

Business Survey Findings

Who Responded

23 local businesses responded to the 2026 Superior Business Survey. The strongest representation came from **Health, Wellness, and Personal Care** (39.1%, 9 responses), followed by **Restaurant/Food & Beverage** (21.7%, 5 responses). Other sectors included Professional Services, Retail, Finance, Real Estate, Arts & Creatives, Education & Childcare, and Entertainment & Recreation (each with 1–2 responses). **About 65% have been operating in Superior for 5 years or less** (34.8% less than 1 year; 30.4% for 1–5 years). Longer-established businesses (11+ years) accounted for ~26%.

Summary Takeaways

Superior's business community is predominantly small-to-medium operations in health/wellness and food services, with many relatively new to the area. **Most are stable optimistic about growth potential driven by population and development expansion.** Downtown challenges — particularly slow commercial leasing, signage/visibility issues, and limited foot traffic — emerge as the most consistent concerns.

Key Findings



Performance

Most businesses rated their performance positively: 44% "Good" and 13% "Excellent". Another 26% rated it "Moderate," and 17% (4 businesses) selected "Poor" or "Very Poor."



Future Plans

The majority (65%) are not considering expansion or relocation in the next 12 months. However, 17% are considering relocation and another 17% selected "Other." Only one business is considering closure in the next year.



Wages

74% of businesses pay above Colorado's minimum wage (\$15.16). Starting wages among these ranged from \$16–\$25/hour, with averages often in the \$17–\$30 range (some higher for specialized roles).



Disaster Preparedness

Electrical disruption was major concern, along with fire risk. 57% of businesses have an emergency preparedness plan. Half said they would participate in local preparedness or resilience programs if offered.



Sustainability

Interest exists in practical resources such as grants/rebates for energy-efficiency, however was noted as more applicable to building owners than business tenants.



Concerns & Challenges

- **Downtown Superior:** Slow leasing/filling of commercial spaces, lack of foot traffic, empty storefronts, and insufficient support from developers and the Town.
- **Safeway Center:** Deferred maintenance.
- **Signage:** Especially needed near roundabouts and new construction.
- **Economy:** Rising costs (overhead, rent) and reduced consumer spending affect client acquisition.
- **Disruptions:** Frequent power outages, parking shortages, and construction impacts.