

Superior Business Improvement District
2009-2010 Goals

North Tower Avenue Project:

1. Rethink Oakes Banks, Tower Traffic Patterns

Who: City Planning Department

2. Streetscape Design

Who: BID Design Committee

3. Coordinate storefront renovations with Tower Avenue Project

Who: BID Design Committee

4. Parking-What is the reality of parking in the BID

Who: Executive Director

5. Communication businesses and public

Who: BID, Department of Transportation and the City

Subcommittee will be established by Michael Colclough and Kaye Tenerelli.

Market the BID

1. Identify core values to build on mission and vision.

Who: Promotion Committee-Dave Miller and Steve Knauss will join the committee.

Scott Davis will assist the Board in identifying the core values.

2. Marketing plan using information from the Market Analysis and survey results from BID property and business owners keeping the current economic climate in mind.

Who: BID Marketing & Promotion Committee

3. Arts, Entertainment & Festivals

Who: BID Marketing & Promotion Committee

Attract and Retain Business

1. Communicate vision, good news, grants and advantages to retaining or starting a new business in the BID.

Who: Kaye Tenerelli and Development Team Partners

Pedestrian Safety/Friendly (Short and long term)

1. Education of public on pedestrian safety ordinances through the media.

Who: BID and City Pedestrian Safety Task Force

2. Short term pedestrian crosswalk markings

Who: BID, City Of Superior and the Wisconsin Department of Transportation

Create a Core Downtown Sub Committee of the BID

1. This sub committee will work on the challenges of redeveloping commercial space in the core downtown.

Who: Tim Sauter, Harold Grossman and Dave Miller