

SALINAS UNITED BUSINESS ASSOCIATION

FY 2022/2023 ANNUAL REPORT

AUGUST 8, 2023



SUBA FY 2022-2023 ANNUAL REPORT : ACCOMPLISHMENTS

- 3 RIBBON CUTTINGS
- 24 WORKSHOPS/WEBINARS
 - 11 WORKSHOPS/WEBINARS FOR SUBA MEMBERS
- PROMOTED 182 BUSINESSES IN OUR SUBA AREA.
- 17 RADIO INTERVIEWS AND 3 TV INTERVIEWS
PROMOTING SUBA'S SERVICES
- HAD 527 ONE-ON-ONE MEETINGS WITH BUSINESSES



SUBA FY 2020-2021 ANNUAL REPORT : CHALLENGES

SUBA 's primary challenge continues to be creating a financial sustainability plan.

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 Luis Barajas. However, the issue of SUBA is the manner in which assessments are collected. The of City of Salinas moved three 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 the issue of payment continues.

**Low collection
rate of
assessments**

- **518 businesses billed (\$109,449)**
- **SUBA Collected \$57,900**
- **248 businesses (\$51,549) was not collected nor were they sent to collections 47%**

SUBA FY 2022-2023 ANNUAL REPORT: UPCOMING GOALS AND OBJECTIVES

Marketing and Promotions

Goal 1A- Provide Social Media Marketing

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

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

Goal 4A- Provide Ribbon Cutting Ceremonies for SUBA businesses

Business Resources

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

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

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

Safety

Goal 1C- Provide 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 Cleanups throughout SUBA BIA

SUBA FY 2022-2023 ANNUAL REPORT SUMMARY: BUDGET 2022-2023

BUDGET: 2022/2023

Salinas United Business Association Budget 2022-2023

Income	Approved	Actual	% of Budget
SUBA BID Assessments & Associated Membership (<i>*projected</i>)	\$ 109,449	57,900	53%
Grants	\$ 0	1,200	N/A
Contracts	\$ 0	67,000	N/A
Donations	\$ 5,000	1,950	39%
Fund Balance from FY 2022/23	\$ 8,527	7,568*	
Total Income	\$122,976	\$135,618	110%
Expense	Approved	Actual	% of Budget
Operations	\$ 122,976	\$121,365	99%
Accounting	\$ 4,500	2,826	63%
Conferences/Staff Development	\$ 1,500	0	0%
Insurance	\$ 4,250	1,756	41%
Permits	\$ 500	674	135%
Dues and Subscriptions	\$ 200	278	0%
Office Furniture & Equipment	\$ 1,750	0	0%
Office Supplies, Postage	\$ 2,850	2,628	92%
Telephone, Website & Internet	\$ 4,250	2,816	66%
Rent*	\$ 10,000	9,360	94%
Personnel Costs	\$ 62,000	81,092	131%
Miscellaneous	\$ 1,500	0	0%
Beautification and Landscaping	\$ 7,500	1,868	25%
Marketing & Promotion	\$ 6,500	7,899	122%
Safety	\$ 3,200	1,375	43%
Business Resources	\$ 4,000	8,793	220%
Total Expenses	\$ 114,500	\$ 121,365	106%
	Fund Balance for 2022/2023	\$ 14,253	

SUBA FY 2022-2023 ANNUAL REPORT SUMMARY: PROPOSED BUDGET 2023-2024

Proposed Budget 2023/2024

Salinas United Business Association Proposed Budget 2023/2024

Income	2023/2024 Budget
SUBA BID Assessments & Associated Membership <i>(projected)</i>	\$ 105,521*
Contracts	\$ 97,000
Grants	\$ 5,000
Donations	\$ 7,500
Events (Sponsorships)	\$ 10,000-
Current Balance from FY 2022/2023	\$ 14,253
Total Income	\$ 238,774
Expense	
Operations	\$ 208,900
Accounting	\$ 4,500
Conferences/Staff Development	\$ 3,500
Insurance	\$ 4,550
Permits	\$ 1,000
Dues and Subscriptions	\$ 300
Office Furniture & Equipment	\$ 2,250
Office Supplies	\$ 4,750
Postage	\$ 2,250
Telephone & Internet	\$ 3,900
Rent	\$ 12,000
Staff	\$ 145,500
Miscellaneous	\$ 2,000
Beautification and Landscaping	\$ 4,000
Marketing & Promotion	\$ 8,500
Safety	\$ 2,400
Business Resources	\$ 7,500
Total Expenses	\$ 208,900
<i>Estimated Fund Balance</i>	\$ 29,874

*Projected Estimated Assessments from the City of Salinas Finance Department of 2023/2024. Calculations are estimations based on HDL figures.



REQUESTED CITY COUNCIL ACTION

Adopt a Resolution approving the FY 2022/23 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 2023/24; and set a public meeting for September 2023 to consider the levy.

