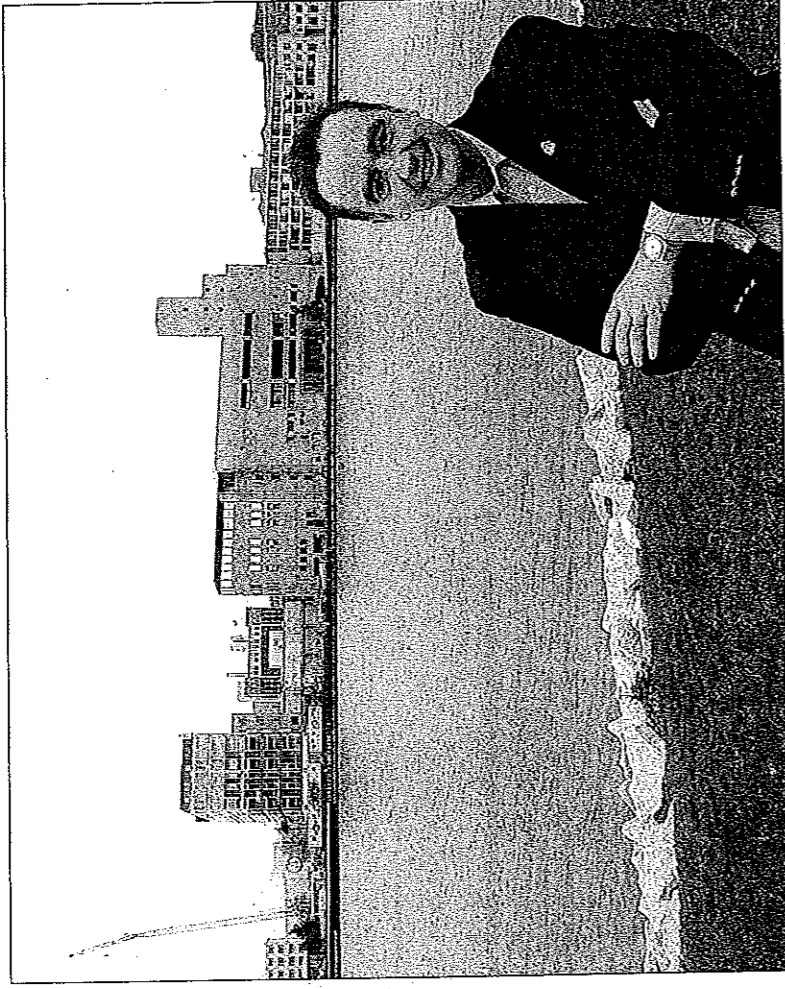


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A burst of building energy in downtown Green Bay, such as the condominium project shown here in the background, has Mayor Jim Schmitt optimistic about the area's future. The Business News photo by J.A. Robb

## Mayor wants people to see whole picture

Schmitt wants Green Bay area to get full credit for what it has to offer

Selling the city

This is part of a series of articles on the Green Bay Branding Initiative

“

I'm so excited about Carver building \$3 million yachts in front of City Deck. People will see we have high-end products and quality manufacturing here. The time is right for strengthening the business climate here, and our downtown will stand with some of the best.

— Jim Schmitt, mayor of Green Bay

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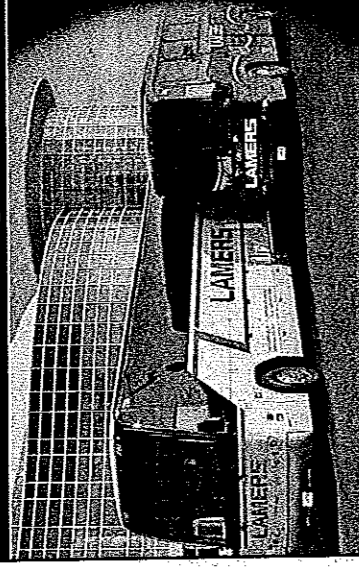
Those community groups, organizations, and businesses involved in the Initiative have pulled in long-established companies, as well as

and to people looking to relocate or looking to another move within Wisconsin. There are businesses and people making decisions on where to spend their time and careers, and where to raise their families.”

“All our strengths need to be leveraged,” Schmitt said. “I've lived in other places, and this is one of the best. We need to get the message to the business community, the health community,

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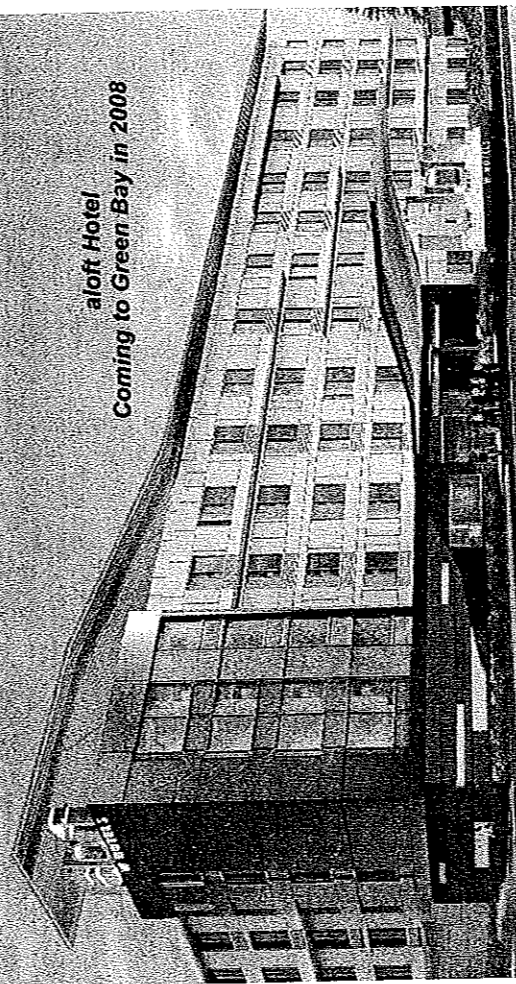


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# Mayor/We have 'good message' to tell

From Page 9

new players, to further the cause and work on a plan for getting Green Bay's message out to the public in the areas surrounding Green Bay, throughout Wisconsin, and across the Midwest. It's a process that will build through the next few months and culminate with a major campaign event in early fall.

The branding effort comes at a good time for the City of Green Bay, which is enjoying a burst of building energy downtown as new banks and new housing projects have populated the landscape in recent months and years.

"I'm so excited about Carver building

\$3 million yachts in front of City Deck," Schmitt said. "People will see we have high-end products and quality manufacturing here. The time is right for strengthening the business climate here, and our downtown will stand with some of the best."

He pointed to some of the downtown housing starts that include condominium offerings ranging in price from \$150,000 to \$1.5 million. "We have new establishments like Quincy's and the Golden Bear, and then there's the Meyer Theater, all of them metropolitan amenities in Green Bay."

The mayor said he's pleased with the leadership taken by the Initiative's leaders, including co-chairpersons Mike Hildebrand

from WPS and Doasia Strong-Hill from Godfrey & Kahn. "That mix, who they are, where they want to go, will create a very diversified steering group with more companies coming into the fold."

Green Bay's solid economy doesn't hurt the Initiative's launch, either. "We are very fortunate to have stability with the paper, healthcare, and food-processing foundations that have taken us where we are today," Schmitt said.

"We can build on that with new companies moving into the communities, all for the same purpose — to strengthen the community and tell the rest of the world what a good message we have to tell here."