



2022-2023

# ANNUAL REPORT



Salinas United Business Association  
600 E. Market Street  
Salinas, CA 93905

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**Alejandro Chavez-SUBA Executive Director** with BHC Members advocating for Broadband for All at the **Central Coast Broadband for All, Digital Equity and Bead Planning Workshop at CSUMB on June 2, 2023.**

# About the Salinas United Business Association

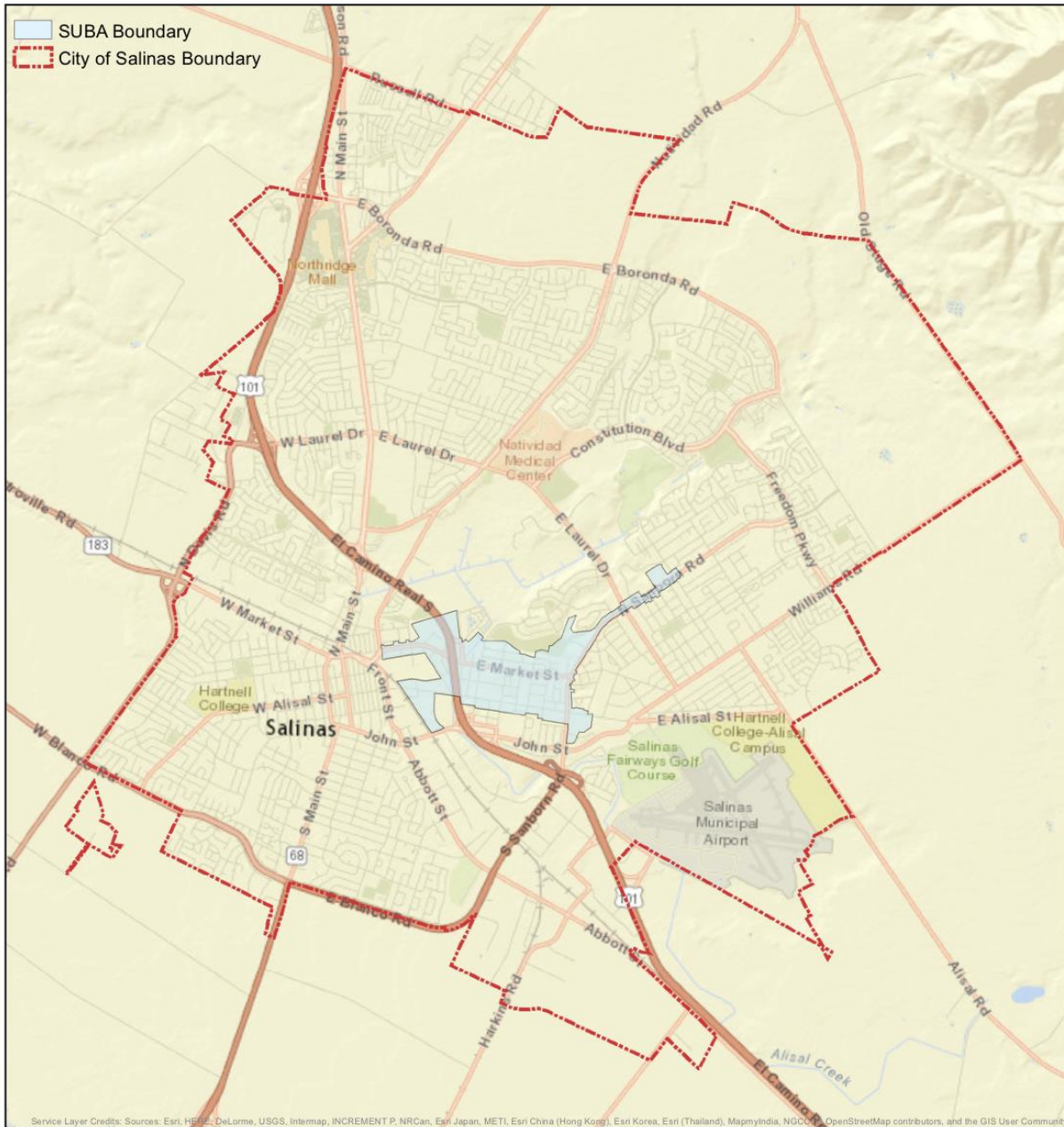
The Salinas United Business Association (SUBA). In 2003, East Salinas businesses began having a conversation about how to improve the Alisal area. The conversation led to the question of how to get more resources from the City of Salinas into the area. The idea was that East Salinas businesses were contributing a large portion of sales tax to the City of Salinas.



The small business owners felt that there was not enough investment from the City of Salinas in return. A group of 7 business owners came together and had a meeting with the Redevelopment Agency to brainstorm on how to create more opportunities for the small businesses. The Salinas United Business Association was formed in 2004 after these businesses along with City staff and volunteers gathered signatures to start a BIA (Business Improvement Area). SUBA is a 501 (c) 6 nonprofit corporation that serves as the Advisory Board of the Business Improvement Area (BIA) formed in 2004 under the Parking and Business Improvement Area Law of 1989. Through the levying of assessments, SUBA provides area members with benefit services, support, and resources they need to be successful business owners including business training, marketing and streetscape beautification and maintenance.

Over the last few years, SUBA has been working closely with the City of Salinas and the Alisal Vibrancy Plan to try and create more opportunities for beautification, district identity and bringing more art to the Alisal. It is important to create opportunities for small businesses and to attract new customers by having a safe, vibrant, and clean community. SUBA embraces the rich land, the rich culture and the history of the people that make up the Alisal.

# Salinas Unified Business Association Map



**Salinas Unified  
Business Association  
(SUBA)  
City of Salinas  
County of Monterey  
California**

Prepared by:  
City of Salinas  
Public Works  
GIS Division  
200 Lincoln Avenue  
Salinas, California 93901  
4/18/2017



Disclaimer: This map is revised periodically and may contain information different than the subject matter and conditions being represented. The City of Salinas has made every effort to assure the accuracy of this map but does not assume any responsibility, implied or otherwise, and makes no representation, warrant, guarantee or claim regarding map content or accuracy.

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## *Board of Directors 2022/2023*

### **President**

*Jose Juan Mancera-Mercadito Alegria* 727 E. Alisal Street, Salinas, CA 93905

### **Vice-President**

*Griselda Rodriguez-Electronics Plus* 646 E. Alisal Street, Salinas, CA 93905

### **Treasurer**

*Sylvia Agamao-Leal Bakery* 805 E. Alisal Street, Salinas, CA 93905

### **Secretary**

*Natalie Angulo-Galaxy Party Supply* 382 E. Market Street, Salinas, CA 93905

### **Past President**

*Rodolfo Rodriguez-La Plaza Bakery* 20 N. Sanborn Road, Salinas, CA 93905

### **Board of Directors**

*Lupe Covarrubias-Martinez- County of Monterey* 632 E. Alisal Street, Salinas, CA 93905

*Tony Valencia-Radio Lazer* 600 E. Market Street, Salinas, CA 93905

*Angie Ramos-Salinas Pizza* 988 Acosta Plaza, Salinas, CA 93905

### **City of Salinas Liaisons**

*Orlando Osornio, District 4 City Council Member*

*Carla Gonzalez, District 1 City Council Member (Alternate)*

*Crystal Casillas-City of Salinas Small Business Navigator*

## **STAFF**

### **Executive Director**

*Alejandro Chavez*

### **Outreach Coordinator-Part-Time**

*Jose Luis Barajas*

## **Salinas United Business Association**

600 East Market Street, Ste. 205, Salinas, CA 93905 [subasalinasinfo@gmail.com](mailto:subasalinasinfo@gmail.com)

[subasalinas.org](http://subasalinas.org)

(831) 796-0896

## **VISION**

*“The New Alisal is the jewel of the Salinas Valley, an economic powerhouse and a thriving community where everyone is welcomed”*



## **MISSION**

*“We are a community driven business association rising to improve East Salinas business district”*

# Events

The Salinas United Business Association hosts a variety of large events yearly.

Thousands of people flock to the SUBA area each year to experience cultural, walkable and unique events.

Events include:

- Día del Niño
- El Grito
- Ciclovía
- Mini Horse Parade on E. Alisal Street
- Posada de Navidad
- Los Reyes Magos
- Día del Los Muertos





# Salinas United Business Association BUDGET



**Salinas United Business Association  
Budget 2022-2023**

<b>Income</b>	<b>Approved</b>	<b>Actual</b>	<b>% of Budget</b>
SUBA BID Assessments & Associated Membership ( <i>*projected</i> )	\$ 109,449	57,900	53%
Grants	\$ 0	1,200	N/A
Contracts	\$ 0	67,000	N/A
Donations	\$ 5,000	1,950	39%
Fund Balance from FY 2022/23	\$ 8,527	7,568*	
<b>Total Income</b>	<b>\$122,976</b>	<b>\$135,618</b>	<b>110%</b>
<b>Expense</b>	<b>Approved</b>	<b>Actual</b>	<b>% of Budget</b>
<b>Operations</b>	<b>\$ 122,976</b>	<b>\$121,365</b>	<b>99%</b>
Accounting	\$ 4,500	2,826	63%
Conferences/Staff Development	\$ 1,500	0	0%
Insurance	\$ 4,250	1,756	41%
Permits	\$ 500	674	135%
Dues and Subscriptions	\$ 200	278	0%
Office Furniture & Equipment	\$ 1,750	0	0%
Office Supplies,Postage	\$ 2,850	2,628	92%
Telephone, Website & Internet	\$ 4,250	2,816	66%
Rent*	\$ 10,000	9,360	94%
Personnel Costs	\$ 62,000	81,092	131%
Miscellaneous	\$ 1,500	0	0%
Beautification and Landscaping	\$ 7,500	1,868	25%
Marketing & Promotion	\$ 6,500	7,899	122%
Safety	\$ 3,200	1,375	43%
Business Resources	\$ 4,000	8,793	220%
<b>Total Expenses</b>	<b>\$ 114,500</b>	<b>\$ 121,365</b>	<b>106%</b>
<b>Fund Balance for 2022/2023</b>	<b>\$ 8,476</b>	<b>\$ 14,253</b>	

# Proposed Budget 2023/2024

## Salinas United Business Association Proposed Budget 2023/2024

Income	2023/2024 Budget
SUBA BID Assessments & Associated Membership <i>(projected)</i>	\$ 105,521*
Contracts	\$ 97,000
Grants	\$ 5,000
Donations	\$ 7,500
Events (Sponsorships)	\$ 10,000
<u>Current Balance from FY 2022/2023</u>	<u>\$ 14,253</u>
<b>Total Income</b>	<b>\$ 238,774</b>
Expense	
<b>Operations</b>	<b>\$ 208,900</b>
Accounting	\$ 4,500
Conferences/Staff Development	\$ 3,500
Insurance	\$ 4,550
Permits	\$ 1,000
Dues and Subscriptions	\$ 300
Office Furniture & Equipment	\$ 2,250
Office Supplies	\$ 4,750
Postage	\$ 2,250
Telephone & Internet	\$ 3,900
Rent	\$ 12,000
Staff	\$ 145,500
Miscellaneous	\$ 2,000
Beautification and Landscaping	\$ 4,000
Marketing & Promotion	\$ 8,500
Safety	\$ 2,400
Business Resources	\$ 7,500
<b>Total Expenses</b>	<b>\$ 208,900</b>
 <i>Estimated Fund Balance</i>	 <b>\$ 29,874</b>

\*Projected Estimated Figure from the City of Salinas Finance Department of 2023/2024-Have not received updated numbers they have been requested.

## Annual Accomplishments Review



## 2022-2023 Goals-Accomplishments:

**COLLABORATE**      **Collaborated throughout the year with the City of Salinas and other partners.**

Community Development Department  
Salinas Police Department events  
Small Business Recovery Task Force  
Negozee  
Monterey County Workforce Development Council  
El Pajaro CDC  
Salinas Valley Chamber of Commerce  
Mission Services Corporation  
Cal Coastal-SBDC  
Monterey County Business Council (MCBC)  
Monterey County Visitors and Convention Bureau-“See Monterey”

**WORK**      **Focused on Assisting SUBA small businesses.**

County Health Department,  
City of Salinas Code Enforcement  
Salinas City Police Department  
Monterey County Work Force Development Program  
Cal Trans  
City of Salinas Community Development  
Salinas Valley Chamber of Commerce  
Blue Zones of Monterey County  
Downtown Streets Team.  
New Republic Services  
Salinas Valley Solid Waste Authority  
Monterey County Business Council  
Negozee

**OFFER**      **SUBA promoted events.**

El Pajaro CDC  
Negozee  
Mission Services Corporation  
Cal Coastal  
Monterey County Business Council  
City of Salinas  
Arranque Empresial

**IMPLEMENT**

**Our plan to implement projects aimed at the beautification of the business corridor within the SUBA area.**

Salinas Valley Chamber of Commerce  
City of Salinas  
Blue Zones of Monterey County  
Amor Salinas  
Salinas Connect App  
SUBA Ambassador Program  
Downtown Streets TEam

## **2022/2023 Goals**

For the 2022-2023 year SUBA's goals were to continue to reestablish SUBA's relationship with its members and assist and provide resources for those that would like to take advantage of them. There has been much improvement over the past four years in providing much needed resources to our businesses. However, much more can be attained by building more partnerships. SUBA built more partnerships in order to better serve its members. None are so pronounced as the partnerships with the Salinas Valley Chamber of Commerce and the Monterey County Business Council. SUBA assisted many businesses; however, SUBA will continue pushing forward to develop even more profound relationships with all its businesses. SUBA plans to provide more training opportunities and workshops aimed at increasing the capacity of our business community. SUBA held 3 business mixers throughout the year. Two were in conjunction with the Salinas Valley Chamber of Commerce. SUBA will continue to collaborate with the City of Salinas Community Development Department and Public Works Department, Salinas Police Department to augment and support SUBA's business area.

SUBA has developed partnerships with various non-profit and for-profit organizations and businesses to further develop our training/workshops. Our partnership with the City of Salinas has developed more strongly and are working closely to further develop our organization's capacity. SUBA is making certain to be part of the Alisal Vibrancy Plan Steering Committee and will have business members partake in its meetings. SUBA Executive Director is part of the Vision Salinas General Plan Steering Committee. It is important for SUBA to integrate into shaping a vision for our area. The Alisal is a great place to live, to shop and it is vital for the City of Salinas.

## **Marketing and Promotions**

SUBA expanded communication with the membership by doing 3 surveys and collecting more data to be able to communicate with our members this past year. SUBA will work with other stakeholder groups, by expanding use of electronic communication and social media through webinars and workshops. These past three Fiscal Year we have marketed throughout the year most of our businesses and our industries on a continuous basis in various manners that included holiday promotions, event promotions and marketing through social media and radio. SUBA will continue to



focus in these areas this upcoming Fiscal year. SUBA met door to door with many businesses-over 320 businesses were visited. SUBA will continue to develop its relationship with other business organizations such as; Negozee, El Pajaro CDC, Mission Community Services Corporation, Salinas Valley Chamber of Commerce to promote small businesses and cultural events in the SUBA area and beyond. SUBA is part of the City of Salinas Small Business Taskforce. Furthermore, SUBA will continue developing more advertising opportunities for our members in good standing to promote and market their businesses through social media marketing purchased by SUBA and other means. There is an allocation of time utilized by staff in this program within the budget. Our goals for the upcoming Fiscal Year for Marketing and Promotions:

**Goal 1A-** Provide Social Media Marketing for 300 SUBA businesses throughout the 22/23 Fiscal Year

SUBA provided Social Media Marketing for 182 businesses throughout the fiscal year. SUBA will make a stronger effort to continue increasing this objective.

**Goal 2A-** Provide 36 Social Media Posts Marketing the SUBA area throughout the 22/23 Fiscal Year

**SUBA provided 44 Social Media Posts Marketing the SUBA area throughout the fiscal year. SUBA will continue to increase in this area and will continue to partner with other organizations to have a farther reach.**

**Goal 3A-** Provide 6 Interviews on the Television/Radio regarding promoting the SUBA area and/or services SUBA provides its members for 22/23 Fiscal Year

**Provided 17 radio interviews and 3 television interviews promoting the SUBA area, services, grants, shopping experience and promoting events in the SUBA area.**

**Goal 4A-** Provide 6 Ribbon Cutting Ceremonies for SUBA businesses for 22/23 Fiscal Year.

**SUBA provided 3 Ribbon Cutting Ceremonies for SUBA businesses in the fiscal year. SUBA reached out to 8 businesses and only 3 had ribbon cuttings.**



## **Business Resources**



**Rob O'Keefe**

President & CEO of MCVCB –“See Monterey”

SUBA worked directly with lenders, business organizations, non-profit groups, businesses, and governmental agencies to provide SUBA members information and training on financing opportunities to improve their businesses. We partnered with organizations such as the El Pajaro CDC, Negozee, Mission Community Services Corporation, Salinas Valley Chamber of Commerce, Arranque Empresial, Monterey County Workforce Development Board, and Cal Coastal SBDC as well as others to make certain we offer members opportunities for training and gathering of information. We offered business workshops and webinars for small business growth and development through these partnerships. Over 192 businesses took advantage of these free workshops and webinars this past year. Within the budget includes the allocation of time utilized by staff in this program. Our goals for the upcoming Fiscal Year for our members under Business Resources is as follows:

**Goal 1B-** Provide 24 classes/webinars for SUBA members on Business Development for 22/23 Fiscal Year.

**We provided 24 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2022/2023.** Finances (4), Profit and Loss for Business (2) Business Plans for Small Businesses (2), How to apply for Microbusiness Grants (2), Refrigeration Grant Application (1), Terminology for Businesses (2), What Employers Need in Today's Business World (2), Labor Law Update (2), Marketing and Technology (4), and ADA and how it affects businesses (2)

**Goal 2B-** Provide 8 workshops/webinars regarding business related topics such as: Exit Strategy for Business Owners, Retirement Plans for Business Owners, How to Complete Your PPP Forgiveness Application, Social Media Marketing, How to Start an Online Store, Holiday Shopping in SUBA, Taxes for Businesses etc. for 22/23 Fiscal Year.

**We provided 11 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2022/2023.** Holiday Shopping (1), Taxes for Businesses (1), Basic Accounting for Small Businesses (1), Marketing and Technology (4), Using Social Media (3) and Retirement Planning for Small Business Owners (1)

**Goal 3B-** Provide 150 one-on-one meetings with SUBA members in 22/23 Fiscal Year.

**We provided 320 one-on-one meetings with businesses in their place of business. We provided 207 one-on one meetings in our SUBA office.**

The range of one-on-ones included grant opportunities, workshops, invitations to events and clean-ups and assistance with business licenses, planning issues, financial information and ADA issues to name a few.





## **Safety**

SUBA staff continued working with the City's Code Enforcement and County Health Department along with many business members to address and improve monitoring of city and county health and safety codes throughout our business area. SUBA facilitated community meetings with business owners and Salinas Police Department. We coordinated 3 meetings this year. Additionally, we worked with Code Enforcement on safety concerns and code violations. Within the budget includes the allocation of time utilized by staff in this program. Our Safety goals for the upcoming Fiscal Year are as follows:

**Goal 1C-** Provide 4 Public Safety Meetings throughout the SUBA BIA for 22/23 Fiscal Year.

**We provided public safety meetings this past fiscal year.**

Addressed were issues of safety concern, burglary, theft, and homeless issues as well as garbage and other related issues.



**Goal 2C-** Coordinate and Develop a Safety Strategies for our BIA in coordination with our businesses and the Salinas Police Department for 22/23 Fiscal Year.

Suggestions and safety strategies were given to small businesses in our safety meetings. A comprehensive approach or strategy was not achieved. SUBA will work with its members to begin to create a strategy along with advise from the Salinas Police Department.

**Goal 3C-** Monitor and Contact City, County and State agencies regarding Health, Safety and Sanitary Issues in the SUBA BIA for 22/23 Fiscal Year.

SUBA worked with New Republic Services on issues affecting garbage in the SUBA area, SUBA worked with environmental health to deal with issues of health concerns in restaurants, parking lots and illegal food sales. SUBA worked with code enforcement to assist with health concerns and violations. SUBA worked with the police department



to deal with noise complaints, trash complaints, abandoned vehicle complaints and public nuisance complaints. SUBA worked with the City of Salinas' Salinas Connect App to deal with parking issues, graffiti issues, trash issues.

## **Beautification & Cleaning**

SUBA worked to implement projects aimed at the beautification of the business corridor within the SUBA area. We continued to monitor and work on plans to provide more regular clean ups and work with the city staff to further opportunities to clean within our business area. The focus this upcoming year is to have more regular clean ups in conjunction with clean ups that the City of Salinas is doing through the Alisal Vibrancy Plan and Clean California Grant project. A new program was started this fiscal year. The new program is the Alisal Ambassador Program. Currently this includes 7 Ambassadors made up of business owners in the Alisal area. The budget includes the allocation of time utilized by staff in this program. The following goals are in our 22/23 Fiscal Year for Beautification and Clean Ups:

- Goal 1D-** Create a SUBA Beautification and Art Project Plan for the SUBA BIA for 22/23 Fiscal Year. *(This plan will be coordinated with the City of Salinas to complement the Clean California Grant that is focusing on art and clean ups in our area and will focus on coordinating with businesses.)*



*SUBA participated with the City of Salinas in the Alisal Vibrancy Plan throughout this fiscal year and was on the interview panel to choose the artists for the underpasses on E. Market/101 Freeway, E. Alisal/101 Freeway, and S. Sanborn/101 Freeway. Additionally, SUBA was part of the interview panel for the consultants to be chosen by the City of Salinas for the Streetscape program for the Alisal. Lastly, SUBA was part of the interview panel for the consultants chosen by the City of Salinas for the District Identity program for the Alisal.*

- Goal 2D** Schedule and Implement 6 Cleanups throughout the SUBA BIA for 22/23 Fiscal Year
- SUBA in partnership with the City of Salinas held 8 cleanups including 3 large

ones that included many partners. Those partners included the City of Salinas, Amor Salinas, Blue Zones of Monterey County, Downtown Streets Team, the Salinas Valley Chamber of Commerce and many of our small businesses. In addition we held our first Ambassador Clean up. We had 5 Ambassadors participate and collected 3 bags of trash. Over all the clean ups we picked up well over 80 bags of trash in the SUBA area. Our two largest clean ups took place on March 16, 2023 and April 13, 2023.

## **ANNUAL SUMMARY**

SUBA assisted in promoting small business members' participation in training and educational opportunities made available through all the partners mentioned above. This past year there were 192 businesses that participated in various trainings from our classes and webinars that were offered to our members. Additionally, our partnership with Negozee, Mission Services Corporation and offered SUBA opportunities for face-to-face workshops.

SUBA assisted directly with filling out applications, gathering needed financial information, preparing financial information, scanning needed information, and aiding throughout the grant and loan application and loan forgiveness process.

Many of our businesses received information from SUBA directly and indirectly regarding many of the grant and loans available and either they themselves applied and called SUBA regarding questions they had and/or they had their Accountants fill out the applications for them. The refrigeration grants and the employer retention credit program.

SUBA further understands that without this assistance many of our businesses would not have survived and it would have been disastrous to our area and to our small businesses and to the City of Salinas. The floods of this year along with the downturn in the economy due to a rise in inflation and the aftermath of the pandemic has really hurt the SUBA area businesses. SUBA is appreciative that the Federal Government, State Government, local government recognized the need and assisted these businesses through these grants and loans that allowed for many of our businesses to endure. However, having said that, it has been a very slow spring for many of our businesses and many of them have informed SUBA that they may have to shut down. We have had a lot more than usual close their business this past fiscal year.

Throughout this year and in the coming year we will continue assisting many of our businesses to with the process of repayment for the loans that they received through SBA.

SUBA met with City Staff throughout the year to address code enforcement issues and policies regarding illegal vendors, trash, homeless issues catering trucks as well as crime issues. This is ongoing and we will continue assisting with this role.

SUBA worked in partnership with various agencies and non-profit groups such as Building Healthy Communities, Center for Community Advocacy, CCCIL, Blue Zones, CRLA, SVMH, Salinas Valley Chamber of Commerce, Negozee, Arranque Empresial, Mission Services Corporation, Cal Coastal-SBDC, El Pajaro CDC, Monterey County Business Council, Monterey County Visitors and Convention Bureau and other partners, etc. to address the barriers in the community that impact the quality of life for East Salinas residents but in particular our businesses. Although SUBA will continue working alongside these organizations for the betterment of quality of life for businesses and residents in East Salinas.

We have continued to work with City of Salinas Public Work staff to establish parking zone restrictions along E. Alisal Street and E. Market Street and this will take more shape as the Alisal Vibrancy Plan moves along.

SUBA held three safety meetings with business members and with the Salinas Police Department and have continued to work in collaboration in addressing the ongoing concerns of members regarding crime and safety of the residents and businesses including homelessness and various code enforcement issues. Additionally, SUBA along with many businesses used the Salinas Connect App to report graffiti, trash, and parking issues.

SUBA and its Board assisted in promoting special events such as a Holiday Sales and Valentine's Day Sales along with Small Business Saturday. The City of Salinas assisted us tremendously by promoting and assisting with the SUBA Loterias as mentioned previously in the report. This past year we participated in working a bit more with the Chamber of Commerce in order to create more synergy around small businesses. We held two combined mixers where many businesses participated in. We expect this partnership to continue in the year to come.

SUBA processed 31 Temporary Land Use Permits for participating business owners in good standing this year. This is an approximate value of \$6,000 to SUBA members. This was for Valentine's Day and Mother's Day and we also processed a few for other dates in the year.

SUBA promoted Small Shop Saturday and marketing for Holiday Sales in the SUBA area as mentioned before. SUBA had 25 businesses that participated in Small Shop Saturday directly and many others that did so indirectly. SUBA utilized radio, social media and live videos promoting the Small Shop Saturday event.

SUBA in partnership with Salinas Lowes, Radio La Campesina and Radio Lazer gave away 39 Christmas trees to the community. The Christmas Trees were donated to SUBA by Lowes and were distributed. PSA's were announced through various radio stations including: Radio Lazer, La Campesina Radio, Luna Radio, La Buena Radio and Joya Radio. This assisted in marketing the free Christmas trees to the community through radio announcements. SUBA in addition to this put out phone calls to previous members of the community that had received Christmas Trees and SUBA also used social media to announce the free Christmas Trees. Navarro's Furniture assisted SUBA in picking up the trees from Lowe's.

SUBA continued to expand the SUBA "branding" campaign to help increase SUBA's visibility and name recognition within and outside of the SUBA District through social media. SUBA will continue developing this branding effort.

SUBA sent out thirty-two newsletter updates through emails for a total of 8,032. In addition, there were direct emails sent to businesses related to information related to COVID-19 updates and vaccines. Lastly, there was 7 robocalls made throughout the year related to COVID-19 in particular to hairdressers and beauty salons that had several changes due to procedures moved forward by the California Board of Barbering and Cosmetology. This does not account for the direct phone calls made to many of them regarding COVID-19 changing in guidelines.

SUBA responded to members' request for information about the City's graffiti abatement program and information regarding services provided by the code enforcement department along with concerns and issues brought to SUBA. SUBA worked with the City of Salinas Finance Department and Community Development Department to keep the BID roster updated and helped maintain the City's assessment procedures.

**SUBA held several events promoting the SUBA area this year including the following:**

4th Annual Small Business Saturday, where over 28 businesses participated in. The event drew hundreds of people to the Alisal. The event was promoted through radio and through social media.

Thanksgiving Basket Giveaway to 31 families. The basket consisted of beans, rice, cooking oil, and other staples such as vegetables and canned goods, along with either a turkey or a large chicken. We did this in partnership with Radio Joya.

Día de Los Muertos event at La Plazita Shopping Center at 545 E. Alisal Street. We had hundreds of participants and had live music, ballet folklórico and danza azteca. Along with this we gave away prizes and had some pan dulce, donuts and hot chocolate along with an information booth and survey that was done by the City of Salinas.

Holiday Lotería promotion was held in the SUBA area in conjunction with the City of Salinas. A total of 25 SUBA businesses participated in the SUBA/City of Salinas

Lotería. We held the lotería promotion from December 11<sup>th</sup> through January 7<sup>th</sup>. A total of 7 winners for the promotion of lotería. Prizes included gift certificates to El Zacatecano, Salinas Pizza, El Pollo Dorado, and a variety of gift bags as well.



Spring Lotería promotion was held in the SUBA area in conjunction with the City of Salinas. A total of 25 SUBA businesses participated in the SUBA/City of Salinas Lotería. We held the lotería promotion from April 30<sup>th</sup> through May 14<sup>th</sup>. We then extended it till May 31<sup>st</sup>. We had no winners. Prizes included gift certificates to El Zacatecano, Salinas Pizza, El Pollo Dorado, and a variety of gift bags as well. We are reassessing the lotería program as it did not have any results. It was heavily promoted on the social media and radio. We had over 100 commercials on the radio. We may try it again in the winter but reassess the small businesses chosen and the media we use.

## Challenges

SUBA 's primary challenge continues to be accomplishing a work plan that can encompass all that is needed within the SUBA Area with limited staff and scarce and declining financial resources. Although this year with the help of a partnership with the Monterey County Business Council-SUBA had assistance with workshops, and outreach with the hiring of Jose Luis Barajas. However, the huge issue for SUBA is the way the assessment is collected. The City of Salinas moved three years ago to have SUBA collect the assessments directly. This has diminished the collection amounts and percentages.

Although SUBA has been able to build trust with many SUBA Members, the issue of payment continues.

### **Low collection rate of assessments is a large challenge.**

Approximately forty-seven percent (47%) of assessment amounts were uncollected FY 22/23.

Of the 518 businesses billed for a total assessment value of \$109,449- \$51,549 was not collected.

### **Of those businesses, none were sent to collections.**

In total SUBA collected nearly 53% of the businesses total assessed value. SUBA received a total of \$57,900 in assessments for the year. In other words, \$2,286 more than last year received.

*(We will continue sending out billing in the hopes we collect a bit more assessments.)*

### **Grant and Fundraising opportunities for SUBA have not transpired.**

SUBA will put a focus on looking for grant opportunities for SUBA and focus on creating donation and sponsorship opportunities for the organization.

We certainly had several challenges and none greater than making certain businesses stayed in business. The floods and inflation had a lot to do with low numbers in sales for the SUBA area. However, our businesses are resilient.

**SUBA plans to adjust its goals for next year with work and input from its Board of Directors.**

