



August 28, 2017

Speaker Robin Vos
State Capitol Room 211 West
Madison, WI 53708

Senator Alberta Darling
Joint Finance Committee Co-Chair
State Capitol Room 317 East
Madison, WI 53707-7882

Senator Luther Olsen
State Capitol Room 313 South
Madison, WI 53707-7882

Senator Sheila Harsdorf
State Capitol Room 122 South
Madison, WI 53707-7882

Senator Leah Vukmir
State Capitol Room 131 South
Madison, WI 53707-7882

Senator Thomas Tiffany
State Capitol Room 409 South
Madison, WI 53707-7882

Representative Amy Loudenberg
State Capitol Room 306 East
Madison, WI 53708

Representative Dean Knudson
State Capitol Room 304 East
Madison, WI 53708

Representative Michael Schraa
State Capitol Room 320 East
Madison, WI 53708

Senate Majority Leader Scott Fitzgerald
State Capitol Room 211 South
Madison, WI 53707-7882

Representative John Nygren
Joint Finance Committee Co-Chair
State Capitol Room 309 East
Madison, WI 53708

Senator Howard Marklein
State Capitol Room 8 South
Madison, WI 53707

Senator Lena Taylor
State Capitol Room 19 South
Madison, WI 53707-7882

Senator Jon Erpenbach
State Capitol Room 104 South State
Madison, WI 53707-7882

Representative Mary Czaja
State Capitol Room 321 East
Madison, WI 53708

Representative Dale Kooyenga
State Capitol Room 324 East
Madison, WI 53708

Representative Chris Taylor
State Capitol Room 306
Madison, WI 53708

Representative Gordon Hintz
State Capitol Room 109 North
Madison, WI 53708

Legislative Leaders and Members of the Joint Finance Committee,

The Wisconsin Bankers Association, the state's largest financial industry trade association which represents nearly 250 commercial banks and savings institutions, their nearly 2,300 branch offices and 23,000 employees, strongly supports modification to the existing Exposition District statute, in the current biannual state budget, to allow smaller communities, such as Superior, to establish an Exposition District to facilitate large-scale developments.

In the case of Superior, this is critical to improving the area's future from a quality and workforce development standpoint. The Superior Exposition District idea is a perfect tool for creating an effective public/private partnership environment which will help fund the effort of improving local and state economic conditions.

Superior has lost approximately 16 percent of its population between 1960 and 2010. This tool will turn that trend around and help the Superior area attract new business and visitors which in turn increases the tax base boosting the local and state economy. It will create jobs and reduce unemployment. All of which is needed to return economic vibrancy to the area.

The BetterCity Superior organization downtown plan and Exposition District component has wide support. They have 20 unanimous resolutions of support from their local units of government and business and labor organizations. They also

ran a successful advisory referendum last November capturing 75.5% of an 82% voter turnout clearly evidence of bi-partisan citizen support.

Six market feasibility studies have been conducted in the area. Similar communities and their redevelopment projects have been analyzed and eight project strategies have been developed. This area is poised to actively pursue improving their businesses, communities, and local economies. Modifying the existing Exposition District legislation to allow smaller communities, such as Superior, to establish an Exposition District to facilitate large-scale developments is exactly the tool they need to get started.

If you have any questions or need additional information, please don't hesitate to contact me at ropoels@wisbank.com or 608-441-1205.

Sincerely,

Rose Oswald Poels
President/CEO

CC: Bruce Thompson
National Bank of Commerce
Superior, WI