

2025 Presentation

2024 Annual Report

Our Board & Committees

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2025 Board of Directors

Dave Miller

President

Northwest Outlet

Gary Banker

Citizen

Natalie Harris

Superior Waffles

Micah Pahl

Attorney

Chris Scharte

Vice President

Belknap Plumbing & Heating

Katie Perrault

Nummi Jewelers

Jordan DeCaro

Tap on Tower

Andrew Perfetti

Goin' Postal

Donald Nummi Jr

Secretary/Treasurer

National Bank of Commerce

Raya Horst

Serenity Spa & Salon

Beth Fritsche

Globe News

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

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
Center for Personal Fitness	\$500.00	
Holden Insurance	\$500.00	
EmFATic+	\$514.32	
Superior Tan & Wellness		\$5,000.00
Duluth's Best Bread		\$5,000.00
Northwest Outlet		\$5,000.00
Serenity Salon/Posh Affair	\$1,000.00	
Twinports Bid		\$5,000.00
Life Infusions/Superior Med Spa	\$1,000.00	
Outdoor North	\$1,000.00	
TOTAL:	\$4,514.32	\$20,000.00

2024 Balance Sheet

Assets	Amount
Checking Account	\$20,089.63
Other Receivables	\$1,475.00
Assessments Receivable	\$260,000.00
Total Assets	\$281,564.63
Liabilities	Amount
Unreimbursed BID Bucks	\$8,850.00
Grants Payable	\$9,716.89
Total Liabilities	\$18,566.89
Equity	Amount
Fund Balance	\$262,997.74
Total Liabilities & Equity:	\$281,564.63

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



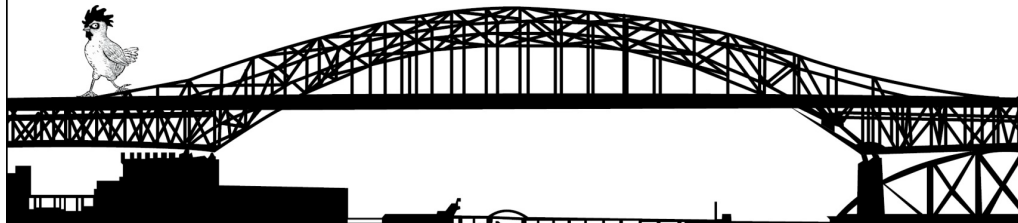
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Homegrown Music Festival

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!

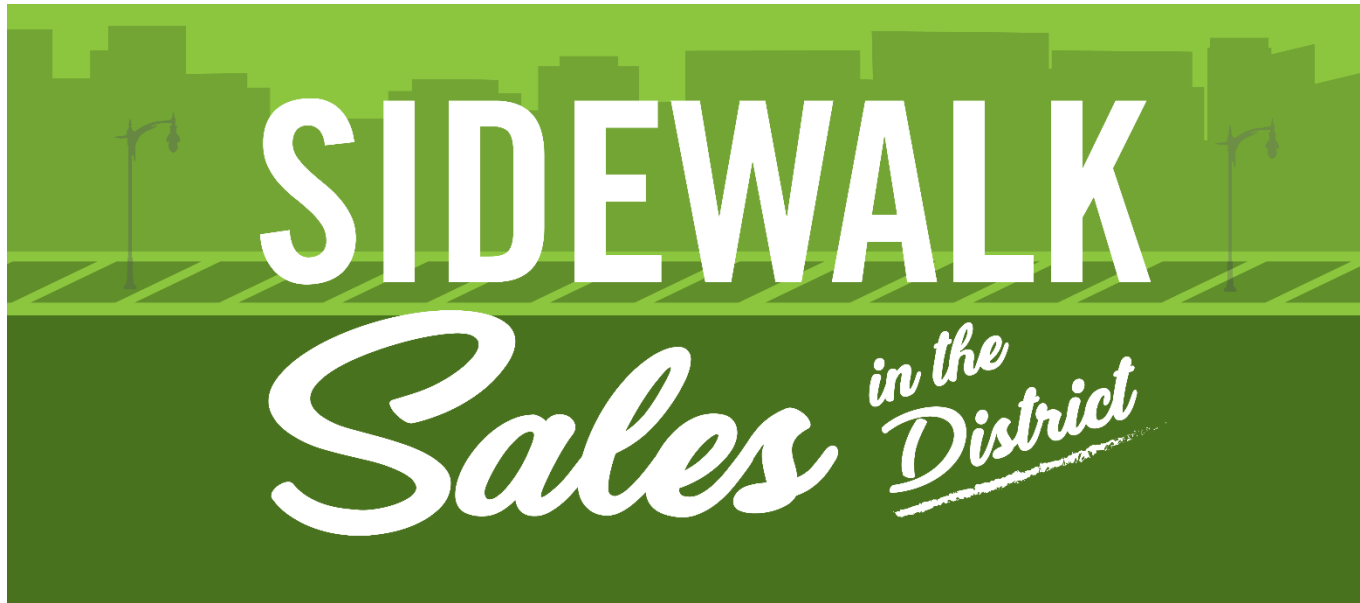
Make Music Day

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



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Share the Love – Valentine's Day



A graphic for Valentine's Day featuring a red heart with the text "SHARE THE LOVE" and the SBID logo inside the word "LOVE". Below the heart, the text "FIND SOMETHING SPECIAL FOR THE ONE YOU LOVE IN THE SBID" is displayed. At the bottom, a red banner reads "SAVE WITH VALENTINE SPECIALS FROM PARTICIPATING SBID MERCHANTS."

SHARE THE
LOVE

FIND SOMETHING SPECIAL FOR
THE ONE YOU LOVE IN THE SBID

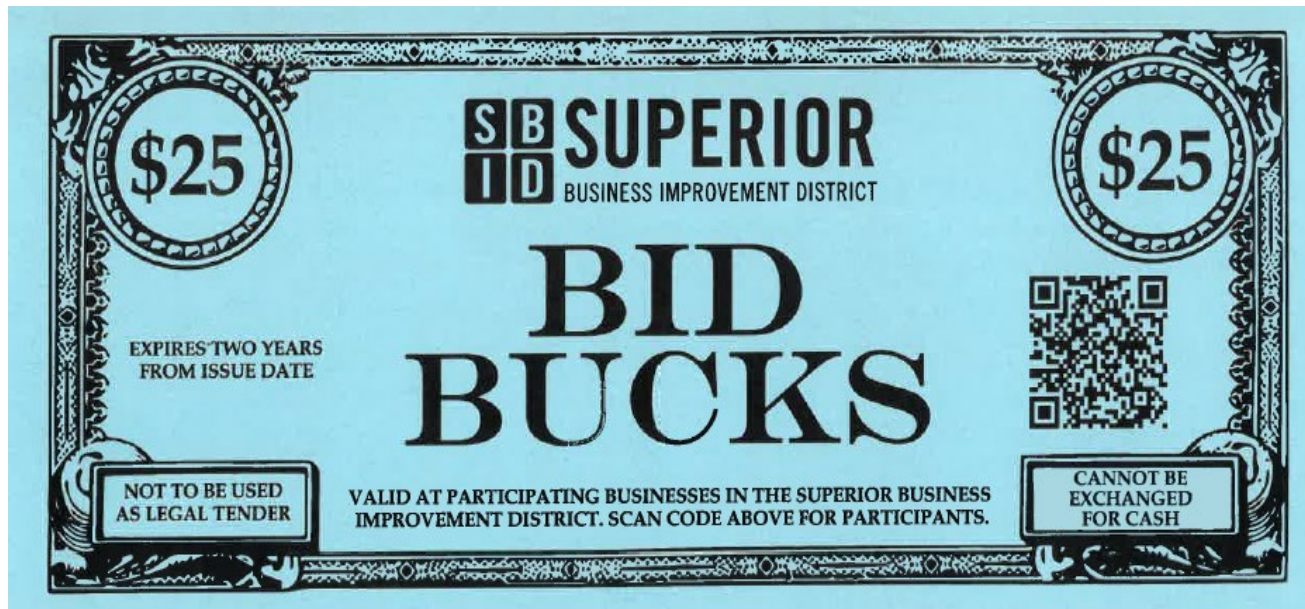
SAVE WITH VALENTINE SPECIALS FROM PARTICIPATING SBID MERCHANTS.

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?”



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



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