



2022 OPERATING PLAN

Introduction:

The following is the 2022 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2022 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2022. This Operating Plan complies with the requirements of Wisconsin Statute 66.1109 which outlines the annual requirements for maintaining business improvement district.

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

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

Purpose of the Superior Business Improvement District:

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

Goals:

1. Guide the physical, social, and economic development of the geographically defined area of the District so it is functionally and visually appealing in terms of commercial, historic, and cultural viability.
2. Develop and implement strategies that present a unified image of the geographically defined area as a community and business center.
3. Assist in developing and maintaining a spirit of cooperation among Stakeholders within the SBID.

4. Coordinate the activities of the SBID with the operations of the City and County Governments, the Superior/Douglas County Chamber of Commerce, Development Association, Small Business Center and other organizations working for the betterment of Superior and the District.
5. Seek grants, low-interest loans, and donations for additional support for SBID activities and projects.
6. Develop business generating and image-building campaigns through marketing and promotions.
7. Be a major support and contact to Stakeholders during any and all future Public Works and infrastructure projects impacting the area of the District.

SBID Board of Directors:

Will be appointed by the Mayor of the City of Superior and confirmed by the Common Council of the City of Superior by April 30th of each year.

Activities of the SBID:

1. Maintain a Board of Directors, eleven (11) members, 51% of members as property owners in the boundaries of the District (or their representative) representative of all interests within the SBID, to implement, monitor and update the Operating Plan for the District.
2. The municipality will impose a special assessment of \$2.00 per \$1,000.00 of assessed value on all properties within the geographic boundaries of the SBID, including manufacturing properties, to implement the Operating Plan. Wisconsin Stats. 66.1109.
3. Maintain records of any expenditure by the SBID Board of Directors or their designate as required by Wisconsin Statute. 66.1109.
4. The SBID Design Committee will oversee the SBID Grant Programs and work with the Wisconsin Department of Transportation and the City of Superior on public works and infrastructure projects that impact the District. The SBID Design Committee has been charged with the Streetscape Design for previous projects such as the Tower Avenue and Belknap reconstruction.
5. The SBID maintains a marketing/promotion calendar that includes new and updated promotions. The current promotions are Lake Superior Ice Festival Specials, Valentine's Day, St. Patrick's Day, Earth Day, Superior Downtown Farmers Market, Small Business Saturday. The SBID also partners with city and community organizations for other events to promote/have presence in events such as the Homegrown Music Festival, Juneteenth, 4th of July Celebration, Duluth/Superior Pride, Superior Spooktacular and the Holiday Tree Lighting in Center City Park.

The SBID frequently collaborates with the Superior-Douglas County Chamber and Development Association to market and promote the City of Superior. The SBID posts information about current promotions and events on its website at www.superiorbid.com.

6. Continue to work with the City of Superior on their ongoing efforts for the redevelopment and restoration of Downtown Superior.

7. Promote and facilitate building facade renovation with a new Stakeholder Support Grant. Help new businesses improve signage and visibility with our SBID Matching Sign Grant.
8. The District encourages comradery and partnerships among Stakeholder businesses through joint marketing and promotional opportunities to foster an overall healthy climate in the District.
9. Serve as an advocate representing the interests of Stakeholder businesses to city and state government when issues arise impacting the access, viability, prosperity, and safety of District businesses.
10. Inform businesses and property owners in the SBID and interested parties of activities and developments through our E-newsletter, direct contact, and other communications. Continue to use socialmedia to get information out on the SBID regarding its activities and promotions. The SBID is one of the managing editorial partners of PS Magazine and will continue to financially contribute and provide content.
11. Act as an advocate to SBID property owners and tenants on such issues as space availability, business and financial resources, maintenance, and emergency relief. Serve as a spokesperson on issues between the City and the SBID property owners and their tenants.
12. The SBID Board has approved the establishment of sub sections of the SBID as distinct architectural areas. Design Guidelines will be written and approved for each area to support appropriate development and grant requirements. The SBID will regularly review these guidelines for consistency with the City of Superior Comprehensive Plan and the desires of stakeholders. The SBID will work directly with stakeholders, the City of Superior, and other public and private organizations to implement the guidelines.
13. The SBID will take all further actions needed to carry out the general purposes of this SBID Plan as allowed by Wisconsin Statue 66.1109 on Business Improvement Districts.
14. Generate a list of annual goals to be approved at the Annual meeting and reviewed at the subsequent annual meeting.
15. Generate an annual report describing business contacts, outcomes of promotions and advertising campaigns, budget performance, and the general state of the SBID and its stakeholders. The draft report will be prepared by the executive director and submitted to the board at the annual meeting for their approval and subsequent publication.

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