

March 5, 2018

Bruce Thompson  
Better City Superior  
1127 Tower Ave  
Superior, WI 54880

Bruce:

&

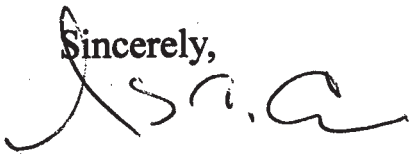
To Whom It May Concern:

As a local restaurant owner and retailer in Superior I wish to express my strong support for Senate Bill 727. For years Superior has been at a competitive disadvantage to Duluth as they have been able to fund their convention and tourism development by added sales tax. Superior needs to be able to offer incentives to developers that would be willing to invest in Superior and build an attraction that would appeal to visitors and conventions who constantly overlook us in favor of Duluth.

The increase in sales tax that would be added to the food and beverage industry in Superior would be insignificant compared to the revenues that could be gathered from the increase in tourism. I am not a person that likes tax increases, but I feel this would help Superior grow it's tourism which would enrich all retail in all the city.

I'm urging legislators to strongly consider supporting this bill as it would bring rejuvenation and pride to the City Of Superior.

Sincerely,



Mark Casper  
President Keyport Of Superior, Inc