

Entrepreneur Center opens doors downtown

By Shelley Nelson
Superior Telegram

SUPERIOR — The Superior Business Development Center and Duluth-based Entrepreneur Fund hosted an open house July 7 to show off the digs of their new home in the Entrepreneur Center, 1401 Tower Ave.

The organizations that help those starting a new business are located on the main floor of the Old Post Office. They are joined by the Development Association, which is housed on the third floor of the historic building, to provide a one-stop shop for entrepreneurs.

Businesses that were previously located in the building can be found on the second floor. The first floor features a co-working space and an area for new business development is in the basement.

“When we launch our VentureHome program, hopefully this fall, this will be a hub for them as well,” said Andy Donahue of the Small Business Development Center.

WiSys VentureHomes form a network of startup hubs that combine statewide resources with community initiatives to provide local entrepreneurs with access to resources in their communities.

“It’s kind of a higher end incubation and collaborative and co-working space,” said Jim Caesar of the Development Association, which is providing matching funding to get the grant program up and running. A bigger open house will be held once that program is operational, Caesar said.

On the third floor, the former federal courtroom has been converted to a ballroom for community events and



Photos by Jed Carlson / Superior Telegram

Andy Donahue, director of the Small Business Development Center, talks in the ballroom on the third floor of the Old Post Office at 1401 Tower Ave. in Superior during a tour on July 7.

workshops that will be held to give prospective business owners the tools they need to succeed.

“The whole thing is a collaboration between the Development Association, SBDC and the Entrepreneur Fund,” Donahue said.

The building will also provide a landing place for Northwest Regional Planning and the Wisconsin Economic Development Corp. when they are working with people in the area, Donahue said.

“We’re really trying to ... bring some of those regional and state resources to Superior to really enhance what entrepreneurs want to see and help get them to grow,” Donahue said.

The Entrepreneur Center is an opportunity to enhance the area’s ecosystem for entrepreneurs and small



Folks gather and chat during an open house at the Small Business Development Center, in the Old Post Office at 1401 Tower Ave., in Superior on July 7.

business owners, he said.

“An entrepreneur can come in and they don’t need to worry about going off all across town to find different things,” Donahue said. “If they need to talk about

lending, they can go right across the hall. If they need to talk about properties, they can talk to Jim. All the resources they’re going to need are right here in this building.”

Downtown Superior gears up for sidewalk sales

By Maria Lockwood
Superior Telegram

SUPERIOR — Sidewalk Sales return to downtown Superior July 27-29.

More than 20 businesses will take part in the event, from restaurants and retail shops to salons. Visitors can expect sales, specials and prizes during the summer shindig.

“Some businesses will have tables or racks set up in front of their businesses and others will just feature in-store sales,” said Jodi Rochon, administrative assistant for the Superior Business Improvement District.

Sidewalk Days was shuttered during the pandemic, but returned last year.

“I encourage everyone to check out the sales these wonderful businesses are offering,” Rochon said. “Supporting local small businesses is what it is all about.”

Businesses that have already signed up to participate include the following: 7 West Taphouse, Angie’s Closet, Artistic Florals by Leslie, Black Fox Salon, Cedar Barn, Earth Exchange, Empire Coffee, Northwest Outlet, Once Again Used & New, Playtime Palace, Pottery Burn, Screen Graphics / Union Connections, Serenity Spa & Salon and Posh Boutique, Studio One Photography, Superior Cannabis, Superior Pickers, Thirsty Pagan, Toppers Pizza, Trends Salon & Spa, Twisted Pastries Coffeehouse and Wine Seller Winery.

“Wonderful to see businesses excited to participate and celebrate that summer has finally arrived,” Rochon said.

This list of participating businesses will be posted on the Superior BID website the week of the event, and a link will be posted on the Facebook page.

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