



***Business Start-Up,
Expansion, Relocation,
Business Consulting,
Financial Assistance,
Permit Information***

2011

***The Development Association
1401 Tower Avenue Suite 302
Superior, WI 54880***

(715) 392-4749

www.developmentassociation.com

Business License & Other Requirements

City of Superior Building Inspection

1316 North 14th Street, Superior, WI 54880—715-395-7288

The Building Inspection Division would need to be contacted for the following:

- Change in the use of a building
- Building construction (including, but not limited to new construction, renovation/alterations of existing structures)
- Building modifications which include electrical, plumbing, mechanical, and/or signage
- Demolition of buildings or the demolition (gutting) of the interior of buildings
- Additions to buildings where drainage of surface water would be affected.

City of Superior Planning & Development

1316 North 14th Street, Superior, WI 54880—715-395-7335

The following items are handled by the Planning & Development Office:

- Zoning Issues
- Land Use
- Land Sales
- Vacations including streets and alleys
- Design issues including setback requirements and restrictions
- Community Development Block Grant (CDBG) Funds

City of Superior—City Clerk

1316 North 14th Street, Superior, WI 54880—715-395-7200

Licensing requirement to conduct business in the City of Superior:

- Seller's permits, licensing of hotel/motel, mobile home parks, Class A & B beer and liquor licenses
- Doing business in Superior—you must contact the City Clerk's office for licensing requirements and fees.

Department of Commerce

P.O. Box 7970, Madison, WI 53707—1-800-HELP-BUS

The Permit Information Center does not issue any permits, but it acts as a clearinghouse for businesses, answering any array of regulatory questions. State agencies issue hundreds of different permits and occupational licenses to businesses and individuals throughout Wisconsin. The Permit Information Center help coordinate and expedite the often complex permitting process. New, expanding and existing businesses can quickly get the permitting information they need.

Sales Tax

Wisconsin Department of Revenue

1-608-266-2776

- **Retail Sales or provide taxable services**—Wisconsin seller's permit required—608-266-2776
- **Wisconsin Taxpayer Identification Number**—If you hire employees, a Wisconsin tax ID number is required—608-266-2776
- **Federal Taxpayer Identification Number**—If you hire employees, you are also required to obtain a federal ID number. 1-800-829-1040—IRS (Contact these agencies for information on reporting business income for income tax purposes)
- If you make taxable sales or provide taxable services in Minnesota—Minnesota Department of Revenue—1-800-657-3777
- If you hire Minnesota employees—Minnesota Department of Revenue—1-800-657-3594

Environmental Health Section

Douglas County Health Department

1316 North 14th Street, Superior, WI 54880—715-395-1457

- **Douglas County Health Department**—Licensing of restaurants, hotels/motels, tourist rooming houses, swimming pools, bed & breakfast, mobile home parks, tattoo parlors, campgrounds, bakeries, grocery stores and other retail food service. 715-395-1457
- **Douglas County Zoning Department**—Septic permits and zoning issues. 715-395-1392
- **WI Department of Natural Resources**—Well construction, well problems, hazardous spills. 715-392-7988

Housing Issues

- **City of Superior Community Development**—Information regarding zoning issues, weatherization, planning rehabilitation projects. 715-395-7278
- **Superior Housing Authority**—Section 8 certificates and vouchers for landlords. 715-394-6601
- **Catholic Charities Bureau-Housing Counseling**—Information on landlord/tenants rights for landlords. 715-394-6617

Organizations/Agencies

The Development Association, Inc., Michelle McKercher—715-392-4749

1401 Tower Avenue, Superior, WI 54880

The Development Association, Inc. is a nonprofit 501©(6) organization. Its mission is to retain, expand and create new business and industry in Douglas County. Its Board of Directors, consisting of eleven members, is made up of business owners, economic development professionals, bankers and City and County government representatives. These individuals bring a variety of expertise, knowledge and

vision to the table. The Development Association has been in existence for over 40 years. The organization administers the Douglas County Revolving Loan Fund on behalf of Douglas County. General information about other financing through the Department of Commerce can also be obtained from The Development Association.

Superior Business Center, Inc., Michelle McKercher—715-392-4749
1423 North 8th Street, Superior, WI 54880

The Superior Business Center is a non-profit, economic development program serving Douglas County. Its mission is to “foster economic development in Superior/Douglas County through the provision of leased space and/or other resources to both existing and start-up businesses”. In addition, the Center encourages the creation of new, viable business enterprises; the generation and retention of long-term, self-sustaining job opportunities; and the diversification of our economic base.

The SBC is a multi-tenant facility for small businesses. Target markets include, but is not limited to, start-up businesses and expansion/relocation of local businesses that could not otherwise survive in the area. They also act as temporary housing of businesses in transition.

The SBC has developed a working relationship with a number of organizations throughout the Twin Ports who are willing to work more closely with the “incubator” tenants.

The SBC also has a 2,600 sq. ft. USDA certified commercial kitchen.

Superior Business Improvement District—Kaye Tenerelli—715-394-3557
1401 Tower Avenue, Superior, WI 54880 (restricted to boundaries within the downtown)

The Superior Business Improvement District can assist an entrepreneur in locating business sites and/or connect them with property owners within the BID. Through the property owners, there are grants available for signs, awnings and façade renovation. While we do not provide one-on-one counseling, we welcome the opportunity to discuss the entrepreneurs’ project and can act as a referral source.

Northeast Entrepreneur Fund, 1-218-623-5734 or 1-800-422-0374 Ext. 5734 - Mike Lattery
1401 Tower Avenue, Superior, WI 54880

The mission of the Entrepreneur Fund, a 501©(3) organization, is to create economic opportunity through entrepreneurship. They help men and women start and grow small businesses in northeastern Minnesota and northwestern Wisconsin. They provide training, technical assistance and financing, with a special focus on low-income, unemployed, and underemployed individuals.

The Northeast Entrepreneur Fund offers one-on-one counseling, education and have a loan fund which can loan up to \$100,000 to existing businesses that wish to stabilize or expand. They offer a free Introduction Workshop twice a month in the Superior/Duluth area, and Core Four classes are offered 8 times a year in the Superior/Duluth area.

The Core Four class is \$244 per person, and \$100 if the spouse of someone enrolled wishes to attend also. No one will be turned away because they cannot afford to pay; they use a sliding fee scale to determine what they can afford and they also have other options as far as scholarships for the Core Four class.

After a person receives a loan through NEEF, for \$100 (which is added to their loan amount), they provide a consultant for one year to help the customer with financial reports, questions, etc.

Entrepreneur Fund assisted businesses, mostly start-ups, have a high survival rate; 85% are still operating 2 years after receiving assistance.

UW-Superior Small Business Development Center, Julianne Raymond
P.O. Box 2000, Superior, WI 54880—715-394-8352

Small Business Development Center serves 8 counties in Northwestern Wisconsin: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer and Washburn.

Primary services include one-on-one, confidential business management counseling for existing and new businesses, and those interested in starting a business. Counseling is free of charge and funded through the U.S. Small Business Administration. Topics can include business planning, account and cash flow, financing and loan requests, inventory, human resources, marketing and advertising, and e-commerce.

In cooperation with the Wisconsin Department of Commerce, the SBDC offers an 8-session Entrepreneurial Training Certificate program which includes lectures, materials, individual counseling and a 75% tuition grant program for eligible participants who complete a written business plan.

Additional services include free group classes on First Steps to Owning a Business, usually as arranged and scheduled in advance in specific communities.

Superior ~Douglas County Chamber of Commerce—Dave Minor—715-394-7716
205 Belknap Street, Superior, WI 54880

The Chamber serves the entire county as an issues and development resource with a strong focus on business retention. As part of the Chamber, the Convention & Visitor's Bureau has an emphasis on tourism and related businesses. Assistance in business development & programs is also provided.

Service Corps of Retired Executives-SCORE (various representatives depending on the particular need of the entrepreneur)

SCORE is a nonprofit corporation organized for charitable and educational purposes. SCORE also is a business development resource of the Small Business Administration, which sponsors and financially supports SCORE operations.

The purpose of SCORE is to strengthen the U.S. small business community through its experienced volunteer SCORE members, who provide high quality technical and managerial counseling and guidance to prospective and existing small business owners and nonprofit organizations on the handling of business problems. The Superior Chapter of SCORE is dedicated to entrepreneur education and the formation, growth, and success of small business in northern Wisconsin, and nearby area of neighboring states. Entrepreneurs seeking information on establishing or operating a business can meet with SCORE members for free advice on planning, financial resources, and other matters.

Northwest Wisconsin Concentrated Employment Program (CEP) - Lindy —715-392-6033

1805 North 14th Street, Ste. 1, Superior, WI 54880

Provides employment and training services to businesses and citizens.

Northwest CEP is a private, non-profit agency that has spent more than 30 years providing employment and training services to the businesses and citizens of the ten counties of Northwest Wisconsin. CEP is constantly evolving to maintain its leadership role in employment and training by offering timely services that improve local economies, through the guidance of employer-led boards.

Northwest Wisconsin Community Services Agency—715-392-5127
1106 Tower Avenue, Superior, WI 54880

Their Business Development Program provides the technical assistance, business planning guidance and management skills training necessary for success. Its services are provided at no cost to individuals who are income eligible. The program operates within the agency's entire service area, which includes Douglas, Ashland, Bayfield, Iron and Price Counties.

Services Offered: Business Plan Development; Marketing; Profit/Loss Analysis; Cash Flow Analysis; Bookkeeping; Credit/Collections; Employee Skills; Inventory Control; Business Mentors; Ongoing Business Support.