



City of La Crosse Common Council

La Crosse, WI

To Whom It May Concern,

As the largest employer in the region with deep community ties and significant investment in the City of La Crosse, Emplify Health recognizes the critical importance of stable and predictable local governance. This is not only a matter of good government but a fundamental business and economic issue that directly impacts the vitality of our community.

Many of the challenges and opportunities our city faces are long-term in nature, requiring consistent leadership and strategic vision. The creation of a City Administrator position would provide the operational stability, efficiency, and coordination necessary for effective local government. These qualities are essential for long-term planning and for creating an environment where businesses like ours can thrive.

A professional City Administrator would allow for continuity in daily operations and bring expertise in managing critical municipal services such as emergency services, public safety, intergovernmental relations, and community development. This role is standard practice in many communities and has proven to enhance the effectiveness of local government.

Moreover, having a City Administrator would better position La Crosse to attract and retain top talent citywide, supporting a vibrant economy and a high quality of life for all residents. It would enable elected leaders to focus on vision and policy while ensuring that city operations are managed efficiently and responsively.

Emplify Health experiences firsthand how municipal services and city operations impact our patients, staff, and the broader community. We strongly support this proposal and urge the Council to advance the creation of the City Administrator position. Please feel free to contact me with any questions or concerns.

Sincerely,

A handwritten signature in cursive script that reads "Heather Schimmers".

Heather Schimmers

President, Emplify Health