



Salinas United Business Association
Board of Directors 2021/2022

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City of Salinas Liaisons

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2021-2022 Annual Report

Approved by SUBA Board of Directors

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"*

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Salinas United Business Association

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The Salinas United Business Association (SUBA) is a 501 (c) 6 nonprofit corporation appointed by the City Council to serve 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 resource they need to be successful business owners including business training, marketing and streetscape beautification and maintenance.

Organization:

The Salinas United Business Association (SUBA) is a 501 (c) 6 nonprofit corporation appointed by the City Council to serve 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 district members with benefit services, support and resources they need to be successful business owners including business training, marketing, and streetscape beautification and maintenance.

This Annual Report for FY 2021-2022 is required by California Streets and Highways Code Section 36533, so that the City Council may be advised of the previous year's activities and uses of annual assessments levied on businesses within the SUBA Business Improvement Area. With Council approval, the SUBA Annual Report will also provide direction for SUBA activities and use of assessment district funds in the coming fiscal year.

SUBA implements its annual work program and supports the Area's business community through the efforts of its Board of Directors and volunteers. The Board of Directors consists of currently of nine (9) voting members. In addition, there are two non-voting members: one City Council member and a City of Salinas representative (City Manager or designee).

2021-2022 Goals-Accomplishments:

COLLABORATE Collaborated throughout the year with the City of Salinas, in particular with the Community Development Department, Parks and Recreation Department, Salinas Police Department events, public safety meetings, dispersing of information, working on COVID-19 issues and participating in the Small Business Recovery Task Force to name a few.

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 a few clean ups throughout year. SUBA monitored and worked with the Police Department and Public Works to deal with issues with the homeless and 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. Our focus was on assisting SUBA small businesses in providing assistance to apply for EIDL loans, EIDL grants, finding other grants and assisting in applying for these grants.

In addition, SUBA directly assisted small businesses in following guidelines set for by the grant. Assisting various busienssnes with the necessary paperwork in

order to follow the prerequisites and guidelines that were given to the small businesses by the grantors. In many cases small businesses were directly assisted by SUBA through the grant process, sending necessary documentation, and assisting businesses with the grantors request for submittal of reports and/or surveys to the grantors as necessary.

OFFER

SUBA offered and promoted the events from El Pajaro CDC, Negozee, Mission Services Corporation, Cal Coastal and the City of Salinas business workshops and classes for small business growth and development. SUBA partnered with Mission Services Corporation, Negozee and other partners to offer business workshops and classes for small business growth and development. We had a total of 46 businesses that participated in these workshops and classes. SUBA continued its partnership with the partners above, but in particular with Negozee and Contreras Financial to offer Business Classes/Talks for our SUBA members a total of 164 businesses participated in these webinars.

25 Webinars-Holiday Shopping (1), Taxes for Businesses (2), EIDL Loans (2), PPP Loans and the Process (2), Business Preparedness to Re-Open (2), California Relief Grant Application Process (2) PPP Loan Forgiveness (2), Importance of Having a Bank Business Account (1), Financial Planning for the Future (1), How to use Zoom (1), How to apply for Microbusiness Grants (2), The Importance of Taking Care of your Health (1), Basic English and Terminology for Businesses (1), Basics of Computers (1), Basic Accounting for Small Businesses (1), What Employers Need in Today's Business World (1), Labor Law Update (2), Como Crear un Sitio Web (1), State Resources for Businesses (1),

SUBA held its 2nd Annual Día del Niño Event at Cesar Chavez Park. Throughout the day we had approximately 4,000 people come and go. We had 7 kid and youth performances. There were 15 food vendors, there was 37 vendors of products and services and 31 non-profits sharing information. The event was extremely well run and successful. SUBA reached out to many of our small businesses to offer them first chance at being vendors at the event. In addition, many of our businesses sponsored or donated to the event.

Several of our businesses participated as sponsors and vendors. Included in the list of our SUBA businesses were the following:

Galaxy Party Supply, Joya Radio, Juguería La Tropical, Los Arcos del Alisal, Panadería 3 Hermanos, Deli Café 3 Hermanos, United Rentals, Creaciones de Angel, Electronics Plus, Navarro's Furniture and Hernandez Produce.

Other Sponsors included:

Hartnell College Foundation, Reyes Party Supply, City of Salinas, 7 Point Protection, ISA, Salinas Valley Sanitation, Inc., Caliber Home Loans, Self-Help Credit Union, Alejandro 4 Homes, Republic Services, Papé, The Home Depot, Rava Ranches and Lowes.

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

3rd Annual Small Business Saturday, where over 42 businesses participated in. The event drew hundreds of people to the Alisal. The event was promoted through radio and through social media.

Holiday Lotería promotion was held in the SUBA area in conjunction with the City of Salinas. A total of 45 SUBA businesses participated in the SUBA/City of Salinas Lotería. We held the lotería promotion from December 6th through January 7th. A total of 21 winners for the promotion of lotería. Prizes included gift certificates to El Zacatecano, Salinas Pizza, El Pollo Dorado, Leal Bakery and a variety of gift bags as well.

SUBA participated with the City of Salinas and Ciclovía at the Ciclovía Salinas Event. All participants that shopped at any SUBA business could enter into a drawing to win a prize. 12 prizes were given out at the Ciclovía event. The prizes included gift bags full of goodies, as well as gift certificates from various SUBA businesses.

IMPLEMENT

Our plan to implement projects aimed at the beautification of the business corridor within the SUBA area was a bit limited. We planned to have eight clean ups, however there was still a bit of fear of COVID-19 and we also had a few spikes and mandates at times. We did however have 3 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 cleanup in November. Lastly, SUBA collaborated with the Amor Salinas movement for a small cleanup and kickoff event of Amor Salinas at La Paz Park in the SUBA area.

There was a focus on connecting businesses to the utilization of the Salinas App. In addition, there was a greater amount of small clean ups that occurred by City Staff when complaints came from SUBA through emails, phone calls and/or the Salinas Connect App were utilized this past year.

SUBA assisted in promoting small business members' participation in training and educational opportunities made available through all of the partners mentioned above. This past year there were 173 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 Contreras Financial offered SUBA opportunities for face-to-face workshops.

SUBA met with hundreds of businesses to talk to them about COVID-19 related matters including grants and loans as well as closures, PPE equipment etc. We went directly to the businesses with our laptop to fill out applications and/or they came by making appointments to the SUBA office. We assisted with vaccination information, vaccination appointments and supporting our businesses through the pandemic.

We handed out some PPE equipment as needed and this happened various times throughout the year. Along with information regarding closures, openings, re-openings, grants, loans were handed out, calls were made, social media posts were made and emails were sent with the information throughout the year. **Over 400 businesses were given information throughout the year.**

SUBA maintained the Business Resource Center available to our members and provide basic marketing support to business members, social media training through our business partners. SUBA will continue to foster and advocate for our members in this upcoming year and will continue to assist businesses through the bureaucracy that sometimes occurs in government that can be a barrier and sometimes discouraging for our small businesses. However, this year the focus was primarily concentrated on assisting businesses directly by filling out applications for grants, loans, financial assistance and loan forgiveness to endure the COVID-19 pandemic and hopefully to prosper as well.

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

SUBA assisted with 68 Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL) Applications*

SUBA assisted with 24 California Relief Grant Program Applications in the last round of funding

SUBA assisted with 23 Paycheck Protection Program Applications

SUBA assisted with 12 Monterey County Cares/Monterey County Workforce Development Grant Applications

SUBA assisted with 7 California Restaurant Association Restaurant Revitalization Fund Grant Applications

SUBA assisted 1 SBA Shuttered Venue Operators Grant Application

SUBA assisted with 29 Targeted EIDL Advance Grant Applications

SUBA assisted with 21 the Supplemental EIDL Advance Grant Applications

SUBA assisted with 17 Paycheck Protection Program Forgiveness Applications

SUBA estimates that the total amount received in loans and grants nearly \$3 Million in loans and grants that came into our SUBA area.

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.

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. SUBA is grateful 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.

Many of our SUBA businesses were awarded these grants and loans. Throughout this year and in the coming year we will continue assisting many of our businesses to apply for forgiveness as well as with supporting our businesses 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, Santa Cruz Ventures 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 may not always have the same purpose or goal of all our partners, we continue working alongside these organizations for the betterment of quality of life for businesses and residents in East Salinas. We see increasing this upcoming year as implementation with the Alisal Vibrancy Plan takes place.

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 as well as have looked at other streets and will be assisting our businesses to make the requests for changes as needed.

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.

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 Loteria as mentioned previously in the report. We had hundreds of participants and gave out 21 prizes to winners. We expect that the pilot program that SUBA and the the City of Salinas created will be implemented in and other parts of the City by the business

community to try and increase foot traffic for retail sales during the holiday seasons again this upcoming year. This past year we participated in working a bit more with the Chamber of Commerce in order to create more synergy around small businesses. This upcoming year we will be holding a combined mixer and we will be working more closely with the Salinas Chamber of Commerce to benefit our combined members.

SUBA processed 30 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 does not include all the work that the City of Salinas did along with the Salinas City Council to create opportunities for our Restaurants to have TULP's to have outdoor dining at most of our restaurants in order to comply with State of California tier guidelines.

SUBA promoted Small Shop Saturday and marketing for Holiday Sales in the SUBA area as mentioned before. SUBA had 42 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 53 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. 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 began promoting Associate Memberships and we were able to get 4 new Associate Members. We plan to get another 5 Associate Members this upcoming fiscal year.

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.

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. A huge issue for SUBA is the manner in which money is collected. The City of Salinas moved two 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, more work is needed. An issue that affected some of our businesses and some of our board members was a loss of employees due to COVID-19. In some cases, this in part caused one of our board members to inform us that they no longer were available to serve as they needed to tend to their business. (Therefore, we lost one board member.)

Low collection rate of assessments is a large challenge.

Approximately 49 percent (49%) of assessment amounts were uncollected FY 21/22.

Of the 518 businesses billed for a total assessment value of \$110,442.00- \$54,828.00 was not collected.

Of those businesses, none were sent to collections **(due to COVID-19 and last years practice).**

In total SUBA collected nearly 51% of the businesses total assessed value. SUBA received a total of \$55,614.00 in assessments for the year. In other words, \$12,679 less than last year received.

We lost 1 Board Member last Fiscal Year.

We certainly had a number of challenges and none greater than making certain businesses stayed in business. SUBA assisted immensely along with the City of Salinas staff through education, handouts, distribution of flyers, PPE equipment and getting financial resources to them.

A new challenge is the updated food truck ordinance that has affected a number of restaurants and other businesses that are complaining in the SUBA area. SUBA believes this new update seems to have been done in haste. The stakeholders throughout the year complained to SUBA about their new locations, about safety concerns and a number of other issues. Additionally, adjacent restaurants and other businesses complained of unfair advantages, of garbage and a number of issues pertaining to traffic and safety concerns in relation to food trucks. The Updated Food Truck Ordinance created hostility between restaurants and food trucks and in some cases, arguments occurred where intervention occurred. SUBA believes more work is needed regarding this issue.

2022-2023 Goals

SUBA's goal this upcoming year will be 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 three years in providing much needed resources to our businesses. However, much more can be attained by building more partnerships. SUBA assisted many businesses; however, it still needs to 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 will continue to develop our board to become stronger business leaders and community advocates. SUBA feels confident about holding a minimum of two Strategic Development Sessions and also a minimum of 4 mixers for our businesses. Additionally, SUBA will partner to hold a minimum of 2 fundraisers to get the Board and businesses more involved to support SUBA's mission. 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 will expand communication with the membership by doing surveys and collecting more data to be able to communicate with our members. SUBA will work with other stakeholder groups, by expanding use of electronic communication and social media. These past two Fiscal Year we have marketed throughout the year the majority 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. SUBA will continue to develop its relationship with other business organizations and in particular with the 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
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- Goal 2A- Provide 36 Social Media Posts Marketing the SUBA area throughout the 22/23 Fiscal Year
- 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
- Goal 4A- Provide 6 Ribbon Cutting Ceremonies for SUBA businesses for 22/23 Fiscal Year.

Business Resources

SUBA will work 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 will partner with organizations such as the El Pajaro CDC, Negozee, Mission Community Services Corporation, Salinas Chamber of Commerce and Cal Coastal 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 164 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.
- 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.
- Goal 3B- Provide 150 one-on-one meetings with SUBA members in 22/23 Fiscal Year.

Safety

SUBA staff will continue 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 in part due to COVID-19. 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.

- 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.
- 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.

Beautification & Cleaning

SUBA will work to implement projects aimed at the beautification of the business corridor within the SUBA area. We will continue 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. 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.)*
- Goal 2D Schedule and Implement 6 Cleanups throughout the SUBA BIA for 22/23 Fiscal Year.

Salinas United Business Association Budget 2021-2022

Income	Approved	Actual	% of Budget
SUBA BID Assessments & Associated Membership (<i>*projected</i>)	\$ 110,442	55,614	50%
Grants	\$ 0	4,500	450%
Donations	\$ 5,000	12,878	258%
Fund Balance from FY 2012/21	\$ 8,527	15,253	
Total Income	\$123,969	\$ 88,245	71%
Expense	Approved	Actual	% of Budget
Operations	\$ 123,969	\$ 88,245	71%
Accounting	\$ 4,500	1,326	29%
Conferences/Staff Development	\$ 1,500	0	0%
Insurance	\$ 4,250	1,444	34%
Permits	\$ 500	674	135%
Dues and Subscriptions	\$ 200	0	0%
Office Furniture & Equipment	\$ 1,750	0	0%
Office Supplies,Postage	\$ 2,850	1,497	53%
Telephone, Website & Internet	\$ 4,250	2,655	62%
Rent*	\$ 10,000	9,360	94%
Personnel Costs	\$ 62,000	41,588	67%
Miscellaneous	\$ 1,500	7,623*	508%
Beautification and Landscaping	\$ 7,500	659	9%
Marketing & Promotion	\$ 6,500	4,359	67%
Safety	\$ 3,200	923	29%
Business Resources	\$ 4,000	8,569	214%
Total Expenses	\$ 114,500	\$ 80,667	71%
Fund Balance for 2021/2022	\$ 9,469	\$ 7,568	

**Día del Niño Expenses included in Miscellaneous Category*

Proposed Budget 2022/2023

Salinas United Business Association Proposed Budget 2022/2023

Income	2022/2023 Budget
SUBA BID Assessments & Associated Membership <i>(projected)</i>	\$ 110,442*
Grants	\$ 2,500
Donations	\$ 6,000
Current Balance from FY 2019/2020	\$ 7,568
Total Income	\$ 126,510
Expense	
Operations	\$ 126,510
Accounting	\$ 2,500
Conferences/Staff Development	\$ 1,750
Insurance	\$ 3,000
Permits	\$ 600
Dues and Subscriptions	\$ 250
Office Furniture & Equipment	\$ 1,850
Office Supplies	\$ 3,500
Postage	\$ 1,750
Telephone & Internet	\$ 4,250
Rent	\$ 12,000
Staff	\$ 65,000
Miscellaneous	\$ 2,000
Beautification and Landscaping	\$ 2,000
Marketing & Promotion	\$ 6,500
Safety	\$ 1,300
Business Resources	\$ 6,000
Total Expenses	\$ 114,250
<i>Estimated Fund Balance</i>	\$ 12,260

*Projected Estimated Figure from the City of Salinas Finance Department of 2021/2022-Have not received updated numbers they have been requested.