

2024-2025 ANNUAL REPORT

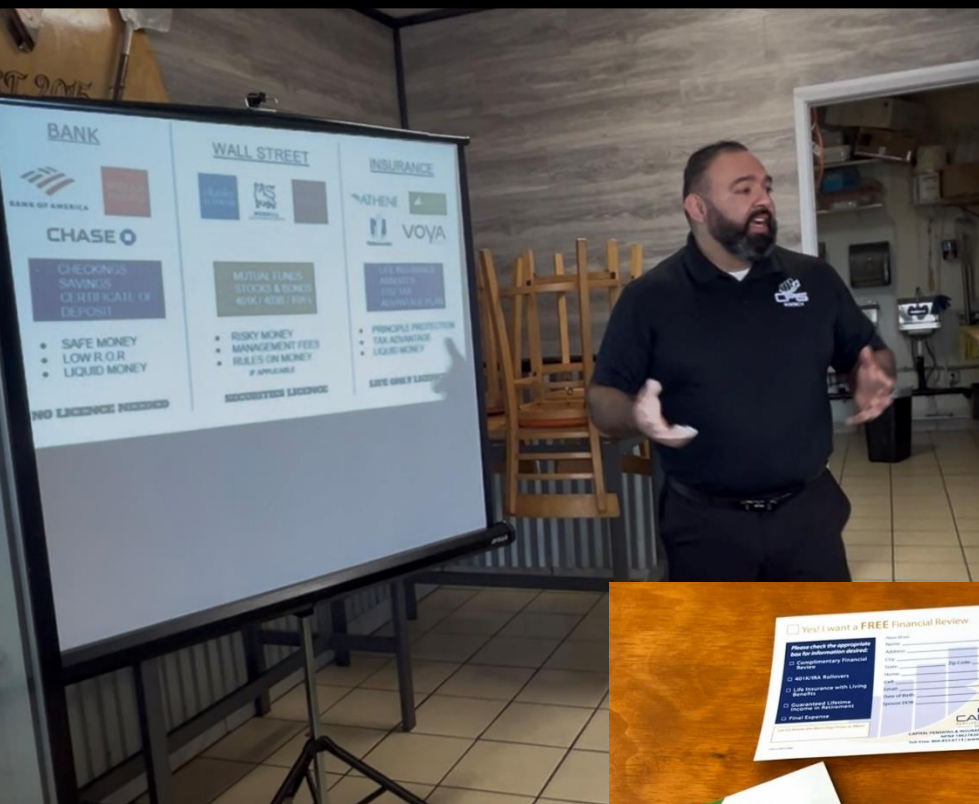


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Ribbon Cutting and Grand Opening of A Jeweler's on E. Alisal Street on September 29, 2024 .

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.

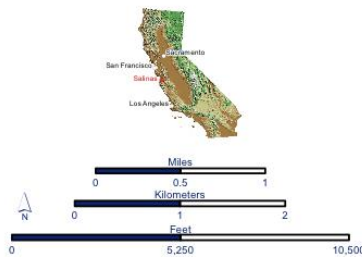
SUBA collaborates closely with the City of Salinas and the Alisal Vibrancy Plan to enhance opportunities for beautification, district identity, and the integration of additional art within Alisal. Establishing a safe, vibrant, and clean community is essential for supporting small businesses and attracting new customers. SUBA is committed to honoring the region's rich land, culture, and history, which collectively define the Alisal community.

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.

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Board of Directors 2024/2025

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 / Gloria De La Rosa, District 4 City Council Member*

Carla Gonzalez, District 1 City Council Member (Alternate) / Tony Barrera, District 2 City Council Member*

Crystal Casillas-City of Salinas Small Business Navigator

STAFF

Executive Director

Alejandro Chavez

Outreach-Part-Time

Jose Barajas

Salinas United Business Association

600 East Market Street, Ste. 205, Salinas, CA 93905 subasalinasinfo@gmail.com

subasalinas.org

(831) 796-0896

**City of Salinas has eliminated the liaison city council member to the board*

“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
- Horse Parade on E. Alisal Street*
- Small Business Saturday
- Posada de Navidad
- Los Reyes Magos
- Día del Los Muertos



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

Salinas United Business Association BUDGET

BUDGET: 2024/2025**Salinas United Business Association
Budget 2024-2025**

| Income | Approved | Actual | % of Budget |
|--|-------------------|-------------------|--------------------|
| SUBA BID Assessments & Associated Membership (<i>*projected</i>) | \$ 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 | 1,835 | |
| Total Income | \$213,967 | \$144,505 | 68% |
| Expense | Approved | Actual | % of Budget |
| Operations | \$ 213,967 | \$144,505 | 68% |
| Accounting | \$ 4,500 | 3,742 | 83% |
| Conferences/Staff Development | \$ 3,500 | 2,219 | 63% |
| Insurance | \$ 4,550 | 2,153 | 47% |
| Permits | \$ 1,000 | 1,014 | 101% |
| Dues and Subscriptions | \$ 300 | 358 | 119% |
| Office Furniture & Equipment | \$ 2,250 | 277 | 12% |
| Office Supplies | \$ 4,750 | 2,198 | 46% |
| Postage* | \$ 2,250 | 0.00 | 0% |
| Telephone, Website & Internet | \$ 3,900 | 2,856 | 73% |
| Rent* | \$ 12,000 | 9,360 | 78% |
| Personnel Costs | \$ 145,500 | 90,142 | 62% |
| Miscellaneous/Special Events | \$ 2,000 | 390 | 20% |
| Beautification and Landscaping | \$ 4,000 | 980 | 25% |
| Marketing & Promotion | \$ 8,500 | 3,820 | 45% |
| Safety | \$ 2,400 | 1,135 | 47% |
| Business Resources | \$ 7,500 | 9,769 | 130% |
| Total Expenses | \$ 208,900 | \$ 130,413 | 62% |
| Fund Balance for 2024/2025 | \$ 5,067 | \$ 14,092 | |

*Included in office supplies

Proposed Budget 2025/2026

Salinas United Business Association Proposed Budget 2025/2026

| Income | 2025/2026 Budget |
|---|-------------------|
| SUBA BID Assessments & Associated Membership (<i>projected</i>) | \$ 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 |
| <i>Estimated Fund Balance</i> | \$ 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



Assessments for the Salinas United Business Association

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

Annual Plan



2024-2025 Goals-Accomplishments:

COLLABORATE Worked throughout the year with the City of Salinas, including the Community Development and Police Departments, on public events, safety meetings, and development reviews. Also collaborated with organizations such as the Salinas Valley Chamber of Commerce, Negozee, Monterey County Workforce Development Council, El Pajaro CDC, Mission Services Corporation, Central Coast SBDC, MCBC, and See Monterey. Formed a partnership with UC Santa Cruz's Get Virtual program to support businesses with website and social media needs.

Our partnerships, particularly with MCBC, Central Coast SBDC, and Arranque Empresarial, have made it possible for SUBA to provide workshops, webinars, outreach, and resources to businesses. Without their support, SUBA would have difficulty offering these services and maintaining business participation in assessments.

WORK

Worked throughout the year with the County Health Department, Code Enforcement, Salinas City Police, Monterey County Workforce Development, SUBA members, and Cal Trans to improve health and safety monitoring.

Organized two cleanups during the year. Coordinated with Police and Public Works to address issues affecting SUBA and small businesses, particularly those related to unhoused individuals. Collaborated with restaurants and mobile food vendors to manage the rise in unpermitted vendors citywide. With crime, especially burglaries, increasing in the SUBA area, SUBA held two safety meetings and multiple one-on-one sessions with businesses to address concerns.

We helped SUBA small businesses find loans, secure short-term funding, research grants, and apply for them—including grants from Verizon, Alice, and others. Our partner MCBC supported us with Refrigeration Grants and various outreach initiatives.

OFFER

SUBA promoted and collaborated on business workshops and classes with El Pajaro CDC, Negozee, Mission Services Corporation, Central Coast SBDC, Monterey County Business Council, Monterey County Works, and the City of Salinas to support small business growth. A total of 214 businesses participated in these events. Notably, partnerships with Negozee, Monterey County Business Council, and Arranque Empresarial helped deliver webinars and workshops in which approximately 119 SUBA member businesses took part.

IMPLEMENT

We aimed to beautify the SUBA business corridor with eight planned clean-ups; three were completed. Some businesses joined as Clean Up Ambassadors, conducting regular clean-ups around their premises. Our primary focus was encouraging over nine small businesses to clean in front of their shops biweekly.

2024/2025 Goals

This year, SUBA focused on strengthening member relationships and offering useful resources. Over the past few years, resource support for our businesses has improved significantly.

The recent economic shifts have become increasingly apparent, as evidenced by widespread vacancies and the closure of numerous small businesses throughout the SUBA area. Additionally, there has been a

noticeable decline in foot traffic and consumer activity, with anecdotal reports indicating that sales have decreased by 30% to as much as 80% compared to last year. Most businesses are experiencing a 30% reduction in sales, while several have provided concrete financial data substantiating this downward trend.

SUBA has expanded its partnerships, focusing on marketing to better support members and help businesses develop an online presence. Key collaborations include the Salinas Valley Chamber of Commerce, Monterey County Business Council, SEE Monterey, and Get Virtual from UC Santa Cruz. SUBA continues to assist local businesses and strengthen its ties within the business community. A large focus was on really pushing for shopping local and our focus on our social media posts were to highlight our small businesses and to emphasize shopping local. In addition we connected many of our small businesses to work with MCBC, APEX and the Central Coast SBDC in order to maximize their connectivity to becoming aware of contracting with local government, state government and the federal government to further making small businesses viable.

Over the past year, SUBA hosted one business mixer and organized three ribbon-cutting ceremonies. The organization continues to work collaboratively with the City of Salinas Community Development and Public Works Departments, as well as the Salinas Police Department, to promote and improve the SUBA business area. Furthermore, partnerships with both non-profit and for-profit entities have contributed to the development of enhanced training and workshop opportunities.

SUBA has strengthened its partnership with the City of Salinas, collaborating to boost organizational capacity. As part of both the Alisal Vibrancy Plan and Vision Salinas General Plan steering committees, SUBA helps guide regional development. The Alisal area continues to do well, contributing to Salinas' well-being. SUBA has also worked with the Chamber of Commerce and SPARC to form an Economic Development Shareholders Committee, providing input on updating the city's Economic Development Element.

Marketing and Promotions

Over the past year, SUBA enhanced communication with its membership by conducting several formal and informal surveys and analyzing the resulting data to improve member services. SUBA will continue collaborating with other stakeholder groups, expanding electronic communication and social media outreach through webinars and workshops.

Throughout the last five fiscal years, we have consistently promoted our businesses and industries via various channels, including holiday and event promotions, as well as social media and radio campaigns. These efforts will remain a priority in the upcoming fiscal year.

Additionally, SUBA representatives conducted door-to-door outreach, visiting more than 1,729 businesses—many of them multiple times throughout the year. SUBA remains committed to strengthening relationships with other business organizations such as Negozee, El Pajaro CDC, Central Coast SBDC, Salinas Valley Chamber of Commerce, and others, to support small businesses and cultural events within and beyond the SUBA area. We will also continue to develop additional advertising opportunities for members in good standing, allowing them to promote their businesses through SUBA-sponsored social media marketing and other platforms. This past year we offered several opportunities with our media partners and huge discounts as well as special promotions exclusive for our SUBA members.

Our partnership with Get Virtual from UC Santa Cruz will continue, enabling us to facilitate website creation and expand social media presence for our businesses. Staff time allocated to this program is accounted for within the current budget. Our goals for the upcoming fiscal year in Marketing and Promotions are as follows:

Goal 1A- Provide 40 Social Media Posts for business spotlights

SUBA provided Social Media posts spotlighting 117 businesses during the fiscal year. SUBA plans to continue efforts to increase this objective. Additionally, focus was maintained on adding businesses to the SEE Monterey Website and assisting businesses with the creation of new websites.

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



SUBA published 38 social media posts promoting shopping campaigns and/or events.

Goal 3A- Provide 15 Interviews on the Television/Radio regarding promoting the SUBA area and/or services SUBA provides its members for 24/25 Fiscal Year

Provided 10 radio interviews and 6 television interviews promoting the SUBA area, services, grants, shopping experience and promoting events in the SUBA area.

Goal 4A- Provide 4 Ribbon Cutting Ceremonies for SUBA businesses for 24/25 Fiscal Year.

SUBA provided 3 Ribbon Cutting Ceremonies for SUBA businesses in the fiscal year.

SUBA reached out to 6 businesses and only 3 had ribbon cuttings.

Two more are scheduled for the upcoming fiscal year. Along with 1 year Anniversary celebrations.



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 179 of our SUBA businesses took advantage of these free workshops and webinars this past year. However, we had a total of 248 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 4 classes/webinars for SUBA members on Business Development for 2023/2024 Fiscal Year.

We provided 4 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2024/2025.

Names of Workshops/Webinars-Nombres de Talleres

1. Bases para tu Plan de Negocio, el Manejo de Tu Credito (2 times)
2. Plan de Mercadeo y Redes Sociales, Impuesto de Negocio (2 times)

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.



We provided 15 workshops/classes/webinars for SUBA members on Business Development for Fiscal Year 2023/2024. Below is the list of webinars and workshops.

1. Insurance Needs for small Businesses- Necesidades de Seguro para Negocios Pequeños (2 times)
2. Planes de Retiro para Negocios-Retirement Plans for Small Businesses (2 times)
3. Unlock your Mortgage Options and Grow your Net Worth (2 times)
4. Contracting Opportunities with the local and state government (*Oportunidades de Contratación con gobiernos locales y estatales*) (2 times)
5. *Licensed to Build: Workshop for Aspiring La Ciberseguridad y Tu Pequena Empresa)*
6. *Commercal Leases Basics for Small Businesses Fundamentos de arrendamiento commercial para duen@ de pequenos negocios)*
7. *Life Insurance and Retirement (2 times)*
8. *Microloans for Small Businesses/ Microcréditos para Pequeños Negocios (2 times)*

9. *What does El Pajaro CDC offer small businesses?/ ¿Qué ofrece El Pájaro CDC a los pequeñas negocios?*

Goal 3B- Provide 300 one-on-one meetings with SUBA members in 23/24 Fiscal Year.

We provided 279 one-on-one meetings with businesses in their place of business. We provided 104 one-on one meetings in our SUBA office. We provided 1,729 visits to businesses doing outreach.

The range of one-on-ones included permits, questions on permits and issues of violations along grant opportunities, workshops, invitations to events and clean-ups and assistance with business licenses, planning issues, financial information and ADA issues, etc.

Safety

SUBA collaborated with City Code Enforcement, the County Health Department, and local businesses to improve monitoring of health and safety codes in our area. We organized three community meetings with business owners and Salinas Police, and addressed safety issues and code violations with Code Enforcement. Staff time for this program is included in the budget. Additionally, we held three meetings focused on unpermitted vendors and small business concerns. Our Safety goals for the next Fiscal Year are:



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.

Three public safety meetings were held during the past fiscal year. Topics discussed included safety concerns, burglary, theft, homelessness, garbage, and other related matters.

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.

We provided safety suggestions to small businesses during meetings and offered tailored advice in one-on-one sessions. When necessary, we collaborated with the

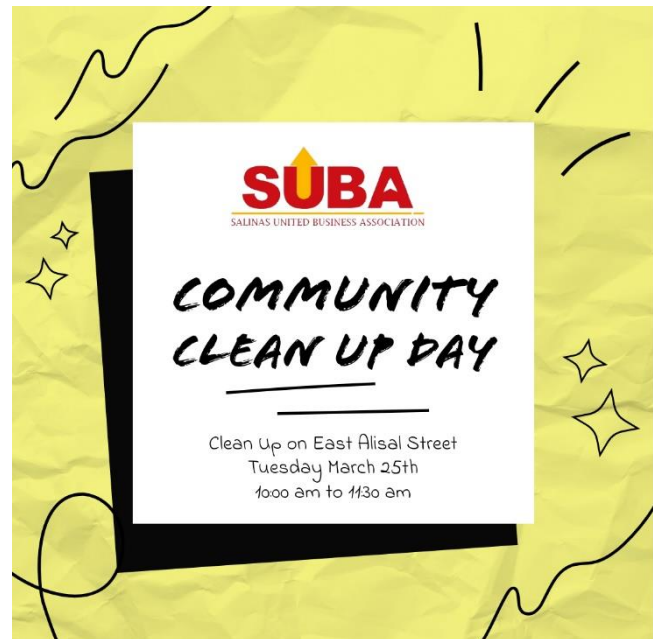
police department to address concerns. Most recommendations focused on lighting, window signage, and installing and positioning surveillance cameras.

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

SUBA collaborated with New Republic Services to address garbage-related concerns in the SUBA area. The organization also coordinated with environmental health to manage health issues related to restaurants, parking lots, and unpermitted food sales. SUBA contacted CalWater regarding street parking matters, the blocking of business parking areas, and provided timeline updates for businesses about construction on E. Alisal Street. Two meetings were held with small businesses to discuss unpermitted vendors and other concerns raised by business owners. SUBA partnered with code enforcement to address health concerns, the presence of unpermitted vendors, and various violations. Engagement with the police department was undertaken to respond to noise complaints, trash accumulation, abandoned vehicles, and public nuisance reports. In addition, SUBA utilized the City of Salinas' Salinas Connect App to report and manage parking, graffiti, and trash issues.

Beautification & Cleaning

SUBA has implemented projects focused on improving the business corridor within the SUBA area. Efforts have continued to monitor and develop plans for more consistent clean-up activities, working with city staff to identify further opportunities for maintaining cleanliness in the business area. The objective for the coming year is to schedule regular clean-ups to align with those organized by the City of Salinas through the Alisal Vibrancy Plan and Clean California Grant project. The previous year's Ambassador Program did not proceed as initially intended, and former ambassadors are now being engaged to continue work independently on a bi-weekly schedule. Currently, approximately nine small businesses participate



as ambassadors in their respective areas, though program management and incentive distribution have presented challenges. The budget accounts for staff time dedicated to this program. The following goals are set for Beautification and Clean-Ups in the 24/25 Fiscal Year:

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. Train 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

SUBA collaborated with the City of Salinas on the Alisal Vibrancy Plan this fiscal year, but progress was limited. New garbage cans and some artwork were added; other initiatives remain in planning. The City's façade improvement program for the Alisal is still pending after more than three years, with businesses waiting for its release.

Goal 2D Schedule and Implement 4 Cleanups throughout the SUBA BIA for 23/24 Fiscal

SUBA organized two large cleanups, while the other planned events were either cancelled or carried out on a smaller scale by our ambassadors in their respective areas or near their affiliated businesses.

ANNUAL SUMMARY

SUBA promoted small business participation in training and educational programs offered by various partners. Last year, approximately 214 businesses attended classes and webinars from SUBA, BBB, and Arranque Empresarial, as well as in-person workshops. Additional partners such as Monterey County Works, El Pajaro CDC, Central Coast SBDC, Mission Community Services Corporation, and others also provided opportunities, though some participation was not tracked.

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 applications.



Many of our businesses received information from SUBA, both directly and indirectly, regarding various available grants and loans. They either applied themselves and contacted SUBA with any questions or engaged their Accountants to complete the application process on their behalf.

SUBA acknowledges that the local government has addressed

needs over the past two years and expresses hope for continued support as economic conditions evolve. With ongoing inflation and increased online competition, continued grants and loans may help businesses remain operational. Despite these efforts, many businesses have reported a slow spring, with some indicating they may need to close. There are currently more vacancies in the SUBA area than in previous years, and the last fiscal year saw an increase in business closures. Anecdotal reports suggest that many businesses experienced a 30% decrease in sales during the first two quarters of this year.

SUBA held meetings with City Staff throughout the year to address code enforcement, unpermitted vendors, trash, unhoused concerns, catering trucks, and crime. We will continue supporting these efforts.

SUBA collaborated with a range of agencies and non-profit organizations, including Building Healthy Communities, the Center for Community Advocacy, Blue Zones, SVMH, Salinas Valley Chamber of Commerce, Negozee, Arranque Empresial, Mission Community Services Corporation, Central Coast SBDC, El Pajaro CDC, Monterey County Business Council, and the Monterey County Visitors and Convention Bureau (SEE Monterey), among others, to address community barriers affecting the quality of life for East Salinas residents, particularly local businesses. SUBA remains committed to ongoing partnership with these organizations to further enhance the quality of life for both businesses and residents in East Salinas.

SUBA conducted two safety meetings with business members and the Salinas Police Department to discuss ongoing concerns related to crime, safety, homelessness, and code enforcement. During these sessions, SUBA welcomed the new Chief of Police, who was introduced to the Board of Directors and provided a brief presentation on the Salinas Police Department. Additionally, SUBA and local businesses utilized the Salinas Connect App to report issues such as graffiti, litter, and parking violations.

SUBA and its Board contributed to the organization and promotion of special events, including Holiday Sales, Valentine's Day Sales, and Small Business Saturday. Over the past year, we collaborated with the Salinas Valley Chamber of Commerce to foster greater synergy among small businesses. We hosted a joint mixer that saw participation from numerous businesses. We anticipate the continuation and growth of this partnership in the coming years.

SUBA facilitated the processing of Temporary Land Use Permits for business owners in good standing throughout the year, representing an estimated value of \$4,600 in benefits to SUBA members. Additionally, SUBA contributed partially to fees paid directly to the City of Salinas during the Mother's Day Sale. We extend our gratitude to the Community Development Department for their support. These permits covered Valentine's Day, Mother's Day, and several other occasions during the year.

SUBA actively promoted Small Shop Saturday and holiday sales within the SUBA area. A total of 29 businesses participated directly in Small Shop Saturday, with numerous additional businesses involved indirectly. SUBA employed various promotional channels, including radio, social media, and live video broadcasts, to publicize the event.

SUBA has further advanced its branding campaign to enhance visibility and name recognition both within and beyond the SUBA District through targeted social media initiatives. The organization will continue to refine and develop this branding strategy moving forward.

SUBA sent out twenty-two newsletter updates through emails for an approximate total of 8,600. In addition, there were direct emails sent to businesses related to information related to workshops, meetings and events and community updates. Lastly, there were 7 robocalls made throughout the year related to workshops, events, meetings or special promotions.

SUBA provided information to members regarding the City's graffiti abatement program, code enforcement services, and concerns related to unpermitted vendors that were brought to SUBA's attention. SUBA collaborated with the City of Salinas Finance Department and Community Development Department to update the BIA roster and support the maintenance of the City's assessment procedures. These tasks involved several challenges, as the information provided sometimes does not correspond with existing businesses or fails to include newly established businesses in the BIA.

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

6th Annual Small Business Saturday, where over 29 businesses participated in. The event drew hundreds of people to the Alisal. The event was promoted through radio and through social media.

We organized and participated in several ribbon cuttings during the year, including events at A Jewelers and Goodwill of the Central Coast. In addition, SUBA hosted multiple mixers, such as the one held at Salinas Pizza, and collaborated with the Salinas Valley Chamber of Commerce to promote and coordinate these activities. We anticipate conducting at least five ribbon cuttings in the coming year.

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. This is further exasperated by the end of the contract with the Monterey County Business Council. Due to federal cuts and a change in funding for MCBC this past year, our financial partnership has ended. With the amount of assessments collected at only 40% we are unable to continue as we have in the past and are having to cut all personnel costs. This means the work plan must be reduced and in turn that could mean the organization looks to change its model. It could also mean that the organization dissolves.

The method of assessment collection has been an important factor for SUBA. Five years ago, the City of Salinas shifted responsibility for collecting assessments to SUBA. Since that transition, both the amounts and percentages collected have declined. In Fiscal Year 2018-2019, SUBA collected \$70,819 in assessments; in 2019/2020, \$67,440 was collected. For Fiscal Year 2023/2024, the amount collected was \$42,448, and in the most recent fiscal year, it was \$40,550. These figures indicate a downward trend in assessments collected. The organization is evaluating future operational options, including possible dissolution and reorganization as a PBID, due to challenges posed by the absence of the MCBC contract

and the City of Salinas' previous role in assessment collection. Under current conditions, SUBA reports that it will not be able to meet all financial obligations in its current format and may consider restructuring as a new entity.

Despite gaining trust from many SUBA Members, payment issues persist.

Low collection rate of assessments is a large challenge.

Approximately 60 percent of assessment amounts were uncollected for FY 24/25.

Of the 420 businesses billed for a total assessment value of \$100,441- \$59,891 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 \$40,550 in assessments for the year. In other words, \$1,898 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.

There were multiple challenges, including supporting businesses in maintaining operations. Factors such as inflation and shifts in the economy, along with increased consumer activity on platforms like Amazon and other online retailers, have contributed to changes affecting small businesses. Over the past year, billing was conducted four times for all SUBA businesses. Moving forward, the plan is to continue billing quarterly, delivering invoices both electronically and in paper format.

2025/2026 Goals and Objectives

Marketing and Promotions

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

Goal 2A-Provide 18 Social Media Posts for the SUBA area promoting shopping campaigns and/or events

Goal 3A-Provide 12 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 3 ribbon cutting ceremonies or mixers 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 3 classes/workshops/webinars to SUBA Members on Business Basics
Business Plan, Financial Plan, Marketing Plan, Taxes for Businesses

Goal 2B-Provide 5 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 100 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 1 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 individually 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 year's report of Fiscal Year 2025/2026.

Beautification and Cleaning

Goal 1D-Further explore 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 2 times per year and having monthly small cleanups in the immediate area where the ambassadors have their business rather than bi-weekly cleanups on their own. 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.

SUBA will help in the promotion of City grants and projects related to beautification, including the Alisal Facade Improvement Program, adding more receptacles and artwork for the Alisal.

Goal 2D-Schedule and Implement 1 large scale cleanups throughout the SUBA Area

We will document the number of garbage bags collected through the Ambassador program and organized cleanups, as well as provide detailed records of volunteer participation. This will enable us to establish clear metrics and facilitate future measurement and evaluation.

As illustrated above, SUBA is reducing the goals and objectives in the number of services being provided to account for the loss of services to continue services at a lower level due to the low volume of assessments collected within the BIA. 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 we are not able to continue to provide the same level of service as we once did.
