



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: JUNE 30, 2026

DEPARTMENT: ADMINISTRATION

FROM: NATHAN KIEU, DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT

TITLE: SALINAS CITY CENTER IMPROVEMENT ASSOCIATION 2025 REPORT

RECOMMENDED MOTION:

A motion to approve a Resolution accepting and approving the Salinas City Center Improvement Association (SCCIA) 2025 Annual Report.

EXECUTIVE SUMMARY:

The Salinas City Center Improvement Association (SCCIA), a not-for-profit organization, manages the Salinas Downtown Community Benefit District (CBD). The CBD levies assessments on those property owners within the CBD. Those funds are utilized to support the safety, cleanliness and marketing of the CBD. Each year, SCCIA submits to the City Council its annual report detailing their financial status as well as their activities.

BACKGROUND:

In 2015, the City Council and the Monterey County Board of Supervisors accepted the Salinas Downtown Vibrancy Plan as a strategic planning document to guide the revitalization of downtown Salinas. That same year, the City Council formed the Salinas Downtown Community Benefit District (CBD) and entered into a Management and Disbursement Agreement with the Salinas City Center Improvement Association (SCCIA) to implement the Management District Plan. SCCIA is a 501(c)3 public benefit corporation formed by downtown property owners. Its responsibilities include creating an annual district budget and policies consistent with the District Plan, preparing and filing quarterly and annual reports with the City, and overseeing day-to-day implementation of District Plan improvements.

As a CBD, parcels within the District boundary derive special benefit from programs and activities funded by assessments levied against identified properties. These special benefits, sidewalk operations and beautification, district identity and streetscape improvements, program management, and contingency/reserves, are provided directly and solely for the benefit of identified parcels, with the objective of keeping the district clean, safe, orderly, and well-marketed to increase commerce within the CBD boundaries.

California Property and Business Improvement District (PBID) Law (Streets and Highways Code § 36650) conditions the annual levy of assessments on the Council’s approval, by resolution, of an annual report. The 2025 Annual Report covers fiscal year December 1, 2024 through November 30, 2025. During this period, \$505,982.90 was collected in assessments. Assessment-funded expenditures totaled \$531,378.20, resulting in a net operating deficit of \$21,248.24 against the FY 2024-2025 operating budget, with an ending cash balance of \$193,092.55 in the operating account. Table 1 below provides a breakdown of assessment-funded expenditures by program area for the reporting period.

Table 1

PROGRAM OR ACTIVITY FUNDED BY THE DOWNTOWN CBD	PERCENTAGE OF ANNUAL EXPENDITURES	2025 EXPENDITURES
Sidewalk Operations, Beautification and Order	58%	\$307,128.65
District Identity and Streetscape Improvement	23%	\$125,758.43
Administration/Corporate Operations	18%	\$93,387.62
Contingency/City and County Fees/Reserves/Special Projects	1%	\$5,103.50
TOTAL	100%	\$531,378.20

SCCIA’s 2025 program accomplishments and FY 2025-2026 goals are outlined in the Annual Report (Attachment 2). A summary of highlights follows.

2025 Accomplishments Highlights

Sidewalk Operations, Beautification and Order (SOBO)

Continued contracted security with Allied Security providing foot patrol six days per week. Continued landscaping and sidewalk maintenance with Smith & Enright covering the entire district. Added a second full-time streetscape maintenance position and a regular pressure washing program for new Main Street sidewalks. Replaced tree well electrical outlets on the 200 and 300 blocks to deter theft of electricity. Added 12 trees in Zone 2 in collaboration with the City, funded through grants.

District Identity and Streetscape Improvements (DISI)

Launched SCCIA’s first YouTube channel, generating over 606,673 ad-supported views in its inaugural year. Executed the Edible Monterey Bay dining ad campaign, including 4 full-page quarterly ads and distribution of 20,000 dining guides at regional high-traffic locations. Ran a KSBW holiday campaign with 52 broadcast spots and 26,073 online impressions. Commissioned the Sunset over Salinas mural, funded by a grant from the Monterey Peninsula Foundation. Expanded the Tree for Peace Lighting Ceremony in partnership with One Main Street and the Salinas Valley Chamber of Commerce.

Land Use

Monitored proposed transit-oriented density housing on City parking lots in downtown Salinas and the status of the exclusive negotiating agreement for those parcels. Continued engagement

with the County of Monterey and City of Salinas on planning for a potential Downtown Parking Facility adjacent to the County Government Center. Participated in the MST Alisal BRT Technical Advisory Committee and worked within the Business Development Committee coalition to improve the City’s permit process.

2025-2026 Operating Budget

The SCCIA Board approved the FY 2025-2026 Operating Budget included in the Annual Report (Attachment 2). Total assessments for FY 2025-2026 are projected at \$509,688, plus a \$193,093 carryover from FY 2024-2025, minus an estimated collection loss of \$10,194, for a projected total available of \$692,587. Total projected expenditures are \$572,768, with a projected ending cash balance of \$119,819 at November 30, 2026.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No, Government Code §84308 (the Levine Act) does not apply to this action.

STRATEGIC PLAN INITIATIVE:

This action supports the City Council’s Strategic Plan goals related to Economic Development, specifically the goal to foster a vibrant and diverse local economy, and Infrastructure goals related to investing in public facilities and streetscape improvements to support the community.

DEPARTMENTAL COORDINATION:

The Economic Development Division coordinated this report with the City Attorney’s office, which reviewed it for legal sufficiency. The Finance Department confirmed the fiscal information contained herein.

FISCAL AND SUSTAINABILITY IMPACT:

Approval of the SCCIA 2025 Annual Report has no direct fiscal impact on the City of Salinas. Assessment revenues are collected by the County of Monterey on behalf of the CBD and disbursed directly to SCCIA under the Management and Disbursement Agreement. No new City budget appropriations are required and no City funds are being expended.

Fund	General Ledger Number (Operating/CIP)	General Ledger Account Name	Remaining Budget Appropriation	Amount Requested
N/A	N/A	N/A	N/A	N/A

ATTACHMENTS:

Resolution accepting and approving the SCCIA FY 2025 Annual Report
SCCIA 2025 Annual Report