

SUPERIOR BUSINESS IMPROVEMENT DISTRICT  
**Board of Directors Meeting**  
Thursday, September 26, 2021- 3:00 PM  
**Meeting on ZOOM**

AGENDA:

1. Call the Meeting to Order
2. Approval of Minutes – June & August
3. Approval of Financials – June - Aug
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
7. Old Business
  1. Update on Homeless Camp by Officer Jago
  2. Mural Project Update by Addie
8. New Business
  1. City cutting SBID funds - \$71,750
9. Any Other Business That May Legally Come Before This Board
10. Adjourn

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*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 Directors Minutes**  
August 26, 2021, 3:00pm.  
Zoom Meeting

PRESENT: Nick Korhonen, Dave Miller, Chris Scharte, Don Nummi, Mitch Routh, Mayor Jim Paine

Absent: Addie Poskozim, Gary Banker, Crystal Sayles-Broderson, Karen Geegan, Katie Perrault

Guest: Police Chief Nick Alexander, Nick Casper, Councilor Tylor Elm, Councilor Lindsay Graskey, Councilor Craig Sutherland, Community Police Officer Brad Jago, Police Captain Paul Winterscheidt

Ex-officio:

STAFF: Lindsey Jacobson & Jodi Rochon

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

Nick motioned to bring the Homeless Camp safety issues topic to the top of the agenda. Second by Don. Motion carried.

There have been issues with harassment, spray painting and climbing on buildings in the district as well as business and community concerns regarding the homeless camp under the viaduct and behind Super One Foods and Keyport Liquor & Lounge buildings.

Chief Alexander, officers Jago and Winterscheidt are present to discuss what has been going on and their action plans. The individual that has been creating most of the harassment issues has been arrested numerous times. Multiple problems with that individual who is a member of the homeless camp. The homeless Camp has a mixture of people down on their luck due to financial reasons, drugs, and substance abuse. Police Department spends a lot of time at the camp trying to work on the issues and create relationships with the individuals. By building relationships, they can encourage these individuals to help keep the area clean and safer. It is also the opportunity for the officers to speak to the individuals about services that may be available to them. The officers tour the camp often. Super One and Keyport have been proactive helping where they can. Regarding the harassment that has occurred in businesses in the district police chief encourages businesses to call 911 when that occurs. By calling 911 it helps the department keep files on problem individuals.

The police department has used their own funds to provide rakes and garbage bags to the homeless camp. Chief Alexander reported that after his recent tour of the camp there had been cleanup work done. Lindsey explained that she was happy to hear that as we believe that it is not the responsibilities of the SBID maintenance team. It is just not something that they have time to tackle nor does the board of directors I want them to take that on. It is important that those individuals that live in the camp take responsibility for their own clean up.

Chief Alexander explained that Douglas County is the only County in Wisconsin that still is hanging on to the covid protocol. This means they cannot hold people. Protocols

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might change back after Labor Day. It is important that the city deal with things in a humane way. Jago said offering services to the homeless is another way to build relationships. With the weather changing that will bring down the numbers of individuals living in the homeless camp. The numbers change daily or weekly as people come and go. When the weather gets cold those numbers should change dramatically. This is a complicated and complex issue.

Craig Sutherland said we have to be proactive, but we have to do something because it's affecting our businesses. Dave Miller asked if we need a different ordinance to assist. He also asked if a committee should be put together regarding these issues. The mayor explained how it is important to realize that if they are pushed out of the current location they will just relocate elsewhere, and we have no control over where they might set up camp. There is no law that stops them from setting up on public property. That means they could end up setting up for instance in Center City Park or Hammond Park and there would be no way to make them leave. The mayor expressed that he is very proud of the police department and how they are handling this issue. Officer Jago said if businesses are having issues with vagrants, they should call 911 when necessary. Lindsay explained that some of the businesses do not want to call 911 and call negative attention to their businesses. In that case they should directly contact Jago about their issues.

Chief Alexander said by giving out rakes and garbage bags and encouraging those in the homeless Camp to be accountable for their area it creates relationships. The city does not know how many individuals are living there or the percentage of their issues meaning how many are drug-related, alcohol abuse, financial, Etc. The police department would like to know what are the businesses top issues.

Lindsay will work with Amy and the police department to come up with a survey to send to our stakeholders. One of the big issues is garbage. Super one has put a dumpster out there for them. Jago said it has been cleaned up significantly.

Officer Jago would like to be included in our future board of directors' meetings so he can stay on top of any issues. He is involved with numerous other Community committees that he could share pertinent information as well.

Dave Miller had to leave the meeting, so we no longer have a quorum to vote. The previous meeting minutes and financials will be tabled until the September meeting.

MINUTES: Dave Miller had to leave the meeting, so we no longer have a quorum to vote. The previous meeting minutes and financials will be tabled until the September meeting.

FINANCIALS: Tabled until September meeting.

BOARD CHAIR REPORT: Nick thanked everyone for attending the meeting

EXECUTIVE DIRECTOR REPORT: Lindsay explained that our outside maintenance team has been diligently working on the weeds. We are in 89 block area and the weeds have been especially horrible this year. Lindsay explained she would talk to Todd Janigot about the graffiti issues as well as damage that has been done to trash receptacles.

COMMITTEE REPORTS In July and August, we hosted a Sidewalk Sales Event for businesses in the district. We had 14 businesses participate. We also held a new event called Focus on the District. This was a photo contest. Although the entry numbers were low, we hope that it will grow in years to come.

Upcoming promotions and marketing opportunities are Pizza Wars, Small Business Saturday week and Surprise Santa. The Farmers Market runs through the end of October. The market has done well this year however numbers of visitors were down a little bit but expect to grow back to what it was prior to virus and even better in years to come.

Design Committee has reviewed several grants for both the Matching Sign Grant and Stakeholders Support Grant programs. More projects are expected to be reviewed before the weather turns.

OLD BUSINESS:

NEW BUSINESS:

1. Main Street Bounceback Grant/WEDC: The Wisconsin Economic Development Council sent out an email about a grant opportunity for businesses that have opened since January 1st of 2021. The grant can be for up to \$10,000. The grant will benefit those who moved into a new space or expanded their current space since the beginning of the year. We provided letters of acknowledgement for 7 businesses and expect to do more.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

Lindsay mentioned that she will be asking Adeline to give a status report on her mural project.

Nick indicted there were several board members absent from this meeting and from previous meetings. He asked Jodi to send him the attendance list from this year's board meetings.

ADJOURNMENT: Nick motioned to adjourn at 3:58 p.m.

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

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

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

BOARD CHAIR REPORT: 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 6<sup>th</sup> 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.

COMMITTEE REPORTS: *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 co-sponsors 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:

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NEW BUSINESS:

1. Homeless Camp issues: 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. Zoom meetings: The BID will continue to hold their meetings via Zoom until further notice.
4. Outside Maintenance: 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. July 4th Car Show: 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

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

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## Financial Dashboard August 2021

Income:

SBID Assessment - \$139,459.21

BID Bucks purchased - \$125.00

Farmers Market entertainment cancellation due to weather, check returned to City for credit. \$150.00

Expenses:

Typical monthly expense – plus...

- *\$275.00 for Chamber of Commerce Membership directory ad*

Note:

Superior Business Improvement District  
**BID BUCKS Report**

August 2021

No change

BID Bucks <u>issued</u> in August	\$0.00
BID Bucks <u>reimbursed</u> in August	\$0.00

Outstanding BID Bucks

	<u>Issued</u>	<u>Reimbursed</u>	<u>Balance</u>	
2011	\$ 1,925.00	\$ (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	
	<u>\$ 21,810.00</u>	<u>\$ (13,460.00)</u>	<u>\$ 8,350.00</u>	

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## Jodi Rochon

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**From:** Lindsey Jacobson  
**Sent:** Monday, September 20, 2021 4:33 PM  
**To:** Jodi Rochon; Planning Allison Johnson (johnsonallison@ci.superior.wi.us)  
**Subject:** Re: 2 bills

Yes to all.

Lindsey M. Jacobson  
Executive Director  
Superior Business Improvement District  
715-969-4943  
[www.superiorbid.com](http://www.superiorbid.com)

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**From:** Jodi Rochon <rochonj@superiorbid.com>  
**Sent:** Monday, September 20, 2021 4:15:53 PM  
**To:** Lindsey Jacobson <jacobsonl@superiorbid.com>; Planning Allison Johnson (johnsonallison@ci.superior.wi.us) <johnsonallison@ci.superior.wi.us>  
**Subject:** 2 bills

Good afternoon

Attached you will find 2 bills for this week. Connect Communities for 2022 membership fees and BID Bucks reimbursement for Thirst Pagan.

Thank you

Jodi Rochon  
Administrative Assistant  
Superior Business Improvement District  
823 Belknap Street, Ste L-10  
Superior, WI 54880  
(work) 715-394-3557  
(cell) 218-349-0943

## Superior BID August 2021 - Monthly Cash Flow

	Aug 21
<b>Income</b>	
Assessment	139,459.21
Deposit	125.00
<b>Total Income</b>	139,584.21
<b>Expense</b>	
<b>Committees</b>	
<b>Promotion-Marketing</b>	
Farmers Market	
Assistant - Signage	450.00
Entertainment	300.00
<b>Total Farmers Market</b>	750.00
<b>Total Promotion-Marketing</b>	750.00
PS Magazine	1,500.00
<b>Total Committees</b>	2,250.00
<b>Office</b>	
Copy-Photo-Print	151.77
Misc. Expenses	275.00
Rent	800.00
Supplies	15.00
<b>Total Office</b>	1,241.77
<b>Personnel</b>	
Administrative Assistant	3,336.58
Executive Director	4,169.92
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.74
<b>Total Personnel</b>	8,455.24
<b>Streetscape</b>	
Outside Maintenance Contract	4,166.00
<b>Total Streetscape</b>	4,166.00
<b>Total Expense</b>	16,113.01
<b>Net Income</b>	123,471.20

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**Superior BID**  
**August 2021 - Year to Date Comparison**  
January through December 2021

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	139,459.21	175,350.35	-35,891.14
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	1,121.26	1,000.00	121.26
<b>Misc. Income</b>	572.50	50.00	522.50
<b>Sponsorships</b>	1,650.00	1,428.46	221.54
<b>Total Income</b>	<u>142,802.97</u>	<u>249,578.81</u>	<u>-106,775.84</u>
<b>Expense</b>			
<b>Committees</b>	12,585.43	26,654.12	-14,068.69
<b>Grants</b>	7,001.88	985.63	6,016.25
<b>Office</b>	11,502.85	19,058.59	-7,555.74
<b>Personnel</b>	71,295.97	108,167.99	-36,872.02
<b>Streetscape</b>	34,068.00	54,842.00	-20,774.00
<b>Total Expense</b>	<u>136,454.13</u>	<u>209,708.33</u>	<u>-73,254.20</u>
<b>Net Income</b>	<u><b>6,348.84</b></u>	<u><b>39,870.48</b></u>	<u><b>-33,521.64</b></u>

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**Superior BID**  
**August 2021- Budget vs. Actual**  
 January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget
<b>Income</b>			
<b>Assessment</b>	139,459.21	151,500.00	-12,040.79
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	1,121.26	0.00	1,121.26
<b>Misc. Income</b>			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	297.50		
<b>Total Event income/fees</b>	297.50		
Misc. Income - Other	250.00	4,000.00	-3,750.00
<b>Total Misc. Income</b>	572.50	4,000.00	-3,427.50
<b>Sponsorships</b>			
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
<b>Total Sponsorships</b>	1,650.00	3,000.00	-1,350.00
<b>Total Income</b>	142,802.97	230,250.00	-87,447.03
<b>Expense</b>			
<b>Committees</b>			
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
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	150.00	0.00	150.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	450.00	0.00	450.00
<b>Total BID Bucks</b>	600.00	0.00	600.00
Chamber Play Day	496.00		
Farmers Market			
Advertising/Marketing	18.46	0.00	18.46
Assistant - Signage	950.00	0.00	950.00
Entertainment	2,100.00		
Farmers Market - Other	495.99	0.00	495.99
<b>Total Farmers Market</b>	3,564.45	0.00	3,564.45
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	0.00	0.00	0.00
Promotion-Marketing - Other	249.98	12,398.00	-12,148.02
<b>Total Promotion-Marketing</b>	5,310.43	12,398.00	-7,087.57
<b>PS Magazine</b>	6,750.00	9,000.00	-2,250.00
<b>Total Committees</b>	12,585.43	27,398.00	-14,812.57
<b>Grants</b>			
Sign Grant	2,001.88	0.00	2,001.88
Stakeholders Support Granr	5,000.00		
Grants - Other	0.00	50,000.00	-50,000.00
<b>Total Grants</b>	7,001.88	50,000.00	-42,998.12
<b>Office</b>			
<b>Associations - Publications</b>			
Memberships	275.00	0.00	275.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00

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	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Total Associations - Publications</b>	275.00	1,500.00	-1,225.00
Copy-Photo-Print	1,850.03	2,000.00	-149.97
Equipment Purchase & Repair	173.75	1,500.00	-1,326.25
Misc. Expenses	1,291.64	1,000.00	291.64
Postage	22.00	1,000.00	-978.00
Rent	6,400.00	9,600.00	-3,200.00
Supplies	71.00	1,000.00	-929.00
Telephone-Internet			
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
<b>Total Telephone-Internet</b>	<u>1,419.43</u>	<u>2,500.00</u>	<u>-1,080.57</u>
<b>Total Office</b>	11,502.85	20,100.00	-8,597.15
<b>Personnel</b>			
Administrative Assistant	26,689.40	40,000.00	-13,310.60
Executive Director	33,356.04	50,000.00	-16,643.96
Health Ins - Workman's Comp	2,548.00	6,000.00	-3,452.00
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	1,000.00	2,000.00	-1,000.00
Payroll Taxes	4,890.03	10,000.00	-5,109.97
<b>Total Personnel</b>	<u>71,295.97</u>	<u>141,000.00</u>	<u>-69,704.03</u>
<b>Streetscape</b>			
Outside Maintenance Contract	34,068.00	50,000.00	-15,932.00
<b>Total Streetscape</b>	<u>34,068.00</u>	<u>50,000.00</u>	<u>-15,932.00</u>
<b>Total Expense</b>	<u>136,454.13</u>	<u>288,498.00</u>	<u>-152,043.87</u>
<b>Net Income</b>	<u><b>6,348.84</b></u>	<u><b>-58,248.00</b></u>	<u><b>64,596.84</b></u>

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## 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 4<sup>th</sup> 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:

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## Superior BID June 2021 - Monthly Cash Flow

	Jun 21
<b>Income</b>	
<b>Misc. Income</b>	
Event income/fees	
Farmers Market	60.00
<b>Total Event income/fees</b>	60.00
<b>Total Misc. Income</b>	60.00
<b>Total Income</b>	60.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
BID Bucks	50.00
July 4th Car Show	300.00
Promotion-Marketing - Other	249.98
<b>Total Promotion-Marketing</b>	599.98
PS Magazine	250.00
<b>Total Committees</b>	849.98
<b>Office</b>	
Copy-Photo-Print	158.26
Equipment Purchase & Repair	30.00
Misc. Expenses	108.32
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	107.07
Office Phone	64.38
<b>Total Telephone-Internet</b>	171.45
<b>Total Office</b>	1,276.03
<b>Personnel</b>	
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
<b>Total Personnel</b>	8,455.24
<b>Streetscape</b>	
Outside Maintenance Contract	4,166.00
<b>Total Streetscape</b>	4,166.00
<b>Total Expense</b>	14,747.25
<b>Net Income</b>	-14,687.25

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

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

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	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			
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
<b>Total Telephone-Internet</b>	<b>1,075.78</b>	<b>2,500.00</b>	<b>-1,424.22</b>
<b>Total Office</b>	<b>8,486.70</b>	<b>20,100.00</b>	<b>-11,613.30</b>
<b>Personnel</b>			
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
<b>Total Personnel</b>	<b>54,353.59</b>	<b>141,000.00</b>	<b>-86,646.41</b>
<b>Streetscape</b>			
Outside Maintenance Contract	25,736.00	50,000.00	-24,264.00
<b>Total Streetscape</b>	<b>25,736.00</b>	<b>50,000.00</b>	<b>-24,264.00</b>
<b>Total Expense</b>	<b>95,472.26</b>	<b>288,498.00</b>	<b>-193,025.74</b>
<b>Net Income</b>	<b>-92,328.50</b>	<b>-58,248.00</b>	<b>-34,080.50</b>

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Accrual Basis

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	175,350.35	-175,350.35
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	921.26	1,000.00	-78.74
<b>Misc. Income</b>	572.50	50.00	522.50
<b>Sponsorships</b>	1,650.00	1,428.46	221.54
<b>Total Income</b>	<u>3,143.76</u>	<u>249,578.81</u>	<u>-246,435.05</u>
<b>Expense</b>			
<b>Committees</b>	6,895.97	26,654.12	-19,758.15
<b>Grants</b>	0.00	985.63	-985.63
<b>Office</b>	8,486.70	19,058.59	-10,571.89
<b>Personnel</b>	54,353.59	108,167.99	-53,814.40
<b>Streetscape</b>	25,736.00	54,842.00	-29,106.00
<b>Total Expense</b>	<u>95,472.26</u>	<u>209,708.33</u>	<u>-114,236.07</u>
<b>Net Income</b>	<u><u>-92,328.50</u></u>	<u><u>39,870.48</u></u>	<u><u>-132,198.98</u></u>

## Superior BID July 2021 - Monthly Cash Flow

	Jul 21
<b>Income</b>	
Deposit	75.00
<b>Total Income</b>	75.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
BID Bucks	
City	125.00
BID Bucks - Other	250.00
<b>Total BID Bucks</b>	375.00
Chamber Play Day	496.00
Farmers Market	
Advertising/Marketing	18.46
Assistant - Signage	200.00
Entertainment	600.00
<b>Total Farmers Market</b>	818.46
<b>Total Promotion-Marketing</b>	1,689.46
PS Magazine	1,750.00
<b>Total Committees</b>	3,439.46
<b>Grants</b>	
Sign Grant	2,001.88
Stakeholders Support Granr	5,000.00
<b>Total Grants</b>	7,001.88
<b>Office</b>	
Copy-Photo-Print	149.24
Misc. Expenses	451.49
Postage	22.00
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	214.14
Office Phone	129.51
<b>Total Telephone-Internet</b>	343.65
<b>Total Office</b>	1,774.38
<b>Personnel</b>	
Administrative Assistant	3,336.58
Executive Director	4,169.92
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	605.64
<b>Total Personnel</b>	8,487.14
<b>Streetscape</b>	
Outside Maintenance Contract	4,166.00
<b>Total Streetscape</b>	4,166.00
<b>Total Expense</b>	24,868.86
<b>Net Income</b>	-24,793.86

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

	Jan - Dec 21	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	151,500.00	-151,500.00
City Contribution	0.00	71,750.00	-71,750.00
Deposit	996.26	0.00	996.26
<b>Misc. Income</b>			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	297.50		
Total Event income/fees	297.50		
Misc. Income - Other	250.00	4,000.00	-3,750.00
<b>Total Misc. Income</b>	572.50	4,000.00	-3,427.50
<b>Sponsorships</b>			
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
<b>Total Sponsorships</b>	1,650.00	3,000.00	-1,350.00
<b>Total Income</b>	3,218.76	230,250.00	-227,031.24
<b>Expense</b>			
<b>Committees</b>			
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
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	150.00	0.00	150.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	450.00	0.00	450.00
<b>Total BID Bucks</b>	600.00	0.00	600.00
Chamber Play Day	496.00		
<b>Farmers Market</b>			
Advertising/Marketing	18.46	0.00	18.46
Assistant - Signage	500.00	0.00	500.00
Entertainment	1,800.00		
Farmers Market - Other	495.99	0.00	495.99
<b>Total Farmers Market</b>	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	0.00	0.00	0.00
Promotion-Marketing - Other	249.98	12,398.00	-12,148.02
<b>Total Promotion-Marketing</b>	4,560.43	12,398.00	-7,837.57
PS Magazine	5,250.00	9,000.00	-3,750.00
<b>Total Committees</b>	10,335.43	27,398.00	-17,062.57
<b>Grants</b>			
Sign Grant	2,001.88	0.00	2,001.88
Stakeholders Support Granr	5,000.00		
Grants - Other	0.00	50,000.00	-50,000.00
<b>Total Grants</b>	7,001.88	50,000.00	-42,998.12
<b>Office</b>			
<b>Associations - Publications</b>			
Memberships	275.00	0.00	275.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Total Associations - Publications</b>	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			
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
<b>Total Telephone-Internet</b>	<u>1,419.43</u>	<u>2,500.00</u>	<u>-1,080.57</u>
<b>Total Office</b>	10,261.08	20,100.00	-9,838.92
<b>Personnel</b>			
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
<b>Total Personnel</b>	<u>62,840.73</u>	<u>141,000.00</u>	<u>-78,159.27</u>
<b>Streetscape</b>			
Outside Maintenance Contract	29,902.00	50,000.00	-20,098.00
<b>Total Streetscape</b>	<u>29,902.00</u>	<u>50,000.00</u>	<u>-20,098.00</u>
<b>Total Expense</b>	<u>120,341.12</u>	<u>288,498.00</u>	<u>-168,156.88</u>
<b>Net Income</b>	<u><b>-117,122.36</b></u>	<u><b>-58,248.00</b></u>	<u><b>-58,874.36</b></u>

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Accrual Basis

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	175,350.35	-175,350.35
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	996.26	1,000.00	-3.74
<b>Misc. Income</b>	572.50	50.00	522.50
<b>Sponsorships</b>	1,650.00	1,428.46	221.54
<b>Total Income</b>	<u>3,218.76</u>	<u>249,578.81</u>	<u>-246,360.05</u>
<b>Expense</b>			
<b>Committees</b>	10,335.43	26,654.12	-16,318.69
<b>Grants</b>	7,001.88	985.63	6,016.25
<b>Office</b>	10,261.08	19,058.59	-8,797.51
<b>Personnel</b>	62,840.73	108,167.99	-45,327.26
<b>Streetscape</b>	29,902.00	54,842.00	-24,940.00
<b>Total Expense</b>	<u>120,341.12</u>	<u>209,708.33</u>	<u>-89,367.21</u>
<b>Net Income</b>	<u><u>-117,122.36</u></u>	<u><u>39,870.48</u></u>	<u><u>-156,992.84</u></u>