

THE PATH FORWARD

SUPERIOR EXPO DISTRICT 2019



Since 2013, Better City Superior has been singularly focused on stimulating economic growth in Superior to benefit Wisconsin. We've conducted extensive market and project studies and developed an integrated strategy that will boost workforce development, maximize underutilized assets and increase property values without impacting the fixed tax burden on residents.

We're asking legislators to include the Superior Exposition District pilot program in the 2019-2021 state budget.

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. Milwaukee's exposition district has been successful for more than 20 years.



Learn more at www.bettercitysuperior.org



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. The Superior Expo District would not impact state or local fixed taxes.



A MINIMAL BUT WORTHY INVESTMENT

The Wisconsin Department of Revenue estimates the **total administrative cost to establish the Superior Expo District at just \$21,330.**

If established, the Superior Expo District could qualify for an estimated \$8-10 million of private 40-year bonds to be used in conjunction with existing local funds and private capital.

The combined public/private investment is estimated to create \$100 million in community assets.



COMPETITIVE NECESSITY

With state support, Duluth has fostered a robust tourism economy – attracting 6 million visitors annually with total spending estimated at \$1 billion, according to an independent study by Longwoods International.

Superior and the state of Wisconsin can benefit from the proximity to a well-known tourism destination, but it must establish new and attractive assets to be competitive and remain relevant into the future. Economics dictate that public/private partnerships such as those created through the Superior Expo District are the best path to develop those assets.



OVERWHELMING LOCAL SUPPORT

In the November 2016 election 76 percent of Superior voters approved a referendum to create an exposition district. Residents and businesses overwhelmingly support this path forward as shown in independent focus groups, a countywide online survey, financial support, resolutions and endorsements by local governments, associations, and education institutions, and at the ballot box.
