



SUPERIOR

BUSINESS IMPROVEMENT DISTRICT

2021 ANNUAL REPORT

FROM THE BOARD CHAIR

2021 was another year of adaptation and change for all of us. But once again, the resilience and fortitude of the businesses in the Superior Business Improvement District shone through!

The District continues to grow and thrive. 2021 saw a great increase in new businesses moving in and seeing more storefronts filled. Growth is always a welcome thing, but seeing it happen through a pandemic is nothing short of amazing. We feel very encouraged that the SBID managed to grow despite the obstacles, while some other communities weren't so lucky.

Superior has recognized its small city roots and has embraced its entrepreneurial spirit like no other. The businesses in our District bonded together and became family through all of this - always helping and supporting each other's businesses.

We are fortunate to have a story like this in our District and look forward to even greater success in 2022!



Nick Korhonen,
Board Chair - Superior BID

OUR MISSION

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

FROM THE EXECUTIVE DIRECTOR

The Superior Business Improvement District is an amazing organization that supports our downtown and extending areas. It's something that many people don't realize exists. I have lived here my entire life and did not know about it until I started this position. It's a wonderful thing that has been around since the late eighties that can help businesses to grow and provide additional resources to promote themselves.



I'm proud to say that we have helped to grow the area and make the District more prevalent than it has been in previous years. Historically, Downtown was the center of the community. That started to change when malls and "Big Box" retail became a thing, which left Downtown businesses struggling to compete. Fast forward to today and now everyone is interested and rediscovering the simplicity of a downtown and enjoying the diversity and eclectic mix of businesses there. That is exactly what we have in Superior and I am so proud to have been part of that period. Superior is a beautiful city and has so much potential for growth. Please take the time to look around and enjoy what we have in our community.

Lindsey M. Jacobson
Executive Director

OUR VISION

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

SBID PROJECTS:

The pandemic continued to have an impact on programming, resulting in a mix of online and in-person promotions. The week-long Small Business Saturday promotion was so popular we continued the trend in 2021. Surprise Santa went back to surprising shoppers in-store with BID bucks, helping them stretch their holiday dollars.

Social media remained critical in supporting our promotions and the activities of our stakeholder businesses by sharing their posts and updates.

While things were certainly different in 2021, our commitment to supporting our stakeholders remained constant. The following are some of the SBIDs projects:



Marketing & Communications

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

Design Committee

- SBID Grant Projects

Recruitment & Retention

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

BUSINESS GROWTH

In 2021, the SBID welcomed 24 new businesses to the District, including the following:

- Body Bar by Lashed Out** - 1418 Tower Ave.
- Central Flats** - 1001 Belknap St.
- Collectors Connection** - 1616 Tower Ave.
- Core Advantage Fabrication** - 1226 Ogden Ave.
- Detailing by Tyler** - 1418 Tower Ave.
- Essentia Health Belknap Pharmacy** - 204 Belknap St.
- Health Care Clinic** - 1406 Belknap St.
- Incantation** - 1418 Tower Ave., #6
- Kindred Stone Boutique** - 1122 Belknap St.
- Northern Oral & Maxillofacial Surgeons** - 503 Belknap St.
- Port City Collective** - 1214 Tower Ave.
- Precision Tint & Detail** - 1917 Broadway St.
- Ride or Die Pizzeria** - 1623 Broadway St.
- Skin Deep Tattoo** - 1306 Tower Ave.
- Stone House Martial Arts** - 1202 Belknap St.
- Sunkissed Tanning** - 1020 Ogden Ave.
- Superior Lanes** - 1914 Broadway St.
- Superior Salon Suites** - 1705 Tower Ave.
- Superior Waffles** - 1412 Tower Ave.
- Tower on Tap** - 1106 Tower Ave.
- Twin Ports Laser & Cosmetics** - 1705 Tower Ave.
- Unique Crown Beauty** - 1417 Tower Ave.
- Wildflower Boutique** - 1608 Tower Ave.
- Wire Werks Accessories & Solutions** - 1305 Banks Ave.



2021 GRANTS

In 2021, the SBID awarded \$18,245.99 in grants to stakeholders to aid in improvements to enhance the appeal of their store fronts in the District.

Matching Sign Grant Recipients

Serenity Spa & Salon
Superior Waffles
Superior Tanning
Seller Auction
Skin Deep Tattoo

Total Awarded - \$3,245.99

Stakeholders Support Grant Recipients

Sutherland CBD
Ligman Properties
Superior Lanes

Total Awarded - \$15,000.00

2021 FINANCIAL REPORT

REVENUE

2021 Revenue \$237,941.52

Total Revenue: \$237,941.52

EXPENSES

2021 Expenses \$229,091.15

Total Expenses: \$229,091.15

RESERVES

Total Reserves: \$167,416.00

2022 BUDGET

PROJECTED REVENUE

Property Assessment \$179,017.00

Sponsorships \$ 2,000.00

Misc Income \$ 2,000.00

Total Revenue: \$183,017.00

EXPENSES

Personnel \$113,900.00

Committees \$ 21,250.00

Office \$ 22,867.00

Grants \$ 25,000.00

Total Expenses: \$183,017.00

BOARD, STAFF & COMMITTEES

2021 BOARD OF DIRECTORS

Nick Korhonen, President - Korhonen Agency

Mitch Routh, Vice President - Torvinen, Jones, Routh, Torvinen & Saunders

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

Gary Banker - Citizen

Karen Geegan - Capri Bar & Jack's Place

Dave Miller - Northwest Outlet

Mayor Jim Paine - City of Superior

Katie Nummi-Perrault - Nummi Jewelers

Adelaide Poskozim - Student

Crystal Sayles-Broderson - Rascal's Pet Grooming

Chris Scharte - Belknap Plumbing & Heating

DESIGN COMMITTEE

Gary Banker - Committee Chair

Dave Miller - Northwest Outlet

Nick Korhonen - Korhonen Agency

Rob Semborski - Master Builder LLC

Thad Whitesel - TW Wood Designs

Craig Sutherland - Sutherland CBD

SBID STAFF

Lindsey Jacobson - Executive Director - jacobsonl@superiorbid.com

Jodi Rochon - Administrative Assistant - rochonj@superiorbid.com



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