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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 white background.

Robert Sandstrom  
President  
Superior Water, Light & Power