



## Parade of Products 2026

Superior Days 2026: February 10–11, 2026

Parade of Products: February 10, 2026

The **41st Superior Days** is fast approaching, and we're looking for businesses to participate in our Superior Parade of Products. Superior Days is a non-profit lobbying event dedicated to advocating for the needs and interests of Superior, WI and Douglas County.

Superior Days is a vital platform for engaging with State legislators and decision makers to promote and address the issues that matter most to our community. Our delegation is composed of engaged citizens, local officials, and students who will lobby, attend meetings and share our unique to Superior businesses and organizations.

The event is February 10–11 in Madison, WI. The Parade of Products and reception for legislators occurs February 10, 5–8 pm. The room will be available at 4 pm to set up.

### **Tuesday, February 10**

Lobby day. Schedule TBD

Parade of Products and Reception: 5–8 pm

### **Wednesday, February 11**

Agency meetings day. Schedule TBD

If you would like to join us to lobby, please register and book your hotel:

<https://www.douglascountywi.gov/1086/Superior-Days>. Lobby Teams will be assigned by the committee. Issue books with info on the 3 Key Issues and topics for agency meetings will be provided.

Please see the attached form to commit for the Parade of Products. Space is limited to 20 vendors, so we encourage you to sign up soon. If you have any questions or comments, please don't hesitate to contact us.

With appreciation,

**Jim Caesar**

The Development Association

Jim@wegrowbiz.org

218.310.9887



**Kelly Peterson**

Superior Business Improvement District

Petersonk@superiorbid.com

715.817.1250



# Overview of Superior Days 2026



## Legislative (Key) Issues

- 0.5% Sales Tax Increase
- Bridge to Progress Program
- Medicaid Reimbursement

## Agency Meetings & Associated Issues

### Department of Transportation

- Blatnik closure issues/DTA
- Local preference for the bridge project
- Blatnik closure impact on businesses

### Department of Children & Families

- Childcare contribution

### Department of Natural Resources

- Chronic Wasting Disease
- Air regulatory monitoring

### Department of Public Instruction

- K-12 Funding

### Department of Revenue

- Tax reciprocity

### Workforce Development

- Aging population

### Department of Veterans Affairs

- Funding for veterans (housing, jobs, etc.)

### WHEDA

- Rural housing