



Values, Priorities and Action

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Paid for by the Committee to Elect Ken Willis, 40 Garfield Street, Greenfield, MA 01301



Dear Voter,

On Tuesday, April 29th we will go to the polls to decide on the finalists for the office of mayor. I have been going door to door to talk with you about my campaign and to listen to your thoughts and ideas. Three things came up most often: taxes, economic development and our schools.

### TAXES

Over the past six years, the average taxpayer in a single family home has seen a **property tax increase of 35%**. By contrast, Greenfield's total commercial and industrial values have actually dropped 7% since 1992. This means homeowners pay a more and more of the taxes. **This isn't fair.** Greenfield should use a split tax rate to spread the burden fairly, and finally give homeowners some tax relief. Many communities across the state use a split tax rate - including Montague and North Adams - and these communities continue to grow their tax bases without overburdening homeowners.

### ECONOMIC DEVELOPMENT

As we make the difficult transition from a mill-based to a mind-based economy competing with communities around the globe, we need to balance growth with quality of life. We can expand our industrial base by redeveloping properties, instead of wasting the open space that makes Greenfield such a great place to live. In doing so we can create new jobs and increase our tax base without sacrificing our future. I will also work hard to improve Greenfield's commercial mix and to see that the revitalization of the First National Bank Building on Bank Row becomes a reality.

### SCHOOLS

Under the changes made by the state's Education Reform Act of 1993, Greenfield has been able to invest the resources needed to educate our children. But after 10 years of success and improvement the state is threatening to pull the plug. As a person who knows the people and resources of Beacon Hill, I can fight effectively for Greenfield. I know what it takes and I am ready to take on the challenge. Children are our future and they're worth fighting for.

With your vote I will be able to put my knowledge, ideas and energy to work for you. **Please vote for me on Tuesday, April 29th.** Thank you,

A handwritten signature in red ink that reads "Ken".



Leadership means...

# Values



*"I value public schools, public safety and public works. I value Greenfield's small town quality of life. I value open space."*

Ken grew up in Western Massachusetts, and his commonsense values reflect his upbringing. As many of you know, Ken has spent the past six years as the chief legislative aide to former State Rep. John Merrigan, working at the State House and in Greenfield. He learned a great deal from that experience, about how the state government works and how sometimes it doesn't work.

Ken will turn his knowledge of the people and resources of Beacon Hill into action for the citizens of Greenfield. Ken would like to build a partnership between state and local government, community and private enterprise, based on the foundation of commonsense values and energized by the urgent needs of our community.

Leadership means...

# Priorities

Ken's commitment to education will mean a brighter future for our children. As a Town Councilor for the past five years, Ken has led the fight to maintain funding for our schools. As mayor, Ken will make our schools a top priority.

*"Education is the best investment we can make in our future."*

Now more than ever, Greenfield needs to expand its tax base to meet the needs of citizens and avoid relying too heavily on residential property taxes. New job opportunities, improved town services and a better quality of life can only occur with economic development.

Greenfield is one of the most scenic and beautiful communities in Massachusetts. Ken will work hard to make sure that we maintain the quality of life that makes living in Greenfield so great.



Leadership means...

# Action



*"I want to put my knowledge of the people and resources of our state and federal government to work for the citizens of Greenfield."*

As a Town Councilor, Ken has fought for schools, for seniors and for public safety. As our mayor, Ken will continue to fight for us on Beacon Hill and Capitol Hill. In fact, he's already been fighting for Greenfield.

When Gov. Romney proposed the consolidation of Greenfield Community College with Holyoke Community College in March, Ken went right to the State House. Ken was able to convince a dozen legislators to sign a letter supporting the continued independence of GCC and asking the Governor to reconsider.

When the House and Senate budget writers held hearings on possible cuts to local aid this spring, Ken was there urging legislators to minimize the cuts that would be felt deeply in Greenfield.