



SHARPENING THE  
**FOCUS**

2023 ANNUAL MEETING

ENCOURAGE. DEVELOP. PROMOTE.

# Our Board & Committees

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## 2023 Board of Directors

**Nick Korhonen**

*Past President*

Korhonen Agency

**Dave Miller**

*Vice President*

Northwest Outlet

**Donald Nummi Jr**

*Secretary/Treasurer*

National Bank of Commerce

**Chris Scharte**

Belknap Plumbing & Heating

**Adelaide Poskozim**

Student

**Gary Banker**

Citizen

**Karen Geegan**

Jack's Place/Capri Bar

**Katie Perrault**

Nummi Jewelers

**Raya Horst**

Serenity Spa & Salon

**Josh Ross**

Cobblestone Hotel & Suites

**Natalie Harris**

Superior Waffles

### Ex-Officio & Auxilliary Members

**Mayor Jim Paine**

City of Superior

**Jim Caesar**

The Development Association

**Taylor Pederson**

Superior/Douglas County  
Chamber of Commerce

**Officer Brad Jago**

Superior Police Department

# **Proposed BOD Executive Committee**

**Dave Miller - *President***

**Chris Scharte - *Vice President***

**Donald Nummi Jr – *Secretary/Treasurer***

## **Design Committee**

**Gary Banker, Chair – Citizen Representative**

**Dave Miller – Northwest Outlet**

**Nick Korhonen – Korhonen Agency**

**Thad Whitesel – TW Wood Design**

# Marketing & Retention Committee

**Dave Miller** – Northwest Outlet

**Mark Mahan** – Mahan Rental Properties

**Katie Perrault** – Nummi Jewelers

**Nick Korhonen** – Korhonen Agency

**Gina Wheeler** – The Pottery Burn

**Raya Horst** – Serenity Salon and Posh Boutique

**Kelly Peterson** – Executive Director, SBID

**Amy Ugstad** – Marketing Consultant, OneUP Creative

# Advocacy & Engagement

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# Advocacy

The SBID advocates on behalf of our stakeholders for to address needs and connect them with resources and opportunities including:

- Financial
- Labor/Employment
- Educational
- Networking
- Promotional
- Etc.

## Economic Development

The SBID works with local agencies to support Stakeholder business growth and attract new business to the District. Our partners include:

- City of Superior Planning
- City of Superior Assessor
- Development Association
- UW Small Business Development Center
- Entrepreneurial Fund
- WI Economic Development Corporation
- Small Business Association
- Douglas County and more!

## 33 New or Expanded Businesses in the SBID in 2022

- Affordable Decorating
- Barber and Beauty
- Bucktales Cantina and Shorty's Pizza
- Creative CATS
- Just the Dip
- Northland Smoke and Vape
- Rachel Nelson Insurance Services
- Spaces/Anndrea's Art
- Superior Effect Marketing
- Superior Tavern
- Uffda Kombucha
- Allure
- Bear Creek Defense
- Cashmere Hair & Beauty Spa
- Globe News Group
- Life Infusions
- Northlandia Tattoo Parlor
- Reclaim Creative Reuse
- Super Roll LLC
- Superior Impact Nutrition
- Toppers Pizza
- Wild Embers Event Services
- Alseth Family Support
- Blackwoods Group
- Central Pub
- Imperium Chiropractic
- MM Bay
- Playtime Palace
- Sei Bella Salon
- Superior Cannabis
- Superior Pickers
- Tower Fit Superior
- Wine Beginnings  
*(expanded operations)*

## Business Investment

The SBID works to connect Stakeholder businesses with grant opportunities to invest in their storefronts and community such as:

- City of Superior Small Grants
- SBID Grants
- State of Wisconsin Grants
- Wisconsin Economic Development Corporation
- Northwest Regional Planning
- Douglas County Revolving Loan Fund
- Bounceback Grants and more!

# Business Investment

**Wisconsin Tomorrow Main Street Bounce Back Grant**  
*(American Recovery Plan Act (ARPA) funds)*  
*January 2021-December 2022*

**New tenant or owner or expanding businesses - \$10,000**

**68 in Superior, of which 55 were in the SBID - \$550,000**

# Business Investment

## Wisconsin Tomorrow Main Street Bounce Back Grant Recipients

3.14 Co. LLC (Toppers Pizza  
Affordable Decorating  
Allure Laser & Aesthetics LLC  
Alseth Family Support, LLC  
Applehouse  
Art Lab LLC  
Black Eagle Enterprises Inc.  
Black Fox Salon Studio LLC  
Body Bar by Lashed Out LLC  
Carina Barker Clinical Practice LLC  
Cashmere Hair N Beauty Spa  
Catmodul, Ltd (Collector's Connection  
CMC Construction, Inc.  
Core Landscaping LLC (Core Metalworks)  
Creative CATS LLC  
Detailing By Tyler  
DMB Morales (Bucktales/Shorty's Pizza)  
Duluth Flower Farm Inc.  
G.F.F. Productions  
Imperium Chiropractic SC  
Incantation  
Jamrock Cultural Restaurant LLC  
Just the Dip

Kindred Stone & Co LLC  
KW Call Center Services  
Lash Out Extensions  
MMBAY, LLC  
Nails by Mary Vang  
Nick Korhonen Agency LLC  
North Shore Compressor & Machine, Inc.  
Northland Signature Services LLC  
Northland Smoke & Vape LLC  
Northlandia Tattoo  
Perfect Timing Auto Repair LLC  
Playtime Palace LLC  
Ploeger, Smith & Glonek LLC (Spaces by Blue Arrow)  
Precision Tint & Detail-Superior LLC  
Radiant Massage Therapy LLC  
Reclaim Creative Reuse LLC  
Sei Bella  
Sellers Auction LLC  
Serenity Salon & Posh Boutique, LLC  
SGI-Auto Glass Division  
Skin Deep Tattoo & Piercing  
Soundtronics Inc  
Studio One Photography

Sunkissed LLC  
Super Roll LLC  
Superior Bowling Center LLC  
Superior Cannabis Company, LLC  
Superior Ceramics Coatings LLC  
Superior Effect Marketing  
Superior Tavern  
Superior Waffles, LLC  
Sutherland Business Adventures LLC  
The Wildflower Boutique  
Tilander CMMMA LLC (Stone House Martial Arts)  
Tower Fit Nutrition  
Twin Ports Laser and Cosmetic Services LLC  
UffDa Kombucha  
Unique Crown Beauty Inc.  
Up North DeCaro Superior LLC (The Tap on Tower)  
Video Vision – Duluth, Inc.  
Weeping Willow  
Wine Beginnings II  
Winks Beauty Studio  
Wire Werks Accessories and Solutions  
Zenith Biome Insights Inc. (Green Home Solutions)

## Business Investment

| Business                          | SBID Sign Grant   | SBID Stakeholder Grant |
|-----------------------------------|-------------------|------------------------|
| Advantage Air                     |                   | \$5,000.00             |
| Allure Laser & Aesthetics         | \$844.00          | \$4,000.00             |
| Body Bar by Lashed Out            | 543.33            | \$375.00               |
| Bucktales Cantina                 |                   | \$4,394.60             |
| Douglas County Health Care Clinic | \$1,000.00        |                        |
| Nails by Mary Vang                | \$195.18          |                        |
| Northland Smoke & Vape            | \$1,000.00        | \$4,000.00             |
| Superior Cannabis                 |                   |                        |
| Superior Tavern                   | \$1,000.00        | \$3,722.50             |
| Weeping Willow                    |                   | \$5,000.00             |
| Northlandia Tattoo                | \$1,000.00        | \$3,165.00             |
| Superior Glass                    |                   |                        |
| <b>TOTAL:</b>                     | <b>\$5,582.51</b> | <b>\$29,657.10</b>     |

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## 2022 Balance Sheet

| Assets                                | Amount              |
|---------------------------------------|---------------------|
| Cash/Securities                       | \$159,406.32        |
| Assessments Due (prior years)         | \$1,122.60          |
| Due from Tax Collection Fund          | \$188,457.40        |
| <b>Total Assets</b>                   | <b>\$348,986.32</b> |
| Liabilities                           | Amount              |
| Accounts Payable                      | \$8,279.61          |
| Deferred Revenue (Misc)               | \$188,457.40        |
| Deferred Revenue (Grants Payable)     | \$3,116.80          |
| <b>Total Liabilities</b>              | <b>\$199,853.81</b> |
| Fund Equity                           | Amount              |
| Fund Balance/Equity                   | \$149,132.51        |
| <b>Total Liabilities/Fund Equity:</b> | <b>\$348,986.32</b> |

## Community Partners

The SBID works with local partners to benefit our stakeholders and the community as a whole:

- City Public Works
- Culture
- Public Arts Commission
- UW Superior
- DVR
- Superior Council For the Arts
- Culture, Events, and Public Art Commission
- Parks and Rec
- Events
- Superior Chamber
- Northwood Tech
- DWD
- Environmental Services
- School District of Superior

## Community Partners

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- Events
- Superior Chamber
- Northwood Tech
- DWD

## Community Partners

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

- Superior Days
- Douglas County Extension/UW Superior Leadership
- BIPOC Entrepreneurial Development Summit
- WEDC Economic Summit
- Lt Governor's Small Business Academy
- Connect Communities
- RECON/Development Association
- Editorial Partner - Positively Superior
- Superior Telegram - Regular Contributor
- One Wisconsin - Diversity, Equity, Inclusion

# Promotion & Special Events

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# Downtown Farmer's Market

*End of May-October*



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# Earth Day /Sustainable Business Showcase



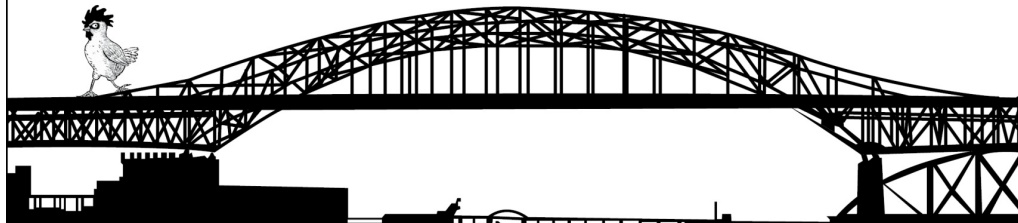
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# Homegrown Music Festival

## Souptown Night

*Supporting Partner*

**WHY DID THE CHICKEN CROSS THE BRIDGE?**  
DUH. TO GO TO **SOUPTOWN NIGHT** - THURSDAY, MAY 4



Look for the SBID Trolley providing free rides between  
Superior Homegrown venues Thursday night from 7 pm - 1 am!

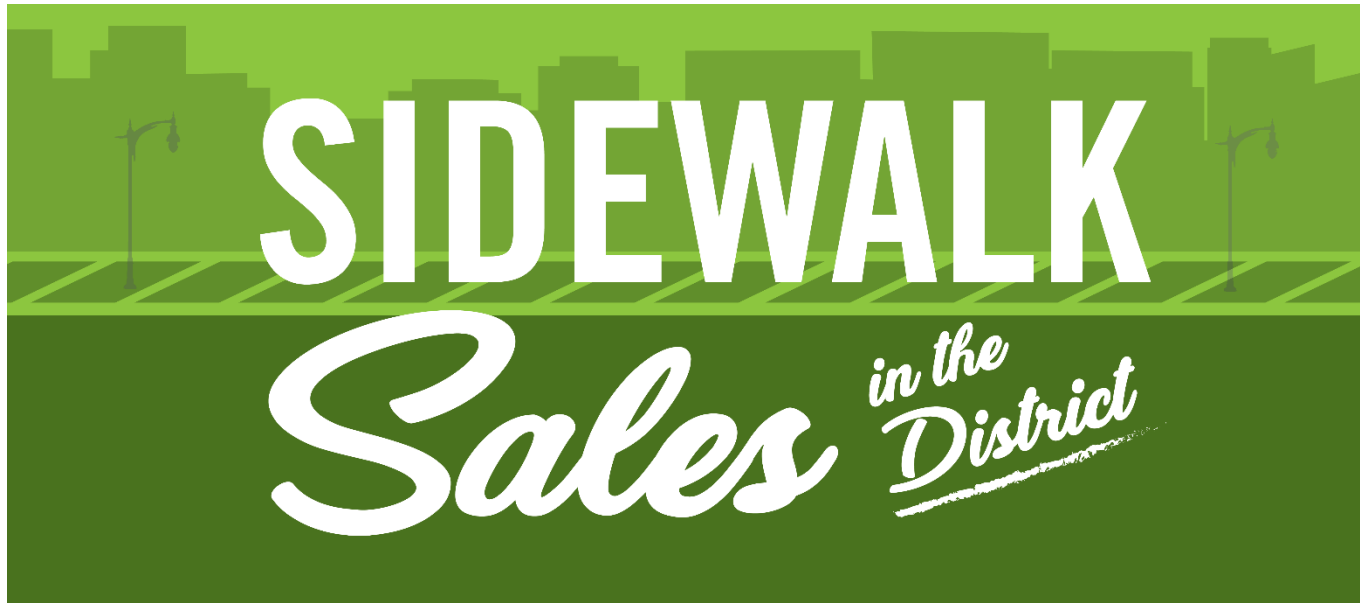
# Make Music Day

*June 21 - Supporting Partner*



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## Sidewalk Days - July



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# Pride Parade

*Labor Day Weekend - Supporting Partner*



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# Plaidurday

*First Friday in October*



# Pizza Wars

*Held in October for National Pizza Month*



WHO HAS THE MOST  
"SUPERIOR"  
PIZZA IN THE DISTRICT?

**VOTE NOW!**



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# Trick or Treat in the District



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# Superior Spooktacular

## *Supporting Partner*



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# Shop Small Superior Week



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# Holiday Tree Lighting

*Supporting Partner*



## Surprise Santa



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# Lake Superior Ice Festival

*Supporting Partner*



## Share the Love – Valentine's Day



FIND SOMETHING SPECIAL FOR  
THE ONE YOU **LOVE** IN THE SBID

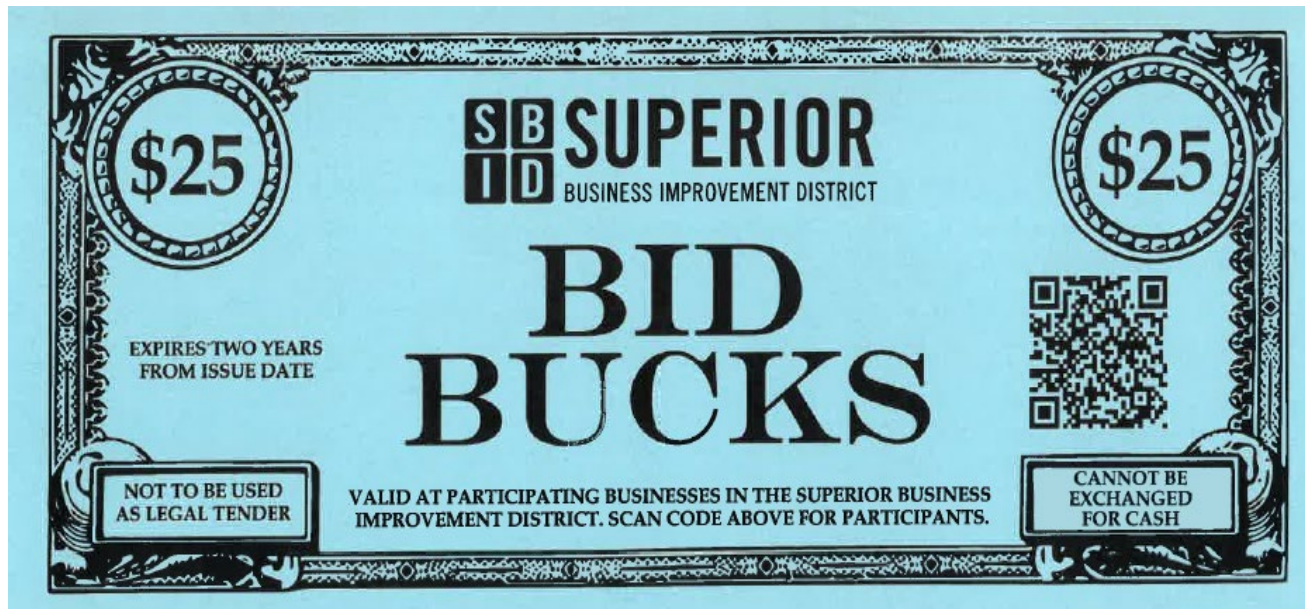
SAVE WITH VALENTINE SPECIALS FROM PARTICIPATING SBID MERCHANTS.

## St. Pat's & St. Urho's Day Promo



## BID Bucks

*Gift Certificates to SBID Participating Businesses*



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## “Where in the #SBID is Kelly Peterson?”



# SBID Goals 2023

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# Transition

- Assessing what our needs truly are and plan for success
- Covid and beyond!

## 2023 Goals

Always remember why we are here!

- Stakeholder Engagement  
*100 visits for 2023; 50 first time and 50 repeat*
- Welcoming Stakeholders  
*Packets including Mission, Vision, SBID Map, BID Bucks info, Proud Stakeholder window clings, etc.*
- Supporting Diversity in Business; BIPOC, Women Owned, etc.  
*Establish group to meet and focus on improving welcoming approach*
- Share Educational Opportunities  
*As an example, Small Business Week*

## 2023 Goals Continued

- Connect Community: Pursue Mainstreet Community
- Downtown Farmer's Market to include Art Fair
- Make Music Day  
*June 21, 2023: Fill the streets in the SBID with music*
- Tournaments  
*Where to go, eat, shopping, activities, separate flyers for each*
- National Night Out with Officer Jago Support - August
- Bike Safety - Course for Kids Event
- Outdoor Stage and Gathering Area for Music, Art, Plays, etc

## 2023 Goals Continued

- Improve Signage for Public Parking  
*Where do you park so you can walk about?*
- Improve Lighting in Lots and Alleys



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