

OVERWHELMING SUPPORT FROM RESIDENTS AND BUSINESSES

SUPERIOR EXPO DISTRICT AB 167 AND SB 157
THE PATH FORWARD



Overwhelming Statewide & Bipartisan Support

Residents and businesses overwhelmingly support this path forward as shown by independent focus groups, a countywide online survey, financial support, written resolutions of support, endorsements by local governments, newspapers, associations and educational institutions, and by voters at the ballot box.

75.5% of the citizens of Superior by referendum voted in favor of creating an Exposition District

Why support AB 167 and SB 157?

Exposition Districts are public/private economic development tools. They are a proven method for boosting local economies, benefiting the quality of life for residents, and providing increased revenue for the state.



NO REQUIRED FIXED TAX INCREASE

Public funds are generated through consumption-based taxes paid on services such as prepared food and beverage and hotel/motel visits. It will not impact state or local fixed taxes.



MASSIVE RETURN ON INVESTMENT

The Wisconsin Department of Revenue estimates the total administrative cost to establish the Superior Exposition District at slightly more than \$21,000. However, the return on the investment is exponential. The combined public/private investment in the Exposition District is estimated to **create up to \$100 million in community assets**.



COMPETITIVE NECESSITY

Superior, and the State of Wisconsin, benefit from the proximity to well-known tourism destinations like Duluth, MN, but Superior must also establish new and attractive assets to be competitive and remain relevant. Public/private partnerships created through the Superior Exposition District are the best path to develop those missing assets.

We're asking for full legislative approval for the Superior Exposition District pilot program

Since 2013, Better City Superior has been singularly focused on stimulating economic growth in Superior to benefit Wisconsin. Creating a Superior Exposition District will allow us to take matters into our own hands and utilize a proven economic development tool for public/private partnerships to benefit the people of Superior and ensure a prosperous future for our state.



Learn more at www.bettercitysuperior.org