

Superior Business Improvement District 2016 OPERATING PLAN

Introduction:

The following is the 2016 Operating Plan for the Business Improvement District (BID) in Superior, Wisconsin. The Operating Plan has been prepared by the BID Board of Directors as a general guide to the activities of the BID for 2016. This Operating Plan complies with the requirements of Wisconsin Stats. 66.1109 outline the annual requirements for maintaining business improvement districts.

Purpose of the Superior Business Improvement District:

The purpose of the Superior BID is to act as the organizational vehicle for building and business owners within its boundaries through: Developing and maintaining the BID; Advocating for building and business owners; Protecting its historic and architectural heritage; Serving as a liaison between other agencies to improve and promote its business climate; Provide funding information; and create public awareness of businesses and services within the BID. These efforts are for the good of the Superior Business Improvement District and the City of Superior.

Goals:

1. Guide the physical development of the geographically defined area so that it is functionally and visually appealing in terms of commercial, historic, and cultural viability.
2. Develop and implement strategies that present a unified image of the geographically defined area as a business center.
3. Assist in maintaining and developing a spirit of cooperation among businesses and landowners within the BID.
4. Coordinate the activities of the BID with the operations of the City and County Governments, the Superior/Douglas County Chamber of Commerce, the Development Association, the Small Business Center and other organizations working for the betterment of the BID.
5. The BID has the power and will seek grants/low interest loans and donations for additional support for BID Activities and projects.
6. Develop business generating and image building promotions with special events, festivals and media campaign.

BID Board of Directors:

Will be appointed by the Mayor of the City of Superior and approved by the Common Council of the City of Superior by January 31st. 2016. Board List Attached. (Through December 31, 2015)

Activities

1. *Maintain* a BID Board of Directors, twelve (12) members representative of all interests within the BID, to implement, monitor and update the Operating Plan for the District.
2. The municipality will impose a special assessment of \$2.00 per \$1,000.00 of assessed value on all benefitting properties within the geographic boundaries of the BID, including manufacturing properties, to implement the Operating Plan. Wisconsin Stats. 66.1109.

3. Maintain records of any expenditure by the BID Board of Directors or their designate as required by Wisconsin Stats. 66.1109.
4. The BID Design Committee will oversee the BID Grant Programs and work with the Wisconsin Department of Transportation and the City of Superior on the Belknap Reconstruction Project. The BID Design Committee is charged with the Streetscape Design for this project.
The BID Design Committee will help develop and select Banners as well as Tree Lighting for the completed North Tower Ave Project.
5. The BID Marketing and Events Committee has developed a calendar that will include a 2nd Annual Summerfest, 2nd Annual Superior Spooktacular, Small Business Saturday and a Holiday Festival in Center City Park.
The Chamber, BID and Development Association work together on many events and marketing promotions. The BID Event Schedule will be available January 1, 2016.
6. Continue to work with the Better City Superior Board of Directors on their ongoing efforts for the redevelopment of Downtown Superior.
7. Promote and facilitate building facade renovation and new construction through the BID Building Restoration Matching Grant, BID Matching Sign Grant and the BID Matching Landscape Grant with preference to buildings having historic significance.
8. *Explore* the possible expansion of the BID Boundaries to include the businesses north of 8th Street on Tower Avenue to Third Street and extend the border at John & Broadway to Hammond and Broadway
9. Inform businesses and property owners in the BID and interested parties of activities and developments through a monthly E newsletter. Continue to use facebook and twitter as a means to get information out on the BID and its activities. The BID is one of the managing editors of P S Magazine and will continue to financially contribute and provide content for the magazine.
10. Act as a clearinghouse to BID property owners and tenants on such issues as space availability, financial resources, maintenance and a spokesman when approved by the Board of Directors on issues between the City and the BID property owners and their tenants.
11. The BID Board has approved the establishment of sub sections of the BID as distinct architectural areas. Design Guidelines will be written and approved for each area to support appropriate development and grant requirements.
12. The BID will take all further actions needed to carry out the general purposes of this BID Plan as allowed by BID Statue 66.1109.

Respectfully Submitted by:

Lindsey M. Jacobson
Executive Director