



SALINAS UNITED BUSINESS ASSOCIATION

FY 2024/2025 Annual Report





SUBA FY 2024-2025 Annual Report : Accomplishments

- 3 Ribbon cuttings
- 19 Workshops/webinars
- Promoted 117 businesses in our SUBA area.
- 38 Social Media Posts highlighting our SUBA area
- 16 Radio and Television Interviews
promoting the SUBA area or services
- Had 383 one-on-one meetings with businesses
- Outreach-1,729 visits to businesses promoting services and/or workshops

SUBA FY 2024-2025 Annual Report : Challenges

SUBA 's primary challenge continues to be financially sustainable.

Our partnership with MCBC has assisted SUBA in providing more workshops, and outreach with the hiring of a part time employee. However, the contract ends this year. Sadly, directly due to the adjustment in the manner of how collections were made by the City Council that took place 5 years ago, and with the loss of our sole contract SUBA is not able to continue to provide the same level of service as it once did. Great rapport and trust has gained with SUBA members, however, the issue of non-payment continues. We have gone from averaging 70% collection rate to 40% this past Fiscal Year. 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 2024/2025 SUBA assessments collected was \$40,550.

**Low collection
rate of
assessments**

- **420 businesses billed (\$100,440)**
- **SUBA Collected \$40,550**
- **315 businesses (\$59,890) was not collected nor were they sent to collections 60%**

SUBA FY 2024-2025 Annual Report : 2025/2026 Goals and Objectives

Marketing and Promotions

Goal 1A- Provide 40 Social Media Marketing

Goal 2A- Provide 18 Social Media Posts Marketing the SUBA area

Goal 3A- Provide 12 Interviews on the Television/Radio regarding promoting the SUBA area

Goal 4A- Provide 3 Ribbon Cuttings/Mixers Ceremonies for SUBA businesses

Business Resources

Goal 1B- Provide 3 classes/webinars for SUBA members on Business Basics

Goal 2B- Provide 5 workshops/webinars regarding business related topics

Goal 3B- Provide 100 one-on-one meetings with SUBA

Safety

Goal 1C- Provide 1 Public Safety Meetings throughout the SUBA BIA

Goal 2C- Coordinate and Develop business area Safety Plans with our businesses and the Salinas Police Department

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

Beautification & Cleaning

Goal 1D- Further develop an Ambassador Cleanup and Beautification Program

Goal 2D- Schedule and Implement 1 Cleanup throughout SUBA area

SUBA FY 2024-2025 Annual Report Summary: Budget 2025-2026

BUDGET: 2024/2025

Salinas United Business Association Budget 2024-2025

Income	Approved	Actual	% of Budget
SUBA BID Assessments & Associated Membership (*projected)	\$ 100,440	40,550	40%
Contracts	\$ 85,000	90,000	106%
Grants	\$ 5,000	0	0%
Donations	\$ 5,000	8,620	172%
Events (Sponsorships)	\$ 10,000	3,500	35%
Fund Balance from FY 2022/23	\$ 8,527	14,092	
Total Income	\$213,967	\$155,762	70%
Expense	Approved	Actual	% of Budget
Operations	\$ 208,900	\$155,762	75%
Accounting	\$ 4,500	3,472	77%
Conferences/Staff Development	\$ 3,500	2,219	67%
Insurance	\$ 4,550	2,153	41%
Permits	\$ 1,000	1,014	101%
Dues and Subscriptions	\$ 300	358	119%
Office Furniture & Equipment	\$ 2,250	277	12%
Office Supplies	\$ 4,750	2,162	46%
Postage	\$ 2,250	1,270	56%
Telephone, Website & Internet	\$ 3,900	2,927	75%
Rent*	\$ 12,000	9,360	78%
Personnel Costs	\$ 145,500	99,364	68%
Miscellaneous/Special Events	\$ 2,000	390	182%
Beautification and Landscaping	\$ 4,000	980	25%
Marketing & Promotion	\$ 8,500	3,820	45%
Safety	\$ 2,400	1,135	47%
Business Resources	\$ 7,500	10,769	144%
Total Expenses	\$ 208,900	\$ 141,670	68%
Fund Balance for 2024/2025	\$ 5,067	\$ 14,092	

SUBA FY 2024-2025 Annual Report Summary: Proposed Budget 2025-2026



Proposed Budget 2025/2026

Salinas United Business Association Proposed Budget 2025/2026

Income	2025/2026 Budget
SUBA BID Assessments & Associated Membership (projected)	\$ 100,440*
Contracts	\$ 0**
Grants	\$ 5,000
Donations	\$ 7,500
Events (Sponsorships)	\$ 5,000
Current Balance from FY 2024/2025	\$ 14,092
Total Income	\$ 132,032
Expense	
Operations	\$ 132,032
Accounting	\$ 3,250
Conferences/Staff Development	\$ 500
Insurance	\$ 2,550
Permits	\$ 1,000
Dues and Subscriptions	\$ 300
Office Furniture & Equipment	\$ 500
Office Supplies	\$ 2,250
Postage	\$ 1,750
Telephone & Internet	\$ 3,900
Rent	\$ 12,000
Staff	\$ 32,000
Miscellaneous	\$ 1,000
Beautification and Landscaping	\$ 1,000
Marketing & Promotion	\$ 4,000
Safety	\$ 800
Business Resources	\$ 5,000
Total Expenses	\$ 71,800
Estimated Fund Balance	\$ 60,232

*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.

**Contract has ended with Monterey County Business Council

Requested City Council Action

Adopt a Resolution approving the FY 2024/25 Salinas United Business Association's Annual Report, as required for the Salinas United Business Association Business Improvement Area.

Adopt a Resolution of Intention to levy and collect an annual assessment in the Salinas United Business Association Business Improvement Area for FY 2025/26; and set a public meeting for September 23, 2025.

On the Radio Promoting SUBA

