

2023-2024



# ANNUAL REPORT



**Salinas United Business Association**

600 E. Market Street

Salinas, CA 93905

# Table of Contents

|   |    |
|---|----|
| About the Salinas United Business Association | 2  |
| Area Map                                      | 3  |
| Board   | 4  |
| Staff   | 4  |
| Vision and Mission                            | 5  |
| Events  | 6  |
| 2023/2024 Budget                              | 8  |
| Proposed 2024/2025 Budget                     | 9  |
| Assessments 2024/2025                         | 11 |
| Annual Plan                                   | 11 |
| Annual Summary                                | 19 |
| 2024/2025 Goals                               | 23 |



**Ribbon Cutting and Grand Opening of BKM Healthy Foods on E. Alisal Street on June 11, 2024 .**



# 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 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.

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.

---

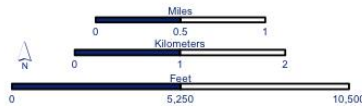


# Salinas United Business Association Map



## 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.

\\salvr59\GIS\Projects\City Maps\website\_maps\SUBA\SUBA\_8x11.mxd



## *Board of Directors 2023/2024\**

### **President**

Natalie Angulo-Galaxy Party Supply

382 E. Market Street, Salinas, CA 93905

### **Vice-President**

Angie Ramos-Salinas Pizza

988 Acosta Plaza, Salinas, CA 93905

### **Treasurer**

Sylvia Agamao-Leal Bakery

805 E. Alisal Street, Salinas, CA 93905

### **Secretary-Vacant**

### **Past President**

Jose Juan Mancera-Mercadito Alegria

727 E. Alisal Street, Salinas, CA 93905

### **Board of Directors**

Rodolfo Rodriguez-La Plaza Bakery

20 N. Sanborn Road, Salinas, CA 93905

Griselda Rodriguez-Electronics Plus

646 E. Alisal Street, Salinas, CA 93905

Lupe Covarrubias-Martinez- County of Monterey

632 E. Alisal Street, Salinas, CA 93905

Tony Valencia-Radio Lazer

600 E. Market Street, 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 Barajas

\*An election took place in June of 2023, every eligible business within the BIA was sent a form informing of the election and election process. A ballot was sent to every eligible business and the ballots were counted and the results were tallied, and this is the elected SUBA board of directors. An election of the board and of the officers takes place every two years.

### **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\*
- Canastas de Gracias
- Small Business Saturday
- Posada de Navidad
- Los Reyes Magos
- Día del Los Muertos



**JOYA 1570 AM**

**SUBA**  
SALINAS UNITED BUSINESS ASSOCIATION

## Canastas de Esperanza

**¿CONOCES A UNA FAMILIA EN NECESIDAD?**  
Regístralos llamando al **831 393-4000**

**Parking Lot de KTGE** | Creación y Entrega de Canastas  
548 E. Alisal St, Salinas CA | **Nov 20 | 3-6PM**

**Patrocinadores**

MIRRA'S TOWING | CULTURA'S | KAFENS CAFÉ DE OLLA | Watsonville HOME ELEGANCE | TICOS TACOS

MARIA ZAGAL NEXA REALTY GROUP | mariscos Puerto Nuevo | Grupo RESTAURACION

COMPASS FINANCIAL AND BUSINESS CONSULTANTS | TRUSTLANE AUTOMOTIVE

EXITOS LATINOS | Penninsula Auto Dismantlers | Blanca's FASHION

En estos momentos de necesidad, unidos en apoyo a nuestra comunidad.

\*These events occurred in the SUBA area but were not organized by SUBA or sponsored by SUBA



## **Salinas United Business Association BUDGET**

---



**BUDGET: 2023/2024****Salinas United Business Association  
Budget 2023-2024**

| <b>Income</b>  | <b>Approved</b>   | <b>Actual</b>     | <b>% of Budget</b> |
|--|-------------------|-------------------|--------------------|
| SUBA BID Assessments & Associated Membership ( <i>*projected</i> ) | \$ 105,521        | 42,448            | 40%                |
| Contracts  | \$ 85,000         | 85,000            | 100%               |
| Grants   | \$ 5,000          | 0                 | 0%                 |
| Donations  | \$ 5,000          | 3,840             | 77%                |
| Events (Sponsorships)  | \$ 10,000         | 3,500             | 35%                |
| Fund Balance from FY 2022/23                                       | \$ 8,527          | 14,253            |                    |
| <b>Total Income</b>  | <b>\$214,048</b>  | <b>\$149,041</b>  | <b>70%</b>         |
| <b>Expense</b>   | <b>Approved</b>   | <b>Actual</b>     | <b>% of Budget</b> |
| <b>Operations</b>  | <b>\$ 208,900</b> | <b>\$147,206</b>  | <b>71%</b>         |
| Accounting   | \$ 4,500          | 2,443             | 54%                |
| Conferences/Staff Development                                      | \$ 3,500          | 1,000             | 29%                |
| Insurance  | \$ 4,550          | 2,656             | 58%                |
| Permits  | \$ 1,000          | 0                 | 0%                 |
| Dues and Subscriptions   | \$ 300            | 278               | 93%                |
| Office Furniture & Equipment                                       | \$ 2,250          | 345               | 15%                |
| Office Supplies  | \$ 4,750          | 1,093             | 23%                |
| Postage  | \$ 2,250          | 1,235             | 55%                |
| Telephone, Website & Internet                                      | \$ 3,900          | 2,856             | 73%                |
| Rent*  | \$ 12,000         | 9,360             | 76%                |
| Personnel Costs  | \$ 145,500        | 110,737           | 82%                |
| Miscellaneous/Special Events                                       | \$ 2,000          | 3,655             | 182%               |
| Beautification and Landscaping                                     | \$ 4,000          | 960               | 24%                |
| Marketing & Promotion  | \$ 8,500          | 3,653             | 43%                |
| Safety   | \$ 2,400          | 843               | 35%                |
| Business Resources   | \$ 7,500          | 6,092             | 81%                |
| <b>Total Expenses</b>  | <b>\$ 208,900</b> | <b>\$ 147,206</b> | <b>71%</b>         |
| <b>Fund Balance for 2023/2024</b>                                  | <b>\$ 5,148</b>   | <b>\$ 1,835</b>   |                    |

## Proposed Budget 2024/2025

### Salinas United Business Association Proposed Budget 2024/2025

| Income  | 2024/2025 Budget  |
|---|-------------------|
| SUBA BID Assessments & Associated Membership ( <i>projected</i> ) | \$ 105,521*       |
| Contracts   | \$ 88,000         |
| Grants  | \$ 5,000          |
| Donations   | \$ 7,500          |
| Events (Sponsorships)   | \$ 5,000          |
| <u>Current Balance from FY 2023/2024</u>                          | <u>\$ 1,242</u>   |
| <b>Total Income</b>   | <b>\$ 212,263</b> |
| <b>Expense</b>  |                   |
| <b>Operations</b>   | <b>\$ 208,500</b> |
| Accounting  | \$ 4,500          |
| Conferences/Staff Development                                     | \$ 2,700          |
| Insurance   | \$ 4,750          |
| Permits   | \$ 1,000          |
| Dues and Subscriptions  | \$ 300            |
| Office Furniture & Equipment                                      | \$ 1,500          |
| Office Supplies   | \$ 4,800          |
| Postage   | \$ 2,150          |
| Telephone & Internet  | \$ 3,900          |
| Rent  | \$ 12,000         |
| Staff   | \$ 152,000        |
| Miscellaneous   | \$ 1,250          |
| Beautification and Landscaping                                    | \$ 2,850          |
| Marketing & Promotion   | \$ 5,500          |
| Safety  | \$ 1,800          |
| <u>Business Resources</u>   | <u>\$ 7,500</u>   |
| <b>Total Expenses</b>   | <b>\$ 208,500</b> |
| <i>Estimated Fund Balance</i>                                     | <b>\$ 3,763</b>   |

\*Projected Estimated Figure from the City of Salinas Finance Department of 2024/2025-Have not received updated numbers they have been requested and are being adjusted.



## **Assessments for the Salinas United Business Association**

*(Assessment Documents must be inserted once we receive from City of Salinas or HDL)*

---

# Annual Plan



## 2023-2024 Goals-Accomplishments:

**COLLABORATE** Collaborated throughout the year with the City of Salinas, in particular with the Community Development Department, Salinas Police Department events, public safety meetings, dispersing of information, working with other partners such as the Salinas Valley Chamber of Commerce on various mixers and committees focused on development review recommendations for the City of Salinas. We continued our partnership with Negozee, the Monterey County Workforce Development Council, El Pajaro CDC, Mission Services Corporation and the local SBDC. In addition, we built upon our partnerships with the Monterey County Business



Council (MCBC) and with the Monterey County Visitors and Convention Bureau (See Monterey). Lastly, we developed a partnership with UC Santa Cruz and their Get Virtual program to offer websites and social media use for their businesses.

Our partnerships with all of these organizations has helped SUBA continue to offer workshops, webinars, outreach and resources for our businesses. Without the work of our partners and in particular MCBC, SUBA believes that the ability to provide the necessary resources and connections to our businesses would diminish and therefore would cause for less businesses to possibly pay their SUBA assessments.

## **WORK**

Worked throughout the year with the County Health Department, the City's Code Enforcement, Salinas City Police Department, Monterey County Work Force Development Program, SUBA members and Cal Trans to improve monitoring of city and county health and safety and had 4 clean ups throughout the year. This year we combined to have 2 clean ups in conjunction with other partners including the City of Salinas, the Salinas Valley Chamber of Commerce, Blue Zones and the Downtown Streets Team and our Ambassadors. SUBA monitored and worked with the Police Department and Public Works to deal with issues affecting the SUBA area and small businesses with the unhoused and worked with our restaurants and mobile food vendors to deal with an increase in unpermitted food vendors in our area and throughout the city. We see a continued increase in crime, especially burglaries throughout the SUBA area. SUBA had three safety meetings throughout the area to try and address many of the issues. Along with many one-on-one meetings with businesses.

Our focus was on assisting SUBA small businesses in providing assistance to make payments on their EIDL loans, finding other grants and assisting in applying for these grants. These grants included the the City of Salinas Marketing and Technology Grants and PG&E Grants as well as others. Our partner MCBC assisted us with the Refrigeration Grants as well as helping with the Employee Retention Credit federal program. We were able to help 5 new businesses through that process through SUBA directly. All together with assistance of MCBC and others, SUBA directly brought to our businesses \$243,915.00 in funds from the ERC.

## **OFFER**

SUBA offered and promoted the events from El Pajaro CDC, Negozee, Mission Services Corporation, Cal Coastal, Monterey County Business Council, Monterey County Works and the City of Salinas business workshops and classes for small business growth and development. SUBA partnered with Mission Services Corporation, Negozee, Arraque Empresial, Mariposa con Proposito , Monterey County Business Council and other partners to offer business workshops and classes for small business growth and development. **We had a total of 443 businesses that participated in these workshops, webinars and classes.** SUBA continued its partnership with the partners above, but in particular with Negozee, Monterey County Business Council and Aranque Empresial to offer Business

---

Classes/Talks for our an approximate number of SUBA members that totaled 222 businesses participated in these webinars and or workshops.

## **IMPLEMENT**

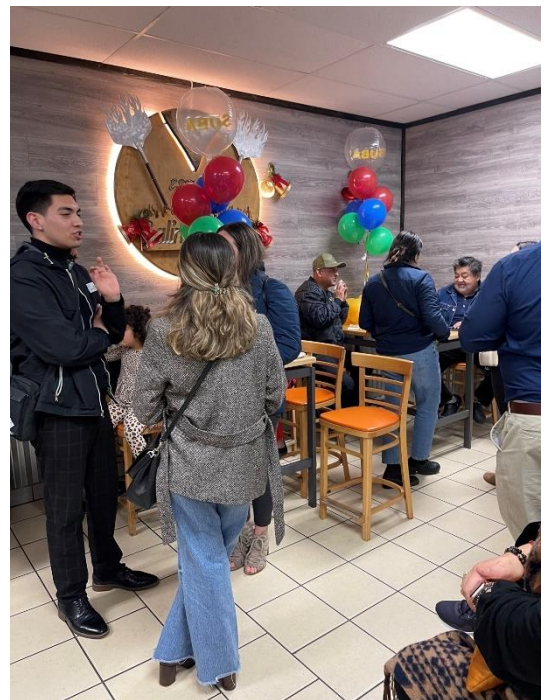
Our plan to implement projects aimed at the beautification of the business corridor within the SUBA area. We planned to have eight clean-ups, we did however have four clean ups in the SUBA area. In addition to these cleanups there was a collaboration between SUBA, the Salinas Chamber of Commerce, Blue Zones and Amor Salinas to do a cleanups.

Our main focus was on small cleanups that were done directly by business owners. Those were done individually by over 7 businesses on a biweekly basis.

## **2023/2024 Goals**

SUBA's goal this year was to continue to establish SUBA's Relationship with its members and assist and provide resources for those who would like to utilize them. It has been a significant improvement over the past five years in providing much needed resources to our businesses.

However, the change in the economy is very evident as we see vacancies throughout the area and the closing of many small businesses in the SUBA area. 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, the Monterey County Business Council, SEE Monterey and Get Virtual from UC Santa Cruz. SUBA was instrumental in assisting many businesses; however, SUBA will continue to strive to establish more profound relationships with all its businesses. SUBA held 3 business mixers throughout the year in addition to the ribbon cuttings we had. 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 enhance and promote 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 a member of the Alisal Vibrancy Plan Steering Committee, and its 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 essential for the City of Salinas.



## **Marketing and Promotions**

SUBA expanded communication with the membership by doing a few surveys and analyzed this data to better serve 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 four Fiscal Years 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 1,613 businesses were visited. (This means many businesses were visited various times throughout the year.) 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 and others to promote small businesses and cultural events in the SUBA area and beyond. 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. We will continue our partnership with Get Virtual from UC Santa Cruz to create websites and social media avenues for our businesses. 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 200 SUBA businesses throughout the 23/24 Fiscal Year**

SUBA provided Social Media Marketing for 128 businesses throughout the fiscal year. SUBA will make a stronger effort to continue increasing this objective. However, we focused on adding many of our businesses to SEE Monterey Website and we also focused on getting businesses newly created websites.

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

SUBA provided 24 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 8 Interviews on the Television/Radio regarding promoting the SUBA area and/or services SUBA provides its members for 23/24 Fiscal Year**

Provided an additional 9 radio interviews and 4 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 23/24 Fiscal Year.**

SUBA provided 3 Ribbon Cutting Ceremonies for SUBA businesses in the fiscal year. SUBA reached out to 7 businesses and only 3 had ribbon cuttings. Two more are scheduled for the upcoming fiscal year.



**Business Resources**

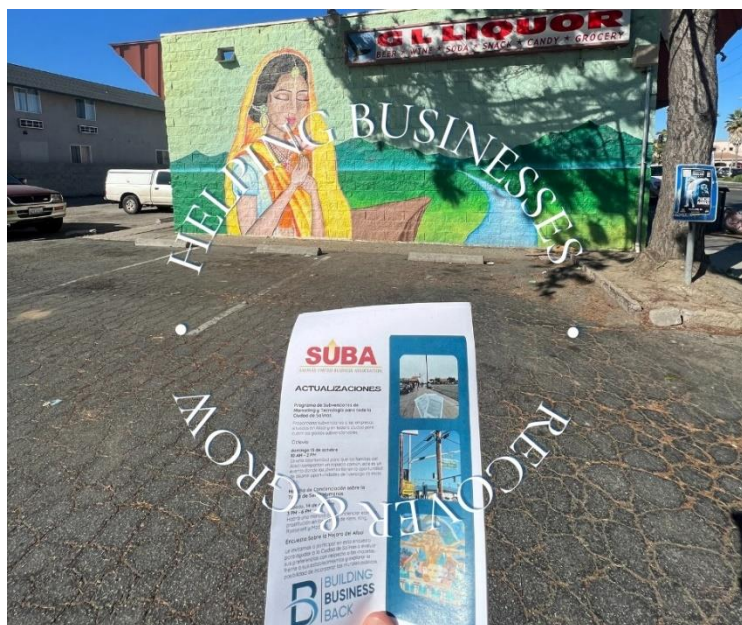
SUBA will work directly with lenders, business organizations, non-profit groups, businesses, and governmental agencies to provide SUBA members with information and training on financing opportunities to improve their businesses. We partnered with organizations such as the El Pajaro CDC, Negozee, Mission Community Services Corporation, Salinas Valley Chamber of Commerce, Arranque Empresarial, 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. In addition, we have begun conversations with TMC Community Capital to look at another partnership. We offered business workshops and webinars for small business growth and development through these partnerships. Over 222 of our SUBA businesses took advantage of these free workshops and webinars this past year. However, we had a total of 443 participants join us for the various webinars and workshops. 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 2023/2024 Fiscal Year.**

We provided 22 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2023/2024.





## Names of Workshops/Webinars- Nombres de Talleres

1. Bases para tu Plan de Negocio, el Manejo de Tu Crédito
2. Plan de Mercadeo y Redes Sociales, Impuesto de Negocio
3. Transportation Workshop
4. Business Plans for Small Businesses
5. Business Builders: Resources available for businesses and entrepreneurs
6. Insurance Needs for small Businesses- Necesidades de Seguro para Negocios Pequeños
7. Planes de Retiro para Negocios-Retirement Plans for Small Businesses
8. Marketing and Technology (2 times)
9. ADA and how it affects businesses
10. Unlock your Mortgage Options and Grow your Net Worth
11. Ponga su Negocio en la Búsqueda de Google y Maps
12. Contracting Opportunities with the City of Salinas (*Oportunidades de Contratación con la Ciudad de Salinas*)
13. *Business Basics; Taxes & Bookkeeping (Fundamentales de Negocios: Impuestos y Contabilidad)*
14. *Business Basics: Cash Flow (Fundamentales de Negocios: Flujo de Efectivo)*
15. *Aprende los Conceptos Básicos de Google Ads*
16. *Launch Your Food Business from Home (Lance un Negocio de Comida desde su Casa)*
17. *Aumente sus Ventas con las Herramientas de Google*
18. *Licensed to Build: Workshop for Aspiring Contractors*
19. *Commercial Leases Basics for Small Businesses (Fundamentos de arrendamiento comercial para dueños de pequeños negocios)*
20. *Business Basics: Employee v. Contractor, What's the difference? (Fundamentos de Negocios: Empleado vs. Contratista, ¿Cuál es la diferencia?)*
21. *Business Básica: Debt & Credit (Fundamentos de Negocios: Deudas y Crédito)*

## Goal 2B-

**Provide 7 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 8 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2023/2024. Business Plans (2), Taxes for Businesses (1), Basic Accounting for Small Businesses (1), Marketing and Technology (2), Using Social Media (1) and Retirement Planning for Small Business Owners (1)

**Goal 3B- Provide 279 one-on-one meetings with SUBA members in 23/24 Fiscal Year.**

We provided 331 one-on-one meetings with businesses in their place of business. We provided 117 one-on-one meetings in our SUBA office. We provided 1,613 visits to businesses doing outreach.

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, questions around permits, etc.



### **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 4 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. We also had three separate meetings

regarding unpermitted vendors and concerns from our small businesses. Our Safety goals for the upcoming Fiscal Year are as follows:

**Goal 1C- Provide 4 Public Safety Meetings throughout the SUBA BIA for 23/24 Fiscal Year.**

We provided 3 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 23/24 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 advice 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 23/24 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 unpermitted food sales. We held three meetings with small businesses pertaining to unpermitted vendors and concerns from our small businesses. 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 businesses in the Alisal area. The budget includes the allocation of time utilized by staff in this program. The following goals are in our 23/24 Fiscal Year for Beautification and Clean Ups:



**Goal 1D- Create a SUBA Beautification and Art Project Plan for the SUBA BIA for 23/24 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 23/24 Fiscal**

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 6 Ambassadors participate and collected 24 bags of trash during the year from their self-reporting. We had three large clean ups took they took place in the Summer and Fall of 2023 and in the late Winter of 2024. Our large Spring Clean Up was cancelled due to weather issues.

## **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 443 businesses that participated in various trainings from our classes and webinars that were offered to our members that included webinars and in-person workshops from SUBA, BBB, and Arranque Empresial. Additionally, many of our partners including Monterey County Works, El Pajaro CDC, SBDC and Mission Community Services Corporation and others that we did not track.

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, including the ERC program.

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

SUBA is appreciative that the Federal Government, State Government, local government recognized the need in the last two last years and hope that further assistance comes forward as we see an ever-changing economy. As inflation and online competition continues, we need to continue assisting these businesses through these grants and

---



loans that will allow for many of our businesses to survive. 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 vacancies in the SUBA area which is unprecedented and have had a lot more than usual businesses close this past fiscal year.

SUBA met with City Staff throughout the year to address code enforcement issues and policies regarding unpermitted vendors, trash, unhoused 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 Empresarial, Mission Community Services Corporation, CalCoastal-SBDC, El Pajaro CDC, Monterey County Business Council, Monterey County Visitors and Convention Bureau (SEE Monterey) and other partners to address the barriers in the community that impact the quality of life for East Salinas residents but in particular our businesses. SUBA will continue working alongside these organizations for the betterment of quality of life for businesses and residents in East Salinas.

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 and many businesses utilized 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. This past year we collaborated and partnered with the Salinas Valley Chamber of Commerce in order to create more synergy around small businesses. We held three combined mixers where many businesses participated in. We expect this partnership to continue in the year to come.

SUBA processed 28 Temporary Land Use Permits for participating business owners in good standing this year. This is an approximate value of \$4,600 to SUBA members. This was for Valentine's Day and Mother's Day, and we also processed a few for other occasions in the year.

SUBA promoted Small Shop Saturday and marketing for Holiday Sales in the SUBA area as mentioned before. SUBA had 27 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 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-eight newsletter updates through emails for an approximate total of 10,500. In addition, there were direct emails sent to businesses related to information related to workshops,

---

meetings and events and community updates. Lastly, there were 9 robocalls made throughout the year related to workshops, events, meetings or special promotions.

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 unpermitted vendor 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. Although this has been a true challenge.

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

5th Annual Small Business Saturday, where over 27 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 100 families. The basket consisted of beans, rice, cooking oil, and other staples such as vegetables and canned goods, along with a large chicken. We did this in partnership with Radio Joya and a number of our businesses and sponsors.

We provided a few ribbon cuttings that included ribbon cuttings Kayros Multiservices, Sanborn Pharmacy, BKM Healthy Foods. SUBA also held several mixers throughout the year that included one at Leal's Bakery, Salinas Pizza and participated with the Salinas Valley Chamber of Commerce on promoting and putting these together.

## **Challenges**

SUBA's primary challenge continues to be accomplishing a work plan with few staff, trying to encompass all that is needed within the SUBA Area with 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 Barajas. However, the huge issue for SUBA is the manner in which the assessment is collected. The City of Salinas moved four years ago to have SUBA collect the assessments directly. This has diminished the collection amounts and percentages. In Fiscal Year 2018-2019 SUBA assessments collected \$70,819 and in Fiscal Year 2019/2020 SUBA assessments collected \$67,440. This past year in Fiscal Year 2023/2024 SUBA assessments collected was \$42,448. Quite a significant decrease in assessments collected. At this point SUBA is not asking for a change in the collection of assessments nor of a change in timeline to when assessments are collected.

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 60 percent of assessment amounts were uncollected for FY 23/24.

Of the 518 businesses billed for a total assessment value of \$105,521- \$63,073 was not collected.

---

Of those businesses, none were sent to collections.

In total SUBA collected approximately 40% of the businesses total assessed value. SUBA received a total of \$42,448 in assessments for the year. In other words, \$5,081 less 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 continue to 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 stay in business. Inflation and an ever-changing economy with customers looking to purchase from Amazon and other online retailers the economy is truly changing for our small businesses. This past year we billed on three occasions all the SUBA businesses. Our plan for next year would be to bill four times and send out the billing in both electronic format and in paper format. All the years in the past it has only been done through the mail in paper format. Additionally, SUBA plans on applying to several grants in the hopes that we can attain a few. Lastly, SUBA plans to have at least 3 fundraisers this upcoming year to look at raising more funds.

## **2024/2025 Goals and Objectives**

### **Marketing and Promotions**

**Goal 1A-**Provide 40 Social Media Posts on business spotlights

**Goal 2A-**Provide 20 Social Media Posts for the SUBA area promoting shopping campaigns and/or events

**Goal 3A-**Provide 15 interviews on radio or television promoting or regarding the SUBA area and/or businesses pertaining to services provided by SUBA and/or partners and informing members of upcoming webinars/workshops and events

**Goal 4A-**Provide 4 ribbon cutting ceremonies for SUBA businesses

We will monitor the metrics of engagement and add those metrics to next years report in our updated goals and objectives for 2025/2026.

### **Business Resources**

**Goal 1B-**Provide 4 classes/workshops/webinars to SUBA Members on Business Basics  
Business Plan, Financial Plan, Marketing Plan, Taxes for Businesses

**Goal 2B-**Provide 20 workshops/webinars regarding business related topics  
Managing Credit\*, Social Media Marketing\*, Insurance Needs for Business\*, Retirement Plans for Owners\*, Growing your Net Worth, Utilizing Google for Marketing\*, Utilizing Google Ads, Fundamentals of Commercial Leases\*, Employee vs. Contractor\*, Using Radio and Television Ads\* and Exit Strategy for

---

Business Owners\*. \*They will be repeated in Spanish.

**Goal 3B-Provide 300 one-on-one meetings/consultations with SUBA members**

We will monitor the metrics of outreach, engagement and attendance and add those metrics to next year's report in our updated goals and objectives for 2025/2026.

**Safety**

**Goal 1C-Provide 4 Public Safety Meetings throughout the SUBA area.** To discuss issues and ongoing problems that arise due to burglaries, theft, unhoused issues, garbage, abandoned vehicles, and/or other similar issues.

**Goal 2C-Coordinate and Develop business area safety plans with our businesses and the Salinas Police Department as necessary.** These safety plans pertain to suggestions and or comments given to businesses from the police department regarding signage in windows, lighting in and out of the business, video surveillance suggestions and business layout in regard to visibility and safety.

**Goal 3C-Monitor and Contact City, County and State agencies regarding Health, Safety and Sanitary Issues**

We will include a brief report of the public safety meetings and outline the safety plans put together for businesses in next years report of Fiscal Year 2025/2026.

**Beautification and Cleaning**

**Goal 1D-Further develop an Ambassador Cleanup program and a Beautification Program in coordination with the City of Salinas that aligns with the Alisal Vibrancy Plan.** This plan will include meeting with the Ambassadors 4 times per year and having monthly small cleanups in the immediate area where the ambassadors have their business. Training all the ambassadors to utilize the Salinas Connect App for them to utilize the app to inform the city of graffiti, excess garbage and abandoned vehicles.

Work with the city community development department to do outreach and implement phases of the Alisal Vibrancy Plan including grants, public art and beautification projects.

**Goal 2D-Schedule and Implement 4 cleanups throughout the SUBA Area**

We will include number of garbage bags collected from the Ambassador program, from the cleanups and details in regards to how many volunteers participated in the cleanups to demonstrate metrics and be able to measure them in the future.

---