



August 31, 2017

Senator Thomas Tiffany  
Wisconsin State Senate  
12<sup>th</sup> District, Room 409 South  
P.O. Box 7882  
Madison, WI 53707

Re: Superior Exposition District

Dear Senator Tiffany,

The undersigned organizations, representing two of the largest chambers of commerce in Northern Wisconsin, strongly urge you to support passage of the Superior Exposition District. When passed, we believe this district will broaden the tax base for the region, greatly increase the probability to attract desirable affordable housing development, allow Northwest Wisconsin to be more competitive in workforce attraction through quality of life, and at the end of the day strengthen Wisconsin overall.

Not only is Better City Superior and the creation of this Exposition District part of a very strategic plan lined up for success, but it is a shining example of a successful public/private partnership. With over seventy five percent community support in a fall 2016 election, dozens of organizations supporting it not only verbally but financially, and support from all industries of commerce, it is clear that this initiative is extremely well supported across the region. The leadership involved is exceptional and experienced. The project has been carefully thought through to the smallest detail, and has been well received across all demographics.

The Better City Superior Project and Exposition District is undoubtedly one of the most significant economic development projects to be proposed in recent decades and is instrumental for the success of Northwest Wisconsin. Rarely do we have the opportunity to spark the creation of new jobs, the improvement of a gateway community to Wisconsin, improving the quality of life for thousands of citizens and revitalizing a region. Better City and the Exposition District offer this spark. We respectfully ask that you vote to support this important legislation, as the creation of the Superior Exposition District is the crucial key in the future success of our region.

Sincerely,

Taylor L. Pedersen  
Interim President & CEO  
Superior Douglas County Area  
Chamber of Commerce

David W. Minor  
President & CEO  
Eau Claire Area  
Chamber of Commerce