



**Salinas United Business Association**  
*Board of Directors 2020/2021*

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**City of Salinas Liaisons**

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*Lisa Brinton*

**Executive Director**

*Alejandro Chavez*

**2020-2021 Annual Report**

*Approved by SUBA Board of Directors*

**VISION**

*"The New Alisal is the jewel of the Salinas Valley,  
an economic powerhouse and a thriving  
community where everyone is welcomed"*

**MISSION**

*"We are a community driven business  
association rising to improve East Salinas  
business district"*

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**Salinas United Business Association**

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The Salinas United Business Association (SUBA) is a 501 (c) 6 nonprofit corporation appointed by the City Council to serve as the Advisory Board of the Business Improvement Area (BIA) formed in 2004 under the Parking and Business Improvement Area Law of 1989. Through the levying of assessments, SUBA provides area members with benefit services, support and resource they need to be successful business owners including business training, marketing and streetscape beautification and maintenance.

## Organization:

The Salinas United Business Association (SUBA) is a 501 (c) 6 nonprofit corporation appointed by the City Council to serve as the Advisory Board of the Business Improvement Area (BIA) formed in 2004 under the Parking and Business Improvement Area Law of 1989. Through the levying of assessments, SUBA provides district members with benefit services, support and resources they need to be successful business owners including business training, marketing, and streetscape beautification and maintenance.

This Annual Report for FY 2020-2021 is required by California Streets and Highways Code Section 36533, so that the City Council may be advised of the previous year's activities and uses of annual assessments levied on businesses within the SUBA Business Improvement Area. With Council approval, the SUBA Annual Report will also provide direction for SUBA activities and use of assessment district funds in the coming fiscal year.

SUBA implements its annual work program and supports the Area's business community through the efforts of its Board of Directors and volunteers. The Board of Directors consists of currently of nine (9) voting members. In addition, there are two non-voting members: one City Council member and a City of Salinas representative (City Manager or designee).

## 2020-2021 Goals-Accomplishments:

<b>COLLABORATE</b>	Collaborated throughout the year with the City of Salinas Community Development Department, Parks and Recreation Department, Salinas Police Department events, public safety meetings, dispersing of information, working on COVID-19 issues and participating in the Small Business Recovery Task Force to name a few.
<b>WORK</b>	Worked throughout the year with the County Health Department, the City's Code Enforcement, Salinas City Police Department, SUBA members and Cal Trans to improve monitoring of city and county health and safety and had a few clean ups throughout year. (Although COVID-19 did not allow for SUBA directly to participate-SUBA coordinated with the other partners to focus on small clean ups in the area.) SUBA monitored and worked with the Police Department and Public Works to deal with issues with the homeless and a continued increase in crime, especially burglaries throughout the SUBA area. SUBA had three safety meetings throughout the area to try and address the issues.
<b>OFFER</b>	SUBA offered and promoted the events from El Pajaro CDC and the City of Salinas business workshops and classes for small business growth and

development. Additionally, SUBA partnered with Mission Services Corporation offer business workshops and classes for small business growth and development. We had a total of 27 businesses that participated in these workshops and classes. SUBA continued its partnership with Negozee and Contreras Financial to offer Business Webinars for our SUBA members a total of 164 businesses participated in these webinars.

**20 Webinars**-Holiday Shopping (2), Taxes for Businesses (1), Retirement Planning for Businesses (2), EIDL Loans (3), PPP Loans and the Process (3), Business Preparedness to Re-Open (2), Business Closures and Business Re-Openings (3), California Relief Grant Application Process (4)

In addition, and in conjunction with our Associate Member Tortas al 100, the City of Salinas and the Small Business Recovery Task Force created 8 videos assisting our members along with other Salinas Businesses examples of how to safely reopen their businesses. These videos were filmed, directed and produced by SUBA.

4 English Videos- Re-Opening Restaurants, Re-Opening Hair Salons, Re-Opening Retail Shops, Re-Opening Gyms

4 Spanish Videos- Re-Opening Restaurants, Re-Opening Hair Salons, Re-Opening Retail Shops, Re-Opening Gyms

All of these videos were re-utilized throughout the year due to various openings and re-openings, that is why they are mentioned in this year's Annual Report.

Along with these informational videos SUBA participated in videos on safely using masks and the importance of this to our business community and overall health of our community. In conjunction with the City of Salinas and the County of Monterey SUBA gave input on videos created by TMD for both the County of Monterey and the City of Salinas. SUBA shared many of the videos on our social media platforms throughout the year and emailed to many of our members as well.

## **IMPLEMENT**

Our plan to implement projects aimed at the beautification of the business corridor within the SUBA area did not occur. We planned to have twelve clean ups, however that did not happen due to the COVID-19 pandemic that did not allow for this and SUBA ended up focusing on assisting businesses directly with support, focusing on reporting abandoned vehicles, trash left near businesses, and graffiti reporting.

SUBA assisted in promoting small business members' participation in training and educational opportunities made available through El Pajaro Community Development Corporation. This past year there were 164 businesses that participated in various trainings from our classes and webinars. This was in partnership with Negozee, Mission Services Corporation and SUBA.

SUBA met with hundreds of businesses to talk to them about PPE equipment such as masks and stickers and posters related with COVID-19. SUBA connected them to closure information, re-opening information and changes in tiers throughout the year. Additionally, SUBA in conjunction with the City of Salinas, Lowe's, Salinas Valley Memorial Health Center made face masks, face shields, gloves and informational material available to many of our businesses. Staff from the City of Salinas along with SUBA went door to door and covered all businesses on E. Market Street, E. Alisal Street and N. Sanborn Road. This happened various times throughout the year. Along with this, information regarding closures, openings, re-openings, grants, loans were handed out to all of these businesses. **Over 500 businesses were given information throughout the year.**

SUBA maintained the Business Resource Center available to our members and provide basic marketing support to business members interested in creating new marketing materials, social media training through our business partners and assisted two businesses in creating their presence online. SUBA will continue to foster and advocate for our members in this upcoming year and will continue to guide businesses through the bureaucracy in local government that can be a barrier and sometimes daunting for our small businesses. However, this year the focus was primarily concentrated on assisting businesses directly by filling out applications for grants, loans and financial assistance to survive the COVID-19 pandemic.

SUBA assisted directly with filling out applications, gathering needed financial information, preparing financial information, scanning needed information and providing assistance throughout the grant and loan application process.

**SUBA assisted with 182 Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL) Applications\***

**SUBA assisted with 98 California Relief Grant Program Applications in 5 rounds of funding**

**SUBA assisted with 45 Paycheck Protection Program Applications**

**SUBA assisted with 23 Grow Salinas COVID-19 Relief Grants in two rounds of funding**

**SUBA assisted with 58 Monterey County Cares/Monterey County Workforce Development Grant Applications**

**SUBA assisted with 13 SBA Restaurant Revitalization Fund Grant Applications**

**SUBA assisted 1 SBA Shuttered Venue Operators Grant Application**

**SUBA assisted with 39 Targeted EIDL Advance Grant Applications**

**SUBA assisted with 29 the Supplemental EIDL Advance Grant Applications**

**SUBA estimates that the total amount received in loans and grants is over \$4 Million in loans and grants that came into our SUBA area. \*Includes 146 from last Fiscal Year**

Many of our businesses received information from SUBA directly and indirectly regarding many of the grant and loans available and either they themselves applied and called SUBA regarding questions they had and/or they had their Accountants fill out the applications for them. *(SUBA is not accounting for any of those loans/grants that may have been received in the \$4 Million figure above.)*

SUBA further understands that without this assistance many of our businesses would not have survived and it would have been catastrophic to our area and to our small businesses and to the City of Salinas as a whole. SUBA is grateful that the Federal Government, State Government, local government recognized the need and stepped up to assist these businesses by offering these grants and loans that allowed for many of our businesses to survive.

Many of our SUBA businesses were awarded many of these grants and loans. In the coming two years we will be assisting many of our businesses to apply for forgiveness as well as with supporting our businesses with the process of repayment for the loans that they received through SBA.

SUBA met with City Staff throughout the year to address code enforcement issues and policies regarding illegal vendors, trash, homeless issues catering trucks as well as crime issues.

SUBA worked in partnership with various agencies and non-profit groups such as Building Healthy Communities, Center for Community Advocacy, CHISPA, CCCIL, Blue Zones, CRLA, SVMH, Santa Cruz Ventures and other partners, etc. to address the barriers in the community that impact the quality of life for East Salinas residents but in particular our businesses. Although SUBA may not always have the same purpose or goal of all our partners, we continue working alongside these organizations for the betterment of quality of life for businesses and residents in East Salinas. (This year there was a lot less collaboration and work done with all of these organizations due to the pandemic directly, however we collaborated on many issues surrounding the pandemic. We expect very close collaboration these upcoming two years, especially in the implementation of the Alisal Vibrancy Plan.)

We have continued to work with City of Salinas Public Work staff to establish parking zone restrictions along E. Alisal Street and E. Market Street as well as have looked at other streets and will be assisting our businesses to make the requests for changes as needed.

SUBA held three safety meetings with business members and with the Salinas Police Department and have continued to work in collaboration in addressing the ongoing concerns of members regarding crime and safety of the residents and businesses including homelessness and various code enforcement issues.

SUBA and its Board assisted in promoting special events such as Christmas Sales and Valentine's Day Sales along with Small Business Saturday, (although it was difficult due to change in tiers by the State). This year and upcoming year there will be more of an emphasis in creating a buzz around small businesses throughout the year and utilize prizes such as loteria's and other programs created by the

City of Salinas and the Chamber of Commerce in order to create more synergy around small businesses.

SUBA processed 21 Temporary Land Use Permits for participating business owners in good standing this year. This is an approximate value of \$5,000 to SUBA members. This does not include all the work that the City of Salinas did along with the Salinas City Council to create opportunities for our Restaurants to have TULP's to have outdoor dining at most of our restaurants in order to comply with State of California tier guidelines. In addition, this does not account for all the TULP's that were utilized for our hairdressers, beauty salons and barbers as well in order to comply with State guidelines as well.

SUBA promoted Small Shop Saturday and marketing for Holiday Sales in the SUBA area as mentioned before. SUBA had 38 businesses that participated in Small Shop Saturday directly and many others that did so indirectly. SUBA utilized radio, social media and live videos promoting the Small Shop Saturday event.

SUBA in partnership with Salinas Lowes, Radio La Campesina and Radio Lazer gave away 75 Christmas trees to the community. The Christmas Trees were donated to SUBA by Lowes and were distributed through SUBA with some help from Radio Lazer that generously marketed the free Christmas trees to the community through radio promotions and we both did social media promotions. Galaxy Party Supply assisted SUBA in picking up the trees from Lowe's.

SUBA continued to expand the SUBA "branding" campaign to help increase SUBA's visibility and name recognition within and outside of the SUBA District through Social Media.

SUBA sent out 1,346 newsletters to its members quarterly this year of updating our members about events and important happenings. We were unable to send more due to lack of sponsorships and direction of board to limit how much is spent in this manner whenever possible. However, SUBA sent out twenty-two newsletter updates through emails for a total of 2,662. In addition, there were direct emails sent to businesses related to closures, openings, re-openings, information related to PPE etc. Lastly, there was 18 robocalls made throughout the year related to COVID-19 in particular to restaurants, bakeries, hairdressers and beauty salons. This does not account for the direct phone calls made to them regarding COVID-19 closures and re-openings and changing in guidelines and tiers.

SUBA responded to members' request for information about the City's graffiti abatement program and information regarding services provided by the code enforcement department along with concerns and issues with SUBA and its effectiveness. SUBA worked with the City of Salinas Finance Department and Community Development Department to keep the BID roster updated and helped maintain the City's assessment procedures. (SUBA is continually working with the City to update our members lists.)

## Challenges

SUBA 's primary challenge continues to be accomplishing a demanding work plan with limited staff and scarce and declining financial resources. A huge issue for us is the manner in which money is collected. The City of Salinas moved last year to have SUBA collect the assessments directly.

SUBA has been able to build trust with many SUBA Members, however we need to continue building this trust. Due to COVID-19 and due to work schedule for some of our board members-they had less staff and less profit they were unable to continue as board members. (Therefore, we lost three board members-we are in the process of recruiting two new members before September.)

### **Low collection rate of assessments is a large challenge.**

Approximately forty-seven percent (47%) of assessment amounts were uncollected FY 20/21.

Of the 730 businesses billed for a total assessment value of \$128195.00- \$50,902.00 was not collected.

Of those businesses, none were sent to collections **(due to COVID-19 and last years practice)**.

In total SUBA collected 53% of the businesses total assessed value. SUBA received a total of \$68,293.00 in assessments for the year.

We lost 3 Board Members last Fiscal Year. The loss was felt in our organization; however, SUBA feels confident we will have two new board members soon.

A large challenge this past year was making certain our businesses stayed in business and stayed afloat. SUBA assisted tremendously along with the City of Salinas staff through education, handouts, distribution of flyers, PPE equipment. The PPE equipment included stickers, posters, face masks, gloves, face shields and hand sanitizer. Over 500 bags of equipment were handed out to businesses that included all of this. In addition, thousands of N-95 masks were handed out by SUBA in partnership with Lowe's and additionally in partnership with the City's Small Business Task Force-SVMH made available thousands of gloves, hand sanitizer, face masks, stickers and face shields for businesses in SUBA and throughout the City of Salinas.

A new challenge is the updated food truck ordinance that will affect all of our restaurants in the SUBA area. SUBA believes this new update should take into account the costs associated with brick-and-mortar restaurants in its evaluation. In briefly having one on one conversations with restaurant owners in the SUBA area the biggest issue to overcome will be the inequity in costs: rent, liability insurance, sewer and storm water costs, water costs, electricity costs, hazard insurance, staffing, worker's compensation as compared to the costs of food trucks. One suggestion brought forward is that there must be an incentive for these food trucks to move into brick-and mortar as a way to try to even the playing field. Another suggestion was that the fees should be high enough so that they are an incentive to want to become a brick-and-mortar rather than just a food truck vendor. Additionally, when a vendor has more than one food truck within the City of Salinas the second

license should be double the cost of the first one, etc. What SUBA sees from the suggestions is that the City of Salinas should get as much input from all interested parties; especially restaurants as they do believe in general that many of the Food Truck Ordinance updates will create hostility between restaurants and food trucks. Additionally, there seems to be a big move towards having more food trucks-the question being asked by restaurants is at what cost? How much sales tax revenue and overall revenue bring to the City of Salinas? Will the new food truck fees offset the possible loss of sales tax revenues from existing restaurants? How many restaurants will close and how will this affect the sales tax and revenue for the City of Salinas? Has there been a feasibility study done on the proposed changes to the food truck ordinance? Lastly, how might this change the landscape of restaurants in Salinas?

## 2020-2021 Goals

SUBA number one goal this upcoming year will be to continue to renew SUBA's Relationship with all its members and work more closely with many of them. SUBA assisted many businesses; however, it still needs to continue pushing forward to develop even deeper relationships with all its members. Provide SUBA member training activities and workshops aimed at increasing the capacity of our business community. To develop our board to become stronger business leaders and community advocates will take place this upcoming year and SUBA will focus on board development and on strategic planning sessions. (Although COVID-19 delayed this process, the process will begin once again.) SUBA will continue to collaborate with the City of Salinas Community Development Department and Public Works Department, Salinas Police Department and all of its members to augment and support SUBA's business area.

*We have developed partnerships with various non-profit and for-profit organizations and businesses to further develop our training/workshops. Our partnership with the City of Salinas has developed more strongly and are working closely to further develop our organization's capacity and that of our Board Members. SUBA is making certain to be part of the Alisal Vibrancy Plan Steering Committee and will have business members partake in its meetings. SUBA Executive Director is part of the Vision Salinas General Plan Steering Committee. It is important for SUBA to integrate into shaping a vision for our area.*

### **Marketing and Promotions**

SUBA will expand communication with the membership and other stakeholder groups, by expanding use of electronic communication and social media, as well as the use of our newly developed website. This past Fiscal Year we have marketed throughout the year the majority of our businesses and our industries on a continuous basis. SUBA will focus even more so this upcoming Fiscal year. SUBA met door to door with many businesses increasing our visibility along with getting back valuable feedback. SUBA will continue to develop its relationship with other business organizations and in particular with the Negozee, El Pajaro CDC, Mission Community Services Corporation, Salinas Valley Chamber of Commerce to promote small businesses and cultural events in the SUBA area. SUBA is part of the City of Salinas Small Business Taskforce. Furthermore, SUBA will continue developing more advertising



opportunities for our members in good standing to promote and market their businesses through social media marketing purchased by SUBA and other means. Our goals for the upcoming Fiscal Year for Marketing and Promotions:

- Goal 1A- Provide Social Media Marketing for 300 SUBA businesses throughout the 21/22 Fiscal Year
- Goal 2A- Provide 30 Social Media Posts Marketing the SUBA area throughout the 21/22 Fiscal Year
- Goal 3A- Provide 4 Interviews on the Television/Radio regarding promoting the SUBA area and/or services SUBA provides its members for 21/22 Fiscal Year
- Goal 4A- Provide 4 Ribbon Cutting Ceremonies for SUBA businesses for 21/22 Fiscal Year.

### **Business Resources**

SUBA will work directly with lenders, business organizations, non-profit groups, businesses and governmental agencies to provide SUBA members information and training on financing opportunities to improve their businesses. We will partner with organizations such as the El Pajaro CDC, Negozee, Mission Community Services Corporation and Cal Coastal as well as others to make certain we offer members opportunities for training and gathering of information. We offered business workshops and webinars for small business growth and development through these partnerships. Over 102 businesses took advantage of these free workshops and webinars this past year. Our goals for the upcoming Fiscal Year for our members under Business Resources is as follows:

- Goal 1B- Provide 24 classes/webinars for SUBA members on Business Development for 21/22 Fiscal Year.
- Goal 2B- Provide 12 workshops/webinars regarding business related topics such as: Re-Opening Your Business after a Pandemic, 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, etc. for 20/21 Fiscal Year.
- Goal 3B- Provide 150 one-on-one meetings with SUBA members in 20/21 Fiscal Year.

### **Safety**

SUBA staff worked with the City's Code Enforcement and County Health Department along with many members to address and improve monitoring of city and county health and safety codes throughout our business area. SUBA facilitated community meetings with business owners and Salinas Police Department. We coordinated 4 meetings this year in part due to COVID-19. Our Safety goals for the upcoming Fiscal Year are as follows:

- Goal 1C- Provide 4 Public Safety Meetings throughout the SUBA BIA for 21/22 Fiscal Year.
- Goal 2C- Coordinate and Develop a Safety Plan for our BIA in coordination with our businesses and the Salinas Police Department for 21/22 Fiscal Year.
- Goal 3C- Monitor and Contact City, County and State agencies regarding Health, Safety and Sanitary Issues in the SUBA BIA for 21/22 Fiscal Year.

### **Beautification & Cleaning**

SUBA worked to implement projects aimed at the beautification of the business corridor within the SUBA district. We will continue to monitor and work on plans to provide more regular clean ups and work with the City staff to further opportunities to de-weed within our business district. COVID-19 took time and resources away from clean ups this past year. The focus this upcoming year is to have more regular clean ups that will be noticeable and significant. The following are our 21/22 Fiscal Year goals for Beautification and Clean Ups:

- Goal 1D- Create a SUBA Beautification and Art Project Plan for the SUBA BIA for 21/22 Fiscal Year.
- Goal 2D Schedule and Implement 8 Cleanups throughout the SUBA BIA for 21/22 Fiscal Year.

## Salinas United Business Association Budget 2020-2021

<b>Income</b>	<b>Approved</b>	<b>Actual</b>	<b>% of Budget</b>
SUBA BID Assessments & Associated Membership ( <i>*projected</i> )	\$ 128,195	68,293	53%
Grants	\$ 5,000	6,000	120%
Donations	\$ 4,000	6,521	163%
Fund Balance from FY 2019/20	\$ 9,401	8,527	
<b>Total Income</b>	<b>\$146,696</b>	<b>\$ 89,071</b>	<b>61%</b>
<b>Expense</b>	<b>Approved</b>	<b>Actual</b>	<b>% of Budget</b>
<b>Operations</b>	<b>\$ 146,696</b>	<b>\$ 82,098</b>	<b>61%</b>
Accounting	\$ 4,850	2,245	46%
Conferences/Staff Development	\$ 750	0	0%
Insurance	\$ 3,550	1,553	44%
Permits	\$ 500	0	0%
Dues and Subscriptions	\$ 250	0	0%
Office Furniture & Equipment	\$ 850	879	103%
Office Supplies,Postage	\$ 3,500	1,677	48%
Telephone, Website & Internet	\$ 1,350	3,712	275%
Rent*	\$ 10,500	8,580	87%
Personnel Costs	\$ 75,000	41,354	75%
Miscellaneous	\$ 1,500	344	98%
Beautification and Landscaping	\$ 8,000	448	67%
Marketing & Promotion	\$ 6,500	1,950	173%
Safety	\$ 2,500	601	61%
Business Resources	\$ 5,500	10,475	213%
<b>Total Expenses</b>	<b>\$ 95,527</b>	<b>\$ 73,818</b>	<b>78%</b>
<b>Fund Balance for 2020/2021</b>	<b>\$ 21,596</b>	<b>\$ 15,253</b>	

## Proposed Budget 2021/2022

### Salinas United Business Association Proposed Budget 2021/2022

Income	2021/2022 Budget
SUBA BID Assessments & Associated Membership <i>(projected)</i>	\$ 110,442*
Grants	\$ 0
Donations	\$ 5,000
Current Balance from FY 2019/2020	\$ 8,010
<b>Total Income</b>	<b>\$ 130,695</b>
<b>Expense</b>	
<b>Operations</b>	<b>\$ 130,695</b>
Accounting	\$ 4,500
Conferences/Staff Development	\$ 1,500
Insurance	\$ 4,250
Permits	\$ 500
Dues and Subscriptions	\$ 200
Office Furniture & Equipment	\$ 1,750
Office Supplies	\$ 2,850
Postage	\$ 1,250
Telephone & Internet	\$ 4,250
Rent	\$ 10,000**
Staff	\$ 62,000***
Miscellaneous	\$ 1,500
Beautification and Landscaping	\$ 7,500
Marketing & Promotion	\$ 6,500
Safety	\$ 3,200
Business Resources	\$ 4,000
<b>Total Expenses</b>	<b>\$ 114,250</b>
<i>Estimated Fund Balance</i>	<i>\$ 16,445</i>

\*Projected Estimated Figure from the City of Salinas Finance Department

\*\*SUBA will continue to look for less expensive space, this cost would be associated with moving costs and current cost of rent.

\*\*\*Increase in Staffing will be determined in the Mid-Year Review depending on Assessments Collected