



**34th  
SUPERIOR  
DAYS**

## A Grassroots Approach to Community Development



Superior Days, a community-based effort, grew out of reaction to a number of seemingly negative factors and forces. The community, Superior, Wisconsin and its home county, Douglas County, are located over 300 miles from the state capitol of Madison. This distance left area residents feeling both geographically and politically isolated. Forces outside of its control had influenced the local economy. The 1981-82 national recession proved to be a telling blow. Superior lost over 20 percent of its local employment base including 40 percent of its manufacturing employment. The recession lasted longer locally than the national or state level, with 1986 marking the first year that measurable economic gains were recorded. A community economic analysis sponsored by University of Wisconsin - Extension in 1985 brought together a group of interested residents and leaders to analyze the local economy and plan for the future.

Out of a list of recommendations, the decision was made to communicate the needs of Northern Wisconsin communities directly and personally to the legislature and state government. The Superior Days effort was born.

What began in 1986 as an ad hoc attempt to establish communication linkages between Northwest Wisconsin and state government evolved into an annual event. For 34 consecutive years a diverse delegation, which now involves four counties, local government officials, community and business leaders, students, and concerned citizens have journeyed to Madison as a group to build

upon and enhance the area's relationship with state government.

Superior Days emphasizes a citizen-driven grassroots approach to issue identification, public policy education and civic engagement. Each year, issues unique or disproportionately impacting our area are identified and prioritized through a participatory, open, and democratic process.

Many concrete accomplishments have, in-part, resulted from the Superior Days effort. Several of the highlights include: completion of Highway 53 into a four-lane expressway, improvements to Highway 2, funding for the Veterans Outpatient Clinic, KUWS Radio - a full service public radio station transmitted from UW-Superior campus, Development Zone Designation, development of the Northern Great Lakes Visitor Center, funding for a Aquatic Research and Demonstration Center, SMDC Superior Hospital Critical Access Care, and establishing the Lake Superior Estuarine Research Reserve.

Other benefits of Superior Days include: enhanced local knowledge of issues in need of resolution, local leadership development across all age groups, and county-wide and regional cooperation between local citizens and government leaders working together to solve common problems.

Superior Days puts "We the People" on the front lines of activism.

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**Superior Days Office**

University of Wisconsin - Madison,  
 Extension Douglas County  
 1313 Belknap Street, Room 107  
 Superior, WI 54880  
 (715) 395-1363  
[www.SuperiorDays.com](http://www.SuperiorDays.com)

**Event Co-Chairs**

Chairperson Mark Liebaert, Douglas County  
 Mayor Jim Paine, City of Superior

**Event Coordinator**

James R. Anderson III, PhD, Extension Douglas County

**Youth Delegation Assistant**

Rebecca Wilberg, DWD Employment Counselor

**Event Assistants**

Mary Lou Keleher, Aide to Representative Nick Milroy,  
 and Valerie Gary, Douglas County (accounting)

**Booklet Credits**

*Layout and Printing:*  
 Arrowhead Printing, Inc.  
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 James R. Anderson III

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## Our Sponsors



*34th Superior Days in 2019 is made possible by the contributions of many organizations and businesses. Our sincere appreciation is extended to:*

### 2019 Superior Days Co-Chairs:



Chairperson Mark Liebaert,  
Douglas County

Mayor Jim Paine,  
City of Superior



### Best of Wisconsin's Northwest Reception Sponsored By:



### Superior Days Keynote Lunch Sponsored By:



### Additional generous sponsors:



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Town of Superior  
Town of Washburn  
University of Wisconsin - Superior  
Village of Oliver  
Village of Solon Springs  
Village of Superior  
Wisconsin Indianhead Technical College

# Agenda

## Tuesday, February 12, 2019

Time:	Event:	Location:
7:00 - 9:00	Continental Breakfast	638
7:30 - 11:00	Registration	Senate A
7:00 – 8:15	Youth Breakfast and Issues Practice	Wisconsin Ballroom
8:00 - 8:45	Agency: Secretary Barca, Dept. of Revenue	1219
8:30 - 9:00	Kathy Schmitt, Farmer Resources - DATCP	Senate B
9:10 - 9:40	Workshop: Telecommuter Forward and State Broadband Expansion Grants, Angie Dickison, State Broadband Office	Senate B
9:40 - 10:00	Agency: PSC - State Broadband Office	Senate B
10:30 - 11:30	Federal Update: Jason Church for Sen. Johnson	Wisconsin Ballroom
11:15 - 12:00	Agency: Secretary Thompson, Dept. of Transportation	Conference Room 1
11:45 AM	Kick Off Lunch, Buffet Opens	Madison Ballroom
12:15	Keynote: Secretary Thompson, Dept. of Transportation <i>Sponsored by the <b>Development Association</b></i>	Madison Ballroom
12:50	Special Recognition: Retiring Wisconsin Supreme Court Justice Abrahamson, presented by Larry Quam	Madison Ballroom
1:00 - 5:00	Delegation Lobbying	Capitol Building
1:30	Delegation Photo	Capitol Rotunda
4:30 – 5:00	Youth Access to Best of WI Northwest	Wisconsin & Capitol Ballrooms
5:00 - 7:00	Superior Days Reception and Best of Wisconsin's Northwest	Wisconsin & Capitol Ballrooms
5:30 – 7:30	Youth Banquet, keynote: Jordan Ellenberg, <i>"There Is No Such Thing as Public Opinion"</i>	Assembly Room
6 – 10: 30 PM	Hospitality Room	638

## Wednesday, February 13, 2019

Time:	Event:	Location:
7:45 - 8:30	Breakfast Buffet Opens	Madison Ballroom
815	Breakfast Keynote: Jerry Deschane, League of Wisconsin Municipalities	Madison Ballroom
9:00	Northwest Wisconsin Delegation: Senator Bewley, and Representatives Meyers and Milroy	Madison Ballroom
10:00	Formal Activities Conclude, Agency Meetings until 1PM	
10:15	Agency: Board of Commissioners of Public Lands	Agency Office
10:15	Agency: George Petak, WHEDA	TBA
12:00 - 1:00	WCA Meeting for County Supervisors	WCA Office 22 E Mifflin St., #900
6:00 - 9:00	Hospitality Room	638

## Keynote Speakers

Tuesday Keynote Lunch, sponsored by:



### **Craig Thompson, Secretary Wisconsin Department of Transportation**

Craig Thompson was appointed by Governor Tony Evers to serve as secretary of the Wisconsin Department of Transportation (WisDOT) beginning in January 2019. WisDOT is one of the largest state agencies, with 3,400 employees and a biennial budget of more than \$6 billion. The department supports all modes of transportation, including state highways, local roads, railroads, public transit systems, airports, and harbors. In addition, the department includes the Division of Motor Vehicles which serves about 50,000 customers each week, and the Division of State Patrol that enforces laws and assists motorists throughout the state.

Previously Craig was the executive director of the Transportation Development Association (TDA) of Wisconsin. He has more than 25 years of experience working with Wisconsin businesses, communities, legislators and units of government. Prior to leading TDA, he served as the legislative director for the Wisconsin Counties Association, managing legislative initiatives at the state and federal levels.

Craig is a native of Racine and a graduate of the University of Wisconsin-Madison. He lives in Madison with his wife and two teenagers.

Wednesday Keynote Breakfast:



### **Jerry Deschane, Executive Director League of Wisconsin Municipalities**

Jerry Deschane is the Executive Director of the League of Wisconsin Municipalities and the Urban Alliance. He also serves as the Secretary of the League of Wisconsin Municipalities Mutual Insurance board of directors and is an ex officio member of the board of the Local Government Institute. Working with the League board and eight-person staff, Jerry is responsible for engaging the League's membership in the state legislative process and for motivating state policymakers to support vibrant Wisconsin communities. He is the fifth League Executive Director in 116 years. Deschane spent 20 years with the Wisconsin Builders Association and also has experience in state government and the news media. You can find Jerry on Twitter @DeschaneJerry.

# Join us for Happy Hour!



PERFORMANCE  
DRIVEN DESIGN.

Monday, Feb. 11th | 7:00-9:00pm  
Complimentary Beverages and Hors D'oeuvre's

The Coopers Tavern  
20 W. Mifflin Street, Madison, WI

**Superior Days Hospitality Room**  
*Madison Concourse Hotel & Governor's Club, Room 638*

Monday: 6 PM - 10:30 PM  
Tuesday: *Following Reception* - 10:30 PM  
Wednesday: 6 PM - 9 PM

21 years of age and older, please.



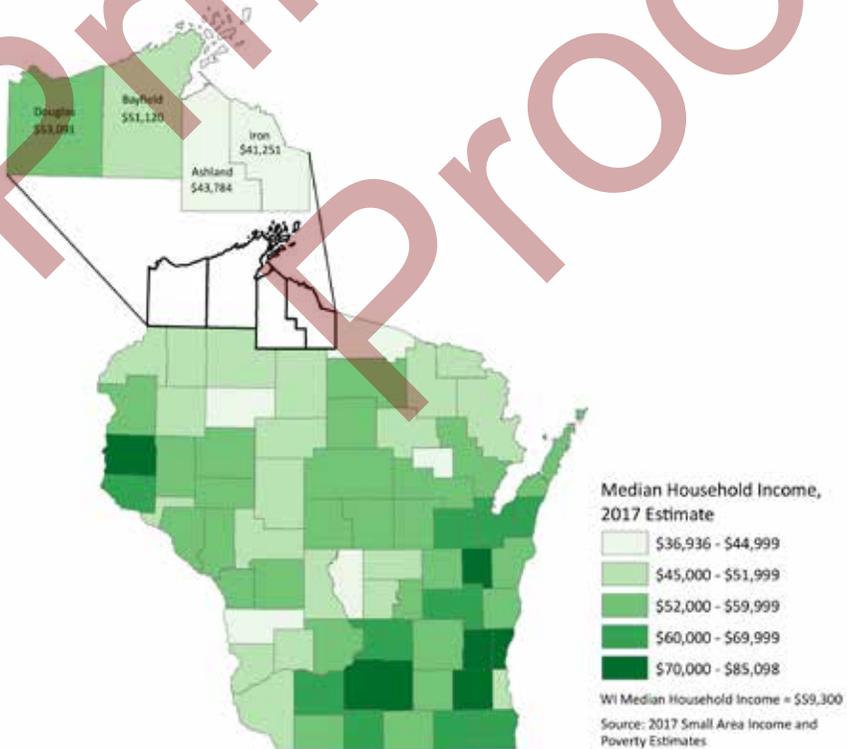
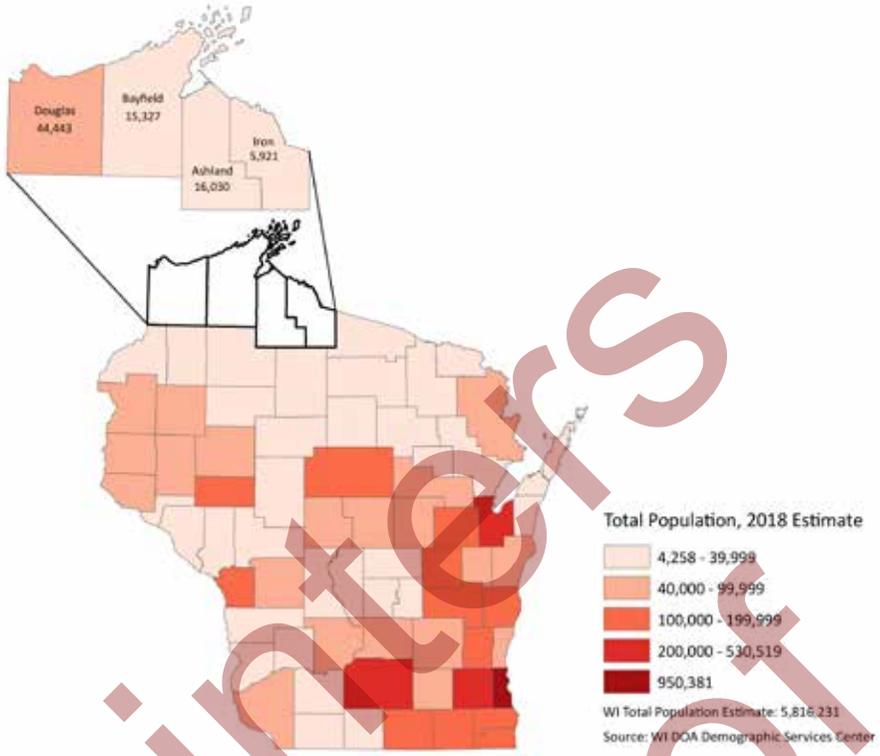
**Reception**

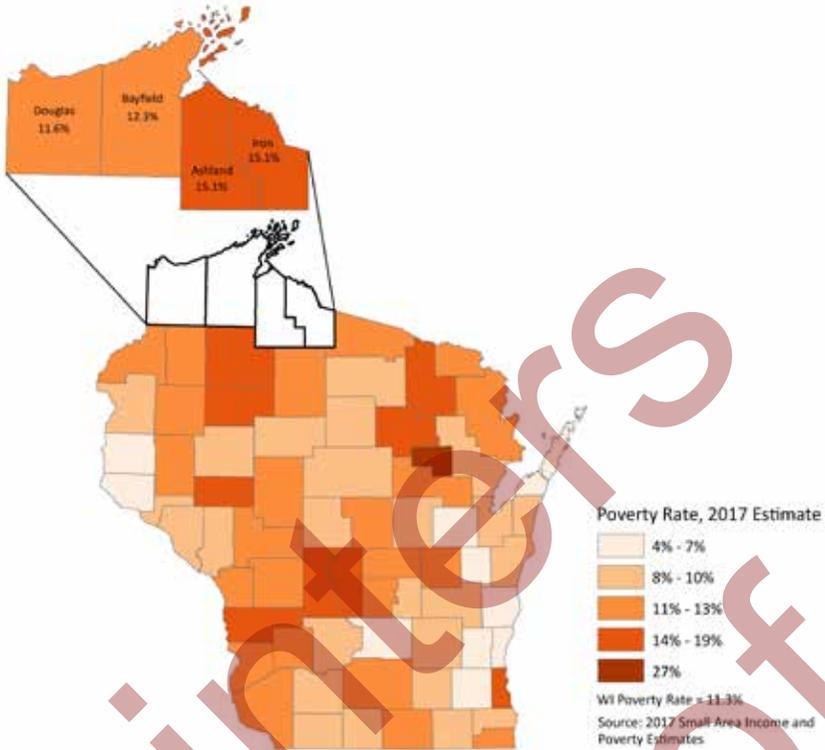


Tuesday, February 12, 2019  
5 - 7 PM, \$10 cover charge

Wisconsin & Capitol Ballrooms, Madison Concourse Hotel

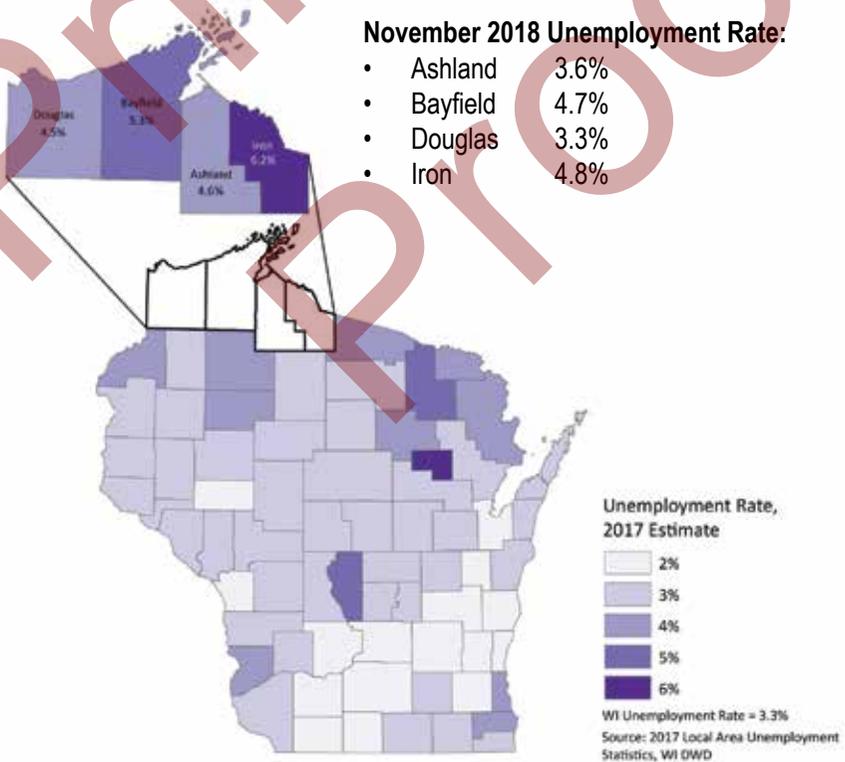
# Demographics





**November 2018 Unemployment Rate:**

- Ashland 3.6%
- Bayfield 4.7%
- Douglas 3.3%
- Iron 4.8%



## Legislative Issues: Medicaid

Increase in Medicaid rates to address the disparity between Wisconsin and Minnesota rates for nursing home and substance abuse treatment. Medicaid reimbursement rates for personal care workers is also impacting the ability to recruit and retain skilled workers.

### The Citizens of Northwest Wisconsin Request

An increase in Medicaid reimbursement rates for behavioral health services, substance abuse treatment, services for nursing home care and for personal care workers to ensure these services continue to allow for the continuation of services and increased access for citizens of Northwest Wisconsin.

#### *Northwest Wisconsin - Aging Faster than Wisconsin and Lower Incomes*

The Department of Workforce Development (DWD) Labor Market Outlook identifies Northwest (NW) Wisconsin as a region whose population trends differ from the rest of the state. Some areas of Northwest Wisconsin are losing population, while others are increasing at a lower rate than other regions of the state.

The DWD Outlook also shows a shrinking population in the 18-24 age group and an exploding percentage of the population 65 and over. Further, wages in NW Wisconsin are currently lower than the rest of the state. In 2016 the average annual wage in the NW region was \$34,960 compared to an average wage of \$46,031 in the rest of the state. The wage disparity is largely driven by a flat job market and higher proportion of seasonal and service jobs throughout much of the region.

### Opioid and other Drug Abuse: An Epidemic in the North



*Photo: USAF, Creative Commons License*

For years, Douglas County has been among the top five counties for arrests and crime lab submissions for both opiate and methamphetamine abuse and the only county to make the top five in both lists. While the opiate crisis afflicts communities across Wisconsin and the United States, a combination of factors contribute to the severity of the crisis in Northwestern Wisconsin. These likely include greater access to markets in nearby large cities combined with higher price points for illegal drugs, higher rates of poverty (which are historically linked to drug abuse), and the lack of sufficient treatment for substance abuse disorders. While the drug crisis afflicts the entire Twin Ports communities of Duluth and Superior and their surrounding rural areas, the citizens of Minnesota have more access to services and rehabilitation. Higher reimbursement rates to Minnesota providers for effective treatments incentivize most services to locate in the City of Duluth. Those facilities cannot adequately care for Wisconsin residents.

Medicaid does not currently reimburse for vital treatment services in the State of Wisconsin including Residential Inpatient Treatment in either medical or residential settings nor does it cover halfway houses for people recovering from serious addiction, while Minnesota covers these

services. Even though they exist within a few miles of Wisconsin citizens, they are inaccessible. Furthermore, services that Wisconsin Medicaid covers are nearly always reimbursed at a much higher level in Minnesota, causing facilities and providers to locate in that State. This can provide some accessibility for nearby citizens in Superior but far less for citizens living further east than the Superior area who would be forced to travel significant distances from their homes and support systems.

We request that the legislature increase rates for covered services to increase viability and sustainability of substance abuse providers in Northwest Wisconsin and to expand Medicaid reimbursement to inpatient services, including residential and medical treatment to allow citizens of Northwest Wisconsin to access these services in Minnesota.

### **Behavioral Health Services Background**

The rates of diagnosable mental illness are up overall both nationally and locally. One in four adults in the U.S. suffers from a diagnosable mental disorder in a given year. People who experience mental health distress often miss work, perform poorly while at work, are at risk for unemployment, becoming disabled, experiencing homelessness, substance use, and suicide. Unfortunately, no one is immune to the possible tragic effects of mental illness. According to a brief published by the University of Wisconsin Population Health Institute Wisconsin, adults with severe psychological distress are approximately five times as likely to be disabled and six times as likely to be unable to work as those without significant psychological distress. In a study from 2001, Wisconsin United for Mental Health noted that mental health and substance abuse treatment costs totaled \$104 billion and represented 7.6% of total healthcare spending in the United States.

The Centers for Disease Control and Prevention (CDC) reports that in a given year, 18.8 million American adults (9.5% of the adult population) will suffer from a depressive illness. Approximately 80% of persons with depression reported some level of functional impairment because of depression, and 27% reported serious difficulties in work and home life. In a 3-month period, those with depression miss an average of 4.8 workdays and suffer 11.5 days of reduced productivity. Depression is estimated to cause 200 million lost workdays each year at a cost to employers of approximately \$44 billion.

Douglas County feels these statistics acutely given the lack of services available in the area. Douglas County is recognized as Mental Health - Health Professional Shortage area. This is federal designation that indicates a significant shortage of psychiatrists, the ratio is higher than 30.000 to 1.0 FTE of service provider. Douglas County needs the equivalent of 4.0 FTE in service providers to come within the minimum recommendation of service levels. All surrounding counties are on the same list, but their needed FTE is significantly less, averaging less than 2.0. This contributes to Douglas County being ranked 57 out of 72 Wisconsin counties for Overall Health Factors since Clinical care and social factors average into the ranking.

The Wisconsin Medicaid reimbursement rates have not been adjusted adequately to address resident's needs. Northern counties have lost access to behavioral health services (services have closed or been forced to reduce access) because of the inability to withstand the rising cost of business with relatively flat reimbursement rates. With the current reimbursement rate, employing a clinician at a median rate of pay, a clinic will lose approximately \$12,000 per year, per clinician. Many agencies pay less than the median in order to make ends meet, resulting in longstanding open positions and hiring untrained clinicians who leave for a higher paying position when they reach full licensure. The cost involved in training a new clinician is significant.

## Legislative Issues: Medicaid



Photo: WITC Gerontology Program

Without access to private insurance, many residents rely on Medicaid to pay for care. Many Duluth agencies are hesitant to provide services in Wisconsin as a result of the decreased reimbursement that would be received from Wisconsin Medicaid. The current reimbursement for an individual therapy session in WI is 56% lower than the MN rate.

### **Nursing Home Background**

Wisconsin's Medicaid reimbursement rates to nursing homes remain the lowest in the country. Statewide losses for nursing homes in Wisconsin for 2016-17 were \$352 million dollars. Northern Wisconsin nursing homes suffered significant losses: Bayfield County lost \$915,889, Douglas County lost \$2,314,503, Ashland County lost \$1,604,531 and Iron County lost \$677,106. The average loss per bed per day is \$63.04. And Medicaid failed to reimburse 49% of direct care total costs.

This problem will get worse because of projected demographic trends. According to DWD statistics, the over 65-year-old population will increase significantly from 2015 to 2025 while the 18 to 64-year-old population will be declining. This means there will be increased need and demand for quality nursing home care with a decreasing workforce to provide that care. This is particularly applicable to northern Wisconsin.

Currently, labor costs represent 70% of the total cost of providing care and treatment to nursing home residents. Medicaid underfunding severely restricts the ability of nursing facilities to recruit and retain caring competent and professional staff. Current staff vacancy rates are rising. 2018 vacancy rates are 16.2% for LPNs, 17.3% for RN's and 19.2% for CNA's.

Over 30 nursing homes have closed in Wisconsin in the last 10 years. Fewer nursing homes means longer travel distances for patients and their families. These trends are causing increasing hardships to Wisconsin citizens and to skilled nursing home providers.

We are requesting significant increases in Medicaid reimbursements to nursing homes. We suggest an increase to 5% above the median cost per day or approximately \$210 per day. We must support our nursing homes with the means to provide sustainable, reliable care to our residents now and into the future. They cared for us, now we must care for them!

### **Personal Care Services, A Healthcare Labor Crisis**

Personal care services are insufficiently resourced due to the inability to recruit and retain the workforce needed to meet the growing demand for such services in northwest Wisconsin. For more than a decade, we have been aware of the coming crisis, and with each passing year, we realize a larger deficit between the number of care givers and those needing care. One of many driving factors is the ability to provide compensation packages that attract and retain staff. To assure Providers can compete with other sectors, the Medicaid reimbursement for these services needs to align with inflationary factors such as medical inflation.

Current Wisconsin Department of Administration data, (2015) show that multiple counties throughout northwest Wisconsin are home to residents already disproportionately older than those in counties across most of Wisconsin. DOA demographic projections out to 2040 predict an alarmingly marked and further disproportional increase in the percentage of elderly residents living in northwest Wisconsin. Moreover, the DOA is now predicting by 2020 there will be a better than 25% increase in demand for personal, in-home care services. As evidenced by the findings generated through both anecdotal testimony as well as structured academic research conducted through the University of Wisconsin Stout, associated with the Caregiver Challenge (a grassroots community organization formed to examine the problem across a region including Bayfield, Ashland and Washburn counties), there is an acute shortage of personal care workers throughout northwest Wisconsin as the result of low Medicaid reimbursement and the subsequent low wages that compensate the work.

### **A Call to Action**

It is critical that all Wisconsin individuals & families be able to access resources in their own community to address a continuum of care at all stages of their life, including: behavioral health concerns at all ages, in-home care, and nursing home care as citizens age. Again, this is not just a quality of life issue; this is also a quality of workforce issue. As Northwest Wisconsin looks to attract new businesses, those said businesses want to ensure there are adequate social services in the area to address workforce needs. Having Medicaid reimbursement rates at a level that keeps Behavioral Healthcare and long-term care organizations sustainable is a benefit to all and helping to provide sustainable jobs for our lowest paid caregivers. Further, this issue is complicated by a workforce shortage. A Medicaid reimbursement increase may help service providers to be able to pay market wages to help with recruitment and retention of workforce. Assure that current Medicaid reimbursement rates align with inflationary factors such as medical inflation which increases the ability to be competitive in the recruitment and retention of personal care workers which would allow workers to receive a living wage.

# Legislative Issues: Local Roads

## Local Option Sales Tax for Roads

### The Citizens of Northwest Wisconsin Request

The citizens of Northwest Wisconsin request authorization for a local option sales tax for roads in Douglas and Bayfield Counties be placed in the new biennial budget.

#### Background

Roads are the lifeblood for commerce in Northwest Wisconsin. The worsening conditions of these vital assets cannot be argued. Businesses and citizens recognize it. Our citizens want us to “Just Fix It.” It’s that simple.

For the past four years, Douglas County has led the effort for the passage of legislation that would allow Wisconsin counties, after referendum, to adopt a ½% local option sales tax to be used for highway and street maintenance projects. The local option sales tax idea was a recommendation posited in the “Keep Wisconsin Moving – Smart Investments, Measurable Results” report released in January 2013 by the Wisconsin Transportation Finance and Policy Commission.

The Superior Douglas County Chamber of Commerce has gone on record supporting a local option sales tax for highway and street projects. A survey of Chamber members found that approximately 80% of those responding to the survey support a ½% sales tax for roads.

#### The Need

The need for additional sources of revenue to fund local highway and street maintenance projects is well documented. Counties, town, villages and municipalities in Northwestern Wisconsin do not have the resources at their disposal to address the daunting need of maintaining a safe, reliable and efficient transportation system - a system that is vital for economic development and even a basic quality of life.

Bayfield and Douglas Counties, and the City of Superior provide three examples of the funding challenges local units of government face when attempting to address transportation infrastructure needs.

#### Bayfield County

Bayfield County has approximately 180 miles of county highways. Many of the County’s roads were built 20-50 years ago and are unable to withstand today’s truck weights without major reconstruction. Using a twenty year replacement schedule, Bayfield County should be completing nine (9) miles of highway reconstruction per year. However due to limited resources, the County

#### Impact:

**Revenue generation (approximately) \$4.95 million annually across two counties if approved.**

- Douglas County: \$3.85 million annually
- Bayfield County: \$1.1 million annually

#### Areas benefiting:

- Douglas County: Douglas County; City of Superior; Villages of Lake Nebagamon, Oliver, Poplar, Solon Springs, and Superior; and 16 towns.
- Bayfield County: Bayfield County, Cities of Bayfield and Washburn, Village of Mason, and 26 towns.

## Legislative Issues: Local Roads



*Adobe Stock Licensed Photo*

is borrowing from the general fund now to do six (6) miles per year. However, Bayfield County is struggling to even accomplish this right now because of the decrease in timber sales prices.

### **Douglas County**

Douglas County has over 337 miles of county highways. Many of Douglas County's highways and bridges are in need of significant repair and/or reconstruction. According to the Douglas County Highway Department, the total cost to significantly improve the PASER (Pavement Surface Evaluation Ratings) of Douglas County Highways exceeds \$80 million. Two projects alone, the reconstruction of a 1.6 mile segment of County Highway Z and a 10 mile segment of County Highway C (both highways are heavily used by the timber and logging industry) have an estimated total cost in excess of \$12 million. Estimated costs far outstrip the resources the County has at its disposal.

Douglas County is diligent in pursuing all potential sources of funding for highway projects. In the past, the County successfully obtained federal and state dollars to undertake major highway reconstruction projects. The likelihood of significant state and federal funds for current and future county highway projects is limited.

Douglas County has budgeted \$2.0 million in each of the past several years for highway projects as part of the county's annual operating budget. This funding has allowed the county to pulverize and pave approximately 6.5 miles of highway per year. At this pace, it will take over 50 years to complete the highway projects identified as necessary while segments of the county's highway system will continue to deteriorate at an ever increasing rate.

## Legislative Issues: Local Roads

### City of Superior

Similar to Douglas and Bayfield Counties, the City of Superior is also experiencing street repair costs that exceed revenue sources. The City of Superior maintains approximately 190 miles of streets, most of which have not been reconstructed in over fifty years. The reconstruction costs for the oldest 70 percent of streets is estimated at \$100 million. The City bonds about \$1.5 million annually for year-round maintenance activities on its streets, with the most popular “fix” being a mill and overlay. Reconstruction of a roadway only occurs when entitlement funds, such as STP-Urban or LRIP funding are secured. On average, the City is able to reconstruct only 1/4 mile of street per year. At this pace, it would take literally hundreds of years to reconstruct all 190 miles of streets. While the City pursues discretionary funding, these funding sources have gotten smaller and become much more competitive.

### Summary

The need across Northwestern Wisconsin is great. The extreme weather fluctuations exacerbate and speed road wear and deterioration. Existing funding sources are inadequate. An alternative funding mechanism is critical.



*Adobe Stock Licensed Photo*

### Support for the University of Wisconsin System budget request for 2019-21

#### The People of Northwest Wisconsin Request

Support for biennial budget requests for 2019-21.

The University of Wisconsin System requests \$107.5 million in state funding to support statutorily required goals related to student success, workforce development and operational efficiencies. If fully funded, this funding request will result in a \$2.68 million increase in UW-Superior's operating budget to fund such initiatives as:



- Expansion of online courses and program delivery and electronic textbooks, making our education even more accessible to citizens of Northwestern Wisconsin.
- Expansion of the career services office, creation of paid internships and ability to increase on-campus student employment opportunities, giving our students the opportunity to start and continue their careers in Northwestern Wisconsin.
- Creation of a College Skills Course to help students successfully acclimate and transition to the college experience. Programs like these are proven to help students persist and complete their college education.

#### About the University of Wisconsin-Superior

More than just classrooms, labs and big buildings, the University of Wisconsin-Superior has stood as a landmark in the City of Superior for 125 years. UW-Superior fosters intellectual growth and career preparation that emphasizes individual attention and embodies respect for diverse cultures and multiple voices, and engages the community and region.

Nearly 2,600 students from 50 countries are served with dozens of undergraduate and graduate program offerings. Nearly half of the university's undergraduate students are the first in their families to attend a four-year college. Additionally, UW-Superior is home to four world-class research centers:

- **Lake Superior Research Institute** focuses on applied environmental research. Its mission includes an emphasis on continuing evaluation and analysis of the physical, biological and socioeconomic environments of the greater Lake Superior basin.
- **Transportation and Logistics Research Center** provides applied transportation and logistics research along with education and advisory services that benefit the region's economy.
- **Great Lakes Maritime Research Institute**, a consortium of UW-Superior and University of Minnesota Duluth, works with universities around the Great Lakes to coordinate research into marine transportation, logistics, engineering, environmental planning and port management.
- **Lake Superior National Estuarine Research Reserve**, affiliated with UW-Superior, brings scientists from around the country to conduct research and provide a learning resource for students and the greater community.

## Legislative Issues: UW-Superior

UW-Superior also offers online undergraduate degree programs in communicating arts, education, exercise science, health and wellness management, management, sustainable management and writing, plus online graduate programs in education, data science, health and wellness management, and sustainable management. Twenty-four percent of UW-Superior's students take their courses exclusively online.

UW-Superior has been named the Top Public School among Regional Colleges Midwest by U.S. News & World Report. U.S. News & World Report also ranked UW-Superior in its Best Colleges for Veterans, Best Value Schools, Best Online Bachelor's Program rankings, and Best Online Graduate Education Programs.

Community engagement is a cornerstone of UW-Superior. Students engaged with more than 200 community partners and spent nearly 53,500 hours serving and learning during the 2016-17 academic year, with a total value of \$1,283,160 in hours donated to the local economy.

The university boasts a 95 percent rate of graduates employed or enrolled in graduate school 12 months after graduation, with 23 percent of its majors resulting in a 100 percent employment success rate.

### Additional UW-Superior Points of Pride

- 9 | Number of consecutive years UW-Superior has been recognized as a Military Friendly School by G.I. Jobs Magazine
- 2 | Rank among UW schools in percentage of undergraduate international students
- 42 | Percentage of nontraditional undergraduate students (either a veteran, a parent, or at least 25 years old)
- 43 | Percentage of undergraduate transfer students
- 88 | Number of student-athletes honored by either the UMAC or the WIAC for their academic performance
- 36 | Percentage of undergraduate students who are Pell Grant eligible
- 17 | Total number of men's and women's sports
- 49 | Countries represented by our 228 international students

\$2.4 million | Total dollar amount of funded research and public service at UW-Superior



### The Citizens of Northwest Wisconsin Request

The citizens of Northwest Wisconsin request that enabling legislation for an exposition district in the City of Superior be placed in the 2019-21 biennial budget.

### Background

Since 2016, the City of Superior has been knocking on the State Capitol door for permission to use the existing Wisconsin Exposition District Legislation for application in our market. Locally grown funding driven by new assets in Superior through an Exposition District will allow Superior the same sources of revenue used for growth that our bordering city of Duluth, MN uses to an advantage of \$12 million annually. Superior's Exposition District can succeed while maintaining a competitive level of consumption based taxation compared to Duluth. The robust tourism economy in Duluth, MN develops \$1 billion in spending and draws heavily from the Minneapolis/St. Paul, Canadian, European and Scandinavian markets boasting 6 million annual visitors through independent study by Longwoods International. In addition, Duluth has over \$1 billion of new investment scheduled from health care partners, market housing and Minnesota State bonding for attractions and infrastructure. Superior and Wisconsin need to participate and compliment this momentum with new and attractive assets to be relevant in the future and prosperity of the market.

Since 2013, Better City Superior Inc. with the contracted assistance of Better City US has been developing a plan for the City of Superior with market studies, project studies, integrated strategies for growth and workforce development, maximizing underutilized place making assets, increasing property value and lowering the fixed tax burden. The public has supported the path with overwhelming confirmation from independent focus groups, county wide online survey, financial support, resolutions from local governments, associations and education, endorsement from state associations, public forums, Superior Days endorsement for 3 consecutive years and a 76% bipartisan referendum endorsement of the 82% fall 2016 election turnout

Superior is asking support for a Superior Exposition District pilot program by inclusion in the 2019-2021 biannual state budget as a net generator of income for the State of Wisconsin and Superior without impacting state or local fixed taxation. Consumption based taxation such as this impacts those willing and able to pay for a valued service and experience. Without the creation of new assets from the public/private partnerships the new assets will not exist due to economic realities in the market. The total cost to establish the district administratively is \$21,330.00 by fiscal estimate of the Wisconsin Department of Revenue. It is estimated that the district cash flows could qualify for \$8-10 Million of private 40 year bonds to be used in conjunction with City/County funds, existing Tax Increment Financing (TIF), opportunity zone funds and leveraged private capital to create upwards of \$100 million in new and desirable community assets to establish a new and growing Superior.

### Department of Children and Families

#### Child Protective Services (CPS) Funding

#### The Citizens of Northwest Wisconsin Request

That the Wisconsin Department of Children and Families increase the Children and Family Aids Allocation to counties in the 2019-21 state biennial budget by \$30 million annually to cover a greater share of out-of-home care costs and increase staffing levels based on the caseload standards developed by the Wisconsin County Human Services Association (WCHSA) and to create a legislative oversight mechanism to regularly review CPS resource needs as part of the biennial budget process.

#### Background

Northern Wisconsin's children have been significantly and negatively impacted by the current substance abuse crisis. The abuse of opioids and methamphetamine has created a situation where parents have little motivation to make the changes needed



*Photo licensed from Videoblocks / Storyblocks*

to create safety in their home. Counties are forced to remove children and place them in out-of-home care while trying to engage parents. A lack of inpatient treatment options and inadequate Medicaid funding make it difficult for parents to access needed and often required treatment. At present, these mandated services are adversely affecting county budgets and are depleting, or have depleted, county risk reserves in Northern Wisconsin counties. At present, the State provides insufficient funding to counties for child protective services and the costs are increasing each year.

In 2018, the Douglas County Health and Human Services Department was approximately \$1.5 million over budget due to the cost of child protective services. Douglas County out-of-home care costs increased 63% from 2015-2017. Bayfield County experienced a 79% increase in out-of-home care in the same time frame. Ashland County unsuccessfully attempted to pass a budget referendum to increase county taxes to cover the shortage in funding for out-of-home care costs due to a 56% increase in costs in 2016 and 2017.

The current State budget proposal of an additional \$5 million annually will not be adequate to address increased costs for mandated child protective services in northern Wisconsin. The impact of these increasing costs to counties is that other essential services are being decreased or eliminated to fund CPS out-of-home care costs.

### Department of Natural Resources

#### Reinstate Ability for Counties to Enact Local Control for Shoreland Zoning Ordinance Standards

##### The Citizens of Northwest Wisconsin Request

The Department of Natural Resources create and submit legislation to the State Legislature reinstating local control for shoreland zoning for counties bordering Lake Superior.

##### Background

Douglas, Bayfield, Ashland and Iron Counties are blessed with abundant clean water resources, which are critical to their recreation based economies. Examples:

The four counties have all of the 325 miles of Wisconsin's Lake Superior shoreline.

Douglas County has:

- 431 inland lakes
- 101 streams and rivers with 705 miles of shoreline

Bayfield County has:

- 962 in-land lakes
- 125 streams and rivers with 531 miles of shoreline

There are 4,256 lake frontage parcels with improvements on them in the Bayfield County. Seasonal/non-residents own 76% of the parcels. The real estate taxes paid on season/non-resident and unimproved parcels are \$11.9 million dollars. These real estate taxes provide a substantial portion of the finances for schools, towns and the county.

The state budget bill passed in 2015 (Act 55) contained a provision that changed shoreland zoning standards in NR 115 of the Wisconsin Administrative Code from minimum standards to maximum standards, thereby removing local control which many counties had used to enact more stringent standards in their county shoreland zoning ordinances.

Douglas, Bayfield, Ashland and Iron Counties previously had exercised their local control authority to develop and adopt more stringent standards incorporating lake classification provisions in their shoreland ordinances. These provisions were developed and adopted after extensive review of the nature and characteristics of their lakes, and after extensive public input and support. It was determined to be necessary to adopt different standards for lakes with different characteristics to adequately protect them, which is critical to their counties' economies.

## Agency Issues

### Department of Natural Resources

Provide Counties with Increased Regulatory Authority to Safeguard Their Water Resources

#### The Citizens of Northwest Wisconsin Request

The Department Natural Resources create and submit legislation to the State Legislature which would allow the counties bordering Lake Superior to increased regulatory authority to safeguard their groundwater and surface water resources.

#### Background

The current statewide “one size fits all” regulations administrated by the Wisconsin Department of Natural Resources and Department of Agriculture, Trade & Consumer Protection do not always account for the geological, geographical, topographical or hydrological uniqueness found across this vast state. Local differences are illustrated by the areas of the central sands, Karst areas or heavy clay soils of northern Wisconsin. The proximity to inland and Great Lakes resources further exemplify this.

The risks to groundwater and surface water resources posed by a proposed concentrated animal feeding operation to be located in Bayfield County’s Fish Greek Watershed that drains into Lake Superior illustrates this point. Granting the four Lake Superior counties the regulatory authority to enact and enforce a more stringent animal waste storage and management ordinance with stricter provisions than the current state standards would significantly reduce this risk.



20 Photo: Douglas County Forestry Department

Department of Natural Resources

Continued Support for North Country Trail

**The Citizens of Northwest Wisconsin Request**

Continued support and assistance for development of the North Country National Scenic Trail in northern Wisconsin.

**Background**

The North Country National Scenic Trail marked 50 years of history in 2018. The vision of this hiking trail across the northern tier of US states began in Wisconsin in 1968. Since then, North Country Trail Association volunteers and partner organizations have worked with the National Park Service, Wisconsin DNR, and local agencies toward completion of the trail, while promoting its use as a unique recreation asset.

In 2019, we request the Wisconsin DNR to complete the Superior Coastal Plain Master Plan, incorporating the St. Louis River Streambank Protection Area, with approval of the North Country National Scenic Trail across the southwest corner of this area. Timely completion and DNR approval no later than March will permit trail construction by the NCTA Brule-St. Croix Chapter as planned in 2019, completing the link with existing trail in Minnesota.

We also request continued progress at DNR toward funding of the Tyler Forks River Bridge in Iron County, as previously agreed and planned. An update on this progress at our meeting will assist with plans for trail construction east of Wisconsin Highway 169 in 2019.

Continued real estate technical assistance with easement and property acquisition for the trail is needed, following the retirement of the DNR staff specialist previously assigned to this project. We request designation of a DNR real estate specialist to work on trail route opportunities as identified by NCTA volunteers.



NCT Hike by Eric Nordgren

## Agency Issues

### Department of Natural Resources

#### Payments To Towns With County Forest Lands

##### **The Citizens of Northwest Wisconsin Request**

Increasing the Payments to Towns with County Forest from \$.30 per acre to \$2.00 per acre.

##### **Background**

Forestry is a critical industry for the State of Wisconsin employing over 60,000 people and supporting an important manufacturing sector of the Wisconsin economy.

State of Wisconsin has over 2.4 million acres of County Forest Lands, most of these are in the Northwest Portion of the State of Wisconsin. Seven Northwest Wisconsin counties (including Douglas, Bayfield, Ashland and Iron Counties) account for over 44% of the State's county forest land.

County Forest Lands have been removed from the state tax rolls. No taxes are collected. Northwest Wisconsin Towns are financially stressed due to extensive public lands. Towns use funds for essential services including roads, elections and emergency services.

Wisconsin State County Forest Law controls the usage of the lands through County Forest Law, Statute 10-28.11. County Forest law requires the State "to compensate the counties for the public uses, benefits and privileges these lands provide." The State of Wisconsin currently provides \$.30 per acre to local units of government. This was set in legislation in 1989, over 30 years ago.

Similar payments by the National Forest exceed \$2.00 per acre to local units of government. Normal tax payments on a per acre basis exceed \$10 per acre.

##### **Request**

The State to provide payments to towns with County Forest in the amount of \$2 per acre. This will directly benefit town governments providing basic and essential services

Department of Revenue

Restoration of Wisconsin and Minnesota Tax Reciprocity

**The Citizens of Northwest Wisconsin Request**

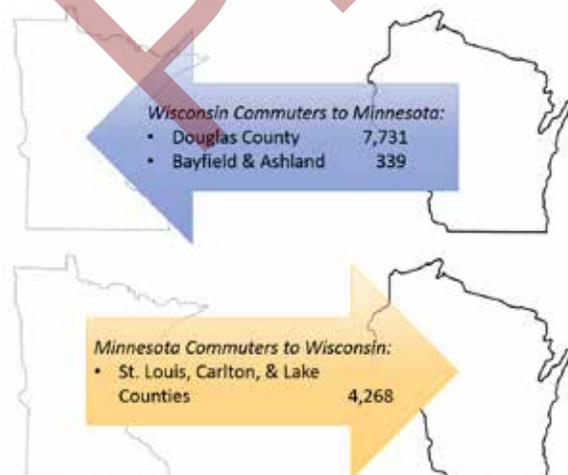
Restoration of State Income Tax Reciprocity for citizens of Wisconsin and Minnesota that live in one state but work in another.

**Background**

The Citizens of Northwest Wisconsin respectfully request that the Wisconsin Department of Revenue engage the Minnesota Department of Revenue in discussions and negotiation for the restoration of income tax reciprocity for those workers that live in one state but work in another. Wisconsin and Minnesota currently have reciprocity agreements with several surrounding states and have previously participated in an agreement between these two states. The Wisconsin-Minnesota agreement was terminated under the administrations of Governors Doyle and Pawlenty and both states have since elected new governors twice.

The termination of the Wisconsin-Minnesota agreement has had adverse financial impacts for citizens of both states each year since. Many, if not most, income tax payers pay for tax preparation services and the added returns and increased complexity of working and living in different states without reciprocity increases the cost of those services. Even those who do not incur direct tax preparation costs suffer increased time and frustration as they must navigate the income tax process of two separate states.

The previous tax reciprocity agreement worked well for taxpayers in both states. The differences that led to the termination of the agreement were simply differences between the administrations of each state. We urge the Evers administration to take the lead in drafting and securing a new agreement.



U.S. Census Bureau, 2015 5-Year American Community Survey, 2015

### Wisconsin Department of Transportation

Incentivize multi-modal transportation through advocacy, policy, and grant funding.

#### The Citizens of Northwest Wisconsin Request

The Wisconsin Department of Transportation advocate and support incentivizing automotive - alternative multi modal transportation systems.

#### Background

Public Health: WI is ranked 16th highest in the nation for obesity. 65% of adults are overweight (27 % are obese). Of the four northern counties, Douglas County has consistently measured the highest in obesity since 2006 (Wisconsin.gov).

Northern WI is one the fastest aging populations; In 2010 Douglas County was composed of 14.4% of individuals over 65, in 2040 it's projected to be 24.6 percent (2018).

It's critical to diversify our antiquated transportation systems to not only meet our changing mobility needs but to adapt to a more sustainable, cost-effective multi-modal municipalities that can attract and develop young professionals that can take the lead in economic stewardship.

State of Wisconsin Council on Physical Disabilities (2016) "In rural areas, transportation services for individuals who are elderly and/or disabled are usually only available Monday through Friday during the 8 AM to 5 PM business day...this leaves individuals with disabilities limited opportunities to shop, attend religious services or participate in social activities in the evenings and on the weekends."

Department Health and Human Services (2018) reports more than 33% of Douglas county residents have a disability, which is higher than the state average. In conjunction with non-impaired individuals who rely on night and weekend shifts, current bus schedules are least capable of serving the people most likely rely on public transit services.

Northern WI has unique rural considerations which lend to our disproportional vulnerability and transit dependent culture while many of our residents struggle with aging, poverty, and isolation.

Support can be though grants to support bike share systems, improved route design, passenger counts, legislation that promotes parking maximums and increase funding to expand public transit opportunities and operations.

### Wisconsin Department of Corrections

Expansion of Opening Avenues to Re-Entry Success (OARS) to Douglas, Bayfield, Ashland and Iron Counties

#### The Citizens of Northwest Wisconsin Request

That the Wisconsin Department of Corrections OARS program be expanded to Northwestern Wisconsin.

#### Background

The OARS program enhances public safety by supporting the successful transition, recovery, and self-sufficiency of offenders with mental health needs as they reintegrate into the community. This is a vision and effort that should be supported and encouraged by every county in the state.

- OARS enhances public safety by reducing recidivism and revocation rates.
- OARS is available in 44 counties, none of them in the very Northern part of Wisconsin.
- OARS has strict criteria to participate.

Most people being released from incarceration face difficulty obtaining housing and employment. Those who are afflicted with addiction need to have a safe and sober place to land when they are released to prevent relapsing into unhealthy lifestyles.

During incarceration, prior to release, is an opportune time to plan for the first weeks and months and year out of prison or jail. According to the *Brookings Institution*:

- Prisoners who are rearrested are most likely to do so during the first year of release.
- Those who are not arrested in the first year are less likely to be arrested once again.
- In addition, recently released prisoners experience much higher mortality rates than the general population.

The OARS program contractor has offices in Superior Wisconsin. This could be a base for OARS in Northwest Wisconsin.

\* <https://www.brookings.edu/research/twelve-facts-about-incarceration-and-prisoner-reentry/>

## Agency Issues

### Public Service Commission: State Broadband Office

Support for Increased Rural Broadband Availability, At Speeds of 25 Mbps or greater

#### The Citizens of Northwest Wisconsin Request

That the Public Service Commission in Wisconsin holds telecommunications providers accountable to build out networks to meet commercial and consumer broadband needs with competitive prices.

We request support for continued and increased funding of broadband grants in Northwest Wisconsin. We also request that the Wisconsin Broadband Office provides a clear application process defining standards of review and ratings, and how rating points are assigned and by what criteria.

Private providers should be held accountable by providing a report on how those public funds were used and what services were improved after the project is complete.

#### Background

Rural Douglas County and many areas throughout Bayfield, Ashland and Iron Counties do not meet Federal Communications Commission definition of broadband speed of 25 Mbps down and 3 Mbps up or better.

State broadband support grants have helped many communities in Wisconsin but a great disparity still exists. Some areas have fiber gigabit service for \$75 a month while 50 Mbps service is \$1500 a month in Superior. Consistent, fair and level internet pricing is critical for a strong Wisconsin.

Many areas in Douglas County and neighboring counties are falling behind the rest of the state. A minimum of 25 Mbps is a must. Those living in rural areas are most in need of broadband infrastructure improvements and assistance. This is because they are less likely to be a recipient of private company investments compared to more densely populated areas.

Cellular Internet or mobile hotspots can provide adequate speeds within their LTE coverage areas but even their "Unlimited" packages do cap and throttle service, typically around 22GB. Satellite Internet can also be fast, but data latency can cause challenges for distant learning and education, remote access, live teleconferencing, voice over Internet protocol (VOIP), and online entertainment due to technological restrictions and bandwidth caps.

Without removing this barrier, we have very serious concerns about future rural broadband infrastructure and its impact on attraction of new residents, and retention of existing residents. True broadband is a critical need for attracting and retaining students and professionals to our region.

## Wisconsin Housing & Economic Development Authority

Assist with seasonal and affordable housing shortage in Bayfield County.

### The Citizens of Northwest Wisconsin Request

Support for programs and solutions to address the workforce housing shortage in our rural resort communities.

### Background

Northwestern Wisconsin has a shortage of housing options for seasonal employees in our resort communities. A lack of affordable workforce housing options has created an insurmountable barrier for our regional business owners, as they are not able to attract and retain the employees they need. This limits business growth as well as the range and quality of services provided to our visitors and guests.

In 2016, the total visitor spending in Bayfield County alone was \$46.5 million. These visitors supported one in five of all jobs in the county, generating \$11.6 million of personal income. Unfortunately, as the population in rural communities ages, hospitality businesses are challenged to fill open positions with local residents.

Specific examples of this conundrum come from the City of Bayfield where one of the popular restaurants had to shut down on Wednesdays in the middle of summer because they could not find the kitchen staff needed to stay open 7 days a week; and two of the city's largest property management companies dropped clients for the 2019 season because they cannot find people willing/able to clean rooms. Business owners are able to attract workers from outside the area, but the employees are not able to locate affordable housing nearby.



Photos: City of Bayfield

## Agency Issues

There are many inns, resorts, cottages and condos in the northwoods, but understandably, the owners would prefer to generate \$200+ per night as guest rentals vs \$800 to \$1,200 a month that a hospitality employee might be able to afford. This is also true of local homeowners now in the era of AirBnB and VRBO. They can rent out their homes as short term rentals, often with less regulation than traditional lodging, and generate more income than they would as monthly rentals.

Adding to our dilemma is the inherent difficulty of small communities to attract developers to add to the affordable housing stock because projects are often too small to qualify for competitive tax incentives offered through WHEDA and other agencies.

Therefore, we request agency leadership to develop workforce housing programs or solutions that can address the housing needs of small rural resort communities and the seasonal workers they depend on.



*Photo: City of Bayfield*

## Contact Information for Issues

### Legislative:

#### **Medicaid - AODA**

Mayor Jim Paine, City of Superior  
mayor@ci.superior.wi.us

#### **Medicaid - Nursing Homes**

Jeff Silbert, County Supervisor  
jsilbert@bayfieldcounty.org

#### **Medicaid - Personal Care Workers**

Steven Carlson

#### **Local Option Sales Tax**

Mark Liebaert, Chairman Douglas County  
Mark.Liebaert@douglascountywi.org

Mark Abeles-Allison, Bayfield County  
Administrator  
MarkAA@bayfieldcounty.org

#### **UW System Funding**

Jordan Milan, Director of Strategic  
Communications and Special Assistant to the  
Chancellor  
jmilan@uwsuper.edu

### Executive, Governor Evers:

#### **Better City Superior**

Bruce Thompson, NBC Bank  
BThompson@nbcbanking.com

### Department of Children and Families:

#### **Child Protective Services**

Doreen Wehmas, Douglas County DHHS  
Doreen.Wehmas@douglascountywi.org

Cheryl Hanson, Bayfield County DHHS  
CHanson@bayfieldcounty.org

### Department of Revenue:

#### **Tax Reciprocity**

Mayor Jim Paine, City of Superior  
mayor@ci.superior.wi.us

### Department of Natural Resources:

#### **Shoreland Zoning & Water Resources**

Fred Strand, County Supervisor  
fstrand@bayfieldcounty.org

#### **North Country Trail**

Peter Nordgren  
bsc@northcountrytrail.org

#### **Payments To Towns With County Forest Lands**

Jeremy Oswald, County Supervisor  
joswald@bayfieldcounty.org

### Department of Transportation:

#### **Multimodal Transportation**

Jenny VanSickle, City Councilor  
VanSicklej@ci.superior.wi.us

### Department of Corrections:

#### **OARS Expansion**

Jeremy Oswald, Bayfield County  
joswald@bayfieldcounty.org

### PSC, State Broadband Office:

#### **Broadband Funding and Grants Process**

Tylor Elm, City Councilor  
elmt@ci.superior.wi.us

Mark Abeles-Allison, Bayfield County  
Administrator  
MarkAA@bayfieldcounty.org

### Wisconsin Housing and Economic Development Authority:

#### **Seasonal Housing**

Mayor Gordon Ringberg, City of Bayfield  
MayorRingberg@CityOfBayfield.com



**Husky Energy Superior Refinery**

[www.huskyenergy.com/superior/](http://www.huskyenergy.com/superior/)  
 Mary Roden  
 2407 Stinson Avenue  
 Superior, WI 54880  
 715-398-8218  
[mary.rodan@huskyenergy.com](mailto:mary.rodan@huskyenergy.com)

**Enbridge**

[www.enbridge.com](http://www.enbridge.com)  
 Becky Haase  
 1320 Grand Ave  
 Superior, WI 54880  
 218-464-5722  
[becky.haase@enbridge.com](mailto:becky.haase@enbridge.com)

<p><b>Bayfield County</b>  <a href="http://www.bayfieldcounty.org">www.bayfieldcounty.org</a>                  Mark Abeles-Allison                  Washburn, WI  <a href="mailto:markaa@bayfieldcounty.org">markaa@bayfieldcounty.org</a></p>	<p><b>Better City Superior</b>  <a href="http://www.bettercitysuperior.org">www.bettercitysuperior.org</a>                  Bruce Thompson                  1127 Tower Avenue                  Superior, WI 54880  <a href="mailto:bthompson@nbcbanking.com">bthompson@nbcbanking.com</a></p>
<p><b>City of Ashland</b>  <a href="http://www.coawi.org">www.coawi.org</a>  <a href="http://www.ashlandareadevelopment.com">www.ashlandareadevelopment.com</a></p>	<p><b>Development Association</b>  <a href="http://www.wegrowbiz.org">www.wegrowbiz.org</a>                  Jim Caesar                  205 Belknap Street                  Superior, WI 54880                  715.392.4749  <a href="mailto:jim@wegrowbiz.org">jim@wegrowbiz.org</a></p>
<p><b>discoverpc.NET</b>  <a href="http://www.discoverpc.net">www.discoverpc.net</a>                  Tylor Elm                  1402 Tower Ave.                  Superior, WI 54880                  715-398-6767  <a href="mailto:tylor@discoverpc.net">tylor@discoverpc.net</a></p>	<p><b>Essential Health - St. Mary's Hospital &amp; Clinic of Superior</b>  <a href="http://www.essentialhealth.org">www.essentialhealth.org</a>                  3500 Tower Ave                  Superior, WI 54880</p>

## Best of Wisconsin's Northwest Displays

<p><b>LHB, Inc.</b>  <a href="http://www.lhbcorp.com">www.lhbcorp.com</a>                  Krista E. Pascoe                  21 West Superior Street, Suite 500                  Duluth, MN 55802                  218.279.2247                  Krista.Pascoe@lhbcorp.com</p>	<p><b>Nemadji Trail Energy Center</b>  <i>Dairyland Power Cooperative &amp; Minnesota Power</i>  <a href="http://www.nemadjienergycenter.com">www.nemadjienergycenter.com</a>                  info@NemadjiTrailEnergyCenter.com</p>
<p><b>North Country Trail Association</b>  <a href="http://www.northcountrytrail.org">www.northcountrytrail.org</a>                  Peter Nordgren                  22140 Old Highway 13                  Cornucopia, Wisconsin 54827                  715-292-3484                  pnordgre@yahoo.com</p>	<p><b>Northern Wisconsin Building and Construction Trades Council</b>  <a href="http://www.wibuildingtrades.com">www.wibuildingtrades.com</a>                  Jeremy Browen                  1225 Tower Avenue Suite 311                  Superior, WI 54880                  218-349-4609                  jbrown@ncsrcc.org</p>
<p><b>Positively Superior</b>  <a href="http://www.positivelysuperior.com">www.positivelysuperior.com</a>                  Jim Caesar                  1225 Tower Avenue Suite 311                  Superior, WI 54880                  218-310-9887                  jim@jccsduluth.com</p>	<p><b>Superior Parks, Recreation and Forestry</b>  <a href="http://ci.superior.wi.us/172/Parks-Recreation-and-Forestry">ci.superior.wi.us/172/Parks-Recreation-and-Forestry</a>                  Linda Cadotte                  1316 N 14th St                  Superior, WI 54880                  cadottel@ci.superior.wi.us</p>
<p><b>Superior Water, Light &amp; Power</b>  <a href="http://www.swlp.com">www.swlp.com</a>                  Joscelyn Skandel                  2915 Hill Avenue                  Superior, WI 54880                  jskandel@swlp.com</p>	<p><b>The Chamber / Travel Superior</b>  <a href="http://www.superiorchamber.org">www.superiorchamber.org</a>                  Taylor Pedersen                  205 Belknap Street                  Superior, WI 54880                  715-394-7716                  taylor.pedersen@superiorchamber.org</p>
<p><b>University of Wisconsin - Superior</b>  <a href="http://www.uwsuper.edu">www.uwsuper.edu</a>                  Jordan Milan                  P.O. Box 2000                  Superior, WI 54880                  715-394-8213                  jmilan@uwsuper.edu</p>	<p><b>University of Wisconsin - Madison                  Division of Extension</b>  <a href="http://extension.wisc.edu">extension.wisc.edu</a></p> <ul style="list-style-type: none"> <li>• <a href="http://douglas.extension.wisc.edu">douglas.extension.wisc.edu</a></li> <li>• <a href="http://bayfield.extension.wisc.edu">bayfield.extension.wisc.edu</a></li> <li>• <a href="http://ashland.extension.wisc.edu">ashland.extension.wisc.edu</a></li> <li>• <a href="http://iron.extension.wisc.edu">iron.extension.wisc.edu</a></li> </ul>
<p><b>Wisconsin Indianhead Technical College</b>  <a href="http://www.witc.edu">www.witc.edu</a>                  Josh Lee                  600 North 21st Street                  Superior, WI 54880                  715-394-6677                  joshua.lee@witc.edu</p>	

## Thank You and Special Recognition

### Thank You to the Wisconsin Legislature

Superior Days would like to thank the Wisconsin legislature for action on the following emergency management and economic development topics addressed in 2018 and 2017 Superior Days discussions.

#### ***Next Generation 911 Network***

Communities across NW Wisconsin thank the State Legislature for continued support developing the Next Generation 911 network in Wisconsin. These advances will allow rural communities with limited infrastructure to better serve citizens through text and other communication methods.

In response to this legislation, former Governor Walker established a state-wide 911 committee. Dani Miller, Supervisor of the Douglas County Communications Center was appointed to this committee to help modernize the e911 system in the State of Wisconsin.

We encourage the State to continue to make investments in infrastructure and implement this program expeditiously.

#### ***TIF District, Town of Cable***

In 2018 the Superior Day's Delegation requested consideration of legislation supporting a Tax Increment Financing District in the Town of Cable, Bayfield County. Legislation passed by the Assembly, AB 600 and the Senate, SB 505 in and subsequently signed by the Governor allows the Town to establish a District to support local business, job creation and local government tax base.

We thank the Wisconsin State Government for your support in assisting Northwestern Wisconsin to advance economic development in our region.

### Wisconsin Supreme Court, Former Chief Justice Shirley S. Abrahamson



Superior Days offers Wisconsin Supreme Court Justice a genuine thanks for her service to the State of Wisconsin, where she served for more than 40-years, and her contributions to Superior Days over the years.

Justice Abrahamson has spoken many times at Superior Days. Her most significant Superior Days impact has been with our youth delegates. The youth delegation has invited her to speak many times, and the justice has graciously accepted. Her inspirational talks to our youth have been recounted as being a very positive experience by many delegates.

We wish Justice Abrahamson well as she concludes her tenure on the Wisconsin Supreme Court. Thank you again.

## Superior Days Accomplishments

<b>1985</b>	Increase State Funding for Tourism Promotion	<b>2001</b>	Controlling the Spread of Exotic Species
<b>1986</b>	Establishment of Business Incubators	<b>2001</b>	Creating a Four-County Technology Development Zone
<b>1987</b>	Veterans Outpatient Clinic	<b>2001</b>	UW-Superior Improvements for Gates Gym Building
<b>1988</b>	Development Zone Legislation	<b>2002</b>	'Premier Resort Area' Designation for Bayfield
<b>1989</b>	Northern Institute for Economic Development	<b>2003</b>	Modify Technology Zone Credit Eligibility
<b>1990</b>	Soil Surveys for the Ten-County Area of NW Wisconsin	<b>2004</b>	SMDC Superior Hospital Critical Access Care
<b>1990</b>	MN/WI Reciprocity for Mental Health & Chemical Dependency Service	<b>2005</b>	State Shared Revenue Program
<b>1991</b>	Environmental Stewardship	<b>2005</b>	Soo Replacement Lock Project
<b>1992</b>	Increase Canadian Tourism Promotion	<b>2005</b>	Controlling the Spread of Invasive Species
<b>1992</b>	Lake Superior Research Institute	<b>2006</b>	Coalition for Eco-Industrial Development
<b>1993</b>	Increase Enrollment Cap at UW-Superior	<b>2007</b>	UW-Superior New Academic Building
<b>1994</b>	Special Area Management Plan	<b>2007</b>	State of Wisconsin Harbor Assistance Program (HAP)
<b>1994</b>	Wetland Designation / Preservation Management	<b>2007</b>	Proposed 2.5% Gross Receipts Fee on Petroleum Sales
<b>1995</b>	US Highway 53 Expansion	<b>2009</b>	Potential Oil Tax Impacts in Northwest Wisconsin
<b>1995</b>	KUWS Public Radio	<b>2009</b>	Prohibit Transportation of Aquatic Invasive Species
<b>1995</b>	Northern Great Lakes Visitor Center	<b>2009</b>	Regional Transit Authority Enabling Legislation
<b>1996</b>	Funding for Improvements on US Highway 2	<b>2009</b>	UW-Superior Academic Building
<b>1998</b>	Continuation and Expansion of the SAGE program	<b>2010</b>	Lake Superior National Estuarine Research Reserve (NERR)
<b>1998</b>	Completion of Wild Rivers Trail	<b>2012</b>	Wisconsin Point Management Plan
<b>1999</b>	Funding for the Richard I. Bong Heritage Center	<b>2013</b>	Wetlands Mapping – Douglas County
<b>1999</b>	Northern Aquatic Demonstration Facility	<b>2017</b>	Funding for Enhanced 911 Services
<b>2000</b>	UW-Superior Health & Wellness Center	<b>2017</b>	Increased Medicaid Rates for Outpatient Mental Health & Substance Disorder Services

*Save the Date*



## 35th Superior Days

February 11 - 12, 2020

at the

Madison Concourse Hotel and Governor's Club



This year marks the 34th Superior Days in Madison. Superior Days is a grassroots lobbying event that brings a diverse community from Northwestern Wisconsin to the state capitol to communicate the unique needs and culture of Northwestern Wisconsin. Since its inception, a diverse and concerned group of citizens from Superior, Douglas County, and around Northwest Wisconsin have journeyed to Madison to strengthen the regions relationship with state government. The issues specified in this document represent current priorities for Northwest Wisconsin citizens and were identified during many public meetings and forums. The citizens on Northwest Wisconsin take these issues to Madison seeking to form a partnership to address the unique economic and community development needs of the region. Over the years, this state-local partnership has helped bring gains not only to Northwest Wisconsin, but to the entire State of Wisconsin. In the spirit of cooperation and as the tradition of Superior Days continues to benefit all, thank you!

[www.SuperiorDays.com](http://www.SuperiorDays.com) • [Facebook: SuperiorDays](#) • [Twitter: SuperiorDays](#)



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