



SALINAS UNITED BUSINESS ASSOCIATION

FY 2018/2019 Annual Report

August 13, 2019

SUBA FY 2018-2019 Annual Report Summary

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SUBA FY 2018-2019 Annual Report :

Goals 2018-2019

Collaborate

Collaborated throughout the year with the City of Salinas Community Development Department on the draft and finalized version of the Alisal Vibrancy Plan, the Salinas Police Department, and various non-profits.

Work

Worked throughout the year with the and County Health Department, the City's Code Enforcement, Salinas City Police Department and CalTrans to improve monitoring of city and county health and safety and had several clean ups throughout year. Additionally, monitored and worked with the Police Department and Public Works to deal with issues with the homeless throughout the SUBA area. Had several safety meetings throughout the area.

Offer

SUBA promoted and worked with Pajaro CDC and the City of Salinas to offer business workshops for small business growth and development along with Cal Coastal to do outreach on their programs and loans. Additionally, SUBA partnered with Pacific Valley Bank to do outreach with businesses to work on finances and future workshops.

Implement

Implement projects aimed at the beautification of the business corridor within the SUBA district codes, we are in the process of working with artists to create public art throughout the district. We have had several clean ups and we and begin implementing these public art projects throughout the district.

SUBA FY 2018-2019 Annual Report Summary:

-Goals 2018-2019

- **Beautification & Landscaping** Implemented projects aimed at the beautification of the business corridor within the SUBA district. We had 13 clean ups this past year along with re-planting of flowers in our planters on E. Alisal Street.
- **Marketing, Promotions** Collaborated throughout the year with the City of Salinas Community Development SUBA participated in Community Workshops and on Working Groups to develop content for draft Alisal Vibrancy Plan. SUBA worked with our businesses, our board members and other agencies and promoted events, held events and promoted events, such as Shop Small Saturday, Holiday Promotions, and "El Día del Niño." This was done through our website, social media and through flyers handed out throughout the district and beyond to promote our events and our businesses. SUBA participated with the promotion of many of our businesses through both business spotlights and member spotlights on our social media, website along with mentions in our newsletter.
- **Executive Board-Finance & Policy & Government Relations, Business Resources** SUBA worked alongside El Pajaro CDC and the City of Salinas to offer business workshops for small business growth and development and connect businesses to resources through partnerships with various organizations and agencies such as Cal Coastal, Pacific Valley Bank, First 5 Monterey County, Monterey Bay Aquarium, Hartnell College, Salinas Valley Memorial Healthcare, Aspire, and SUBA will continue to do so.
- **Safety** Worked throughout the year with the City's Code Enforcement and County Health Department and Cal Trans to improve monitoring of city and county health and safety concerns throughout the district. We worked closely with the Salinas Police Department and met with business owners and property owners throughout the year and throughout the business district, through meetings and individual visits.

SUBA FY 2018-2019 Annual Report :

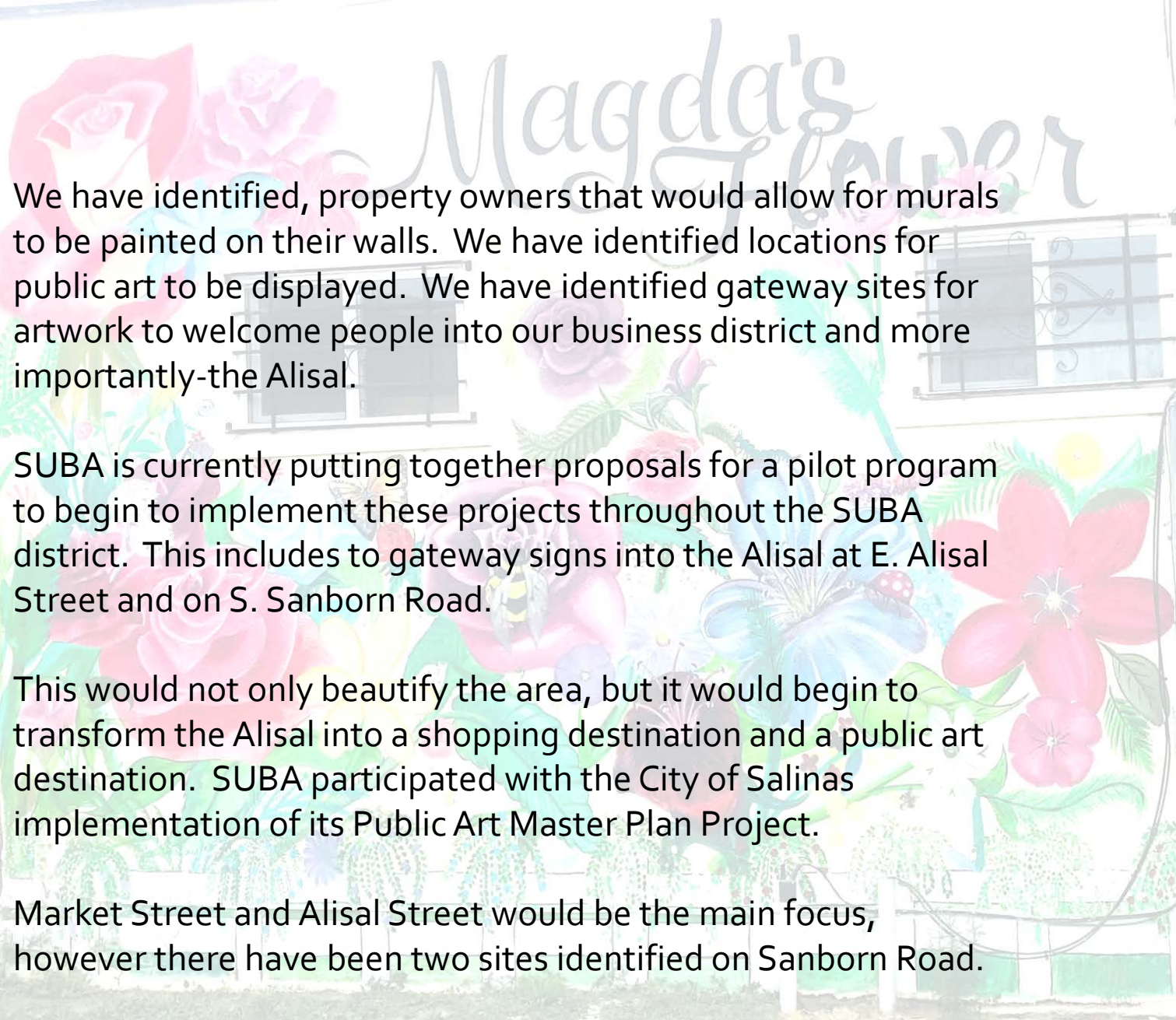
Accomplishments

- In partnership with the City of Salinas, SUBA participated with the City Recreation Department with their Annual Posada along with Council Member De La Rosa and hundreds of families. SUBA donated a Christmas Tree with lights and other donations. SUBA participated in events outside of the district as well: the Annual Holiday of Lights Parade, the Veterans Parade and the Borchard Farms Pumpkin Patch.
- SUBA held our "Posada" event in December where board members and SUBA handed out food, hot drinks and gave out toys to nearly 200 people, which included 2 new bikes-this was done in partnership with one of our businesses "El Mercadito Alegria", our sponsors and partners were La Plaza Bakery, Ortega Bakery, Panaderia Tres Hermanos, Merchants at El Mercadito Alegria, Galaxy Party Supply Salinas Bizcom and our Board Members.
- Promoted Valentine's Day and Mother's Day special events by processing approximately Temporary Land Use Permits for participating business owners in good standing. Processed 52 Temporary Land Use Permits for our businesses.
- SUBA met with dozens of businesses to talk to them about finances, leases, purchasing property along with surveying their needs.
- SUBA assisted in promoting our members to participate in training and education in partnership with El Pajaro Community Development Corporation and the classes they offer. This past year 27 businesses participated in various trainings and referred approximately 15 businesses to various programs for further assistance. We held our first annual Shop Small Saturday event in our business district that was successful. Additionally, we held a workshop in conjunction with El Pajaro CDC held at the WIC office for our business members to be trained on taking advantage of store displays, window displays, holiday shopping tips and taking advantage of events such as Shop Small Saturday. SUBA sent out 2,622 newsletters this year to members and partners. Additionally, SUBA sent out 984 informational letters to members, informing them of happenings in SUBA.



SUBA

Public Art and Gateway Signs



We have identified, property owners that would allow for murals to be painted on their walls. We have identified locations for public art to be displayed. We have identified gateway sites for artwork to welcome people into our business district and more importantly-the Alisal.

SUBA is currently putting together proposals for a pilot program to begin to implement these projects throughout the SUBA district. This includes to gateway signs into the Alisal at E. Alisal Street and on S. Sanborn Road.

This would not only beautify the area, but it would begin to transform the Alisal into a shopping destination and a public art destination. SUBA participated with the City of Salinas implementation of its Public Art Master Plan Project.

Market Street and Alisal Street would be the main focus, however there have been two sites identified on Sanborn Road.



Clean Ups in SUBA District

City has assisted in continual small clean ups on the walkway between E. Market and Commission Street. On Commission Street and occasionally on E. Alisal Street, as well as on N. Sanborn Rd. (Focus has been homeless issues, thanks to the Salinas Police Dept. and Public Works Dept.)

SUBA has coordinated thirteen clean ups throughout the past year on E. Market Street, N. Sanborn Rd. and E. Alisal Streets and are planning to have seven more between now and the end of next fiscal year.

The Clean Ups Scheduled for the 2019-2020 are taking place on July 26th on E. Alisal Street, August 3rd and August 21st on E. Market Street. We will be scheduling at least four more clean ups before the end of the calendar year.



SUBA FY 2018-2019 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 without a sustainable finance model to be able to meet the demand.

However, the biggest challenge has been a number of discontent business owners that were upset at a proposed ordinance that would connect the SUBA assessment with business licenses. One of the main concerns was the process of being sent to collections, the business credit being hurt due to this action by the City sending these businesses to collection and a number of issues having to do with more a need for more communication by SUBA to its members and more accountability.

This fiscal year accounted for \$48,697 that was not collected and did not pay the SUBA assessment. None of these businesses were sent to collection, meaning none of these funds were collected.

Low collection rate of assessments

- 693 businesses billed (\$119,516)
- SUBA Collected \$70,819 in assessments 59%
- 385 businesses (\$48,697) was not collected nor were they sent to collections 41%

KEY: Including the SUBA assessment along with the Business license fee as one bill will assist to get a higher percentage, if not nearly 100% collection rate on SUBA assessments. If this is implemented by the City of Salinas, it would have an immediate positive effect on the cash flow and the ability of SUBA to fulfill its duties and goals. (Putting forth an ordinance to address this, created a backlash that is threatening to shut down SUBA.)

SUBA FY 2018-2019 Annual Report : Challenges

Current available balance as of June 30, 2019: **\$14,527**

Approved 2018-2019 Budget projected balanced income and expenditures of \$177,958

Increase in expenditures with the addition of SUBA's Clean Ups and more events, A focus on Marketing, Promoting and Special Events.

Only **\$70,819** in assessments including Associate Memberships were collected

SUBA FY 2018-2019 Annual Report :

Goals 2019-2020

Collaborate

- SUBA will collaborate throughout the year with the City of Salinas' Community Development Department, the Salinas Police Department and the Salinas Parks and Recreation Department, BHC along with El Pajaro CDC, and our businesses within our Business District. **Ties into our Executive Board-Finance & Policy & Government Relations, Business Resources Committees Goals**

Work

- SUBA will continue to work throughout the year with the City's Code Enforcement, County Health Department and Cal Trans to improve monitoring of city and county health and safety and have several clean ups throughout year. **Ties into our Safety Committee Goals**

Offer

- SUBA will work alongside Pajaro CDC, Cal Coastal, SBDC, Pacific Valley Bank, the City of Salinas and other partners to offer business workshops for small business growth and development. To further connect businesses to resources through partnerships with various organizations and agencies. **Ties into our Marketing, Promotions Committee and Business Resources Committee Goals**

Implement

- SUBA will implement projects aimed at the beautification of the business corridor within the SUBA district. We have scheduled several clean ups and we will continue with clean ups and with public art projects and other projects throughout the district throughout the year. **Ties into our Beautification & Landscaping Committee and our Marketing, Promotions Committee Goals**

SUBA FY 2018-2019 Annual Report : Proposed Budget 2019-2020

- Optimistically projecting assessment revenue to be \$56,000
 - The SUBA's assessment 2019-2020 budget is estimating income would be at approximately \$128,195 (100% collection of assessments) However, our entire budget is estimated at only \$95,527.
- At mid-year the Board will revisit actual assessment revenues collected and will make budget adjustments accordingly.
- Continue to Pursue Grant Opportunities-currently working on seven grant opportunities that we will be submitting for the upcoming Fiscal Year.

SUBA FY 2018-2019 Annual Report Summary:

Proposed Budget 2019-2020

Salinas United Business Association Budget 2019-2020

Income

SUBA BID Assessments & Associated Membership (<i>projected actual</i>)	\$ 56,000
Grants	\$ 15,000
Donations	\$ 10,000
Current Balance from FY 2015/16	\$ 14,527
Total Income	\$ 95,527

Expense

Operations	\$ 95,527
Accounting	\$ 5,225
Conferences/Staff Development	\$ 300
Insurance	\$ 2,625
Permits	\$ 225
Dues and Subscriptions	\$ 100
Office Furniture & Equipment	\$ 350
Office Supplies	\$ 2,000
Postage	\$ 250
Telephone & Internet	\$ 2,750
Rent	\$ 11,500
Reserve	\$ 0
Staff	\$ 63,500
Miscellaneous	\$ 100
SUBA Sub Committees	\$ 6,300
Contingency Funds	\$ 250
Total Expenses	\$ 95,527



Requested City Council Action

Adopt a Resolution approving the FY 2018/19 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 2019/20; and set a public meeting for September 10, 2019 to consider the levy.

Thank You!

SUBA Board of Directors

Refugio Anguiano -Board President

Lemus Insurance

Sylvia Agamao -Board Vice-President

Leal Bakery

Frank Ramirez -Board Treasurer

Ramirez Insurance

Fernando Samayoa -Board Secretary

Pronto Income Tax Service

Rudy Rodriguez -Board Member

La Plaza Bakery

Natalie Angulo -Board Member

Galaxy Party Supply

Lupe Covarrubias-Martinez -Board Member

County of Monterey-Health Dept.

