



Romaine Quinn

STATE REPRESENTATIVE • 75th ASSEMBLY DISTRICT

December 12, 2017

Senate Committee on Economic Development, Commerce, and Local Government

Chairman Feyen and members of the committee:

Thank you for the opportunity to discuss Senate Bill 505.

For the last two years, outstate economic development has been a legislative priority for me. I've focused on issues such as broadband internet access, which is vital for small businesses in rural areas. I've also supported bills from the Rural Wisconsin Initiative that focus on rural workforce readiness.

The bill before you today would allow the Town of Cable in Bayfield County to create a Tax Incremental District, or TID. Wisconsin law currently allows any town to create a TID as long as it meets two criteria: it must have a population of at least 3500 and the equalized value of all taxable property in the town is at least \$500 million – Cable does not meet that threshold. However, three exceptions to this standard are currently allowed: the towns of Brookfield in Waukesha County, Somers in Kenosha County, and Freedom in Outagamie County. Cable deserves the same chance these towns have been given.

Quite simply, this bill gives Cable the ability to create an economic development project that will have major benefits for not only the town, but for much of Bayfield County in general. According to an article this week in the *Wisconsin State Journal*:

The project could create 150 to 200 construction jobs and 150 year-round positions at the resort... Once the resort reopens, officials estimate that it could increase tourism spending by \$25 million a year in Bayfield County. In 2016, tourism spending in the county was estimated at about \$42 million, according to a study commissioned by the state Department of Tourism.

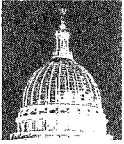
You'll be hearing from the folks on the ground about the details of the impact this project would have on Bayfield County's economy. In a county where the median household income was \$46,665 in 2015, a \$25 million dollar annual boost would be an incredible economic driver.

The project's goal is to renovate the Telemark Lodge, home of the famous Birkebeiner ski race. The building has suffered over the years, going through 3 bankruptcies. Giving Cable the tools to encourage a developer to renovate the lodge and make it a tourism destination once again will turn a liability into an economic benefit. The current structure of the plan will allow the town to redevelop the property regardless of who ultimately owns it, giving Cable the ability to control its own destiny.

As you will hear from our guests today, the economics of the TID are positive. Cable is planning a pay-as-you-go project, ensuring that money is not spent up front that would become a liability if the project is not completed successfully. Town and county officials know that Cable cannot risk putting itself into a financially precarious position – any plan it puts into effect will be fiscally conservative and well-planned. The pay-as-you-go plan means the developer is on the hook for the loan, there will be no loans or bonding on the part of the town. The only money that Cable will be potentially liable for is an incremental portion of one year's TID portion of the town's property taxes.

I am confident in Cable's ability to bring in much-needed economic development with this TID. I urge you to give the town of Cable the ability to take this important step forward.

Thank you. I am happy to answer any questions you may have at this time.



STATE REPRESENTATIVE

BETH MEYERS

**Senate Committee on Economic Development, Commerce and Local
Government
Public Hearing on Senate Bill 505
December 12, 2017**

Good morning Chairman Feyen and committee members. Senator Bewley couldn't be here today so she asked me to speak briefly for both of us. We are proud to be working with Senator Petrowski and Representatives Quinn and Edming on this bill. We appreciate the willingness of our colleagues to work together to help ensure that this much needed economic development project has the tools it needs to succeed.

Others will fill you in on the exciting details about the renovation and expansion of the Telemark property, including how it will affect the region and how it may be ready in time for the 2019 American Birkebeiner cross-country ski races.

Senator Bewley and I support this bipartisan bill that would give the people in Cable the resources needed to make this project successful. Changes to the state's TIF laws in the last 7 years have provided communities new avenues to pursue economic development. However, one thing that has become clear is that the limits that we set on who can use this tool are somewhat arbitrary. Cities and villages can use it, regardless of size, but only towns with an equalized value of all taxable property over \$500 million and with a population of least 3,500 can use it. The legislature has made exceptions for the towns of Brookfield in Waukesha County, Somers in Kenosha County, and Freedom in Outagamie County.

Senator Bewley and I understand that we need to protect the taxpayers and make sure that TIF districts are only used when appropriate. As you will hear today, the Town of Cable is ready and able to make this TIF district work. The TIF District, if approved, has the potential to revitalize the entire region. Thank you for your time and consideration.



74TH ASSEMBLY DISTRICT

STATE CAPITOL P.O. BOX 8953, MADISON, WI 53708

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ART -

1. Introduction of self and expression of gratitude for the Assembly considering the bill and allowing me to speak at the hearing
2. A very brief and general statement of the historical importance of Telemark to the town and positive impact a redeveloped Telemark would have on the future economic well-being of the town
3. Town has few resources to attract a potential developer of the property and extremely limited funds to provide incentives
4. One resource that would be very helpful to the town is the ability to offer Tax Increment Financing to a potential developer, but as a township, we are not currently allowed to do so. I understand and appreciate the wisdom of the law, as historically, some municipalities have gotten into trouble using TIF.
5. In our case, however, the ability to establish a TIF district would be extremely helpful, and while the town has had no negotiations with a potential developer, we would most probably look at a pay-go structure in any agreement and a guaranteed assessed value. As such, the town would not release any money until the developer actually develops the property and pays its taxes. Then and only then would money be released. As such, the risk to the town is exponentially reduced.
6. Because of the reduced risk and the huge potential benefit to the town of Cable, to Bayfield County, and indeed to the entire northwest corner of the state, it is not surprising that we have letters of support from the following municipalities and agencies that we would like to submit for the record: Bayfield County, Bayfield County Economic Development Corporation, the American Birkibeiner, the Cable Area Chamber of Commerce, the Drummond Area School District, and of course, the Town of Cable. We have support from the Wisconsin Indian Head Technical College (WITC) and will be forwarding a letter from them shortly.

7. Summary statement and final expression of gratitude for the committee's consideration of this important piece of legislation

Mark –

Dear Committee Members

1. Bayfield County is the Northernmost County in the State of Wisconsin with over 1500 square miles of natural forested beauty, 960 inland lakes and 80 miles of Lake Superior shoreline. Our region is a wonderland.
2. Our economy is based on forestry and tourism. Demographic trends show our communities to be aging faster than the rest of the state. Projections for 2030 predict a declining population.
3. The Cable region has a strong history of trails, lakes and all-season opportunities. The redevelopment of Telemark will benefit our region as a whole by providing jobs through a variety of business opportunities.
4. Bayfield County believes that the proposed TID legislation enabling this redevelopment will benefit local government, business and residents in both the short and long term.
5. We believe this is a prime example of how a TID district will clearly create economic development and result in higher valuations, allowing for local government, schools and counties to provide quality services at reasonable costs.
6. Bayfield County supports this legislation and asks for your consideration.

Scottie -

1. I am Scottie Sandstrom, Executive Director of the Bayfield County Economic Development Corporation. Thanks for this opportunity to be here today to encourage support for the Town of Cable having the ability to create a TIF district for the Telemark project.
2. Mark Abeles-Allison, Bayfield County Administrator was unable to attend and has asked me to read a short statement on behalf of the county.
3. The Bayfield County Economic Development Corporation's mission is to improve the economic climate by supporting new and existing businesses. The re-development of the iconic Telemark Resort in the Town of Cable in southern Bayfield County truly aligns to that mission.
4. I have known the developers of this project since February 2014, and have supported them in their steady progress to bring this project steadily forward. I feel they have the ability to bring new life into Telemark to the benefit of our region for years to come.
5. Key Points Regarding the Re-development
 - a) Telemark Development Partners plans to re-develop and re-position Telemark as a four-season destination resort with full year activities and amenities
 - b) The \$47MM project will include;
 - maintaining and updating the core lodge with new restaurants and amenities
 - demolishing the existing rooms (both wings)
 - creating 250 deluxe guest rooms for suitable to today's traveler
 - creating over 20,000 sq. ft. of dedicated training center, flexible conference and social event space.
6. Economic Impact

- a) Telemark will create a new tax base for Bayfield County and the state, assisting in adding significant dollars to both local and state coffers. Dollars that can go back to support both local and state projects.
 - b) Initially, it is anticipated that 150 to 200 construction jobs will be created within the area in support of the renovations prior to the re-opening of the resort.
 - c) The project will create between 100 and 120 full time employees and up to 60-part time employees created within 2 -3 years.
 - d) It is projected that direct visitor impact spending will increase from \$42MM annually to over \$67MM annually with the re-opening of this complex.
 - e) Based on an estimated hard construction cost of \$38MM to rebuild the lodge, rooms and conference center and assuming a conservative assessed value of 75% of construction cost the project is projected to generate \$300,000 in local assessed value to local taxing entities in the Town of Cable and Bayfield County on an annual basis.
7. The re-development of Telemark is poised to be a crucial economic driver for the Town of Cable, Bayfield County, and the entire Northwestern Wisconsin region for years to come. I thank you in advance for your support in passage of this bill to assist the Town of Cable to create a TIF District for this project.

James –

- 1) Good Morning Chairman Feyen and members of the committee. I would like to thank all of you for hearing Senate Bill 505 this morning to allow the Town of Cable to create a Tax Incremental District in the same manner as a village or city. My name is James Bolen. I am the Executive Director for the Cable Area Chamber of Commerce. I also serve on the Governor's Council on Tourism and am the Chairman of the states Sports Marketing Committee. I thought it wise to give you a better understanding of the Town of Cable and the region where it resides.
- 2) Tourism drives the economy for Cable, Bayfield County and most of Northern Wisconsin. The Town of Cable is surrounded by the Chequamegon-Nicolet National Forest. The Town of Cable is small in size but not in stature! It is a renowned tourism destination, recognized by CNN as one of the top places in the U.S. to cross country ski and by USA Today as one of the top 10 places to mountain bike in America. It is a charter member of "TrailtownUSA", one of only 30 municipalities in the country to receive this designation. The Cable Area is home to the most prestigious mountain bike race in North America, the Chequamegon Fat Tire Festival, the starting point for the largest cross-country ski race in North or South America, The American Birkebeiner and home to the largest Fat Bike race in the World, the Fat Bike Birkie. A 2014 case study completed by the UW found that silent sport enthusiasts alone pumped over 21 million dollars annually into the Town of Cable and the surrounding area. The heart of those silent sports trails sits upon the Telemark Resort property.
- 3) The Cable Area is also known for its majestic waters. Lake Owen has been recognized by the DNR as the 'healthiest' of Wisconsin's 15,000 lakes and Lake Namakagon is one of only 3 trophy musky lakes in our state. Lake Namakagon is also the headwaters for the Namakagon River which is the countries only moving National Park. The Namakagon River flows near the famed Telemark Resort property and a canoe/kayak landing is only ¼ mile from the lodges front door.
- 4) The Town of Cable hosted the International Paralympic Committee's Nordic World Cup in 2012 and when the Country of Poland was unable to fulfill the duties of hosting a World Cup in 2013, every countries Olympic Committee requested that the event return to Cable. With only 2 months advance notice to prepare the Cable Area hosted an amazing World Cup and the International Paralympic Committee later told us they didn't believe any

other venue could have pulled off what we did. In 2015 we hosted the International Paralympic Committee's Nordic World Championships. With regards to grandeur, scope and complexity of competition only the Winter Olympic or Paralympic Games is bigger than the event held in Cable in 2015. Once the Telemark Resort is re-vitalized, it will represent the only large-scale lodging facility at a major Nordic competition venue in the World. The potential to attract numerous large-scale events is hard to overstate.

- 5) The proposed Telemark project is expected to increase direct visitor spending by 25 million dollars annually and the lodge could also potentially spend 1.5 million dollars with other local vendors in support of lodge operations. The project will also increase the total number of tourism jobs in Bayfield County by 33%.
- 6) This is a major tourism project in a part of the state that is driven by tourism, which is why we have submitted letters of support for this legislation from communities stretching from Superior to Park Falls, Ashland to Hayward. The region recognizes that the Town of Cable is the small town that doesn't know it. If there was ever an argument for allowing a town to act like a village it is for the Town of Cable. For the sake of the entire region, I ask you to vote in favor of giving the Town of Cable the ability to act like a village or city in regard to a Tax Incremental District.

Ben –

“HK’s current plans for Telemark could position the resort as a hub for numerous silent sports events at the local, national and international levels. Upon final plans coming to fruition, the American Birkebeiner Ski Foundation plans to collaborate with HK to redevelop forgotten trails, to make snow, and to grow silent sport and recreational opportunities in northwest Wisconsin. From an event planning perspective, having a 250-room lodge near the Birkie Trail would enhance the overall Birkie (and our other 8 events) experience for participants and spectators, ultimately driving economic growth in the region”, stated Ben Popp, Executive Director, American Birkebeiner Ski Foundation.

- 1) Work together on creating a ski venue with man-made snow to host regional and national events - attracting new and ensuring current.
- 2) Provide a lodging facility that can host group, corporate and social events and provide a “Headquarters Resort” facility that befits the American Birkebeiner events.
- 3) There is need for a head quarter hotel at the site of the Birkie and Fat tire events



Bayfield County Administrator
117 E 5th Street, PO Box 878, Washburn, WI 54891
Ph: 715-373-6181 Fx: 715-373-6153

Mark Abeles-Allison, *County Administrator*
Kristine Kavajecz, *Assistant*

November 3, 2017

Wisconsin Senate Committee on Economic Development, Commerce and Local Government, Chair, Senator Feyen

Re: CABLE WI. TIF LEGISLATION / Senate Bill SB505 and Assembly Bill 600

Dear Senators:

Thank you for reviewing and considering Senate Bill SB505 and Assembly Bill 600. These bills address the Town of Cable in Bayfield County and new Tax Increment Financing (TIF) legislation that would foster economic development in our County. The legislation would facilitate resort re-development and provide the required infrastructure development that the town cannot do on its own.

This legislation would facilitate one of the largest economic development efforts in our region, estimated at over \$40 million, creating 100 full-time jobs, complimenting Bayfield County's existing tourism industry.

Thank you for your consideration of this legislation.

Sincerely,

Mark Abeles-Allison
Bayfield County Administrator

Bayfield County
ECONOMIC DEVELOPMENT CORPORATION

November 2, 2017

Wisconsin Senate, Committee on Economic Development, Commerce and Local Government
Re: Senate Bill: SB505

Dear Senators,

On behalf of the Bayfield County Economic Development Corporation, I am writing to thank each of you for reviewing and considering Senate Bill: SB505. This bill, if passed, would provide the Town of Cable, in Bayfield County, the opportunity to effect TIF legislation as a Village or City. This would enable them pass a town TIF district, providing funding for crucial utility infrastructure upgrades to the Telemark Resort redevelopment project.

The Telemark Resort project, a multi-million-dollar investment, has been recently affirmed by a third-party firm, to be feasible and sustainable for long term viability. This project would bring over 100 full time jobs to Bayfield County and increase the tax base of the Town of Cable and Bayfield County. It will provide millions in revenue to the county through the operation of the new facility along with the creation of jobs supporting the redevelopment.

With tourism being the largest economic driver in Bayfield County, this project is a natural fit to bolster our economy by the addition of living wage jobs that have been long sought for the county and the overall region.

I thank you in advance for your review and widespread support to pass this bill to support increased prosperity for the citizens of Bayfield County and our Northwestern Wisconsin Region.

Sincerely,



Scottie Sandstrom
Executive Director

Bayfield County Economic Development Corporation.

Bayfield County Economic Development Corporation PO Box 704 Washburn, WI 54891
www.bayfieldcountyedc.com



November 3, 2017

Wisconsin Senate, Committee on Economic Development, Commerce and Local Government

Re: Senate Bill: SB-505

Dear Senators,

On behalf of the American Birkebeiner Ski Foundation, I am writing to you regarding Senate Bill SB-505. If passed, this bill would provide the Town of Cable the opportunity to effect TIF legislation as a Village or City and provide funding for utility infrastructure upgrades crucial to the Telemark Resort redevelopment project.

The Telemark Resort project has recently been affirmed by a third-party firm to be feasible and sustainable for long term viability. This project would deliver nearly 180 full and part-time jobs to families throughout our region. Those jobs will significantly contribute to a better quality of life for many of these families.

The American Birkebeiner Ski Foundation hosts numerous, large-scale events on or near the Telemark property including the famed American Birkebeiner ski race which draws tens of thousands of participants and spectators and infuses over 4 million dollars into the local economy annually. The partnership between the American Birkebeiner Ski Foundation and the Telemark Resort has historically been the bedrock of our success but that partnership ceased to exist once Telemark closed its doors nearly four years ago. A redeveloped, energized Telemark Resort would not only significantly help our main event, the Birkie, but would also allow us the ability to seek out new events, competitions and opportunities in partnership with the Telemark Resort. These events would have a positive impact all of Northwestern Wisconsin! The American Birkebeiner Ski Foundation strongly supports this bill and encourages you pass it.

I thank you for reviewing this legislation and am confident that it is a significant step forward for the entire Northwestern Wisconsin Region.

Sincerely,

Ben Popp
Executive Director
American Birkebeiner Ski Foundation



Cable Drummond Grand View Nankapou

November 3, 2017

Wisconsin Senate, Committee on Economic Development, Commerce and Local Government

Re: Senate Bill: SB-505

Dear Senators,

On behalf of the Cable Area Chamber of Commerce, I am writing to you regarding SB-505. This legislation would give the Town of Cable the ability to act like a village or city in regard to TIF legislation, allowing them to provide funding for utility infrastructure upgrades crucial to the Telemark Resort redevelopment project. The Town of Cable simply does not have significant resources to provide developers incentives for a project of this size, but this proposal would allow those developers to 'self-fund' the last portion of their capital stack and help make the Telemark project possible. This is a rural project with regional implications.

The Telemark Resort project, a 47 million-dollar investment, has recently been declared by a third-party firm to be feasible and sustainable for long term viability. The Telemark Resort project would encompass land and facilities in both Bayfield and Sawyer County and would deliver over 120 full time and another 40 to 60 part-time jobs to Northwest Wisconsin. A redeveloped Telemark Resort will also spend millions of dollars annually with local vendors, creating additional jobs for those companies and improving the overall business climate throughout Northwestern Wisconsin. It will increase the tax base for the towns of Cable and Hayward as well as Bayfield, Sawyer and Ashland County.

With tourism being the largest economic driver in the region, this project is a natural fit and has wide-spread support in communities throughout Northwestern Wisconsin. It is estimated that the Telemark Resort project will deliver an additional 25 million dollars yearly in direct visitor spending to the region.

The Cable Area Chamber of Commerce strongly supports Northwestern Wisconsin's efforts to see the Telemark Resort project come to fruition. We encourage you to give the Town of Cable the ability to act like a village or city in regard to TIF funding. Pass this bill for the prosperity of the citizens of Northwestern Wisconsin.

Sincerely,

A handwritten signature in black ink, appearing to read 'James Bolen', is written over a thin horizontal line.

James Bolen
Executive Director

Cable Area Chamber of Commerce

P.O. Box 218 | Cable, Wisconsin 54821
Phone: (715) 798-3833 | Fax: (715) 798-4456 | Toll-Free (800) 533-7454
Email: info@cable4fun.com | www.cable4fun.com

Drummond Area School District

52440 Eastern Avenue, PO Box 40, Drummond, Wisconsin 54832
715-739-6669, dasd.k12.wi.us

November 3, 2017

Wisconsin State Senate,

Please accept this letter in support of SB-505 and AB-600. Local governments are vital in attracting and supporting economic development in rural northern Wisconsin. This proposed legislation to allow the Town of Cable to create a TIF district provides the needed tools to support their efforts in economic development in our area.

Passage of this legislation will support efforts in attracting investment in the local area that will have an economic impact on the town and regionally. Passage of SB-505 and AB-600 is vital to the Town of Cable's efforts to move forward on the proposed Telemark project. This project would bring a significant financial investment into the area, provide much needed jobs, and increase tourism benefitting existing local businesses. It will also reduce the "brain drain" that our area has been experiencing by encouraging local talent to remain in the area.

As a school district that has been experiencing declining enrollment since 2000, we see this as an opportunity to see increases in enrollment and expanding revenues with the possibility of bringing back programs that have been reduced or cut over the years.

Thank you for your consideration of passage of this legislation and your support of our region.

Respectfully,



John Knight
District Administrator/Elementary Principal/Director of Pupil Services

Town of Cable

P.O. Box 476
Cable, Wisconsin 54821

November 2, 2017

Wisconsin Senate, Committee on Economic Development, Commerce and Local Government

Re: Senate Bill: SB505 & Assembly Bill: 600

Dear Senators,

My name is Arthur Hancock, and I am currently serving as the Chairman for the town of Cable in northwest Wisconsin. I am writing you to encourage your support of Senate Bill SB505 and Assembly Bill 600. These bills would afford our town the opportunity to establish a TIF district for the iconic Telemark Resort, thereby enabling critical upgrades to the infrastructure and subsequently making a redevelopment of the resort feasible. Without this TIF legislation, our town is, quite frankly, unable to allocate sufficient funds to make necessary upgrades to our utility infrastructure. This is important legislation, and you have the opportunity to substantially aid the economic condition of our town and surrounding communities.

The Cable Town Board has already shown our tangible support for the redevelopment of Telemark by partially funding a market feasibility study. This study clearly indicates that the project is financially viable and would provide a much-needed economic boost to our local economy. In addition, for decades Telemark Resort has been the beating heart of our town and its closure has spelled a depression in both morale and in economic vitality. We believe that a redeveloped Telemark Resort will spur the introduction of many additional small businesses, complete with accompanying jobs. I cannot overemphasize how important this project is to our economy and common life.

I am exceedingly grateful for your careful consideration of this legislation. It is my hope that you will extend your support for these bills and help us to improve the lives of so many in our town and in our surrounding communities.

Please do feel free to contact me if you have questions or concerns.

Respectfully and gratefully,



The Rev. Arthur B. Hancock
Chairman, Town of Cable



November 13, 2017

Re: Telemark Resort Redevelopment

To Whom It May Concern:

Ashland Area Development (AADDC) is submitting this letter of support for the proposed Telemark redevelopment. AADC also supports the proposed legislation that would allow the Town of Cable to act like a village or a city, enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support of the Telemark redevelopment project.

AADC works in close partnership with local municipalities in a coordinated effort "to create, maintain and promote economic vitality that improves the quality of life of the people in the Ashland region." Organized in 1957, AADC has a well-established history of supporting and encouraging business growth throughout the region.

Telemark Resort, in addition to hiring many people in the region, will purchase millions of dollars of goods and services from numerous other businesses throughout the area in support of Telemark's operations. Those companies will benefit from Telemark's operations and may hire additional workers. The impact of this project reaches far beyond the borders of the Town of Cable.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Respectfully,

A handwritten signature in black ink that reads "Betsy J. Harries". The signature is written in a cursive style.

Betsy J. Harries
Executive Director

Ashland Area Development Corp., 422 Third Street West, Suite 101, Ashland, WI 54806
Telephone: (715) 682-8344 Fax: (715) 682-8415
E-mail: bharries@ashlandareadevelopment.org
www.ashlandareadevelopment.com

Ashland Area Development Corporation (AADDC) is an Equal Opportunity Provider.
AADDC is a non-stock, not-for-profit Wisconsin corporation that holds Section 501(c)(3) status from the IRS.

Find yourself next to the water.

ASHLAND

visitashland.com WISCONSIN

November 6, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

The Ashland Area Chamber of Commerce is very excited about the proposed Telemark redevelopment and proposed legislation that would allow the Town of Cable to create a TIF District for the project. In these days of reduced financial resources, the ability to offer development incentives is very limited. Creating a TIF district for this project would give the Town an opportunity to incentivize and move forward this development.

Northwest Wisconsin's unique market and the Telemark re-development fit together to foster economic growth, tax base, and open new employment opportunities for both full time and part time employees.

We believe this opportunity creates a win-win situation for this region that sometimes is overlooked by the other areas of the state that are geographically and financially poised to encourage large investment dollars. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Very Sincerely Yours,



Mary McPhetridge, Executive Director

Ashland Area Chamber of Commerce~P.O. Box 746~1716 Lakeshore Drive W.~Ashland, WI 54806
800-284-9484 www.visitashland.com

Find yourself next to the water.

ASHLAND

City of Ashland, Wisconsin

601 Main Street West — Ashland, WI 54806 — www.coawl.org

November 27, 2017

RE: Telemark Resort Redevelopment

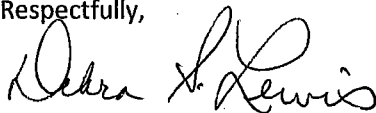
To Whom It May Concern:

I write as Mayor of the City of Ashland to express my support for the proposed Telemark redevelopment in Cable, Wisconsin. I strongly support the proposed legislation that would allow the Town of Cable to act like a village or city, enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support of the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development, and we must capitalize on our natural assets. Significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities. There are very few stimulus tools available to small towns. Tourism is a major key element of our local economy.

The re-development of the Telemark Resort would be positive for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin, including Ashland County and the City of Ashland. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

The City of Ashland fully supports the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make this project a reality. I encourage you to give the Town of Cable the ability to create a TIF district for the benefit of all of Northwestern Wisconsin.

Respectfully,



Debra S. Lewis

Ashland Mayor

City of Bayfield

Office of the Clerk and Mayor
125 South First Street - P.O. Box 1170
Bayfield, Wisconsin 54814
Phone (715) 779-5712
cityclerk@cityofbayfield.com

November 9, 2017

RE: Telemark Resort Redevelopment

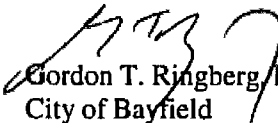
To Whom It May Concern:

The City of Bayfield supports the proposed Telemark Redevelopment Project and legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to our rural nature and lack of re-investment funds.

The re-development of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make this project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Respectfully,


Gordon T. Ringberg, Mayor
City of Bayfield

cc: file

Established in 1913.

*City of Bayfield is an Equal Opportunity Provider and Employer.
Complaints of discrimination should be sent to: USDA Director, Office of Civil Rights, Washington, D.C. 20250-9410*

ASHLAND COUNTY ADMINISTRATOR



Ashland County Courthouse, Room 102
201 W. Main Street
Ashland, Wisconsin 54806-1652
715/682-7015

November 9, 2017

Re: Telemark Resort Redevelopment

To Whom It May Concern:

I am writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable, located in Bayfield County, to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support of the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

Ashland County borders Bayfield County and the redevelopment of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark redevelopment will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort redevelopment and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Sincerely,

A handwritten signature in black ink that reads "Jeff A Beirl". The signature is written in a cursive style and is positioned above the printed name and title of the signatory.

Jeffrey A. Beirl, Administrator
Ashland County



Tourism Department

Mary D. Motiff, *Director*

November 6, 2017

RE: Telemark Resort Redevelopment/TIF Legislation

To Whom It May Concern:

The Bayfield County Tourism Department is writing this letter in support of the Telemark redevelopment project and the proposed legislation that would allow the Town of Cable to create a 20-year Tax Increment Finance (TIF) district for this project. Northwest Wisconsin needs jobs and economic development; however, significant development projects are challenging in this region due in part to the rural nature and lack of reinvestment funds by our small municipalities whose populations surge in the summer season.

The redevelopment of the Telemark Resort would be good for our entire region. Developers are poised to invest over \$40 million in this project. The jobs created and the supplies purchased alone would be substantial. Add to that the infusion of millions of dollars in direct visitor spending on top of the initial investment and it will provide an economic boost throughout Northwestern Wisconsin for decades to come. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their ongoing operations. Those companies will see a stronger business climate and may potentially add jobs as well.

The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark redevelopment will provide families around our region with the opportunity to secure a year-round good paying job and keep their family in the area they love. This is a huge regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort redevelopment and TIF legislation. The Town of Cable needs TIF to make this project a reality. We ask that you give the Town of Cable the ability to act like a village/city in order to create a TIF district for the good of all of Northwestern Wisconsin. Thank you for your consideration of this important matter.

Respectfully,

Mary D. Motiff

Town of Grand View

Grand View, Wisconsin 54839

November 9, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

The Town of Grand View is writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support of the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

The re-development of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Respectfully,



Jack Iverson, Chairman

Town of Grand View

Hayward Area

CHAMBER OF
COMMERCE

PHONE: 715.634.8662

P.O. Box 726, HAYWARD, WI 54843

WWW.HAYWARDAREACHAMBER.COM

November 9, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

The Hayward Area Chamber of Commerce is writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. Northwest Wisconsin would benefit greatly from the jobs and economic development this would bring. Having said that, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

The re-development of the Telemark Resort would be a positive development for all of Northwest Wisconsin and the greater region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide a valuable economic boost. In addition, Telemark Resort will likely spend millions of dollars with numerous other businesses throughout the region. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable, as our neighboring city of Hayward and surrounding areas will benefit as well. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity and unfortunately doesn't come along very often. It is my hope that our region can capitalize on this opportunity.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Sincerely,



Chris Ruckdaschel
Executive Director
Hayward Area Chamber of Commerce



HAYWARD LAKES VISITOR AND CONVENTION BUREAU

Post Office Box 1055
15805 US Hwy 63
Hayward, Wisconsin 54843

PHONE: 715-634-4801
FAX: 715-634-8498
www.haywardlakes.com

November 9, 2017

RE: Telemark Resort Redevelopment

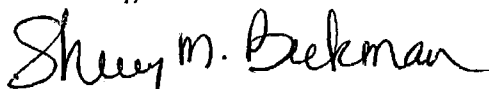
To Whom It May Concern:

The Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI USA is writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

The re-development of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Sincerely,


Sherry Beckman, Executive Director



November 10, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

The Iron River Area Chamber of Commerce is writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support of the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development; however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

The redevelopment of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark redevelopment will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort redevelopment and TIF legislation. The Town of Cable needs TIF to make the project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all Northwestern Wisconsin.

Respectfully,

Geri Dresen, Director

Iron River Area Chamber of Commerce - P.O. Box 448, Iron River, WI 54847
Office: 715-372-8558 Toll Free: 1-800-345-0716 FAX: 715-372-5428
Email: info@visitironriver.com Web: www.visitironriver.com
Like us on Facebook: Iron River Area Chamber of Commerce

NORTHLAND COLLEGE

Office of the President

November 9, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

As president of Northland College in Ashland, WI, I am writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. Development projects in Northwest Wisconsin frequently face significant challenge in part because of the lack of availability of reinvestment funds by many of our municipalities.

The redevelopment of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. Telemark Resort will spend millions of dollars at numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure stable jobs with competitive wages. This project will enhance the recruitment of new residents and the retention those who now reside in our region. All entities within our region will benefit from this unique opportunity.

I support and encourage the Telemark Resort redevelopment and encourage the TIF legislation in order to assist Cable to bring this project to fruition.

Sincerely,



Michael A. Miller, PhD

Edward J. Kane
Executive Director
Park Falls Chamber of Commerce
400 4th Ave S.
Park Falls Wi 54552

November 10, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

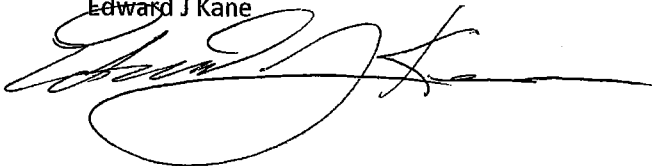
The Park Falls Chamber of Commerce is writing this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

The re-development of the Telemark Resort would be good for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area they love. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

We fully support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Respectfully,

Edward J Kane

A handwritten signature in black ink, appearing to read 'Edward J. Kane', written over a horizontal line.

THE
CHAMBER
SUPERIOR-DOUGLAS COUNTY AREA

November 22, 2017

RE: Telemark Resort Redevelopment

To Whom It May Concern:

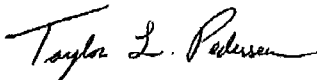
On behalf of The Chamber, Superior Douglas County Area, I am pleased to provide this letter of support for the proposed Telemark redevelopment and the proposed legislation that would allow the Town of Cable to act like a village or city enabling the Town to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. Northwest Wisconsin needs jobs and economic development however, significant development projects are challenging in this region due in part to the rural nature and lack of re-investment funds by many of the municipalities.

Just the other day, I spoke to an acquaintance of mine who back in its origin, moved to the Cable Area from out of state to take advantage of a management position at the original Telemark Resort. Although the position didn't work out, as a region we were able to retain this individual and his family in Northern Wisconsin. He now lives in Ashland and commutes to Superior fifty percent of his time. His wife is employed in Ashland tourism, and his two kids are living in the region. It is stories like this and the direct economic impact that sheds light on why this project is so important to Northern Wisconsin.

The re-development of the Telemark Resort would be beneficial for our entire region. The jobs created and the infusion of millions of dollars in direct visitor spending will provide an economic boost throughout Northwestern Wisconsin. In addition, Telemark Resort will spend millions of dollars with numerous other businesses throughout the region in support of their operations. Those companies will see a stronger business climate and may potentially add jobs as well. The impact of this project reaches far beyond the borders of the Town of Cable. The jobs created by the Telemark re-development will provide families around our region with the opportunity to secure a good paying job and keep their family in the area. This is a regional opportunity, the likes of which doesn't come along very often. Our region needs to capitalize on this opportunity.

The Chamber and its Board of Directors support the Telemark Resort re-development and TIF legislation. The Town of Cable needs TIF to make that project a reality. We encourage you to give the Town of Cable the ability to act like a village/city in regard to creating a TIF district for the good of all of Northwestern Wisconsin.

Sincerely,



Taylor L. Pedersen
Interim President/CEO

Sawyer County/Lac Courte Oreilles Economic Development Corporation

6134N Morningside Lane, Stone Lake WI 54876

(715) 865-4606 – (612) 309-0221 cell

November 12,

To Whom It May Concern:

SUBJECT: Letter of Support – Telemark Project

The Sawyer County/Lac Courte Oreilles Economic Development Corporation would like to add its support for the redevelopment of the Telemark Resort. We have had an opportunity to review the plans for the project and the associated jobs planned to be created and the significant revenue that would be generated for northwestern Wisconsin. The project benefits not only the Cable area, but the entire surrounding regions. Given that our counties have some of the highest unemployment rates in the state, it goes without saying that this project is of utmost importance to us.

We understand that a key element associated with the success of this project is enabling legislation to allow the town of Cable to act like a village or city which would enable the town to create a 20-year Tax Increment Finance (TIF) district in support the Telemark redevelopment project. We strongly support this legislation in order for this project to move ahead in a timely and successful manner.

We respectfully request that you do whatever is necessary to support the passage of this legislation.

Sincerely,



Donal D. Semler
President & Executive Director
Sawyer County/Lac Courte Oreilles Economic Development Corp.