

SUPERIOR BUSINESS IMPROVEMENT DISTRICT

20
26 **ANNUAL**
MEETING
APRIL 16, 2026

ENCOURAGE. DEVELOP. PROMOTE.

SBID Mission

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

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 fine entertainment.

Our Board & Committees

ENCOURAGE. DEVELOP. PROMOTE.

2026 Board of Directors

Dave Miller*

President

Northwest Outlet

Beth Fritsche*

Treasurer

Globe News

Jordan DeCaro*

Tap on Tower

Andrew Perfetti*

Goin' Postal

Donald Nummi Jr

Secretary

National Bank of Commerce

Gary Banker

Citizen

Natalie Harris*

Superior Waffles

Barb Peterson*

Pioneer Title

Chris Scharte*

Vice President

Belknap Plumbing & Heating

Raya Horst*

Serenity Spa & Salon

Micah Pahl

Attorney

Ex-Officio & Auxiliary Members

Mayor Jim Paine

City of Superior

Jim Caesar

The Development Association

Taylor Pederson

Superior/Douglas County
Chamber of Commerce

Paul Winterscheidt

Police Chief SPD

Tylor Elm

Discover PC

Lindsay Graskey

Spirit Room

**Property Owner*

BOD Executive Committee

Dave Miller - *President*

Chris Scharte - *Vice President*

Donald Nummi Jr – *Secretary*

Beth Fritsche – *Treasurer*

Design Committee

Gary Banker, Chair – Citizen Representative

Dave Miller – Northwest Outlet

Nick Korhonen – Korhonen Agency

Thad Whitesel – TW Wood Design

Andy Perfetti - Goin' Postal

Marketing & Retention Committee

Natalie Harris - Superior Waffles/SBID BoD

Chair, Amanda Paulson – Northwest Outlet

Vice Chair, Mark Mahan – Mahan Rental Properties

Gina Wheeler – Brush & Co.

Raya Horst – Serenity Salon and Posh Boutique/SBID BoD

Jami Holappa – Kindred Stone & Co.

Colleen Lampton – Weeping Willow

Amy Ugstad – Marketing Consultant, OneUP Creative

Development & Engagement

ENCOURAGE. DEVELOP. PROMOTE.

Economic Development

The SBID supports Stakeholder business growth and attract new business to the District. We collaborate, communicate, and/or maintain membership with the following entities and organizations:

- City of Superior Planning
- The Development Association
- Superior/Douglas County Chamber of Commerce
- UW Small Business Development Center
- UW Superior Continuing Education/Link Center
- Northwood Tech
- DWD/DVR
- Wisconsin Economic Development Corporation (WEDC)
- Connect Communities
- Wisconsin Economic Development Association (WEDA)
- Douglas County Land and Development

Economic Development - continued

- First American Capital Corp.
- Entrepreneur Fund
- Northwest Regional Planning
- Travel Wisconsin
- Travel Northwest Wisconsin (co-op through Douglas County)
- Superior Douglas County Leadership Program
- Destinations Wisconsin
- Wisconsin Counties Association

New 2025:

- Vision's Northwest
- Great Lakes Economic Development Association
- Wisconsin Women's Business Initiative Corporation- *(begin in 2026)*

2025 New/Expanded Businesses in SBID

Palace Bar (New ownership, was closed over 4 years)

Kindred Heart

Runa Yoga

Summit Mortgage

Teeth Whitening Bar (Superior Med Spa)

F3 Store (Fabric, Fiber and Fancies)

Superior Pain Management

Rebel Threads

Mark's Barber (Barber in Nottingham Building)

Sheet Metal Solutions

Asia Massage

Barber Academy

Remedy Room/SoupTown Deli (Opened March 2026)

Seller's Antique Mall

Jack's Bar (New Ownership)

2025 Businesses in SBID - Moves

Midwest Mama's LLC Move to Globe News Building

Superior Coins Moved to Tower from Belknap

Esterbrooks to BBC

Pioneer Title purchased new building

2025 Businesses in SBID – Expansions and New Projects

Uffda Kombucha purchased building on Tower (Formerly Shorty's)
- Brewery and Distribution

Mazi Restaurant (co-owned with 1 partner from UffDa Kombucha)
- Late Spring 2026

Wine Seller's Winery

- Expanding indoors/back courtyard - completion Spring 2026

Jade Fountain in Superior

- Goal for events summer 2026. Art sales and creation space.

Port Town Tavern

- Engelking's renovation former "Dugout bar" - open Spring 2026

2026 Business Openings

Since January, **12 new businesses** have opened or are close to opening

2025 SBID Sign and Stakeholder Grants

Tiny Riot, Stakeholder	\$2,100.00
Souptown Deli, Stakeholder	\$5,000.00
Superior Med Spa, Teeth Whitening Bar	\$931.00
Black Diamond Real Estate (Horizon Building)	\$5,000.00 (IP)
Lake Superior Coins, Sign	\$979.37
Foxes and Fireflies, Sign	\$553.88
Port Town Tavern, Stakeholder	\$5,000.00
Thirsty Pagan Brewing, Stakeholder	\$5,000.00 (IP)
Seller's Antique Mall, Stakeholder	\$5,000
Esterbrooks, Sign	\$250.00
Increased Grant Budgeted Total to \$35,000.00	
Committed for 2025 \$29,814.25	

Community Partnering Events

The SBID represents our stakeholders by participating in community initiatives such as:

- Superior Days
- Superior/Douglas County Leadership
- WEDC Economic Summit
- Lt Governor's Small Business Academy
- Connect Communities
- RECON/Development Association
- Editorial Partner - Positively Superior
- Superior Telegram - Regular Contributor
- Homegrown Music Festival – Superior Night
- Chamber Events

Other Activities & Outreach

City of Superior, 2nd Floor Housing Development - \$5,000
Architecture grant from City came from this group

The Lift (WDIO) - March 2025 Amy and Kelly shared about the SBID

Blatnik Project – Ongoing partnership with MnDOT & WisDOT. SBID Hosted Blatnik Update Meeting (March 2025) and Blatnik Bootcamp (November 2025) offering tools for businesses.

SBID and DA - Business planning with Spartan Manufacturing, Spartan Shack

DOT Visual Quality Assurance - SBID Representation for Blatnik

Other Activities & Outreach - Continued

City of Superior/Parks and Rec – Connection with new Park/Rec Director, plans for SBID banners, refuse containers, bus stops, Princess Pocket Park and Theater, establishing Social District pilot program

TPBA Kickoff – Launch with media and community at Hoops (May 25)

The Woman Today Magazine/DNT - Rosie Award, Kelly Peterson

Bridge to Progress Program – Participation with The DA, Blatnik Bridge Steering Committee

Bike Station – Center City Park

THE LOT – Ongoing programming, beautification, maintenance

Promotion & Special Events

Downtown Farmer's Market

End of May-October



ENCOURAGE. DEVELOP. PROMOTE.

Earth Day /Sustainable Business Showcase



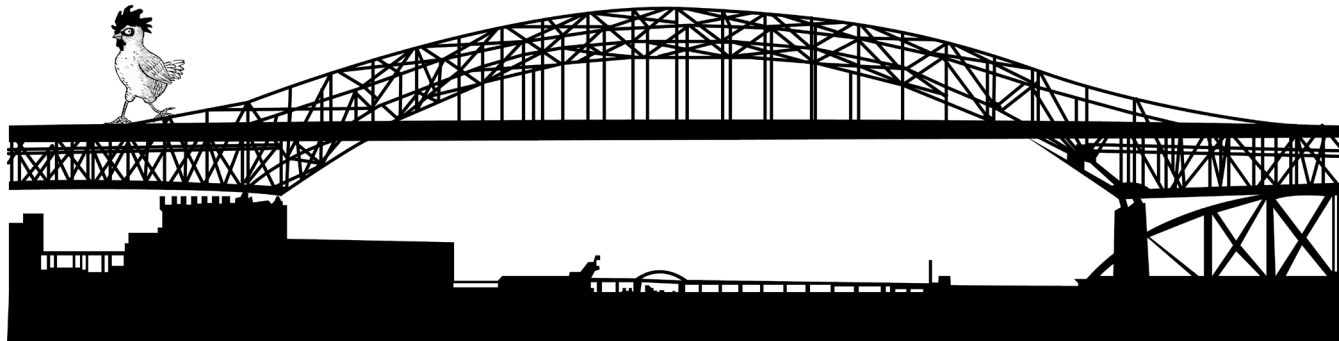
ENCOURAGE. DEVELOP. PROMOTE.

Homegrown Music Festival

Superior Night

Supporting Partner

WHY DID THE CHICKEN CROSS THE BRIDGE?
DUH. TO GO TO HOMEGROWN'S SUPERIOR NIGHT - THURSDAY, MAY 1



Make Music Day

June 21 - Supporting Partner



ENCOURAGE. DEVELOP. PROMOTE.

Summer Sale-A-Bration - July



Pride Parade

Labor Day Weekend - Supporting Partner



ENCOURAGE. DEVELOP. PROMOTE.

Trick or Treat in the District



ENCOURAGE. DEVELOP. PROMOTE.

Superior Spooktacular

Supporting Partner



ENCOURAGE. DEVELOP. PROMOTE.

Pink Friday - 3rd Annual



Shop Small Superior Week



ENCOURAGE. DEVELOP. PROMOTE.

Holiday Tree Lighting

Supporting Partner



Surprise Santa



Lake Superior Ice Festival

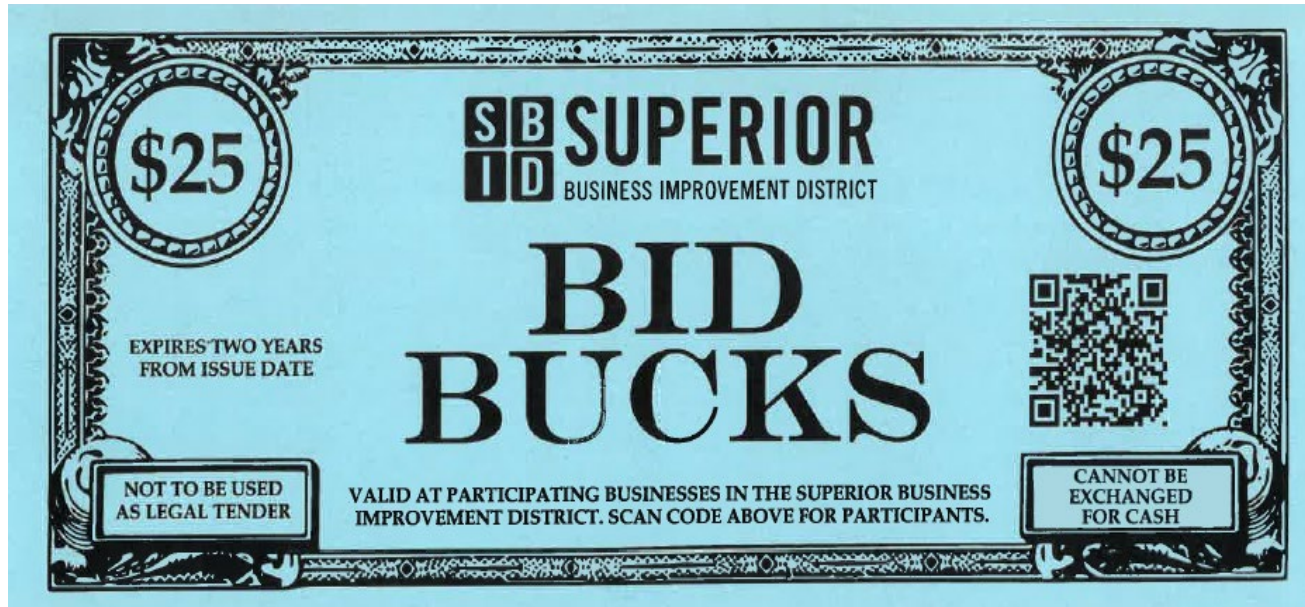
Supporting Partner



ENCOURAGE. DEVELOP. PROMOTE.

Superior BID Bucks \$25 and \$5

Gift Certificates to SBID Participating Businesses



“Where in the #SBID is Kelly Peterson?”



ENCOURAGE. DEVELOP. PROMOTE.

Women in Business

- Began February 2024
- Objective: Provide opportunities for education, personal/professional growth, networking, etc.
- Focused on women as underserved demographic in business community, but all are welcome
- Monthly meetings: Agenda includes opportunity for member intro/share, SBID update, featured presenter

SUPERIOR BUSINESS IMPROVEMENT DISTRICT

WOMEN
in Business



ENCOURAGE. DEVELOP. PROMOTE.

Women in Business *continued*

2025 Speakers and Topics

Terra Momont, Rise Into Wellness- Setting Intentions and Wellbeing

Lindsey Graskey, Tourism Development Commission, Superior Tourism

Pippi Middleton, Christena O'Brien, MNDOT, WisDOT, Blatnik Bridge

Kelly Peterson, Jen Rossman, Twin Ports Business Alliance, B2B

Jenice Meyer, The Development Association, Capacity Building Grant

Liz Amys, One Love Collective, Embodying Love and Connection; A Path to Inner Alignment

Summer Nitsch, Superior Effect Marketing, Marketing for the Blatnik Project

Shawna Anderson, Embark, Untapped Resources

Dr Jennifer Garland, UWS, Continuing Education

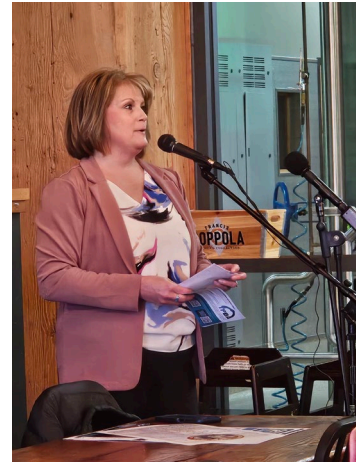
Robyn Lings, Sedar and Sage Financial, Basic Financial Planning

Kathy Laakso, Time Arc Theatre, “When Storms Come Calling”

Creede McClellan, SBID, Operations Consultant, “Tech Moments”

Twin Ports Business Alliance

- Group formed to foster partnership between Twin Ports Business Districts
- Work collaboratively to support businesses that will be impacted by Blatnik Bridge Project
- Proactively share info, resources and promo opportunities to businesses



TPBA Leadership

Kelly Peterson, SBID, President

Jen Rossman, CPBA, Vice President,

Cam Krueger, Lincoln Park, Secretary/Treasurer

Jennifer Hansen, Sprit Mountain,

Kate Ferguson, Duluth Seaway Port Authority

TPBA Projects & Goals

Bong Bridge Passport - Stamp book featuring specials from businesses on Twin Ports. Cross promotion to encourage visits during construction. Goal to have a new Passport for each year during construction.

Communication – Provide regular communication of updates regarding the Blatnik Project and access to resources, education, and promotional opportunities.

SBID Goals 2025 - Review

Education Series

Co-hosted: UW-Continuing Education, DOT, WEDC-webinars

Website upgrades – In Progress

- Improved business listing, researched and chose new CRM
- Stakeholder section and visitor experience

Additional Marketing Opportunities

- Stakeholder video short features – social & web – New Opportunities
- Brochures/Rack Cards – Targeted by category featuring stakeholder businesses. Retail completed and next planned.
- Lake Superior Magazine advertising
- Swag Bags success! - \$5 Superior BID Bucks, businesses stocking materials for the bags

SBID organization evaluation and update:

By laws, operating plan, grants – In Progress. Phase 1 completed.

2026 SBID Goals

ENCOURAGE. DEVELOP. PROMOTE.

2026 Goals and Programs: PROPOSED

Marketing Resources Fair - Held March 23 - 12 Vendors, approximately 40 attendees

SBID Sponsored Targeted Marketing - Phase 1

- **OneUp Creative** - 1 free hour of Marketing Consultation (*\$100 value*), SBID sponsor first 10 paid
- **JoAnn Jardine/Google 360 Tours** - Video tours for Google and own website, \$200 special, SBID pays \$100 for first 10
- **Superior Effect Marketing** - Bookend SBID Videos of Businesses. \$400. SBID pays \$200 for first 10.

Begin small to gauge business participation. Possibility to expand.

Roundabout and Tower/Belknap Cameras to view traffic in real time.
Possible Duluth Harbor Cam.

2026 Goals and Programs: PROPOSED (*continued*)

Monthly e-newsletters from Kelly Peterson – Updates on outreach, advocacy, programming and promotions

UWS Summer Fellowship, Sharan Kanugovi - Research traffic rerouting during Blatnik Bridge Construction and impact on consumer flow and how businesses/local residents can adapt to these shifts

LOIS Location Finder - WEDC sponsored for listing buildings to own or spaces to Lease. Will have access on the SBID website

Partner with Wisconsin Women's Business Initiative Corporation (WWBIC)
Jaci Sully and SBID will host quarterly educational opportunities and also provide resources for all businesses in SBID/Superior on May 11, 12-1:30
Financial Literacy

2026 Goals and Programs: PROPOSED (*continued*)

Positively Superior Holiday Guide - Planning for October 2026 - SBID to host banner for reduced costs to businesses. More to follow.

SBID Info Areas - Identify businesses in prominent areas for information areas around the SBID. Racks for maps, rack cards, flyers. Promotions committee planning these stations.

SBID Stakeholder Communication - Regular e-mails, Stakeholder Programming Packet (print/digital), additional mailings

Storm Drain Adoption Program – Work with City to expand participation in SBID and beyond

Please like our pages and share on your socials:

LinkedIn

Facebook

Instagram

Snapchat

TikTok

Use hashtags:

#SuperiorBID

#Shopsmallsuperior

#ShopsuperiorWI

#freeparkinginSuperior

#itsallhappeningintheSuperiorBID

#Thinkshopbuylocal

Questions/comments? Connect with me!

Kelly Peterson, Executive Director

Petersonk@Superiorbid.com

715-394-3557 office line

715-817-1250 office cell-call or text