

From The Desk of the Mayor:

As we say goodbye to 2014 and welcome in 2015, it won't be the end of the story for Mosinee. Rather, it's the beginning of a whole new era. Already, we are seeing job creation and business expansion in our business park, spurring development and laying the foundation for enhanced business growth.

We took it upon ourselves to convince others that Mosinee was a key player in the development of Central Wisconsin's economy. Because of that vision and determination, the conversation about the future of Mosinee has changed. We're no longer talking about whether or not we can compete in today's economy, but rather what we can do to enhance our position, increase interest and create more options. We've also connected Mosinee with the regional and state economic development efforts through our leadership involvement with board of director positions and representation on proactive economic development committees. This allows us to easily connect with decision makers on both the regional and state level. So much of what we've achieved and so much of what the future holds for us is because of this formula.

Mosinee was recently recognized by the American Planning Association with a First Place National Award for the best Downtown Development Plan. We have since been accepted in the Connect Communities Main Street Program, which awards us the opportunity to work with main street consultants and participate in downtown development workshops. Our goal is to foster a community that is attractive to business startups and expansions. That future is literally under construction. Façade improvements have already been made to a number of buildings downtown and three additional building owners have applied for, or are in the process of applying for, the downtown façade grant program that we approved this past year.

In the year ahead, we will expand and enhance our new river walk and bicycle path to Rangeline Road, and continue park improvements. We enjoyed the largest Living History encampment for LogJam since it's beginning. We're engaging residents with new technology, including a more user-friendly city website, enhanced social media channels, SeeClickFix feature and electronic metering technologies. We are working to enhance the aesthetics, improve traffic flow, and grow businesses on the main gateway to our city. These accomplishments were made possible through collaboration and determination.

Despite these achievements, it's important to remember that many challenges remain. In the face of the unprecedented challenge of the city's budget, I'm proud of our city's strong financial management and some of the best city services in the area which our residents receive for their tax bills. And I'm proud that we have made prudent financial decisions that have kept our reserve fund filled and our bond ratings high. These are the signs of financial stability that businesses look for when investing in a community. The reality is that while our city budget is in great shape today, we have a long-term problem we must address. Even as the economy recovers, state-imposed revenue caps will cripple our ability to keep up with the demands of vital city services. This is a problem playing out in other cities across Wisconsin. Up until now we have achieved remarkable efficiencies, with outcome based budgeting and management principles, without reducing these services or raising property taxes. We have been very successful in our grant writing efforts which has allowed us to offer many improvements with limited cost to our residents. Simply put, any further cuts to this budget would impact the services people need most and which our citizens demand. This is what's known as a "structural imbalance" caused by revenue caps and increasing expenses. To ensure the financial stability of our city, we must evaluate how to correct this imbalance. We could just kick this problem down the road, but I believe in my heart that's not the right answer. That's just not what we do here in Mosinee. We don't shy away from tough decisions and big challenges. We've made great strides in community development in tough economic times. We certainly don't have all the answers right now; but, I know that if we continue to work together with the input of our residents, we can rise to this challenge and continue to be responsible stewards of the public's money. While we remain committed to a regional approach, we realize that the challenges in each of our Central Wisconsin cities are different.

I'd love to individually recognize everyone who has played a part in our successes, big or small, but if I did that we'd quickly run out of space. So, instead, let me say thank you to our city committees and commissions, our business community, our civic and faith-based organizations, our non-profit and arts community, our educational institutions, our regional partners in Central Wisconsin and Marathon County and the state legislators and staff with whom we've developed strong working relationships.

From the first day our residents entrusted me with the job of being Mayor, we've focused on the future, and building a better city for our residents to call home. We are fortunate to have dedicated and capable people working for us to help accomplish this task, from the city council to our city administrator, directors, department heads and staff. It was a strong team effort which led to a successful 2014, and we look forward to continued progress in 2015.

Here's hoping you had a wonderful Christmas and wishing you a happy and prosperous New Year.



# City of Mosinee



January 2015

## STREET PARKING RESTRICTED

Parking is not allowed during the hours of 2:00a.m. and 6:00a.m. on any street or highway from November 1 to April 1 in the City of Mosinee. For more information please contact the Mosinee Police Department – 715-693-2000

### NOTICE – DOG/CAT OWNER

Dogs and Cats are required to be licensed by March 31<sup>st</sup>, 2015. The license period runs from January 1<sup>st</sup>, 2015 to December 31<sup>st</sup>, 2015. State law requires that all dogs must be licensed yearly AND City ordinances require cats to be licensed yearly. Before a license can be issued, you must furnish a rabies vaccination certificate to show proof of vaccination against rabies.

## Christmas Tree & Brush Pickup



The Mosinee Public Works Department will pick up Christmas trees and brush the week of January 12, 2015 - weather permitting. Please have your tree or brush placed near the curb or in the alley. Plastic bags, stands, wire, etc. must be removed from the trees. Trees that have plastic bags, stands or wire on or are buried in snow will NOT be picked up. If you have any questions please call the Mosinee Public Works Dept. at 715-693-3840 or email to: [publicworks@mosinee.wi.us](mailto:publicworks@mosinee.wi.us)