

2024 Presentation

2023 Annual Report

Our Board & Committees

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2024 Board of Directors

Nick Korhonen

Past President
Korhonen Agency

Chris Scharte

Belknap Plumbing & Heating

Karen Geegan

Jack's Place/Capri Bar

Josh Ross

Cobblestone Hotel & Suites

Dave Miller

Vice President
Northwest Outlet

Adelaide Poskozim

Student

Katie Perrault

Nummi Jewelers

Natalie Harris

Superior Waffles

Donald Nummi Jr

Secretary/Treasurer
National Bank of Commerce

Gary Banker

Citizen

Raya Horst

Serenity Spa & Salon

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 Scharke - *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!

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

Business Investment

Business	SBID Sign Grant	SBID Stakeholder Grant
Thirsty Pagan		\$800.00
Superior Lanes		\$5,000.00
Polar Tool		\$500.00
Steven Vukavic (A1 Building)		\$4,500.00
Sei Bella	\$1,350.50	
Vivid Beauty		\$5,000.00
2540 Coffee House	\$625.00	
Tap on Tower	\$1,000.00	
SGI Auto	\$498.49	
M&H Properties		\$5,000.00
TOTAL:	\$3,473.99	\$20,800.00

2023 Balance Sheet

Assets	Amount
Checking Account	(\$5, 936.00)
Other Receivables	\$175.00
Assessments Receivable	\$188,758.00
Total Assets	\$182,997.00
Liabilities	Amount
Accounts Payable	\$2,746.00
Unreimbursed BID Bucks	\$5,525.00
Grants Payable	\$19,518.00
Total Liabilities	\$27,789.00
Equity	Amount
Fund Balance	\$155,208.00
Total Liabilities & Equity:	\$182,997.00

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

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- Public Arts Commission
- UW Superior
- DVR
- Parks and Rec
- 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

Downtown Farmer's Market

End of May-October



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Earth Day /Sustainable Business Showcase



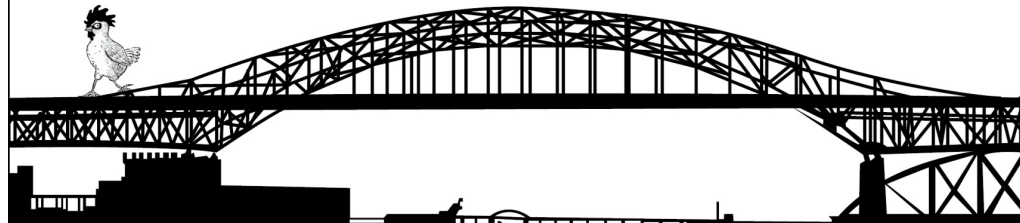
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Homegrown Music Festival

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!

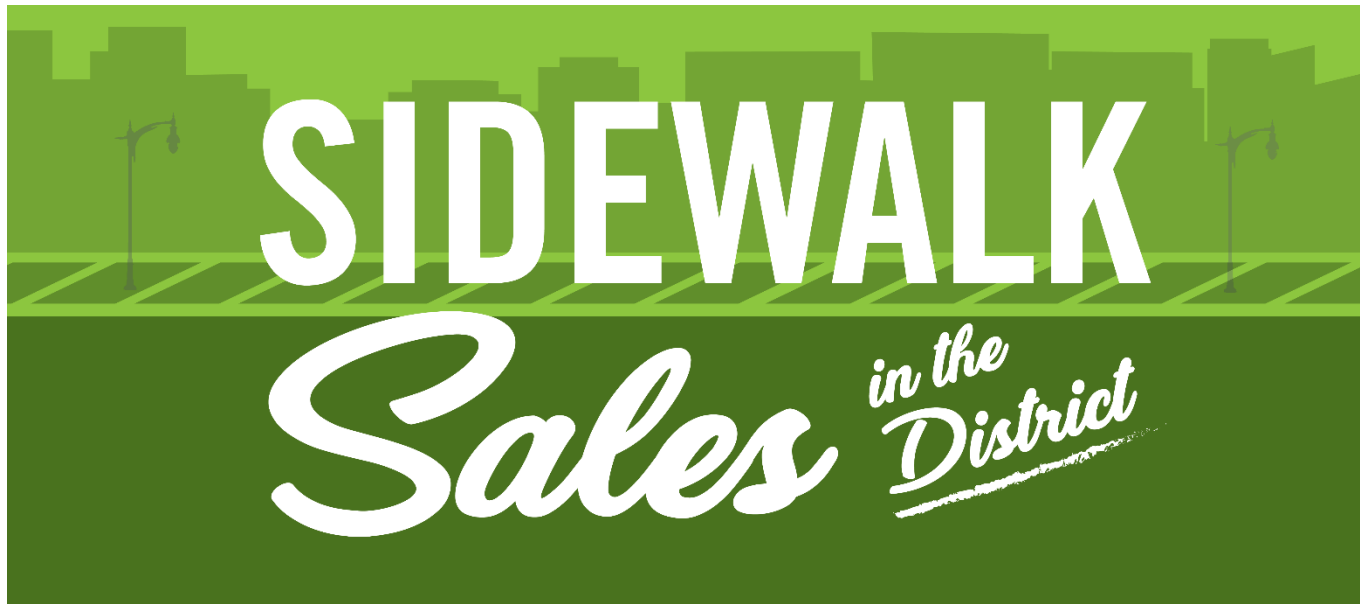
Make Music Day

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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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

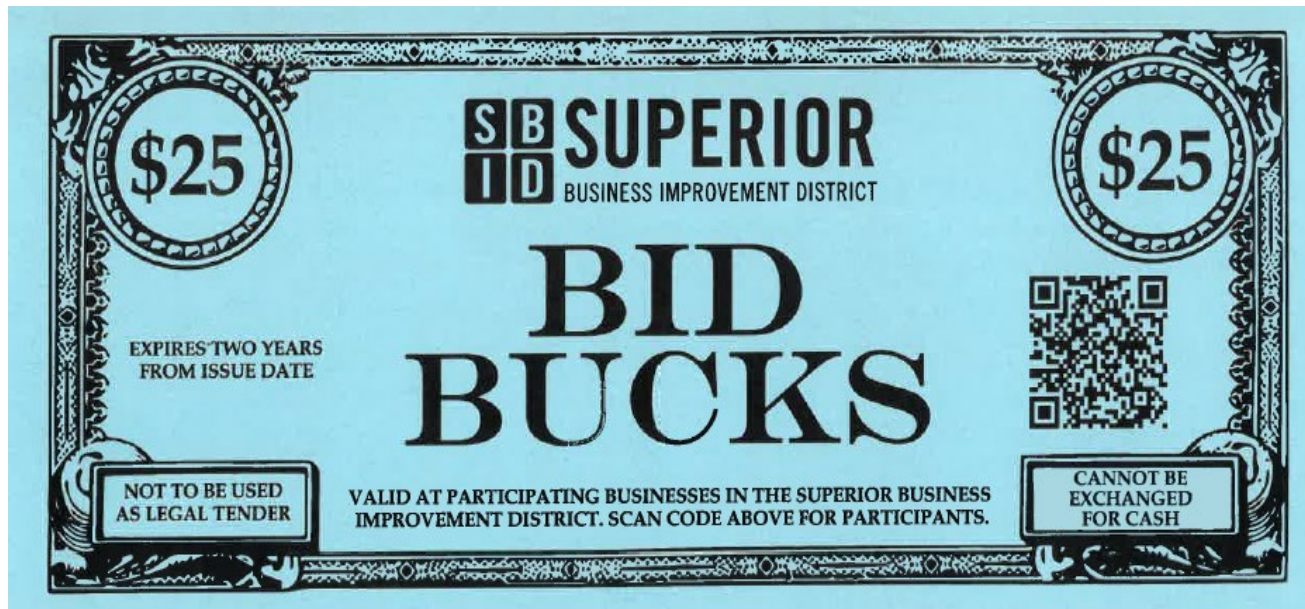
SAVE WITH VALENTINE SPECIALS FROM PARTICIPATING SBID MERCHANTS.

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?”





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