



2020 Annual Report

pushing forward

FROM THE BOARD CHAIR

As we know, 2020 was a less than perfect year for our business owners. We have all dealt with the effects of the pandemic here in the SBID.

Some of your storefronts were closed for weeks, and the businesses that were able to remain open had to do so in a fashion never before seen.

I am more than proud of how our SBID Stakeholders came together and how they are pushing forward into 2021! The life back in the district is very encouraging! YOU are relentless when it comes to doing the best for your customers and your businesses. For this, WE thank you!



The SBID has always been focused on helping support our Stakeholders. This year is no different! We have implemented more grant money than ever before to ensure your continued efforts will make your businesses stronger than ever! These grants are focused on the revitalization of our SBID with dollars going to signage for your businesses, storefront updates, and new interior designs just to name a few.

Thank you all for what you do for our community and continue to “push forward!”

Nick Korhonen,
Board Chair - Superior BID

OUR MISSION

The Superior Business Improvement District advocates for its Stakeholders to sustain, promote and enhance the District.

OUR VISION

The Superior Business Improvement District seeks to foster unique and quality investment that makes the District a desired destination to conduct business, shop, dine and find entertainment.

FROM THE EXECUTIVE DIRECTOR

In any other time, the thought of working from home and having take out and goods delivered to our home would feel like a luxury. In 2020 that became a full-time reality due to the Covid-19 pandemic.

Instantly everyone's lives changed. There was no more "business as usual." That meant many in the District had to immediately pivot and change their business model to accommodate. The creativity and adaptability shown by our stakeholders has been truly amazing.



Things have changed for the SBID as well in looking for ways to better support our businesses in this new and ever-evolving business climate. Without the usual events, in 2020 we found ourselves offering our regular promotions in virtual formats and engaging more through social media. We also took on more of an advocacy role, becoming a conduit for information about various grants and business relief funds through the city, state and federal government. It was wonderful to see how many businesses within the District that took advantage of these opportunities for help through these difficult times.

Moving forward, we will continue to evolve our marketing programs and remain committed to supporting our stakeholders as we navigate into the next phase. Despite the challenges, 2020 cemented the fact that we are fortunate to have such a solid and resilient business community - and will bounce back stronger because of it. We look forward to the better things and growth that lies ahead. Thank you for making the District the best place to shop, work and play!

Lindsey M. Jacobson
Executive Director

"The Superior Business Improvement District represents a large part of the entrepreneurial ecosystem that defines Superior. The Superior Downtown community is an area in which businesses and customers gather at to shop, dine, and connect. The Superior Business Improvement District has played an instrumental part of this and is a fantastic partner of the Small Business Development Center at UW-Superior."

Andy Donahue - Director — Small Business Development Center @ UW-Superior



Andrew Pfeiffer Photography

SBID FOCUS: OUTSIDE MAINTENANCE

We don't talk often enough about the efforts the SBID leads to not only support our businesses, but to make the District an appealing place to visit. The recent road and walkway improvements on Tower and Belknap have given a fresh new look and improved accessibility. We also have new lighting, colorful banners and landscaping adding warmth and visual appeal.

The SBID provides ongoing support to keep these projects maintained throughout the year such as:

- Landscape maintenance
- Garbage cleanup and disposal
- Decorative lighting maintenance

In addition, through our Design Committee, the SBID provides matching grant opportunities to our stakeholder businesses wishing to improve their signage, lighting or landscaping. All wonderful things that add to both the curb appeal of the business and beauty of the District.

SBID PROJECTS: ADAPTING TO THE TIMES

With the business changes due to the pandemic, we saw the need to adapt our regular programs and promotions to virtual and extended platforms to better support our stakeholders. Our popular Small Business Saturday promotion was expanded to a whole week to allow businesses to maintain capacity safety protocols and give shoppers more opportunity to buy local at our District businesses. Surprise Santa went 100% virtual and added a new BID Buck component to stretch shoppers dollars further.



Social media also played a critical role. In addition to our own promotions, the SBID took a more active role in supporting the activities of our stakeholder businesses by sharing their posts and updates.

While things were certainly different in 2020, our commitment to supporting our stakeholders remained constant. The following are some of the SBIDs projects:

Marketing & Communications

- Conversion of regular promotions to virtual format
- Expansion of stakeholder communication regarding pandemic updates, grant and business relief fund opportunities
- Expansion of social media support for stakeholder businesses
- Sponsor of Superior Downtown Farmers Market
- Sponsor of Superior Spooktacular
- Superior Days Partner
- Managing partner and contributor to Positively Superior Magazine
- Connect Community (WEDC)

Design Committee

- SBID Grant Projects

Recruitment & Retention

- Better City Superior-Project Development
- Mayor's Development Team

2020 FINANCIAL REPORT

REVENUE

2020 Revenue \$249,578.81

Total Revenue: \$249,578.81

EXPENSES

2020 Expenses \$209,708.33

Total Expenses: \$209,708.33

RESERVES

Total Reserves: \$139,459.21

2021 BUDGET

PROJECTED REVENUE

Property Assessment \$151,500.00

City Contribution \$ 71,750.00

Sponsorships \$ 3,000.00

Misc Income \$ 4,000.00

Total Revenue: \$230,250.00

EXPENSES

Personnel \$141,000.00

Committees \$ 27,398.00

Office \$ 20,100.00

Outside Maintenance \$ 50,000.00

Grants \$ 50,000.00

Total Expenses: \$288,498.00

BOARD, STAFF & COMMITTEES

2020 BOARD OF DIRECTORS

Nick Korhonen, President - Korhonen Agency

Aaron Dandrea, Vice President - Vintage Italian Pizza

Donald Nummi Jr., Secretary/Treasurer - National Bank of Commerce

Gary Banker, Immediate Past President - Citizen

Dave Miller - Northwest Outlet

Karen Geegan - Capri Bar & Jack's Place

Katie Nummi-Perrault - Nummi Jewelers

Mark Mahan - Mahan Rental Property

Mitch Routh - Torvinen, Jones, Routh, Torvinen & Saunders Attorneys

Thad Whitesel - TW Wood Designs

DESIGN COMMITTEE

Gary Banker - Committee Chair

Dave Miller - Northwest Outlet

John Conway - Blaine Business Center

Linda Podvin - Courtney Leigh Home & Design

Nick Korhonen - Korhonen Agency

Rob Semborski - Master Builder LLC

Thad Whitesel - TW Wood Designs

Tom Borich - Retired

SBID STAFF

Lindsey Jacobson - Executive Director - jacobsonl@superiorbid.com

Jodi Rochon - Administrative Assistant - rochonj@superiorbid.com

"The SBID is passionate about making the downtown district a fun place to eat and shop! Lindsey and Jodi are always willing to assist so my small business can continue to thrive!"

Angie Kiminski - Angie's Closet



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