



**OFFICE OF MAYOR VIRG BERNERO**  
124 W. MICHIGAN AVENUE – NINTH FLOOR  
LANSING, MI 48933

**EMBARGOED UNTIL 7PM**  
Thursday, January 30, 2014

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*“Growing Lansing Together!”*

## **Mayor Bernero Highlights the Power of Partnerships in Ninth State of the City Address**

(LANSING) – Showcasing the award-winning Cadillac CTS and Cadillac ATS automobiles built in Lansing, Mayor Virg Bernero delivered his ninth State of the City address Thursday night, saying Lansing is growing stronger with the help of powerful partnerships between public, private and regional stakeholders. Bernero delivered his address before an audience gathered at the General Motors Lansing Grand River Assembly Plant.

“I am pleased to report that the state of our city is strong and getting stronger. We have weathered the storm of the Great Recession and true fiscal stability is finally at our doorstep,” Bernero said. “Our local economy is roaring back. Unemployment in the Lansing region has been in the single digits for 37 straight months and we’ve had 27 straight months of job growth in the city.”

Bernero hailed the economic good news from City Hall that with prudent financial management, Lansing has protected its AA credit rating, and he now projects that the city’s FY15 budget will start in balance -- rather than in deficit -- for the first time in a decade.

Mayor Bernero lauded the Lansing-built 2014 Cadillac CTS, recently named the 2014 Motor Trend Car of the Year, an achievement that parallels the Cadillac ATS being named the North American Car of the Year in 2013. Bernero reminded his audience that just to the south of the Lansing Grand River plant, site preparation is underway on GM’s new \$44 million Logistics Optimization Center, which will facilitate the production of the next-generation Chevrolet Camaro in Lansing.

Bernero used his address to highlight new partnerships between the City of Lansing and several established regional entities:

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- Creation of the Greater Lansing Leadership Forum by the Lansing Regional Chamber of Commerce, bringing together officials from Lansing; East Lansing, Ingham, Clinton and Eaton counties; and surrounding townships to address regional issues, such as governance of the Board of Water and Light, regional assets like the Lansing River Trail, and the potential for sharing facilities in the future.
- With sponsorship from Sparrow Health Systems, the city will launch School Watch, a new partnership that will utilize citizen patrols to assist the Lansing Police Department in keeping schools and their surrounding neighborhoods safe.
- An expansion of an existing partnership with the Michigan State University Broad College of Business to develop data-driven solutions to quality of life issues in neighborhoods, and also make city government more innovative, efficient and responsive.
- The city's partnership with Dewitt Township to enable the expansion of Niowave, a nuclear science tech start-up, in the new Next Michigan Development Zone near the Capital Region International Airport. The new business zone will be used to entice new and expanding businesses to locate there. The airport's full-service U.S. Customs Station and International Port of Entry at the airport will connect Niowave to the global marketplace.

Bernero also highlighted the Red Cedar Renaissance project, which will breathe new life into the former Red Cedar golf course and drive reinvention of the Michigan Avenue Corridor. Bernero said community design charrettes begin soon, allowing residents to share their vision for the Red Cedar property.

Making Lansing a more attractive place for global businesses is also paying off, Bernero reported. Two Italian-based companies have decided to open an office in the Lansing area, Bernero said, the results of a recent economic development mission to Italy. Saet Group, a leading manufacturer of industrial heat treating equipment, and Satiz, a global provider of integrated business communications solutions, will co-locate an office here and add 40 employees within three years.

“There are important lessons in partnership. The only way we will grow Lansing -- and the Lansing region -- is to do it together, to unite behind a common cause, on a path that we decide to follow together,” Bernero said. “But the bottom line remains the same: it's still about good jobs for our citizens, so they can buy a home, raise a family, pay the bills and enjoy some of the wondrous pleasures that life has to offer.”

“We all want to live in a community that is safe, accessible, diverse and prosperous; a place where people are connected, woven together in a fabric so strong that nothing can tear us apart,” Bernero concluded. “That's what a great neighborhood feels like. That's also what makes for a great city.”