

**The Citizens of Northwest Wisconsin Request**

The citizens of Northwest Wisconsin request that enabling legislation for an exposition district in the City of Superior be placed in the 2019-21 biennial budget.

**Background**

Since 2016, the City of Superior has been knocking on the State Capitol door for permission to use the existing Wisconsin Exposition District Legislation for application in our market. Locally grown funding driven by new assets in Superior through an Exposition District will allow Superior the same sources of revenue used for growth that our bordering city of Duluth, MN uses to an advantage of \$12 million annually. Superior's Exposition District can succeed while maintaining a competitive level of consumption based taxation compared to Duluth. The robust tourism economy in Duluth, MN develops \$1 billion in spending and draws heavily from the Minneapolis/St. Paul, Canadian, European and Scandinavian markets boasting 6 million annual visitors through independent study by Longwoods International. In addition, Duluth has over \$1 billion of new investment scheduled from health care partners, market housing and Minnesota State bonding for attractions and infrastructure. Superior and Wisconsin need to participate and compliment this momentum with new and attractive assets to be relevant in the future and prosperity of the market.

Since 2013, Better City Superior Inc. with the contracted assistance of Better City US has been developing a plan for the City of Superior with market studies, project studies, integrated strategies for growth and workforce development, maximizing underutilized place making assets, increasing property value and lowering the fixed tax burden. The public has supported the path with overwhelming confirmation from independent focus groups, county wide online survey, financial support, resolutions from local governments, associations and education, endorsement from state associations, public forums, Superior Days endorsement for 3 consecutive years and a 76% bipartisan referendum endorsement of the 82% fall 2016 election turnout

Superior is asking support for a Superior Exposition District pilot program by inclusion in the 2019-2021 biannual state budget as a net generator of income for the State of Wisconsin and Superior without impacting state or local fixed taxation. Consumption based taxation such as this impacts those willing and able to pay for a valued service and experience. Without the creation of new assets from the public/private partnerships the new assets will not exist due to economic realities in the market. The total cost to establish the district administratively is \$21,330.00 by fiscal estimate of the Wisconsin Department of Revenue. It is estimated that the district cash flows could qualify for \$8-10 Million of private 40 year bonds to be used in conjunction with City/County funds, existing Tax Increment Financing (TIF), opportunity zone funds and leveraged private capital to create upwards of \$100 million in new and desirable community assets to establish a new and growing Superior.