



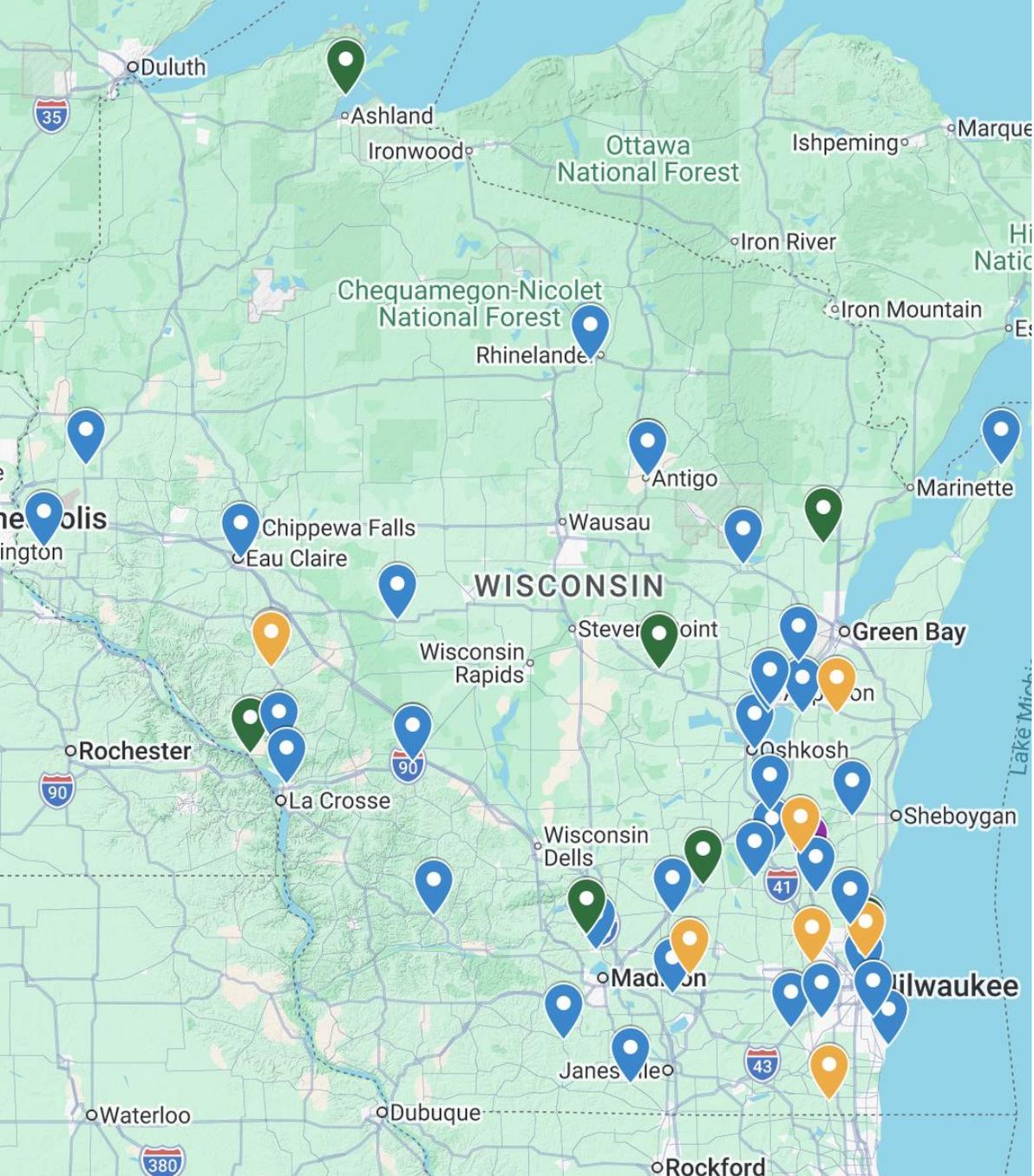
Innovative Public Advisors

Creating Connections
Innovative Strategies for Economic Development,
Recruitment, and Municipal Communications

Innovative
Public Advisors

Advancing local government a different way—the IPA way.

Innovative Public Advisors (IPA) is a premier public sector executive recruitment and strategy firm dedicated to empowering municipalities with tailored solutions that enhance leadership, optimize operations and drive positive community impact.



Innovative Public Advisors

56 Municipalities Served in 2025

- | | | |
|----------------------|--------------------------|--------------------------|
| City of Altoona | City of Oshkosh | Village of Deer Park |
| City of Antigo | City of Plymouth | Village of Footville |
| City of Beaver Dam | City of Richland Center | Village of Fox Point |
| City of Brillion | City of River Falls | Village of Harrison |
| City of Brodhead | City of Shawano | Village of Holmen |
| City of Cedarburg | City of South Milwaukee | Village of Kewaskum |
| City of Columbus | City of Tomah | Village of Mukwonago |
| City of Eau Claire | City of Washburn | Village of New Glarus |
| City of Elroy | City of Waupaca | Village of Orfordville |
| City of Fond du Lac | City of Whitehall | Village of Salem Lakes |
| City of Glendale | Richland County | Village of Sherwood |
| City of Lake Mills | Town of Crescent | Village of Sister Bay |
| City of Mayville | Town of Holland | Village of Shorewood |
| City of Menasha | Town of Lomira | Village of Sussex |
| City of Muskego | Trempealeau County | Village of Trempealeau |
| City of Neenah | Village of Bayside | Village of Waunakee |
| City of Neillsville | Village of Cambridge | Village of Whitefish Bay |
| City of Oconto Falls | Village of Campbellsport | Village of Wind Point |
| City of Onalaska | Village of Dane | |



Jess Wildes

- **Partner, Innovative Public Advisors**
- **18 Years in Public and Nonprofit Sectors**
- **M.S. in Integrated Marketing Communications**
- **Master of Public Administration (MPA)**



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Innovative
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Jay Shambeau

- **Partner, Innovative Public Advisors**
- **32 Years of Municipal Administrator Experience**
- **ICMA Credentialed Manager**
- **Master of Public Administration (MPA)**



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Municipal Leader



Executive Recruitment



The recruitment landscape has changed:

- Post it and they will come
- Municipal benefits are unmatched
- Hundreds in a pool
- Public support/pride





Intentional Communication

Invest in strategic municipal communications:

- Transparency vs. Communication
- Share your story—first
- Be factual, positive
- Repetition and consistency



Referendums and Public Engagement

Meet your constituents where they are.
Don't make them come to you.

- Referendum/Information Campaigns
- Economic Development Impact
- Stakeholder Workshops
- Special Projects
- Community Surveys





Economic Development

There's a need to speak the language.

- TID/TIF
- Grant Writing
- Developer's Agreements



Help is here.





Jay Shambeau
Partner, Innovative Public Advisors

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Thank you!