

SALINAS UNITED BUSINESS ASSOCIATION

FY 2021/2022 Annual Report

August 9, 2022



HIGHLIGHTS

SUBA held 2 grand openings this past Fiscal Year

SUBA offered 25 Webinars to 164 businesses

SUBA promoted through social Media A total of 248 businesses and our SUBA area.

SUBA assisted 201 businesses with PPP, EIDL loans, other small business loans/grants and EDD claims.

SUBA handed out 52 Christmas Trees to the Community that were donated by Lowe's to SUBA

SUBA processed 30 TULP's for our small businesses

SUBA sent out 32 newsletters for a total of 8,032 for the year

SUBA FY 2021-2022 Annual Report : Challenges

SUBA 's primary challenge continues to be accomplishing a demanding planned work plan with limited staff and scarce and declining financial resources, and a challenging sustainable finance model to be able to meet the demand.

Equally as big of a challenge has been COVID-19 that really used up most of our staff resources and took away the ability to have many face-to-face workshops for our businesses. Collection of assessments by SUBA directly was time consuming and many businesses simply did not pay.

Low collection rate of assessments

- **518 businesses billed (\$110,442)**
- **SUBA Collected \$49,550**
- **286 businesses (\$60,892) was not collected nor were they sent to collections 55.2%**

SUBA FY 2021-2022 Annual Report :

Goals 2022-2023

Marketing and Promotions

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

Goal 2A- Provide 30 Social Media Posts Marketing the SUBA area throughout the 22/23Fiscal 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

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, 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

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

Goal 2C- Coordinate and Develop a Safety Plan 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

Goal 1D- Create a SUBA Beautification and Art Project Plan for the SUBA BIA for 22/23Fiscal Year.

Goal 2D- Schedule and Implement 6 Cleanups throughout the SUBA BIA for 22/23 Fiscal Year.

SUBA FY 2021-2022 Annual Report Summary:

Budget 2021-2022

BUDGET: 2020/2021

Salinas United Business Association Budget 2021-2022

Income	Approved	Actual	% of Budget
SUBA BID Assessments & Associated Membership (<i>*projected</i>)	\$ 110,442*	49,550	45%
Grants	\$ 0	3,250	325%
Donations	\$ 5,000	12,878	258%
Fund Balance from FY 2019/20	\$ 8,527	15,253	
Total Income	\$123,969	\$ 80,931	65%
Expense	Approved	Actual	% of Budget
Operations	\$ 123,969	\$ 80,931	65%
Accounting	\$ 4,500	1,326	27%
Conferences/Staff Development	\$ 1,500	0	0%
Insurance	\$ 4,250	1,444	41%
Permits	\$ 500	674	135%
Dues and Subscriptions	\$ 200	0	0%
Office Furniture & Equipment	\$ 1,750	0	0%
Office Supplies,Postage	\$ 2,850	1,356	39%
Telephone, Website & Internet	\$ 4,250	2,655	197%
Rent*	\$ 10,000	9,360	89%
Personnel Costs	\$ 62,000	39,548	53%
Miscellaneous	\$ 1,500	7,613	508%
Beautification and Landscaping	\$ 7,500	659	8%
Marketing & Promotion	\$ 6,500	4,359	67%
Safety	\$ 3,200	923	37%
Business Resources	\$ 4,000	8,569	156%
Total Expenses	\$ 114,500	\$ 78,486	69%
Fund Balance for 2021/2022	\$ 9,469	\$ 1,445	

SUBA FY 2021-2022 Annual Report Summary: Proposed Budget 2022-2023

Proposed Budget 2022/2023

Salinas United Business Association Proposed Budget 2022/2023

Income	2021/2022 Budget
SUBA BID Assessments & Associated Membership <i>(projected)</i>	\$ 110,442*
Grants	\$ 2,500
Donations	\$ 6,000
Current Balance from FY 2019/2020	\$
Total Income	\$ 118,942
Expense	
Operations	\$ 118,942
Accounting	\$ 2,250
Conferences/Staff Development	\$ 1,500
Insurance	\$ 3,000
Permits	\$ 600
Dues and Subscriptions	\$ 200
Office Furniture & Equipment	\$ 1,750
Office Supplies	\$ 3,250
Postage	\$ 1,250
Telephone & Internet	\$ 4,250
Rent	\$ 12,000
Staff	\$ 65,000
Miscellaneous	\$ 2,000
Beautification and Landscaping	\$ 2,500
Marketing & Promotion	\$ 5,500
Safety	\$ 1,250
Business Resources	\$ 5,000
Total Expenses	\$ 111,300
<i>Estimated Fund Balance</i>	\$ 7,642

*Projected Estimated Figure from the City of Salinas Finance Department

Requested City Council Action

Adopt a Resolution approving the FY 2021/22 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 2022/23; and set a public meeting for September 13, 2022 to consider the levy.

The last request that would greatly assist SUBA would be to consider bringing the collections back to the City of Salinas as this past year was the least we have received in collecting assessments. Only a total of \$49,550 or 45% was collected