

THE
CHAMBER
SUPERIOR-DOUGLAS COUNTY AREA

April 22, 2019

Senator Dan Feyen
Wisconsin State Senate
18th District, Room 306 South
P.O. Box 7882
Madison, WI 53707

Dear Senator Feyen,

On behalf of the Chamber of Commerce and our Board of Directors, I would like to express our strong support of the Better City Superior efforts and the creation of an exposition district for economic development use in the City of Superior via Senate Bill 157. Many of our lodging properties as well as food and beverage businesses support the Better City Superior project which is a contradiction to some letters of opposition that we have become aware of against this legislation. In addition we have determined that some of these associations have very limited numbers of members in our community, which is a concern to the actual regional representation they advocate on behalf of.

Along with our endorsement of the exposition district, we also encourage the use of funds to further support and attract tourism based businesses that are complimentary to those we already have in our community. Specifically, we would like to see development other than additional hotels/motels or similar food and beverage type businesses which are the proposed funding source for the exposition district. Growth and attraction of these businesses should be organic, which in turn would strengthen our tourism economy and quality of life, rather than compete within its self. By directing these funds in this method it would not only support our current hospitality businesses, but will encourage significant future developments in our economy by creating a competitive tourism industry, additional workforce opportunities, attraction of affordable housing developments, and broaden our tax base for the region. Creation of this district will allow us to better compete with our border city of Duluth, Minnesota and their already strong tourism economy.

Creation of the exposition district will spark economic development in our city as well as region and will improve the quality of life for thousands of citizens. This legislation has the potential to revitalize this community. I believe this is a crucial key in the future success of our region.

Please accept this letter as our Chamber's strong support of Better City Superior and Senate Bill 157.

Sincerely,



Taylor L. Pedersen
President/CEO