

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
Wednesday, January 27, 2021- 3:00 PM
Meeting on ZOOM

AGENDA:

1. Call the Meeting to Order

Welcome new Board Member Crystal Sayles-Broderson

2. Approval of Minutes
3. Approval of Financials
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
7. Old Business
 - a. Proposed By-Laws (presented by Mayor Paine)
 - b. 2021 Proposed Operating Plan
 - c. 2021 Proposed Budget
 - d. Surprise Santa Recap
8. New Business
 1. Board Officers
 2. Valentine's Day
 3. Ice Festival – donate \$500 in BID Bucks
9. Any Other Business That May Legally Come Before This Board
10. Adjourn

The City of Superior complies with the Americans for Disabilities Act of 1990. If you need accommodations to participate in the public meeting process, please contact the Superior BID, Jodi Rochon, at 715-394-3557, by 3:30 p.m. on the day prior to the scheduled meeting. The BID will attempt to accommodate any request depending on the amount of notice we receive. (715) 394-3557.

In compliance with the Wisconsin Open Meeting Law, this agenda was posted at Government Center

Superior Business Improvement District

Board of Director Minutes

February 27, 2020, 3:30pm

SBID Conference Room

PRESENT: Nick Korhonen, Aaron Dandrea, Mark Mahan., Mitch Routh, Katie Perault, Karen Geegan and Dave Miller

ABSENT: Don Nummi and Thad Whitesel

STAFF: Lindsey Jacobson and Jodi Rochon

GUESTS: Darryl & Becky Davey, Twin Ports Lawn Trim

CALL TO ORDER: Nick called the meeting to order at 3:30 p.m.

Bring to top of agenda: Dave motioned to bring the Tree Light proposal to the top of the agenda, second by Mark. Motion carried.

Tree Lights Proposal (Tower Avenue): Darryl and Becky Davey were present to discuss their proposal to take care of the lights on the trees on Tower Avenue. At this point there are approximating 30 trees where the lights are out and will need to be replaced. The board took a moment to introduce themselves to Darryl and Becky. Darryl has been working with the SBID for 27 years. Katie made it a point to thank them for everything that they do to keep our district clean and looking good. Nick asked about the vests that were discussed previously for the contractor and his staff to wear while they are working in the district. The vest would have the SBID logo on them as well as Twin Ports Lawn Trim logo.

The contract would be from April 2020 through April 2021. The board would like to see the lights on all the time except for that short window of time before the Christmas Tree Lighting. What is the timer schedule? Becky explained that lights would be checked on a weekly basis. Initially the cost would be more because they will have to take care of those thirty plus trees that currently need to be replaced. After that work would be on an as-needed basis. If a strand goes out and needs to be replaced, Etc, they will take care of it. Mitch suggested that even though it would be a one-year contract there should be an "out clause" added to the contract for our safety. It is suggested that an out clause option after 60 days be added. It's unlikely that this will happen but it is important that this option be added. It was also mentioned that we consider in the future making this part of their overall outdoor maintenance contract. The budget for this category is \$8,000 annually. Nick asked Lindsay to have the contractor update their contract to clarify there is an opt-out option after 60 days if needed. It is suggested that the contractor should bill us for their services monthly. It was also suggested that the service only be provided by the contractor and that no subcontractors be hired. Motion by Dave, second by Katy to approve. Motion carried.

MINUTES: It was suggested that the comment about "24-hour plow drivers" be removed. That is not exactly what they said. Motion by Aaron, second by Mark to approve with revisions. Motion carried.

FINANCIALS: Katie motioned to approve, second by Dave. Motion carried.

REPORT OF CHAIR: Nick explained how there was a lot of communication between him and Lindsey during her recuperation time span. The hot topic since our last board meeting in December has certainly been snow removal. Important to stress the importance of sidewalk and street maintenance in our district.

REPORT OF DIRECTOR: Lindsay explained how the owners of Blue Arrow Boutique had sent an email to the mayor complaining about snow removal. This was mainly referring to the first big snow storm we had of the season. Snow was not cleared from the sidewalks and greatly affected their business during Small Business Saturday. The mayor worked with them as well as a few other downtown businesses on

an advertising promotion around Valentine's Day to help promote shopping local. Katie suggested at Christmas time we should have Santa out just randomly giving out big bucks. Invite the TV stations and make it a media event. Great way to promote shopping the businesses in our district and also very inexpensive at \$25 in BID Bucks per person.

Annual Dinner: Scheduled for April 22nd. The two options for speakers are Bruce Thompson with an update on Better City Superior and Katie also suggested someone from PNR to discuss the Central Flats project. Aaron said that he will ask Ryan or Pete.

COMMITTEE REPORTS: None

OLD BUSINESS:

Lights on the Trees Proposal: Discussed at the beginning of the meeting.

\$10,000 not received from the City: \$10,000 from the City of Superior was not received last year as they said they would. Lindsey will continue working on this.

Superior Days Recap: Nick attended Superior Days again this year. He really enjoys this annual event and is happy to attend on behalf of the SBID. He said it was not the normal Superior Days this year. It seemed to be unorganized however he did have a good time. Lobby appointments had to be scheduled very quickly as they were not notified of who they would be meeting with until late. He still feels it went pretty good.

Better City Superior: This is going good. Session ends in mid-March and we will find out what the next steps will be.

ANY OTHER BUSINESS:

Katie suggested considering a St Patrick's Day promotion. Lindsay will look into this.

ADJOURNMENT: Dave motion to adjourn at 4:26 p.m.

Superior BID
January 2020 - Monthly Cash Flow

	<u>Jan 20</u>
Income	0.00
Expense	
Committees	
Promotion-Marketing	
Superior Days	40.00
Promotion-Marketing - Other	102.31
Total Promotion-Marketing	<u>142.31</u>
PS Magazine	1,500.00
Total Committees	<u>1,642.31</u>
Office	
Associations - Publications	275.00
Copy-Photo-Print	158.26
Rent	800.00
Telephone-Internet	
Internet	186.13
Office Phone	62.48
Total Telephone-Internet	<u>248.61</u>
Total Office	<u>1,481.87</u>
Personnel	
Administrative Assistant	2,711.29
Executive Director	3,273.58
Health Ins - Workman's Comp	1,177.00
Total Personnel	<u>7,161.87</u>
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	<u>4,166.00</u>
Total Expense	<u>14,452.05</u>
Net Income	<u><u>-14,452.05</u></u>

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Superior BID February 2020 - Monthly Cash Flow

	Feb 20
Income	
Sponsorships	
Farmers' Market	150.00
Total Sponsorships	150.00
Total Income	150.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	25.00
Farmers Market	25.00
Total BID Bucks	50.00
Surprise Santa	50.00
Total Promotion-Marketing	100.00
PS Magazine	1,750.00
Total Committees	1,850.00
Office	
Associations - Publications	
Memberships	295.00
Total Associations - Publications	295.00
Copy-Photo-Print	158.29
Misc. Expenses	75.20
Supplies	28.38
Total Office	556.87
Personnel	
Administrative Assistant	3,336.92
Executive Director	4,167.24
Health Ins - Workman's Comp	-105.00
Payroll Taxes	573.75
Total Personnel	7,972.91
Total Expense	10,379.78
Net Income	-10,229.78

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**Superior BID
March 2020 - Monthly Cash Flow**

	Mar 20
Income	
Sponsorships	
Tree Lighting Chamber	378.46
Total Sponsorships	378.46
Total Income	378.46
Expense	
Committees	
Promotion-Marketing	
Superior Days	594.00
Tree Lighting	123.86
Total Promotion-Marketing	717.86
Total Committees	717.86
Office	
Copy-Photo-Print	239.01
Equipment Purchase & Repair	839.00
Misc. Expenses	145.02
Rent	1,600.00
Supplies	40.94
Telephone-Internet	
Cell Phones	319.81
Total Telephone-Internet	319.81
Total Office	3,183.78
Personnel	
Administrative Assistant	3,333.34
Executive Director	4,166.64
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	1,637.87
Total Personnel	9,512.85
Streetscape	
Outside Maintenance Contract	8,332.00
Total Streetscape	8,332.00
Total Expense	21,746.49
Net Income	-21,368.03

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Superior BID April 2020 - Monthly Cash Flow

	Apr 20
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	100.00
Promotion-Marketing - Other	525.00
Total Promotion-Marketing	625.00
Total Committees	625.00
Office	
Copy-Photo-Print	174.57
Misc. Expenses	216.00
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	125.65
Office Phone	68.94
Total Telephone-Internet	194.59
Total Office	1,393.16
Personnel	
Administrative Assistant	3,643.63
Executive Director	4,612.80
Health Ins - Workman's Comp	250.00
Payroll Preparation	284.38
Payroll Taxes	1,983.68
Total Personnel	10,774.49
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	16,958.65
Net Income	-16,958.65

Superior BID May 2020 - Monthly Cash Flow

	May 20
Income	0.00
Expense	
Committees	
PS Magazine	1,500.00
Total Committees	1,500.00
Office	
Copy-Photo-Print	158.26
Misc. Expenses	329.67
Postage	22.00
Supplies	8.00
Telephone-Internet	
Cell Phones	109.82
Office Phone	62.48
Total Telephone-Internet	172.30
Total Office	690.23
Personnel	
Administrative Assistant	3,333.34
Executive Director	4,166.67
Health Ins - Workman's Comp	250.00
Marketing Consultant	1,303.75
Payroll Preparation	125.00
Payroll Taxes	582.42
Total Personnel	9,761.18
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	16,117.41
Net Income	-16,117.41

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Superior BID
June 2020 - Monthly Cash Flow

	Jun 20
Income	0.00
Expense	
Committees	
Promotion-Marketing	
Farmers Market	
Assistant - Signage	200.00
Farmers Market - Other	475.00
Total Farmers Market	675.00
Total Promotion-Marketing	675.00
PS Magazine	1,750.00
Total Committees	2,425.00
Office	
Copy-Photo-Print	158.26
Equipment Purchase & Repair	60.00
Misc. Expenses	58.00
Supplies	8.00
Telephone-Internet	
Internet	109.52
Office Phone	62.48
Total Telephone-Internet	172.00
Total Office	456.26
Personnel	
Administrative Assistant	3,333.35
Executive Director	4,166.66
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,448.77
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	15,496.03
Net Income	-15,496.03

Superior BID July 2020 - Monthly Cash Flow

	Jul 20
Income	
Sponsorships	
Farmers' Market	450.00
Total Sponsorships	450.00
Total Income	450.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	75.00
Farmers Market	
Assistant - Signage	200.00
Farmers Market - Other	19.99
Total Farmers Market	219.99
Promotion-Marketing - Other	359.28
Total Promotion-Marketing	654.27
Total Committees	654.27
Office	
Copy-Photo-Print	158.26
Equipment Purchase & Repair	450.70
Misc. Expenses	139.56
Rent	2,400.00
Supplies	51.90
Telephone-Internet	
Cell Phones	109.52
Office Phone	62.19
Total Telephone-Internet	171.71
Total Office	3,372.13
Personnel	
Administrative Assistant	3,333.34
Executive Director	4,166.67
Payroll Preparation	125.00
Payroll Taxes	823.71
Total Personnel	8,448.72
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	16,641.12
Net Income	-16,191.12

Superior BID August 2020 - Monthly Cash Flow

	Aug 20
Income	
Sponsorships	
Farmers' Market	300.00
Total Sponsorships	300.00
Total Income	300.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	200.00
Total BID Bucks	200.00
Farmers Market	
Assistant - Signage	200.00
Total Farmers Market	200.00
Total Promotion-Marketing	400.00
PS Magazine	1,500.00
Total Committees	1,900.00
Office	
Associations - Publications	295.00
Copy-Photo-Print	158.26
Misc. Expenses	111.99
Postage	22.00
Supplies	8.00
Telephone-Internet	
Cell Phones	109.58
Office Phone	62.11
Total Telephone-Internet	171.69
Total Office	766.94
Personnel	
Administrative Assistant	3,333.33
Executive Director	4,166.68
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,448.77
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	15,281.71
Net Income	-14,981.71

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**Superior BID
September 2020 - Monthly Cash Flow**

	Sep 20
Income	
Sponsorships	
Farmers' Market	150.00
Total Sponsorships	150.00
Total Income	150.00
Expense	
Committees	
Marketing	269.99
Promotion-Marketing	
Farmers Market	
Advertising/Marketing	5.00
Assistant - Signage	250.00
Total Farmers Market	255.00
Total Promotion-Marketing	255.00
Total Committees	524.99
Office	
Associations - Publications	
Memberships	440.00
Total Associations - Publications	440.00
Copy-Photo-Print	174.09
Supplies	8.00
Telephone-Internet	
Cell Phones	317.81
Office Phone	62.19
Total Telephone-Internet	380.00
Total Office	1,002.09
Personnel	
Administrative Assistant	3,333.35
Executive Director	4,166.66
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,448.77
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	14,141.85
Net Income	-13,991.85

Superior BID October 2020 - Monthly Cash Flow

	Oct 20
Income	
City Contribution	71,750.00
Deposit	900.00
Total Income	72,650.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	25.00
BID Bucks - Other	25.00
Total BID Bucks	50.00
Farmers Market	
Advertising/Marketing	78.26
Assistant - Signage	200.00
Total Farmers Market	278.26
Misc Advertising	2,920.00
Spooktacular - Fall Fest	1,000.00
Promotion-Marketing - Other	18.17
Total Promotion-Marketing	4,266.43
PS Magazine	1,500.00
Total Committees	5,766.43
Office	
Copy-Photo-Print	186.16
Equipment Purchase & Repair	105.00
Misc. Expenses	329.41
Rent	2,400.00
Supplies	8.00
Telephone-Internet	
Cell Phones	107.72
Internet	107.42
Office Phone	126.86
Total Telephone-Internet	342.00
Total Office	3,370.57
Personnel	
Administrative Assistant	3,333.34
Executive Director	4,166.67
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,448.77
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	21,751.77
Net Income	50,898.23

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**Superior BID
November 2020 - Monthly Cash Flow**

	Nov 20
Income	
Deposit	100.00
Total Income	100.00
Expense	
Committees	
Promotion-Marketing BID Bucks	200.00
Total Promotion-Marketing	200.00
Total Committees	200.00
Office	
Copy-Photo-Print	158.26
Misc. Expenses	73.58
Rent	800.00
Total Office	1,031.84
Personnel	
Administrative Assistant	4,689.46
Executive Director	5,803.90
Health Ins - Workman's Comp	250.00
Payroll Preparation	284.38
Payroll Taxes	414.38
Total Personnel	11,442.12
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	16,839.96
Net Income	-16,739.96

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**Superior BID
December 2020 #1 - Monthly Cash Flow**

	Dec 1 - 28, 20
Income	
Misc. Income	50.00
Total Income	50.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	50.00
BID Bucks - Other	25.00
Total BID Bucks	75.00
Farmers Market	
Advertising/Marketing	42.71
Total Farmers Market	42.71
Misc Advertising	499.99
Small Business Saturday	1,422.23
Spooktacular - Fall Fest	150.00
Surprise Santa	100.00
Promotion-Marketing - Other	3,333.33
Total Promotion-Marketing	5,623.26
PS Magazine	1,500.00
Total Committees	7,123.26
Grants	
Sign Grant	985.63
Total Grants	985.63
Office	
Copy-Photo-Print	32.00
Misc. Expenses	109.20
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	262.81
Office Phone	126.97
Total Telephone-Internet	389.78
Total Office	1,338.98
Personnel	
Administrative Assistant	3,272.80
Executive Director	4,477.21
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,698.77
Streetscape	
Outside Maintenance Contract	9,016.00
Total Streetscape	9,016.00
Total Expense	27,162.64
Net Income	-27,112.64

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Superior BID
December 2020 #1 - Budget vs. Actual
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
Income			
Assessment	0.00	153,000.00	-153,000.00
City Contribution	71,750.00	71,750.00	0.00
Deposit	1,000.00	0.00	1,000.00
Misc. Income			
Annual Meeting	0.00	0.00	0.00
City Bucks Purchase	0.00	0.00	0.00
Event income/fees			
Farmers Market	0.00	0.00	0.00
Total Event income/fees	0.00	0.00	0.00
Misc. Income - Other	50.00	4,000.00	-3,950.00
Total Misc. Income	50.00	4,000.00	-3,950.00
Sponsorships			
Farmers' Market	1,050.00	3,000.00	-1,950.00
Tree Lighting BBCC	0.00	0.00	0.00
Tree Lighting Chamber	378.46	0.00	378.46
Total Sponsorships	1,428.46	3,000.00	-1,571.54
Total Income	74,228.46	231,750.00	-157,521.54
Expense			
Committees			
Board of Directors	0.00	1,000.00	-1,000.00
Business R & R	0.00	3,000.00	-3,000.00
Design	0.00	1,000.00	-1,000.00
Education/Newsletter	0.00	1,000.00	-1,000.00
Marketing	269.99	12,398.00	-12,128.01
Promotion-Marketing			
Annual Meeting	0.00	0.00	0.00
BID Bucks			
Annual Meeting	0.00	0.00	0.00
City	300.00	0.00	300.00
City Health Bucks	0.00	0.00	0.00
Farmers Market	25.00	0.00	25.00
Misc. Bucks	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	425.00	0.00	425.00
Total BID Bucks	750.00	0.00	750.00
Chamber Play Day	0.00	0.00	0.00
Farmers Market			
Advertising/Marketing	125.97	0.00	125.97
Assistant - Signage	1,050.00	0.00	1,050.00
Entertainment	0.00	0.00	0.00
Farmers Market - Other	494.99	0.00	494.99
Total Farmers Market	1,670.96	0.00	1,670.96
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	3,419.99	0.00	3,419.99
Small Business Saturday	1,422.23		
Spooktacular - Fall Fest	1,150.00		
Superior Days	634.00	0.00	634.00
Surprise Santa	150.00	0.00	150.00
Tree Lighting	123.86	0.00	123.86
Promotion-Marketing - Other	4,338.09	1,000.00	3,338.09
Total Promotion-Marketing	13,659.13	1,000.00	12,659.13
PS Magazine	11,000.00	9,000.00	2,000.00
Total Committees	24,929.12	28,398.00	-3,468.88
Grants			
Sign Grant	985.63	0.00	985.63
Grants - Other	0.00	40,000.00	-40,000.00

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	<u>Jan - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total Grants	985.63	40,000.00	-39,014.37
Office			
Associations - Publications			
Memberships	735.00	0.00	735.00
Associations - Publications - Other	570.00	1,500.00	-930.00
Total Associations - Publications	1,305.00	1,500.00	-195.00
Copy-Photo-Print	1,913.68	2,000.00	-86.32
Equipment Purchase & Repair	1,454.70	1,500.00	-45.30
Misc. Expenses	1,587.63	2,000.00	-412.37
Postage	44.00	1,000.00	-956.00
Rent	9,600.00	9,600.00	0.00
Supplies	185.22	1,500.00	-1,314.78
Telephone-Internet			
Cell Phones	1,462.72	0.00	1,462.72
Internet	403.07		
Office Phone	696.70	0.00	696.70
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	2,562.49	2,500.00	62.49
Total Office	18,652.72	21,600.00	-2,947.28
Personnel			
Administrative Assistant	40,987.49	40,000.00	987.49
Executive Director	51,501.38	50,000.00	1,501.38
Health Ins - Workman's Comp	3,322.00	6,000.00	-2,678.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	0.00	0.00
Marketing Consultant	1,303.75	10,000.00	-8,696.25
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	1,568.76	2,000.00	-431.24
Payroll Taxes	8,884.61	10,000.00	-1,115.39
Total Personnel	107,567.99	120,000.00	-12,432.01
Streetscape			
Outside Maintenance Contract	54,842.00	50,000.00	4,842.00
Total Streetscape	54,842.00	50,000.00	4,842.00
Total Expense	206,977.46	259,998.00	-53,020.54
Net Income	<u>-132,749.00</u>	<u>-28,248.00</u>	<u>-104,501.00</u>

Superior BID
December 2020 #1 - Year to Date Comparison
January through December 2020

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
Income			
Assessment	0.00	141,295.68	-141,295.68
City Contribution	71,750.00	71,750.00	0.00
Deposit	1,000.00	275.00	725.00
Misc. Income	50.00	2,241.00	-2,191.00
Sponsorships	1,428.46	2,690.89	-1,262.43
Total Income	<u>74,228.46</u>	<u>218,252.57</u>	<u>-144,024.11</u>
Expense			
Committees	24,929.12	27,573.93	-2,644.81
Grants	985.63	6,095.71	-5,110.08
Office	18,652.72	19,165.72	-513.00
Personnel	107,567.99	107,696.26	-128.27
Streetscape	54,842.00	49,992.00	4,850.00
Total Expense	<u>206,977.46</u>	<u>210,523.62</u>	<u>-3,546.16</u>
Net Income	<u>-132,749.00</u>	<u>7,728.95</u>	<u>-140,477.95</u>

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I will email the revised By-Laws when they are ready for review.

Please let me know if you have any questions.

Thank you,

Jodi



2021 OPERATING PLAN

Introduction:

The following is the 2021 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2021 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2021. This Operating Plan complies with the requirements of Wisconsin Statute 66.1109 which outlines the annual requirements for maintaining business improvement district.

“Operating plan” means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.
2. The kind, number and location of all proposed expenditures within the business improvement district.
3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
5. A legal opinion that subs. 1. to 4. have been complied with.

Purpose of the Superior Business Improvement District:

The purpose of the SBID is to act as the organizational vehicle for its Stakeholders through: Developing and maintaining the SBID; Advocating for its Stakeholders; Protecting its historic and architectural heritage; Serving as a liaison between its Stakeholders and other agencies to improve and promote the Districts' business climate; Providing funding opportunities and information; and creating public awareness of businesses and services within the SBID. These efforts are for the good of the Superior Business Improvement District and the City of Superior.

Goals:

1. Guide the physical development of the geographically defined area of the District so it is functionally and visually appealing in terms of commercial, historic, and cultural viability.
2. Develop and implement strategies that present a unified image of the geographically defined area as a business center.
3. Assist in developing and maintaining a spirit of cooperation among Stakeholders within the SBID.
4. Coordinate the activities of the SBID with the operations of the City and County Governments, the Superior/Douglas County Chamber of Commerce, Development Association, Small Business Center and other organizations working for the betterment of Superior and the District.
5. Seek grants, low-interest loans and donations for additional support for SBID activities and projects.

6. Develop business generating and image-building campaigns through marketing and promotions.
7. Be a major support and contact to Stakeholders during any and all future road construction projects.

SBID Board of Directors:

Will be approved by the Mayor of the City of Superior and the Common Council of the City of Superior by April 30th of each year. Board List Attached with terms.

Activities of the SBID:

1. *Maintain* a Board of Directors, eleven (11) members, 51% of members as property owners in the boundaries of the District (or their representative) representative of all interests within the SBID, to implement, monitor and update the Operating Plan for the District.
2. The municipality will impose a special assessment of \$2.00 per \$1,000.00 of assessed value on all properties within the geographic boundaries of the SBID, including manufacturing properties, to implement the Operating Plan. Wisconsin Stats. 66.1109.
3. Maintain records of any expenditure by the SBID Board of Directors or their designate as required by Wisconsin Statute. 66.1109.
4. The SBID Design Committee will oversee the SBID Grant Programs and work with the Wisconsin Department of Transportation and the City of Superior on the Belknap Reconstruction Project. The SBID Design Committee is charged with the Streetscape Design for this project.
5. The SBID has developed a marketing/promotion calendar that includes new and updated promotions. The current promotions are Lake Superior Ice Festival Specials, Valentine's Day, St. Patrick's Day, 4th of July Partner, Earth Day, Pizza Wars in the District, Farmers Market, Small Business Saturday as well as a continued partner in the Holiday Tree Lighting in Center City Park.
The Chamber, SBID and Development Association work together to market and promote the City of Superior. The SBID Promotions will be available online at www.superiorbid.com
6. Continue to work with the Better City Superior's Board of Directors on their ongoing efforts for the redevelopment of Downtown Superior.
7. Promote and facilitate building facade renovation with a new Stakeholder Support Grant (currently under development). Help new businesses showcase with our SBID Matching Sign Grant and the SBID Matching Landscape Grant with preference to buildings having historic significance.
8. In 2021 the SBID will offer grants for marketing assistance to businesses in need through our revitalized Recruitment & Retention Committee as well as a new grant which will help businesses and promote Arts in the District.

9. The District will offer networking opportunities for its Stakeholders to encourage comradery and hopefully encourage partnerships for business marketing, promotion, and an overall healthy climate in the District.
10. Inform businesses and property owners in the SBID and interested parties of activities and developments through our E-newsletter. Continue to use social media such as Facebook, Twitter and Instagram to get information out on the SBID regarding its activities and promotions. Also, the SBID is one of the managing editorial partners of PS Magazine and will continue to financially contribute and provide content.
11. Act as a clearinghouse to SBID property owners and tenants on such issues as space availability, financial resources, maintenance and be a spokesperson when approved by the Board of Directors on issues between the City and the SBID property owners and their tenants.
12. The SBID Board has approved the establishment of sub sections of the SBID as distinct architectural areas. Design Guidelines will be written and approved for each area to support appropriate development and grant requirements.
13. The SBID will take all further actions needed to carry out the general purposes of this SBID Plan as allowed by Wisconsin Statute 66.1109 on Business Improvement Districts.

Respectfully Submitted by: Lindsey M. Jacobson, Executive Director, SBID

Superior Business Improvement District - 2021 Proposed Budget

REVENUE

Assessment	\$	151,500.00
City Contribution	\$	71,750.00
Misc. Income	\$	4,000.00
Sponsorships	\$	3,000.00
Maintenance Contribution		
Total	\$	230,250.00

EXPENSE

Committees/Board of Directors	\$	1,000.00
Committees/Design	\$	1,000.00
Committees/Education	\$	1,000.00
Committees/Marketing	\$	1,000.00
Committees/Recruitment/Retention	\$	2,000.00
Marketing	\$	12,398.00
PS Magazine	\$	9,000.00
Total	\$	27,398.00

Stakeholder Support Grant

All Grants	\$	40,000.00
Total	\$	40,000.00

Office

Associations/Publications	\$	1,500.00
Copy/Photo/Print	\$	2,000.00
Equipment Purchase/Repair	\$	1,500.00
Misc Expenses	\$	1,000.00
Postage	\$	1,000.00
Rent	\$	9,600.00
Supplies	\$	1,000.00
Telephone/Internet	\$	2,500.00
Total	\$	20,100.00

Personnel

Administrative Assistant	\$	40,000.00
Executive Director	\$	50,000.00
Intern	\$	1,000.00
Health Insurance/Workmans Comp	\$	6,000.00
Marketing Consultant	\$	10,000.00
Mileage/Travel	\$	1,000.00
Office Maintenance	\$	1,000.00
Payroll Prep	\$	2,000.00
Payroll Taxes	\$	10,000.00
Total	\$	121,000.00

Streetscape

Outside Maintenance Contract	\$	50,000.00
Total	\$	50,000.00

Total Expense \$ **258,498.00**

Difference \$ 28,248.00

Reserves/Fund Balance \$119,822.93

This will change

2020 Surprise Santa Recap

Due to the pandemic, we made changes to our normal Surprise Santa promotion. This year we promoted it as Virtual Surprise Santa. We could not have Santa in the stores to give away BID Bucks so instead businesses could pick their own winners and give away the BID Bucks.

Each participating business received \$50 in BID Bucks for free and they were given the option to purchase additional BID Bucks and receive a matching amount for free. This meant a participating business could purchase \$50 in BID bucks, get a matching \$50 in bucks plus the original \$50 they get for free. That's a total of \$150 in BID Bucks for \$50. This is just an example as some businesses purchased more than \$50 in BID Bucks and others did not purchase any.

We had 16 businesses participate in 2020 which was less than normal but lower participation was expected due to the virus situation.

Businesses were very happy with the revised version of the Surprise Santa promotion during this challenging time.

Overall, we gave out \$2,100 in BID Bucks, \$800 in free BID Bucks and businesses purchased an additional \$650 in BID Bucks.

We will use the matching BID Bucks option again in the future.





Register NOW to Include Your Valentine's Day Specials DEADLINE - FEBRUARY 5th!

Valentine's Day is February 14th! Help customer's find something special for the ones they LOVE by participating in the [Superior Business Improvement District](#) Valentine's Day promotion. [Complete the registration form online](#) to let us know what specials you're offering, whether it be deals on great gifts, romantic date ideas or planning for a delicious dinner out - or in! We'll post them on our website and will be sharing on social media. Help share the LOVE and sign up now!

[Deadline: February 5, 2021. REGISTER YOUR SPECIALS TODAY!](#)

Questions? Contact [Lindsey](#) or [Jodi](#) now!

Superior Business Improvement District

823 Belknap St., Suite L-10, Superior
WI 54880 United States



Your business is located in the 89 block area of the downtown Superior and by being in this geographic area, you are automatically a member of the Superior Business Improvement District (BID).

[Unsubscribe](#)

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