

FROM: Judy Weber, Twin Ports Superior-Duluth Business Owner

These three words sum it up.

This is it. That line, is not only the headline on the website of the die-hard believers who refuse to give up, jump ship, turn off the lights of Superior – it is where we are at, right now, today.

This is it – one last effort to drive our downstate message home as we push for a special tax district up north.

For almost five years the Better City Superior group has been doing their homework diligently.

They have hired the experts, conducted the surveys and seriously have seen and heard and digested and dissected and read and lobbied for it all.

Yet despite the obvious obstacles, the jabs and jokes and nay-sayers, they have kept on target, focused, plunging ahead, positively hopeful of this a vision of a better city... Superior - which I and many other business owners strongly support.

This has been so much more than just another public service campaign, it's been an eye-opener, a reality-check, a mission with a conclusion that our time to act is now and we need this designation.

It's no secret you lose residents, when you shoot down projects and so many, many projects have been shot down here before.

But, not this one.

It's a grandiose idea, a \$100 million project on Tower Avenue whose time has come.

Superior is due for some serious R&R - resuscitation and revitalization.

We said so overwhelmingly as a community with 75 percent of our vote at the polls and now we need to do whatever we can to let you - our members of the Senate Committee on Agriculture, Small Business and Tourism know just what and how much this means to us.

The City of Superior is as important to us as Superiorites - as Milwaukee was to Milwaukeans when they lobbied and sought to be an exposition district community just as we are seeking to be all that we can be now with this and more.

We need this economic tool to grow. We need to do something, rather than just nothing. Please go to <http://bettercitysuperior.org/take-action/>. Please share your support of SB727 with committee members provided below. Thank you.