

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting Agenda
Thursday, December 9, 2021- 3:00 PM
Meeting on ZOOM

1. Call the Meeting to Order
2. Approval of Minutes – September & October notes (no quorum)
3. Approval of Financials – September - November
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
7. Old Business
 - a. Update on Homeless Camp by Officer Brad Jago
 - b. Mural Project Update by Addie
8. New Business
 - a. BID Bucks Issue Recap
 - b. Bounceback Grant
 - c. Jim Caesar - Economic Development Partners Proposal
 - d. 2022 Budget - Proposed
 - e. 2022 Operating Plan in process
 - f. Matching Sign Grant
 - g. Stakeholders Support Grant
9. Promotions
 - a. Farmers Market Recap
 - b. Tree Lighting Recap
 - c. Small Business Saturday Recap – 60 businesses
 - d. Surprise Santa – 36 businesses
10. New Businesses
 1. Wire Werks Accessories & Solutions, 1305 Banks Avenue
 2. Precision Tint & Detail, 1917 Broadway Street
 3. Superior Lanes, 1814 Broadway Street
11. Any Other Business That May Legally Come Before This Board
12. 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.

Superior Business Improvement District
Board of Directors Minutes
September 23, 2021, 3:00pm.
Zoom Meeting

PRESENT: Don Nummi, Addie Poskozim, Crystal...., Nick Korhonen, Karen Geegan, Katie Perrault, Mitch Routh, Gary Banker, Chris Scharte & Mayor Jim Paine

Absent: Dave Miller,

Guest: Tylor Elm,

Ex-officio: Taylor Pederson, Kim Caesar

STAFF: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Nick called the meeting to order at 3:01pm

MINUTES: Mitch motioned, second by Addie to approve the previous meeting minutes. Motioned carried.

FINANCIALS: Don motioned to approve the financials as submitted. Second by Mitch. Motion carried.

BOARD CHAIR REPORT: Lindsay, Jodi, Gary, and Nick met with the mayor about budget issues for 2022. They also met with Brad Jago about the homeless camp.

EXECUTIVE DIRECTOR REPORT: A lot going on. Working on budget for 2022. Budget will be submitted for review at the October meeting.

COMMITTEE REPORTS: The Design Committee continues to review sign grants and stakeholders support grants. Most recent Grant was for Superior Lanes. They applied for the stakeholder's support Grant in the amount of \$5,000.

OLD BUSINESS:

Homeless Camp Update: . Officer Django sent Jodi an email indicating he was out of town and unable to attend the meeting, so he submitted an email update. He reported the following:

On Monday of this week I visited the homeless encampment under the Belknap Viaduct with my Coordinated Response Specialist partner, Jen Stank, who started on Monday. We conducted a survey and interviewed numerous campers to learn there are about 6 people who are staying down there. They're making use of a portable toilet placed nearby and making use of garbage cans that are emptied weekly. About three weeks ago the city public works crew, a portion of the fire department, Jen, Chief Alexander, and I conducted a large cleanup operation under the Viaduct and into the surrounding wooded area to remove years' worth of garbage. We removed about 4 full city dump trucks, as well as a 15-yard dumpster of garbage. This garbage was an accumulation of many years of camping in that area, not just from the group who is down there now.

Additionally, Halvor Lines clear cut their property that is near the Viaduct, making camping less desirable on their private property. I believe we will see a large decrease in that population under there in the coming weeks as temperatures decline.

Additionally, the jail has opened a couple spots for us to lodge individuals who we feel will continue to be an issue if they are immediately released from custody, even if their offense doesn't qualify for lodging under the Sheriff's current rules (warrants and Felony offenses only). That will hopefully be helpful for us, but those spots will likely fill up quickly. Please let me know what the comments are, and any feedback and questions you guys have.

Mural Project Update: Addie just received word that Vintage Pizza (Aaron Dandrea) approved a mural for the north side of his building on North 12th. Two artists have been chosen but no designs have been put together yet. The designs will focus on historical 1920s designs. VIP and Ledin, Olson & Cockerham attorneys building were the properties chosen for the murals. It is expected that one mural will be completed this year and the second mural will be in the spring.

NEW BUSINESS:

City Defunding SBID - \$71,750 in 2022: Mayor Paine explained that the SBID funds come from the Economic Development Fund. He explained that the city has taken a huge cut to their budget this year. The city will be reallocating our funds to use them for Outside Maintenance contract that will not over cover the district but would also cover all business areas throughout the city. It is expected they will put out two contracts for bid. One contract would be for garbage pickup and general maintenance and the second contract would be for landscaping. The SBID would no longer handle the outside maintenance for the district and the city would take it over. Currently our maintenance contractor is paid \$50,000 per year. The city would like to see the contractor do a better job. The current maintenance scope of the job is overwhelming for our contractor because they have to do all the garbage and all the Landscaping for the 89-block area. The Landscaping especially takes a huge amount of time. It is unknown at this time the exact scope of the contract and how everything will be laid out. The mayor needs to meet with Lindsay, Jodi, Linda Cadotte and Nick. Tylor asked if it would be brought back to the SBID but the mayor said it was ultimately a city decision for the council but that the city would work with the SBID to layout the contract responsibilities. Tylor asked, "What does the \$21,000 loss means to the SBID?" Lindsay and Nick explain that it mostly affects our grants and marketing budget. It will have substantial impact.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

ADJOURNMENT: Mitch motioned to adjourn at 3:44 p.m.

Superior Business Improvement District
Board of Directors Minutes
October 28, 2021, 3:00pm.
Zoom Meeting

PRESENT: Don Nummi, Dave Miller, Mitch Routh, Addie Poskozim, Crystal Broderson.

Absent: Nick Korhonen, Karen Geegan, Katie Perrault, Gary Banker, Chris Scharte

Guest: Officer Brad Jago, Tylor Elm, Lindsey Graskey

Ex-officio: Taylor Pederson, Jim Caesar, Mayor Jim Paine

STAFF: Lindsey Jacobson & Jodi Rochon

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

MINUTES: Refer to December meeting.

FINANCIALS: Refer to December meeting.

BOARD CHAIR REPORT: Nick was unable to attend the meeting.

EXECUTIVE DIRECTOR REPORT: A lot going on. Working on budget for 2022. Budget will be submitted for review at the December meeting.

COMMITTEE REPORTS: refer to December meeting.

OLD BUSINESS:

Homeless Camp Update: Dave Miller reported someone came in and caused a little trouble in his store but then he left. There have been issues with people plugging in to charge their cell phones. Don from the National Bank of Commerce said a 15-year-old girl said she was in trouble when she was in the bank, but Officer Jago said it was not from the homeless camp and they addressed that issue. It was a local girl with mental health issues. Lindsey Graskey said she hasn't heard anything recently in her district. Officer Jago said that clean up with dump trucks was happening again. Doing clean up again on Tuesday. They have been stern with them on cleanup at the camp. Porta-Potty provided for them. 26.7% of police calls in that region are related to homeless. Lindsey asked if an email should be sent to the businesses. Officer Jago will come up with a survey to send to businesses and pass on to Lindsey. Dave indicated he escorts his staff to their vehicles for safety purposes. Officer Jago explained that there is about a dozen people under the viaduct now. They can camp on public property. Officer Jago's partner goes to homeless Camp two or three times a week. A second homeless camp is behind Fastenal on Belknap Street. Winter is coming so the numbers will decrease. The department understands but they are doing the best they can. Taylor commended Officer Jago for the hard work the police Department put into this. Taylor mentioned increase traffic of transient on the railroad tracks near the Chamber office on Belknap. The police are aware of this, and the individual was arrested for trespassing on Railroad property. Taylor said Kwik Trip employee said it has been bad. Lindsay will continue to stay updated. Dave said impressed with Officer Jago and how he handles this situation. Crime prevention by environmental design.

BID BUCKS issue: Lindsey explained how we had a recent issue with our BID BUCKS. There was a gentleman who changed the numbers by writing over the top of them and spent some at Super One Foods. The BUCKS were turned in for reimbursement and Jodi immediately noticed that the numbers had been changed and did not correspond with the numbers that we were currently at. Jodi said that she notified the Superior Police Department. Jodi explained that the BID BUCKS that were spent were BUCKS that were purchased by the Superior Refinery. The Police department is looking into this. In this situation we are not out any money whatsoever as these BUCKS work purchased and paid for already. It's a strange situation. Hard to understand why someone would write over the top of the numbers unless they were trying to hide where the BUCKS originally came from. This is the first time in the history of the BID BUCKS program that there has been an issue.

NEW BUSINESS:

Economic Development Partners / Old Post Office relocation: Jim Caesar was present to discuss the SBID relocating to the Old Post Office. Considering we do not have a quorum Jim will come to our next board meeting when hopefully we have a quorum. He wants to discuss how the Development Association will be purchasing the Old Post Office. It will house an incubator program. They hope that the Development Association, Small Business Center, Superior BID, Northeast Entrepreneur Fund will commit to moving into the building. It would be a One-Stop environment for potential new businesses or existing businesses. If we were to move into the old post office, we would save approximately \$300 per month. The plan is to purchase the building before the end of the year. Dave Miller thinks it is a fantastic idea. Mitch asked for a breakdown of current costs. We do not have a lease in the Blaine Business Center. What did it cost to move last time? Jim said there would be no build-out cost for us. The opportunity this brings to Superior is fantastic. Further details to come at the December meeting.

Combined November/December Meeting: We will have a combined November and December Board of Directors meeting on December 9th at 3 p.m. via Zoom.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

Concerns on attendance: We need to look at the low attendance or no shows we have been experiencing with our meetings. It is extremely important for us to hold these monthly meetings.

ADJOURNMENT: Because we did not have a quorum, we concluded the informational meeting at 4:08 pm.

Superior Business Improvement District
BID BUCKS Report
 September 2021

BID Bucks <u>issued</u> in September	\$350.00
BID Bucks <u>reimbursed</u> in September	\$75.00

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	\$ (1,875.00)	\$ 1,800.00	
2021	\$ 1,900.00	\$ (225.00)	\$ 1,675.00	
	<u>\$ 22,160.00</u>	<u>\$ (13,610.00)</u>	<u>\$ 8,550.00</u>	

Superior Business Improvement District
BID BUCKS Report
 October/November 2021

BID Bucks <u>issued</u> in October & November	\$450.00
BID Bucks <u>reimbursed</u> in Oct & Nov	\$75.00

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	\$ (1,875.00)	\$ 1,800.00	
2021	\$ 2,350.00	\$ (125.00)	\$ 2,225.00	
	<u>\$ 22,610.00</u>	<u>\$ (13,510.00)</u>	<u>\$ 9,100.00</u>	



Financial Dashboard

September 2021

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

Expenses: Typical monthly expense – plus...

- \$240.00 - *Jodi Annual Kiwanis Club dues*

Note:



Financial Dashboard

October - November 2021

Income: City Contribution - \$71,750

Expenses: Typical monthly expense – plus...

- *Sellers Auction Sign Grant - \$1,000*
- *Ligman Properties – Stakeholder’s support Grant - \$5,000*

Note:

Superior BID September 2021 - Monthly Cash Flow

	Sep 21
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	75.00
Farmers Market	
Entertainment	150.00
Total Farmers Market	150.00
Promotion-Marketing - Other	27.29
Total Promotion-Marketing	252.29
PS Magazine	525.00
Total Committees	777.29
Office	
Associations - Publications	
Memberships	440.00
Total Associations - Publications	440.00
Copy-Photo-Print	158.26
Postage	22.00
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	106.87
Office Phone	64.66
Total Telephone-Internet	171.53
Total Office	1,599.79
Personnel	
Administrative Assistant	3,336.57
Executive Director	3,888.43
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	8,173.76
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	14,716.84
Net Income	-14,716.84

Superior BID October 2021 - Monthly Cash Flow

	Oct 21
Income	
City Contribution	-71,750.00
Total Income	-71,750.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	25.00
Farmers Market	
Assistant - Signage	200.00
Farmers Market - Other	86.58
Total Farmers Market	286.58
Total Promotion-Marketing	311.58
PS Magazine	1,500.00
Total Committees	1,811.58
Grants	
Sign Grant	1,000.00
Stakeholders Support Granr	5,000.00
Total Grants	6,000.00
Office	
Copy-Photo-Print	184.62
Misc. Expenses	387.58
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	106.87
Office Phone	64.38
Total Telephone-Internet	171.25
Total Office	1,551.45
Personnel	
Administrative Assistant	3,336.57
Executive Director	4,169.91
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.92
Payroll Taxes	613.76
Total Personnel	8,496.16
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	22,025.19
Net Income	-93,775.19

Superior BID November 2021 - Monthly Cash Flow

	Nov 21
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	50.00
Misc Advertising	19.51
Promotion-Marketing - Other	375.00
Total Promotion-Marketing	444.51
Total Committees	444.51
Grants	
Stakeholders Support Granr	5,000.00
Total Grants	5,000.00
Office	
Copy-Photo-Print	158.26
Equipment Purchase & Repair	197.49
Misc. Expenses	168.00
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	106.87
Office Phone	64.38
Total Telephone-Internet	171.25
Total Office	1,503.00
Personnel	
Administrative Assistant	3,336.57
Executive Director	4,169.91
Marketing Consultant	2,925.00
Payroll Preparation	125.00
Payroll Taxes	573.76
Total Personnel	11,130.24
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	22,243.75
Net Income	-22,243.75

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

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
Assessment	139,459.21	151,500.00	-12,040.79
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	1,121.26	0.00	1,121.26
Misc. Income			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	297.50		
Total Event income/fees	<u>297.50</u>		
Misc. Income - Other	250.00	4,000.00	-3,750.00
Total Misc. Income	<u>572.50</u>	<u>4,000.00</u>	<u>-3,427.50</u>
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	<u>1,650.00</u>	<u>3,000.00</u>	<u>-1,350.00</u>
Total Income	<u>71,052.97</u>	<u>230,250.00</u>	<u>-159,197.03</u>
Expense			
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	600.00	0.00	600.00
Total BID Bucks	<u>750.00</u>	<u>0.00</u>	<u>750.00</u>
Chamber Play Day			
Farmers Market			
Advertising/Marketing	18.46	0.00	18.46
Assistant - Signage	1,150.00	0.00	1,150.00
Entertainment	2,250.00		
Farmers Market - Other	582.57	0.00	582.57
Total Farmers Market	<u>4,001.03</u>	<u>0.00</u>	<u>4,001.03</u>
July 4th Car Show	300.00		
Misc Advertising	19.51	0.00	19.51
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	652.27	12,398.00	-11,745.73
Total Promotion-Marketing	<u>6,318.81</u>	<u>12,398.00</u>	<u>-6,079.19</u>
PS Magazine	8,775.00	9,000.00	-225.00
Total Committees	<u>15,618.81</u>	<u>27,398.00</u>	<u>-11,779.19</u>
Grants			
Sign Grant	3,001.88	0.00	3,001.88
Stakeholders Support Granr	15,000.00		
Grants - Other	0.00	50,000.00	-50,000.00
Total Grants	<u>18,001.88</u>	<u>50,000.00</u>	<u>-31,998.12</u>
Office			
Associations - Publications			
Memberships	715.00	0.00	715.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00

	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total Associations - Publications	715.00	1,500.00	-785.00
Copy-Photo-Print	2,351.17	2,000.00	351.17
Equipment Purchase & Repair	371.24	1,500.00	-1,128.76
Misc. Expenses	1,847.22	1,000.00	847.22
Postage	44.00	1,000.00	-956.00
Rent	8,800.00	9,600.00	-800.00
Supplies	95.00	1,000.00	-905.00
Telephone-Internet			
Cell Phones	960.92	0.00	960.92
Internet	393.13	0.00	393.13
Office Phone	579.41	0.00	579.41
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	<u>1,933.46</u>	<u>2,500.00</u>	<u>-566.54</u>
Total Office	16,157.09	20,100.00	-3,942.91
Personnel			
Administrative Assistant	36,699.11	40,000.00	-3,300.89
Executive Director	45,584.29	50,000.00	-4,415.71
Health Ins - Workman's Comp	3,048.00	6,000.00	-2,952.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	1,000.00	-1,000.00
Marketing Consultant	5,737.50	30,000.00	-24,262.50
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	1,375.92	2,000.00	-624.08
Payroll Taxes	6,651.31	10,000.00	-3,348.69
Total Personnel	<u>99,096.13</u>	<u>141,000.00</u>	<u>-41,903.87</u>
Streetscape			
Outside Maintenance Contract	46,566.00	50,000.00	-3,434.00
Total Streetscape	<u>46,566.00</u>	<u>50,000.00</u>	<u>-3,434.00</u>
Total Expense	<u>195,439.91</u>	<u>288,498.00</u>	<u>-93,058.09</u>
Net Income	<u>-124,386.94</u>	<u>-58,248.00</u>	<u>-66,138.94</u>

6:09 PM

12/06/21

Accrual Basis

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
Assessment	139,459.21	175,350.35	-35,891.14
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	1,121.26	1,000.00	121.26
Misc. Income	572.50	50.00	522.50
Sponsorships	1,650.00	1,428.46	221.54
Total Income	<u>71,052.97</u>	<u>249,578.81</u>	<u>-178,525.84</u>
Expense			
Committees	15,618.81	26,654.12	-11,035.31
Grants	18,001.88	985.63	17,016.25
Office	16,157.09	19,058.59	-2,901.50
Personnel	99,096.13	108,167.99	-9,071.86
Streetscape	46,566.00	54,842.00	-8,276.00
Total Expense	<u>195,439.91</u>	<u>209,708.33</u>	<u>-14,268.42</u>
Net Income	<u><u>-124,386.94</u></u>	<u><u>39,870.48</u></u>	<u><u>-164,257.42</u></u>

Superior Business Improvement District
Marketing Meeting
November, 2021
ZOOM

PRESENT: Lindsey Jacobson, Jodi Rochon and Amy Ugstad

Upcoming Promotions: The ladies met to discuss the upcoming Tree Lighting, Small Business Saturday Week and Surprise Santa. Things are set for all these promotions. Businesses are signing up to participate quickly. The BID partners with the Chamber of Commerce on the Small Business Saturday Week (Shop Small Superior). It has been very successful in the past. Both Lindsey and Jodi make sure that the BID Facebook page stays active. Reposting and sharing things that the businesses are doing is our way to help them promote either their event or their business in general. Jodi has been into several businesses taking pictures then promoting them on Facebook.

Bounceback Grant

Current recipients of the \$10,000 Bounceback awards.

11/15/2021

Black Fox Salon Studio LLC	1408 Tower Ave	\$	10,000.00	
Core Advantage	1226 Ogden Ave	\$	10,000.00	
Imperium Chiropractic SC	1001 Belknap St Ste 111	\$	10,000.00	
Jamrock Cultural Restaurant	1901 Tower Ave	\$	10,000.00	
Serenity Salon & Posh Bouti	1705 Tower Ave Ste 101	\$	10,000.00	
Spaces by Blue Arrow	1410 Tower Ave	\$	10,000.00	
Sunkissed LLC	1020 Ogden Ave	\$	10,000.00	
Superior Waffles, LLC	1412 Tower Ave	\$	10,000.00	
Twin Ports Laser and Cosme	1705 Tower Ave Ste 100	\$	10,000.00	
Unique Crown Beauty Inc.	1417 Tower Ave	\$	10,000.00	
Video Vision - Duluth, Inc	1418 Belknap St	\$	10,000.00	
North Shore Compressor & I	3000 Hill Ave Ste 3			\$ 10,000.00
The Tap on Tower	1106 Tower Ave	\$	10,000.00	
Superior Lanes	1914 Broadway St	\$	10,000.00	
Creative CATS LLC	1116 Ogden Ave	\$	10,000.00	
Total Grants awarded to SBID Businesses		\$	140,000.00	

Out of District

14 out of 15 were in the District!

Superior Entrepreneur Center (Old Post Office Building) SBID Proposal

Purpose: The Superior Business Center, Inc. (501(c)(3)/Development Association (501(c)(6) intends to purchase the Old Post Office at 1401 Tower Avenue to establish a one stop resource shop for Entrepreneurs, Business startup, existing business seeking advice, access to resources and mentorship.

Concept: to bring together all the economic development entities in one location. This concept grew out of the WiSys Venture Home Superior initiative, a partnership with the University of Wisconsin, the UWS -Small Business Development Center, The Entrepreneur Fund, and the Development Association. Venture Home forms a network of start up hubs that combine statewide resources with community initiatives to provide local businesses and entrepreneurs access to a full menu of resources in their community.

Strategy: The Old Post office is the perfect location to advance this program. It not only has the space for offices of all the participants but provides space for business incubation, business acceleration, co-working space, Makerspace, FabLab.

And a landing spot for Regional (NWRPC) and State (WEDC) representatives to work out of when they are in Superior.

We will have more businesses in Superior/Douglas County that innovate, grow, and scale. A culture of entrepreneurship, where Entrepreneurs feel supported & that Superior/Douglas County is a place that you can start, grow, and innovate. Excitement around possibility & innovation. Leadership within the community about what is possible. Better ways for local investors to support small business. Stronger connectivity of entrepreneurs & resources available. Bring state, federal, and philanthropic resources to Superior/Douglas County. WiSys expertise & statewide resources.

Expanded collaboration of regional resources. Team will co-locate in building.

Work together to bring more resources & get small business results (start, grow, innovate).

Participants/Partners: Committed Partners – The Development Association, The Entrepreneur Fund, WiSys, UWS Center for Continuing Education and Small Business Development Center.

Pending – The Chamber of Commerce

The Superior Business Improvement District: We invite the SBID to join us. The Development Association and the SBID have a good working relationship, with this move we come full circle as Old Post Office was the home of the DA & SBID for many years. I believe the synergy that will happen between all the economic development entities will not only be good for all of the organizations, but more importantly great for businesses, entrepreneurs and Superior/Douglas County.

The Deal: We propose to charge \$12.50 per square foot. That would cover utilities, and common area charges. The 2 offices I have in mind are Suite 304 & 305. Each office is 240 sf. Monthly rent would be \$500.00, \$6000 annually There is plenty of storage space in the building that the SBID can use at no additional charge. There could be shared expense of phone system and copier based on cost and SBID preference (TBD later). The Superior Business Center, Inc will be the landlord. We would hope to have a 5-year commitment.

We intend to have the sale completed by December 31, 22021

Jim Caesar

Superior Business Improvement District - 2022 Budget - Proposed

REVENUE

Assessment		\$179,017.00
Misc. Income	\$	2,000.00
Sponsorships	\$	2,000.00
Total		\$183,017.00

EXPENSE

Committees/Board of Directors	\$	750.00
Marketing	\$	10,000.00
PS Magazine	\$	10,500.00
Total	\$	21,250.00

Grants

Sign Grants/Stakeholders Support Grant	\$	25,000.00
Total	\$	25,000.00

Office

Associations/Publications	\$	1,500.00
Copy/Photo/Print	\$	2,000.00
Equipment Purchase/Repair	\$	1,500.00
Misc Expenses	\$	5,550.00
Postage	\$	200.00
Rent	\$	9,600.00
Supplies	\$	517.00
Telephone/Internet	\$	2,000.00
Total	\$	22,867.00

Personnel

Administrative Assistant	\$	40,000.00
Executive Director	\$	50,000.00
Intern	\$	-
Health Insurance/Workmans Comp	\$	4,000.00
Marketing Consultant	\$	10,000.00
Payroll Prep	\$	1,900.00
Payroll Taxes	\$	8,000.00
Total	\$	113,900.00

Total Expense \$ **183,017.00**

Reserves \$ 163,000.00 *approx*

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12/06/21

Accrual Basis

Superior BID
Account QuickReport
January 1 through December 6, 2021

Type	Date	Num	Name	Memo	Amount
Grants					
<u>Sign Grant</u>					
Check	07/31/2021		Cricket Signs	Serenity Spa	712.13
Check	07/31/2021		Cricket Signs	Superior Waffles	788.62
Check	07/31/2021		Video Vision		501.13
Check	10/31/2021		Sellers Auction		1,000.00
Total Sign Grant					3,001.88
Total Grants					3,001.88
TOTAL					3,001.88

Sign Grants

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12/06/21
Accrual Basis

Superior BID
Account QuickReport
January 1 through December 6, 2021

Type	Date	Num	Name	Memo	Amount
Grants					
Stakeholders Support Grant					
Check	07/31/2021		Sutherland CBD		5,000.00
Check	10/31/2021		Ligman Properties	1808 Tower	5,000.00
Check	11/30/2021		superior Lanes		5,000.00
Total Stakeholders Support Grant					15,000.00
Total Grants					15,000.00
TOTAL					15,000.00

Stakeholders Support Grants

Superior Downtown Farmers Market

Year End Summary - 2021

<u>Income</u>	12 sponsors	\$150 each	\$ 1,796.40
	Vendor fees		\$ 300.00
			\$ 2,096.40
<u>Expense</u>	Helper	23 weeks	\$ 1,150.00
	Entertainment	15 times	\$ 2,250.00
	Porta Potty & Misc		\$ 601.03
			\$ 4,001.03
			\$ 4,001.03
			\$ (2,096.40)
Overall Cost			\$ 1,904.63

