

SALINAS UNITED BUSINESS ASSOCIATION

FY 2020/2021 ANNUAL REPORT

AUGUST 24, 2021



SUBA FY 2020-2021 ANNUAL REPORT : ACCOMPLISHMENTS

- SUBA HELD 2 GRAND OPENINGS THIS PAST FISCAL YEAR
- SUBA OFFERED 20 WEBINARS
- SUBA PROMOTED THROUGH SOCIAL MEDIA A TOTAL OF 185 BUSINESSES IN OUR SUBA AREA.
- SUBA CREATED 8 VIDEOS ON SAFELY RE-OPENING BUSINESSES LAST YEAR AND CONTINUED UTILIZING THEM THIS FY.
- SUBA HANDED OUT IN CONJUNCTION WITH THE CITY OVER 200 BAGS OF PPE EQUIPMENT.
- HANDED OVER 500 PACKETS OF INFORMATION ABOUT SAFELY RE-OPENING, INFORMATION ON SUBA, THE CITY OF SALINAS AND GRANT OPPORTUNITIES.
- SUBA ASSISTED 488 BUSINESSES WITH PPP, EIDL LOANS, OTHER SMALL BUSINESS LOANS/GRANTS AND EDD CLAIMS.
- SUBA HANDED OUT 75 CHRISTMAS TREES TO THE COMMUNITY THAT WERE DONATED BY LOWE'S TO SUBA.

SUBA FY 2020-2021 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 a challenging sustainable finance model to be able to meet the demand.

However, the biggest challenge has been COVID-19 that really has used up most of our staff resources and took away the ability to have face to face workshops for our businesses. Collection of assessments by SUBA directly was very time consuming and many businesses simply did not pay.

Low collection rate of assessments

- **730 businesses billed (\$128,195)**
- **SUBA Collected \$68,293**
- **416 businesses (\$59,902) was not collected nor were they sent to collections 47%**

SUBA FY 2019-2020 ANNUAL REPORT :

GOALS 2020-2021

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

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

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

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.

SUBA FY 2020-2021 ANNUAL REPORT SUMMARY: BUDGET 2020-2021

BUDGET: 2020/2021

Salinas United Business Association Budget 2020-2021

Income	Approved	Actual	% of Budget
SUBA BID Assessments & Associated Membership (*projected)	\$ 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	
Total Income	\$146,696	\$ 89,071	61%
Expense	Approved	Actual	% of Budget
Operations	\$ 146,696	\$ 89,071	61%
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%
Total Expenses	\$ 95,527	\$ 73,818	78%
Fund Balance for 2020/2021	\$ 21,596	\$ 15,253	

SUBA FY 2019-2020 ANNUAL REPORT SUMMARY: PROPOSED BUDGET 2020-2021

Proposed Budget 2021/2022

Salinas United Business Association Proposed Budget 2021/2022

Income	2021/2022 Budget
SUBA BID Assessments & Associated Membership (projected)	\$ 110,442*
Grants	\$ 0
Donations	\$ 5,000
Current Balance from FY 2019/2020	\$ 8,010
Total Income	\$ 130,695
Expense	
Operations	\$ 130,695
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
Total Expenses	\$ 114,250
Estimated Fund Balance	\$ 16,445

*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

REQUESTED CITY COUNCIL ACTION

Adopt a Resolution approving the FY 2020/21 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 2021/22; and set a public meeting for September 28 2021` to consider the levy.