines will stop downtown, and rightfully so. There is a lot coming this year to our downtown. This is the year... The mall will come down and it will be recycled. We will create new quality construction with new tax base and good paying jobs in our downtown. This catalyst project which has been in the works for years will begin this year. Upon commencement of construction we will work to finalize other projects also years in the works including a new development on a vacant piece of property downtown, the renovation of the Northland Hotel and expansion of our KI convention center. Speaking of the Northland, the last tenants are moving out next month and into Woodland Park Apartments and Trail Creek. The project invested \$18 million dollars into construction and adds new tax base to the City. I mentioned the expanded KI convention center last year. This project is now one of our top five priorities. To be successful, we will need the participation and support of the County, surrounding municipalities, and the room tax commission. This is a great opportunity for our community.

As stated, Economic Development is our top priority. Sustainability falls next in line. I already mentioned recycling the mall property. We will continue to expand our single-stream, automated curbside recycling program. This reduces the number of collection routes as well as risk of employee injury. We will be conducting a comprehensive study on a fully automated garbage collection which we hope to launch as a pilot program in 2012.

Our public works department has begun a process called anti-icing, which is proactive in applying brine to our roadway prior to any snow or ice storm. It will prevent ice and snow from adhering to the pavement which allows for easier removal. In addition to anti-icing, we hope to convert 4 salt spreaders to allow for pre-wetting of the salt placed on roadways. This reduces the amount of salt needed and starts the melting action quicker. We intend on a 30% reduction in salt usage once all 21 spreaders are converted or replaced. Public Works continues to find ways to reduce costs and increase efficiency.

Several road improvements were completed in 2010. The East Mason Street extension from Erie Road to Finger Road is underway and should be completed by the end of the year. We will also continue our three year resurfacing plan which includes 3.76 miles of resurfacing City streets throughout the summer.

The City now has 36 recognized neighborhood associations, covering more than 60% of homes in Green Bay. As you know, the 2010 census was just released and the city has grown to over 104,000 residents. We are proud of the fact that we have retained our status as the third largest city in the state. We need to continue our effort for neighborhood associations to retain that small town feel. In the next five years we will have neighborhood associations throughout the City. We will be a city of neighborhoods. These neighborhood associations are privately funded and help connect the neighborhoods with the city, but more importantly neighbors with each other. Some of the events that have taken place include neighborhood cleanups, concerts in the park, neighborhood picnics and social gatherings. I continue to meet on a monthly basis with all neighborhood presidents to share and discuss happenings in the city.

We continue to work within our neighborhood impact areas, where last year we acquired seven properties to be demolished or renovated to eliminate blight. To further improve the overall look of our impact neighborhoods, we have begun making street scaping improvements. An example of which can already be seen on East Walnut Street. We have paired these programs with Neighborhood Enhancement funds to further leverage our ability to eliminate blight in the city. Last year, 9 dilapidated structures were demolished using neighborhood enhancement and another 18 were demolished through inspection condemnation.

The City sought and received Neighborhood Stabilization Program funds from the federal government. We are using this money to purchase, rehabilitate and reoccupy fourteen homes in areas hardest hit by foreclosures. Income generated by this program will be reinvested in additional rehabilitation projects in the same neighborhoods. Not only are we creating quality homes but we are putting people to work. After only the first three rehab projects, a total of 34 different contractors, trades, and suppliers received work. Already, more than \$500,000 has been reinvested in the local economy as a result of these grant funded programs.

I will continue to be a hands on mayor in the neighborhoods, working with the people. I've spent full days with departments learning the ins and outs of specific department functions. I do my mayors walks and talks where I work with neighborhood associations to walk through their streets learning about their concerns and achievements.

Following this model, I will be launching a new program called "Day in the District." I plan to spend a day with the alderperson of the district to visit areas of concern, areas of opportunities and anything the alderman requests to learn how to better serve each district. It's important to have a good working relationship between the mayor, City council, and our neighborhoods.

While being face to face is always the best way to do business in my book, Facebook is something that has been improving communication in Cities all over the country. It's time we become a part of it. Starting this month the City will be on Facebook. We will add updates and happenings of the city to keep residents informed of events, construction, and other pertinent

information. Communication is vital to the success of any partnership and I want to be assured that we in Green Bay are communicating efficiently and effectively.

You know I love being out in the community always looking for ways to make us better. I drive, bike or walk around our city. I've seen a lot of good and much progress. However there are some things that seem stuck. You know what I'm talking about. The "will this project ever get done" stuff... or the "it's been like that forever" nuisances. Well that's about to change. I'm developing a list of chronic pains that must change and I am calling it the Schmitt list. I will list the projects on the Schmitt List. We'll be blogging about each issue, so follow its progress on the City's website.

Something we can all work on is litter. You know I welcome people to our community regularly. Dignitaries and visitors alike seem to have a common impression of our City. They all say, "Mr. Mayor you sure have a clean city." I love that. However, now they're going to say you have a clean city and a super bowl trophy and a roller coaster and a city deck. Back to clean. I offer two ways to assure a clean city: One, keep up the effort- if you see litter pick it up. Work with your neighborhood associations and participate in their clean up days. Secondly we've also worked out a program with Sheriff Gossage and the judges to use Huber inmates to pick up litter in certain areas. They of course will be supervised. They are qualified workers who will work to keep our city clean and receive sentence time credit. We will start this program July 1<sup>st</sup>.

To assure all of our homes are safe, the Green Bay firefighters will visit over 100 homes through the home inspection program. City Firefighters will meet one on one with residents to discuss fire prevention and will install carbon monoxide and smoke alarms free of charge from donations by local businesses. Equally as important is the fiscal management and efficiencies of our fire and rescue service. It is imperative that we collaborate with the other municipalities to assure safe, timely and affordable fire and rescue service. Our new fire chief, Rob Goplin and Chief Roemer, along with other chiefs are working to bring about a cooperative efficient model for Allouez, De Pere, and Green Bay.

I am happy to report that the City of Green Bay is at its lowest crime rate in over 11 years. Just from 2009 to 2010, reported crime was down 8% and violent crime declined by 20%. Two new patrol canines have been added to our police department. Green Bay, I'd like you to meet Vilak and Neo. These dogs are not the only new tools for our own PD; federal funding allowed us to purchase a Crime Scene truck and install a new firearms range. The crime scene truck is a "mobile forensic lab" allowing our PD to be more efficient and effective in the prosecution of major crimes. Likewise, the Green Bay Police Department can now transmit data wirelessly. No going back to the office to do paperwork. We can now transmit all case reports, data real time, including traffic citations. Speeding tickets on the spot. While this isn't exactly a vote getter, it sure increases our efficiency.

Our Water Utility has also gone wireless. 2/3 of our water meters can now be read from the office, reducing the need for meter readers and increasing efficiency. This will result in continuing to provide some of the lowest water rates in Brown County. Volume usage also adds to efficiencies and this year Green Bay will be supplying water to the Village of Hobart. Thank you to Rich Hiedle and your Board for making a wise decision.

The City's continued commitment for health and wellness is stronger than ever. A new vendor administering the City's Wellness Incentive Program will save the City \$30,000 this year. 790 employees and 435 spouses participate in Health Risk Assessments. Health Coaching will be a major focus in 2011 to continue engaging employees in wellness activities. The City has been an active member of the Greater Green Bay's Healthy Kids initiative.

Our goal is to have the healthiest kids in the country, and the 54218 initiative promotes that goal. We will participate by enhancing our trails for exercise and continuing to support community gardens with nutritional vegetables. Drinking 4 glasses of water daily is critical not only to the health of our youth but to everyone's overall health. Therefore I'm asking our Parks department, along with our water authority, to place drinking fountains in all of our city park shelters over the next five years. This can be a fill station and source of award winning water for our youth and all of us in Green Bay.

We have so many opportunities to encourage family-focused fitness including the Bellin Run, Relay for Life, Valentines Run, and Jingle Bell Walk... the list goes on and on. Now I need to walk the talk or should I say run what's spun.

In the spirit of wellness, I am looking to run the Cellcom Marathon next May. Sean Ryan, the director, has been on me for years always calling to encourage me to run the marathon. I told Sean last December I had my own big race coming up and if I win that one I'll run yours. I won the Green Bay Mayors race and now it's on to the Green Bay Cellcom marathon.

It's all about sustainability, from health to energy. Our Energy Efficiency and Conservation Block Grant is well underway. The City's Home Energy Audit Rebate Program has helped 157 residents get energy audits to determine how to make energy efficient improvements that will give them the biggest bang for their buck. Those same participants have invested over \$115,000 into the local economy by getting energy audits and adding insulation and other home improvements from local vendors. Homeowners, on average, have received 57% cash back on those improvements. City facilities have also been retrofitted with the grant funds. Improvements including IT server upgrades, light pipes, tankless water heaters, and countless lighting upgrades are expected to save us \$100,000 per year in utility costs.

Our Sustainable Green Bay committee is hard at work. They have partnered with Navarino Neighborhood Association to develop initiatives to improve the environmental quality of the neighborhood. Sustainable Green Bay is working with Astor and Navarino on developing

community gardens. The committee is working with several community groups to plan a Green Built Home that can be modeled over and over again, to help build sustainable homes on our infill lots. We are working to add and expand our bike routes throughout our neighborhoods to encourage bicycle usage and assure safe lanes. We plan to mark major streets this summer given grant funding is secured.

It's an exciting time for several City facilities as well. 2011 is the Year of the Sanctuary. It is the 75<sup>th</sup> anniversary of Bay Beach Wildlife Sanctuary. The 700 acre urban wildlife refuge in the City of Green Bay has expanded with the addition of the new Resch Falls. Founders Day was celebrated this month to thank those who started this free learning center, which continues to host over 800,000 visitors annually. Twelve international eco-tourists came and learned from our Wildlife Sanctuary to bring back ideas to their native countries. Green Bay was named one of the state's Bird City Wisconsin communities and has several bird appreciation events lined up this spring. The Bird City Wisconsin designation will bring birdwatchers and economic activity to our area while continuing to make the award-winning Wildlife Sanctuary a regional and national gem. The unique facility coupled with our expanding Bay Beach make a strategic business unit of our city. We need to explore the advantages of establishing this area as an enterprise fund similar to that of the NEW Zoo and Brown County Golf Course.

Since the completion of the CityDeck boardwalk along the east side of the Fox River in 2009, downtown events multiplied significantly, making it the entertainment center of the city. As the first year of activities closed, a tally of the downtown events and people drawn to the downtown area amounted to almost 500,000 people. The success expanded to the business community as well, as several businesses have announced plans to relocate or expand in the central business district due to the renewed life in the downtown. Phase two of the City Deck project, which includes transient docks and the Cherry Street Landing, will be started this year. Something we need to start working on is updating our way finding signs. Tourism is key for our community and we need to be sure that it's easy to find what they want to experience. We will allocate funding to update ten signs per year to add the city deck to our roadside lists of destinations.

Perhaps the most notable event recently, was the Packer Superbowl after party. Between 8 and 10,000 people gathered to celebrate our Superbowl victory. The city deck truly showed its colors that night. People in our community wanted to be with each other on this special event. And the City Deck provided such a location. It signified where the heart of the city really is. I'm so proud of this community. Nearly ten thousand people gathered. And only three reports. In some cities, they'd be turning over cars and breaking windows, but we had just 3 issues here in Green Bay. Drug possession, disorderly conduct and do you know what the third issue was? A report of someone burning a Steelers jersey. I said, "Really Chief, did you have to reprimand that guy for burning a Steelers jersey?" Apparently it's not allowed. Man, it's great to be Superbowl Champions!

But the Packers aren't the only ones making us Titledown. The City has received several noteworthy awards this year. Green Bay's Safety and Risk Management brought home two awards: Fuel Safety and Road Safety. Finance received the GFOA certificate for the City's Annual Comprehensive Financial Statements. Our Customer Service Department at the Water Utility won 1<sup>st</sup> place at the Wisconsin Water Association's annual timed contest to build a water meter from parts. The Wildlife Sanctuary recently won the American Council of Engineering Companies award recognizing us for our lagoon restoration efforts. The City of Green Bay won the nationwide Paint Your City Green contest for our efforts in sustainability.

In the spirit of awards, I'd like to take a moment to name our 2011 Employee of the Year. This award is given to one employee each year who has gone above and beyond to make our City the best it can be. This year, I have selected Rob Cormier, our Building Inspector.

- Great mediator
- Teaches classes at NWTC
- No complaints filed against him
- Go-to guy
- Plan review
- Started March 1992- 19 years
- Proud that his dad was a GB firefighter, following dad's footsteps in City service

Rob, Please stand and be recognized for your commitment to moving Green Bay forward.

Right down the road, a little somethin' somethin' is coming together at Bay Beach Amusement Park. Soon we'll be loading up the cars with those first riders. That's right, the Zippin Pippin is almost here! Because of the recent snow and spring weather, our beloved rollercoaster will be taking riders in a few weeks. So... which first riders will be screaming at the top of their lungs next weekend? Let's find out shall we? 28 lucky contestants will be selected from the 413 entry forms received this past week. Let's select our winners!!...

.... PICK WINNERS ....

Thank you for all who have supported, donated and worked on making the Zippin Pippin a reality. We are very excited to have this addition at Bay Beach.

In closing, thank you for taking the time to learn about what is going on around you in Green Bay. 2011 is an exciting year, and as they say good things come with time. Well the time is now. We're going to have a great year in the city of Green Bay. With our healthy finances and supportive community, Green Bay has much to look forward to.

Thank you for coming. One of the new businesses that made a commitment to the downtown is Koko Sushi bar. This business opened up just five weeks ago and Pam McMullen, Virginia Wilson and Chris Hanaway have been providing a great service to the downtown. I invite you

all for hors d'oeuvres, refreshments and friendships right now at Koko in the Baylake Building Center (2 block walk).

Thanks for coming, thanks for all you do. God bless you, God bless Green Bay, Wisconsin.