



Dear Badger Boys State Leadership,

My name is Benny Anderson and I am the Executive Director of Visit Eau Claire, our area's Convention and Visitors' Bureau. I am writing today to let you know why I think Eau Claire and the Chippewa Valley are an incredible location for your organization.

At this point, you've probably read dozens of letters about how cool every city is and about all of their attractions. Despite my job being to promote how much fun you can have at our parks and attractions, how amazing our arts and restaurant scene is and how beautiful Eau Claire is in general, I am going to take a different approach and tell you why the people here are the reason your organization should come here.

The Chippewa Valley has always been naturally collaborative. As one of the biggest small towns in America, we have all of the amenities of "The Big City" but none of the traffic. It also means when you're doing business here, the people you are dealing with are typically your neighbors, friends or someone you know you're going to have to deal with again. It's why we are able to pull off some of the bigger projects that we do, such as the Confluence Center. We work as partners to do what's best for the community with the involvement of many competitive entities and the cooperation of all local governments.

During Covid, the amazing state of Wisconsin struggled a little bit to find it's way together. But Eau Claire was built for this. Within a week of the shutdown, we had every major organization, business leader, and city official sitting in zoom meetings to work for the community. That meant putting aside our personal opinions on Covid, politics and competition and agreeing to policy that would keep our city safe and protect our businesses. In very few cities in the nation, can you have the Tavern League working with the Health Department or the Chancellor's office meeting with bar owners to find solutions together. It was challenging and there were struggles, but it was the most rewarding work to help our neighbors. It has been the epitome of how government and community should work and we would be happy to encourage these ideals in the students.

# VISIT EAU CLAIRE

I wish you well in your decisions and thank you for taking a vested interest in helping the future leaders of America realize that you can lead your communities in a positive fashion.

Benny Anderson

Executive Director

Visit Eau Claire

[benny@visiteauclaire.com](mailto:benny@visiteauclaire.com)

715-214-7603

---

128 Graham Avenue, Eau Claire, Wisconsin 54701

888.523.3866 • 715.831.2345