



**WISCONSIN LEGISLATURE**

P.O. BOX 8952 • MADISON, WI 53708

**Testimony before the Senate Committee on  
Government Operations, Labor and Economic Development  
Senate Bill 24**

**Senator Patrick Testin and Representative Tony Kurtz**

Good morning, and thank you, Chairman Feyen, for having this hearing today.

The State of Wisconsin and the City of Middleton have the opportunity to utilize a new TID district to not only add jobs and business investments in our state, but retain a great company and many family supporting jobs that is actively being recruited away from Wisconsin.

The City of Middleton is seeking to launch a new TID that will require an exception to the current law limitation on the percentage of municipal value that can be within the value increment of all TIDs in the jurisdiction before an existing district closes next year that would take their increment value well below the current 12% limit.

Senate Bill 24 creates the necessary exemption for the City of Middleton to move forward with its plans, continue the conversations to retain 1,800 jobs at a major and vital employer and continue to grow Wisconsin's economy.

This bill is based on previous legislation which received swift, unanimous and appreciated approval in both houses last session. We hope this bipartisan legislation can receive similar support to bolster Wisconsin's ongoing efforts to maintain and attract jobs and development.

We appreciate the opportunity to testify about this bill today and are happy to answer any questions. We've asked our democratic co-authors to be here today to answer any specific questions related to the impacts on their districts.



## DIANNE H. HESSELBEIN

STATE SENATOR • SENATE DISTRICT 27

### SEN. DIANNE HESSELBEIN TESTIMONY ON SENATE BILL 24

Good morning Chairman Feyen and members, thank you for holding this hearing on Senate Bill 24, which is important economic development legislation for our state and the City of Middleton.

Our community and state have both the challenge and the opportunity to use a new TIF district to both keep and add jobs and investment in Wisconsin. I want to thank Senator Testin and Representative Kurtz and their staff for their work on this and willingness to put this legislation forward with me.

Senate Bill 24 is very similar to legislation we adopted for Stevens Point last session, and Middleton is facing a very similar situation -- working on a timeline to launch the new TID that will require an exception to current law. Specifically, our bill would exempt Middleton's new TID from the state law that new districts cannot be opened if more than 12% of the municipal value is currently in TID increments.

Middleton is in the process of closing an existing TID that would take their increment value well below the current 12% limit. However, in the effort to retain jobs and attract new employment and investment, the City needs to open a new TID in that effort before the existing district closes next year.

By creating this exception, Middleton will be able to move forward with a plan to augment state efforts to retain and add jobs in Wisconsin. As I noted earlier, this is based on 2023 SB 880, which received swift, unanimous and appreciated approval in both houses last year to allow Stevens Point to act on economic development opportunities.

As you may be aware, during the negotiations Middleton is not naming the employer and, although there has been reporting on this, I am going to try to respect that and ask for your support of Senate Bill 24. I am, of course, happy to answer questions on this and discuss the bill and our opportunity with any committee members at your convenience.

I want to again thank Senator Testin and you, Chairman Feyen, for holding this hearing today and scheduling an exec for tomorrow. I appreciate the communication and swift action on this and welcome any questions.



# ALEX JOERS



WISCONSIN STATE REPRESENTATIVE  
81ST ASSEMBLY DISTRICT

**Testimony of Representative Alex Joers**  
**Senate Committee on Government Operations, Labor and Economic Development**  
**Senate Bill 24 | March 12, 2025**

Chairman Feyen and Members of the Committee:

Thank you for holding this public hearing on Senate Bill 24. As a co-author of this legislation, I am glad to be here to advocate for providing Middleton the opportunity to create an additional tax incremental financing district (TID).

Tax incremental financing (TIF) has been a vital tool in the rapid expansion of economic development in the city of Middleton. The TIDs created over the past few decades have assisted Middleton in bringing in hundreds of millions of dollars in development value. Middleton has proven to be responsible and effective stewards in creating successful community development through TIF.

The legislation we are discussing today would allow Middleton the opportunity to continue to utilize TIF in response to concerns of a key employer considering leaving the area. State law generally provides various opportunities for municipalities to utilize TIF, but limits their ability to be created when the value increment of a municipalities existing TIDs exceeds 12% of the total equalized value of the community. Assembly Bill 22 provides a limited exemption to the 12% limit, allowing Middleton the option to create a TID and provide the necessary investment for the employer to stay. With jobs on the line, this is the only path that allows them to respond with the swiftness required.

The legislature has created various exemptions similar to this proposal in the past. This specific legislation is based on 2023 SB 880, which provided Stevens Point with an exemption under a similar scenario.

Please join me in supporting Senate Bill 24.

