



first tee

monterey county

Building Gamechangers

In Salinas





Today's Decision

This is not a rent reduction — it's a **strategic investment.**

By redirecting **\$59,999** toward Salinas youth development, the Council unlocks measurable outcomes without adding a single dollar to the City budget.

The choice made today will shape the next **20 years** of opportunity for Salinas youth.



21 Years of Serving Salinas Youth

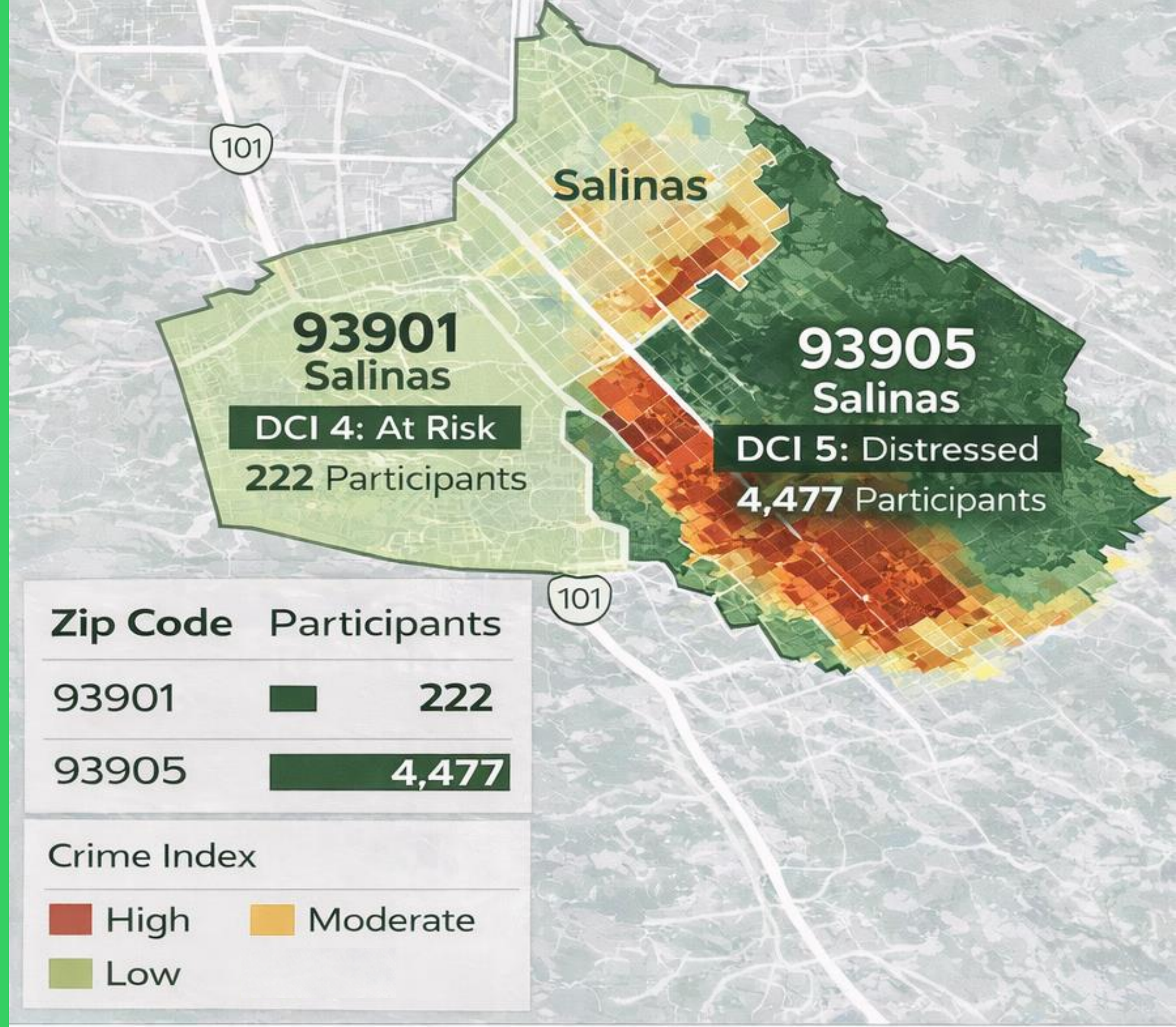
- #1 amongst peer group, First Tee network
- Largest youth development org in Mo Co
- 137,000 cumulative youth impacted
- 13,000 youth served annually (2025)
- 48% of participants are female
- 96% of participants are minorities
- 65% of coaches are former participants
- Serving 31 Salinas schools in 4 districts

Long-term programming delivered at a City facility — making this a true public-private partnership at scale.

Salinas Youth Participation

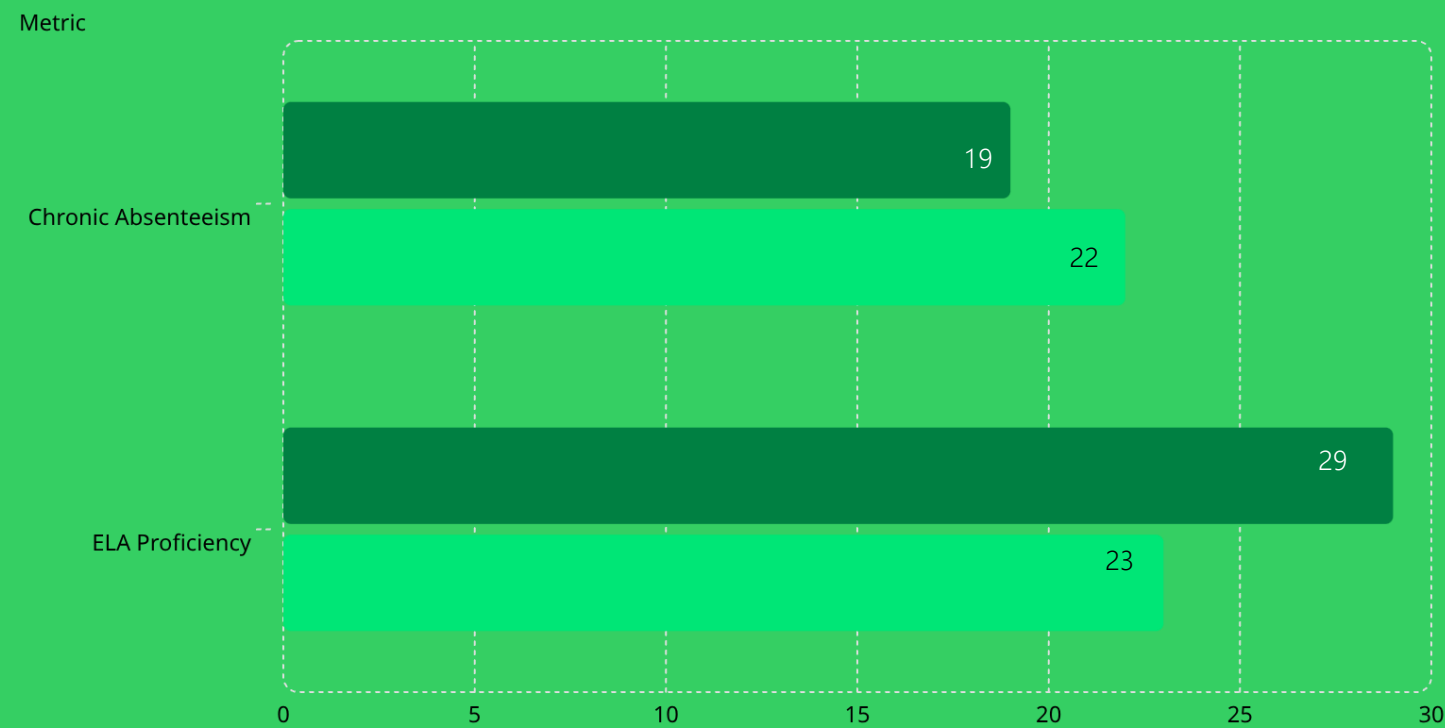
FTMC impacts youth in the two zip codes with:

- The highest risk
- The highest D.C.I. ranking (Distressed Community Index)
- The highest concentration of elevated crime conditions



Education Outcomes That Move the Needle

Data-Backed Results



Verified by **AUSD** and **Data+Design**, program participants outperform peers on both key academic indicators.

- **3 points lower** – chronic absenteeism than district peers
- **6 points higher** – ELA proficiency than district peers
- Small gains at scale translate into long-term, community-wide impact



FTMC Scholarship Program

219

Scholars served through the pipeline program

84%

College graduation rate among participants

61%

Graduate within 4 years (nat'l average 24-27%)

28,000

Mentoring hours invested in student success



The Economic Case Is Overwhelming

Lifetime Value Per Graduate

Each high school graduate generates an estimated **\$480,000*** in lifetime economic value through higher earnings, taxes paid and reduced social costs.

- **Break-even point:** Just 2 graduates
- **50 graduates:** \$24M community impact
- **Full pipeline:** ~\$88M projected impact

The City's \$60,000 investment generates returns that are impossible to replicate through any other budget line.

*University of Pennsylvania's Center for Benefit-Cost Studies of Education

Redirecting \$60,000 Per Year

The City's investment could:

- Provide 3 PIF Scholarships every year
- Grant 6 additional FTMC scholarships every year
- Impact 300 more youth for an entire year
- Provide bus transportation every day for 180 youth to attend daytime programming for a school year

Annually FTMC

Provides:

- \$986,000 in annual access-value scholarships
- \$38,000 in college scholarships
- \$300,000 in CSUMB college Scholarships

Prevention Is Public Safety

Youth Crime Has Significantly Declined

Youth development programming is a proven crime prevention strategy – and the numbers tell the story in Salinas.

- ✓ Proven crime prevention strategy
- ✓ Keeps youth in school, not the justice system
- ✓ Youth crime rates down as programs expanded



\$297M

Annual cost of crime to
Salinas taxpayers

THE MATH IS SIMPLE

\$60,000 Invested in Prevention
\$100,000 One Incarceration

The Golf Course: Setting the Record Straight

Not a Profit Center – A Community Asset

FTMC has invested **\$4.47M** in the golf course since 2016. The organization has paid **\$540K in lease payments** – covering approximately 13% of total expenses – while absorbing all operational complexity.

Without this partnership, the City would bear the full burden of staffing, maintenance, and liability. **This arrangement protects taxpayers.**





A Partnership Built on Public Benefit

Aligned Structure

The County leases the same property for \$1. Aligning this lease structure reflects the genuine public benefit delivered.

City Retains Ownership

The City maintains full ownership of the asset while offloading operational risk and cost to the program operator.

Low Risk, High Return

A proven partner with 20 years of results. The risk profile for the City is minimal; the community return is exceptional.

Shaping the Next 20 Years

What Approval Unlocks

- +300 youth served annually**
Expanded capacity to reach more Salinas families
- +3,000 youth over 10 years**
A decade of compounding community impact
- Expanded school partnerships**
Deeper reach into Salinas schools and underserved neighborhoods
- Stronger workforce pipeline**
College graduates who stay, work, and invest in Salinas

