



**SBID Board of Directors**  
**1401 Tower Ave, 3<sup>rd</sup> Floor Conference Room**  
**Wednesday, August 27, 2025 · 4:00 – 5:00pm**

**Meeting Called by:** Dave Miller, President

**Board Members:** Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, Katie Perrault, Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Beth Fritsche, Micah Pahl, Andy Perfetti  
 Mayor Paine, Councilor Elm, Councilor Graskey

**Ex-officio:** Jim Caesar and Taylor Pedersen. SPD Brad Jago

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

| <b>AGENDA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Motion</b> | <b>Second</b> | <b>Notes</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|--------------|
| <b>Call to Order</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |               |               |              |
| <b>Attendance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |               |               |              |
| <b>Additions to Agenda:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |               |               |              |
| <b>Approval of Minutes:</b><br>July 16, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |               |               |              |
| <b>Financial Summary</b><br><b>Action items:</b><br>Financials June, July                                                                                                                                                                                                                                                                                                                                                                                                                                                          |               |               |              |
| <b>Old Business:</b><br>Action item:<br>Review/Revise Operating Plan and By-Laws for 2026 (Attached for working meetings Fall of 2025)                                                                                                                                                                                                                                                                                                                                                                                             |               |               |              |
| <b>Discussion Item/In Progress:</b><br><br>History Signs of Superior- SBID Sponsoring plaques for buildings. Design Committee meeting.<br>Princess- Cleanup and planning discussions<br>Potential of a “friends of the Princess” non-profit under the SBID.<br>Potentially moving the stage from “The LOT” to the Princess parking lot.<br>Fundraising and events for the Princess.<br><br>Marketing Grant, working with Superior Effect – Northwest Outlet will be the test. See in packet.<br><br>TPBA- Fall meeting (September) |               |               |              |

|                                                                                                                                                                                                                                                                                                                                                                                            |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| <p>WIB Meetings:</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Tuesday each month, 9:30,</li> <li>• July, Shawna Anderson, Embark</li> <li>• August, Dr Jennifer Garland, UWS</li> <li>• September, Robyn Lings, Equitable Advisors</li> </ul> <p>Tourism discussion. SWIM planning a business survey and open house type event.</p>                                         |  |  |  |
| <p><b>2025 Grants</b><br/><b>Sign/Stakeholder</b></p> <p>Teeth Whitening Bar- Tia Conley \$931.00 pd<br/>         Foxes and Fireflies- 553.88 pd<br/>         Black Diamond Real Estate (Horizon Building)<br/>         \$5,000 approved, not completed<br/>         Lake Superior Coins \$979.37 approved, not completed<br/>         Souptown Deli \$5,000. Approved, not completed.</p> |  |  |  |
| <p><b>New/Change Businesses:</b></p> <p>Tia Conley, Teeth Whitening Bar expansion of existing business (Superior Med Spa)<br/>         F3: 1210 Banks Ave. Fabric, Fiber and Fancies<br/>         Superior Pain Management<br/>         Rebel Threads<br/>         Barber in Nottingham- making contact<br/>         Sheet Metal Solutions- purchased Dorfman property on Ogden</p>        |  |  |  |
| <p><b>ED Report- in discussions above</b></p>                                                                                                                                                                                                                                                                                                                                              |  |  |  |
| <p><b>Public Comment</b></p>                                                                                                                                                                                                                                                                                                                                                               |  |  |  |
| <p><b>Next meeting:</b><br/>September 17, 2025 at 4pm</p>                                                                                                                                                                                                                                                                                                                                  |  |  |  |
| <p><b>Adjourn</b></p>                                                                                                                                                                                                                                                                                                                                                                      |  |  |  |

**MINUTES**

**SBID Board of Directors**  
**1401 Tower Ave, 3<sup>rd</sup> Floor Conference Room**  
**Wednesday, July 16, 2025 · 4:00 – 5:00pm**

**Meeting Called by:** Dave Miller, President

**Board Members:** Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, Katie Perrault, Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Beth Fritsche, Micah Pahl, Andy Perfetti  
 Mayor Paine, Councilor Elm, Councilor Graskey

**Ex-officio:** Jim Caesar and Taylor Pedersen. SPD Brad Jago

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

| <b>AGENDA</b>                                                                                                                                                                                                                                                                                                                                                      | <b>Motion</b>  | <b>Second</b>                 | <b>Notes</b>                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Call to Order</b>                                                                                                                                                                                                                                                                                                                                               |                |                               | <b>4:02 Miller</b>                                                                                                 |
| <b>Attendance</b>                                                                                                                                                                                                                                                                                                                                                  |                |                               | <b>Miller, Nummi, Scharte, Perrault, Banker, Horst, Harris, DeCaro, Fritsche, Pahl, Perfetti, Caesar, Pedersen</b> |
| <b>Additions to Agenda:</b>                                                                                                                                                                                                                                                                                                                                        |                |                               | <b>None</b>                                                                                                        |
| <b>Approval of Minutes:</b><br>June 18, 2025                                                                                                                                                                                                                                                                                                                       | <b>Scharte</b> | <b>Perfetti</b>               | <b>m/s/c</b>                                                                                                       |
| <b>Financial Summary</b><br><b>Action items:</b><br>Financials May 2025                                                                                                                                                                                                                                                                                            | <b>Tabled</b>  | <b>Harris</b><br><b>Nummi</b> | <b>m/s/c</b>                                                                                                       |
| <b>Old Business:</b><br>Action item:<br>Review/Revise Operating Plan and By-Laws for 2026 (Attached for working meetings Fall of 2025)                                                                                                                                                                                                                             |                |                               | <b>Sent by in January 2025<br/>KP will resend.</b>                                                                 |
| <b>Discussion Item/In Progress:</b><br>DA and SBID working with Spartan Manufacturing and Spartan Shack on business operations. Requested by the Superior School District, continued<br><br>History Signs of Superior- SBID Sponsoring plaques for buildings. Design Committee meeting.<br><br>Website updates. Overall review with Amy. Now working on each page. |                |                               | <b>Perfetti volunteered to join Design Committee</b><br><br><b>Need new pics for website.</b>                      |

# SBID SUPERIOR BUSINESS IMPROVEMENT DISTRICT

|                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Including: Revising/updating Grants, applications, etc</p> <p>Marketing Grant, working with Superior Effect Marketing</p> <p>TPBA- Fall meeting (September)</p> <p>WIB Meetings:</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Tuesday each month, 9:30,</li> <li>• July, Shawna Anderson, Embark</li> <li>• August, Dr Jennifer Garland, UWS</li> <li>• September, Robyn Lings, Equitable Advisors</li> </ul> |  |  | <p><b>SBID Dragon Boat team coordinated by SEM, Tony Baker. Serenity and Goin' Postal added to sponsors. SBID will provide tshirts with sponsor logos</b></p> |
| <p><b>2025 Grants</b><br/><b>Sign/Stakeholder</b><br/>IP: Teeth Whitening Bar- Tia Conley</p>                                                                                                                                                                                                                                                                                                                                   |  |  |                                                                                                                                                               |
| <p><b>New/Change Businesses:</b><br/>Tia Conley, Teeth Whitening Bar expansion of existing business (Superior Med Spa)<br/>F3: 1210 Banks Ave. Fabric, Fiber and Fancies</p>                                                                                                                                                                                                                                                    |  |  |                                                                                                                                                               |
| <p><b>ED Report- in discussions above</b></p>                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                                                                                                                                                               |
| <p><b>Public Comment</b></p>                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |                                                                                                                                                               |
| <p><b>Next meeting:</b><br/>August 20, 2025 at 4pm</p>                                                                                                                                                                                                                                                                                                                                                                          |  |  |                                                                                                                                                               |
| <p><b>Adjourn</b></p>                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |                                                                                                                                                               |

**Superior Business Improvement District**  
**Statement of Financial Position and Statement of Activity**  
For the Six Months Ended June 2024 and 2025

|                                     | <b>6/30/2024</b>    | <b>6/30/2025</b>     |
|-------------------------------------|---------------------|----------------------|
|                                     | <b>Total</b>        | <b>Total</b>         |
| <b>Revenue</b>                      |                     |                      |
| Donations                           | 0.00                | 0.00                 |
| Donations - Bid Bucks Sold          | 1,400.00            | 900.00               |
| Other Misc Revenue                  | 0.00                | 0.00                 |
| Farmers Market Sponsorship          | 0.00                | 0.00                 |
| Special Tax Assessment              | 87,724.22           | 130,002.00           |
| Interest Income                     | 236.99              | 0.00                 |
| <b>Total Revenue</b>                | <b>\$ 89,361.21</b> | <b>\$ 130,902.00</b> |
| <b>Expenditures</b>                 |                     |                      |
| <i>Non-Personnel Expenses</i>       |                     |                      |
| Accounting Services                 | 2,284.50            | 2,899.46             |
| Continuing Education                | 0.00                | 0.00                 |
| Dues and Subscriptions              | 405.93              | 487.90               |
| General Insurance                   | 0.00                | 0.00                 |
| Marketing and Branding              | 3,802.67            | 7,451.67             |
| Marketing Consultant                | 0.00                | 10,660.00            |
| Meal Expense                        | 252.32              | 1,250.83             |
| Office Expenses                     | 1,456.82            | 2,477.43             |
| Office Rent Expense                 | 3,150.00            | 3,150.00             |
| Superior Day Expenses               | 0.00                | 945.33               |
| Travel Expenses                     | 0.00                | 775.71               |
| <b>Total Non-Personnel Expenses</b> | <b>\$ 11,352.24</b> | <b>\$ 30,098.33</b>  |
| <i>Personnel Expenses</i>           |                     |                      |
| Health Insurance Reimbursement      | 2,000.04            | 2,000.04             |
| Payroll Taxes                       | 2,771.29            | 2,906.52             |
| Salaries and Wages                  | 35,000.04           | 35,000.04            |
| Workers Compensation Insurance      | 853.00              | 1,645.00             |
| <b>Total Personnel Expenses</b>     | <b>\$ 40,624.37</b> | <b>\$ 41,551.60</b>  |
| <i>Program Services</i>             |                     |                      |
| Bid Bucks Reimbursement             | 1,975.00            | 100.00               |
| Christmas Santa                     | -16.30              | 0.00                 |
| Christmas Tree Lighting             | 153.95              | 0.00                 |
| Connect Community WEDC              | 0.00                | 429.00               |
| Douglas County Leadership Support   | 0.00                | 800.00               |
| Farmers Market Expense              | 660.00              | 2,577.75             |
| Grants Committed                    | 0.00                | 3,031.00             |
| Homegrown Trolley                   | 0.00                | 0.00                 |
| Small Business Saturday Bags        | 0.00                | 0.00                 |

|                                  |                     |                     |
|----------------------------------|---------------------|---------------------|
| <b>Stakeholder Marketing</b>     | -1,500.00           | 4,500.00            |
| <b>Superior Christmas Ads</b>    | -500.00             | 0.00                |
| <b>Trick or Treating Expense</b> | 0.00                | 0.00                |
| Total Program Services           | <u>\$ 772.65</u>    | <u>\$ 11,437.75</u> |
| Total Expenditures               | <u>\$ 52,749.26</u> | <u>\$ 83,087.68</u> |
| Net Operating Revenue            | <u>\$ 36,611.95</u> | <u>\$ 47,814.32</u> |
| <b>Net Revenue</b>               | <b>\$ 36,611.95</b> | <b>\$ 47,814.32</b> |

**Superior Business Improvement District**  
**Statement of Financial Position and Statement of Activity**  
**Budget vs. Actual for the Period Ending 7/31/25**

|                                            | <b>7/31/2025 YTD</b> | <b>7/31/2025</b>     | <b>Difference</b>    |
|--------------------------------------------|----------------------|----------------------|----------------------|
|                                            | <b>Total</b>         | <b>Budget</b>        |                      |
| <b>Revenue</b>                             |                      |                      |                      |
| <b>Donations</b>                           | 0.00                 | 0.00                 | 0.00                 |
| <b>Donations - Bid Bucks Sold</b>          | 900.00               | 1,166.67             | 266.67               |
| <b>Other Misc Revenue</b>                  | 0.00                 | 0.00                 | 0.00                 |
| <b>Farmers Market Sponsorship</b>          | 400.00               | 1,166.67             | 766.67               |
| <b>Special Tax Assessment</b>              | 151,669.00           | 151,666.67           | -2.33                |
| <b>Interest Income</b>                     | 0.00                 | 0.00                 | 0.00                 |
| <b>Total Revenue</b>                       | <b>\$ 152,969.00</b> | <b>\$ 154,000.00</b> | <b>\$ 1,031.00</b>   |
| <b>Expenditures</b>                        |                      |                      |                      |
| <b><i>Non-Personnel Expenses</i></b>       |                      |                      |                      |
| <b>Accounting Services</b>                 | 3,399.28             | 3,493.00             | 93.72                |
| <b>Continuing Education</b>                | 0.00                 | 0.00                 | 0.00                 |
| <b>Board of Director Expense</b>           | 0.00                 | 437.50               | 437.50               |
| <b>Dues and Subscriptions</b>              | 499.89               | 875.00               | 375.11               |
| <b>General Insurance</b>                   | 256.27               | 0.00                 | -256.27              |
| <b>Marketing and Branding</b>              | 7,451.67             | 2,916.67             | -4,535.00            |
| <b>Marketing Consultant</b>                | 10,660.00            | 5,833.33             | -4,826.67            |
| <b>Meal Expense</b>                        | 1,295.84             | 560.00               | -735.84              |
| <b>Office Expenses</b>                     | 3,395.19             | 3,208.33             | -186.86              |
| <b>Office Rent Expense</b>                 | 3,725.00             | 3,675.00             | -50.00               |
| <b>Superior Day Expenses</b>               | 945.33               | 583.33               | -362.00              |
| <b>Travel Expenses</b>                     | 775.71               | 583.33               | -192.38              |
| <b>Total Non-Personnel Expenses</b>        | <b>\$ 32,404.18</b>  | <b>\$ 22,165.50</b>  | <b>-\$ 10,238.68</b> |
| <b><i>Personnel Expenses</i></b>           |                      |                      |                      |
| <b>Health Insurance Reimbursement</b>      | 2,333.38             | 5,250.00             | 2,916.62             |
| <b>Payroll Taxes</b>                       | 3,352.77             | 4,666.67             | 1,313.90             |
| <b>Salaries and Wages (Exec and Admin)</b> | 40,833.38            | 52,500.00            | 11,666.62            |
| <b>Workers Compensation Insurance</b>      | 2,053.00             | 583.33               | -1,469.67            |
| <b>Total Personnel Expenses</b>            | <b>\$ 48,572.53</b>  | <b>\$ 63,000.00</b>  | <b>\$ 14,427.47</b>  |
| <b><i>Program Services</i></b>             |                      |                      |                      |
| <b>Bid Bucks Reimbursement</b>             | 100.00               | 498.75               | 398.75               |
| <b>Chamber</b>                             |                      | 466.67               | 466.67               |
| <b>Christmas Santa</b>                     | 0.00                 | 408.33               | 408.33               |
| <b>Christmas Tree Lighting</b>             | 0.00                 | 116.67               | 116.67               |
| <b>Connect Community WEDC</b>              | 429.00               | 116.67               | -312.33              |
| <b>Douglas County Leadership Support</b>   | 800.00               | 466.67               | -333.33              |
| <b>Farmers Market Expense</b>              | 2,654.72             | 816.67               | -1,838.05            |
| <b>Grants Committed</b>                    | 15,495.25            | 14,583.33            | -911.92              |

|                                     |                      |                      |                     |
|-------------------------------------|----------------------|----------------------|---------------------|
| <b>Homegrown Trolley</b>            | 0.00                 | 233.33               | 233.33              |
| <b>Ice Festival</b>                 |                      | 291.67               | 291.67              |
| <b>Small Business Saturday Bags</b> | 0.00                 | 1,166.67             | 1,166.67            |
| <b>Stakeholder Marketing</b>        | 4,500.00             | 6,125.00             | 1,625.00            |
| <b>Superior Christmas Ads</b>       | 0.00                 | 1,944.25             | 1,944.25            |
| <b>Superior Days Sponsorship</b>    |                      | 233.33               | 233.33              |
| <b>Trick or Treating Expense</b>    | 0.00                 | 0.00                 | 0.00                |
| Total Program Services              | <b>\$ 23,978.97</b>  | <b>\$ 27,468.00</b>  | <b>\$ 3,489.03</b>  |
| Total Expenditures                  | <b>\$ 104,955.68</b> | <b>\$ 112,633.50</b> | <b>\$ 7,677.82</b>  |
| Net Operating Revenue               | <b>\$ 48,013.32</b>  | <b>\$ 41,366.50</b>  | <b>-\$ 6,646.82</b> |
| <b>Net Revenue</b>                  | <b>\$ 48,013.32</b>  | <b>\$ 41,366.50</b>  | <b>-\$ 6,646.82</b> |

**Superior Business Improvement District**  
**Statement of Financial Position and Statement of Activity**  
**Budget vs. Actual for the Period Ending 7/31/25**

|                                       | July 25 Activity    | 7/31/2025 YTD<br><u>Total</u> |
|---------------------------------------|---------------------|-------------------------------|
| <b>ASSETS</b>                         |                     |                               |
| Current Assets                        |                     |                               |
| Bank Accounts                         |                     |                               |
| <b>Checking Account</b>               | -9,984.75           | 111,850.21                    |
| Total Bank Accounts                   | <b>-\$ 9,984.75</b> | <b>\$ 111,850.21</b>          |
| Other Current Assets                  |                     |                               |
| <b>Assessment Receivable</b>          | 21,667.00           | 151,669.00                    |
| <b>Other Receivables</b>              | -100.00             | 2,375.00                      |
| Total Other Current Assets            | <b>\$ 21,567.00</b> | <b>\$ 154,044.00</b>          |
| Total Current Assets                  | <b>\$ 11,582.25</b> | <b>\$ 265,894.21</b>          |
| <b>TOTAL ASSETS</b>                   | <b>\$ 11,582.25</b> | <b>\$ 265,894.21</b>          |
| <b>LIABILITIES AND EQUITY</b>         |                     |                               |
| Liabilities                           |                     |                               |
| Current Liabilities                   |                     |                               |
| Accounts Payable                      |                     |                               |
| <b>Accounts Payable</b>               |                     | 0.00                          |
| Total Accounts Payable                | <b>\$ 0.00</b>      | <b>\$ 0.00</b>                |
| Other Current Liabilities             |                     |                               |
| <b>Grants Payable</b>                 | 11,533.25           | 16,682.64                     |
| <b>Unreimbursed Bid Bucks Payable</b> | -150.00             | 7,400.00                      |
| Total Other Current Liabilities       | <b>\$ 11,383.25</b> | <b>\$ 24,082.64</b>           |
| Total Current Liabilities             | <b>\$ 11,383.25</b> | <b>\$ 24,082.64</b>           |
| Total Liabilities                     | <b>\$ 11,383.25</b> | <b>\$ 24,082.64</b>           |
| Equity                                |                     |                               |
| <b>Fund Balance 2023</b>              | 0.00                | 0.00                          |
| <b>Fund Balance 2024</b>              | 0.00                | 0.00                          |
| <b>Fund Balance 2025</b>              |                     | 193,798.25                    |
| <b>Net Revenue</b>                    | 199.00              | 48,013.32                     |
| Total Equity                          | <b>\$ 199.00</b>    | <b>\$ 241,811.57</b>          |
| <b>TOTAL LIABILITIES AND EQUITY</b>   | <b>\$ 11,582.25</b> | <b>\$ 265,894.21</b>          |

|                                   | July 25 Activity | 7/31/2025 YTD |
|-----------------------------------|------------------|---------------|
| Revenue                           |                  |               |
| <b>Donations</b>                  |                  | 0.00          |
| <b>Donations - Bid Bucks Sold</b> | 0.00             | 900.00        |
| <b>Other Misc Revenue</b>         |                  | 0.00          |
| <b>Farmers Market Sponsorship</b> | 400.00           | 400.00        |

|                                            |                     |                      |
|--------------------------------------------|---------------------|----------------------|
| <b>Special Tax Assessment</b>              | 21,667.00           | 151,669.00           |
| <b>Interest Income</b>                     |                     | 0.00                 |
| <b>Total Revenue</b>                       | <b>\$ 22,067.00</b> | <b>\$ 152,969.00</b> |
| <b>Expenditures</b>                        |                     |                      |
| <i><b>Non-Personnel Expenses</b></i>       |                     |                      |
| <b>Accounting Services</b>                 | 499.82              | 3,399.28             |
| <b>Continuing Education</b>                |                     | 0.00                 |
| <b>Board of Director Expense</b>           |                     | 0.00                 |
| <b>Dues and Subscriptions</b>              | 11.99               | 499.89               |
| <b>General Insurance</b>                   | 256.27              | 256.27               |
| <b>Marketing and Branding</b>              |                     | 7,451.67             |
| <b>Marketing Consultant</b>                |                     | 10,660.00            |
| <b>Meal Expense</b>                        | 45.01               | 1,295.84             |
| <b>Office Expenses</b>                     | 917.76              | 3,395.19             |
| <b>Office Rent Expense</b>                 | 575.00              | 3,725.00             |
| <b>Superior Day Expenses</b>               |                     | 945.33               |
| <b>Travel Expenses</b>                     |                     | 775.71               |
| <b>Total Non-Personnel Expenses</b>        | <b>\$ 2,305.85</b>  | <b>\$ 32,404.18</b>  |
| <i><b>Personnel Expenses</b></i>           |                     |                      |
| <b>Health Insurance Reimbursement</b>      | 333.34              | 2,333.38             |
| <b>Payroll Taxes</b>                       | 446.25              | 3,352.77             |
| <b>Salaries and Wages (Exec and Admin)</b> | 5,833.34            | 40,833.38            |
| <b>Workers Compensation Insurance</b>      | 408.00              | 2,053.00             |
| <b>Total Personnel Expenses</b>            | <b>\$ 7,020.93</b>  | <b>\$ 48,572.53</b>  |
| <i><b>Program Services</b></i>             |                     |                      |
| <b>Bid Bucks Reimbursement</b>             |                     | 100.00               |
| <b>Chamber</b>                             |                     |                      |
| <b>Christmas Santa</b>                     |                     | 0.00                 |
| <b>Christmas Tree Lighting</b>             |                     | 0.00                 |
| <b>Connect Community WEDC</b>              |                     | 429.00               |
| <b>Douglas County Leadership Support</b>   |                     | 800.00               |
| <b>Farmers Market Expense</b>              | 76.97               | 2,654.72             |
| <b>Grants Committed</b>                    | 12,464.25           | 15,495.25            |
| <b>Homegrown Trolley</b>                   |                     | 0.00                 |
| <b>Ice Festival</b>                        |                     |                      |
| <b>Small Business Saturday Bags</b>        |                     | 0.00                 |
| <b>Stakeholder Marketing</b>               |                     | 4,500.00             |
| <b>Superior Christmas Ads</b>              |                     | 0.00                 |
| <b>Superior Days Sponsorship</b>           |                     |                      |
| <b>Trick or Treating Expense</b>           |                     | 0.00                 |
| <b>Total Program Services</b>              | <b>\$ 12,541.22</b> | <b>\$ 23,978.97</b>  |
| <b>Total Expenditures</b>                  | <b>\$ 21,868.00</b> | <b>\$ 104,955.68</b> |
| <b>Net Operating Revenue</b>               | <b>\$ 199.00</b>    | <b>\$ 48,013.32</b>  |
| <b>Net Revenue</b>                         | <b>\$ 199.00</b>    | <b>\$ 48,013.32</b>  |



# VIDEO PRODUCTION

## ON-SITE FILMING:



OUR TEAM WILL CAPTURE THE BEST OF YOUR BUSINESS IN ITS NATURAL ENVIRONMENT, FROM A VIBRANT STOREFRONT TO A BUSTLING WORKSHOP.

## EXPERT EDITING:



WE'LL WEAVE YOUR STORY INTO A COMPELLING, CONCISE VIDEO THAT IS OPTIMIZED FOR TODAY'S SOCIAL MEDIA PLATFORMS.



## FINAL VIDEO ASSET:

YOU WILL RECEIVE A HIGH-QUALITY VIDEO FILE THAT CAN BE USED ACROSS YOUR OWN MARKETING CHANNELS, FROM YOUR WEBSITE TO ADDITIONAL SOCIAL MEDIA CAMPAIGNS.

## HOW WE BUILD UNSHAKEABLE LOYALTY

### AMPLIFY YOUR STORY:

A TARGETED SOCIAL MEDIA CAMPAIGN TO BRING AWARENESS TO YOUR BUSINESS AND ITS STORY. THIS ENSURES LOCAL PATRONS SEE YOUR MESSAGE AND FEEL A STRONGER CONNECTION TO YOUR BRAND.

### SECURE CUSTOMER CONNECTIONS:

THE GOAL IS TO MAKE YOUR BUSINESS A "MUST-VISIT" DESTINATION, REINFORCING YOUR VALUE TO THE COMMUNITY BEFORE AND DURING THE PERIOD OF DISRUPTION.

### HIGH-QUALITY ASSET:

THE FINAL VIDEO GIVES YOU A VERSATILE MARKETING TOOL TO USE IN YOUR OWN CAMPAIGNS, EMAIL NEWSLETTERS, AND ON YOUR WEBSITE FOR YEARS TO COME.

THIS INITIATIVE IS A COLLABORATIVE EFFORT WITH OTHER SUPERIOR BUSINESS IMPROVEMENT DISTRICT BUSINESSES, SHOWCASING THE STRENGTH AND VIBRANCY OF THE LOCAL BUSINESS COMMUNITY AS A WHOLE.