



SENATOR JANET BEWLEY WISCONSIN STATE SENATE

Senate Committee on Economic Development, Commerce and Trade Public Hearing on Senate Bill 157 March 11, 2020

Thank you for this opportunity to speak to you about Senate Bill 157, which would allow the City of Superior to make use of an economic development tool currently available only to the City of Milwaukee. Overwhelmingly supported by Douglas County voters in 2016, this plan would allow Superior to establish an exposition district in order to spur economic growth, attract new businesses and visitors and create new job opportunities for local residents.

We are all aware of the enormous commitments the state has made in other parts of the state, including the Brewer's ballpark, Lambeau Field and the Buck's stadium. Our proposal does not require any state investment, only permission to use the Exposition District model. The people of Superior and Douglas County are asking to be allowed to tap into the tremendous tourism and business potential of Northwestern Wisconsin to both spur and support economic development. Under the bill, a district created by the City of Superior may collect a .5 percent food and beverage tax, and may collect a room tax at a maximum rate of 2 percent.

Those resources will support development projects that increase visitors and spending in our area. The idea enjoys broad public support. An advisory referendum was held in the fall election in 2016 and passed overwhelmingly - nearly 80% support in a high-turnout election.

As you may know, we have introduced this bill in previous sessions and have worked hard to gather bi-partisan support. Senator Tiffany has introduced an amendment that mirrors changes made to the Assembly companion. It sets limits on the total amount that may be bonded, imposes a sunset and requires a new referendum. All the stakeholders support the amendment in hopes of building a better future for the people of Superior, Douglas County and the rest of North Western Wisconsin.

The folks you'll be hearing from today have worked for years to build support for this legislation. I know they can make the case even better than I. Thank you for giving us the opportunity to make our case for BetterCity Superior.



25th Senate District

State Capitol: P.O. Box 7882, Madison, WI 53707-7882 ★ E-mail: sen.bewley@legis.wi.gov
Web: <http://bewley.senate.wi.gov> ★ (608) 266-3510 ★ Toll-free: (800) 469-6562

March 11th, 2020

Testimony before the Wisconsin Senate Committee on Economic Development, Commerce and Trade by Jim Paine, Mayor, City of Superior.

Mr. Chairman, Mr. Vice Chairman, and Honorable members of of the Committee:

My name is Jim Paine and I have the honor of serving as the Mayor of the City of Superior, Wisconsin. Thank you for the opportunity to speak in favor of Senate Bill 157 and the creation of an Exposition District in our City.

Superior is a proud City with a proud history. I hope by now that you have learned a little about Superior but I'd understand if you hadn't. Superior is the furthest City from Madison and small compared to many of Wisconsin's more famous cities. Like many small cities in Wisconsin we face several steep challenges in the 21st century. We are frequently overshadowed in fame, economic prosperity, and state support by our larger neighbor, Duluth, MN. As an industrial and manufacturing city, we have endured many of the hardships and uncertainties that have followed the great recession and volatility in several commodities markets as well as constantly changing state and federal statutes and regulations. And I can say with absolute confidence that we daily suffer much worse weather than any other place in Wisconsin.

But much like the fur traders, and timber workers, and industrialists, and immigrants, and shipbuilders, and business men and women of nearly every profession and trade before us, my friends, colleagues, and fellow citizens still believe that Superior is a place of hope and opportunity. We share many of the beliefs and traditions and values of the adventurous souls that have built and fostered Superior, from the Ojibwa peoples that first inhabited the shore of Lake Superior, to the immigrants that risked everything to build a new life there, to the business owners and labor leaders that clawed out a better life in a hard place and in hard times, to those of us that traveled here today and the thousands of citizens that have sent their support with us, we have always been a people that believes that our very best future is the one we build for ourselves.

That is our only ask of you today. SB 157 will allow us the opportunity to foster prosperity in challenging economic times. It does so without burden to any other community in the State of Wisconsin and it does not impose hardship on any of our own citizens. The creation of an exposition district and the food and beverage tax that drives its development would allow those that participate in Superior's recreational economy to invest back into their own community and quality of life. It will attract new business and draw new visitors to our region and our State. It creates new opportunities for business and recreation and promotes growth, new investment, and a more diverse and resilient economy. As you well know, Mr. Chairman, growth anywhere in Wisconsin benefits everyone in Wisconsin.

This is why I'm joined here today by leaders in business, finance, and education. We carry with us the support of dozens of community organizations including large and small businesses, the Superior/Douglas County Area Chamber of Commerce, multiple labor organizations, the City of Superior, Douglas County, nearly every educational institution in Douglas County, and several statewide trade associations. More importantly, we carried the support of more than two thirds of Superior's electorate in our recent referendum. Mr. Chairman, the people of Northern Wisconsin know the cost of an exposition district. We understand that we would

bear this cost alone. We overwhelmingly accept that cost because we see it as a unique, once in a generation opportunity to build a better future for a community that we all love.

We know that Superior has a strong future because, like all of our predecessors before us we believe in our ability to build the future we want. All we ask of you is to trust us. Believe in us. And if you can't do that, at least, please, just get out of our way.

Mr. Chairman, as the Mayor of the City of Superior and on behalf of the People of Superior I humbly request that the Ways and Means Committee approve SB 157 and recommend it for passage to the State Senate.

Thank you.

**City of Duluth
Treasury Division
Tourism Taxes
2018**

	<u>Current Month - December Sales*</u>				
	2018 <u>Actual</u>	2018 <u>Budget</u>	Actual/ Budget <u>Variance</u>	2017 <u>Actual</u>	Prior Year <u>Variance</u>
3.00% Hotel/Motel	\$196,292	\$179,269	9.5%	\$186,864	5.0%
1.00% Hotel/Motel	\$65,431	\$59,760	9.5%	\$62,288	5.0%
2.50% Hotel/Motel	\$150,812	\$139,523	8.1%	\$143,043	5.4%
2.25% Food/Beverage	\$533,054	\$475,569	12.1%	\$505,880	5.4%
Total	\$945,588	\$854,121	10.7%	\$898,075	5.3%

	<u>Year-to-Date</u>				
	2018 <u>Actual</u>	2018 <u>Budget</u>	Actual/ Budget <u>Variance</u>	2017 <u>Actual</u>	Prior Year <u>Variance</u>
3.00% Hotel/Motel	\$2,945,351	\$2,746,900	7.2%	\$2,766,812	6.5%
1.00% Hotel/Motel	\$981,809	\$915,700	7.2%	\$922,271	6.5%
2.50% Hotel/Motel	\$2,295,026	\$2,141,500	7.2%	\$2,156,318	6.4%
2.25% Food/Beverage	\$5,950,572	\$5,719,200	4.0%	\$5,778,484	3.0%
Total	\$12,172,758	\$11,523,300	5.6%	\$11,623,885	4.7%

* The amounts above correspond to the month in which the sales took place, not the month the City collected the taxes.

Hotel/Motel Tax Collections

The monthly prior year variance for hotel/motel tax collections was up moderately, and the year-to-date comparison was up moderately.

There was a large delinquent return for the current month in both 2017 and 2018. Actual December figures for both years would have been higher had the returns been filed timely.

The actual/budget variance for the month was up significantly, and the year-to-date comparison was up significantly.

Food/Beverage Tax Collections

The monthly prior year variance for food/beverage tax collections was up moderately, and the year-to-date comparison was up moderately.

The actual/budget variance for the month was up significantly, and the year-to-date comparison was up moderately.

**City of Duluth
Treasury Division
Tourism Taxes
2019**

	<u>Current Month - July Sales*</u>				
	2019 <u>Actual</u>	2019 <u>Budget</u>	Actual/ Budget <u>Variance</u>	2018 <u>Actual</u>	Prior Year <u>Variance</u>
3.00% Hotel/Motel	\$406,234	\$394,536	3.0%	\$394,532	3.0%
1.00% Hotel/Motel	\$135,411	\$131,462	3.0%	\$131,511	3.0%
2.50% Hotel/Motel	\$314,673	\$305,417	3.0%	\$305,395	3.0%
2.25% Food/Beverage	\$584,688	\$564,597	3.6%	\$564,601	3.6%
Total	\$1,441,005	\$1,396,012	3.2%	\$1,396,040	3.2%

	<u>Year-to-Date</u>				
	2019 <u>Actual</u>	2019 <u>Budget</u>	Actual/ Budget <u>Variance</u>	2018 <u>Actual</u>	Prior Year <u>Variance</u>
3.00% Hotel/Motel	\$1,601,451	\$1,569,731	2.0%	\$1,582,005	1.2%
1.00% Hotel/Motel	\$533,817	\$527,392	1.2%	\$527,335	1.2%
2.50% Hotel/Motel	\$1,240,343	\$1,224,603	1.3%	\$1,234,724	0.5%
2.25% Food/Beverage	\$3,418,888	\$3,313,125	3.2%	\$3,341,499	2.3%
Total	\$6,794,500	\$6,634,851	2.4%	\$6,685,562	1.6%

* The amounts above correspond to the month in which the sales took place, not the month the City collected the taxes.

Hotel/Motel Tax Collections

The monthly prior year variance for hotel/motel tax collections was up moderately, and the year-to-date comparison was up slightly. The actual/budget variance for the month was up moderately, and the year-to-date comparison was up moderately.

Food/Beverage Tax Collections

The monthly prior year variance for food/beverage tax collections was up moderately, and the year-to-date comparison was up moderately. The actual/budget variance for the month was up moderately, and the year-to-date comparison was up moderately.



Resolutions/Letters of Support

Better City Superior is proud to have resolutions and letters of support from the following organizations:

ALLETE, SWL & P, Dairyland Power Cooperative
Douglas County Board of Supervisors
Douglas County Unit of the Wisconsin Town Association
Inter City Oil, Inc.
International Brotherhood of Electrical Workers Local 242
Ironworkers Local 512
Joint Boards of Housing Board of Directors
Keypoint Liquor
Kiwanis Club of Superior
Laborers' Local 1091
Land Development Committee
Letnes Restaurant Group
Milwaukee Building & Construction Trades Council
North Central State Regional Council of Carpenters
Northern Wisconsin Building & Construction Trades Council
Northwest Beverages, Inc.
Plumbers & Steamfitters Local #11
Sheet Metal Workers' International Association Local Union #10
Superior Amateur Hockey Association
Superior Federation of Labor
Superior Noon Optimist Club
Superior Young Professionals
Teamsters General Local Union No. 346
The City of Superior
The Development Association of Superior and Douglas County
The School District of Superior
The Superior Area Association of Realtors
The Superior Business Improvement District
The Superior Douglas County Chamber of Commerce
University of Wisconsin-Superior
Wisconsin Bankers Association
Wisconsin Building Trades Council
Wisconsin Indianhead Technical College
Wisconsin Manufacturers and Commerce
Wisconsin Pipe Trades Association



Additional Support From

A Dozen Excuses Bakery
APEX
Benson Electric
Blaine Business Center
BMO Harris Bank-Superior
Campbell Lumber
Capstan Corporation
Center for Muscle and Joint Therapy
Charter NEX
Douglas County Tavern League
DSC Communications
Duluth News Tribune Editorial Board
Duluth Superior Community Foundation
Empire Block Building
Enbridge
Engwall Florist
Erberts and Gerberts
Exodus Machines
Four Star Construction
Globe News
Great Lakes Office Solutions
Grizzly's/7 West Tap House Restaurants
Halvor Lines Inc.
Holden Insurance
JCC Services Duluth
Kari Toyota
Keyport Liquor
Kosta's
Krech Ojard and Associates
Kwik Trip
Lakehead Constructors
LHB Architects and Engineers
Manion Wholesale Building Supplies
Mark Carlson Golf
National Bank of Commerce
Northern Wisconsin Building and Construction
Trades Council
Northland Foundation
Northwest Beverages Inc.
Northwest Outlet
Palace Bar
Port Enterprises Inc.
REMAX1
Representative Nick Milroy
RSM McGladrey
Senator Janet Bewley
Shorty's Smoked Meat Restaurant & Bar
Stack Bros. Mechanical Contractors
Superior Amateur Hockey Association
Superior Area Association of Realtors
Superior Choice Credit Union
Superior City Council
Superior Days
Superior Douglas County Visitors Bureau
Superior Glass
Superior Meats Inc.
Superior Rotary
Superior Telegram Editorial Board
Superior Water Light and Power
Telephone Associates
Thirsty Pagan Brewing
Trends Salon
Vintage Italian Pizza
Wisconsin Realtors Association
Wisconsin State Council of Carpenters

RESOLUTION NO: R19-13442

**AN AMENDED RESOLUTION BY MAYOR JIM PAINE
ENDORING BETTER CITIES – SUPERIOR’S LEGISLATIVE
EFFORTS FOR THE CITY’S DOWNTOWN DISTRICT**

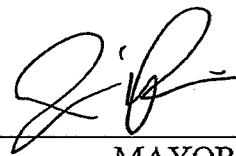
WHEREAS, City of Superior requires further economic development in the City to provide job opportunities for residents, reduce unemployment, preserve and stabilize business activities within the City/County, expand the tax base, encourage tourism and bring needed capital into the City for the benefit and welfare of residents; and

WHEREAS, the City of Superior has been actively involved in economic development in order to improve economic well-being of its citizens; and

WHEREAS, the formation of an Exposition District would provide a much needed economic development tool that will provide significant economic benefits to the community;


NOW THEREFORE BE IT RESOLVED that the City of Superior endorses Better Cities – Superior’s State of Wisconsin legislative efforts to establish Exposition District Statutes.

Passed and adopted this 2nd day of July, 2019.



MAYOR

ATTEST:


CITY CLERK

TOURISM AS AN ECONOMIC DRIVER

I was born and raised in Superior and am a lifelong resident of the Twin Ports, now residing in Duluth, MN. Since 1991, I have been fortunate to play an active role in helping grow Duluth's thriving tourism industry. Over the decades I've witnessed the positive contributions made to our city through the reinvestment of tourism tax.

While Duluth's tax structure is different from the proposed Expo District Tax, the remarkable outcomes Superior CAN and WILL experience are quite similar. The revenue generated within this district will pay dividends for decades to come. In 2018 Duluth collected \$12.2 million in lodging tax and food and beverage tax. Tourism taxes in Duluth fund Visit Duluth, the official destination marketing organization, responsible for bringing 6.7 million visitors to the city each year. Tourism tax also funds critical infrastructure improvements such as the construction of the Lakewalk, \$400,000 restoration of Enger Tower, \$5 million to repair the pedestrian foot bridge linking bustling Canal Park to the convention center, and nearly \$1 million to repair the William A. Irvin ore boat museum.

In addition to these items, the Duluth Entertainment Convention Center (DECC) receives \$4 million annually. Numerous attractions receive hundreds of thousands of dollars each year which is critical in sustaining their operations.

Millions of dollars dispersed to ensure Duluth's third largest industry remains healthy. Dollars generated without placing a financial burden on residents – actually it's just the opposite. Locals reap the benefits of expanded amenities within their city, including improved trail systems, new entertainment options and a growing tax base derived from private investment in restaurant and lodging development. It's a public-private partnership with a proven track record in communities around the country.

The City of Superior lacks the financial resources to spur the economic development the Expo District Tax will provide. What the City of Superior does offer, is a unique gem of a location on the shores of Lake Superior ripe for investment. Tourism stretches beyond leisure travel and vacation getaways.

The same emotional appeals that drive consumers to vacation here, are the same messages that resonate with students when considering a college or university. The same emotions that drive businesses to relocate or expand. The same emotions that bolster workforce retention and attraction. Each of these factors are tied into the overall brand awareness created through tourism.

Creating access to resources will drive investment, development and improved quality of life that's unprecedented in Superior. For decades, this city has benefited from being a close neighbor to Duluth and reaped the rewards of the ever growing visitor base that overflows into Superior. Now is the time for Superior to establish its own identity as a highly desirable destination in its own right.

The mechanism to achieve its potential and define this city's future lies in the implementation of the Expo District Tax. I encourage you to seize this opportunity and enthusiastically support the Superior Expo District Tax. I say this as a long time industry veteran who recognizes the assets that will be unlocked in my beloved hometown may create some stiff competition across the bridge in Duluth. And I say, BRING IT ON!

I encourage your support of AB 167 and SB 157 to provide Superior the essential tools to complement the needs of the Twin Ports tourism economy.

Anna Tanski, President & CEO, Visit Duluth

Roll Call		
District Number	Yes	No
1. Pomush		
2. Bong		
3. Finn		
4. Clark		
5. Baker		
6. Leino		
7. Glazman		
8. Raunlo		
9. Jaques		
10. Quam		
11. Finendale		
12. Lear		
13. Allen		
14. Ryan		
15. Hendrickson		
16. Luostari		
17. Liebaert		
18. Moen		
19. Long		
20. Borgeson		
21. Bergman		
Roll: Ayes _____ Noes _____ Absent _____ Abstain _____ Passed <input checked="" type="checkbox"/> _____ Lost _____ Refer _____ Amend <input checked="" type="checkbox"/> _____ Other _____		
Rev. 11-16-18		

RÉSOLUTION #48-19
RESOLUTION BY THE DOUGLAS COUNTY BOARD OF SUPERVISORS

Subject: Legislation Authorizing Formation of City Center Districts Supported

WHEREAS, Douglas County (the "County") desires to further economic development in Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the County, expanding the tax base, encouraging tourism, and bringing needed capital into the County for the benefit and welfare of residents, and

WHEREAS, the County has been actively involved in economic development in order to improve the economic well-being of its citizens, and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the County and its citizens.

NOW, THEREFORE, BE IT RESOLVED that the Douglas County Board of Supervisors approves the recommendation of Supervisors Liebaert, Allen, and Jaques, and adopts the following:

Douglas County shall:

1. Work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and
2. Promote and support the formation of a City Center District in the downtown core of the City of Superior.


Dated this 15th day of August, 2019.

(Fiscal Note: None)

ACTION: Motion by Quam, second Leino, to adopt. Motion by Allen, second Hendrickson, to amend and sponsor by County Board. Motion carried. Motion to adopt as amended, carried.

STATE OF WISCONSIN)
)SS:
 COUNTY OF DOUGLAS)

I hereby certify that this resolution is a true and correct copy of a resolution adopted by the Douglas County Board of Supervisors on

8-15-19.

 Susan T. Sandvick, County Clerk

24 September, 2019

Dear Wisconsin State Assembly and Senate Committees:

It is a privilege to write a letter advocating for the "Better Superior Initiative." Personally I was born in Milwaukee, raised in Central Wisconsin-Medford, and currently live in Superior where I have resided the past 20 years. In my experience as a Superior parent, high school teacher, and major AAU basketball director, Superior has great untapped potential for not only the Northwestern region of our state but our entire state! I personally have had 1st hand knowledge of the challenges our community has faced over the years. I know that your ability to work with our community would have a drastic impact on the lives of many families which would greatly create long-term sustainable economic growth in our area.

Last June I created the first ever major Twin Ports AAU basketball tournament-The Twin Ports Border Battle. My AAU organization-Playmakers North hosted over 90 AAU basketball teams from 3 different states (WI, MN, and MI) and had over 3000 people participate and/or spectate our events. The event was a great success and something we will look to bring back to Superior every year. The event was both a joy and a challenge to put on.

Some of the joys I experienced in putting on this event have been the feedback from other directors/families from out of state programs who found the tournament to be very well run-great workers/refs, beautiful surroundings-vacation destinations for families in the summer, and the overall allure of the twin ports area. It was refreshing for them to not have to go to the Typical Twin Cities/St Cloud/Milwaukee areas for a major tourney. The programs I have contacted from last year say they will be back this next year (June 2020) and I actually got a commitment from a North Iowa program to send 15-20 teams. What is great for our community is these types of events help spark our local economy and in turn makes our communities/state grow stronger economically.

Some of the challenges in hosting a tourney in Superior have ranged from limited availability of hotel rooms in Superior, to proper funding/regarding facilities. Many families wanted to stay in Superior but had to stay in Duluth, and sometimes 25 min away in Carlton. We actually ran into a room shortage in the area and had to house some families in the UWS dorms. We also have run into funding issues regarding University and School District Courts that charge in some cases upwards of \$40 to \$50 to rent a single court per hour; where other communities typically work with organizations to build sustainable economic opportunities within their communities. I am hopeful that will be better this year.

In closing I urge you to please support AB 167 and SB 157 to provide Superior the tools it needs to compliment the needs of our Northwest Region of the state and to help with the growing needs of our Twin Ports community. If you can help in this process, I guarantee you it will pay great dividends to not only our desperately needed section of the state but our entire state. We want families to come to the Wisconsin side of the Twin Ports for years to come and with your support and the "Better Superior Initiative"; we can make these great dreams a reality!

Thank you for everything you do for our state with your honorable public service. I appreciate your time and consideration of this Initiative. If you have any questions don't hesitate to contact me.

Sincerely,



Phillip Roe

Superior High School Social Studies Teacher

Playmakers North AAU Basketball Director

(715) 965-4366

playmakersnorth@gmail.com

I am Kevin Boreen, CEO of Exodus Machines in Superior, WI.

Exodus Machines is a leading manufacturer and distributor of hydraulic attachments for the demolition and scrap industries.

We have in-house engineering, team of field service technicians that travel the world, parts and rebuild services.

Exodus currently has 93 employees, 65 of which report to work at our factory in Superior the remainder live throughout the US as part of our sales teams.

We have a modern 90,000 SF facility with state-of-the-art machine tools and equipment. Our employees are 2nd to none!

Our facility is located on the beautiful shores of Lake Superior.

I say all of this because we are an attractive employer!

That said, of the 65 employees that report to work at the factory 33 of them live “across the bridge” in MN. I believe many of them would never even consider living in Superior based on past bias.

I have a personal story from 20+ years ago. It’s still relevant.

I was working as a CPA in Duluth, MN (living in Superior) and was considered a solid recruit with a bright future.

One day, while I was in the Partner in Charge's office, he said "You would do your career well if you moved to Duluth".

There was then, and I believe it holds true today an attitude that Superior is a click below our neighbor.

That said, Superior is changing, attitude has and is improving, we are moving in the right direction; however, more needs to be done.

With 25+ employees living outside of our area, and regularly coming back to the factory, you can imagine we ring up some pretty good hotel, food and beverage expenses!

At this point 95% of our hotel stays go to Fitger's Inn in Duluth because of their walking distance to many bars and restaurants.

With Exposition District and corresponding private investment; Superior could easily become the community of choice for our hotel stays...but it will take changes.

I'm here to ask for your support of the Exposition District in Superior, WI to allow our community to have the access to funds to invest and re-invest in our own community.



AN ALLETE COMPANY

January 16, 2020

Representative John Macco
Assembly Ways and Means Committee Chairman
Room 208 N.
State Capitol
P.O. Box 8953
Madison, WI 53708

Re: Superior Exposition District

Dear Representative Macco:

Superior Water, Light and Power (SWL&P) is a foundational community member and partner that provides the essential energy and water services that fuel our local economy. We provide safe and reliable electricity, natural gas, and water to the City of Superior and adjacent communities in northwestern Wisconsin. The company has served the area since 1889 and provides services to approximately 15,000 electric customers, 13,000 natural gas customers and 10,000 water customers.

The Superior Exposition District concept provides an exciting opportunity we can utilize to propel the revitalization of the City of Superior and Douglas County. Business development and economic growth helps SWL&P lower its cost to serve customers. Economic growth helps to keep our rates low for our customers.. The community requires strong and diverse businesses to help weather challenging times, similar to those we are currently experiencing while Husky Energy rebuilds their local presence in Superior after the events of April 2018. The Exposition District is a critical tool we need to attract and retain strong businesses in the area.

In addition, the growth seen through the Exposition District will broaden the tax base, reduce the high and rising per capita fixed taxation, create modern desirable and affordable housing, and close the cost of living and quality of life gaps relative to our border neighbor, Duluth, Minnesota.

We appreciate your willingness to work beyond your legislative district borders to provide the City of Superior with an economic development tool our voters, both Democrats and Republicans, overwhelmingly support. Thank you for your strong leadership in making Wisconsin an attractive place to do business and on this strategic and community development matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Sandstrom', is written over a light blue horizontal line. The signature is fluid and cursive.

Robert Sandstrom
President
Superior Water, Light & Power



July 27, 2017

Governor Scott Walker
Office of the Governor
Capitol
Room 115 E
Madison, WI 53702

Re: Superior Exposition District

Dear Governor Walker:

The City of Superior and Douglas County Wisconsin have been chosen as the ideal site for our partnership to build a state of the art 525-550 megawatt natural gas generation facility. This center will use flexible and efficient natural gas to enable the addition of more renewable energy resources such as wind and solar, and to deliver affordable and reliable power to consumers in our region. This project represents a \$700MM investment in Wisconsin, many hundreds of construction jobs and many good full time jobs. While our joint endeavor provides a huge lift we believe there is one additional tool that can further revitalize the Superior and Douglas County region and set in concert with a natural gas plant investment of this type is a need for a vibrant and growing community with a quality of life attractive to a long term quality workforce. The Superior Exposition District concept is an ideal mechanism to create an effective public/private partnership and a resulting new and attractive future for our citizens and businesses to thrive and grow for generations. Through growth we will broaden the tax base, reduce the disturbing high and rising per capita fixed taxation, create modern, desirable and affordable housing and close the cost of living disadvantage and quality of life gap relative to our border neighbor, Duluth, Minnesota.

The BetterCity Superior organization downtown plan and Exposition District public finance component has garnered broad support. It is supported by the private business community, government, local associations and foundations. Most importantly, residents in Superior supported it with a resounding 75.5% bi-partisan referendum question vote including, an 80% voter turnout last November.

We appreciate your willingness to work beyond your legislative district borders to provide the City of Superior with an economic development tool our voters, both Democrats and Republicans, overwhelmingly support. A sizable investment in a new state of the art natural gas facility plus securing Exposition District status would be a powerful one-two punch to lift Superior and Northwestern Wisconsin. We strongly support authorization of a Superior Exposition District in the current biannual state budget. Thank you for your strong leadership in making Wisconsin an attractive place to do business and on this strategic and community development matter.

Sincerely,
Dairyland Power Cooperative

Barbara A. Nick
President & CEO

Superior Water, Light & Power

Deborah A. Amberg
President

ALLETE, Inc.

Alan R. Hodnik
Chairman, President & CEO

Roll Call		
District Number	Yes	No
1. Pomush		
2. White		
3. Finn		
4. Clark		
5. Baker		
6. Palne		
7. Glazman		
8. Robinson		
9. Jaques		
10. Quam		
11. Finendale		
12. Lear		
13. Allen		
14. Ryan		
15. Hendrickson		
16. Johnson		
17. Liebaert		
18. Anderson		
19. Mock		
20. Conley		
21. Bergman		
Roll: Ayes _____ Noes _____ Absent _____ Abstain _____ Passed _____ X _____ Lost _____ Refer _____ Amend _____ X _____ Other _____		
Rev. 01/15/2015		

**RESOLUTION #78-15
RESOLUTION BY THE DOUGLAS COUNTY BOARD OF
SUPERVISORS**

**Subject: Legislation Authorizing Formation of City Center
Districts Supported**

WHEREAS, Douglas County (the "County") desires to further economic development in Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the County, expanding the tax base, encouraging tourism, and bringing needed capital into the County for the benefit and welfare of residents, and

WHEREAS, the County has been actively involved in economic development in order to improve the economic well-being of its citizens, and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the County and its citizens.

NOW, THEREFORE, BE IT RESOLVED that the Douglas County Board of Supervisors approves the recommendation of the Land and Development Committee and adopts the following:

Douglas County shall:

1. Work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and
2. Promote and support the formation of a City Center District in the downtown core of the City of Superior.

Dated this 15th day of October, 2015.

(Committee Action: Unanimous)
(Fiscal Note: None)

ACTION: Motion by Allen, second Jaques, to adopt. Bruce Thompson, City Center District representative, spoke on potential development. Revitalization of downtown Superior as a small market exposition district, development without public liability, a possibility. Motion by Allen, second Hendrickson, to amend and sponsor by County Board. Motion carried. Motion to adopt resolution as amended, carried.

Roll Call		
District Number	Yes	No
1. Pomlish		
2. White		
3. Finn		
4. Clark		
5. Baker		
6. Paine		
7. Glazman		
8. Robinson		
9. Jaques		
10. Quam		
11. Finendale		
12. Lear		
13. Allen		
14. Ryan		
15. Hendrickson		
16. Johnson		
17. Lebaert		
18. Anderson		
19. Mock		
20. Conley		
21. Bergman		

Roll:
 Ayes _____
 Nays _____
 Absent _____
 Abstain _____

Passed _____ X _____
 Lost _____
 Refer _____
 Amend _____ X _____
 Other _____

Rev. 01/15/2015

STATE OF WISCONSIN)
 COUNTY OF DOUGLAS) SS:

I hereby certify that this resolution is a true and correct copy of a resolution adopted by the Douglas County Board of Supervisors on

10-15-15.
Susan T. Sandvick
 Susan T. Sandvick, County Clerk

Resolution of Support for Exposition District

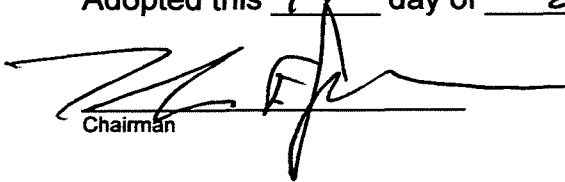
WHEREAS, Douglas County and the City of Superior do not have adequate facilities for conventions; and,

WHEREAS, further economic development in Douglas County and the City of Superior of a convention center would increase job opportunities for residents, improve business opportunities, bring needed capital for the benefit and welfare of residents, reduce unemployment; and,

WHEREAS, the formation of an Exposition District in Douglas County, the City of Superior, would provide a much needed economic development tool that will provide significant economic benefits to Douglas County and the City of Superior and residents:

NOW THEREFORE BE IT RESOLVED, that the Douglas County Unit of the Wisconsin Towns Association, at its July 19, 2016 meeting, does hereby support the formation of an Exposition District in Douglas County, the City of Superior, and will be included in and work with Better City Superior to secure legislative support authorizing such.

Adopted this 19th day of JULY, 2016.


Chairman

MOTION TO APPROVE RESOLUTION;

- TOWN OF AMNICON

AND - TOWN OF LAKESIDE

MOTION CARRIED

7-19-16

J



**INTERNATIONAL BROTHERHOOD
OF ELECTRICAL WORKERS**

Local Union #242

2002 LONDON ROAD ROOM 111
DULUTH, MINNESOTA 55812

(218) 728-6895

FAX (218) 728-1965



Friday, May 3, 2019

The International Brotherhood of Electrical Workers Local 242 proudly supports strong economic development in the City of Superior, Wisconsin.

The Superior Exposition District would create more job opportunities for residents, improve business growth, lower unemployment and promote tourism. As a member of the Northern Wisconsin Building and Construction Trades Council, Local 242 has been actively working with Local and State elected officials to promote the exposition district in Superior.

An exposition district would be essential in seizing the great potential that Superior has to offer. I am asking for your support of Senate Bill 157 and Assembly Bill 167.

Respectively,

A handwritten signature in black ink, appearing to read 'Donald Smith', with a long horizontal flourish extending to the right.

Donald Smith, Business Manager
International Brotherhood of
Electrical Workers Local 242

FROM: Judy Weber, Twin Ports Superior-Duluth Business Owner

These three words sum it up.

This is it. That line, is not only the headline on the website of the die-hard believers who refuse to give up, jump ship, turn off the lights of Superior – it is where we are at, right now, today.

This is it – one last effort to drive our downstate message home as we push for a special tax district up north.

For almost five years the Better City Superior group has been doing their homework diligently.

They have hired the experts, conducted the surveys and seriously have seen and heard and digested and dissected and read and lobbied for it all.

Yet despite the obvious obstacles, the jabs and jokes and nay-sayers, they have kept on target, focused, plunging ahead, positively hopeful of this a vision of a better city... Superior - which I and many other business owners strongly support.

This has been so much more than just another public service campaign, it's been an eye-opener, a reality-check, a mission with a conclusion that our time to act is now and we need this designation.

It's no secret you lose residents, when you shoot down projects and so many, many projects have been shot down here before.

But, not this one.

It's a grandiose idea, a \$100 million project on Tower Avenue whose time has come.

Superior is due for some serious R&R - resuscitation and revitalization.

We said so overwhelmingly as a community with 75 percent of our vote at the polls and now we need to do whatever we can to let you - our members of the Senate Committee on Agriculture, Small Business and Tourism know just what and how much this means to us.

The City of Superior is as important to us as Superiorites - as Milwaukee was to Milwaukeans when they lobbied and sought to be an exposition district community just as we are seeking to be all that we can be now with this and more.

We need this economic tool to grow. We need to do something, rather than just nothing. Please go to <http://bettercitysuperior.org/take-action/>. Please share your support of SB727 with committee members provided below. Thank you.



International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers

L O C A L U N I O N N O . 5 1 2 • A F L - C I O

Barry R. Davies
Business Manager-Financial Secretary
612-865-3101

Darrell Godbout
Business Agent
218-391-2295

Keith Musolf
Vice President-Organizer
218-391-2296

April 23, 2019
LETTER OF SUPPORT BY
Ironworkers Local 512

SUBJECT: BETTER CITY SUPERIOR EXPOSITION DISTRICT

Ironworkers Local 512, supports further economic development in the City of Superior, Douglas County, providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior, Douglas County for the benefit and welfare of residents; and

As a member of the Northern Wisconsin Building and Construction Trades Council, Local 512 has been actively involved in such economic development, in order to improve the economic well-being not only of its members, and all members of the Northern Wisconsin Building and Construction Trades Council, but of all citizens of the region.

We believe the formation of an Exposition District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior, Douglas County, the citizens and members of the NWBTC. Ironworkers Local 512 will work with the NWBTC, Better City of Superior and other entities to secure State legislator support for legislation authorizing the formation of an Exposition District in the downtown core of the City of Superior.

Respectfully,

Barry R. Davies
Business Manager-Financial Secretary
Ironworkers Local 512

RESOLUTION

Resolution by: The Joint Boards of Housing Board of Directors

Subject: **City Center District**

WHEREAS, the Joint Boards of Housing Board of Directors (the "Joint Boards of Housing") desires to further economic development in the City of Superior, Douglas County, State of Wisconsin by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior and Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior and Douglas County for the benefit and welfare of residents; and

WHEREAS, the Joint Boards of Housing has been involved in economic development in general -- and affordable housing in particular -- in order to help ensure the financial sustainability and the social well-being of the residents of its housing communities, their families, care givers and advocates; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior and Douglas County and their citizens;

NOW, THEREFORE, BE IT RESOLVED that the Joint Boards of Housing shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed, adopted and approved this 11th day of October, 2016.

Rev. Barbara Certa-Werner
Authorized Signature - President, Rev. Barbara Certa-Werner

Attest: Alissa Olson
Notary

**ALISSA OLSON
NOTARY PUBLIC
STATE OF WISCONSIN**

Seal

March 5, 2018

Bruce Thompson
Better City Superior
1127 Tower Ave
Superior, WI 54880

Bruce:

&

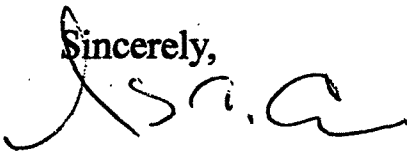
To Whom It May Concern:

As a local restaurant owner and retailer in Superior I wish to express my strong support for Senate Bill 727. For years Superior has been at a competitive disadvantage to Duluth as they have been able to fund their convention and tourism development by added sales tax. Superior needs to be able to offer incentives to developers that would be willing to invest in Superior and build an attraction that would appeal to visitors and conventions who constantly overlook us in favor of Duluth.

The increase in sales tax that would be added to the food and beverage industry in Superior would be insignificant compared to the revenues that could be gathered from the increase in tourism. I am not a person that likes tax increases, but I feel this would help Superior grow it's tourism which would enrich all retail in all the city.

I'm urging legislators to strongly consider supporting this bill as it would bring rejuvenation and pride to the City Of Superior.

Sincerely,



Mark Casper
President Keyport Of Superior, Inc

RESOLUTION # _____

RESOLUTION BY THE Kiwanis Club of Superior

Subject: City Center District

WHEREAS, Kiwanis Club of Superior desires to further economic development in the City of Superior and Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior and Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior and Douglas County for the benefit and welfare of residents; and

WHEREAS, the Kiwanis Club of Superior has been actively involved in economic development in order to improve the economic well-being of its members; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior, Douglas County and our members;

NOW, THEREFORE, BE IT RESOLVED that the Kiwanis Club of Superior shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 19th day of November, 2015.

Approved this 19th day of November, 2015.



Kiwanis Club Present

Affiliated AFL-CIO

HOD CARRIERS BUILDING AND GENERAL LABORERS LOCAL NO. 1091

DULUTH LABOR CENTER

2002 London Road ■ Duluth, Minnesota 55812
Phone 218-728-5151 ■ Fax 218-728-2431

DAN OLSON

Business Manager
Financial Secretary - Treasurer



CHRIS THACKER

President

City of Superior Exposition District

Laborers' Local 1091, proudly supports economic development in the City of Superior and Douglas County, Wisconsin. An Exposition District would help provide job opportunities for residents, reduce unemployment, and expand business growth and the tax base. The Exposition District would also encourage tourism and promote additional revenue to the local community.

Our Local is a member of many organizations including the Northern Wisconsin Building & Construction Trades Council and we actively support the region that supports us. We are of the belief that an Exposition District in Superior would provide a significant economic benefit to our members and the citizens of Superior and Douglas County.

Laborers' Local 1091 pledge to work with the City of Superior, Better City of Superior, the Northern Wisconsin Building & Construction Trades Council and others to partner with the Wisconsin State Legislature in this very important endeavor.

Respectfully Submitted,

Dan Olson
Business Manager/Secretary-Treasurer, Laborers' Local 1091
International Representative, LiUNA

**RESOLUTION #78-15
RESOLUTION BY THE LAND AND DEVELOPMENT
COMMITTEE**

**Subject: Legislation Authorizing Formation of City Center
Districts Supported**

WHEREAS, Douglas County (the "County") desires to further economic development in Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the County, expanding the tax base, encouraging tourism, and bringing needed capital into the County for the benefit and welfare of residents, and

WHEREAS, the County has been actively involved in economic development in order to improve the economic well-being of its citizens, and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the County and its citizens.

NOW, THEREFORE, BE IT RESOLVED that the Douglas County Board of Supervisors approves the recommendation of the Land and Development Committee and adopts the following:

Douglas County shall:

1. Work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and
2. Promote and support the formation of a City Center District in the downtown core of the City of Superior.

Dated this 15th day of October, 2015.

(Committee Action: Unanimous)
(Fiscal Note: None)

Roll Call		
District Number	Yes	No
1. Pomush		
2. White		
3. Finn		
4. Clark		
5. Baker		
6. Paine		
7. Glazman		
8. Robinson		
9. Jaques		
10. Quam		
11. Finendale		
12. Lear		
13. Allen		
14. Ryan		
15. Hendrickson		
16. Johnson		
17. Liebaert		
18. Anderson		
19. Mock		
20. Conley		
21. Bergman		

Roll:
 Ayes _____
 Noes _____
 Absent _____
 Abstain _____

Passed _____
 Lost _____
 Refer _____
 Amend _____
 Other _____

Rev. 01/15/2015

LETNES RESTAURANT GROUP



137 South 2nd Avenue • Waite Park, MN 56387 • (320) 259-0589 • FAX (320) 259-6070

March 12, 2018

To Whom This Concerns:

I purchased my first restaurants in Superior, Wisconsin and Duluth, Minnesota in 1995. Currently I operate two restaurants in Superior: Grizzly's Wood-Fired Grill and The 7 West Tap House. I operate 3 restaurants in Duluth: Grizzly's Wood-Fired Grill, a 7 West Tap House and The 310 Pub. Over the 23 years I have been operating restaurants in both Duluth and Superior I have seen the positive changes in the Duluth market as they better their city, go after tourism dollars and host conventions. In general, we are seeing more progress with the City of Duluth using their Lodging, Food and Beverage Tax dollars to help accomplish this. In comparison, I have watched a Superior that hasn't changed much in the 23 years I have done business there. I also do business in St. Cloud and Mankato, Minnesota. Both of these Cities have Lodging, Food and Beverage Taxes in place to assist in promoting tourism, attracting conventions, and to better their cities. It has worked in these cities. Because of this, I support SB 727 and the amendment to AB 912. This will give Superior, Wisconsin the opportunity to grow tourism, host conventions and bring more people into the City to spend money. I have been an employer and tax payer in superior for 23 years and would like to see the City become more progressive. I feel the Lodging, Food and Beverage Tax will help get this going. I plan to operate restaurants in Superior for a long time and hope the City gets the opportunity to progress as did the other cities I conduct business in.

Sincerely,

Steve Letnes
Letnes Restaurant Group



MILWAUKEE BUILDING & CONSTRUCTION TRADES COUNCIL

DAN BUKIEWICZ
President

5941 WEST BLUEMOUND ROAD
MILWAUKEE, WISCONSIN 53213
(414) 475-5580 phone
(414) 475-5590 fax
milwbuildingtrades.org



May 23, 2019

Better City Superior
1127 Tower Avenue
Superior, WI 54880
c/o Bruce Thompson

Re: City of Superior Exposition District

Dear Bruce,

My name is Dan Bukiewicz, President of the Milwaukee Building & Construction Trades Council and I am writing you today because I understand that you are embarking on a new downtown exposition district in the City of Superior and I would like to explain the direct benefits and impact that the entire district can have on your area residents. Without question, I am sure you fully understand the effect this project will have on the surrounding area's tax base, city value and cultural amenities for all in the area. Similarly, to your city, when Milwaukee decided to revitalize its downtown district, they considered both the factors that would lead to economic prosperity in the immediate downtown area and the greater impact it would have throughout surrounding communities.

Our downtown district is centered on the Fiserv Forum - a \$500m catalyst, that has spurred development in other connected and non-connected businesses in the area. Soon to follow the construction of the forum, we began to see more development in terms of; housing, upgrades to educational facilities and additional parking amenities, as well as dining and entertainment venues. In turn, those businesses then provided countless jobs to area residents, which greatly changed their opportunities for upward mobility. The greater and more immediate impact, however, came in the actual construction of the projects within the district. The hotels, housing, dining, entertainment, road and pedestrian areas all amounted to an excess of over 3 million man hours within the construction industry. With this many hours and job opportunities, it was important that when considering what was in the best interests of the city, that we also consider how the surrounding communities could benefit as well. With that in mind, the City of Milwaukee, the Milwaukee Bucks, and the Milwaukee Building & Construction Trades Council (MBCTC) formed a strategic partnership to leverage the creation of the Fiserv Forum as an opportunity for area residents to achieve opportunities for family-supporting careers. We agreed to put stringent requirements in place for everyone involved in building the project and required that they be agreed upon by every tier contractor on the job prior to beginning work. The requirements included;

- Contractors were required to meet area resident hiring requirements, guaranteeing that 40% of all work on the project would be performed by area taxpayers.
- The project required a percentage of work be performed by veterans, women's and minority businesses.
- All contractors performing work on the job were required to have a recognized, stated registered apprenticeship program in place.

5238 Miller Trunk Highway • Duluth, MN 55811



Phone: 218.724.6576 • Fax: 218.724.8536

**North Central States Regional Council of Carpenters
Supports
Superior Exposition District**

North Central States Regional Council of Carpenters fully supports the mission for Superior, Wisconsin to grow and prosper by creating an Exposition District. Better City Superiors well thought out plan and with the continuing growth in tourism in the neighboring City of Duluth, Minnesota, we will be able draw in many more tourists. Exposition District will create new tourist attractions in City of Superior, Wisconsin, capture new tourist's dollars, keep current tourist dollars, create jobs, boost our economy, and stimulate pride in our community.

As a Representative of close to 700 local Carpenters, we would ask for your support on creating the Superior Exposition District.

Thank You,

Jeremy Browen
Business Representative
North Central States Regional Council of Carpenters

NWB
NORTHWEST
Beverages, Inc.

1606 NORTH 6th STREET • SUPERIOR, WI 54880 • PHONE 715 392-2978

February 15, 2018

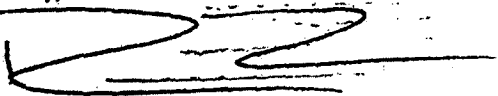
Mr. Bruce Thompson, President
Bettercity Superior
1127 Tower Avenue
Superior, WI 54880

Dear Bruce,

As a licensed Beverage Distributor in the State of Wisconsin, City of Superior, for the past 46 years, Northwest Beverages, Inc., is in TOTAL SUPPORT of SB 727 and amended AB 912.

We look forward to the Assembly, Senate, and Governor passing this vital legislation vital to growing the city of Superior.

Sincerely,



Richard F. Reder, II, President
Northwest Beverages, Inc

cc: Wisconsin Senate
cc: Wisconsin Assembly

NORTHERN WISCONSIN BUILDING & CONSTRUCTION TRADES COUNCIL

P. O. BOX 577
SUPERIOR, WISCONSIN 54880-0577

KYLE BUKOVICH
PRESIDENT
(218) 591-1266

CASEY ARONSON
VICE PRESIDENT
(715) 416-3893

DEREK PEDERSON
SECRETARY-TREASURER
(218) 269-2497

The Northern Wisconsin Building and Construction Trades Council (NWBTC) fully supports economic development in the City of Superior, Wisconsin

An exposition district would greatly help our community with additional revenue to encourage business growth, increased job opportunities, lower unemployment and further promote our tourism industry.

The NWBTC has been working with the City of Superior, Better City Superior, Douglas County, and State elected officials to promote the benefits that are established with an exposition district.

The City of Superior and Douglas County has great potential to become a tourism hotspot and an exposition district is the trigger to stimulate this growth.

I am asking for your support on Senate Bill 157 and Assembly Bill 167.

Respectively,



Kyle Bukovich, President
Northern Wisconsin Building and Construction Trades Council



Plumbers & Steamfitters Local #11

Zone 1	4402 Airpark Blvd	Duluth, MN 55811	Phone 218-727-2199	Fax: 218-727-2298
Zone 2	Heille Ridge Lane	Detroit Lakes MN 56501	Phone 218-847-3222	Fax 218-847-3020

To Whom It May Concern:

Local 11 has reviewed and fully endorsed the Better City Exposition District Referendum. Local 11 has brought a similar resolution of support of the needed legislative change to the Wisconsin State Pipe Trades and the Wisconsin State AFL-CIO conventions and both have endorsed the legislative change and both will be submitting it to the State Legislatures for them to act on.

This change will allow municipalities the ability to raise funds through bonding that does not raise the taxes of the local resident's properties and will basically self fund paying back through a use tax on hotels, car rentals and restaurants.

This would create jobs in the community, expand the draw of tourists to the area and bring in much needed revenue for all facets of the community.

Plumbers and Steamfitters Local 11 encourages everyone to vote yes on November 8th, 2016.

Local 11 represent 740 + members throughout Wisconsin and Minnesota.

In Solidarity

Jeff Daveau Sr.
Business Manager
Plumbers and Steamfitters Local 11
4402 Airpark Blvd
Duluth Minnesota 55811



Sheet Metal Workers' International Association Local Union #10

1681 East Cope Avenue Suite A
Maplewood, Minnesota 55109
Phone: 651-770-2388 | Fax: 651-770-8539
Website: www.smw10.org

August 30, 2017

Sheet Metal Workers' Local #10 supports the Better City Superior Exposition District and asks you to support this as well. This initiative will help move business forward, grow our community and fuel our local and regional economy. The Exposition District is our chance to make a positive change in our community. We need your help.

Please include the Exposition District in the 2017-2019 budget. It is what our community wants and needs to grow and prosper.

Sincerely,

Jim Bowman, President
Sheet Metal Workers' Local #10

opeiu #12



RESOLUTION #1

RESOLUTION BY THE SUPERIOR AMATEUR HOCKEY ASSOCIATION

Subject: City Center District


WHEREAS, the Superior Amateur Hockey Association ("SAHA") desires to further economic development in the City of Superior/County of Douglas by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior/County of Douglas, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior/County of Douglas for the benefit and welfare of residents; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior/County of Douglas and its citizens;

NOW, THEREFORE, BE IT RESOLVED that SAHA shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 16 day of September, 2015.

Approved this 16 day of September, 2015.



Executive Director, Superior Amateur Hockey Association



President, Superior Amateur Hockey Association



SUPERIOR FEDERATION OF LABOR

A.F.L. - C.I.O.

P.O. BOX 1246
SUPERIOR, WI 54880

RESOLUTION FROM THE SUPERIOR FEDERATION OF LABOR IN SUPPORT OF AN EXPOSITION DISTRICT

WHEREAS, Superior is a small market community in Northwest Wisconsin that would benefit from an Exposition District in its effort to develop modern quality of life; attract and retain Millennials, Gen Xers, Baby Boomers and all generations; and, maintain and grow a workforce for current and future business needs. AARP magazines calls this concept an "Age-Friendly Community"; and,

WHEREAS, an Exposition District will contribute to attracting visitors, enhancing quality of life this community, and add vibrant activities in a concentrated area; and,

WHEREAS, Superior competes against Duluth, MN that has a variety of economic development tools, which includes tools like Exposition districts. This does place Superior at an economic disadvantage as it attempts to modernize and provide modern amenities that citizens and visitors both expect in a 21st Century community; and,

WHEREAS, an Exposition District created by the Wisconsin Legislature will create a locally funded economic development vehicle that will create exponential growth; and,

WHEREAS, Better City Superior has proposed a development of \$125 million public/private sector development that is leveraged by .05% Exposition District/County Wide food and beverage tax and an additional 3.5% hotel/motel tax; and,

WHEREAS, this legislation would enable Superior to leverage optional expenditures, generated through those taxes to provide foundational funding for a significant economic development project beneficial to local citizens and tourists; and,

WHEREAS, mixed use proposals like this Exposition District often include a variety of projects that meet the needs and desires of various age groups. Northwest Wisconsin and all of Wisconsin are concerned about brain drain when generations move to area that is seen as more desirable; and,

WHEREAS, Superior has taken three big hits recently: the closing of Target Store; the closing of the movie theatre; and, the impending closure of Kmart Store; and the community does need a competitive edge to attract new businesses to grow the area and compensate for those losses.

THEREFORE, Be It Resolved that the Superior Federation of Labor is strongly in favor of an Exposition District for Superior/Douglas County.

UNION YES 

RESOLUTION # _____

RESOLUTION BY THE SUPERIOR NOON OPTIMIST CLUB

Subject: City Center District

WHEREAS, the Superior Noon Optimist Club (the "Optimist Club") desires to further economic development in the City of Superior by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior for the benefit and welfare of residents; and

WHEREAS, the Superior Noon Optimist Club has been actively involved in economic development in order to improve the economic well-being of its members and youth in the community; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior and its citizens;

NOW, THEREFORE, BE IT RESOLVED that the Optimist Club shall:
1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 5th day of October, 2016.

Approved this 11th day of May, 2016.



Kimberly D. Pearson
President, Superior Noon Optimist Club



November 24th, 2015

Better City Superior Initiative

Attention: Bruce Thompson

Regarding: Letter of Support – Superior Young Professionals

Dear Bruce:

We appreciate the opportunity to work with you regarding the Better City Superior Initiative. While Superior Young Professionals does not have an official resolution process, however the Board has voted to approve our support of the Better City Superior Initiative. We feel that this initiative is an important opportunity to not only maintain, but attract Young Professionals to Superior, which is one of our primary goals within our organization. Please take this letter as our support, and commitment to assisting Better City Superior in the future. Do not hesitate to contact me if you should have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Tenerelli', written in a cursive style.

Sean Tenerelli
Vice President
Superior Young Professionals



TEAMSTERS GENERAL LOCAL UNION No. 346

Affiliated with the International Brotherhood of Teamsters

2802 West First Street · Duluth, MN 55806
218/628-1034 • Fax 218/628-0246
Email: local@teamsters346.com

Mailing Address
P.O. Box 16208
Duluth, MN 55816-0208

Trustees

GARY BAUERS
DOUG DUNSMOOR
JON ELLEGARD

ZAK RADZAK
President
LES KUNDO
Vice President
JEFF OVESON
Recording Secretary
CHAD WARD
Business Agent

RODERICK ALSTEAD
Secretary - Treasurer

Re: Better City Superior Exposition District

Teamsters General Local Union No. 346 fully supports the Better City Superior Exposition District and asks that you too support this initiative.

The Better City Superior Exposition District will help grow the City of Superior by redeveloping its downtown area. This will help move business forward and create additional good paying construction jobs. Not only will it create jobs and grow new business opportunities, but this initiative will create a sense of pride within the surrounding communities and would increase tourism dollars substantially.

Teamsters General Local Union No. 346 is asking for your support on creating the Superior Exposition District.

Thank you,

Chad Ward
Business Agent
Teamsters General Local Union No. 346

Buy American

TEAMSTERS GENERAL LOCAL UNION No. 346: "Teamsters General, the northwestern portion of the state of Wisconsin, and the Northern Minnesota Counties of Cook, Lake, St. Louis, Carlton, Koochiching, Lake of the Woods, Itasca, Beltrami, Aitkin, Pine, Chisago, Crow Wing, Cass, Wadena, Otter Tail, Becker, Hubbard, Clearwater, Roseau and Pennington. Construction only in the following: Polk, Marshall, Kittson, Clay, Red Lake, Norman and Mahnomen, Pipeline: Minnesota, Wisconsin, North Dakota, South Dakota and Iowa (excluding Scott County)."

RESOLUTION NO: R19-13442

**AN AMENDED RESOLUTION BY MAYOR JIM PAINE
ENDORING BETTER CITIES – SUPERIOR’S LEGISLATIVE
EFFORTS FOR THE CITY’S DOWNTOWN DISTRICT**

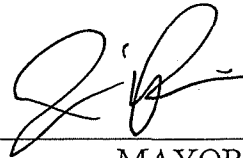
WHEREAS, City of Superior requires further economic development in the City to provide job opportunities for residents, reduce unemployment, preserve and stabilize business activities within the City/County, expand the tax base, encourage tourism and bring needed capital into the City for the benefit and welfare of residents; and

WHEREAS, the City of Superior has been actively involved in economic development in order to improve economic well-being of its citizens; and

WHEREAS, the formation of an Exposition District would provide a much needed economic development tool that will provide significant economic benefits to the community;


NOW THEREFORE BE IT RESOLVED that the City of Superior endorses Better Cities – Superior’s State of Wisconsin legislative efforts to establish Exposition District Statutes.

Passed and adopted this 2nd day of July, 2019.



MAYOR

ATTEST:



CITY CLERK

RESOLUTION #91515

RESOLUTION BY THE BOARD OF DIRECTORS

Subject: City Center District

WHEREAS, The Development Association of Superior and Douglas County, Wisconsin (the Development Association desires to further economic development in the City of Superior, Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior, Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior, Douglas County for the benefit and welfare of residents; and

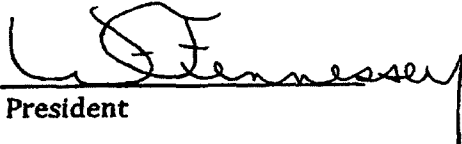
WHEREAS, the , The Development Association of Superior and Douglas County, Wisconsin has been actively involved in economic development in order to improve the economic well-being of its citizens and members; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior, Douglas County and its citizens and members;

NOW, THEREFORE, BE IT RESOLVED that the Development Association shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 14th day of September, 2015.

Approved this 14th day of September, 2015.


President

Attest: 
Interim Executive Director

RESOLUTION #15-02

RESOLUTION BY THE SCHOOL DISTRICT OF SUPERIOR

Subject: City Center District

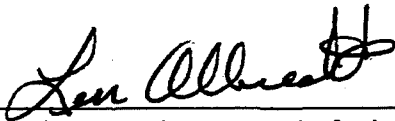
WHEREAS, School District of Superior (the School District) desires to further economic development in the City of Superior/Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior/Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior/Douglas County for the benefit and welfare of residents; and

WHEREAS, the School District of Superior supports economic development in order to improve the economic well-being of its community, parents, staff and students; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior/Douglas County and the residents therein;

NOW, THEREFORE, BE IT RESOLVED that the School District shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Approved this 13th day of October, 2015.



Len Albrecht, President, Board of Education

Steven Stupak by *Xoan M. Ponenka*
Steven Stupak, Clerk, Board of Education Deputy Clerk

RESOLUTION #1

RESOLUTION BY THE SUPERIOR BUSINESS IMPROVEMENT DISTRICT

Subject: City Center District

WHEREAS, Superior Business Improvement District (the "Superior BID") desires to further economic development in the City of Superior/Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the City of Superior/Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into the City of Superior/Douglas County for the benefit and welfare of residents; and

WHEREAS, the Superior Business Improvement District has been actively involved in economic development in order to improve the economic well-being of its citizens/members; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the City of Superior/Douglas County and its citizens/members;

NOW, THEREFORE, BE IT RESOLVED that the Superior BID shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 27 day of August, 2015.

Approved this 27 day of August, 2015.



Alan Jaques
President - Superior BID, Board of Directors

Attest: 

Authorized Clerk

EXECUTIVE DIRECTOR

RESOLUTION

RESOLUTION BY THE SUPERIOR AREA ASSOCIATION OF REALTORS®,
INC

Subject: City Center District

WHEREAS, Superior Area Association of REALTORS, Inc. (the SAAR) desires to further economic development in Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into Douglas County for the benefit and welfare of residents; and

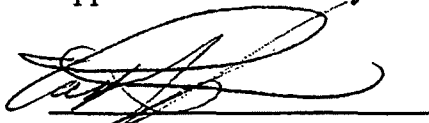
WHEREAS, the SAAR has been actively involved in economic development in order to improve the economic well-being of its members; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the citizens;


NOW, THEREFORE, BE IT RESOLVED that the SAAR shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 16th day of December, 2015.

Approved this 16th day of December, 2015.



Maria Letsos, President
Superior Area Association of REALTORS®, Inc.

Attest: 
Maranda DeSanto, CEO
Superior Area Association of REALTORS®, Inc.

THE
CHAMBER
SUPERIOR-DOUGLAS COUNTY AREA

April 22, 2019

Senator Dan Feyen
Wisconsin State Senate
18th District, Room 306 South
P.O. Box 7882
Madison, WI 53707

Dear Senator Feyen,

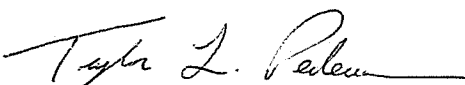
On behalf of the Chamber of Commerce and our Board of Directors, I would like to express our strong support of the Better City Superior efforts and the creation of an exposition district for economic development use in the City of Superior via Senate Bill 157. Many of our lodging properties as well as food and beverage businesses support the Better City Superior project which is a contradiction to some letters of opposition that we have become aware of against this legislation. In addition we have determined that some of these associations have very limited numbers of members in our community, which is a concern to the actual regional representation they advocate on behalf of.

Along with our endorsement of the exposition district, we also encourage the use of funds to further support and attract tourism based businesses that are complimentary to those we already have in our community. Specifically, we would like to see development other than additional hotels/motels or similar food and beverage type businesses which are the proposed funding source for the exposition district. Growth and attraction of these businesses should be organic, which in turn would strengthen our tourism economy and quality of life, rather than compete within its self. By directing these funds in this method it would not only support our current hospitality businesses, but will encourage significant future developments in our economy by creating a competitive tourism industry, additional workforce opportunities, attraction of affordable housing developments, and broaden our tax base for the region. Creation of this district will allow us to better compete with our border city of Duluth, Minnesota and their already strong tourism economy.

Creation of the exposition district will spark economic development in our city as well as region and will improve the quality of life for thousands of citizens. This legislation has the potential to revitalize this community. I believe this is a crucial key in the future success of our region.

Please accept this letter as our Chamber's strong support of Better City Superior and Senate Bill 157.

Sincerely,



Taylor L. Pedersen
President/CEO

RESOLUTION BY THE UNIVERSITY OF WISCONSIN-SUPERIOR

Subject: City Center District

WHEREAS, the University of Wisconsin – Superior desires to further economic development in Superior by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within Superior, expanding the tax base, encouraging tourism, and bringing needed capital into Superior for the benefit and welfare of residents; and

WHEREAS, the University of Wisconsin - Superior has been actively involved in economic development in order to improve the economic well-being of its citizens; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to Superior and its citizens/members;

NOW, THEREFORE, BE IT RESOLVED that the University of Wisconsin – Superior shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Passed and adopted this 21 day of October, 2015.

Approved this 21 day of October, 2015.


Authorized Signature



August 28, 2017

Speaker Robin Vos
State Capitol Room 211 West
Madison, WI 53708

Senator Alberta Darling
Joint Finance Committee Co-Chair
State Capitol Room 317 East
Madison, WI 53707-7882

Senator Luther Olsen
State Capitol Room 313 South
Madison, WI 53707-7882

Senator Sheila Harsdorf
State Capitol Room 122 South
Madison, WI 53707-7882

Senator Leah Vukmir
State Capitol Room 131 South
Madison, WI 53707-7882

Senator Thomas Tiffany
State Capitol Room 409 South
Madison, WI 53707-7882

Representative Amy Loudensbeck
State Capitol Room 306 East
Madison, WI 53708

Representative Dean Knudson
State Capitol Room 304 East
Madison, WI 53708

Representative Michael Schraa
State Capitol Room 320 East
Madison, WI 53708

Senate Majority Leader Scott Fitzgerald
State Capitol Room 211 South
Madison, WI 53707-7882

Representative John Nygren
Joint Finance Committee Co-Chair
State Capitol Room 309 East
Madison, WI 53708

Senator Howard Marklein
State Capitol Room 8 South
Madison, WI 53707

Senator Lena Taylor
State Capitol Room 19 South
Madison, WI 53707-7882

Senator Jon Erpenbach
State Capitol Room 104 South State
Madison, WI 53707-7882

Representative Mary Czaja
State Capitol Room 321 East
Madison, WI 53708

Representative Dale Kooyenga
State Capitol Room 324 East
Madison, WI 53708

Representative Chris Taylor
State Capitol Room 306
Madison, WI 53708

Representative Gordon Hintz
State Capitol Room 109 North
Madison, WI 53708

Legislative Leaders and Members of the Joint Finance Committee,

The Wisconsin Bankers Association, the state's largest financial industry trade association which represents nearly 250 commercial banks and savings institutions, their nearly 2,300 branch offices and 23,000 employees, strongly supports modification to the existing Exposition District statute, in the current biannual state budget, to allow smaller communities, such as Superior, to establish an Exposition District to facilitate large-scale developments.

In the case of Superior, this is critical to improving the area's future from a quality and workforce development standpoint. The Superior Exposition District idea is a perfect tool for creating an effective public/private partnership environment which will help fund the effort of improving local and state economic conditions.

Superior has lost approximately 16 percent of its population between 1960 and 2010. This tool will turn that trend around and help the Superior area attract new business and visitors which in turn increases the tax base boosting the local and state economy. It will create jobs and reduce unemployment. All of which is needed to return economic vibrancy to the area.

The BetterCity Superior organization downtown plan and Exposition District component has wide support. They have 20 unanimous resolutions of support from their local units of government and business and labor organizations. They also



Wisconsin Building Trades Council
1602 S. Park St., Room 204
Madison, WI 53715

July 11, 2019

Re: City of Superior Exposition District

The Wisconsin Building Trades Council supports a City of Superior Exposition District. An exposition district will provide job opportunities for City of Superior residents. The exposition district will reduce unemployment and expand business growth. It would also provide additional revenue to the community, increase the tax base and promote tourism.

The Wisconsin Building Trades Council (WBTC) is made up of 15 Building Trades Unions and represents 40,000 Building Trades' members and seven Building Trades Councils in the State of Wisconsin. The WBTC is committed to building a skilled workforce for a growing Wisconsin. The WBTC supports the Northern Wisconsin Building & Construction Trades Council and its Building Trades Members.

The City of Superior Exposition District will be an economic development tool that will provide economic benefits to the City of Superior and the surrounding area. Building an exposition district will put building trades members to work and enable the building trades to recruit city residents for apprenticeships in the building trades.

Respectively,

Dave Branson

Dave Branson
President WBTC

RESOLUTION NO. 16-04

RESOLUTION BY THE

Wisconsin Indianhead Technical College

Subject: City Center District

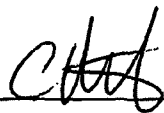
WHEREAS, The Wisconsin Indianhead Technical College, WITC, desires to further economic development in Superior & Douglas County by providing job opportunities for residents, reducing unemployment, preserving and stabilizing business activities within the Superior & Douglas County, expanding the tax base, encouraging tourism, and bringing needed capital into Superior & Douglas County for the benefit and welfare of residents; and

WHEREAS, WITC has been actively involved in economic development in order to improve the economic well-being of the regions served; and

WHEREAS, the formation of a City Center District would provide a much needed economic development tool that will provide significant economic benefits to the Superior & Douglas County Area;


NOW, THEREFORE, BE IT RESOLVED that WITC shall: 1) work with Better City Superior and other entities to secure State legislator support for legislation authorizing the formation of City Center Districts in downtown cores; and 2) promote and support the formation of a City Center District in the downtown core of the City of Superior.

Adopted and approved this 26th day of October 2015.

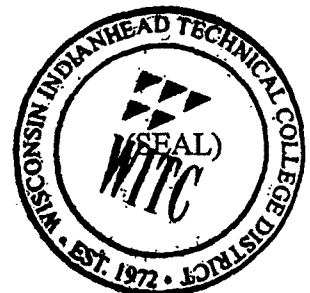


Chairperson

ATTEST:



Secretary



**TO: Members, Joint Committee on Finance
Assembly Speaker Robin Vos
Senate Majority Leader Scott Fitzgerald**

FROM: Scott Manley, Senior Vice President of Government Relations

DATE: August 28, 2017

RE: Superior Exposition District

Wisconsin Manufacturers & Commerce (WMC) supports inclusion of language in the 2017-2019 biennial budget to allow the City of Superior to create an Exposition District. We respectfully request that you support this proposal.

Since 1960, Superior has lost nearly 16 percent of its population while its neighbor Duluth, Minnesota continues to grow and prosper. The Exposition District would allow Superior the opportunity to generate revenue from tourists and others who utilize the hospitality industry to fund local development projects that would increase tourism and business activity.

During November 2016 election, 82 percent of eligible voters in Superior casting voted – it was an extremely high turnout. Of those who voted, 75.5 percent voted in favor of a local exposition district tax on food, beverages, lodging and rental cars.

Although WMC generally opposes the imposition of higher taxes and adding to what is already an unacceptably high tax burden on Wisconsinites, the taxpayers of Superior have sent a strong and clear message at the ballot box that they support imposing this tax upon themselves. In addition, the Superior Exposition District is supported by the local business community, public entities, government, local foundations and associations in the area.

For these reasons, WMC respectfully asks that you support the authorization of a Superior Exposition District in the current biennial state budget.

WISCONSIN PIPE TRADES ASSOCIATION

11175 West Parkland Avenue • Milwaukee, WI 53224-3135 • OFC: (414) 359-1310 • FAX (414) 359-1323



UA Affiliated
Unions:

Fox Valley
No. 400

Milwaukee-Madison
No. 75
No. 601

Milwaukee
No. 183

Northwest
No. 434

Racine-Kenosha
No. 118

Superior-Duluth
No. 11

Local 669
District 15
District 31

Toll Free
888-248-3392

Website
www.wipipetrades.org

Terry J Hayden
Wisconsin Pipe Trades Association
11175 West Parkland Avenue
Milwaukee, WI 53224

August 31, 2017

The Wisconsin Pipe Trades Association is supportive of initiatives which encourage development and grow Wisconsin's economy. The Better City Superior Exposition District is one of those initiatives.

Creating an exposition district allows an area to collect its own taxes on tourism-related spending such as food and beverage sales, lodging and rental cars. That money can then be used to fund tourism and entertainment related development projects such as stadiums, convention centers and movie theatres. The Superior Exposition District is a public/private initiative whose purpose is to redevelop downtown Superior. Its creation will result in additional construction jobs by encouraging investment and increasing tourism in the city.

The delegates at our 2016 WPTA State Convention unanimously passed a resolution in support of this exposition district. We hope that you will join us in supporting this initiative by including the Better City Superior Exposition District in the 2017-2019 Wisconsin State Budget.

Thank you,

Terry Hayden, President
Wisconsin Pipe Trades Association

