SUPERIOR BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting

Thursday, August 26, 2021- 3:00 PM **Meeting on ZOOM**

AGENDA:

- 1. Call the Meeting to Order
- 2. Approval of Minutes
- 3. Approval of Financials June & July
- 4. Report of Board Chair
- 5. Report of Executive Director
- 6. Committee Reports

Promotion/Marketing Committee

- 1. Sidewalk Sales
- 2. Focus on the District Photo Contest
- 7. Old Business
- 8. New Business
 - 1. Safety Concerns in the SBID discussion with Chief Alexander
 - 2. Mainstreet Bounceback Grant WEDC
 - 3. New Businesses
 - 4. Administrative Assistant Report
- 9. Any Other Business That May Legally Come Before This Board
- 10. Adjourn

Superior Business Improvement District Board of Directors Minutes June 24, 2021, 3;00pm.

Zoom Meeting

PRESENT: Dave Miller, Chris Scharte, Don Nummi, Addie Poskozim, Mitch Routh, and Mayor Jim Paine

Absent: Crystal Sayles-Broderson, Karen Geegan, Katie Perrault, Nick Korhonen and

Gary Banker

Guesst: Ex-officio:

STAFF: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Mitch called the meeting to order at 3:03pm

<u>MINUTES</u>: Don motioned, second by Dave to approve the previous meeting minutes. Motioned carried.

<u>FINANCIALS</u>: Don motioned to approve the financials as submitted. Second by Dave, motion carried.

<u>BOARD CHAIR REPORT</u>: In his absence, Nick asked Lindsey to talk to the board about skipping either the July or August meetings or possibly both. After a brief discussion it was decided to skip the July meeting and see if we can get a quorum for an August meeting. Don expressed concerns about skipping meetings. Lindsey explained that we legally need to have 6 meetings per year. This June meeting will mark the 6th meeting we have had this year. As always if something comes up the Board of Directors would be notified immediately.

EXECUTIVE DIRECTOR REPORT: Lindsey offered a follow-up on the previous Bike Rack discussion. The property owner might have an extra bike rack to place at that location. The city does have additional hoop bike racks however they cannot be placed on private property. Lindsey checked with the WITC Welding Department however with summer break upon us there was no one to talk to so she will check again when school starts.

<u>COMMITTEE REPORTS</u>: Design Committee – Superior Waffles Coming Soon. Marketing Committee – Farmers' Market Sponsor Update provided. An additional sponsor was added as Nummi Jewelers & Angie's Closet decided they wanted to be cosponsors for 2 weeks. The Marketing Committee has not met because of either no shows or lack of quorum. Dave Miller asked if a quorum was needed, and the mayor said it was not necessary. Dave said he would like those that are able to meet to discuss ideas and add their input.

OLD BUSINESS:

NEW BUSINESS:

- 1. <u>Homeless Camp issues</u>: Dave reported that there are substantial garbage issues from the homeless Community West of QuikTrip. Lindsey will talk to Chief Alexander. Mayor indicated that he had went down there about 2 weeks ago and that it had been cleaned up. He explained how there is always more people staying there in the summer months. This is a very complex issue with some mental health alcohol and drug issues. Lindsey will ask Chief Alexander and officer Jago to attend our next meeting.
- 2. 1920s Mural Project request by Addie Poskozim: Board member Addie is requesting the board to consider sponsoring 2 mural projects this year. Each mural is \$1,500. Murals are proposed to be painted on participating businesses. Addie has been talking with building owners and reported receiving positive feedback. Addie is working with the UWS Arts Department. They would be the holder of the funds and do all the accounting associated with the project. The designs would be submitted to our Design Committee and Board of Directors for prior approval. Addie motioned for the BID to allocate \$3,000 for this project, second by Mayor Paine. Motion carried.
- 3. <u>Zoom meetings</u>: The BID will continue to hold their meetings via Zoom until further notice.
- 4. <u>Outside Maintenance</u>: Weeds are out of control. Mulch is needed on Belknap. Our maintenance crew has been tirelessly working on the weeds issue, but it is a non-stop project, and they have a lot of area to cover. If board members see areas of concern, they are encouraged to contact Lindsey or Jodi.
- 5. <u>July 4th Car Show</u>: Road closure reminder sent to businesses.
- 6. Superior Telegram articles on SBID businesses: FYI
- 7. New Businesses: Superior Waffles (1412 Tower) & Wildflower Boutique (1908 Tower).

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

ADJOURMENT: Dave motioned to adjourn at 3:34 p.m.



Financial Dashboard

June & July 2021

Income:

June - \$60.00 - Farmers Market vendor fees

July - \$75.00 - City reimbursed for their purchased of \$75

in BID Bucks

Expenses:

Typical monthly expense – plus...

\$300.00 for sponsorship of 4th of July Car Show

• \$50 in BID Bucks was reimbursed in June and \$375 in July

• \$5,000 SBID Stakeholders Support Grant awarded to Sutherland CBD

 Sign Grants awarded – Serenity Spa & Salon -\$712.13, Superior Waffles - \$788.62 & Video Vision -\$501.13

Note:

Superior Business Improvement District BID BUCKS Report June & July 2021

BID Bucks <u>issued</u> in June & July \$375.00 City purchase

BID Bucks <u>reimbursed</u> in June & July \$425.00

Outstanding BID Bucks Issued Reimbursed **Balance** 1,925.00 2011 (1,625.00)300.00 * 2012 \$ 2,035.00 (1,440.00)595.00 * 2013 \$ 1,150.00 (1,035.00)\$ 115.00 * 2014 1,225.00 \$ \$ (885.00)340.00 * \$ 2015 1,950.00 (1,375.00)\$ 575.00 * 2016 \$ 1,275.00 (800.00)\$ 475.00 * \$ 2017 \$ 1,625.00 \$ (1,050.00)575.00 * \$ 2018 2,400.00 (1,575.00)\$ 825.00 \$ 2019 3,000.00 \$ (1,725.00)1,275.00 2020 \$ \$ 3,675.00 (1,825.00)1,850.00 2021 1,550.00 (125.00)\$ 1,425.00 21,810.00 \$ (13,460.00) 8,350.00



Superior BID June 2021 - Monthly Cash Flow

| | Jun 21 |
|------------------------------|-----------------|
| Income | |
| Misc. Income | |
| Event income/fees | |
| Farmers Market | 60.00 |
| Total Event income/fees | 60.00 |
| Total Misc. Income | |
| Total Misc. Income | 60.00 |
| Total Income | 60.00 |
| Expense | |
| Committees | |
| Promotion-Marketing | |
| BID Bucks | 50.00 |
| July 4th Car Show | 300.00 |
| Promotion-Marketing - Other | 249.98 |
| Total Promotion-Marketing | 599.98 |
| PS Magazine | 250.00 |
| Total Committees | 849.98 |
| Office | |
| Copy-Photo-Print | 150.00 |
| Equipment Purchase & Repair | 158.26 30.00 |
| Misc. Expenses | |
| Rent | 108.32 |
| Supplies | 800.00 |
| Telephone-Internet | 8.00 |
| Cell Phones | 407.07 |
| Office Phone | 107.07 |
| | 64.38 |
| Total Telephone-Internet | 171.45 |
| Total Office | 1,276.03 |
| Personnel | |
| Administrative Assistant | 3,336.58 |
| Executive Director | 4,169.90 |
| Health Ins - Workman's Comp | 250.00 |
| Payroll Preparation | 125.00 |
| Payroll Taxes | 573.76 |
| Total Personnel | 8,455.24 |
| Streetscape | -, i |
| Outside Maintenance Contract | 4,166.00 |
| Total Streetscape | 4,166.00 |
| Total Expense | 14,747.25 |
| Net Income | -14,687.25 |

Superior BID June 2021- Budget vs. Actual January through December 2021

| | Jan - Dec 21 | Budget | \$ Over Budget |
|---|----------------|-------------------|--------------------|
| Income | | | |
| Assessment | 0.00 | 151,500.00 | -151,500.00 |
| City Contribution Deposit | 0.00 | 71,750.00 | -71,750.00 |
| Misc. Income City Bucks Purchase | 921.26 | 0.00 | 921.26 |
| Event income/fees | 25.00 | | |
| Farmers Market | 297.50 | | |
| Total Event income/fees | 297.50 | | |
| Misc. Income - Other | 250.00 | 4,000.00 | -3,750.00 |
| Total Misc. Income | 572.50 | 4,000.00 | -3,427.50 |
| Sponsorships | | | |
| Farmers' Market | 1,650.00 | 0.00 | 1,650.00 |
| Tree Lighting Chamber Sponsorships - Other | 0.00 | 0.00 | 0.00 |
| | 0.00 | 3,000.00 | -3,000.00 |
| Total Sponsorships | 1,650.00 | 3,000.00 | -1,350.00 |
| Total Income | 3,143.76 | 230,250.00 | -227,106.24 |
| Expense | | ===,===== | 221,100.24 |
| Committees | | | |
| Board of Directors | 0.00 | 1,000.00 | -1,000.00 |
| Business R & R | 0.00 | 2,000.00 | -2,000.00 |
| Design Education/Newsletter | 0.00 | 1,000.00 | -1,000.00 |
| Education/Newsletter Marketing | 0.00 | 1,000.00 | -1,000.00 |
| Promotion-Marketing | 525.00 | 1,000.00 | -475.00 |
| BID Bucks | | | |
| City | 25.00 | 0.00 | 25.00 |
| Farmers Market | 0.00 | 0.00 | 25.00 |
| BID Bucks - Other | 200.00 | 0.00 | 0.00 200.00 |
| Total BID Bucks | 225.00 | 0.00 | 225.00 |
| Farmers Market | | | |
| Advertising/Marketing | 0.00 | 0.00 | 0.00 |
| Assistant - Signage | 300.00 | 0.00 | 300.00 |
| Entertainment | 1,200.00 | **** | 500.00 |
| Farmers Market - Other | 495.99 | 0.00 | 495.99 |
| Total Farmers Market | 1,995.99 | 0.00 | 1,995.99 |
| July 4th Car Show | 300.00 | | |
| Misc Advertising | 0.00 | 0.00 | 0.00 |
| Small Business Saturday | 0.00 | 0.00 | 0.00 |
| Spooktacular - Fall Fest Superior Days | 0.00 | 0.00 | 0.00 |
| Surprise Santa | 0.00 | 0.00 | 0.00 |
| Tree Lighting | 100.00 0.00 | 0.00 | 100.00 |
| Promotion-Marketing - Other | 249.98 | 0.00 12,398.00 | 0.00 -12,148.02 |
| Total Promotion-Marketing | 2,870.97 | 12,398.00 | -9,527.03 |
| PS Magazine | 3,500.00 | 9,000.00 | -5,500.00 |
| Total Committees | 6,895.97 | 27,398.00 | -20,502.03 |
| Grants | | , | 20,002.00 |
| Sign Grant | 0.00 | 0.00 | 0.00 |
| Grants - Other | 0.00 | 50,000.00 | 0.00 -50,000.00 |
| Total Grants | 0.00 | 50,000.00 | -50,000.00 |
| Office | | | |
| Associations - Publications | | | |
| Memberships | 275.00 | 0.00 | 275.00 |
| Associations - Publications - Other | 0.00 | 1,500.00 | -1,500.00 |
| Total Associations - Publications | 275.00 | 1,500.00 | -1,225.00 |



| | Jan - Dec 21 | Budget | \$ Over Budget |
|------------------------------|--------------|------------|----------------|
| Copy-Photo-Print | 1,549.02 | 2,000.00 | -450.98 |
| Equipment Purchase & Repair | 173.75 | 1,500.00 | -1,326,25 |
| Misc. Expenses | 565.15 | 1,000,00 | -434.85 |
| Postage | 0.00 | 1,000.00 | -1,000.00 |
| Rent | 4,800.00 | 9,600.00 | -4,800.00 |
| Supplies | 48.00 | 1,000.00 | -952.00 |
| Telephone-Internet | | , | 552.55 |
| Cell Phones | 426.17 | 0.00 | 426.17 |
| Internet | 393.13 | 0.00 | 393.13 |
| Office Phone | 256.48 | 0.00 | 256.48 |
| Telephone-Internet - Other | 0.00 | 2,500.00 | -2,500.00 |
| Total Telephone-Internet | 1,075.78 | 2,500.00 | -1,424.22 |
| Total Office | 8,486.70 | 20,100.00 | -11,613.30 |
| Personnel | | | |
| Administrative Assistant | 20,016.24 | 40,000.00 | -19,983.76 |
| Executive Director | 25,016.20 | 50,000.00 | -24,983.80 |
| Health Ins - Workman's Comp | 2,048.00 | 6,000.00 | -3.952.00 |
| Intern | 0.00 | 1,000.00 | -1,000.00 |
| Maintenance Employee | 0.00 | 1,000.00 | -1,000.00 |
| Marketing Consultant | 2,812.50 | 30,000.00 | -27,187,50 |
| Mileage/Travel/Training | 0.00 | 1,000.00 | -1,000.00 |
| Payroll Preparation | 750.00 | 2,000.00 | -1,250.00 |
| Payroll Taxes | 3,710.65 | 10,000.00 | -6,289.35 |
| Total Personnel | 54,353.59 | 141,000.00 | -86,646.41 |
| Streetscape | | | |
| Outside Maintenance Contract | 25,736.00 | 50,000.00 | -24,264.00 |
| Total Streetscape | 25,736.00 | 50,000.00 | -24,264.00 |
| Total Expense | 95,472.26 | 288,498.00 | -193,025.74 |
| Net Income | -92,328.50 | -58,248.00 | -34,080.50 |



4:23 PM 08/02/21 Accrual Basis

Superior BID June 2021 - Year to Date Comparison January through December 2021

| | Jan - Dec 21 | Jan - Dec 20 | \$ Change |
|-------------------|--------------|--------------|-------------|
| Income | | | |
| Assessment | 0.00 | 175.350.35 | -175,350.35 |
| City Contribution | 0.00 | 71,750.00 | -71,750.00 |
| Deposit | 921.26 | 1,000.00 | -78.74 |
| Misc. Income | 572.50 | 50.00 | 522.50 |
| Sponsorships | 1,650.00 | 1,428.46 | 221.54 |
| Total Income | 3,143.76 | 249,578.81 | -246,435.05 |
| Expense | | | |
| Committees | 6,895.97 | 26,654.12 | -19,758.15 |
| Grants | 0.00 | 985.63 | -985.63 |
| Office | 8,486.70 | 19,058.59 | -10,571.89 |
| Personnel | 54,353.59 | 108,167.99 | -53,814,40 |
| Streetscape | 25,736.00 | 54,842.00 | -29,106.00 |
| Total Expense | 95,472.26 | 209,708.33 | -114,236.07 |
| Net Income | -92,328.50 | 39,870.48 | -132,198.98 |



Superior BID July 2021 - Monthly Cash Flow

| | Jul 21 |
|---|--|
| Income | |
| Deposit | 75.00 |
| Total Income | 75.00 |
| Expense Committees Promotion-Marketing BID Bucks City BID Bucks - Other | 125.00 250.00 |
| Total BID Bucks | |
| Chamber Play Day | 375.00 |
| Farmers Market Advertising/Marketing Assistant - Signage Entertainment | 496.00 18.46 200.00 600.00 |
| Total Farmers Market | 818.46 |
| Total Promotion-Marketing | 1,689.46 |
| PS Magazine | 1,750.00 |
| Total Committees | 3,439.46 |
| Grants Sign Grant Stakeholders Support Granr | 2,001.88 5,000.00 |
| Total Grants | 7,001.88 |
| Office Copy-Photo-Print Misc. Expenses Postage Rent Supplies Telephone-Internet Cell Phones Office Phone | 149.24 451.49 22.00 800.00 8.00 |
| _ | 129.51 |
| Total Telephone-Internet | 343.65 |
| Total Office | 1,774.38 |
| Personnel Administrative Assistant Executive Director Health Ins - Workman's Comp Payroll Preparation Payroll Taxes | 3,336.58 4,169.92 250.00 125.00 605.64 |
| Total Personnel | 8,487.14 |
| Streetscape Outside Maintenance Contract | |
| Total Streetscape | 4,166.00 4,166.00 |
| otal Expense | 24,868.86 |
| ncome | -24,793.86 |
| (== | -44,133.00 |

Superior BID July 2021- Budget vs. Actual January through December 2021

| | Jan - Dec 21 | Budget | \$ Over Budget |
|--|----------------|-------------------|----------------------|
| Income Assessment | | | |
| City Contribution | 0.00 0.00 | 151,500.00 | -151,500.00 |
| Deposit Misc. Income | 996.26 | 71,750.00 0.00 | -71,750.00 996.26 |
| City Bucks Purchase Event income/fees | 25.00 | | |
| Farmers Market | 297.50 | | |
| Total Event income/fees | 297.50 | | |
| Misc. Income - Other | 250.00 | 4,000.00 | -3,750.00 |
| Total Misc. Income | 572.50 | 4,000.00 | -3,427.50 |
| Sponsorships | | | |
| Farmers' Market | 1,650.00 | 0.00 | 1,650.00 |
| Tree Lighting Chamber | 0.00 | 0.00 | 0.00 |
| Sponsorships - Other | 0.00 | 3,000.00 | -3,000.00 |
| Total Sponsorships | 1,650.00 | 3,000.00 | -1,350.00 |
| Total Income | 3,218.76 | 230,250.00 | -227,031.24 |
| Expense | , | | 221,001,24 |
| Committees | | | |
| Board of Directors | 0.00 | 1,000.00 | -1,000.00 |
| Business R & R | 0.00 | 2,000,00 | -2,000.00 |
| Design | 0.00 | 1,000.00 | -1,000.00 |
| Education/Newsletter | 0.00 | 1,000.00 | -1,000.00 |
| Marketing | 525.00 | 1,000.00 | -475.00 |
| Promotion-Marketing BID Bucks | | | |
| City | 150.00 | 0.00 | 150.00 |
| Farmers Market | 0.00 | 0.00 | 0.00 |
| BID Bucks - Other | 450.00 | 0.00 | 450.00 |
| Total BID Bucks | 600.00 | 0.00 | 600.00 |
| Chamber Play Day Farmers Market | 496.00 | | |
| Advertising/Marketing | 18.46 | 0.00 | 44.44 |
| Assistant - Signage | 500.00 | 0.00 | 18.46 |
| Entertainment | 1,800.00 | 0.00 | 500.00 |
| Farmers Market - Other | 495.99 | 0.00 | 495.99 |
| Total Farmers Market | 2,814.45 | 0.00 | 2,814.45 |
| July 4th Car Show | 300.00 | | |
| Misc Advertising | 0.00 | 0.00 | 0.00 |
| Small Business Saturday | 0.00 | 0.00 | 0.00 |
| Spooktacular - Fall Fest | 0.00 | 0.00 | 0.00 |
| Superior Days | 0.00 | 0.00 | 0.00 |
| Surprise Santa | 100.00 | 0.00 | 100.00 |
| Tree Lighting Promotion-Marketing - Other | 0.00 249.98 | 0.00 12,398.00 | 0.00 -12,148.02 |
| Total Promotion-Marketing | 4,560.43 | 12,398.00 | -7,837.57 |
| PS Magazine | 5,250.00 | 9,000.00 | -3,750.00 |
| Total Committees | 10,335.43 | 27,398.00 | -17,062.57 |
| Grants | | 27,000.00 | -11,002.07 |
| Sign Grant | 2,001.88 | 0.00 | 2,001.88 |
| Stakeholders Support Granr Grants - Other | 5,000.00 | | |
| Total Grants | 0.00 | 50,000.00 | -50,000.00 |
| Office | 7,001.88 | 50,000.00 | -42,998.12 |
| Associations - Publications | | | |
| Memberships | 275.00 | 0.00 | 077.00 |
| Associations - Publications - Other | 0.00 | 0.00 1,500.00 | 275.00 |
| | 0.00 | 1,000,00 | -1,500.00 |



| | Jan - Dec 21 | Budget | \$ Over Budget |
|--|--------------|------------|----------------|
| Total Associations - Publications | 275.00 | 1,500.00 | -1,225.00 |
| Copy-Photo-Print | 1.698.26 | 2,000.00 | -301.74 |
| Equipment Purchase & Repair | 173.75 | 1,500.00 | -1.326.25 |
| Misc. Expenses | 1.016.64 | 1,000.00 | 16.64 |
| Postage | 22.00 | 1,000.00 | -978.00 |
| Rent | 5.600.00 | 9,600.00 | -4,000.00 |
| Supplies | 56.00 | 1,000.00 | -944.00 |
| Telephone-Internet | | ,,000.00 | -344.00 |
| Cell Phones | 640.31 | 0.00 | 640.31 |
| Internet | 393.13 | 0.00 | 393.13 |
| Office Phone | 385.99 | 0.00 | 385.99 |
| Telephone-Internet - Other | 0.00 | 2,500.00 | -2,500.00 |
| Total Telephone-Internet | 1,419.43 | 2,500.00 | -1,080.57 |
| Total Office | 10,261.08 | 20,100.00 | -9,838.92 |
| Personnel | | | , |
| Administrative Assistant | 23,352.82 | 40,000.00 | -16,647.18 |
| Executive Director | 29,186.12 | 50,000.00 | -20,813.88 |
| Health Ins - Workman's Comp | 2,298.00 | 6,000.00 | -3,702.00 |
| Intern | 0.00 | 1,000.00 | -1,000.00 |
| Maintenance Employee | 0.00 | 1,000.00 | -1,000.00 |
| Marketing Consultant | 2.812.50 | 30.000.00 | -27,187.50 |
| Mileage/Travel/Training | 0.00 | 1.000.00 | -1,000.00 |
| Payroll Preparation | 875.00 | 2,000.00 | -1,125.00 |
| Payroll Taxes | 4,316.29 | 10,000.00 | -5,683.71 |
| Total Personnel | 62,840.73 | 141,000.00 | -78,159.27 |
| Streetscape | | | |
| Outside Maintenance Contract | 29,902.00 | 50,000.00 | -20,098.00 |
| Total Streetscape | 29,902.00 | 50,000.00 | -20,098.00 |
| Total Expense | 120,341.12 | 288,498.00 | -168,156.88 |
| Net Income | -117,122.36 | -58,248.00 | -58,874,36 |

5:50 PM 08/02/21 Accrual Basis

Superior BID July 2021 - Year to Date Comparison January through December 2021

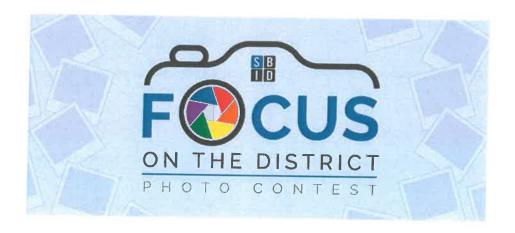
| | Jan - Dec 21 | Jan - Dec 20 | \$ Change |
|-------------------|--------------|--------------|-------------|
| Income | | | |
| Assessment | 0.00 | 175,350.35 | -175,350.35 |
| City Contribution | 0.00 | 71,750.00 | -71,750.00 |
| Deposit | 996.26 | 1,000.00 | -3.74 |
| Misc. Income | 572.50 | 50.00 | 522.50 |
| Sponsorships | 1,650.00 | 1,428.46 | 221.54 |
| Total Income | 3,218.76 | 249,578.81 | -246,360.05 |
| Expense | | | |
| Committees | 10,335.43 | 26,654,12 | -16,318.69 |
| Grants | 7,001.88 | 985.63 | 6.016.25 |
| Office | 10,261.08 | 19.058.59 | -8,797.51 |
| Personnel | 62,840.73 | 108,167.99 | -45,327.26 |
| Streetscape | 29,902.00 | 54,842.00 | -24,940.00 |
| Total Expense | 120,341.12 | 209,708.33 | -89,367.21 |
| Net Income | -117,122.36 | 39,870.48 | -156.992.84 |





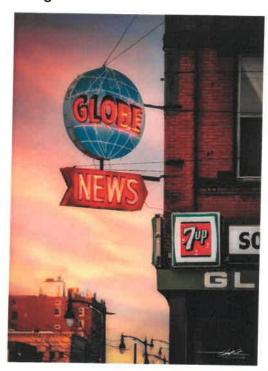
This was a successful promotion. The following 14 businesses participated.

Art on the Planet
Artistic Florals by Leslie
Earth Exchange
Family Dollar
Globe News
Northwest Outlet
Once Again Used & New
Screen Graphics / Union Connections
Serenity Spa & Salon & Posh Boutique
Shirts Unlimited
Sutherland CBD
UpNorth Sundries
Wildflower Boutique
Wine Beginnings



We held a Photo Contest in August. **FOCUS on the District**. Winners each received \$100 in BID Bucks.

- 1. Joe Polecheck
- 2. Angie's Closet 2 ladies
- 3. Matt Stengl







Main Street Bounceback Grant/WEDC

Provided supporting documentation for the following businesses indicating they were in the district and were either new to the SBID or relocated/expanded in the district in 2021.

Black Fox Salon

Blue Arrow Boutique

Core Advantage Fabrication

Serenity Salon & Spa

Superior Lanes

Twin Ports Laser

Video Vision

Jodi Rochon, Administrative Assistant August 2021





BUILD A STRONG FOUNDATION FOR YOUR BUSINESS AND HELP REENERGIZE WISCONSIN'S DOWNTOWNS AND COMMERCIAL CORRIDORS.



The pandemic took a toll on Wisconsin's small businesses, and the main streets and commercial corridors that housed them. Now it's time to bounce back.

We know it takes a lot to start a new business or open a new space. The Wisconsin Economic Development Corporation and our regional partners are here to support you, because we know that the economic well-being of our state depends on the strength of businesses like yours.

Through the Main Street Bounceback Grants Program, you can get \$10,000 to help you get set up in a commercial space. The more empty spaces we can fill with new restaurants, salons, stores and other businesses, the more people it will bring into our commercial areas and through your doors.

MAIN STREET BOUNCEBACK GRANTS PROGRAM AT-A-GLANCE

1 WHAT IS IT?

The program provides \$10,000 grants to businesses moving into vacant commercial spaces. We want to help you build a solid foundation for the long-term success of your small business—and strengthen Wisconsin's main streets and commercial corridors at the same time.

2 WHAT CAN I USE IT FOR?

Your business can use the grant funds for lease or mortgage payments, operating expenses, building repairs, tenant improvements and other qualified expenses. Funds cannot be used on storage spaces or for residential uses.



3 IS MY BUSINESS ELIGIBLE?

New or existing businesses that lease or purchase a vacant commercial space as of January 1, 2021 and June 30, 2022, are eligible for Main Street Bounceback Grants. Your business will not qualify for grant funds if you are renewing an existing lease or will be vacating a commercial space to move to another.

Landlords and real estate investment firms that intend to hold the property for investment purposes are not eligible. Businesses that are part of a national or regional chain are also ineligible unless the business is an independently owned and operated franchise.



Main Street Bounceback Grant applications are administered, reviewed, approved and funded by our regional partners. To get the application process going, visit wedc.org/mainstreet-bounceback to reach out to the regional partner serving your county. They will help you fill out the application and gather the other documents you will need to provide.

Learn more about Wisconsin Economic
Development Corporation's vision for Wisconsin's
economic well-being at wedc.org/economicwell-being.







SBID Businesses that opened in 2021

| BID Business List 2021 | | | |
|--|----------------------|-------------------|--------------------------|
| BUSINESS NAME | ADDRESS | Established | CATEGORY |
| Patrick's Farm Fresh Produce | 709 Belknap Street | 2021 | Retail/Produce |
| Sunkissed Tanning | 1020 Ogden Avenue | 2021 | Service/Tanning |
| Core Advantage Fabrication | 1226 Ogden Avenue | 2021 | Service/Fabrication Shop |
| Health Care Clinic | 1406 Belknap Street | 2021 | Service/Clinic |
| Northern Oral & Maxillofacial Surgeons | 503 Belknap Street | 2021 | Service/Dentist/Surgeon |
| Patrick's Produce | 709 Belknap Street | 2021 | Retail/Produce/Seasonal |
| Port City Collective | 1214 Tower Avenue | 2021 | Retail/Smoke Shop |
| Ride or Die Pizzeria | 1623 Broadway Street | 2021 | Food/Bar/Pizza |
| Skin Deep Tattoo | 1306 Tower Avenue | 2021 | Service/Tattoo |
| Stone House Martial Arts | 1202 Belknap Street | 2021 | Service/lessons |
| Superior Lanes | 1914 Broadway Street | 2021 | Entertainment/Family |
| Superior Waffles | 1412 Tower Avenue | 2021 | Food/Waffles |
| Superior Salon Suites/Twin Ports Laser | 1705 Tower Avenue | <mark>2021</mark> | Service/Hair Salon/More |
| Wildflower Boutique | 1608 Tower Avenue | 2021 | Retail/Woman's Boutique |

Businesses that have opened since our last meeting

Report from Jodi Rochon, Administrative Assistant August 23, 2021

<u>Visited 8 businesses to introduce myself and give them grant information:</u>

Black Fox Salon – 1408 Tower Avenue

Core Advantage Fabrication – 1226 Ogden Avenue – COMING SOON

Health Care Clinic – 1406 Belknap Street

Kindred Stone Boutique – 1122 Belknap Street – COMING SOON

Live Limitless Shake Shop – 1124 Belknap Street

Northern Oral & Maxillofacial Surgeons – 503 Belknap Street

Superior Lanes – 1914 Broadway Steet

Wildflower Boutique – 1608 Tower Avenue

<u>Additional phone or email conversations regarding grants with</u> interested businesses:

Black Fox Salon
Superior Lanes
KW Call Center
Ride or Die Pizzeria
Core Advantage Fabrication
Superior Salon Suites
Twin Ports Laser
Patrick's Produce

