

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting
Thursday, July 13th at 10:00am
CSUMB @ Salinas City Center
Salinas, CA 93901

Agenda

- | | | |
|------|---|-----------|
| I. | Call to Order/Roll Call | Steve Ish |
| II. | Closed Session | |
| | (See Attached Closed Session Sheet Information) | |
| III. | Reconvene Open Session/Report on Closed Session | Steve Ish |
| IV. | Public Comment (2 Minutes) | Steve Ish |
| V. | Consent Agenda—General Business | Steve Ish |

(A Board Member may pull any item from the Consent Agendas for discussion)

- | | | | |
|-----|----|--|------------|
| | A. | Minutes of the Regular Meeting of the Board of Directors held May 11, 2023 | |
| | B. | May 2023 Financial Report | |
| | C. | June 2023 Financial Report | |
| | | <ul style="list-style-type: none">● President/District Coordinator Report● Public Comment● Board Questions to President/District Administrator● Board Discussion/Deliberation● Action by Board | |
| VI. | | Presentations/Updates | Greg Hamer |
| | A. | Report from the President. | |
| | B. | Report from the Treasurer | |

- C. Salinas City Center Arch Maintenance Agreement
- D. Revenue Report - Monterey Street Garage
- E. Special Events Update - Response from City of Salinas
- F. Community Survey Update
- G. "How Busy is Salinas City Center" Update
- H. SOBO Statistics
- I. Merchant List/Vacancies Report.

VII. Plan for Corrective Action – May 31, 2023 Special Meeting of the Board of Directors

Legal Counsel

- Proposed Plan for Corrective Action
- Public Comment
- Board Questions to President/District Administrator
- Board Discussion/Deliberation
- Action by Board

VIII. Updates from Ad-Hoc Committees

Greg Hamer

- A. District Identity and Streetscape Improvements (DISI)
 - 1. Grant Award - Nancy Hayward Foundation
 - 2. Alley Activation Projects
 - 3. Patria Mural Presentation to community
 - 4. Patria owner and SCCIA agreement
 - 5. City and Sound System
 - 6. City Lights Timer Update
- B. Sidewalk Operation and Beatification & Order (SOBO)

1. Maintenance Crew Hiring Update

2. Pressure Washing Update

C. Land Use Committee (LUC)

IX. ACTION ITEMS

Steve Ish

A. Proposal from Allied to increase security contract hourly rate.

- President/District Coordinator Report
- Public Comment
- Board Questions to President/District Administrator
- Board Discussion/Deliberation
- Action by Board

X. Adjournment

Steve Ish

The next Regular Meeting of the Board of Directors is scheduled for Thursday, August 10th 2023, at 10am at CSUMB at Salinas City Center, 1 Main Street, Salinas, California 93901

Notes: Requests for a disability related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting should be made to the District Administrator during regular business hours at (831) 877-0997. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.

The complete Board packet including subsequently distributed materials and presentations is available at the Association Office, 10b Midtown Ln, Salinas, CA 93901. All items appearing on the agenda are subject to action by the Board. Staff and Committee recommendations are subject to change by the Board.

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

BOARD OF DIRECTORS

Thursday, July 13th at 10:00am
CSUMB @ Salinas City Center
Salinas, CA 93901

AGENDA FOR CLOSED SESSION

Pursuant to California Government Code Section 54954.2 and 54954.5, the board agenda may describe closed session agenda items as provided below. No legislative body or elected official shall be in violation of Section 54954.2 or 54956 if the closed session items are described in substantial compliance with Section 54954.5 of the Government Code.

CLOSED SESSION AGENDA ITEMS

[] LICENSE/PERMIT DETERMINATION

(Government Code §54956.7)

Applicant(s): (Specify number of applicants)_____

[] CONFERENCE WITH REAL PROPERTY NEGOTIATORS

(Government Code §54956.8)

Property: (Specify street address, or if no street address, the parcel number or other unique reference, of the real property under negotiation):_____

Agency negotiator: (Specify names of negotiators attending the closed session):_____

Negotiating parties: (Specify name of party (not agent):_____

Under negotiation: (Specify whether instruction to negotiator will concern price, terms of payment, or both):_____

[] CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION

(Government Code §54956.9(d)(1))

Name of case: (Specify by reference to claimant's name, names of parties, case or claim numbers): _____

, or

Case name unspecified: (Specify whether disclosure would jeopardize service of process or existing settlement negotiations): _____

[X] CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION

(Government Code §54956.9)

Significant exposure to litigation pursuant to Section 54956.9(d)(2) or (3) (Number of potential cases): _____ One

Additional information required pursuant to Section 54956.9(e): Demand to Cure Brown Act Violation Pursuant to 54960.1(b)

Initiation of litigation pursuant to Section 54956.9(d)(4) (Number of potential cases): _____

[] LIABILITY CLAIMS

(Government Code §54956.95)

Claimant: (Specify name unless unspecified pursuant to Section 54961): _____

Agency claimed against: (Specify name) _____

[] THREAT TO PUBLIC SERVICES OR FACILITIES

(Government Code §54957)

Consultation with: (Specify name of law enforcement agency and title of officer): _____

[] **PUBLIC EMPLOYEE APPOINTMENT**

(Government Code §54957)

Title: (Specify description of position to be filled): _____

[] **PUBLIC EMPLOYMENT**

(Government Code §54957)

Title: (Specify description of position to be filled): _____

[] **PUBLIC EMPLOYEE PERFORMANCE EVALUATION**

(Government Code §54957)

Title: (Specify position title of employee being reviewed): _____

[] **PUBLIC EMPLOYEE DISCIPLINE/DISMISSAL/RELEASE**

(Government Code §54957)

(No additional information is required in connection with a closed session to consider discipline, dismissal, or release of a public employee. Discipline includes potential reduction of compensation.)

[] **CONFERENCE WITH LABOR NEGOTIATOR**

(Government Code §54957.6)

Agency designated representative: (Specify name of designated representatives attending the closed session): _____

Employee organization: (Specify name of organization representing employee or employees in question): _____
, or

Unrepresented employee: (Specify position title of unrepresented employee who is the subject of the negotiations): _____

[] **CASE REVIEW/PLANNING**

(Government Code §54957.8)

(No additional information is required to consider case review or planning.)

[] **CHARGE OR COMPLAINT INVOLVING INFORMATION PROTECTED**

BY FEDERAL LAW (Government Code §54956.86)

(No additional information is required to discuss a charge or complaint pursuant to Section 54956.86.)

ADJOURN TO OPEN SESSION

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes
Thursday, May 11th at 10:00am
Salinas, CA 93901

Minutes

| | | Present | Absent |
|-----------------------------|---------------------------|---------|--------|
| Board President | Steve Ish | X | |
| Board Vice President | Catherine Kobrinsky Evans | X | |
| Board Treasurer | Greg Piini | X | |
| Board Secretary | Meryl Rasmussen | | X |
| Board Member | Audrey Wardwell | X | |
| Board Member | Jay DeSerpa | X | |
| Board Member | Peter Kasavan | X | |
| Board Member | Jason Retterer | X | |
| Board Member | Joel Panzer | | X |
| Board Member | Frank Saunders | X | |
| Board Member | Greg Findley | X | |
| Board Member | Larry Bussard | X | |
| Board Member | Kurt Dillard | | X |
| Board Member | James Kendall | | X |
| District Coordinator | Gregor Hamer | X | |
| Government Affairs Director | Kevin Dayton | X | |

Guests: Andrew Easterling, City of Salinas, Adam Villacana, Salinas Valley Chamber of Commerce

| Item | Discussion | Action |
|------|--|--|
| 1. | Call to Order Steve Ish 10:02am | None |
| 2. | Adam Villacana promoted the Salinas Valley Chamber of Commerce | None |
| 3. | By voice vote, the Board approved March 9th and April 13th 2023 minutes. By voice vote, the Board approved April 30th, 2023 financial statements. | (Kobrinsky Evans/Saunders M/S/A). Motion Passes (Kobrinsky Evans/DeSerpa M/S/A). |

| | | Motion Passes |
|----|--|----------------------|
| 4. | The District Coordinator presented district information including vacancy update. | None |
| 5 | <ul style="list-style-type: none"> A. Nothing to report B. Nothing to report C. DISI electrical outlet updates. Getting multiple quotes. Almost ready to purchase speaker system. Determined that Streetsounds is the best candidate based on price and features. DISI committee is adding new members. D. Nothing to report E. LUC provided County Parking Structure update. SCCIA is still in favor of the construction but is watching potential costs and financing. | None |
| 6. | <ul style="list-style-type: none"> A. DC to poll board members if they want to remain on board. Nomination committee to set a special board meeting for board slate approval. B. Andrew Easterling explained the Scramble and timing process. Discussed traffic flow and potentially creating parking/traffic signage through SCCIA. Andrew will try to get revenue data from MSG. DC to follow up. There are 7 LAZ staff doing parking enforcement for 300 miles of road. C. SCCIA still in support of ITC/Heritage park per last letter sent to City Hall. DC to follow up with Ariel Theater and Slama to see if there is storage rental available. D. Salinas Arch has painter to maintain graffiti abatement. <p>Greg Hamer/DC to receive letter of commendation for job performance.</p> | None |
| 7. | Next meeting is July 13th. | None |
| 8. | Meeting adjourned 13:44. | None |

ACCOUNTANTS' COMPILATION REPORT

To The Board of Directors
Salinas City Center Improvement Association
Salinas, California

Management is responsible for the accompanying financial statements of Salinas City Center Improvement Association (a nonprofit organization), which comprise a statement of assets, liabilities and fund balance – cash basis as of May 31, 2023, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis for the six months then ended, in accordance with the cash basis of accounting, and for determining that the cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis.

The financial statement is prepared in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

The supplementary budget information contained in the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary budget information was subject to our compilation engagement. We have not audited or reviewed the supplementary budget information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Management has elected to omit substantially all the disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting. If the omitted disclosures were included in the financial statement, they might influence the user's conclusions about the Company's assets, liabilities, fund balance, revenues and expenses. Accordingly, the financial statement is not designed for those who are not informed about such matters.

We are not independent with respect to Salinas City Center Improvement Association.

Steinbruner Hill CPAs

Steinbruner Hill CPAs
Carmel, California
June 20, 2023

Salinas City Center Improvement Association
Statement of Assets, Liabilities and Fund Balance - Cash Basis
As of May 31, 2023

ASSETS

| | |
|-----------------------------------|-----------------------------|
| Current Assets | |
| Bank Accounts | |
| Checking - Operating Acct | \$ 140,905.06 |
| Checking - Grants Acct | 90,358.82 |
| SVFWF Checking | - |
| Total Bank Accounts | <u>231,263.88</u> |
| Total Current Assets | <u>231,263.88</u> |
| Other Current Assets | |
| Mechanics Bank CD | 200,000.00 |
| Total Other Current Assets | <u>200,000.00</u> |
| Fixed Assets | |
| Vehicle | 18,000.61 |
| Accumulated Depreciation | (819.00) |
| Total Fixed Assets | <u>17,181.61</u> |
| Other Assets | |
| Organizational Costs | 50,000.00 |
| Accumulated Intangible Assets | (27,917.00) |
| Total Other Assets | <u>22,083.00</u> |
| TOTAL ASSETS | <u><u>\$ 470,528.49</u></u> |

LIABILITIES AND FUND BALANCE

| | |
|---|-----------------------------|
| Liabilities | |
| Debt | \$ 15,000.00 |
| Total Liabilities | <u>15,000.00</u> |
| Fund Balance | |
| Fund Balance - SOBO | 158,579.44 |
| Fund Balance - DISI | 82,737.54 |
| Fund Balance - Admin | 63,330.78 |
| Fund Balance - Conting/Reserves | 36,257.30 |
| Fund Balance - Grants | 90,358.82 |
| Fund Balance - SVFWF | - |
| Subtotal - Cash Fund Balance | <u>431,263.88</u> |
| Fund Balance - Other | 24,264.61 |
| Total Fund Balance | <u>455,528.49</u> |
| TOTAL LIABILITIES AND FUND BALANCE | <u><u>\$ 470,528.49</u></u> |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Six Months Ended May 31, 2023

| | SOBO | | | | DISI | | | | Administration | | | |
|--|----------------------|----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-------------|----------------------|---------------------|---------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | | | | | |
| Assessments | \$ 195,835.56 | \$ 274,200.00 | \$ 78,364.44 | | \$ 71,806.37 | \$ 100,540.00 | \$ 28,733.63 | | \$ 45,694.96 | \$ 63,980.00 | \$ 18,285.04 | |
| Grants | - | - | - | | - | - | - | | - | - | - | |
| SVFWF | - | - | - | | - | - | - | | - | - | - | |
| Plus: FY 2021-22 Carryover | 155,506.02 | 155,506.02 | | | 47,643.48 | 47,643.48 | | | 49,461.55 | 49,461.55 | | |
| Reallocation of 2021-22 Carryover | (40,000.00) | (40,000.00) | | | 10,000.00 | 10,000.00 | | | 30,000.00 | 30,000.00 | | |
| Total Income | \$ 311,341.58 | \$ 389,706.02 | \$ 78,364.44 | | \$ 129,449.85 | \$ 158,183.48 | \$ 28,733.63 | | \$ 125,156.51 | \$143,441.55 | \$ 18,285.04 | |
| Expenses | | | | | | | | | | | | |
| Bank Service Charges | - | - | - | | - | - | - | | 22.00 | 200.00 | 178.00 | 89% |
| Formation Costs Payback | - | - | - | | - | - | - | | - | - | - | |
| Insurance | - | - | - | | - | - | - | | 2,214.00 | 2,300.00 | 86.00 | 4% |
| Professional Services | - | - | - | | - | - | - | | - | - | - | |
| Accounting | - | - | - | | - | - | - | | 12,422.16 | 11,500.00 | (922.16) | -8% |
| Legal | - | - | - | | - | - | - | | - | 2,000.00 | 2,000.00 | 100% |
| Other | - | - | - | | - | - | - | | 7,285.00 | 10,000.00 | 2,715.00 | 27% |
| Total Professional Services | - | - | - | | - | - | - | | 19,707.16 | 26,000.00 | 6,292.84 | 24% |
| Office | - | - | - | | - | - | - | | - | - | - | |
| Rent/CAM/Utilities | - | - | - | | - | - | - | | 3,161.77 | 6,000.00 | 2,838.23 | 47% |
| Office Annual Cleaning | - | - | - | | - | - | - | | - | 600.00 | 600.00 | 100% |
| Office Furnishings/Paint | - | - | - | | - | - | - | | - | 1,500.00 | 1,500.00 | 100% |
| Computer / Internet | - | - | - | | - | - | - | | 932.06 | 2,500.00 | 1,567.94 | 63% |
| Total Office | - | - | - | | - | - | - | | 4,093.83 | 10,600.00 | 6,506.17 | 61% |
| Staff | - | - | - | | - | - | - | | - | - | - | |
| Payroll - Wages & Taxes | 23,982.96 | 56,000.00 | 32,017.04 | 57% | 15,306.02 | 35,000.00 | - | | 19,724.59 | 44,000.00 | 24,275.41 | - |
| Workers Comp Insurance | 1,874.99 | 4,000.00 | 2,125.01 | 53% | 150.00 | - | - | | 164.15 | 1,000.00 | 835.85 | |
| Government Affairs | - | - | - | | - | - | - | | 15,900.00 | 26,000.00 | 10,100.00 | 39% |
| Total Staff | 25,857.95 | 60,000.00 | 34,142.05 | 57% | 15,456.02 | 35,000.00 | 19,543.98 | 56% | 35,788.74 | 71,000.00 | 35,211.26 | 50% |
| SOBO | - | - | - | | - | - | - | | - | - | - | |
| Sidewalk Ops (Maintenance) | 61,254.04 | 135,000.00 | 73,745.96 | 55% | - | - | - | | - | - | - | |
| Beautification/Order(Security) | 65,650.15 | 120,000.00 | 54,349.85 | 45% | - | - | - | | - | - | - | |
| Total SOBO | 126,904.19 | 255,000.00 | 128,095.81 | 50% | - | - | - | | - | - | - | |
| DISI | - | - | - | | - | - | - | | - | - | - | |
| District Identity | - | - | - | | 20,527.86 | 57,000.00 | 36,472.14 | 64% | - | - | - | |
| Streetscape Improvements | - | - | - | | 10,728.43 | 26,000.00 | 15,271.57 | 59% | - | - | - | |
| Total DISI | - | - | - | | 31,256.29 | 83,000.00 | 51,743.71 | 62% | - | - | - | |
| Extra Budget Expenses | - | - | - | | - | - | - | | - | - | - | |
| Collection Loss | - | - | - | | - | - | - | | - | - | - | |
| Taxes | - | - | - | | - | - | - | | - | 250.00 | 250.00 | 100% |
| Total Expenses | 152,762.14 | 315,000.00 | 162,237.86 | 52% | 46,712.31 | 118,000.00 | 71,287.69 | 60% | 61,825.73 | 107,850.00 | 46,024.27 | 43% |
| Net Income | 43,073.42 | 74,706.02 | | | 25,094.06 | 40,183.48 | | | (16,130.77) | 35,591.55 | | |
| Total Cash Balance as of 05/31/23 | \$ 158,579.44 | | | | \$ 82,737.54 | | | | \$ 63,330.78 | | | |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Six Months Ended May 31, 2023

| | Contingency/Reserves | | | | SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY | | | | Grants Funds | | | |
|--|----------------------|---------------------|--------------------|-------------|--|----------------------|----------------------|-------------|----------------------|--------------------|--------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | | | | | |
| Assessments | \$ 13,055.70 | \$ 18,280.00 | \$ 5,224.30 | | \$ 326,392.59 | \$ 457,000.00 | \$ 130,607.41 | | \$ - | \$ - | \$ - | |
| Grants | - | - | - | | - | - | - | | 136,000.00 | - | - | |
| SVFWF | - | - | - | | - | - | - | | - | - | - | |
| Plus: FY 2021-22 Carryover | 28,305.10 | 28,305.10 | | | 280,916.15 | 280,916.15 | | | 7,866.73 | 7,866.73 | - | |
| Reallocation of 2021-22 Carryove | - | - | - | | - | - | - | | | | | |
| Total Income | \$ 41,360.80 | \$ 46,585.10 | \$ 5,224.30 | | \$ 607,308.74 | \$ 737,916.15 | \$ 130,607.41 | | \$ 143,866.73 | \$ 7,866.73 | \$ - | |
| Expenses | | | | | | | | | | | | |
| Bank Service Charges | | - | - | | 22.00 | 200.00 | 178.00 | 89% | 30.25 | | (30.25) | |
| Formation Costs Payback | 5,103.50 | 5,000.00 | (103.50) | -2% | 5,103.50 | 5,000.00 | (103.50) | -2% | | | - | |
| Insurance | | | - | | 2,214.00 | 2,300.00 | 86.00 | 4% | | | - | |
| Professional Services | | | - | | - | - | - | | | | - | |
| Accounting | | | - | | 12,422.16 | 11,500.00 | (922.16) | -8% | | | - | |
| Legal | | | - | | - | 2,000.00 | 2,000.00 | 100% | | | - | |
| Other | | | - | | 7,285.00 | 10,000.00 | 2,715.00 | 27% | | | - | |
| Total Professional Services | - | - | - | | 19,707.16 | 26,000.00 | 6,292.84 | 24% | 30.25 | - | (30.25) | |
| Office | | | - | | - | - | - | | | | - | |
| Rent/CAM/Utilities | | | - | | 3,161.77 | 6,000.00 | 2,838.23 | 47% | | | - | |
| Office Annual Cleaning | | | - | | - | 600.00 | 600.00 | 100% | | | - | |
| Office Furnishings/Paint | | | - | | - | 1,500.00 | 1,500.00 | 100% | | | - | |
| Computer / Internet | | | - | | 932.06 | 2,500.00 | 1,567.94 | 63% | | | - | |
| Total Office | - | - | - | | 4,093.83 | 10,600.00 | 6,506.17 | 61% | - | - | - | |
| Staff | | | - | | - | - | - | | | | - | |
| Payroll - Wages & Taxes | | | | | 59,013.57 | 135,000.00 | 75,986.43 | 56% | | | - | |
| Workers Comp Insurance | | | | | 2,189.14 | 5,000.00 | 2,810.86 | 56% | | | - | |
| Government Affairs | | | - | | 15,900.00 | 26,000.00 | 10,100.00 | 39% | | | - | |
| Total Staff | - | - | - | | 77,102.71 | 166,000.00 | 88,897.29 | 54% | - | - | - | |
| SOBO | | | - | | - | - | - | | | | - | |
| Sidewalk Ops (Maintenance) | | | - | | 61,254.04 | 135,000.00 | 73,745.96 | 55% | | | - | |
| Beautification/Order(Security) | | | - | | 65,650.15 | 120,000.00 | 54,349.85 | 45% | | | - | |
| Total SOBO | - | - | - | | 126,904.19 | 255,000.00 | 128,095.81 | 50% | - | - | - | |
| DISI | | | - | | - | - | - | | | | - | |
| District Identity | | | - | | 20,527.86 | 57,000.00 | 36,472.14 | 64% | | | - | |
| Streetscape Improvements | | | - | | 10,728.43 | 26,000.00 | 15,271.57 | 59% | 53,477.66 | | (53,477.66) | |
| Total DISI | - | - | - | | 31,256.29 | 83,000.00 | 51,743.71 | 62% | 53,477.66 | - | (53,477.66) | |
| Extra Budget Expenses | | | | | | | | | | | | |
| Collection Loss | - | 9,140.00 | 9,140.00 | 100% | - | 9,140.00 | 9,140.00 | 100% | | | - | |
| Taxes | | | | | - | 250.00 | 250.00 | 100% | | | - | |
| Total Expenses | 5,103.50 | 14,140.00 | 9,036.50 | 64% | 266,403.68 | 554,990.00 | 288,586.32 | 52% | 53,507.91 | - | (53,507.91) | |
| Net Income | 7,952.20 | 32,445.10 | | | 59,988.91 | 182,926.15 | | | 82,492.09 | 7,866.73 | | |
| Total Cash Balance as of 05/31/23 | \$ 36,257.30 | | | | \$ 340,905.06 | | | | \$ 90,358.82 | | | |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Six Months Ended May 31, 2023

| | SVFWF | | | | GRAND TOTAL | | | |
|--|---------------------|---------------------|--------------------|-------------|----------------------|----------------------|----------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | |
| Assessments | \$ - | \$ - | \$ - | | \$ 326,392.59 | \$ 457,000.00 | \$ 130,607.41 | |
| Grants | - | - | - | | 136,000.00 | - | (136,000.00) | |
| SVFWF | 2,500.00 | - | - | | 2,500.00 | - | (2,500.00) | |
| Plus: FY 2021-22 Carryover | 12,955.15 | 12,955.15 | - | | 301,738.03 | 301,738.03 | - | |
| Reallocation of 2021-22 Carryover | | | | | | | | |
| Total Income | \$ 15,455.15 | \$ 12,955.15 | \$ - | | \$ 766,630.62 | \$ 758,738.03 | \$ (7,892.59) | |
| Expenses | | | | | | | | |
| Bank Service Charges | | - | - | | 22.00 | 200.00 | 178.00 | 89% |
| Formation Costs Payback | | - | - | | 5,103.50 | 5,000.00 | (103.50) | -2% |
| Insurance | | | - | | 2,214.00 | 2,300.00 | 86.00 | 4% |
| Professional Services | | | - | | - | - | - | |
| Accounting | | | - | | 12,422.16 | 11,500.00 | (922.16) | -8% |
| Legal | | | - | | - | 2,000.00 | 2,000.00 | 100% |
| Other | 15,455.15 | | (15,455.15) | | 7,285.00 | 10,000.00 | 2,715.00 | 27% |
| Total Professional Services | 15,455.15 | - | (15,455.15) | | 19,707.16 | 26,000.00 | 6,292.84 | 24% |
| Office | | | - | | - | - | - | |
| Rent/CAM/Utilities | | | - | | 3,161.77 | 6,000.00 | 2,838.23 | 47% |
| Office Annual Cleaning | | | - | | - | 600.00 | 600.00 | 100% |
| Office Furnishings/Paint | | | - | | - | 1,500.00 | 1,500.00 | 100% |
| Computer / Internet | | | - | | 932.06 | 2,500.00 | 1,567.94 | 63% |
| Total Office | - | - | - | | 4,093.83 | 10,600.00 | 6,506.17 | 61% |
| Staff | | | - | | - | - | - | |
| Payroll - Wages & Taxes | | | - | | 59,013.57 | 135,000.00 | 75,986.43 | 56% |
| Workers Comp Insurance | | | - | | 2,189.14 | 5,000.00 | 2,810.86 | 56% |
| Government Affairs | | | - | | 15,900.00 | 26,000.00 | 10,100.00 | 39% |
| Total Staff | - | - | - | | 77,102.71 | 166,000.00 | 88,897.29 | 54% |
| SOBO | | | - | | - | - | - | |
| Sidewalk Ops (Maintenance) | | | - | | 61,254.04 | 135,000.00 | 73,745.96 | 55% |
| Beautification/Order(Security) | | | - | | 65,650.15 | 120,000.00 | 54,349.85 | 45% |
| Total SOBO | - | - | - | | 126,904.19 | 255,000.00 | 128,095.81 | 50% |
| DISI | | | - | | - | - | - | |
| District Identity | | | - | | 20,527.86 | 57,000.00 | 36,472.14 | 64% |
| Streetscape Improvements | | | - | | 64,206.09 | 26,000.00 | (38,206.09) | -147% |
| Total DISI | - | - | - | | 84,733.95 | 83,000.00 | (1,733.95) | -2% |
| Extra Budget Expenses | | | - | | - | 9,140.00 | 9,140.00 | 100% |
| Collection Loss | - | - | - | | - | 250.00 | 250.00 | 100% |
| Taxes | 15,455.15 | - | (15,455.15) | | 335,366.74 | 554,990.00 | 219,623.26 | 40% |
| Total Expenses | (15,455.15) | 12,955.15 | | | 127,025.85 | 182,926.15 | | |
| Net Income | | | | | | | | |
| Total Cash Balance as of 05/31/23 | \$ - | | | | \$ 431,263.88 | | | |

(See accompanying accountants' report)



Steinbruner ♦ Hill
Certified Public Accountants

ACCOUNTANTS' COMPILATION REPORT

To The Board of Directors
Salinas City Center Improvement Association
Salinas, California

Management is responsible for the accompanying financial statements of Salinas City Center Improvement Association (a nonprofit organization), which comprise a statement of assets, liabilities and fund balance – cash basis as of June 30, 2023, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis for the seven months then ended, in accordance with the cash basis of accounting, and for determining that the cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis.

The financial statement is prepared in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

The supplementary budget information contained in the statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary budget information was subject to our compilation engagement. We have not audited or reviewed the supplementary budget information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Management has elected to omit substantially all the disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting. If the omitted disclosures were included in the financial statement, they might influence the user's conclusions about the Company's assets, liabilities, fund balance, revenues and expenses. Accordingly, the financial statement is not designed for those who are not informed about such matters.

We are not independent with respect to Salinas City Center Improvement Association.

Steinbruner Hill CPAs

Steinbruner Hill CPAs
Carmel, California
July 7, 2023

Steinbruner Hill, Inc.

3771 Rio Rd. Ste. 103A ♦ Carmel, CA 93923

928 E. Blanco Rd. Ste. 200 ♦ Salinas, CA 93901

Ph(831)222-6111 ♦ Fx(831)222-5464 ♦ www.steinhill.com

Salinas City Center Improvement Association
Statement of Assets, Liabilities and Fund Balance - Cash Basis
As of June 30, 2023

ASSETS

| | | |
|-----------------------------------|-----------|---------------------------------|
| Current Assets | | |
| Bank Accounts | | |
| Checking - Operating Acct | \$ | 104,908.67 |
| Checking - Grants Acct | | 90,358.82 |
| SVFWF Checking | | - |
| Total Bank Accounts | | <u>195,267.49</u> |
| Total Current Assets | | <u>195,267.49</u> |
| Other Current Assets | | |
| Mechanics Bank CD | | 200,000.00 |
| Total Other Current Assets | | <u>200,000.00</u> |
| Fixed Assets | | |
| Vehicle | | 18,000.61 |
| Accumulated Depreciation | | (819.00) |
| Total Fixed Assets | | <u>17,181.61</u> |
| Other Assets | | |
| Organizational Costs | | 50,000.00 |
| Accumulated Intangible Assets | | (27,917.00) |
| Total Other Assets | | <u>22,083.00</u> |
| TOTAL ASSETS | \$ | <u><u>434,532.10</u></u> |

LIABILITIES AND FUND BALANCE

| | | |
|---|-----------|---------------------------------|
| Liabilities | | |
| Debt | \$ | 15,000.00 |
| Total Liabilities | | <u>15,000.00</u> |
| Fund Balance | | |
| Fund Balance - SOBO | | 137,706.79 |
| Fund Balance - DISI | | 75,450.33 |
| Fund Balance - Admin | | 55,494.25 |
| Fund Balance - Conting/Reserves | | 36,257.30 |
| Fund Balance - Grants | | 90,358.82 |
| Fund Balance - SVFWF | | - |
| Subtotal - Cash Fund Balance | | <u>395,267.49</u> |
| Fund Balance - Other | | 24,264.61 |
| Total Fund Balance | | <u>419,532.10</u> |
| TOTAL LIABILITIES AND FUND BALANCE | \$ | <u><u>434,532.10</u></u> |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Seven Months Ended June 30, 2023

| | SOBO | | | | DISI | | | | Administration | | | |
|--|----------------------|----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | | | | | |
| Assessments | \$ 195,835.56 | \$ 274,200.00 | \$ 78,364.44 | | \$ 71,806.37 | \$ 100,540.00 | \$ 28,733.63 | | \$ 45,694.96 | \$ 63,980.00 | \$ 18,285.04 | |
| Grants | - | - | - | | - | - | - | | - | - | - | |
| SVFWF | - | - | - | | - | - | - | | - | - | - | |
| Plus: FY 2021-22 Carryover | 155,506.02 | 155,506.02 | | | 47,643.48 | 47,643.48 | | | 49,461.55 | 49,461.55 | | |
| Reallocation of 2021-22 Carryover | (40,000.00) | (40,000.00) | | | 10,000.00 | 10,000.00 | | | 30,000.00 | 30,000.00 | | |
| Total Income | \$ 311,341.58 | \$ 389,706.02 | \$ 78,364.44 | | \$ 129,449.85 | \$ 158,183.48 | \$ 28,733.63 | | \$ 125,156.51 | \$ 143,441.55 | \$ 18,285.04 | |
| Expenses | | | | | | | | | | | | |
| Bank Service Charges | - | - | - | | - | - | - | | 22.00 | 200.00 | 178.00 | 89% |
| Formation Costs Payback | - | - | - | | - | - | - | | - | - | - | |
| Insurance | - | - | - | | - | - | - | | 2,214.00 | 2,300.00 | 86.00 | 4% |
| Professional Services | - | - | - | | - | - | - | | - | - | - | |
| Accounting | - | - | - | | - | - | - | | 12,422.16 | 11,500.00 | (922.16) | -8% |
| Legal | - | - | - | | - | - | - | | - | 2,000.00 | 2,000.00 | 100% |
| Other | - | - | - | | - | - | - | | 8,345.00 | 10,000.00 | 1,655.00 | 17% |
| Total Professional Services | - | - | - | | - | - | - | | 20,767.16 | 26,000.00 | 5,232.84 | 20% |
| Office | - | - | - | | - | - | - | | - | - | - | |
| Rent/CAM/Utilities | - | - | - | | - | - | - | | 3,676.42 | 6,000.00 | 2,323.58 | 39% |
| Office Annual Cleaning | - | - | - | | - | - | - | | - | 600.00 | 600.00 | 100% |
| Office Furnishings/Paint | - | - | - | | - | - | - | | 119.63 | 1,500.00 | 1,380.37 | 92% |
| Computer / Internet | - | - | - | | - | - | - | | 1,060.24 | 2,500.00 | 1,439.76 | 58% |
| Total Office | - | - | - | | - | - | - | | 4,856.29 | 10,600.00 | 5,743.71 | 54% |
| Staff | - | - | - | | - | - | - | | - | - | - | |
| Payroll - Wages & Taxes | 28,091.95 | 56,000.00 | 27,908.05 | 50% | 17,997.27 | 35,000.00 | - | | 23,088.66 | 44,000.00 | 20,911.34 | - |
| Workers Comp Insurance | 1,874.99 | 4,000.00 | 2,125.01 | 53% | 150.00 | - | - | | 164.15 | 1,000.00 | 835.85 | |
| Government Affairs | - | - | - | | - | - | - | | 18,550.00 | 26,000.00 | 7,450.00 | 29% |
| Total Staff | 29,966.94 | 60,000.00 | 30,033.06 | 50% | 18,147.27 | 35,000.00 | 16,852.73 | 48% | 41,802.81 | 71,000.00 | 29,197.19 | 41% |
| SOBO | - | - | - | | - | - | - | | - | - | - | |
| Sidewalk Ops (Maintenance) | 69,667.30 | 135,000.00 | 65,332.70 | 48% | - | - | - | | - | - | - | |
| Beautification/Order(Security) | 74,000.55 | 120,000.00 | 45,999.45 | 38% | - | - | - | | - | - | - | |
| Total SOBO | 143,667.85 | 255,000.00 | 111,332.15 | 44% | - | - | - | | - | - | - | |
| DISI | - | - | - | | - | - | - | | - | - | - | |
| District Identity | - | - | - | | 20,570.70 | 57,000.00 | 36,429.30 | 64% | - | - | - | |
| Streetscape Improvements | - | - | - | | 15,281.55 | 26,000.00 | 10,718.45 | 41% | - | - | - | |
| Total DISI | - | - | - | | 35,852.25 | 83,000.00 | 47,147.75 | 57% | - | - | - | |
| Extra Budget Expenses | - | - | - | | - | - | - | | - | - | - | |
| Collection Loss | - | - | - | | - | - | - | | - | - | - | |
| Taxes | - | - | - | | - | - | - | | - | 250.00 | 250.00 | 100% |
| Total Expenses | 173,634.79 | 315,000.00 | 141,365.21 | 45% | 53,999.52 | 118,000.00 | 64,000.48 | 54% | 69,662.26 | 107,850.00 | 38,187.74 | 35% |
| Net Income | 22,200.77 | 74,706.02 | | | 17,806.85 | 40,183.48 | | | (23,967.30) | 35,591.55 | | |
| Total Cash Balance as of 06/30/23 | \$ 137,706.79 | | | | \$ 75,450.33 | | | | \$ 55,494.25 | | | |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Seven Months Ended June 30, 2023

| | Contingency/Reserves | | | | SUBTOTAL SOBO, DISI, ADMIN, & CONTINGENCY | | | | Grants Funds | | | |
|--|----------------------|---------------------|--------------------|-------------|---|----------------------|----------------------|-------------|----------------------|--------------------|--------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | | | | | |
| Assessments | \$ 13,055.70 | \$ 18,280.00 | \$ 5,224.30 | | \$ 326,392.59 | \$ 457,000.00 | \$ 130,607.41 | | \$ - | \$ - | \$ - | |
| Grants | - | - | - | | - | - | - | | 136,000.00 | - | - | |
| SVFWF | - | - | - | | - | - | - | | - | - | - | |
| Plus: FY 2021-22 Carryover | 28,305.10 | 28,305.10 | | | 280,916.15 | 280,916.15 | | | 7,866.73 | 7,866.73 | - | |
| Reallocation of 2021-22 Carryover | - | - | - | | - | - | - | | | | | |
| Total Income | \$ 41,360.80 | \$ 46,585.10 | \$ 5,224.30 | | \$ 607,308.74 | \$ 737,916.15 | \$ 130,607.41 | | \$ 143,866.73 | \$ 7,866.73 | \$ - | |
| Expenses | | | | | | | | | | | | |
| Bank Service Charges | | - | - | | 22.00 | 200.00 | 178.00 | 89% | 30.25 | | (30.25) | |
| Formation Costs Payback | 5,103.50 | 5,000.00 | (103.50) | -2% | 5,103.50 | 5,000.00 | (103.50) | -2% | | | - | |
| Insurance | | | - | | 2,214.00 | 2,300.00 | 86.00 | 4% | | | - | |
| Professional Services | | | - | | - | - | - | | | | - | |
| Accounting | | | - | | 12,422.16 | 11,500.00 | (922.16) | -8% | | | - | |
| Legal | | | - | | - | 2,000.00 | 2,000.00 | 100% | | | - | |
| Other | | | - | | 8,345.00 | 10,000.00 | 1,655.00 | 17% | | | - | |
| Total Professional Services | - | - | - | | 20,767.16 | 26,000.00 | 5,232.84 | 20% | 30.25 | - | (30.25) | |
| Office | | | - | | - | - | - | | | | - | |
| Rent/CAM/Utilities | | | - | | 3,676.42 | 6,000.00 | 2,323.58 | 39% | | | - | |
| Office Annual Cleaning | | | - | | - | 600.00 | 600.00 | 100% | | | - | |
| Office Furnishings/Paint | | | - | | 119.63 | 1,500.00 | 1,380.37 | 92% | | | - | |
| Computer / Internet | | | - | | 1,060.24 | 2,500.00 | 1,439.76 | 58% | | | - | |
| Total Office | - | - | - | | 4,856.29 | 10,600.00 | 5,743.71 | 54% | - | - | - | |
| Staff | | | - | | - | - | - | | | | - | |
| Payroll - Wages & Taxes | | | | | 69,177.88 | 135,000.00 | 65,822.12 | 49% | | | - | |
| Workers Comp Insurance | | | | | 2,189.14 | 5,000.00 | 2,810.86 | 56% | | | - | |
| Government Affairs | | | - | | 18,550.00 | 26,000.00 | 7,450.00 | 29% | | | - | |
| Total Staff | - | - | - | | 89,917.02 | 166,000.00 | 76,082.98 | 46% | - | - | - | |
| SOBO | | | - | | - | - | - | | | | - | |
| Sidewalk Ops (Maintenance) | | | - | | 69,667.30 | 135,000.00 | 65,332.70 | 48% | | | - | |
| Beautification/Order(Security) | | | - | | 74,000.55 | 120,000.00 | 45,999.45 | 38% | | | - | |
| Total SOBO | - | - | - | | 143,667.85 | 255,000.00 | 111,332.15 | 44% | - | - | - | |
| DISI | | | - | | - | - | - | | | | - | |
| District Identity | | | - | | 20,570.70 | 57,000.00 | 36,429.30 | 64% | | | - | |
| Streetscape Improvements | | | - | | 15,281.55 | 26,000.00 | 10,718.45 | 41% | 53,477.66 | | (53,477.66) | |
| Total DISI | - | - | - | | 35,852.25 | 83,000.00 | 47,147.75 | 57% | 53,477.66 | - | (53,477.66) | |
| Extra Budget Expenses | | | | | | | | | | | | |
| Collection Loss | - | 9,140.00 | 9,140.00 | 100% | - | 9,140.00 | 9,140.00 | 100% | | | - | |
| Taxes | | | | | - | 250.00 | 250.00 | 100% | | | - | |
| Total Expenses | 5,103.50 | 14,140.00 | 9,036.50 | 64% | 302,400.07 | 554,990.00 | 252,589.93 | 46% | 53,507.91 | - | (53,507.91) | |
| Net Income | 7,952.20 | 32,445.10 | | | 23,992.52 | 182,926.15 | | | 82,492.09 | 7,866.73 | | |
| Total Cash Balance as of 06/30/23 | \$ 36,257.30 | | | | \$ 304,908.67 | | | | \$ 90,358.82 | | | |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2022-2023 - Cash Basis
For the Seven Months Ended June 30, 2023

| | SVFWF | | | | GRAND TOTAL | | | |
|--|---------------------|---------------------|--------------------|-------------|----------------------|----------------------|----------------------|-------------|
| | Actual | Budget | Remaining | % Remaining | Actual | Budget | Remaining | % Remaining |
| Income | | | | | | | | |
| Assessments | \$ - | \$ - | \$ - | - | \$ 326,392.59 | \$ 457,000.00 | \$ 130,607.41 | |
| Grants | - | - | - | - | 136,000.00 | - | (136,000.00) | |
| SVFWF | 2,500.00 | - | - | - | 2,500.00 | - | (2,500.00) | |
| Plus: FY 2021-22 Carryover | 12,955.15 | 12,955.15 | - | - | 301,738.03 | 301,738.03 | - | |
| Reallocation of 2021-22 Carryover | | | | | | | | |
| Total Income | \$ 15,455.15 | \$ 12,955.15 | \$ - | - | \$ 766,630.62 | \$ 758,738.03 | \$ (7,892.59) | |
| Expenses | | | | | | | | |
| Bank Service Charges | | - | - | - | 22.00 | 200.00 | 178.00 | 89% |
| Formation Costs Payback | | - | - | - | 5,103.50 | 5,000.00 | (103.50) | -2% |
| Insurance | | - | - | - | 2,214.00 | 2,300.00 | 86.00 | 4% |
| Professional Services | | - | - | - | - | - | - | - |
| Accounting | | - | - | - | 12,422.16 | 11,500.00 | (922.16) | -8% |
| Legal | | - | - | - | - | 2,000.00 | 2,000.00 | 100% |
| Other | 15,455.15 | | (15,455.15) | - | 8,345.00 | 10,000.00 | 1,655.00 | 17% |
| Total Professional Services | 15,455.15 | - | (15,455.15) | - | 20,767.16 | 26,000.00 | 5,232.84 | 20% |
| Office | | - | - | - | - | - | - | - |
| Rent/CAM/Utilities | | - | - | - | 3,676.42 | 6,000.00 | 2,323.58 | 39% |
| Office Annual Cleaning | | - | - | - | - | 600.00 | 600.00 | 100% |
| Office Furnishings/Paint | | - | - | - | 119.63 | 1,500.00 | 1,380.37 | 92% |
| Computer / Internet | | - | - | - | 1,060.24 | 2,500.00 | 1,439.76 | 58% |
| Total Office | - | - | - | - | 4,856.29 | 10,600.00 | 5,743.71 | 54% |
| Staff | | - | - | - | - | - | - | - |
| Payroll - Wages & Taxes | | - | - | - | 69,177.88 | 135,000.00 | 65,822.12 | 49% |
| Workers Comp Insurance | | - | - | - | 2,189.14 | 5,000.00 | 2,810.86 | 56% |
| Government Affairs | | - | - | - | 18,550.00 | 26,000.00 | 7,450.00 | 29% |
| Total Staff | - | - | - | - | 89,917.02 | 166,000.00 | 76,082.98 | 46% |
| SOBO | | - | - | - | - | - | - | - |
| Sidewalk Ops (Maintenance) | | - | - | - | 69,667.30 | 135,000.00 | 65,332.70 | 48% |
| Beautification/Order(Security) | | - | - | - | 74,000.55 | 120,000.00 | 45,999.45 | 38% |
| Total SOBO | - | - | - | - | 143,667.85 | 255,000.00 | 111,332.15 | 44% |
| DISI | | - | - | - | - | - | - | - |
| District Identity | | - | - | - | 20,570.70 | 57,000.00 | 36,429.30 | 64% |
| Streetscape Improvements | | - | - | - | 68,759.21 | 26,000.00 | (42,759.21) | -164% |
| Total DISI | - | - | - | - | 89,329.91 | 83,000.00 | (6,329.91) | -8% |
| Extra Budget Expenses | | - | - | - | - | 9,140.00 | 9,140.00 | 100% |
| Collection Loss | - | - | - | - | - | 250.00 | 250.00 | 100% |
| Taxes | 15,455.15 | - | (15,455.15) | - | 371,363.13 | 554,990.00 | 183,626.87 | 33% |
| Total Expenses | (15,455.15) | 12,955.15 | | | 91,029.46 | 182,926.15 | | |
| Net Income | (15,455.15) | 12,955.15 | | | 91,029.46 | 182,926.15 | | |
| Total Cash Balance as of 06/30/23 | \$ - | | | | \$ 395,267.49 | | | |

(See accompanying accountants' report)

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - July 7, 2023

| Date | Transaction Type | Num | Name | Memo/Description | Amount | Balance |
|-------------------|------------------|-----------|---------------------------------------|---|------------|------------|
| Beginning Balance | | | | | | 281,027.88 |
| 11/30/2022 | Expense | | AT&T | | -111.73 | 280,916.15 |
| 12/01/2022 | Check | 2687 | Gaylon Haney | December '22 rent | -420.00 | 280,496.15 |
| 12/01/2022 | Check | 2686 | Gaylon Haney | Voided - Print by error | 0.00 | 280,496.15 |
| 12/02/2022 | Check | 2700 | Monterey County Weekly | Account Key# CSALC Inv#11/10/22CSALC | -160.00 | 280,336.15 |
| 12/02/2022 | Check | 2704 | MCA Consulting LLC | Inv 553 | -95.00 | 280,241.15 |
| 12/02/2022 | Check | 2705 | Coastline Marketing Group, Inc. | Inv 98676 | -200.00 | 280,041.15 |
| 12/02/2022 | Check | 2701 | Labor Issues Solutions, LLC (Kevin Da | Voided - INV#2022-10 SCCIA | 0.00 | 280,041.15 |
| 12/02/2022 | Check | 2702 | Allied Universal Security Services | Inv#13498501,13526096,13546569 | -6,681.68 | 273,359.47 |
| 12/02/2022 | Check | 2703 | Jenna Hanson | Inv: Dec-22 | -4,798.25 | 268,561.22 |
| 12/05/2022 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 11/16/2022-11/30/2022 | -1,427.34 | 267,133.88 |
| 12/05/2022 | Payroll Check | DD | Gregor Hamer | Pay Period: 11/16/2022-11/30/2022 | -2,487.99 | 264,645.89 |
| 12/05/2022 | Check | EFT | State Compensation Insurance Fund | policy 9287059 | -882.14 | 263,763.75 |
| 12/05/2022 | Payroll Check | DD | *Amy N. Nohr | Pay Period: 11/16/2022-11/30/2022 | -529.05 | 263,234.70 |
| 12/05/2022 | Expense | | Go Daddy | | -37.99 | 263,196.71 |
| 12/05/2022 | Payroll Check | DD | Gregor Hamer | Pay Period: 11/01/2022-11/15/2022 | -526.47 | 262,670.24 |
| 12/07/2022 | Tax Payment | | IRS | Tax Payment for Period: 11/30/2022-12/02/2022 | -88.28 | 262,581.96 |
| 12/07/2022 | Tax Payment | | CA EDD | Tax Payment for Period: 11/30/2022-12/02/2022 | -6.35 | 262,575.61 |
| 12/09/2022 | Tax Payment | | IRS | Tax Payment for Period: 12/03/2022-12/06/2022 | -1,129.03 | 261,446.58 |
| 12/09/2022 | Tax Payment | | CA EDD | Tax Payment for Period: 12/03/2022-12/06/2022 | -216.27 | 261,230.31 |
| 12/19/2022 | Check | 2710 | Laura Harris Consulting | Inv #Sali20221105,Sali20221205 | -5,500.00 | 255,730.31 |
| 12/19/2022 | Check | 2709 | Allied Universal Security Services | Inv#13586049,13618365 | -4,253.44 | 251,476.87 |
| 12/19/2022 | Expense | | Go Daddy | | -20.17 | 251,456.70 |
| 12/19/2022 | Check | 2707 | Labor Issues Solutions, LLC (Kevin Da | INV#2022-11 SCCIA | -2,650.00 | 248,806.70 |
| 12/19/2022 | Check | 2708 | Monterey County Weekly | Account Key# CSALC Inv#11/30/22CSALC | -2,279.21 | 246,527.49 |
| 12/21/2022 | Check | 2711 | Allied Universal Security Services | Inv#13645296 | -2,176.00 | 244,351.49 |
| 12/22/2022 | Check | 2713 | Steinbruner Hill CPAs | Inv#7584,7585 &7640 | -3,694.00 | 240,657.49 |
| 12/23/2022 | Journal Entry | SH_122322 | | Tax Payment | -2,487.98 | 238,169.51 |
| 12/23/2022 | Journal Entry | SH_122322 | | Tax Payment | -211.26 | 237,958.25 |
| 12/23/2022 | Journal Entry | SH_122322 | | Tax Payment | -1,003.37 | 236,954.88 |
| 12/23/2022 | Journal Entry | SH_122322 | | Tax Payment | -1,310.23 | 235,644.65 |
| 12/30/2022 | Expense | | AT&T | | -111.73 | 235,532.92 |
| 12/30/2022 | Journal Entry | SH_123022 | | Assessments transferred from City of Salinas | 326,392.59 | 561,925.51 |
| 01/01/2023 | Check | 2712 | Gaylon Haney | January '23 Rent | -420.00 | 561,505.51 |
| 01/04/2023 | Check | 2714 | Allied Universal Security Services | Inv#13666611,13692488 | -4,670.00 | 556,835.51 |
| 01/04/2023 | Check | 2717 | Kelly Productions | Inv#82295,82515,82611,82296, 82410,82589. | -3,015.00 | 553,820.51 |
| 01/04/2023 | Check | 2715 | B-Impressed | Bill BS02003276A | -114.31 | 553,706.20 |
| 01/04/2023 | Check | 2716 | Antoine D Cameron | Inv#0001 | -400.00 | 553,306.20 |
| 01/05/2023 | Check | 2718 | Labor Issues Solutions, LLC (Kevin Da | INV#2022-12 SCCIA | -2,650.00 | 550,656.20 |
| 01/13/2023 | Expense | | Comerica | service charge | -22.00 | 550,634.20 |
| 01/19/2023 | Journal Entry | SH_011923 | | Payroll | -1,292.46 | 549,341.74 |
| 01/19/2023 | Journal Entry | SH_011923 | | Payroll | -2,530.00 | 546,811.74 |
| 01/19/2023 | Journal Entry | SH_011923 | | Payroll | -964.74 | 545,847.00 |
| 01/19/2023 | Journal Entry | SH_011923 | | Payroll | -184.73 | 545,662.27 |
| 01/19/2023 | Journal Entry | SH_011923 | | Payroll | -238.95 | 545,423.32 |
| 01/20/2023 | Check | 2722 | Allied Universal Security Services | Inv#13781438,13781431,13728260,13766363 | -8,558.00 | 536,865.32 |
| 01/20/2023 | Check | 2721 | Monterey Signs | Inv#22061 & 22230 | -8,000.00 | 528,865.32 |
| 01/20/2023 | Check | 2719 | Allied Universal Security Services | Inv#13498501,13526096,13546569 | -6,681.68 | 522,183.64 |
| 01/20/2023 | Check | 2720 | Jenna Hanson | Inv: Dec-22 | 0.00 | 522,183.64 |
| 01/20/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 01/01/2023-01/15/2023 | -2,530.00 | 519,653.64 |

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - July 7, 2023

| Date | Transaction Type | Num | Name | Memo/Description | Amount | Balance |
|------------|------------------|-----------|---------------------------------------|--|-----------|------------|
| 01/20/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 01/01/2023-01/15/2023 | -1,322.57 | 518,331.07 |
| 01/24/2023 | Expense | | | | -185.90 | 518,145.17 |
| 01/25/2023 | Expense | | IRS | | -974.38 | 517,170.79 |
| 01/31/2023 | Journal Entry | SH_013123 | | to clear out lost check 2702, it was reissued in Jan | 6,681.68 | 523,852.47 |
| 01/31/2023 | Expense | | AT&T | | -113.58 | 523,738.89 |
| 02/01/2023 | Check | 2725 | Smith & Enright Landscaping Inc | Inv# 39780 January '23 Landscape | -8,020.00 | 515,718.89 |
| 02/01/2023 | Check | 2724 | Allied Universal Security Services | Inv#13786454 | -2,176.00 | 513,542.89 |
| 02/01/2023 | Check | 2723 | Gaylon Haney | February '23 Rent | -420.00 | 513,122.89 |
| 02/02/2023 | Check | 2728 | DMV | License # 9ALC330 | -391.00 | 512,731.89 |
| 02/02/2023 | Check | 2731 | Steinbruner Hill CPAs | Inv#7727 | -2,299.16 | 510,432.73 |
| 02/02/2023 | Check | 2729 | Allied Universal Security Services | Inv#13811272 | -2,902.00 | 507,530.73 |
| 02/06/2023 | Expense | eft | State Compensation Insurance Fund | | -703.50 | 506,827.23 |
| 02/08/2023 | Journal Entry | SH_020823 | | Payroll | -2,530.00 | 504,297.23 |
| 02/08/2023 | Journal Entry | SH_020823 | | Payroll | -1,557.42 | 502,739.81 |
| 02/08/2023 | Journal Entry | SH_020823 | | Tax Payment | -1,057.35 | 501,682.46 |
| 02/08/2023 | Journal Entry | SH_020823 | | Tax Payment | -195.33 | 501,487.13 |
| 02/21/2023 | Check | 2732 | Labor Issues Solutions, LLC (Kevin Da | INV#2023-01 SCCIA | -2,650.00 | 498,837.13 |
| 02/21/2023 | Check | 2733 | Allied Universal Security Services | Inv#13848518,13894409,13906294 | -6,745.60 | 492,091.53 |
| 02/21/2023 | Check | 2735 | Smith & Enright Landscaping Inc | Inv# 40104 Labor | -2,550.00 | 489,541.53 |
| 02/21/2023 | Check | 2734 | Monterey County Weekly | Account Key# CSALC Inv#12/08/22CSALC,12/01/22 | -2,424.00 | 487,117.53 |
| 02/24/2023 | Journal Entry | SH_022423 | | Payroll | -2,530.01 | 484,587.52 |
| 02/24/2023 | Journal Entry | SH_022423 | | Payroll | -1,358.78 | 483,228.74 |
| 02/24/2023 | Journal Entry | SH_022423 | | Tax Payment | -935.90 | 482,292.84 |
| 02/24/2023 | Journal Entry | SH_022423 | | Tax Payment | -169.90 | 482,122.94 |
| 03/01/2023 | Check | 2736 | Gaylon Haney | March '23 Rent | -420.00 | 481,702.94 |
| 03/01/2023 | Expense | | AT&T | | -113.58 | 481,589.36 |
| 03/06/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 02/16/2023-02/28/2023 | -2,530.00 | 479,059.36 |
| 03/06/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 02/16/2023-02/28/2023 | -1,136.04 | 477,923.32 |
| 03/07/2023 | Expense | | Verizon Wireless | | -139.23 | 477,784.09 |
| 03/10/2023 | Check | 2737 | MCA Consulting LLC | Inv 567 | -190.00 | 477,594.09 |
| 03/10/2023 | Check | 2739 | Laura Harris Consulting | Inv #Sali20230305 | -1,500.00 | 476,094.09 |
| 03/10/2023 | Check | 2742 | Allied Universal Security Services | Inv#13965930 | -2,176.00 | 473,918.09 |
| 03/10/2023 | Check | 2740 | Allied Universal Security Services | Inv#13929407 | -2,711.60 | 471,206.49 |
| 03/10/2023 | Check | 2741 | Jenna Hanson | Inv:Jan+Feb 2023, Reimbursement. | -4,231.24 | 466,975.25 |
| 03/10/2023 | Check | 2738 | Smith & Enright Landscaping Inc | Inv# 40009 February Labor | -8,020.00 | 458,955.25 |
| 03/10/2023 | Tax Payment | | IRS | Tax Payment for Period: 03/04/2023-03/07/2023 | -911.86 | 458,043.39 |
| 03/10/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 03/04/2023-03/07/2023 | -169.04 | 457,874.35 |
| 03/20/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 03/01/2023-03/15/2023 | -1,322.57 | 456,551.78 |
| 03/20/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 03/01/2023-03/15/2023 | -879.44 | 455,672.34 |
| 03/20/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 03/01/2023-03/15/2023 | -791.29 | 454,881.05 |
| 03/21/2023 | Expense | | Comerica Credit Card | | -950.34 | 453,930.71 |
| 03/24/2023 | Tax Payment | | IRS | Tax Payment for Period: 03/18/2023-03/21/2023 | -577.41 | 453,353.30 |
| 03/24/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 03/18/2023-03/21/2023 | -44.76 | 453,308.54 |
| 03/27/2023 | Check | 2743 | Jenna Lewis | Reimbursement-Check background | -39.99 | 453,268.55 |
| 03/28/2023 | Check | 2744 | Smith & Enright Landscaping Inc | Inv# 40231 March Landscape | -8,020.00 | 445,248.55 |
| 03/28/2023 | Check | 2745 | Smith & Enright Landscaping Inc | Inv# 39290 November Landscape | -7,870.00 | 437,378.55 |
| 03/28/2023 | Check | 2746 | Allied Universal Security Services | Inv#14002233,14024517,14048828 | -6,528.00 | 430,850.55 |
| 03/28/2023 | Check | 2747 | Rose Freidin | Invoice # 10914 | -680.00 | 430,170.55 |
| 03/29/2023 | Check | 2749 | Steinbruner Hill CPAs | Inv#7911 | -2,222.00 | 427,948.55 |
| 03/29/2023 | Check | 2750 | Steinbruner Hill CPAs | Inv#7912 | -1,480.00 | 426,468.55 |

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - July 7, 2023

| Date | Transaction Type | Num | Name | Memo/Description | Amount | Balance |
|------------|------------------|------|---------------------------------------|--|-------------|------------|
| 03/30/2023 | Expense | | AT&T | | -113.58 | 426,354.97 |
| 04/01/2023 | Check | 2751 | Gaylon Haney | April '23 Rent | -420.00 | 425,934.97 |
| 04/04/2023 | Check | 2752 | Labor Issues Solutions, LLC (Kevin Da | INV#2023-02 SCCIA | -2,650.00 | 423,284.97 |
| 04/04/2023 | Check | 2753 | Philadelphia Insurance Company | Pol# PHSD1776893-Acc#82448512 | -1,080.00 | 422,204.97 |
| 04/05/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 03/16/2023-03/31/2023 | -2,529.99 | 419,674.98 |
| 04/06/2023 | Expense | | Verizon Wireless | | -107.11 | 419,567.87 |
| 04/06/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 03/16/2023-03/31/2023 | -1,469.35 | 418,098.52 |
| 04/11/2023 | Check | 2755 | City of Salinas | Acct No. 518/Inv#2023-00000055 | -5,103.50 | 412,995.02 |
| 04/11/2023 | Check | 2756 | Labor Issues Solutions, LLC (Kevin Da | INV#2023-03 SCCIA | -2,650.00 | 410,345.02 |
| 04/11/2023 | Check | 2757 | Philadelphia Insurance Company | Pol# PHPK2531217-Acc#82448512 | -1,134.00 | 409,211.02 |
| 04/11/2023 | Check | 2758 | Smith & Enright Landscaping Inc | Inv# 40580 Aphid Treatment for Trees on 100,200,31 | -1,675.00 | 407,536.02 |
| 04/11/2023 | Check | 2754 | Allied Universal Security Services | Inv#14066724,14108223 | -4,670.00 | 402,866.02 |
| 04/12/2023 | Tax Payment | | IRS | Tax Payment for Period: 04/05/2023-04/07/2023 | -1,026.25 | 401,839.77 |
| 04/12/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 04/05/2023-04/07/2023 | -191.80 | 401,647.97 |
| 04/19/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 01/01/2023-03/31/2023 | -490.00 | 401,157.97 |
| 04/20/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 04/01/2023-04/15/2023 | -1,402.12 | 399,755.85 |
| 04/20/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 04/01/2023-04/15/2023 | -1,310.90 | 398,444.95 |
| 04/24/2023 | Expense | | Comerica Credit Card | | -108.02 | 398,336.93 |
| 04/26/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 04/19/2023-04/21/2023 | -49.40 | 398,287.53 |
| 04/26/2023 | Tax Payment | | IRS | Tax Payment for Period: 04/19/2023-04/21/2023 | -518.55 | 397,768.98 |
| 04/27/2023 | Check | 2761 | Smith & Enright Landscaping Inc | Inv# 40440 April Landscape | -8,020.00 | 389,748.98 |
| 04/27/2023 | Check | 2759 | Allied Universal Security Services | Inv#14139220,14163682 | -4,352.00 | 385,396.98 |
| 04/27/2023 | Check | 2760 | Smith & Enright Landscaping Inc | Inv# 39530 December Landscape | -7,870.00 | 377,526.98 |
| 04/28/2023 | Expense | | Comerica Credit Card | | -1,013.18 | 376,513.80 |
| 05/01/2023 | Check | 2762 | Gaylon Haney | May '23 Rent | -420.00 | 376,093.80 |
| 05/02/2023 | Expense | | AT&T | | -94.65 | 375,999.15 |
| 05/05/2023 | Deposit | | | | 7,770.00 | 383,769.15 |
| 05/05/2023 | Transfer | | | | -200,000.00 | 183,769.15 |
| 05/05/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 04/16/2023-04/30/2023 | -2,530.01 | 181,239.14 |
| 05/05/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 04/16/2023-04/30/2023 | -1,213.41 | 180,025.73 |
| 05/08/2023 | Expense | | Verizon Wireless | | -107.97 | 179,917.76 |
| 05/10/2023 | Tax Payment | | IRS | Tax Payment for Period: 05/03/2023-05/05/2023 | -935.90 | 178,981.86 |
| 05/10/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 05/03/2023-05/05/2023 | -169.89 | 178,811.97 |
| 05/10/2023 | Expense | ach | State Compensation Insurance Fund | | -703.50 | 178,108.47 |
| 05/15/2023 | Check | 2765 | Labor Issues Solutions, LLC (Kevin Da | INV#2023-04 SCCIA | -2,650.00 | 175,458.47 |
| 05/15/2023 | Check | 2763 | Jenna Hanson | Inv: March + April 2023, Reimbursement. | -4,414.35 | 171,044.12 |
| 05/15/2023 | Check | 2764 | Allied Universal Security Services | Inv#14182982 | -2,494.00 | 168,550.12 |
| 05/19/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 05/01/2023-05/15/2023 | -2,530.00 | 166,020.12 |
| 05/19/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 05/01/2023-05/15/2023 | -1,476.68 | 164,543.44 |
| 05/24/2023 | Tax Payment | | IRS | Tax Payment for Period: 05/17/2023-05/19/2023 | -1,028.83 | 163,514.61 |
| 05/24/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 05/17/2023-05/19/2023 | -192.10 | 163,322.51 |
| 05/25/2023 | Check | 2769 | Smith & Enright Landscaping Inc | Inv# 40709 May Landscape | -8,020.00 | 155,302.51 |
| 05/25/2023 | Check | 2766 | Allied Universal Security Services | Inv#14139220,14163682 | -6,636.80 | 148,665.71 |
| 05/25/2023 | Check | 2768 | Monterey Signs | Voided - Inv#22854 | 0.00 | 148,665.71 |
| 05/25/2023 | Check | 2767 | Salinas Valley Chamber of Commerce | Inv#15997 | -450.00 | 148,215.71 |
| 05/25/2023 | Check | 2770 | Steinbruner Hill CPAs | Inv#7996, 8117 | -2,727.00 | 145,488.71 |
| 05/30/2023 | Expense | | AT&T | | -94.65 | 145,394.06 |
| 05/31/2023 | Check | 2773 | Allied Universal Security Services | Inv#14303152 | -2,494.00 | 142,900.06 |
| 05/31/2023 | Check | 2772 | Monterey Signs | Inv#22854 | -1,995.00 | 140,905.06 |
| 06/01/2023 | Check | 2771 | Gaylon Haney | June '23 Rent | -420.00 | 140,485.06 |

Salinas City Center Improvement Association
Comerica Operating Bank Account
November 30, 2022 - July 7, 2023

| Date | Transaction Type | Num | Name | Memo/Description | Amount | Balance |
|---|------------------|------|---------------------------------------|---|-----------------------|----------------------|
| 06/05/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 05/16/2023-05/31/2023 | -2,530.00 | 137,955.06 |
| 06/05/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 05/16/2023-05/31/2023 | -1,440.01 | 136,515.05 |
| 06/06/2023 | Expense | | Verizon Wireless | | -107.97 | 136,407.08 |
| 06/09/2023 | Tax Payment | | IRS | Tax Payment for Period: 06/03/2023-06/06/2023 | -1,015.85 | 135,391.23 |
| 06/09/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 06/03/2023-06/06/2023 | -190.61 | 135,200.62 |
| 06/16/2023 | Check | 2774 | Allied Universal Security Services | Inv#14336380,Inv#14367680 | -4,107.20 | 131,093.42 |
| 06/16/2023 | Check | 2775 | Labor Issues Solutions, LLC (Kevin Da | INV#2023-05 SCCIA | -2,650.00 | 128,443.42 |
| 06/16/2023 | Check | 2776 | Laura Harris Consulting | Inv #Salin C20230605 | -1,000.00 | 127,443.42 |
| 06/20/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 06/01/2023-06/15/2023 | -1,322.57 | 126,120.85 |
| 06/20/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 06/01/2023-06/15/2023 | -2,530.00 | 123,590.85 |
| 06/22/2023 | Expense | | Comerica Credit Card | | -817.34 | 122,773.51 |
| 06/23/2023 | Tax Payment | | CA EDD | Tax Payment for Period: 06/17/2023-06/20/2023 | -185.91 | 122,587.60 |
| 06/23/2023 | Tax Payment | | IRS | Tax Payment for Period: 06/17/2023-06/20/2023 | -974.36 | 121,613.24 |
| 06/27/2023 | Check | 2778 | City of Salinas | Permit #REV23-0150 | -154.61 | 121,458.63 |
| 06/27/2023 | Check | 2779 | The Christmas Light Pros | Invoice Date 06.13.23 | -2,400.00 | 119,058.63 |
| 06/27/2023 | Check | 2780 | Monterey Signs | Inv#22650 | -1,677.81 | 117,380.82 |
| 06/27/2023 | Check | 2781 | Smith & Enright Landscaping Inc | Inv# 40990 June Landscape | -8,134.30 | 109,246.52 |
| 06/27/2023 | Check | 2777 | Allied Universal Security Services | Inv#14394816,14409373 | -4,243.20 | 105,003.32 |
| 06/30/2023 | Expense | | AT&T | | -94.65 | 104,908.67 |
| 07/01/2023 | Check | 2782 | Sharon Haney | July '23 Rent | -420.00 | 104,488.67 |
| 07/05/2023 | Payroll Check | DD | Kevin A. Hayes | Pay Period: 06/16/2023-06/30/2023 | -1,381.29 | 103,107.38 |
| 07/05/2023 | Payroll Check | DD | Gregor Hamer | Pay Period: 06/16/2023-06/30/2023 | -2,530.00 | 100,577.38 |
| Total for 1000 Checking - Operating Acct | | | | | -\$ 180,870.50 | \$ 100,577.38 |

Salinas City Center Improvement Association
Comerica Bank Account
November 30, 2022 - July 7, 2023

| Date | Transaction Type | Num | Name | Memo/Description | Amount | Balance |
|---|------------------|------|--------------------------|----------------------------------|---------------------|---------------------|
| 1050 Checking - Grants | | | | | | |
| Beginning Balance | | | | | | 7,866.73 |
| 12/15/2022 | Deposit | | | Arts Council for Monterey County | 5,000.00 | 12,866.73 |
| 12/15/2022 | Deposit | | | Monterey Foundation | 70,000.00 | 82,866.73 |
| 12/16/2022 | Check | 202 | The Christmas Light Pros | | -27,800.00 | 55,066.73 |
| 03/01/2023 | Expense | | | | -30.25 | 55,036.48 |
| 03/28/2023 | Deposit | | | | 25,000.00 | 80,036.48 |
| 03/28/2023 | Deposit | | | | 36,000.00 | 116,036.48 |
| 05/31/2023 | Check | 1005 | Monterey Signs | Inv#54727 | -11,282.66 | 104,753.82 |
| 05/31/2023 | Check | 1008 | Jose G Ortiz | Inv #0000024 | -10,000.00 | 94,753.82 |
| 05/31/2023 | Check | 1007 | The Christmas Light Pros | Invoice Date 05.15.23 | -2,400.00 | 92,353.82 |
| 05/31/2023 | Check | 1006 | Monterey Signs | Inv#55000 | -1,995.00 | 90,358.82 |
| Total for 1050 Checking - Grants | | | | | \$ 82,492.09 | \$ 90,358.82 |

MAINTENANCE AGREEMENT

SALINAS ROTARY ARCH

THIS MAINTENANCE AGREEMENT (“Agreement”) is entered into this 20th day of June, 2023, (“Agreement”) by and between the City of Salinas, a California Charter city and municipal corporation (hereinafter “City”) and the Salinas Rotary Club, a California non-profit mutual benefit corporation, (hereinafter “Rotary”).

WHEREAS, the City adopted the Downtown Vibrancy Plan in 2015 which included as one of its key implementation measures the creation of a streetscape plan for Main Street; and

WHEREAS, the City approved the Main Street Master Plan in October 2017 with the intent to create an attractive and safe area along Main Street from Central Avenue to San Luis Street and to revitalize the Downtown Area; and

WHEREAS, Rotary proposed the construction of a landmark Salinas sign, to be named the Salinas Rotary Arch, (the “Arch”), as a component of the streetscape plan; and

WHEREAS, the City agreed to incorporate the Arch into the Streetscape plan; and

WHEREAS, the final Main Street Streetscape Project included the installation of new concrete and paver sidewalks along Main Street, the installation of new street trees, a new traffic signal system at Main Street and San Luis Street, new electrical and lighting systems throughout the 100, 200, and 300 blocks of Main Street, a new automatic landscape irrigation system, new landscaping and amenities, and the construction of the Arch across the 200 block of Main Street; and

WHEREAS, Rotary contributed substantial funds towards the costs to design and to construct the Arch and has a vested interest in ensuring the Arch is maintained; and

WHEREAS, on November 15, 2022, the Salinas City Council accepted the Main Street Streetscape Project, including the Arch and all other components of the project, for maintenance and responsibility.

NOW, THEREFORE, IT IS HEREBY MUTUALLY AGREED AS FOLLOWS:

1. **Grant of License; Non-Exclusive Right of Entry.** City grants to Rotary a non-exclusive license to maintain and repair the Arch to include the following: graffiti removal from the brick, graffiti removal from the pre-cast concrete, maintenance/reapplication of water-repellant coating on the brick and pre-cast concrete (“Maintenance Services”). Rotary shall at its sole cost and expense provide all labor, supervision, supplies, materials, equipment, and all other tools and manpower necessary to perform the Maintenance Services which shall be subject to City review and approval. The City understands and acknowledges that Rotary may contract with

one or more contractors to perform the Maintenance Services including, but not necessarily limited to, the Salinas City Center Improvement Association (SCCIA).

Rotary and each of its contractors and agents shall have a non-exclusive right to enter into, over, and across Main Street and the City sidewalks for the limited purpose of performing the Maintenance Services. Rotary and its contractors and agents shall coordinate with City prior to the closure of Main Street or the sidewalk as may be necessary to perform the Maintenance Services.

Rotary shall not have any other responsibility to maintain or repair the Arch beyond the Maintenance Services described in this Agreement. City agrees to perform all other maintenance including, but not limited to (a) the adjustment of the lighting direction, as needed, (b) replacement of light bulbs, (c) periodic inspection by the appropriate qualified professional of the structural and non-structural elements of the Arch, (d) reapplication of high performance coating on the steel and any related repairs, and (e) all other maintenance.

2. **No Lease.** This Agreement (i) is not a lease and does not grant Rotary any real property rights in the Arch or any City street or other public improvements and (ii) shall not make Rotary an agent for the City.

3. **Term.** This Agreement shall commence upon Rotary's execution of this Agreement ("Effective Date") and shall continue for a period of six (6) years thereafter. This Agreement may be extended only upon the mutual written consent of the parties and may be terminated sooner by either party upon no less than thirty (30) days' notice. Upon the expiration or the earlier termination of this Agreement, full responsibility for the Maintenance Services shall revert to City and Rotary shall have no obligations under this Agreement.

4. **Compensation.** For its performance of the Maintenance Services, City shall pay to Rotary annual compensation in the total amount of five thousand dollars (\$5,000). City shall make the first annual compensation payment within thirty (30) days of the Effective Date and shall make successive annual compensation payments on the anniversary of the Effective Date. Total amount of compensation to be paid by City under this Agreement shall not exceed thirty thousand dollars (\$30,000).

5. **Insurance.** Rotary shall procure and maintain for the duration of this Agreement insurance meeting the requirements specified in Attachment A hereto covering itself and all contractors and agents performing the Maintenance Services.

6. **Indemnification.** Rotary shall hold harmless, defend at its own expense, and indemnify the City and its officers, employees, representatives, and agents from and against all liability, claims, damages, losses, and/or expenses including reasonable City attorney fees arising from all acts or omissions of Rotary or its officers, contractors, agents, or employees arising out of the performance of the Maintenance Services under this Agreement. In no event shall Rotary be

obligated to defend or indemnify the City with respect to any liability, claims, damages, losses, and/or expenses caused by the sole negligence or willful misconduct of the City, its officers, employees, representatives, agents or any third party.

7. **Prevailing Wage.** Rotary shall carry out and cause its contractors to carry out the maintenance services contemplated under this Agreement in conformity with all applicable laws and regulations, including without limitation, all applicable federal and state labor laws and standards. To the extent applicable to the maintenance services, Rotary and its contractors and agents shall comply with California Labor Code Section 1720 et seq. and regulations adopted pursuant thereto and shall be responsible for carrying out the requirements of such provisions.

8. **Ownership.** City shall own the Arch and related improvements. Nothing stated in this Agreement shall transfer any ownership rights, interests or other responsibilities of ownership in the Arch from City to Rotary.

9. **Agency.** In performing the services specified under this Agreement, Rotary is hereby deemed to be an independent contractor and not an agent or employee of City.

10. **Non-Assignability.** Except as is otherwise acknowledged in Paragraph 1 of this Agreement with respect to the contracting out of the Maintenance Services, the rights and obligations of Rotary hereunder are not assignable and cannot be delegated without written consent of City.

11. **Entire Agreement.** This Agreement constitutes the entire Agreement between the parties hereto and supersedes any and all prior agreements, whether oral or written, relating to the subject matter thereof. Any modification of the Agreement will be effective only if it is in writing signed by both parties hereto.

12. **Validity.** If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will continue in full force without being impaired or invalidated in any way.

13. **Counterparts.** This Agreement may be executed in multiple originals, each of which is deemed to be an original, and may be signed in counterparts.

14. **Laws.** Rotary agrees that in the performance of the Maintenance Services it will comply with all applicable State, Federal and local laws and regulations. This Agreement shall be governed by and construed in accordance with the laws of the State of California, County of Monterey, and City of Salinas.

15. **Notices.** All notices, demands, or other communications given pursuant to the terms of this Agreement shall be in writing and shall be deemed to have been given upon personal delivery or as of the second business day after mailing in the United States certified mail, return receipt requested, postage prepaid, addressed as follows or to such other address or to such other person as either party may designate:

If to City:

City Manager
200 Lincoln Avenue
Salinas, California 93901

With a copy to:

City Attorney
200 Lincoln Avenue
Salinas, California 93901

If to Rotary:

Salinas Rotary Club
Attn: President
P. O. Box 676
Salinas, CA 93902

Anne C. Leach, Esq
Ottone & Leach LLP
1418 South Main Street, Suite 203
Salinas, CA 93908

IN WITNESS WHEREOF, the parties have executed this Agreement as set forth below.

CITY OF SALINAS

Steven S. Carrigan, City Manager

Date

APPROVED AS TO FORM:

Christopher A. Callihan, City Attorney

Date

SALINAS ROTARY CLUB

By (Printed Name): _____

Date

Its (Title): _____

ATTACHMENT "A"

INSURANCE REQUIREMENTS

Rotary shall procure and maintain for the duration of the contract, and for three years thereafter, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by Rotary, its officers, agents, representatives, employees, and/or subcontractors.

MINIMUM SCOPE AND LIMIT OF INSURANCE Coverage shall be at least as broad as:

1. **Commercial General Liability** ("CGL"): Insurance Services Office ("ISO") Form CG 00 01 covering CGL on an occurrence basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$2,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO Form CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. **Automobile Liability**: ISO Form CA 0001 covering Code 1 (any auto), with limits no less than **\$1,000,000** per accident for bodily injury and property damage. As of the Effective Date of this Agreement the Rotary does not own or operate any automobiles. The Rotary will be required to obtain this insurance coverage in the event the Rotary later owns and/or operates an automobile(s).
3. **Workers' Compensation**: as required by the State of California, with Statutory Limits, and Employers' Liability insurance with a limit of no less than \$1,000,000 per accident for bodily injury or disease. As of the Effective Date of this Agreement The Rotary does not have employees. The Rotary will be required to obtain this insurance coverage in the event the Rotary later hires employees.
4. **Contractors' Pollution Legal Liability and/or Asbestos Legal Liability and/or Errors and Omissions** (if project involves environmental hazards): with limits no less than \$1,000,000 per occurrence or claim, and \$2,000,000 policy aggregate, on an annual basis.

If Rotary maintains broader coverage and/or higher limits than the minimums shown above, City requires and shall be entitled to the broader coverage and/or higher limits maintained by the Rotary. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

Self-Insured Retentions

Self-insured retentions must be declared to and approved by the City. At the option of the City, either: Rotary shall cause the insurer shall to reduce or eliminate such self-insured retentions as respects the City, its officers, officials, employees, and volunteers; or Rotary shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration, and defense expenses. The policy language shall provide, or be endorsed to provide, that the self-insured retention may be satisfied by either the named insured or City.

Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions:

1. **The City, its officers, officials, employees, and volunteers are to be covered as additional insureds** on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of Rotary including materials, parts, or equipment furnished in connection with such work or operations and automobiles owned, leased, hired, or borrowed by or on behalf of Rotary. General liability coverage can be provided in the form of an endorsement to Rotary's insurance (at least as broad as ISO Form CG 20 10, CG 11 85 or **both** CG 20 10, CG 20 26, CG 20 33, or CG 20 38; **and** CG 20 37 forms if later revisions used).
2. For any claims related to this project, Rotary's **insurance coverage shall be primary** insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Rotary's insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall provide that coverage shall not be canceled, except with notice to the City.
4. A copy of the claims reporting requirements must be submitted by Rotary to the City.
5. If the services involve lead-based paint or asbestos identification/remediation, Rotary's Pollution Liability policy shall not contain lead-based paint or asbestos exclusions. If the services involve mold identification/remediation, the Rotary's Pollution Liability policy shall not contain a mold exclusion, and the definition of Pollution shall include microbial matter, including mold.

Acceptability of Insurers

Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best rating of no less than A: VII, unless otherwise acceptable to the City.

Waiver of Subrogation

Rotary hereby agrees to waive rights of subrogation which any insurer of Rotary may acquire from Rotary by virtue of the payment of any loss. Rotary agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Rotary, its employees, agents and subcontractors.

Verification of Coverage

Rotary shall furnish the City with original Certificates of Insurance including an additional insured endorsement and all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements to City before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive Rotary's obligation to provide them. The City reserves the right to require complete, certified

copies of all required insurance policies, including endorsements, required by these specifications, at any time.

Subcontractors

Rotary shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Rotary shall ensure that City is an additional insured on insurance required from subcontractors. For CGL coverage subcontractors shall provide coverage with a form at least as broad as CG 20 38 04 13.

Maintenance of Insurance

Maintenance of insurance by Rotary as specified shall in no way be interpreted as relieving Rotary of its indemnification obligations or any responsibility whatsoever and Rotary may carry, at its own expense, such additional insurance as it deems necessary.

Special Risks or Circumstances

City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: June 20, 2023

DEPARTMENT: ADMINISTRATION

FROM: STEVEN S. CARRIGAN, CITY MANAGER

BY: CHRISTOPHER A. CALLIHAN, CITY ATTORNEY

TITLE: MAINTENANCE AGREEMENT FOR SALINAS ROTARY ARCH

RECOMMENDATION MOTION:

A motion to approve a Resolution authorizing the City Manager to enter into a Maintenance Agreement with the Salinas Rotary Club for maintenance of the Salinas Rotary Arch.

DISCUSSION:

In November 2022, the City Council accepted the Main Street Streetscape Project for maintenance and responsibility, thereby bringing the Project to completion. One of the main features of the Project is the Salinas Rotary Arch which spans Main Street on the 200 block. The Salinas Rotary Club was a key partner of the City and integral to bringing the Arch to completion. The Rotary contributed substantial funds toward the costs to design and to construct the Arch and in order to ensure their investment has offered to take on general, day-to-day maintenance of the Arch to include graffiti removal from the brick, graffiti removal from the pre-cast concrete, maintenance/reapplication of water-repellent coating on the brick and on the pre-cast concrete.

To memorialize the Rotary's commitment, the attached Maintenance Agreement is presented for the City Council's consideration. The Maintenance Agreement has a six-year term with the City providing compensation to the Rotary in the amount of \$5,000 per year for a total amount of \$30,000. The Rotary would be responsible for the cost and expense of providing all labor, supervision, materials, supplies, equipment, and all other tools and manpower necessary to perform the maintenance services contemplated under the Maintenance Agreement. All maintenance will be subject to the City's approval. All other maintenance of the Arch will be the City's responsibility including adjustment of the lighting, as needed; replacement of light bulbs; periodic inspection of the structural and non-structural elements; and reapplication of coating on and related repairs of the steel.

The Arch has become a symbol of Salinas with community members often parking or standing under the Arch for photo opportunities. Continuous maintenance and care of the Arch will be

important to ensure it remains free from vandalism and damage. With the Salinas Rotary willing to take on general, day-to-day maintenance, the City and its Public Works team can be relieved from this responsibility and can therefore be available for other needed services throughout the city.

CEQA CONSIDERATION:

The City Council's approval of the proposed Maintenance Agreement is categorically exempt from environmental review under the California Environmental Quality Act (CEQA Guidelines section 15301).

STRATEGIC PLAN INITIATIVE:

Approval of the Maintenance Agreement supports the City Council's goal of Infrastructure and Environmental Stability (City of Salinas Strategic Plan 2022-2025).

FISCAL AND SUSTAINABILITY IMPACT:

Approval of the Maintenance Agreement will have an impact on the General Fund in the total amount of \$30,000. Sufficient funding is available to support this expenditure.

DEPARTMENTAL COORDINATION

The City Manager and the City Attorney coordinated on this Report.

ATTACHMENTS:

Resolution
Maintenance Agreement

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A
MAINTENANCE AGREEMENT WITH THE SALINAS ROTARY CLUB FOR
MAINTENANCE OF THE SALINAS ROTARY ARCH**

BE IT RESOLVED BY THE CITY COUNCIL OF SALINAS that the City Council authorizes the City Manager to enter into a Maintenance Agreement with the Salinas Rotary Club for maintenance of the Salinas Rotary Arch in the total amount of \$30,000.

PASSED AND APPROVED this 21st day of March 2023, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk



| Account | Account Description | Adopted Budget | Budget Amendments | Amended Budget | Current Month Transactions | YTD Encumbrances | YTD Transactions | Budget - YTD Transactions | % Used/ Rec'd | Prior Year Total |
|---------------------------------------|--|----------------|-------------------|----------------|----------------------------|------------------|------------------|---------------------------|---------------|------------------|
| Fund 6801 - Downtown Parking District | | | | | | | | | | |
| Department 50 - Public Works | | | | | | | | | | |
| Division 5446 - Downtown Parking | | | | | | | | | | |
| | REVENUE | | | | | | | | | |
| 52 | Licenses & Permits | | | | | | | | | |
| 52.5010 | Licenses & Permits Parking Lot Permits | 50,000.00 | .00 | 50,000.00 | .00 | .00 | 35,945.00 | 14,055.00 | 72 | 50,851.53 |
| 52.5020 | Licenses & Permits Salinas St Garage Permits | 60,000.00 | .00 | 60,000.00 | 800.00 | .00 | 47,540.00 | 12,460.00 | 79 | 64,815.00 |
| 52.5040 | Licenses & Permits Monterey St Garage Permits | 140,000.00 | .00 | 140,000.00 | .00 | .00 | 206,960.21 | (66,960.21) | 148 | 159,261.67 |
| 52.5070 | Licenses & Permits Monterey St Garage - Hourly | 170,000.00 | .00 | 170,000.00 | .00 | .00 | 197,301.86 | (27,301.86) | 116 | 192,387.16 |
| 52.5075 | Licenses & Permits Parking Validation | 5,000.00 | .00 | 5,000.00 | .00 | .00 | .00 | 5,000.00 | 0 | 160.00 |
| | 52 - Licenses & Permits Totals | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$487,747.07 | (\$62,747.07) | 115% | \$467,475.36 |
| 57 | Other Revenue | | | | | | | | | |
| 57.8050 | Other Revenue Miscellaneous Receipts | .00 | .00 | .00 | .00 | .00 | 3,245.00 | (3,245.00) | +++ | 4,077.00 |
| | 57 - Other Revenue Totals | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$3,245.00 | (\$3,245.00) | +++ | \$4,077.00 |
| 72 | Licenses & Permits YE Accruals | | | | | | | | | |
| 72.5040 | Licenses & Permits YE Accruals Monterey St Garage Permits | .00 | .00 | .00 | .00 | .00 | .00 | .00 | +++ | 15,513.75 |
| 72.5070 | Licenses & Permits YE Accruals Monterey St Garage - Hourly | .00 | .00 | .00 | .00 | .00 | .00 | .00 | +++ | 5,451.26 |
| | 72 - Licenses & Permits YE Accruals Totals | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | +++ | \$20,965.01 |
| | REVENUE TOTALS | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$490,992.07 | (\$65,992.07) | 116% | \$492,517.37 |
| | Division 5446 - Downtown Parking Totals | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$490,992.07 | (\$65,992.07) | 116% | \$492,517.37 |
| | Department 50 - Public Works Totals | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$490,992.07 | (\$65,992.07) | 116% | \$492,517.37 |
| | Fund 6801 - Downtown Parking District Totals | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$490,992.07 | (\$65,992.07) | | \$492,517.37 |
| | Grand Totals | \$425,000.00 | \$0.00 | \$425,000.00 | \$800.00 | \$0.00 | \$490,992.07 | (\$65,992.07) | | \$492,517.37 |

SUMMARIES & SCHEDULES

Revenue

| Account Number | Account Description | FY 21 Actual | FY 22 Actual | FY 23 Adopted | FY 24 Adopted |
|--|--|--------------------|--------------------|--------------------|--------------------|
| 4112.00.0000-90.4109 | Transfers In 2015 Refunding COP 2005 A & B | - | 87,010 | - | - |
| 4112.00.0000-90.6600 | Transfers In Crazy Horse Landfill | 692,835 | 279,500 | - | - |
| | 4112 - Refund Bonds Series 2020A-SVSWA Total | 692,835 | 689,805 | 670,500 | 668,300 |
| 4206 - 2019 Spec Tax Bond Monte Bella 3 | | | | | |
| 4206.00.0000-90.5303 | Transfers In 2019 Spec Tax Monte Bella 3 | 402,870 | - | - | - |
| | 4206 - 2019 Spec Tax Bond Monte Bella 3 Total | 402,870 | - | - | - |
| 6200 - Industrial Waste | | | | | |
| 6200.00.0000-90.1000 | Transfers In General Fund | - | 1,865,000 | - | - |
| | 6200 - Industrial Waste Total | - | 1,865,000 | - | - |
| 6302 - Twin Creek Golf Course | | | | | |
| 6302.00.0000-90.1000 | Transfers In General Fund | - | - | 450,000 | 450,000 |
| | 6302 - Twin Creek Golf Course Total | - | - | 450,000 | 450,000 |
| 6500 - Storm Sewer (NPDES) | | | | | |
| 6500.00.0000-90.1000 | Transfers In General Fund | 2,354,100 | 2,643,100 | 2,600,000 | 2,150,000 |
| 6500.00.0000-90.1200 | Transfers In Measure G | 71,900 | 58,800 | - | - |
| 6500.00.0000-90.2401 | Transfers In Gas Tax - 2107 | 150,000 | 15,000 | 15,000 | 15,000 |
| 6500.00.0000-90.2403 | Transfers In Gas Tax - 2105 | 600,000 | 60,000 | 60,000 | 60,000 |
| | 6500 - Storm Sewer (NPDES) Total | 3,176,000 | 2,776,900 | 2,675,000 | 2,225,000 |
| 6801 - Downtown Parking District | | | | | |
| 6801.00.0000-90.1000 | Transfers In General Fund | - | - | - | 393,000 |
| 6801.00.0000-90.8914 | Transfers In RORF-Redev Obligation Retirement | 947,593 | 951,900 | 949,300 | 950,700 |
| | 6801 - Downtown Parking District Total | 947,593 | 951,900 | 949,300 | 1,343,700 |
| 7102 - Internal Services Insurances | | | | | |
| 7102.00.0000-90.1000 | Transfers In General Fund | - | - | - | 600,000 |
| 7102.00.0000-90.1100 | Transfers In Measure E | - | - | - | 250,000 |
| 7102.00.0000-90.1200 | Transfers In Measure G | - | - | 500,000 | 550,000 |
| | 7102 - Internal Services Insurances Total | - | - | 500,000 | 1,400,000 |
| 7103 - Worker's Comp Self-Insurance | | | | | |
| 7103.00.0000-90.1000 | Transfers In General Fund | 1,000,000 | - | - | - |
| | 7103 - Worker's Comp Self-Insurance Total | 1,000,000 | - | - | - |
| 7104 - General Liability Self-Insurance | | | | | |
| 7104.00.0000-90.1000 | Transfers In General Fund | 2,661,300 | 1,661,300 | 2,229,700 | 2,800,000 |
| 7104.00.0000-90.1100 | Transfers In Measure E | - | - | 323,300 | 420,000 |
| 7104.00.0000-90.1200 | Transfers In Measure G | - | - | 147,000 | 190,000 |
| 7104.00.0000-90.7101 | Transfers In Internal Services Administration | - | - | - | 1,000,000 |
| 7104.00.0000-90.7102 | Transfers In Internal Services Insurances | - | - | - | 500,000 |
| | 7104 - General Liability Self-Insurance Total | 2,661,300 | 1,661,300 | 2,700,000 | 4,910,000 |
| 7120 - Internal Services-Fleet Maint | | | | | |
| 7120.00.0000-90.1000 | Transfers In General Fund | 1,995,400 | 2,120,000 | 2,120,000 | 2,000,000 |
| 7120.00.0000-90.1100 | Transfers In Measure E | - | - | - | 100,000 |
| 7120.00.0000-90.1200 | Transfers In Measure G | - | - | - | 200,000 |
| | 7120 - Internal Services-Fleet Maint Total | 1,995,400 | 2,120,000 | 2,120,000 | 2,300,000 |
| 7121 - Vehicle Replacement | | | | | |
| 7121.00.0000-90.1000 | Transfers In General Fund | - | 9,000,000 | - | 876,825 |
| 7121.00.0000-90.1200 | Transfers In Measure G | - | - | - | 463,620 |
| | 7121 - Vehicle Replacement Total | - | 9,000,000 | - | 1,340,445 |
| Transfers In Total | | 26,917,680 | 41,657,557 | 24,782,800 | 32,781,775 |
| Total Revenue & Transfers In | | 258,811,958 | 276,435,750 | 261,482,347 | 269,895,894 |

SUMMARIES & SCHEDULES

Revenue

| Account Number | Account Description | FY 20 Actual | FY 21 Actual | FY 22 Budget | FY 23 Budget |
|--|--|------------------|------------------|------------------|------------------|
| 6500.50.5443-54.8010 | Use of money and property Investment Earnings | 3,075 | 3,932 | 500 | 5,000 |
| 6500.50.5443-56.5080 | Charges for Services Review and Inspection Fees | 2,024 | 215 | 10,000 | 10,000 |
| 6500.50.5443-57.8050 | Other Revenue Miscellaneous Receipts | 931 | - | 200 | 200 |
| | 6500 - Storm Sewer (NPDES) Total | 10,030 | 4,147 | 10,700 | 15,200 |
| 6600 - Crazy Horse Landfill | | | | | |
| 6600.20.2030-54.8010 | Use of money and property Investment Earnings | 19,181 | 6,536 | - | - |
| | 6600 - Crazy Horse Landfill Total | 19,181 | 6,536 | - | - |
| 6700 - Water Utility | | | | | |
| 6700.50.5445-55.4043 | Intergovernmental Monterey Co. Animal Shelter | 4,382 | 5,300 | 4,000 | 4,000 |
| 6700.50.5445-55.4053 | Intergovernmental City Animal Shelter | - | - | 3,000 | 3,000 |
| 6700.50.5445-55.5023 | Intergovernmental MRWPCA | 2,601 | - | 3,000 | 3,000 |
| 6700.50.5445-55.5033 | Intergovernmental City Industrial Waste Facility | - | - | 1,000 | 1,000 |
| | 6700 - Water Utility Total | 6,983 | 5,300 | 11,000 | 11,000 |
| 6801 - Downtown Parking District | | | | | |
| 6801.50.5446-52.5010 | Licenses & Permits Parking Lot Permits | 26,818 | 37,718 | 22,000 | 50,000 |
| 6801.50.5446-52.5020 | Licenses & Permits Salinas St Garage Permits | 103,390 | 31,160 | 93,600 | 60,000 |
| 6801.50.5446-52.5040 | Licenses & Permits Monterey St Garage Permits | 141,307 | 133,871 | 148,500 | 140,000 |
| 6801.50.5446-52.5070 | Licenses & Permits Monterey St Garage - Hourly | 135,030 | 58,880 | 316,500 | 170,000 |
| 6801.50.5446-52.5075 | Licenses & Permits Parking Validation | 9,018 | 6,578 | 11,500 | 5,000 |
| 6801.50.5446-57.8050 | Other Revenue Miscellaneous Receipts | 370 | - | - | - |
| | 6801 - Downtown Parking District Total | 415,933 | 268,207 | 592,100 | 425,000 |
| 6802 - Preferential Parking | | | | | |
| 6802.50.5447-52.5060 | Licenses & Permits Preferential Permits | 12,141 | 15,595 | 39,400 | 25,000 |
| | 6802 - Preferential Parking Total | 12,141 | 15,595 | 39,400 | 25,000 |
| 6803 - Parking Enforcement | | | | | |
| 6803.50.5448-53.4020 | Fines and Forfeits Parking Fines | 1,202,346 | 876,303 | 1,170,000 | 1,230,000 |
| | 6803 - Parking Enforcement Total | 1,202,346 | 876,303 | 1,170,000 | 1,230,000 |
| 6900 - Permit Services | | | | | |
| 6900.00.0000-54.8010 | Use of money and property Investment Earnings | 42,105 | 14,897 | - | 16,000 |
| 6900.30.3350-52.3010 | Licenses & Permits Mechanical Permits | 10,076 | 20,210 | 10,200 | 10,200 |
| 6900.30.3350-52.3020 | Licenses & Permits Building Permits | 734,825 | 1,064,822 | 1,100,000 | 1,400,000 |
| 6900.30.3350-52.3030 | Licenses & Permits Plumbing Permits | 23,911 | 26,778 | 3,500 | 15,000 |
| 6900.30.3350-52.3040 | Licenses & Permits Electrical Permits | 38,466 | 84,920 | 20,000 | 25,000 |
| 6900.30.3350-52.3060 | Licenses & Permits Re-Roofing Permits | 103,620 | 114,342 | 130,000 | 100,000 |
| 6900.30.3350-52.3070 | Licenses & Permits Building Demolition Permit | 1,288 | 1,288 | 1,000 | 1,000 |
| 6900.30.3350-53.3011 | Fines and Forfeits Building Enforcement | 153,011 | 31,671 | - | - |
| 6900.30.3350-53.3405 | Fines and Forfeits C & D Penalty | 25,881 | 30,275 | 20,000 | 20,000 |
| 6900.30.3350-55.3013 | Intergovernmental TRAKIT-Permit System Charges | 196,688 | 191,452 | 256,500 | 256,500 |
| 6900.30.3350-56.3280 | Charges for Services Fire Plan Check Fee-Permit Ctr | - | 47,313 | 44,000 | 44,000 |
| 6900.30.3350-56.3400 | Charges for Services Building Plan Check Fees | 946,138 | 947,653 | 1,000,000 | 1,000,000 |
| 6900.30.3350-56.3410 | Charges for Services Special Building Inspection | 58,975 | 38,552 | 50,000 | 50,000 |
| 6900.30.3350-56.3420 | Charges for Services Reinspection Service | 43,470 | 38,326 | 22,000 | 40,000 |
| 6900.30.3350-56.3430 | Charges for Services Residential Report | 45,660 | 52,013 | 40,000 | 35,000 |
| 6900.30.3350-56.3440 | Charges for Services Microfilm Fee | 28,405 | 37,979 | 25,000 | 35,000 |
| 6900.30.3350-56.3460 | Charges for Services Other Building Fees | 9,774 | 1,748 | 25,000 | 1,000 |
| 6900.30.3350-56.8060 | Charges for Services Copying Fees | 130 | - | - | - |
| 6900.30.3350-57.8080 | Other Revenue Miscellaneous Deposits | 1,562 | 4,417 | 6,500 | 6,500 |
| | 6900 - Permit Services Total | 2,463,984 | 2,748,655 | 2,753,700 | 3,055,200 |
| 7101 - Internal Services Administration | | | | | |
| 7101.14.1245-57.8050 | Other Revenue Miscellaneous Receipts | 673 | 500 | - | - |
| | 7101 - Internal Services Administration Total | 673 | 500 | - | - |
| 7102 - Internal Services Insurances | | | | | |
| 7102.12.1246-57.8050 | Other Revenue Miscellaneous Receipts | 35 | 425 | - | - |
| 7102.14.1246-57.8050 | Other Revenue Miscellaneous Receipts | 218,580 | 276,521 | 60,000 | 200,000 |
| | 7102 - Internal Services Insurances Total | 218,615 | 276,946 | 60,000 | 200,000 |
| 7103 - Worker's Comp Self-Insurance | | | | | |
| 7103.12.1247-57.1010 | Other Revenue Workers Comp Premiums | 196,601 | - | - | - |

FINANCIAL SUMMARIES

Revenue

| Account Number | Account Name | 2018-2019 Actual | 2019-2020 Actual | 2020-2021 Budget | 2021-2022 Budget |
|--|---|---------------------|---------------------|---------------------|---------------------|
| 6700.50.5445-55.5023 | Intergovernmental MRWPCA | 2,258 | 2,601 | 3,000 | 3,000 |
| 6700.50.5445-55.5033 | Intergovernmental City Industrial Waste Facility | - | - | 1,000 | 1,000 |
| 6700 - Water Utility Total | | 6,064 | 6,983 | 11,000 | 11,000 |
| 6801 - Downtown Parking District | | | | | |
| 6801.00.0000-90.8914 | Transfers In RORF-Redev Obligation Retirement | 950,406 | 952,402 | 952,500 | 952,000 |
| 6801.50.5446-52.5010 | Licenses & Permits Parking Lot Permits | 50,270 | 26,818 | 22,000 | 22,000 |
| 6801.50.5446-52.5020 | Licenses & Permits Salinas St Garage Permits | 24,146 | 103,390 | 93,600 | 93,600 |
| 6801.50.5446-52.5040 | Licenses & Permits Monterey St Garage Permits | 138,889 | 141,307 | 148,500 | 148,500 |
| 6801.50.5446-52.5070 | Licenses & Permits Monterey St Garage - Hourly | 103,126 | 135,030 | 316,500 | 316,500 |
| 6801.50.5446-52.5075 | Licenses & Permits Parking Validation | - | 9,018 | 11,500 | 11,500 |
| 6801.50.5446-57.8050 | Other Revenue Miscellaneous Receipts | - | 370 | - | - |
| 6801 - Downtown Parking District Total | | 1,266,836 | 1,368,334 | 1,544,600 | 1,544,100 |
| 6802 - Preferential Parking | | | | | |
| 6802.50.5447-52.5060 | Licenses & Permits Preferential Permits | 18,634 | 12,141 | 39,400 | 39,400 |
| 6802 - Preferential Parking Total | | 18,634 | 12,141 | 39,400 | 39,400 |
| 6803 - Parking Enforcement | | | | | |
| 6803.50.5448-53.4020 | Fines and Forfeits Parking Fines | 1,350,971 | 1,202,346 | 1,170,000 | 1,170,000 |
| 6803 - Parking Enforcement Total | | 1,350,971 | 1,202,346 | 1,170,000 | 1,170,000 |
| 6900 - Permit Services | | | | | |
| 6900.00.0000-54.8010 | Use of money and property Investment Earnings | 34,221 | 42,105 | - | - |
| 6900.00.0000-90.8801 | Transfers In Trust Deposits | 16,903 | - | - | - |
| 6900.30.3350-52.3010 | Licenses & Permits Mechanical Permits | 18,476 | 10,076 | 10,200 | 10,200 |
| 6900.30.3350-52.3020 | Licenses & Permits Building Permits | 1,257,057 | 734,825 | 1,100,000 | 1,100,000 |
| 6900.30.3350-52.3030 | Licenses & Permits Plumbing Permits | 21,044 | 23,911 | 3,500 | 3,500 |
| 6900.30.3350-52.3040 | Licenses & Permits Electrical Permits | 67,458 | 38,466 | 20,000 | 20,000 |
| 6900.30.3350-52.3060 | Licenses & Permits Re-Roofing Permits | 104,521 | 103,620 | 130,000 | 130,000 |
| 6900.30.3350-52.3070 | Licenses & Permits Building Demolition Permit | 1,369 | 1,288 | 1,000 | 1,000 |
| 6900.30.3350-53.3011 | Fines and Forfeits Building Enforcement | 26,268 | 153,011 | - | - |
| 6900.30.3350-53.3405 | Fines and Forfeits C & D Penalty | 42,016 | 25,881 | 20,000 | 20,000 |
| 6900.30.3350-55.3013 | Intergovernmental TRAKIT-Permit System Charges | 280,745 | 196,688 | 256,500 | 256,500 |
| 6900.30.3350-56.3280 | Charges for Services Fire Plan Check Fee-Permit Ctr | - | - | - | 44,000 |
| 6900.30.3350-56.3400 | Charges for Services Building Plan Check Fees | 1,025,208 | 946,138 | 1,000,000 | 1,000,000 |
| 6900.30.3350-56.3410 | Charges for Services Special Building Inspection | 64,850 | 58,975 | 50,000 | 50,000 |
| 6900.30.3350-56.3420 | Charges for Services Reinspection Service | 75,717 | 43,470 | 22,000 | 22,000 |
| 6900.30.3350-56.3430 | Charges for Services Residential Report | 51,962 | 45,660 | 40,000 | 40,000 |
| 6900.30.3350-56.3440 | Charges for Services Microfilm Fee | 53,274 | 28,405 | 25,000 | 25,000 |
| 6900.30.3350-56.3460 | Charges for Services Other Building Fees | 19,434 | 9,774 | 25,000 | 25,000 |
| 6900.30.3350-56.8060 | Charges for Services Copying Fees | 39 | 130 | - | - |
| 6900.30.3350-57.8080 | Other Revenue Miscellaneous Deposits | 16,539 | 1,562 | 6,500 | 6,500 |
| 6900 - Permit Services Total | | 3,177,098 | 2,463,984 | 2,709,700 | 2,753,700 |
| 7101 - Internal Services Administration | | | | | |
| 7101.00.0000-90.1000 | Transfers In General Fund | 350,000 | - | - | - |
| 7101.12.1245-57.8050 | Other Revenue Miscellaneous Receipts | 514 | - | - | - |
| 7101.14.1245-57.8050 | Other Revenue Miscellaneous Receipts | - | 673 | - | - |
| 7101 - Internal Services Administration Total | | 350,514 | 673 | - | - |
| 7102 - Internal Services Insurances | | | | | |
| 7102.00.0000-90.1000 | Transfers In General Fund | 650,000 | - | - | - |
| 7102.12.1246-57.1060 | Other Revenue Miscellaneous Insurances | 138 | - | - | - |
| 7102.12.1246-57.8050 | Other Revenue Miscellaneous Receipts | 154,389 | 35 | - | - |
| 7102.14.1246-57.8050 | Other Revenue Miscellaneous Receipts | - | 218,580 | 60,000 | 60,000 |
| 7102 - Internal Services Insurances Total | | 804,527 | 218,615 | 60,000 | 60,000 |
| 7103 - Worker's Comp Self-Insurance | | | | | |
| 7103.12.1247-54.8010 | Use of money and property Investment Earnings | 75,883 | - | - | - |
| 7103.12.1247-57.1010 | Other Revenue Workers Comp Premiums | 5,690,762 | 196,601 | - | - |

Greg Hamer

From: Kristan Lundquist <kristanl@ci.salinas.ca.us>
Sent: Tuesday, June 13, 2023 11:45 AM
To: Greg Hamer; Vicky Sargent
Subject: RE: Special Events

Follow Up Flag: Follow up
Flag Status: Flagged

Good Morning Greg,

Please see my answers below in red. Let me know if you have any other questions.

Kristan

From: Greg Hamer <greg@salinascitycenter.com>
Sent: Thursday, June 8, 2023 5:56 PM
To: Kristan Lundquist <kristanl@ci.salinas.ca.us>; Vicky Sargent <vickys@ci.salinas.ca.us>
Subject: Special Events

Hi Kristan, et al,

Our organization wants to clarify some questions about special events that are happening in the SCC district.

I want to first start by thanking your team for sending me updates on permits that may affect the SCC district. It is very helpful in informing and representing the downtown merchants.

Below are questions so I can understand the process better.

1. Can anybody/any organization request a special event permit for main street and closing the block to traffic? **Yes**
2. What criteria does the City have/use to determine what is eligible to block main street? **The main requirement of a street closure is a Traffic Control Plan which is reviewed and approved by the City's traffic division. All other requirements for general events must be met for any permit to be approved.**
3. Is there a limited number of events happening in the same location during a specific calendar period? **No**
4. Other than the permit fees and application fees, is there any other consideration the organizer pays for the space they are requesting? **No**
 - a. To follow up, compensate the City for occupying/removing 47 parking spaces per block?
 - b. Loss of access by the merchants?
 - c. Cleanup and potential steam/pressure washing?
5. Is there, or will there be a Special Events Committee for approvals/denying permit requests? **We have a Special Event Committee that reviews all permits and establishes requirements based on the City Ordinance.**
6. What kind of input/authority does the SCCIA (as a council approved organization) have on behalf of the merchants/property owners to deny or recommend against a special event permit issuance? **The City is the sole entity responsible for approval/denial of permits. As in the past, SCCIA can share concerns with the City regarding a particular event(s).**
7. What methods/requirements do the event organizers have to inform impacted merchants/organizations/property owners? **We ask event organizers to provide notification to the businesses along Main when a street closure is involved.**

- a. What happens when parties oppose the event? As indicated above, anyone who opposes an event can share their concerns with the City.
- b. Is there any recourse?
- c. Does the city recommend any alternative locations? In some cases, yes. As an example, there was a group who wanted to close the 100 Block for a 3-day period for a Market. We advised them that this would have a major impact and that they would need to coordinate with SCCIA and businesses. They ultimately ended up using the Train Station for their event.

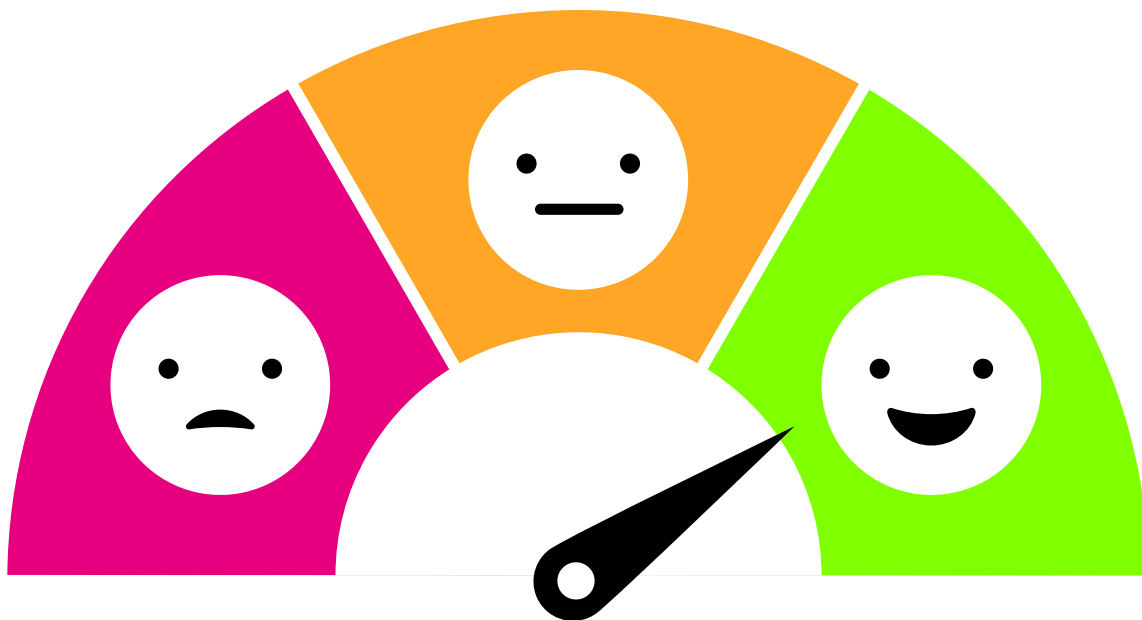
I appreciate the time you are taking to respond to these requests. Please let me know if you have any questions or clarifications.

Please acknowledge receipt of this email.

GH

Greg Hamer
District Coordinator
greg@salinascitycenter.com
(831) 877-0997
Salinas City Center Improvement Association
www.salinascitycenter.com

Want to meet?
<https://calendly.com/greghamer/30min>



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FOR A CHANCE TO WIN A **\$25 GIFT CERTIFICATE***
TO A DOWNTOWN BUSINESS

[BIT.LY/SCCCOMSURVEY](https://bit.ly/scccomsurvey)



www.SalinasCityCenter.com

**ONLY ONE ENTRY PER PERSON WILL BE ENTERED INTO THE DRAWING. A NEW NAME WILL BE DRAWN, AT RANDOM, EVERY MONTH JUNE - DECEMBER 2023. MUST BE 18+ AND A CURRENT MONTEREY COUNTY RESIDENT, SALINAS CITY CENTER BUSINESS OR PROPERTY OWNER TO WIN.

Salinas City Center Improvement Association Community Survey



Jul 7, 2023



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What would you buy in Salinas City Center or what would you buy if the right store was available to

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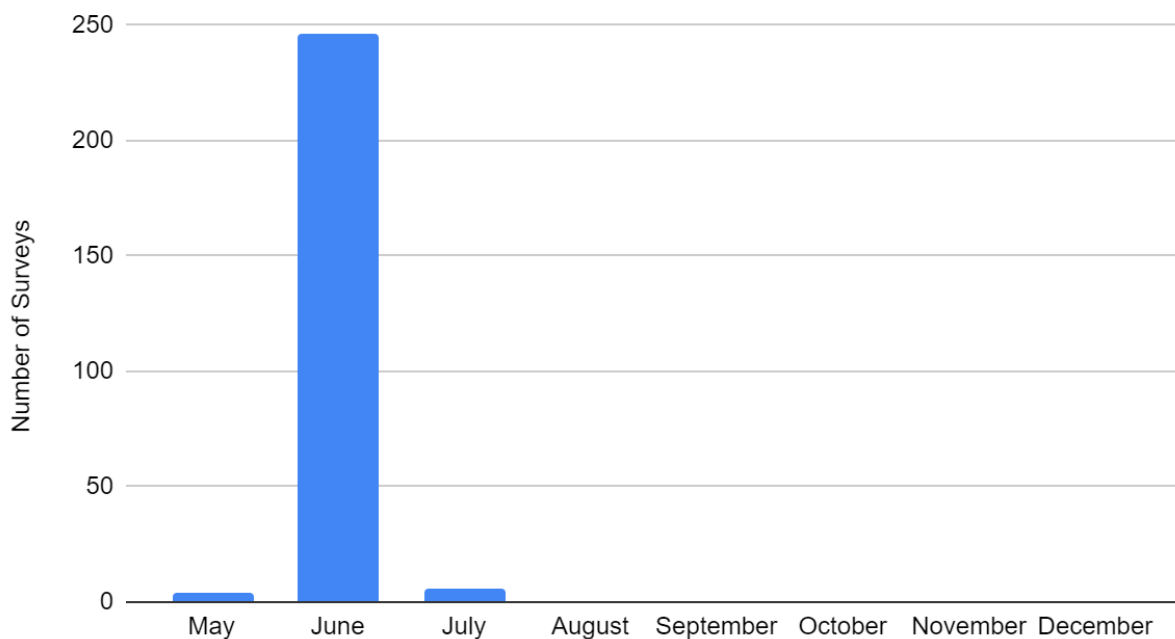
| | |
|--|-----------|
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Summary

The Salinas City Center Improvement Association developed and published a Community Survey to determine the general feelings of the public in and around the downtown core. Questions ranged from specific reasons why people were downtown, general feelings towards developments and events in the downtown core, and finally voluntary demographic information. The initial survey dates range from June 2023 to December 2023.

Completed Surveys



Total responses to date are listed in the table below. Surveys were posted at various businesses throughout the Salinas City Center. Surveys were also posted on Facebook, Twitter, and emailed to mailing lists.

| Total Responses |
|-----------------|
| 256 |

The survey used questions from several sources including the Salinas Downtown Vibrancy Plan Survey initiated by the City of Salinas in December 2013 through April 2014. The intent of repeating the same

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questions from this survey was to seek clarity on how the general sentiment of the population has changed.

Where appropriate this document will highlight these questions and how the results changed over time.

The survey was separated into 3 general sections; What brings you to Salinas City Center, What do you think of Salinas City Center, and Demographic Information of the respondent.

Why are you in Salinas City Center?

Which of the following applies to you?

The table below shows that the majority of respondents live in Salinas. We are catering to a local population that is not affected by tourism as much as the Monterey Peninsula. Compared to the Salinas Downtown Vibrancy Plan Survey Results more visitors in Salinas City Center live in Salinas than in 2014. Perhaps this is due to “downtown” being nicer and cleaner, or Salinas residents simply wanting to stay closer to home instead of driving to the peninsula for dining and entertainment due to higher costs of living. This may be explored in further surveys.

Another interesting note is that the ratio of “I work in Salinas City Center/I work in Downtown” has changed from 2014 to 2023. In 2014 more survey respondents worked in Salinas City Center than in 2023. This leads to the conclusion that more people are visiting downtown rather than working there.

Survey 2023

| Responses | 255 | % |
|-------------------------------------|-----|-----|
| Live in Salinas | 207 | 81% |
| Own Property in Salinas | 99 | 39% |
| Live in or near Salinas City Center | 76 | 30% |
| Work in Salinas City Center | 76 | 30% |
| Hartnell College Student/Staff | 4 | 2% |
| Seasonal Worker | 0 | 0% |
| Other | 14 | 5% |

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Survey 2014

1. Which best describes where you live?

- In Downtown Salinas 8.2%
- In Salinas 49.2%
- In Monterey County 37.3%
- Other 5.3%

3. Which best applies to you?

- I work in downtown 53.9%
- I own/operate a business downtown 4.2%
- I own property in downtown 2.1%
- I am a student 0.4%
- My company plans to relocate downtown 1.0%
- None of the above 38.4%

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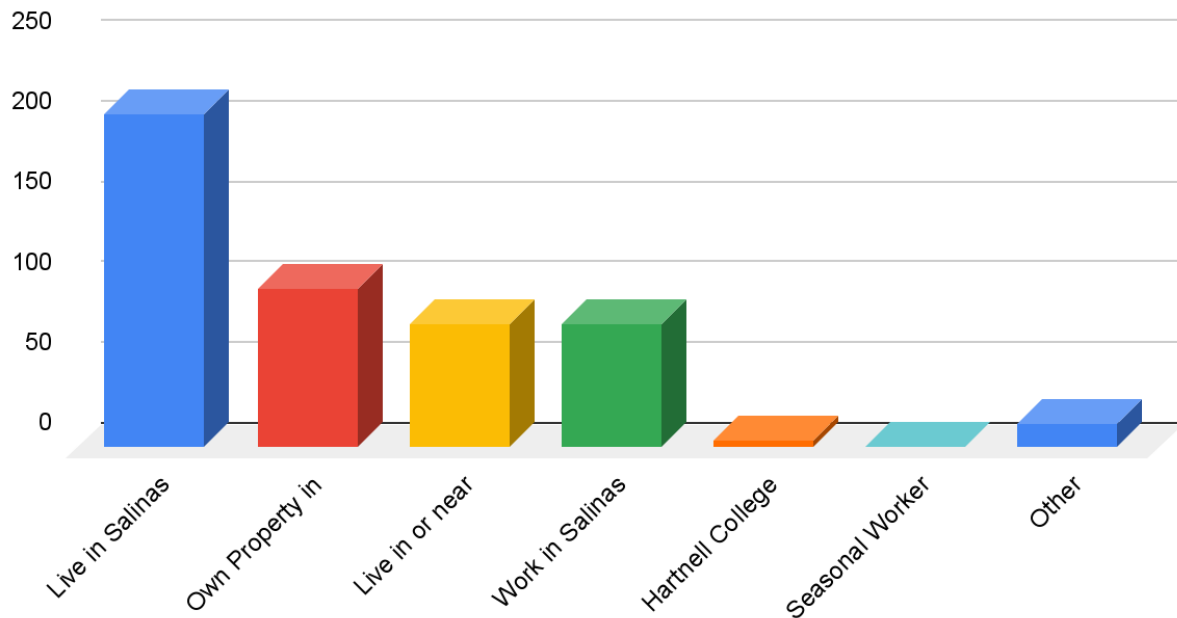
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Graph 2023

Which of the following applies to you?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| Which of the following applies to you? |
|---|
| I walk Oldtown at least three times a week. |
| Frequent visitor |
| Former oldtown business owner |
| Also work near Oldtown |
| Grew up in Salians and still shop |
| Grew up in Salinas |
| Lives in Salinas |
| Grew up in Salinas |

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| |
|---|
| Family lives and works here |
| I live in Prunedale |
| work near salinas city center |
| Grew up here live in nearby city work at Roosevelt School |
| Community Service Volunteer |
| Business owner city center |
| |
| |
| |
| |
| |

What brings you to Salinas City Center?

The previous graphs and tables illustrate that more visitors than workers are coming to Salinas City Center. The next question answers WHY they are coming downtown. The 2023 survey clearly shows that at this time Salinas City Center is a destination for diners! They are pairing it with Entertainment and Breweries/Bars to extend their stay in downtown. Shopping and Jobs are the other strong draws.

Survey 2023

| Responses | 255 | % |
|-------------------------------|-----|-----|
| Entertainment | 92 | 36% |
| Job | 77 | 30% |
| Shopping | 77 | 30% |
| Breweries/Bars | 84 | 33% |
| Dining | 188 | 74% |
| Government Centers | 16 | 6% |
| Banking/Professional Services | 36 | 14% |
| Other | 22 | 9% |

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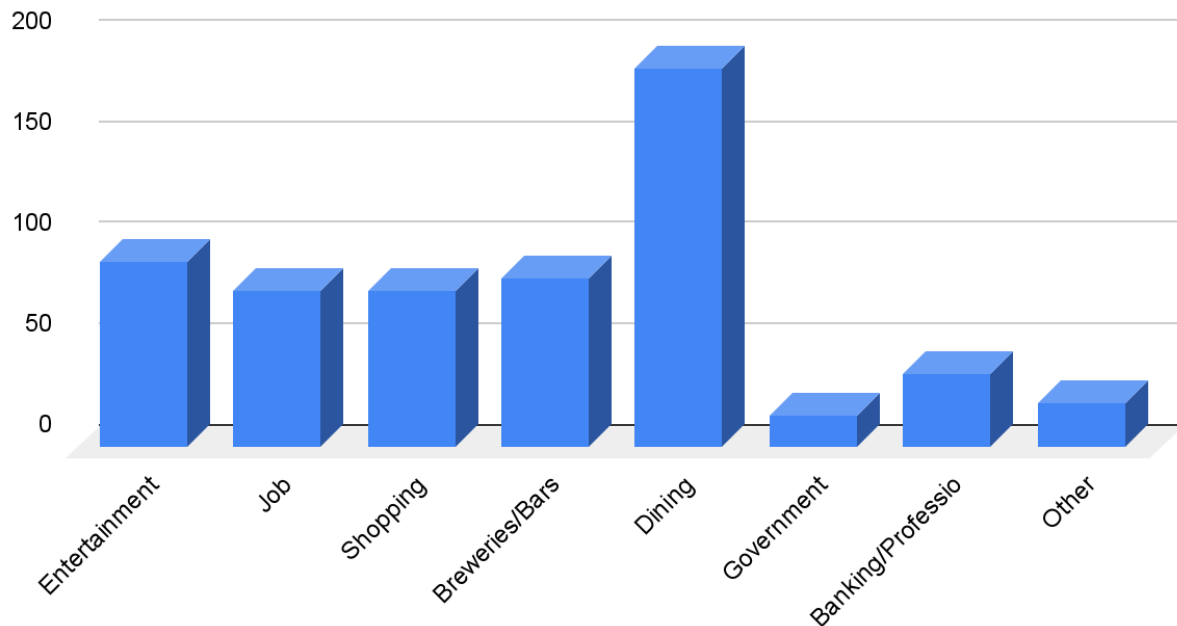
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Graph 2023

What brings you to Salinas City Center?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| What brings you to Salinas City Center? |
|---|
| The parking is so very limited I don't stop and shop or dine I simply pass through. |
| Coffee and books |
| Coffee shops |
| Farmer's market |
| i live in salinas |
| Co-Op Art Gallery |
| Free Family events |
| Utilizing other businesses |

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| |
|------------------------------|
| Work |
| Aqua blue |
| coffee |
| Alliance on aging |
| Cafes |
| Farmers Market |
| Farmers Market |
| Day spa clothing alterations |
| Browsing |
| Library |
| Dance Class |
| Community Service Volunteer |
| Community service volunteer |
| Steinbeck Center |
| |
| |



Which best describes how often you visit Salinas City Center for each purpose?

How often visitors come is a direct copy of the 2014 survey. We wanted to determine how much has changed in 9 years. One piece of feedback that has been received is that we add “job” as a category as many respondents may well work in Salinas City Center every day. This will likely be added in the next iteration of the survey. The answer rate is also very high as noted by the % (percentage) symbol in the table.

Survey 2023

| Which best describes how often you visit Salinas City Center for each purpose? | Responses | Daily | Weekly | Monthly | Few times a Year | Almost Never | % |
|--|-----------|-------|--------|---------|------------------|--------------|-----|
| Restaurants or Bars | 250 | 21 | 92 | 101 | 27 | 9 | 98% |
| Theaters Concerts or Museum | 223 | 2 | 21 | 71 | 93 | 36 | 87% |
| Business Appointments | 212 | 32 | 31 | 34 | 54 | 61 | 83% |
| Professional Services or Medical | 202 | 10 | 19 | 26 | 58 | 89 | 79% |
| Civic or Religious | 187 | 2 | 12 | 19 | 44 | 110 | 73% |
| School | 185 | 9 | 5 | 9 | 26 | 136 | 72% |
| Events | 219 | 1 | 28 | 50 | 108 | 32 | 86% |

| Which best describes how often you visit Salinas City Center for each purpose? | Responses | Daily | Weekly | Monthly | Few times a Year | Almost Never | % |
|--|-----------|-------|--------|---------|------------------|--------------|-----|
| Restaurants or Bars | 250 | 8% | 37% | 40% | 11% | 4% | 98% |
| Theaters Concerts or Museum | 223 | 1% | 9% | 32% | 42% | 16% | 87% |
| Business Appointments | 212 | 15% | 15% | 16% | 25% | 29% | 83% |
| Professional Services or Medical | 202 | 5% | 9% | 13% | 29% | 44% | 79% |
| Civic or Religious | 187 | 1% | 6% | 10% | 24% | 59% | 73% |
| School | 185 | 5% | 3% | 5% | 14% | 74% | 72% |
| Events | 219 | 0% | 13% | 23% | 49% | 15% | 86% |

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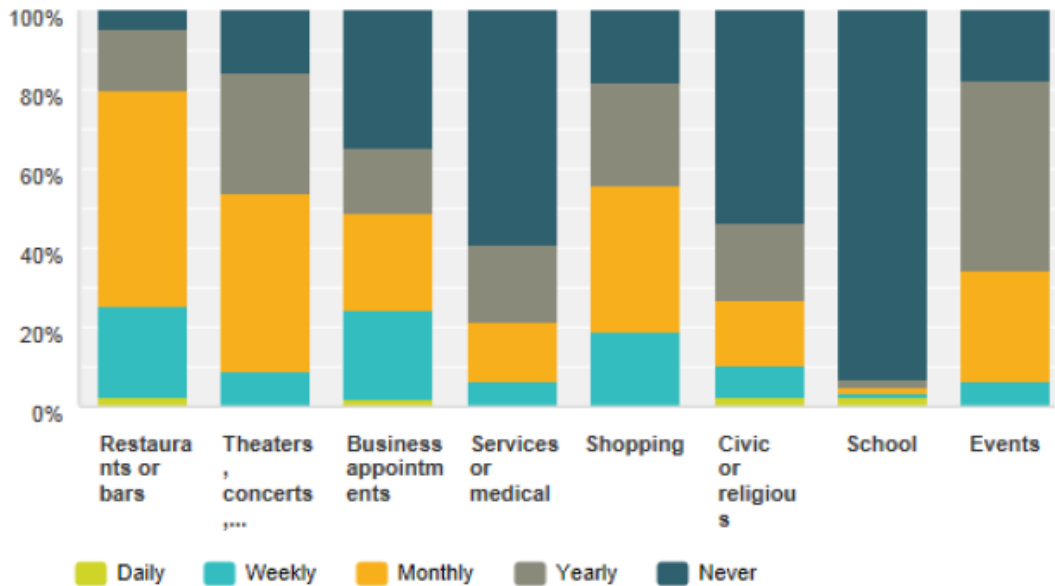
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Survey 2014

8. Which best describes how often you visit downtown Salinas for each purpose? (Responses from 212 shoppers and visitors)



| | Daily | Weekly | Monthly | Yearly | Never | Total |
|-----------------------------|------------|--------------|---------------|--------------|---------------|-------|
| Restaurants or bars | 2.43% 5 | 23.30% 48 | 54.37% 112 | 15.53% 32 | 4.37% 9 | 206 |
| Theaters, concerts, museums | 0.51% 1 | 8.72% 17 | 44.62% 87 | 30.77% 60 | 15.38% 30 | 195 |
| Business appointments | 2.15% 4 | 22.58% 42 | 24.19% 45 | 16.67% 31 | 34.41% 64 | 186 |
| Services or medical | 0.00% 0 | 6.51% 11 | 14.79% 25 | 19.53% 33 | 59.17% 100 | 169 |
| Shopping | 0.53% 1 | 18.42% 35 | 36.84% 70 | 26.32% 50 | 17.89% 34 | 190 |
| Civic or religious | 2.29% 4 | 8.00% 14 | 16.57% 29 | 19.43% 34 | 53.71% 94 | 175 |
| School | 2.38% 4 | 1.19% 2 | 1.19% 2 | 2.38% 4 | 92.86% 156 | 168 |
| Events | 0.53% 1 | 5.82% 11 | 28.04% 53 | 48.15% 91 | 17.46% 33 | 189 |

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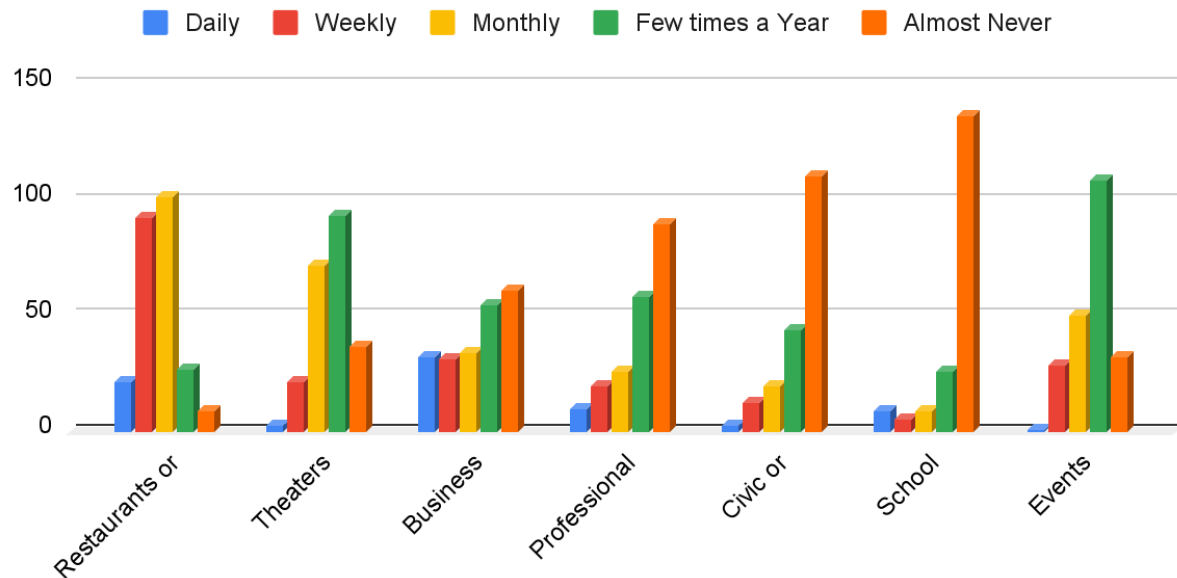
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Graph 2023

Which best describes how often you visit Salinas City Center for each purpose?



How do you get here?

Transportation methods to get to Salinas City Center have remained fairly similar compared to 2014. There are some minor changes, but not drastic enough to show real change.

Survey 2023

| How do you get here? | Responses | Always | Mostly | Sometimes | Never |
|----------------------|-----------|--------|--------|-----------|--------|
| Drive a car | 250 | 63.60% | 24.80% | 10.00% | 1.60% |
| Passenger in a car | 168 | 5.36% | 24.40% | 55.36% | 14.88% |
| Bike | 150 | 1.33% | 4.67% | 15.33% | 78.67% |
| Walk | 170 | 7.06% | 8.24% | 41.18% | 43.53% |
| Bus or Train | 148 | 0.68% | 8.11% | 4.73% | 86.49% |
| Taxi Uber Lyft | 152 | 0.66% | 7.24% | 19.74% | 72.37% |

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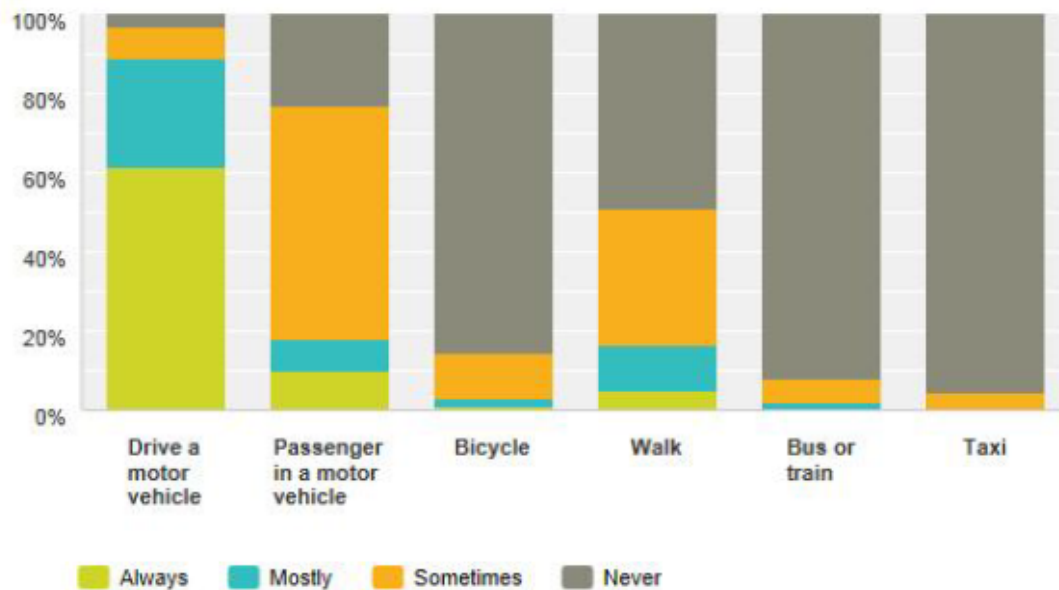
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Survey 2014

13. How do you travel to and from downtown Salinas?



| | Always | Mostly | Sometimes | Never | Total |
|------------------------------|---------------|---------------|---------------|---------------|-------|
| Drive a motor vehicle | 61.46% 303 | 27.59% 136 | 8.11% 40 | 2.84% 14 | 493 |
| Passenger in a motor vehicle | 10.06% 34 | 7.69% 26 | 59.47% 201 | 22.78% 77 | 338 |
| Bicycle | 1.00% 3 | 2.00% 6 | 11.33% 34 | 85.67% 257 | 300 |
| Walk | 4.76% 16 | 11.61% 39 | 34.82% 117 | 48.81% 164 | 336 |
| Bus or train | 0.34% 1 | 1.69% 5 | 5.76% 17 | 92.20% 272 | 295 |
| Taxi | 0.34% 1 | 0.34% 1 | 3.75% 11 | 95.56% 280 | 293 |

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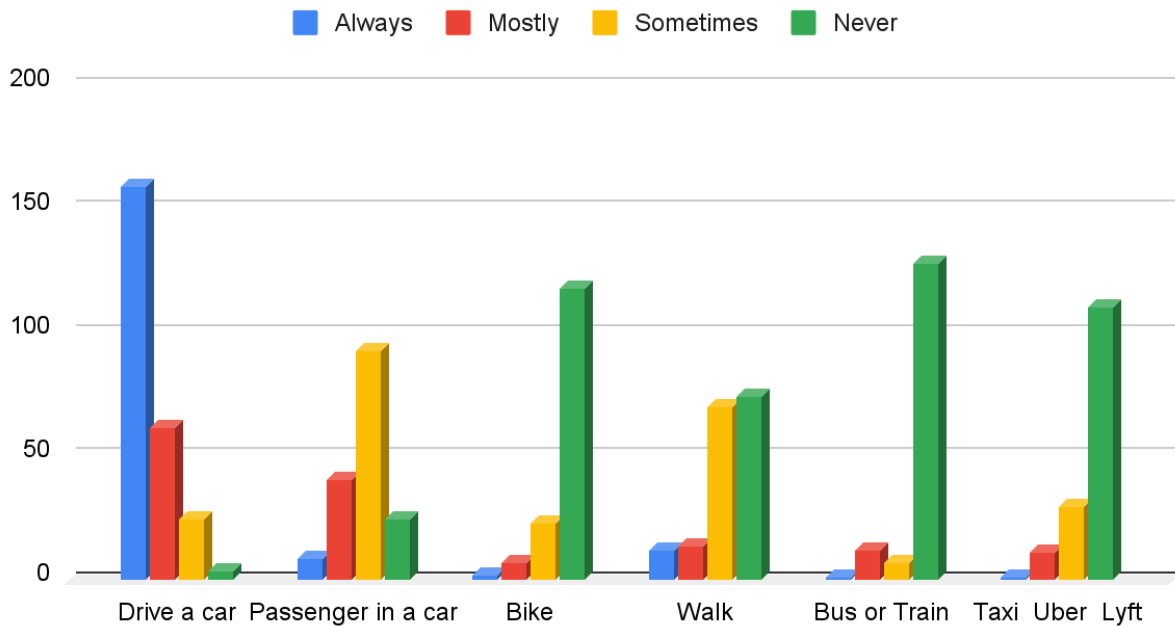
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Graph 2023

How did you get here?



If you drive, how do you park?

In 10 years the parking dynamic seems to have shifted from private employers/employees parking in private lots to the majority of visitors trying to find free parking. The numbers may be skewed because in 2014 these questions were just asked of employers/employees rather than the public at large in 2023. In 2023 there is no delineation between the visitors and employers/employees.

We do still find a large ground attempting to find parking off main street, and then most likely moving their cars to avoid ticketing. If you want to see more statistics on parking utilization, please see the SCCIA Parking Statistics study. Ultimately a more robust parking management program needs to be implemented to coordinate parking.

Survey 2023

| Responses | 254 | % |
|-------------------------|-----|--------|
| I park in a private lot | 29 | 11.42% |

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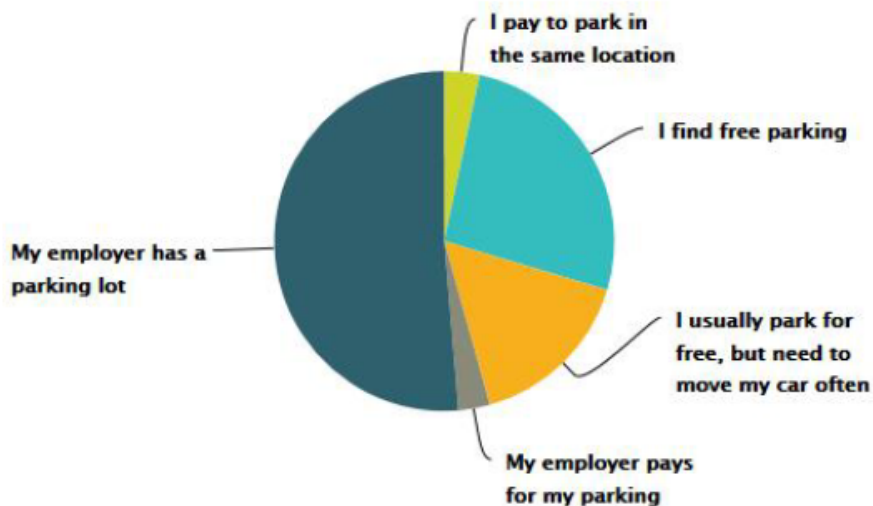
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| | | |
|--|-----|--------|
| I pay to park in the same location | 23 | 9.06% |
| I park for free, but I have to move my car often | 28 | 11.02% |
| I find free parking off Main Street | 107 | 42.13% |
| My boss pays for my parking | 12 | 4.72% |
| I usually find parking on Main St. | 47 | 18.50% |
| Not Applicable | 6 | 2.36% |

Survey 2014

5. What best describes your parking habits? (responses from 300 downtown workers)



| Answer Choices | Responses | |
|--|-----------|-----|
| ▼ I pay to park in the same location | 3.33% | 10 |
| ▼ I find free parking | 26.33% | 79 |
| ▼ I usually park for free, but need to move my car often | 16.00% | 48 |
| ▼ My employer pays for my parking | 3.00% | 9 |
| ▼ My employer has a parking lot | 51.33% | 154 |
| Total | | 300 |

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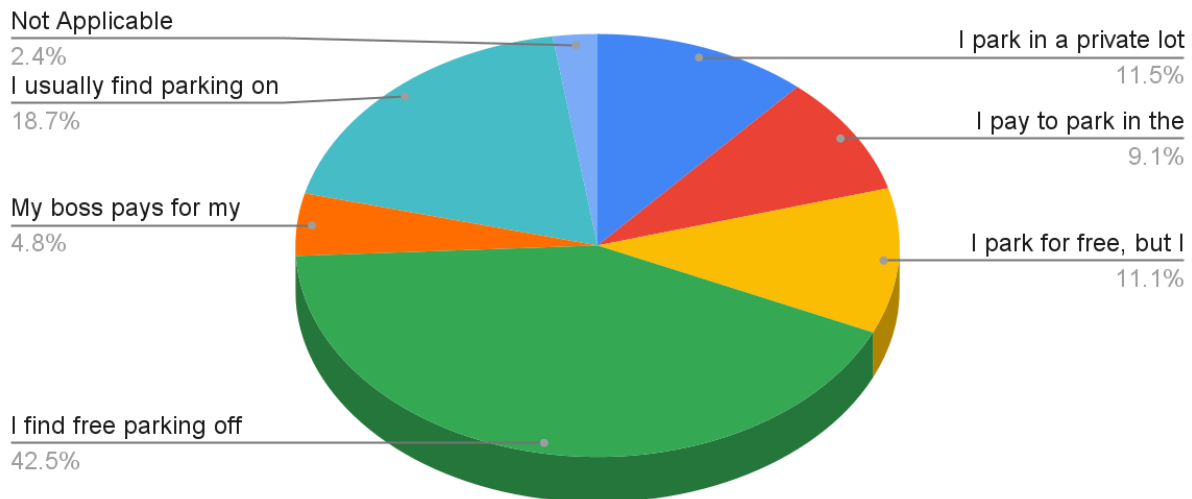
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Graph 2023

If you drive, how do you park?



Do you feel comfortable when traveling in the Salinas City Center?

As surveyed, Salinas City Center feels noticeably safer than in 2014. Almost unilaterally, the Yes responses are somewhat higher than before. The most noticeable change is in the No category. The level of discomfort has dropped significantly for most visitors. A safer downtown makes a sticky downtown. As long as visitors feel good, they will continue to come downtown.

Survey 2023

| Do you feel comfortable when traveling in the Salinas City Center? | Responses | Yes | No | Not Applicable |
|--|-----------|--------|--------|----------------|
| Crossing a busy street | 250 | 80.80% | 18.00% | 1.20% |
| Walking along the sidewalk | 251 | 86.85% | 11.95% | 1.20% |
| Walking from the parking lot to shops or restaurants | 245 | 75.51% | 23.27% | 1.22% |
| Riding a bicycle | 236 | 16.95% | 22.88% | 60.17% |
| Walking to the bus station | 234 | 16.67% | 23.93% | 59.40% |

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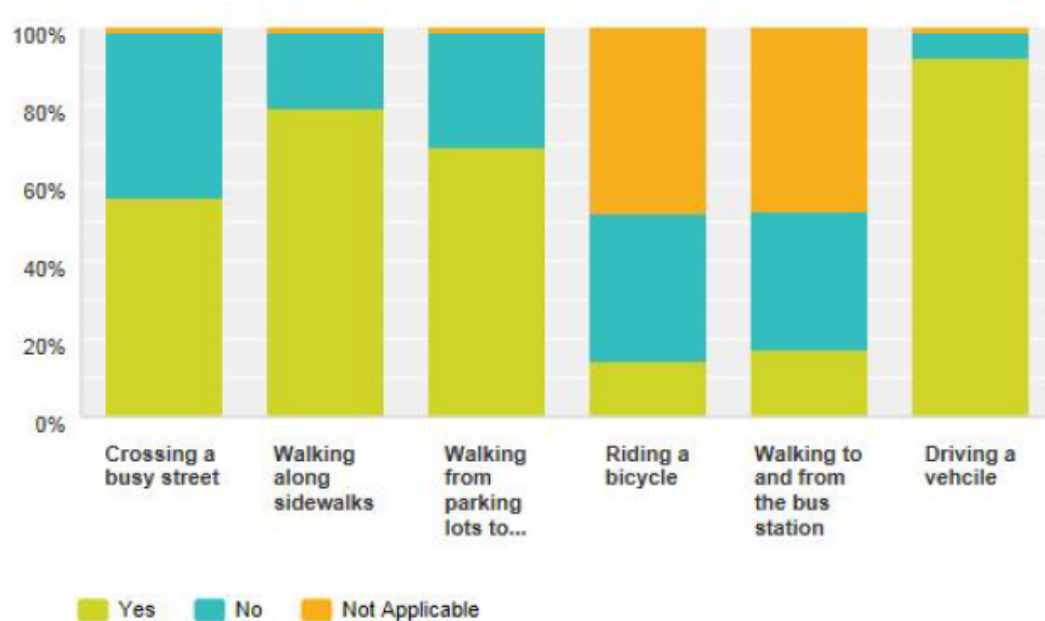
| | | | | |
|-------------------|-----|--------|-------|-------|
| Driving a vehicle | 249 | 89.16% | 9.64% | 1.20% |
|-------------------|-----|--------|-------|-------|

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Survey 2014

16. Do you feel comfortable when traveling in downtown Salinas?



| | Yes | No | Not Applicable | Total |
|-------------------------------------|---------------|---------------|----------------|-------|
| Crossing a busy street | 56.57% 297 | 42.67% 224 | 0.76% 4 | 525 |
| Walking along sidewalks | 79.39% 416 | 19.85% 104 | 0.76% 4 | 524 |
| Walking from parking lots to shops | 69.63% 360 | 29.21% 151 | 1.16% 6 | 517 |
| Riding a bicycle | 14.59% 75 | 37.74% 194 | 47.67% 245 | 514 |
| Walking to and from the bus station | 17.74% 91 | 35.48% 182 | 46.78% 240 | 513 |
| Driving a vehicle | 92.41% 475 | 6.42% 33 | 1.17% 6 | 514 |

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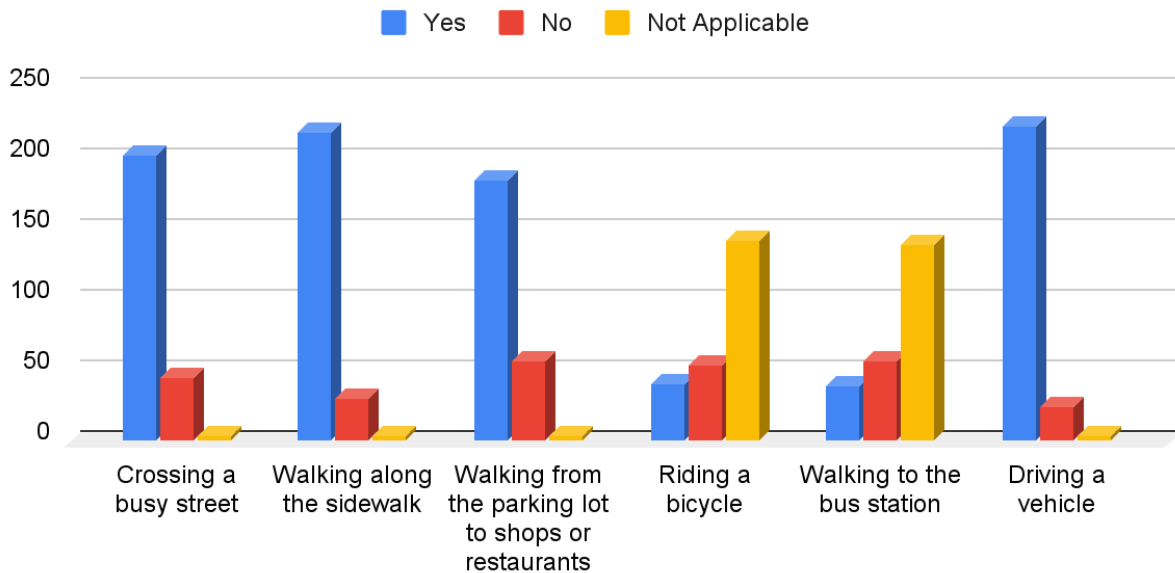
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Graph 2023

Do you feel comfortable when traveling in the Salinas City Center?



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What do you think of Salinas City Center?

What is the greatest strength of Salinas City Center or most valuable resource?

The question was a “freeform” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| What is the greatest strength of Salinas City Center or most valuable resource? |
|---|
| Space to grow and expand |
| Improving buildings and foot traffic |
| New businesses constantly opening up. |
| Support from key businesses to ensure economic development |
| Starbucks |
| Feeling of community |
| The weather. Windy and chilly all year round. |
| Salinas sign |
| the diversity of storefronts in old town |
| The presence of Taylor Farms and the efforts of Bruce Taylor. |
| Local Businesses coming together for the good of all |
| Walkable downtown. |
| Growing retail and community feeling. |
| Availability of banks |
| It has a lot to offer and has grown over the last few years |
| Architecture |
| A few of the locally owned businesses however they never stay in the town Center |
| Entertainment. |
| The small local businesses |
| Csumb space is huge, but not being utilized by the university like it was under enids management. |
| History and location |
| Someone is now paying attention to what is going on and making changes |

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| |
|---|
| My family and I believe you cater only to night-life. There are zero business we frequent. |
| Surveys like this one, showing people you listen and take action |
| Steve Ish - the man deserves an award for the connections and effort he has put into leading a revival in this community. 🙌 secondly, the local community is our greatest resources - they WANT to see businesses succeed - the city however is not supportive to small business. |
| Clean |
| Steinbeck Center |
| Its people. |
| It's HISTORY!! From it's founding, through it's rich period of grown and culture, to the days of Steinbeck, to the proud glory of it's agricultural boom in the mid 20th century and into the 1980s..... And I am NOT talking about that same old, tired, overly-repeated "abused abused Mexican migrant farmworkers, Cesar Chavez" narrative that makes it seem like only Mexicans have ever lived here. For those of us who have lived here all our lives, we are tired of that. It's been way too much and for too long. It's this false and exaggerated narrative and makes people think they have license to shit on our city, literally and figuratively. |
| sone if the retail stores, new restaurants and housing opportunities, and banks. |
| Community of small independent business owners |
| The growth coming forward but put a focus on the future and center it on family and children. |
| Visual Character |
| The Salinas City Center's greatest strengths are it's Leaders & Merchants. |
| Sense of community |
| Main Street |
| Beautiful Quaint Oldtown |
| People |
| Restraunts |
| Opportunities |
| that it is on the right path to providing a mix of business, social/leisure, retail and housing |
| It has become a place where people can walk, eat, hang out, and have a good time |
| Walkability. |
| People |
| It's got history. |
| Cinemas for me. Would like more free parking |
| Unique density of business locations. |

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| |
|--|
| Restaurants |
| History and location |
| Bars/restaurants/night life and Saturday farmer's market |
| Long time businesses still able to thrive |
| Did a good job with renovations, looks great at night. Need retail stores to draw more people. Night time farmers market like San Luis Obispo. |
| Gourley Construction remodeling buildings beautifully! |
| Charm |
| Sense of place |
| Im not going to lie and say convenience. Its a cultural and historic significance. My great grandfather owned a store at 17 Gabilan. |
| Location |
| Good restaurants |
| I enjoy the landscape and flowers. |
| A clean enjoyable place for people to gather and spend time |
| Dining and theater |
| It's pretty and attractive in the front but scary in the back |
| Small town feel |
| Na |
| Lots of food and brew options |
| Maya cinemas |
| The people |
| Gathering community |
| Location |
| The people and small business owners. |
| Food |
| Old buildings |
| Lots of nightlife |
| The annual Veteran's Parade |
| Maya Cinema and the improved look of City Center |
| Architecture |

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| |
|--|
| MAYA & FOX |
| Nothing |
| Keeping it a clean, safe place to visit |
| Having Maya Cinema provides some entertainment. |
| Restaurant options |
| The Sign |
| There isnt really a strength with the city, its needs ALOT of improvement |
| The long term businesses. I am sure the new parking and steer traffic in both directions has greatly impacted businesses. Especially restaurants. A couple times is has taken me literally 15 minutes just to get through the first half of old town. It is worse now than it ever has been with the new design. |
| Family owned businesses |
| The history and architecture. |
| Walk ability |
| The beauty of the architecture. Stand back and look at the buildings. They're very pretty. The clean up is going really well. |
| New business |
| Don't have to drive to North Salinas |
| Small businesses, but the city bows down to Taylor, so that will never change! |
| My husband says "valley bikes" and furrries. |
| The diver's variety in down town. |
| Good restaurants and a good outdoor area for events |
| Some great restaurants, coffee shops, and bars AND (I believe) they are independent businesses, so I feel like my money is helping people in our own community. |
| Community |
| My job is there, burrito king is the best Mexican food |
| Local businesses! I really appreciate being able to support my community when I can. |
| Sense of community |
| Variety of restaurant and outdoor seating |
| Location/current tenants who are vested in the community. |
| it's community |
| Alliance on aging |

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| |
|---|
| Not sure |
| Bruce Taylor |
| Lots of places to eat. |
| Taylor Farms because it looks like they are willing to FINALLY contribute. As Herb Caen said in the SF Chronicle : the only culture is agriculture . Salinas was once the one of the 10 wealthiest cities in the country. 3 major hotels were downtown- what the hell happened? Ag companies kept the money rather than reinvest in downtown. You know how much money is in Salinas? Just count the banks along Main Street. And while you are at it fix up that ugly behemoth of a building - compass church Looks like a prison. |
| bars |
| The reviving of the one and two-hundred blocks, soon to be 300 block. Housing addition. |
| Vision of Bruce Taylor :) |
| The diversity of the restaurants and shops |
| The people who work in the SCC restaurants/retails. |
| Community |
| Salinas Rodeo |
| International recognition for Steinbeck, Produce, and Old Town Charm |
| Farmers Market |
| The people who work and live there. |
| Home town atmosphere mixed with family standards working with new regentrification of the area. |
| The updated look and adding more variety of restaurants/bars |
| Environmental sustainability |
| Cultural character |
| Environmental sustainability |
| Environmental sustainability |
| Recreational opportunity |
| Historical preservation |
| Exterior of downtown Salinas |
| Cultural Heritage |

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| |
|--|
| Historic buildings, first 3 blocks, great restaurants, Salinas sign |
| It is a business center, so Monday-Friday there is a convergence of people arriving in Salinas Center creating an active downtown. |
| I am not sure |
| No answer. |
| Safe, beautiful, boutique shopping |
| offers opportunity for family dining and entertainment |
| The family friendly community atmosphere created in the last year with the Farmer's Market |
| Farmers market |
| it is becoming a vibrant business district |
| Steinbeck Center/Taylor's revitalization |
| The attractiveness of Main St |
| When bad drivers aren't running red lights or nearly taking out pedestrians, it is very walkable and there are some great places to eat, see a show, and meet up with friends. |
| Maya Cinema |
| Great old architecture |
| Farmers market |
| That it has become a charming place to eat and shop. The atmosphere overall is very good. |
| Small Business |
| I would say the restaurants because I'm always able to get some food around here |
| Near Amtrak, MST |
| Place one can turn to for questions and answers. |
| It's business owners |
| The sanitation department/ Kevin.. He works to keep the streets/ sidewalks nice and clean. |
| Architectural identity |
| I like that Salinas City Center doesn't have a lot of chain restaurants/businesses. I like the community. |
| I would say Kevin I see him making sure it's clean picked up he really works hard to make it clean |
| Local artists |
| good places to eat |

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| |
|--|
| Revitalizing Oldtown |
| There definitely is a community in Salinas who wants to see it thrive. When I compare it to years ago like 2014-2018 down town was looking awful! But not it's really come alive again which I'm grateful for. I now just go to downtown just to go vs before I hated going to downtown. |
| Anchor of Salinas. |
| Its sense of community and cross-cultural appeal. |
| Location near transit |

Share a favorite experience in Salinas City Center.

The question was a "freeform" option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| |
|---|
| Share a favorite experience in Salinas City Center. |
| Parade of lights |
| Kiddie Kapers Parade and the Festival of Lights Parade |
| Salinas Valley Food and Wine Festival, love the live music on the streets |
| Meeting friends for dinner then going to the movies |
| Farmers market |
| Fox Theatre |
| New year's eve |
| Kerries shop on Main st |
| Getting my dog groomed while I work at the office. |
| I love taking walks in Oldtown, especially to the farmers market |
| Meeting new people |
| PAL car show |
| Revitalization and construction of arch. |
| Lunch |
| The Saturday Farmers Market... And the bars/breweries |
| SVFW |
| I used to walk around Salinas City Center every day when I was in high school. I used to love going to Rolicks now Bearded Bean |

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| |
|---|
| Dining |
| Grabbing some food and watching a movie. |
| Parades have been the best experience so far. |
| The food and wine festival is my favorite event |
| Driving through only. I've lived here 40+ years, own my own business, and the "remodel" is a disaster. Poor parking, poorly timed STOP lights. |
| Special Kids Connect's Chocolate Walk. Passport to Cherries Car Show & Cruise Night. The night time farmers market hosted by Donna Boyster (it was incredible) |
| Saturday farmers market |
| I love the bookstore, the shop owner is very nice and always gives my dog a treat. |
| My favorite experiences in OLDTOWN are the parades in the summers during the 1970's and 1980s, when people still cared about their town and loved their country. Now, even the government encourages you to hate your own country. |
| My office is downtown and my favorite part |
| My favorite experience from Old Town that I still remember to this day was being a child in the Parades and getting to ride in them as a recognize person |
| Oldtown Farmer's Market |
| My favorite experience was during last years Veteran's Parade. There was an elderly veteran sitting in a wheel chair watching the parade. He wasn't in the parade because he likes to watch the other Veteran's get honored. As the Veteran's passed him they would stop jump off their vehicle/float and come over and salute him and shake his hand. It was so overwhelming to see the honor and love they had for this sweet man. Tearful moments! |
| Farmers market |
| Monterey County Veterans Day Parade |
| Grabbing a coffee at cherry bean and browsing the farmers market. |
| Farmers market. |
| Veterans parade |
| Food and Wine / Beer festivals |
| Always seeing people I know in downtown, getting an opportunity to hang out and have a good time |
| Some of the events, like the PAL car show, where Main St. is closed |
| Parades |
| I love how the lights look at night. |
| Maya cinemas on a weekly basis |

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| |
|--|
| Enjoying the 3 block farmers market on all of main. |
| Food and Wine Event |
| Last night I sat outside villa Azteca with my partner under the patio heaters. We had an amazing meal and watched people go by on a beautiful night. I wish there was less road traffic in the city center and more street dining. |
| Beer festival |
| Veterans Day Parade |
| Salinas High Homecoming Parade, Rodeo Parade (Como, Lights & Kiddie Kapers) Veteran's Day Parade |
| Going out for a drink with my husband after work |
| Farmers Market |
| The Filipino Heritage exhibit at the Steinbeck center |
| Dia de Los Muertos celebration |
| Wine tastings |
| Forbes Ag Tech conference with the tent in the street |
| Walking around to relax and sitting on the bench with my coffee. |
| Holiday and Kiddie Kaper Parade |
| Walking from dinner to the movies when the lights are on in the trees |
| Don't really have one. |
| Holiday Parade of Lights |
| We enjoy the farmers market and Ariel plays |
| Food and Wine |
| Being able to find parking because it barely exists so it sometimes is a miracle to find an open spot. |
| Don't have one |
| Saturday Farmers Market |
| Too many to pick 1 |
| Farmers Market |
| The farmers market |
| Farmers market |
| I like The theater and the variety restaurants |
| Haven't been |
| Farmers market |

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| |
|---|
| Colmo parade, kids Christmas concert, live music at a bar |
| Meeting new people |
| Veterans Day Parade |
| Festivals |
| Salinas food and wine |
| Comedy and music at FOX |
| The one way street with better parking and less bars |
| I love the food and wine festivals. I love seeing the amount of vendors coming out and being able to walk all of Salinas City Center and seeing so many types of food, hand crafted items and other items for sale. The parades are always fun, I have 2 little girls so that's their favorite. |
| New lighting |
| I have enjoyed the Kiddie Kapers parade ever since I was a child. |
| Small Business Saturday many years ago |
| When the Farmers Markets was on Gablin street |
| I found a convenient parking space near my destination without having to drive around forever |
| Saturday farmers market |
| Having somewhere to spend time with friends and family |
| Parades |
| Horse parade |
| The light parade and tea shop! |
| Riding my E-scooter through down town. |
| Waking around , coffe shops , library |
| Indy car last year |
| Visiting the farmers market & eating out with family |
| Walking and seeing world go by |
| Maya Cinemas |
| Going to a Spanish rock show at La Cantina |
| Hanging out and reading at the cherry bean |
| Dining |
| Learning about crossing diagonally |

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| |
|--|
| Alliance on aging cooking class |
| The Steinbeck Festival street fair |
| Love the Farmers Market |
| Farmers market every Saturday with the fam! |
| Friday night art walks |
| The new renovation in downtown Salinas |
| Parade of Lights |
| Car shows/ farmers markets/ community events in the street. |
| N/A |
| Shopping, dining, strolling, etc |
| Farmers Market |
| Farmers market every week. |
| Getting to know the local business owners is my favorite thing about the City Center. |
| Every week at the Farmers Market talking with the vendors and watching the families come and shop and eat. |
| Restaurants and Breweries. An ice cream shop would be nice . More vegetarian options . |
| Music and Concerts |
| Festivals |
| procession |
| Drama and culture |
| Music and Concerts |
| Music and Concerts |
| procession |
| Earth Day Green Up |
| Farmers' Market, Parades, Festivals, shopping at Head Over Heels, Gifts on the Go |
| Food and Wine Festival |
| Do not have one yet |
| I don't have one yet. |
| Lunch |
| Maya Cinema |
| Every Saturday at the Farmer's Market |

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| |
|--|
| Food and Wine and farmers market |
| Kiddie Kapers parade |
| Walkability to my office and area services |
| The strolling along the new larger sidewalks |
| ARIEL Theatrical shows! Maya Cinemas do a great job too. |
| Parades |
| Just walking around and experiencing the old time Main Street feel of the place |
| Salinas Heritage Center |
| I saw a play down here at Ariel Theater and it was super entertaining |
| Shopping for crafts supplies, as well as charity shops. Food and Wine festivals when more community |
| Kiddy Kappers Parade |
| Ease of use before you screwed up the lights, crosswalk and parking with your redesign. |
| Holiday parade |
| Enjoying conversations with the public at the new cafe chairs and talking about a positive hope for the future |
| Sharing Salinas Food and Wine Fest with friends from out of town |
| There was once a wrestling event in the Salinas Armory building. I also enjoyed the Toy Show done there often. |
| Getting to know not only the workers like Kevin and Greg who make us feel comfortable and welcomed but also going for the first time to the local restaurants is awesome 🌟 |
| Shopping on a Saturday |
| farmers market |
| Farmers market on Wednesday afternoons |
| The annual parades, the cool coffee shops to do my homework/school work in. |
| Historical conservation |
| Finding craft supplies |
| Had a lemonade, walked to the antique store and browsed for an hour or two, then went to the bookstore. |
| |
| |
| |
| |
| |

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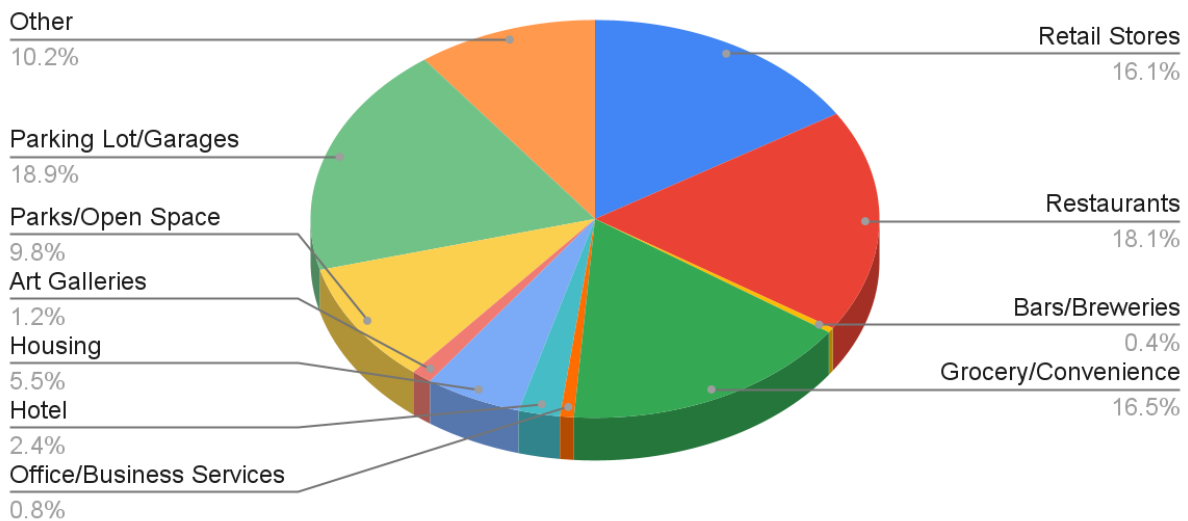
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If you got your wish, what would be added to Salinas City Center?

If you got your wish, what would be added to Salinas City Center?



Other

The question was a multiple choice with an "Other" option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| |
|--|
| If you got your wish, what would be added to Salinas City Center? |
| Skateboard area/park |
| A museum dedicated to the history or Salinas. From it's founding to it's peak in the 1980's, when it was still a nice city. Hopefully it will inspire people to help return the city that glory. |

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| |
|---|
| Family friendly type of areas for children to have fun also; NO MORE BARS/BREWERIES or clubs |
| Large Format Public Art |
| A noodle bar and a pharmacy |
| unlock the seating areas at the tables. add more benches. water fountains. better landscaping with Native plants. more tables. benches seating |
| No paint stores. |
| Pool tables |
| Get rid of new traffic lights. Too slow and annoying |
| Public art installations, outdoor dining |
| Street entertainment |
| Trader Joes |
| TRADER JOES |
| Hours of operation are unrealistic for the working class for the retail shops. Also, being closed or not accessible on weekends |
| Kids arcade/discovery zone |
| Free parking |
| Music Venue. |
| Trader Joe's |
| Community Centers |
| Whole Foods/Sprouts |
| Outdoor dining and live music |
| A Trader Joe's would be awesome! |
| Large format public art (sculptures) |
| Outdoor entertainment space |
| Clean up the sidewalks and parking lots - so much human waste, vomit, garbage really takes away from the improvements that have occurred in Salinas City Center |
| We got parking tickets all the time I'm planning to move to diferente job |
| |
| |
| |
| |

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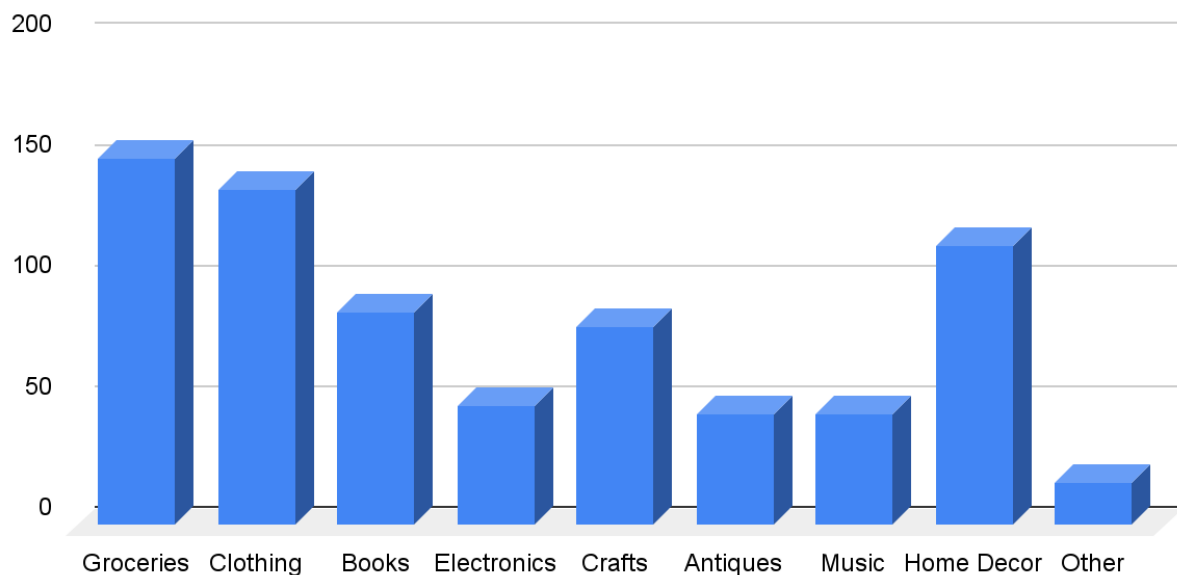
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| |
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| |
| |
| |
| |

What would you buy in Salinas City Center or what would you buy if the right store was available to you?

What would you buy in Salinas City Center or what would you buy if the right store was available to you?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| |
|---|
| What would you buy in Salinas City Center or what would you buy if the right store was available to you? |
| Office Supplies |

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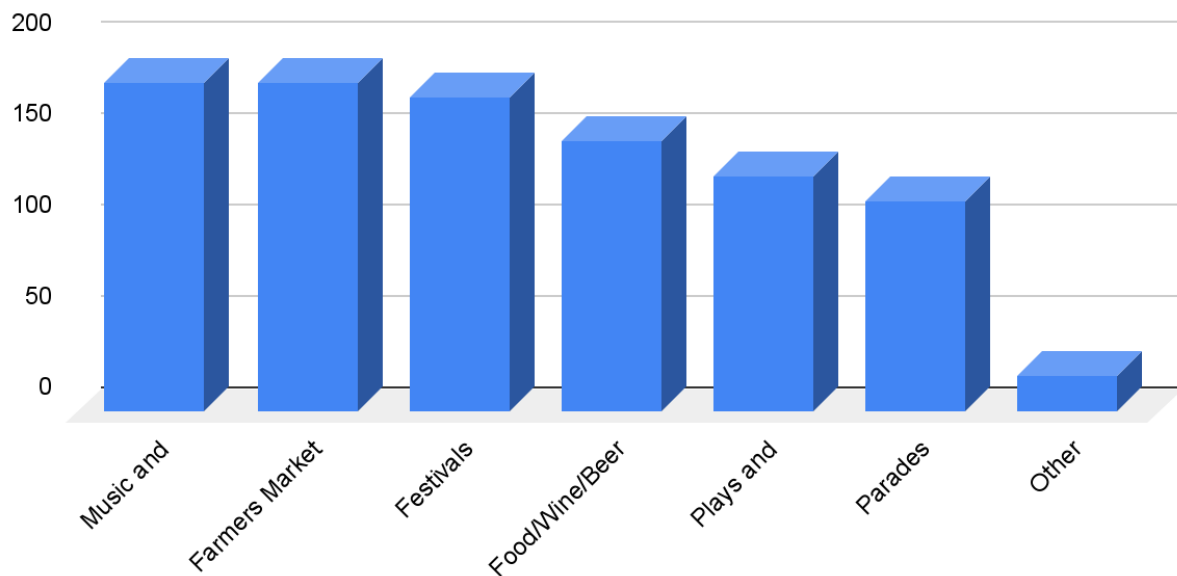


| |
|--|
| Kids Toys/Games/ |
| Boutique Shoe store |
| Anything I love shopping local |
| Meat Hardware Skateboards Cannabis Rock gym Ninja weapons |
| Nothing. Parking is a problem. |
| Materials for arts and crafts. We miss Beverlys. Was down there 3x week. |
| Small Business Vendors; Food Truck events at least once a month or something to support our local small business vendors |
| Recreational Marijuana |
| 24 hr food and restroom |
| YOGA Classes |
| I was a frequent flier at Beverly's so a craft store would be fun. |
| Fabric/hobby/golf supplies |
| Convenience store items like meds or sundries |
| Good Mexican Food |
| ??? |
| A mid week farmers market |
| There's already a little of everything |
| |
| |
| |
| |
| |
| |



What kind of events would you likely attend if they were in Salinas City Center?

What kind of events would you likely attend if they were in Salinas City Center?



Other

The question was a multiple choice with an "Other" option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| What kind of events would you likely attend if they were in Salinas City Center? |
|---|
| Adult Entertainment for Adults Only. |
| But all the above are already there |
| Car shows seasonal ice rink and/or snow dump country music concert series |
| Please with the "remodel" of downtown too few parking places. |
| SCC organized Holiday events! |
| Particularly classical more cultured types of events. NOT more of that woke-ass race-obsessed climate alarmist socialism garbage. |

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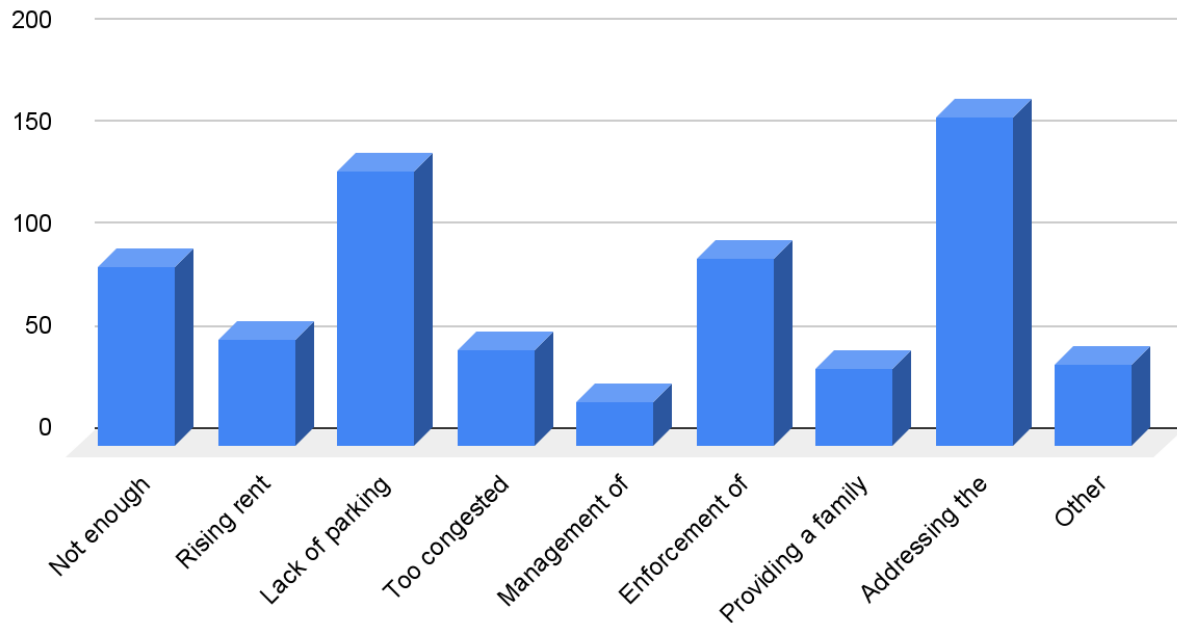


| |
|--|
| Fun experiences for the children |
| Food Truck Events |
| Events that include all three blocks. |
| A Quality |
| Holiday Celebrations closing the streets so families with little kids can enjoy and be safe. |
| I try to attend any event there because it always ends up being a good time! |
| Disc golf putting event |
| Please don't close Main Street any more then already closed |
| None of the above |
| A mid week farmers market |
| More concerts farmers market on weekday extra day |
| An actual farmers market. Not a food fair like they have now and pretend is a farmers market |
| An actual farmers market. Not a food fair like they have now and pretend is a farmers market |
| |
| |
| |
| |
| |



What are the top challenges facing Salinas City Center?

What are the top challenges facing Salinas City Center?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| What are the top challenges facing Salinas City Center? |
|---|
| More diversity in dining |
| We've failed to create significant foot traffic to support retail and the two way streets are gridlock and a hindrance to people coming to SCCIA. |
| Who is fixing the vacant trees...damn stumps are everywhere. |
| Never enough parking |
| Red lights not synchronized |
| Overnight Security PUBLIC RESTROOMS |
| Confusing stop and lengthy lights |

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10b Midtown Lane

Salinas, CA 93901

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| |
|--|
| Homeless population makes it feel dirty and unsafe. |
| Not enough housing |
| All the drug addicted homeless garbage that our liberal tyrants in local and state government have caused and allowed to grown and fester all for the sake of globalism and appeasing the woke crowd. |
| Vacancies and blight. |
| Safe parking |
| too many police |
| We need more shops & more restaurants (esp. a vegan restaurant) |
| Keeping city center clean of homeless urine and fecal matter |
| I would say too congested with cars/people but people aren't the problem. There's too much road traffic on main. Parking lot next to Steinbeck center should be free and street parking should be paid to deter cars from circling main street |
| Timed parking |
| The lights to cross intersections downtown are incredibly long compared to the time that cars get to travel. Especially during the day there are more cars than pedestrians and it takes a few "extra long" cycles to get past a light because of the pedestrian only crossing lights. |
| People with mental health problems harassing pedestrians and people smoking. |
| shops need to ne open evening hours when peoplexare off work |
| Traffic. The "fix" of Alisal combined with the two way and lights that only allow a couple of cars through at a time has made it a giant cluster. |
| People wanting a sleepy downtown |
| The timing of the lights is terrible. I only drive down Monterey now and park in the back |
| Traffic/stop lights poor timing |
| The traffic/crosswalk lights |
| Traffic light timing is off and takes too long to get through intersections |
| Lack of Police presence |
| Having to pay for parking and when getting out of garage cars won't let you to to join in the lane so must take left turn ang go around. |
| Put the vagrants in jail they are blatantly using drugs defecating in public lighting fires trashing the city etc. They are a health risk! |
| homeless and smell |
| Lots of homeless |

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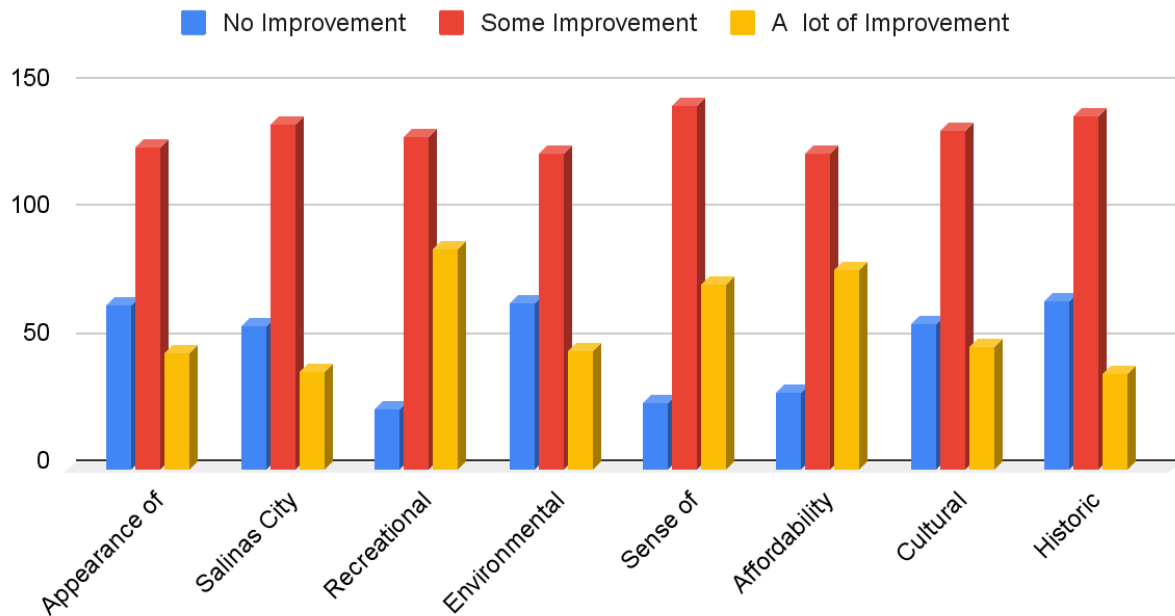


| |
|--|
| Employee parking taking up customer parking spaces |
| Main Street is so difficult to drive now that it is two ways. I avoid driving on it . |
| the complete ignorance of the situation on the 300 block of main street and the light at alisal |
| Business harassment and negativity from a 200 Block merchant. All of the retail Vacancies |
| Farmer Market/Trash/Security for businesses/parking enforcement is hateful and rude |
| Most stores closed on Sundays & 2-way traffic going through Main St |
| Appealing toilets and and sinks with running water. |
| I love how downtown now has a night life but we also need a mix of things for family with kids on Friday Nights and weekend nights that the whole family can attend to. It's hard for my family to go down there on Friday/weekend nights because there isn't much to do other than bars |
| Lack of restroom with running water sinks. |
| |
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| |



How much improvement do we need in the following areas?

How much improvement do we need in the following areas?



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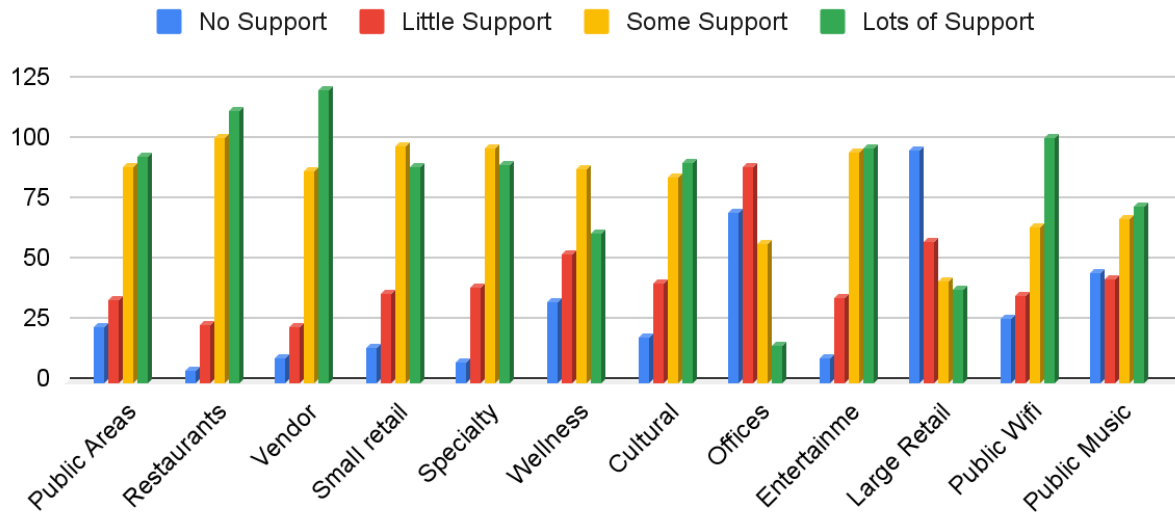
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At what level would you support the following types of development?

At what level would you support the following types of developments?



At what level would you support the following types of development?

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Demographics

This data was collected voluntarily. This data may be useful to merchants or event organizers to see “who” comes to Salinas City Center. So far, the majority of respondents are White Females from South Salinas

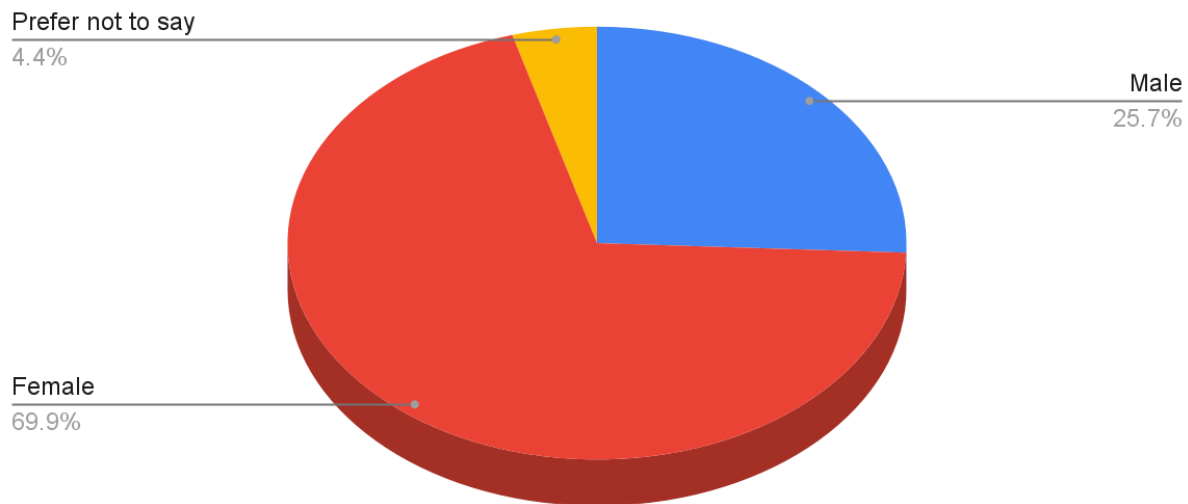
It also illustrates that Salinas City Center needs to do more to attract a more diverse demographic.

What gender do you identify?

The majority of respondents identify as Female.

Graph 2023

With what gender do you identify?



What is your race?

The majority of respondents identify as Caucasian. This does not reflect the demographic of Salinas. Additional outreach should be performed to reflect the average Salinas household.

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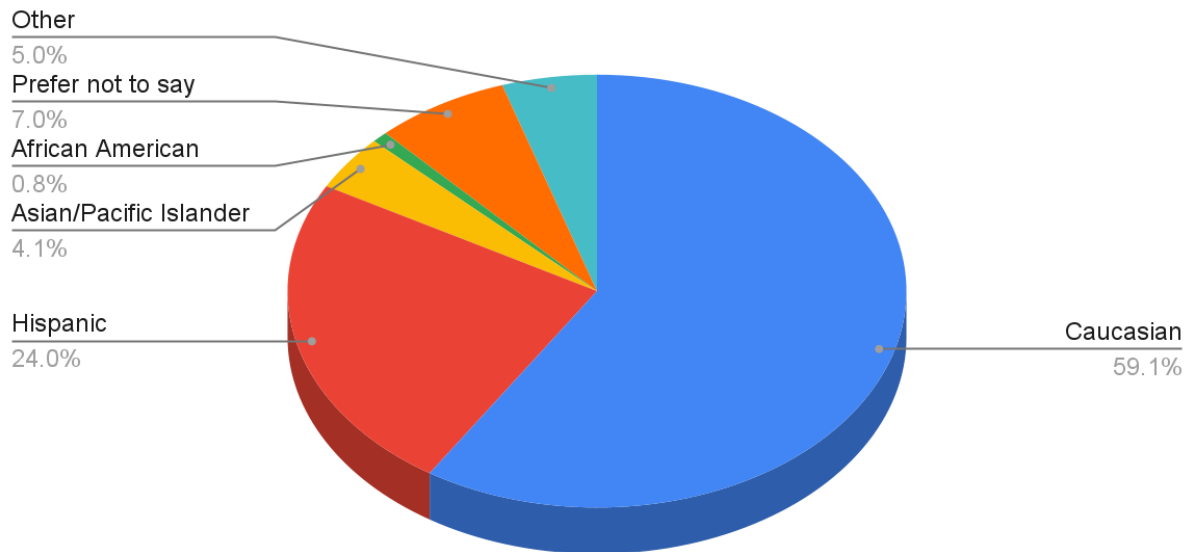
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Graph 2023

What is your race?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

| What is your race? |
|--|
| East Indian |
| Indigenous (Indian) |
| Asian & Caucasian |
| mixed |
| Hispanic, filipino and native American |
| Mexican |
| Other |
| Mixed |

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| |
|------------------|
| American |
| Mixed |
| Latina americana |
| Mediterranean |
| |
| |

What is your ZIP code?

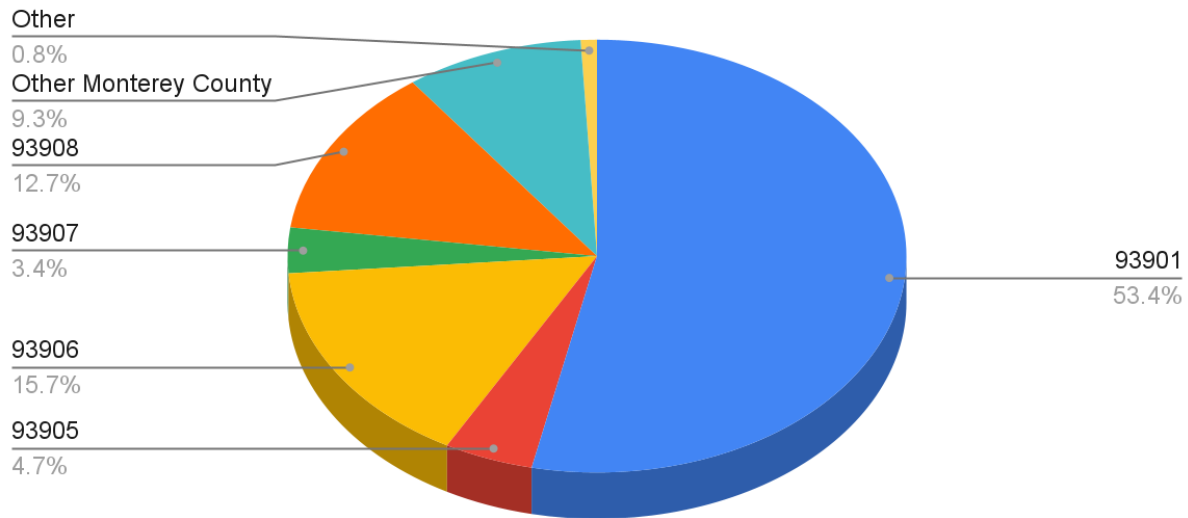
The majority of respondents that completed the survey are from South Salinas. Areas such as Las Palmas, Indian Springs and Toro Park also represented a large section. North Salinas is well represented, but East Salinas is noticeably absent. It is possible most of the downtown clientele is coming from more “affluent” areas, and therefore the merchants cater to that demographic. With East Salinas generally considered to be less affluent, perhaps the population there feels no reason to go “Downtown”. Maybe working with SUBA can alleviate this disparity as Salinas City Center is for all citizens.

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What is your ZIP code?



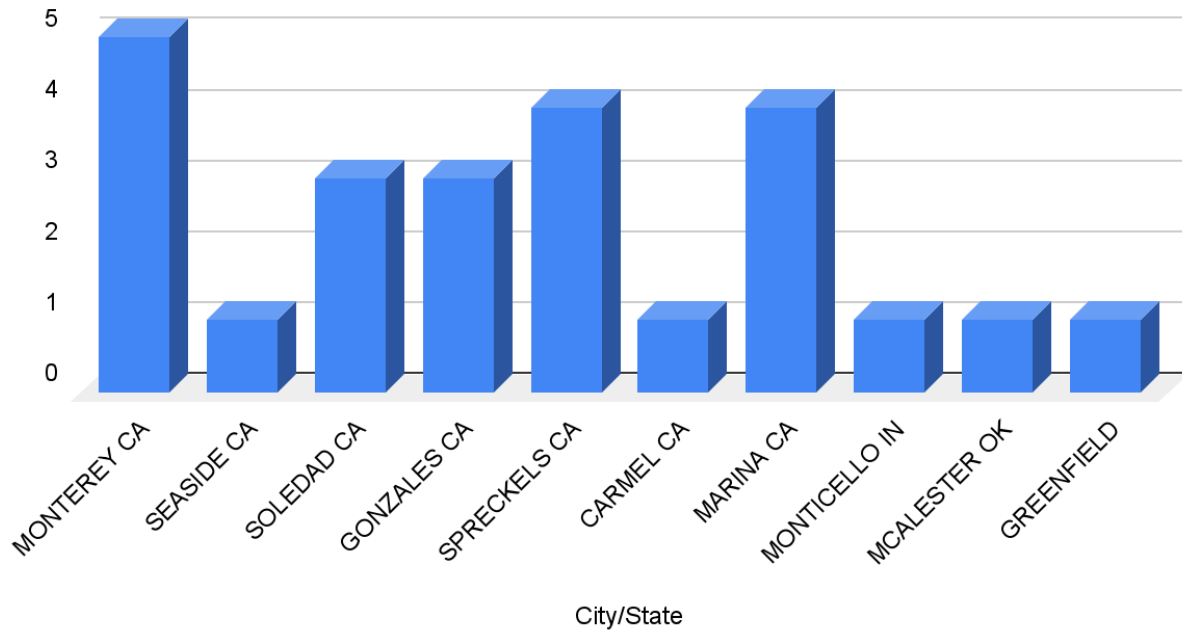
Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. Most “other” visitors come from the Monterey Peninsula, Prunedale area, or South Monterey County. There are a few exceptions. The list below shows other states such as Oklahoma and Indiana.

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Other ZIP codes



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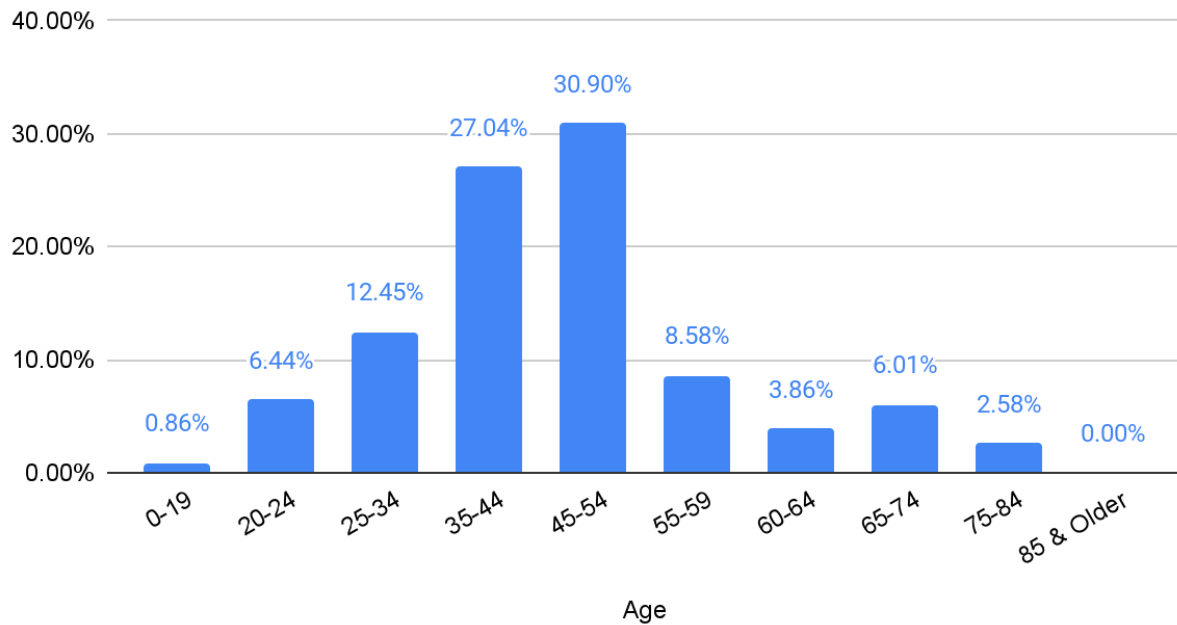
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What is your age?

Graph 2023

What is your age?



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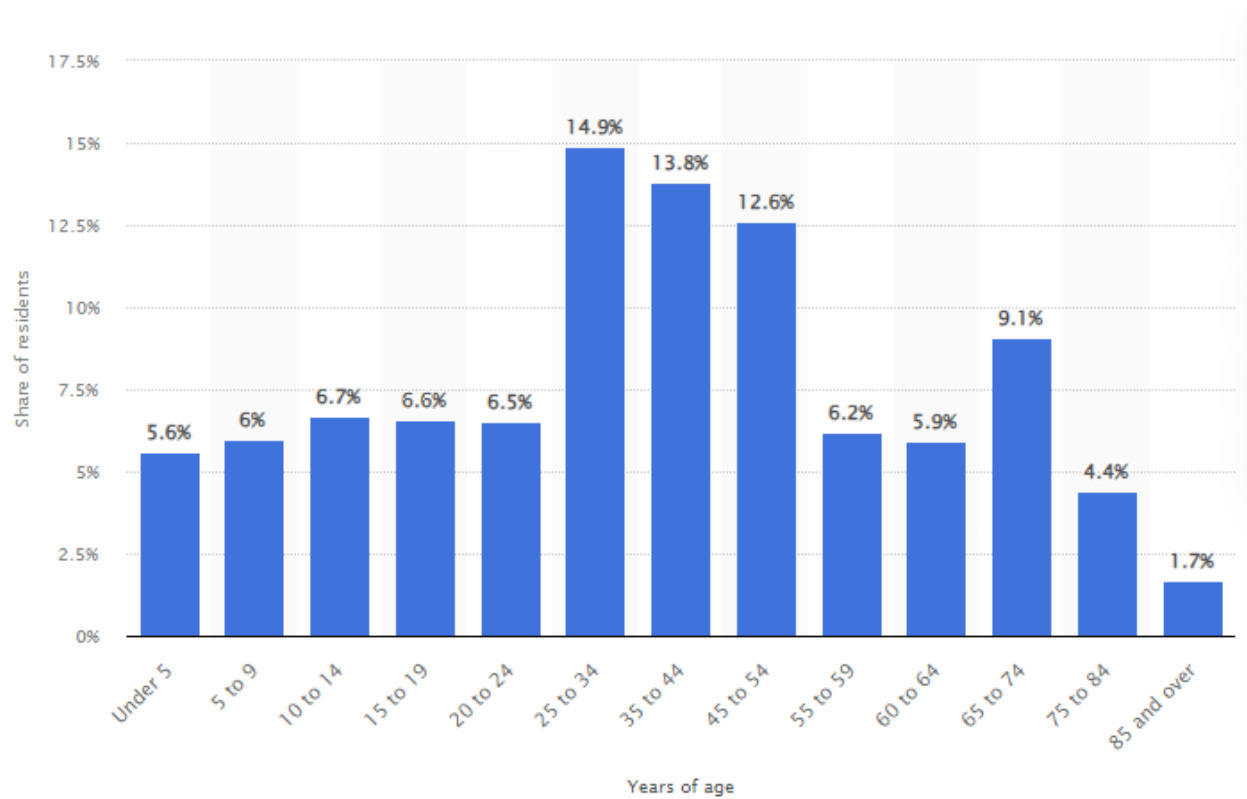
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California Average Age Demographic Graph



Source: <https://www.statista.com/statistics/912915/california-population-share-age-group/>

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Salinas City Center Improvement Association



How busy is Downtown?

Jul 7, 2023

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| Average by Location and Day of Week | 36 |

Pedestrian Statistics

2023 Pedestrian Count

The results below are the sum of northbound, southbound, eastbound, and westbound pedestrian traffic on the intersection of Alisal St and Main St. They are automatically generated and there is a certain margin of error, so do not use this statistic as an exact figure.

Total Pedestrians = Total number of pedestrians counted.

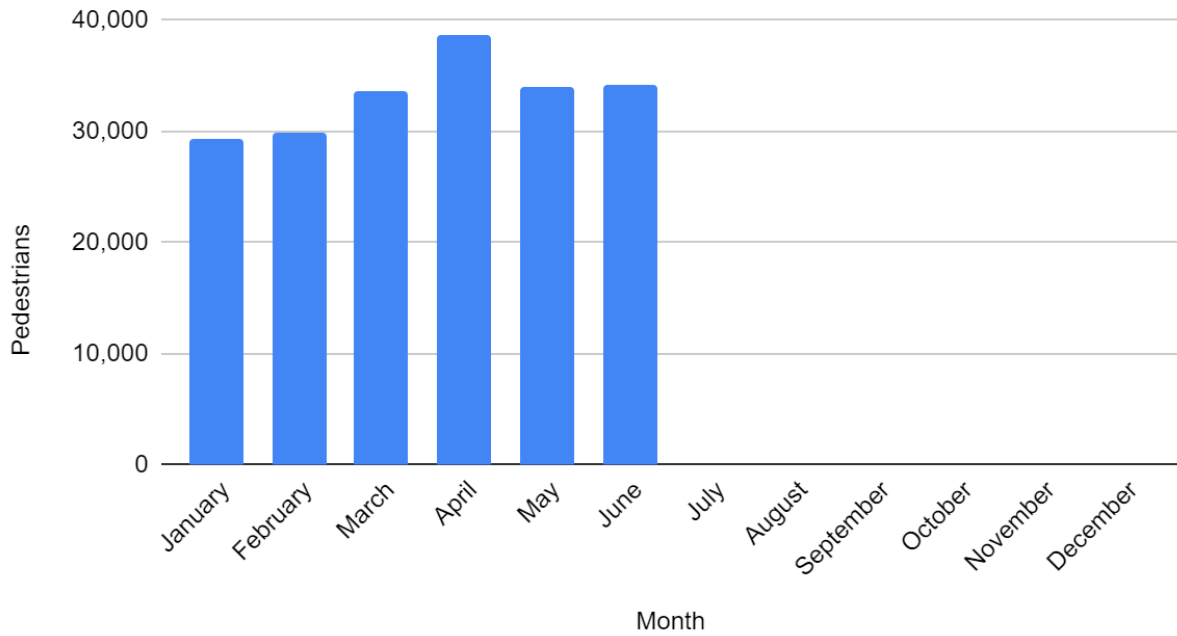
Ave Monthly Pedestrians = Total Pedestrians/Number of Months included in the count.

Est Yearly Pedestrians = Ave Monthly Pedestrians * 12.

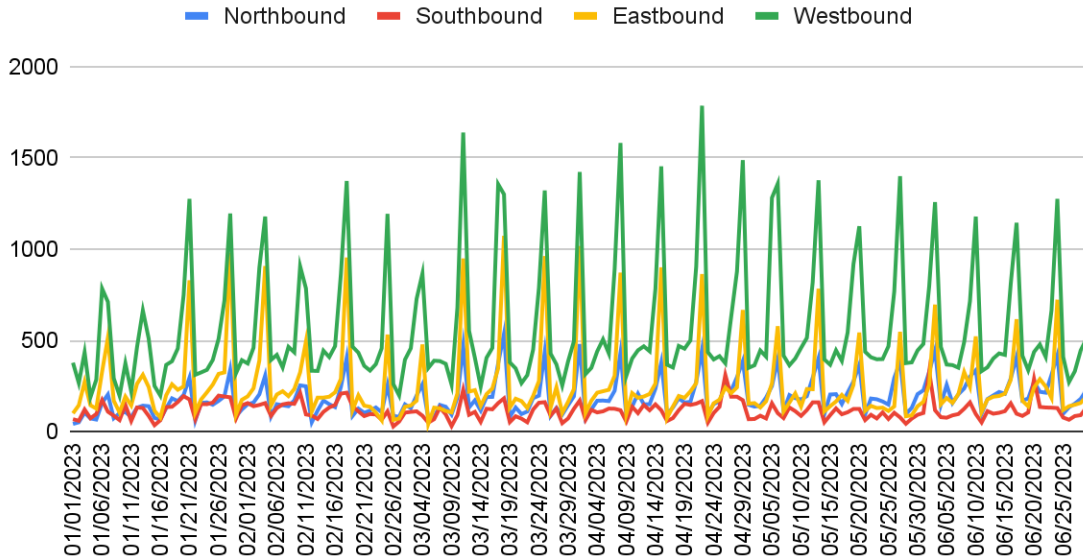
| Month | Pedestrians | | Total |
|-----------|-------------|-------------------------|---------|
| January | 29,328 | Total Pedestrians | 199,536 |
| February | 29,831 | Ave Monthly Pedestrians | 33,256 |
| March | 33,685 | Est Yearly Pedestrians | 399,072 |
| April | 38,660 | | |
| May | 33,924 | | |
| June | 34,108 | | |
| July | | | |
| August | | | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |

2023 Graphs

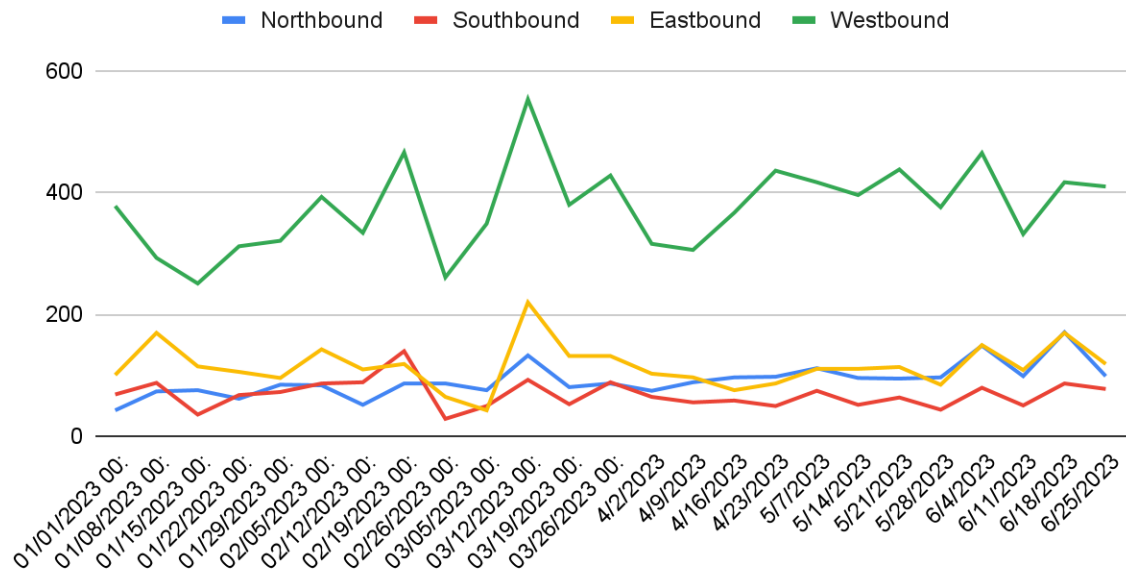
Pedestrians vs. Month



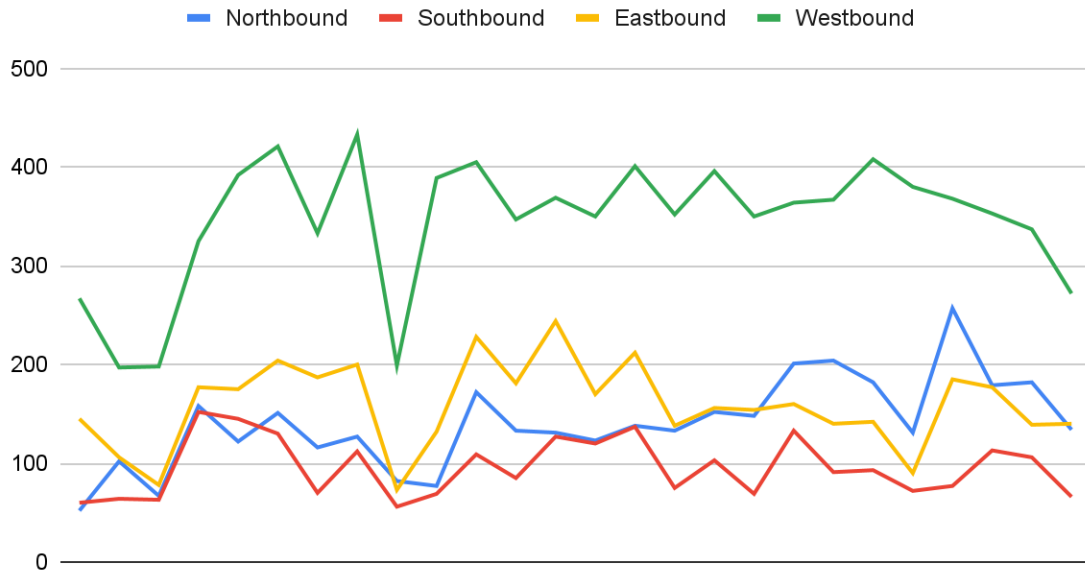
Pedestrian Count YTD



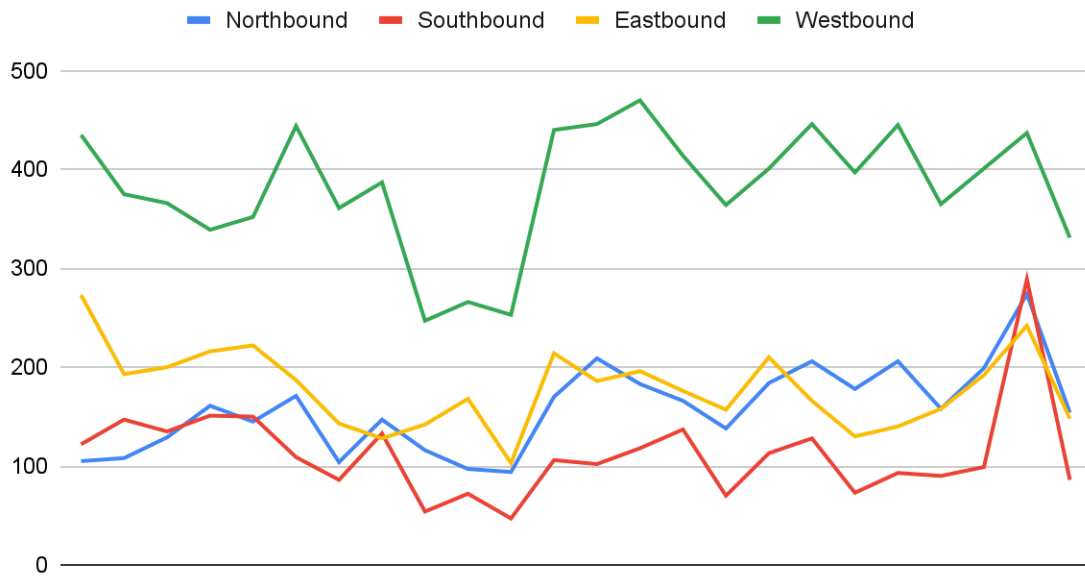
Pedestrian Count Sunday



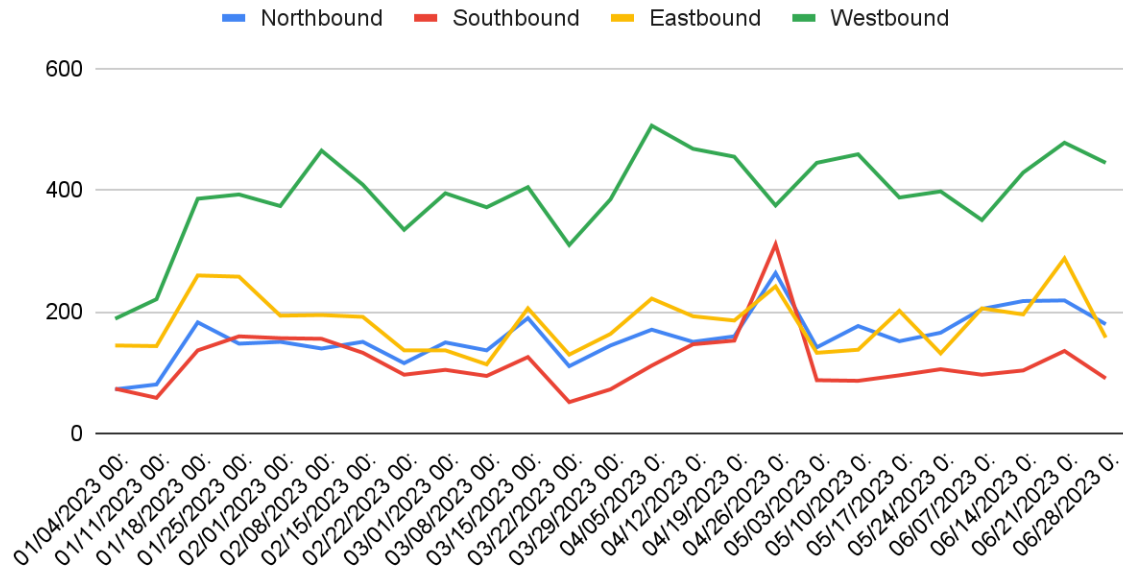
Pedestrian Count Monday



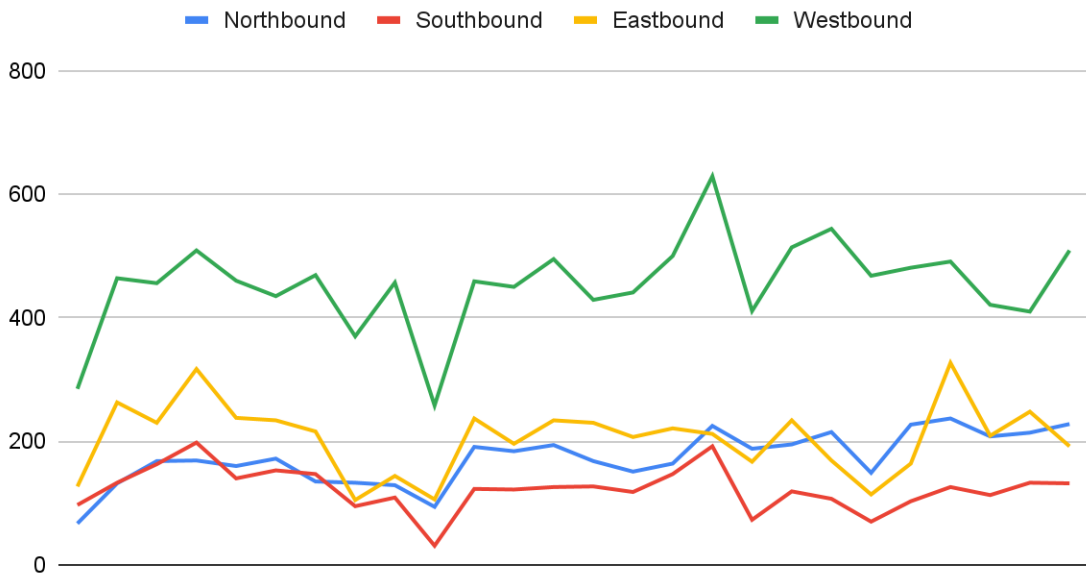
Pedestrian Count Tuesday



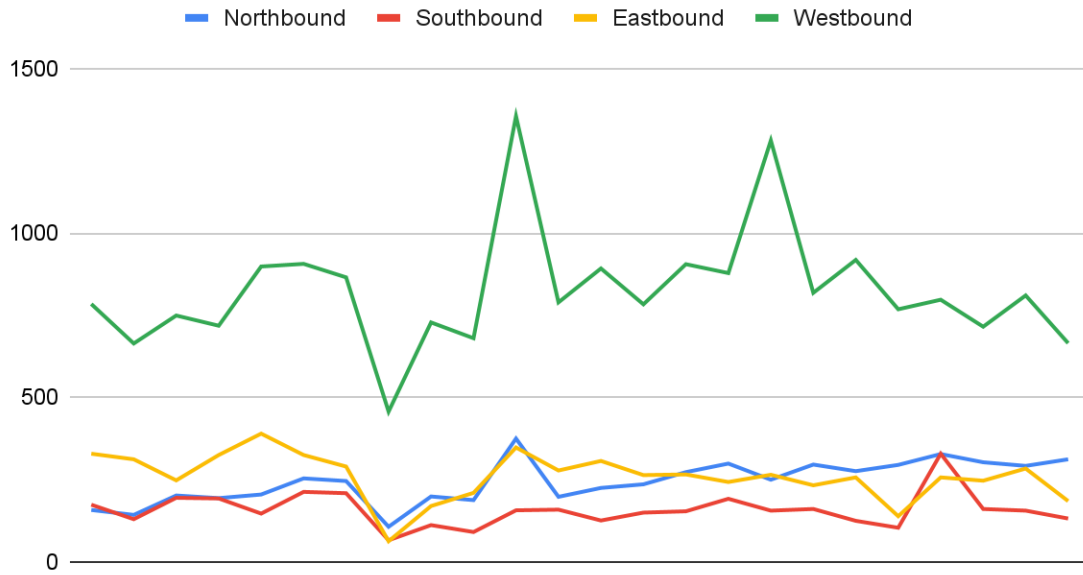
Pedestrian Count Wednesday



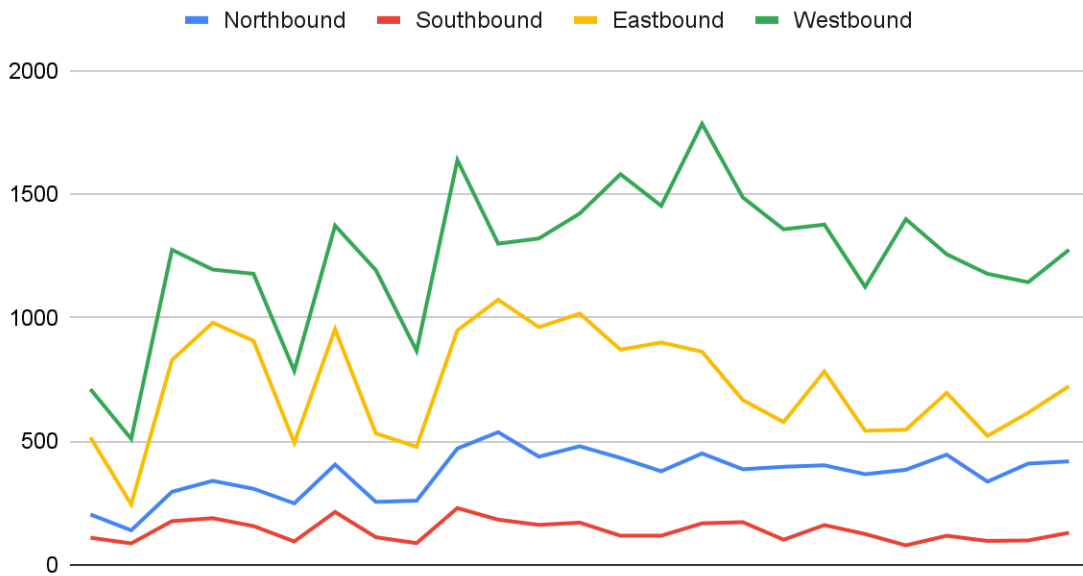
Pedestrian Count Thursday



Pedestrian Count Friday



Pedestrian Count Saturday



2023 Events

Salinas City Center is host to many events. Some events are unique and only happen once while others are continuous and draw large crowds every year. Where possible, the event is linked to the event organizers website.

| | |
|----------------------|-----|
| Total Events | 130 |
| Unique Events | 28 |

| Name | Date Start | Date End |
|---|-------------------|-----------------|
| District Events - Artists Ink - First Friday Art Alley | 1/6/2023 | 1/6/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 1/7/2023 | 1/7/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 1/14/2023 | 1/14/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 1/21/2023 | 1/21/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 1/28/2023 | 1/28/2023 |
| District Events - Artists Ink - First Friday Art Alley | 2/3/2023 | 2/3/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 2/4/2023 | 2/4/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 2/11/2023 | 2/11/2023 |
| District Events - Ariel Theater - Ugly Duckling | 2/17/2023 | 2/18/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 2/18/2023 | 2/18/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 2/25/2023 | 2/25/2023 |
| District Events - Artists Ink - First Friday Art Alley | 3/3/2023 | 3/3/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 3/4/2023 | 3/4/2023 |
| District Events - Ariel Theater - SEUSSICAL | 3/10/2023 | 3/11/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 3/11/2023 | 3/11/2023 |
| District Events - Ariel Theater - SEUSSICAL | 3/16/2023 | 3/18/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 3/18/2023 | 3/18/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 3/25/2023 | 3/25/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 4/1/2023 | 4/1/2023 |
| District Events - Artists Ink - First Friday Art Alley | 4/7/2023 | 4/7/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 4/8/2023 | 4/8/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 4/15/2023 | 4/15/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 4/22/2023 | 4/22/2023 |

| | | |
|--|-----------|-----------|
| District Events - Ariel Theater - THE PLAY'S THE THING SPRING SESSION | 4/28/2023 | 4/28/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 4/29/2023 | 4/29/2023 |
| District Events - Ariel Theater - THE FABULOUS FABLE FACTORY | 5/5/2023 | 5/6/2023 |
| District Events - Artists Ink - First Friday Art Alley | 5/5/2023 | 5/5/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 5/6/2023 | 5/6/2023 |
| District Events - Ariel Theater - THE FABULOUS FABLE FACTORY | 5/12/2023 | 5/13/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 5/13/2023 | 5/13/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 5/20/2023 | 5/20/2023 |
| District Events - Ariel Theater - STONE SOUP | 5/26/2023 | 5/27/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 5/27/2023 | 5/27/2023 |
| District Events - Artists Ink - First Friday Art Alley | 6/2/2023 | 6/2/2023 |
| District Events - First Mayor's House - Giant Yard Sale | 6/3/2023 | 6/3/2023 |
| District Events - Friends of the Salinas Public Library - Big Book Sales | 6/3/2023 | 6/3/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 6/3/2023 | 6/3/2023 |
| District Events - Hometown Heroes - Hometown Hero Banner Inauguration | 6/4/2023 | 6/4/2023 |
| District Events - San Francisco AIDS Foundation - AIDS/Lifecycle | 6/5/2023 | 6/5/2023 |
| District Events - Ariel Theater - Kids on Stage | 6/9/2023 | 6/9/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 6/10/2023 | 6/10/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 6/17/2023 | 6/17/2023 |
| District Events - Western Growers - Salinas Biological Summit | 6/19/2023 | 6/21/2023 |
| District Events - Special Olympics Northern California - Law Enforcement Torch Run | 6/21/2023 | 6/21/2023 |
| District Events - Ariel Theater - Lion King Kids | 6/23/2023 | 6/25/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 6/24/2023 | 6/24/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 7/1/2023 | 7/1/2023 |
| District Events - WeatherTech Raceway - MotoAmerica Superbike Bike Night | 7/6/2023 | 7/6/2023 |
| District Events - Artists Ink - First Friday Art Alley | 7/7/2023 | 7/7/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 7/8/2023 | 7/8/2023 |
| District Events - Santa Lucia Rotary - Festa Italia | 7/8/2023 | 7/8/2023 |
| District Events - Ariel Theater - Wizard of Oz | 7/14/2023 | 7/15/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 7/15/2023 | 7/15/2023 |
| District Events - Salinas Rodeo - Kiddie Kapers Parade | 7/16/2023 | 7/16/23 |
| District Events - Ariel Theater - Wizard of Oz | 7/20/2023 | 7/22/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 7/22/2023 | 7/22/2023 |

| | | |
|---|------------|------------|
| District Events - Salinas Rodeo - Horse Parade | 7/22/2023 | 7/23/23 |
| District Events - Salinas Valley Food and Wine - Salinas Valley Food and Wine Opening Mixer | 7/27/2023 | 7/27/2023 |
| District Events - Ariel Theater - Kids on Stage | 7/28/2023 | 7/28/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 7/29/2023 | 7/29/2023 |
| District Events - Ariel Theater - Fiddler On The Roof | 8/4/2023 | 8/5/2023 |
| District Events - Artists Ink - First Friday Art Alley | 8/4/2023 | 8/4/2023 |
| District Events - Friends of the Salinas Public Library - Big Book Sales | 8/5/2023 | 8/5/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 8/5/2023 | 8/5/2023 |
| District Events - Salinas Valley Food and Wine - Salinas Valley Food and Wine Festival | 8/5/2023 | 8/5/23 |
| District Events - Ariel Theater - Fiddler On The Roof | 8/10/2023 | 8/12/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 8/12/2023 | 8/12/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 8/19/2023 | 8/19/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 8/26/2023 | 8/26/2023 |
| District Events - Salinas PAL - Salinas PAL Car Show | 8/26/2023 | 8/26/2023 |
| District Events - Artists Ink - First Friday Art Alley | 9/1/2023 | 9/1/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 9/2/2023 | 9/2/2023 |
| District Events - Weathertech Laguna Seca Raceway - Indy Street Car Party | 9/6/2023 | 9/6/23 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 9/9/2023 | 9/9/2023 |
| District Events - Ariel Theater - Jack and the Beanstalk | 9/15/2023 | 9/16/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 9/16/2023 | 9/16/2023 |
| District Events - Ariel Theater - Jack and the Beanstalk | 9/22/2023 | 9/23/2023 |
| District Events - American Cancer Society - Relay for Life | 9/23/2023 | 9/23/23 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 9/23/2023 | 9/23/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 9/30/2023 | 9/30/2023 |
| District Events - The National Steinbeck Center - 42nd Annual Steinbeck Festival | 9/30/2023 | 9/30/23 |
| District Events - Artists Ink - First Friday Art Alley | 10/6/2023 | 10/6/2023 |
| District Events - Friends of the Salinas Public Library - Big Book Sales | 10/7/2023 | 10/7/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 10/7/2023 | 10/7/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 10/14/2023 | 10/14/2023 |
| District Events - Ariel Theater - Charlotte's Web | 10/20/2023 | 10/21/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 10/21/2023 | 10/21/2023 |
| District Events - Ariel Theater - Charlotte's Web | 10/27/2023 | 10/28/2023 |

| | | |
|--|------------|------------|
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 10/28/2023 | 10/28/2023 |
| District Events - Artists Ink - First Friday Art Alley | 11/3/2023 | 11/3/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 11/4/2023 | 11/4/2023 |
| District Events - Monterey County Veterans - Veteran Day Parade | 11/11/2023 | 11/11/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 11/11/2023 | 11/11/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 11/18/2023 | 11/18/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 11/25/2023 | 11/25/2023 |
| District Events - Festival of Lights - Parade of Lights | 11/26/2023 | 11/26/2023 |
| District Events - Ariel Theater - Narnia | 12/1/2023 | 12/2/2023 |
| District Events - Artists Ink - First Friday Art Alley | 12/1/2023 | 12/1/2023 |
| District Events - Friends of the Salinas Public Library - Big Book Sales | 12/2/2023 | 12/2/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 12/2/2023 | 12/2/2023 |
| District Events - Ariel Theater - Narnia | 12/7/2023 | 12/9/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 12/9/2023 | 12/9/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 12/16/2023 | 12/16/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 12/23/2023 | 12/23/2023 |
| District Events - Oldtown Salinas Foundation - Salinas Farmers Market | 12/30/2023 | 12/30/2023 |
| District Events - Steinbeck District - Trick or Treat | 10/1/2023 | 10/2/2023 |
| | | |
| | | |
| | | |

2023 Event Attendance

All events are drawn from the SCCIA Master Calendar. Best effort is made to contact the event organizer to get attendance statistics, but data is not always received.

| | |
|----------------------------------|------|
| Total Attendance | 4488 |
| Events Attendance Counted | 12 |

Events with multiple dates are averaged by the number of statistics received. For example, First Friday Art Alley happens each month, but so far only 1 statistic has been received. When more are added, that will be reflected in the Count column. Attendance is the sum of all statistics. Average attendance is Attendance/Count.

Event Breakdown

| District Events | Count | Attendance | Average Attendance |
|---|-------|------------|--------------------|
| Artists Ink - First Friday Art Alley | 1 | 300 | 300 |
| Oldtown Salinas Foundation - Salinas Farmers Market | 0 | 0 | |
| Ariel Theater - Ugly Duckling | 1 | 611 | 611 |
| Ariel Theater - SEUSSICAL | 1 | 1043 | 1043 |
| Ariel Theater - THE PLAY'S THE THING SPRING SESSION | 1 | 217 | 217 |
| Ariel Theater - THE FABULOUS FABLE FACTORY | 1 | 409 | 409 |
| Ariel Theater - STONE SOUP | 1 | 452 | 452 |
| First Mayor's House - Giant Yard Sale | 1 | 200 | 200 |
| Friends of the Salinas Public Library - Big Book Sales | 1 | 80 | 80 |
| Hometown Heroes - Hometown Hero Banner Inauguration | 1 | 150 | 150 |
| San Francisco AIDS Foundation - AIDS/Lifecycle | 0 | 0 | |
| Ariel Theater - Kids on Stage | 1 | 220 | 220 |
| Western Growers - Salinas Biological Summit | 0 | 0 | |
| Special Olympics Northern California - Law Enforcement Torch Run | 1 | 100 | 100 |
| Ariel Theater - Lion King Kids | 1 | 706 | 706 |
| WeatherTech Raceway - MotoAmerica Superbike Bike Night | 0 | 0 | |
| Santa Lucia Rotary - Festa Italia | 0 | 0 | |
| Ariel Theater - Wizard of Oz | 0 | 0 | |
| Salinas Rodeo - Kiddie Kapers Parade | 0 | 0 | |
| Salinas Rodeo - Horse Parade | 0 | 0 | |
| Salinas Valley Food and Wine - Salinas Valley Food and Wine Opening Mixer | 0 | 0 | |
| Ariel Theater - Fiddler On The Roof | 0 | 0 | |
| Salinas Valley Food and Wine - Salinas Valley Food and Wine Festival | 0 | 0 | |
| Salinas PAL - Salinas PAL Car Show | 0 | 0 | |
| Weathertech Laguna Seca Raceway - Indy Street Car Party | 0 | 0 | |
| Ariel Theater - Jack and the Beanstalk | 0 | 0 | |
| American Cancer Society - Relay for Life | 0 | 0 | |
| The National Steinbeck Center - 42nd Annual Steinbeck Festival | 0 | 0 | |
| Ariel Theater - Charlotte's Web | 0 | 0 | |
| Monterey County Veterans - Veteran Day Parade | 0 | 0 | |

| | | | |
|---------------------------------------|---|---|--|
| Festival of Lights - Parade of Lights | 0 | 0 | |
| Ariel Theater - Narnia | 0 | 0 | |
| Steinbeck District - Trick or Treat | 0 | 0 | |
| | | | |
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Merchant Parking Survey

Merchant Survey was conducted between the following dates.

| | |
|-----------------|-----------|
| Start of Survey | 2/20/2023 |
| End of Survey | 3/19/2023 |

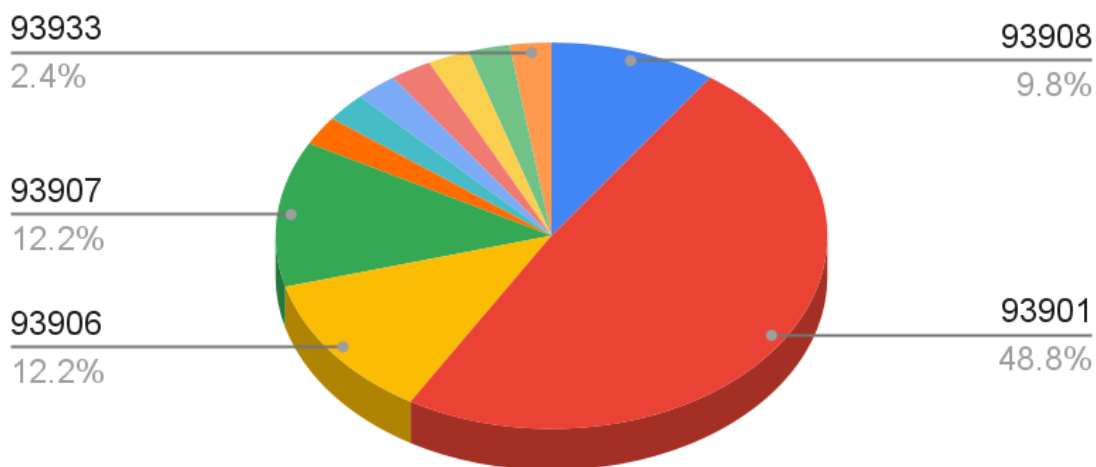
The Survey had the following respondents.

| | |
|--------------------------|-----------|
| Total Respondents | 41 |
|--------------------------|-----------|

Home ZIP Code

As you can see, the vast majority of respondents are from South Salinas. Others are from North Salinas, and a few outliers from South County and beyond.

Home ZIP Code

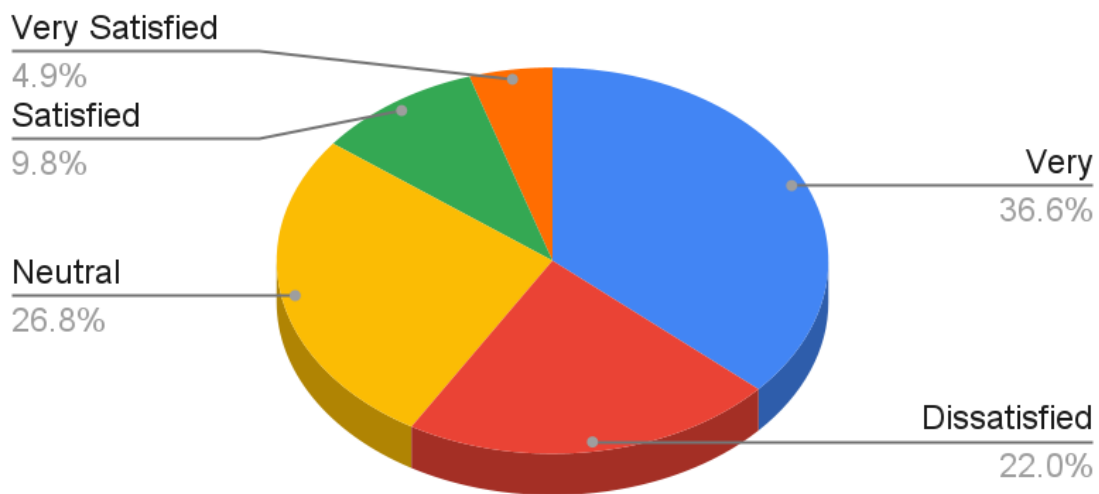


Parking Satisfaction

Over half of the respondents rate their parking experience as bad. Common complaints are no parking is available, the parking garage is dangerous, or available spaces are too far away. One of the problems we see is that the merchants that park in SCC are parking for the majority of the workday. While long term

parking should not be a problem, it does not address parking space turnover which is critical for a thriving urban core. Merchants should be encouraged to park in all-day parking spaces on permitted parking lots and garages. Short term parking spaces should be allocated to quick turnover visits for retail guests..

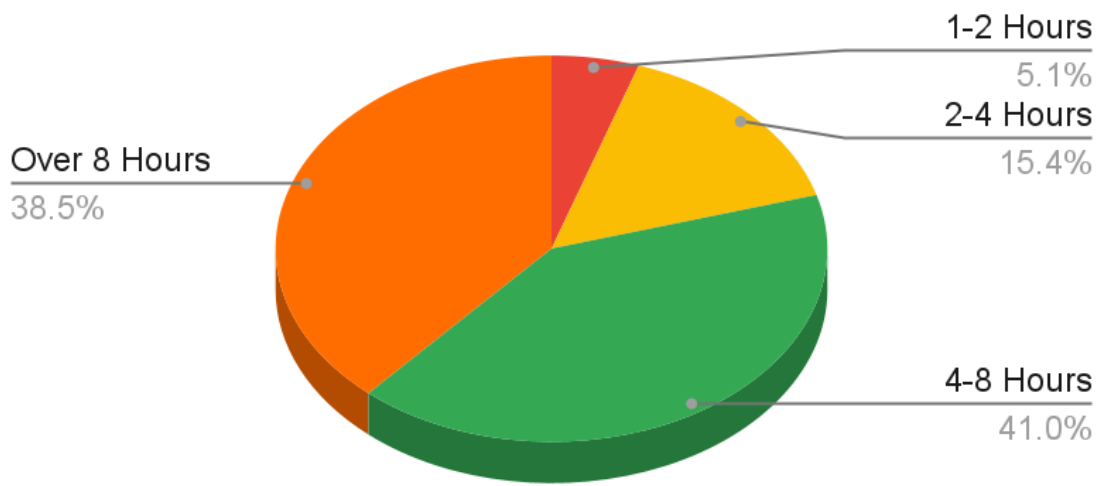
How would you rate your satisfaction with



Parking Duration

As expected, merchants park in SCC for long durations. While merchants and employees do require places to park they should be encouraged to park further away from the downtown core to allow for visitors to park on Main street and the surrounding surface lots.

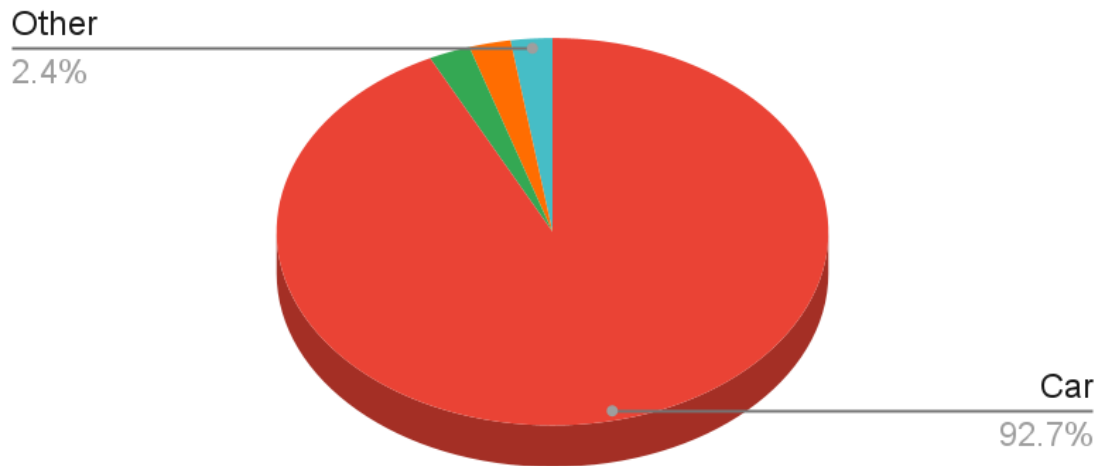
On average, how long do you park in



How do you get to work?

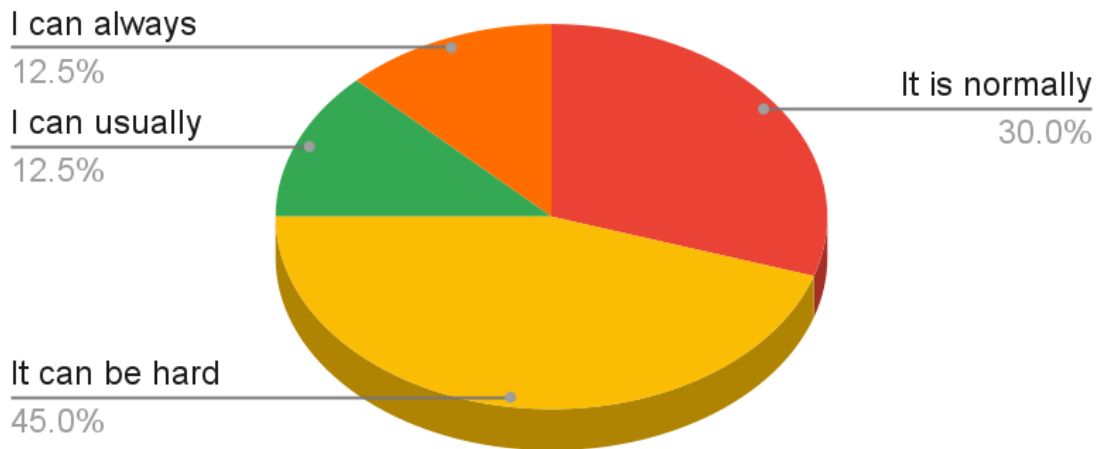
Salinas City Center merchants follow the national average of 90%+ people driving a personal vehicle to work. Very few walk, bike, or carpool.

How do you get to work?



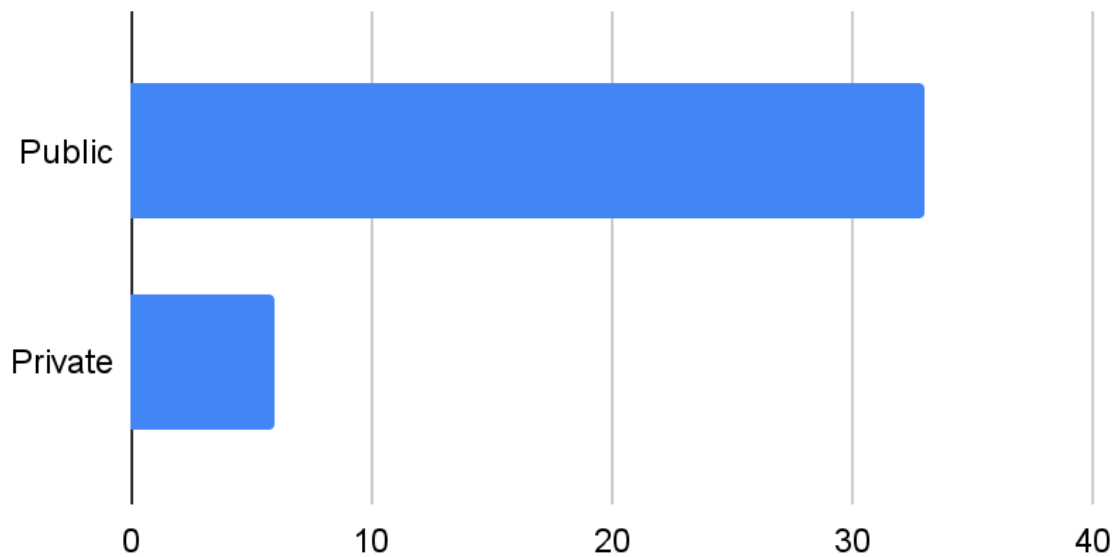
Describe Parking Availability

How would you describe the availability of



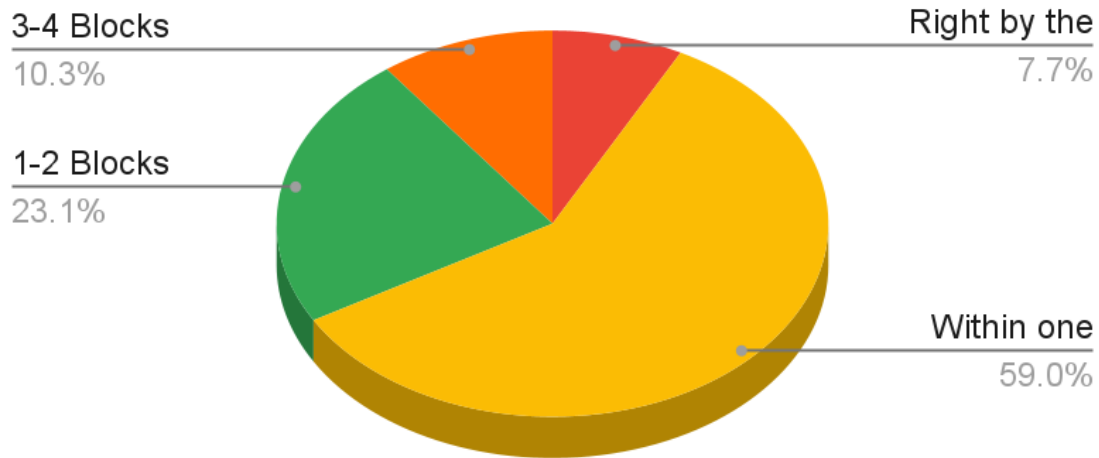
Do you park in public or private space?

Do you park in public or private space?



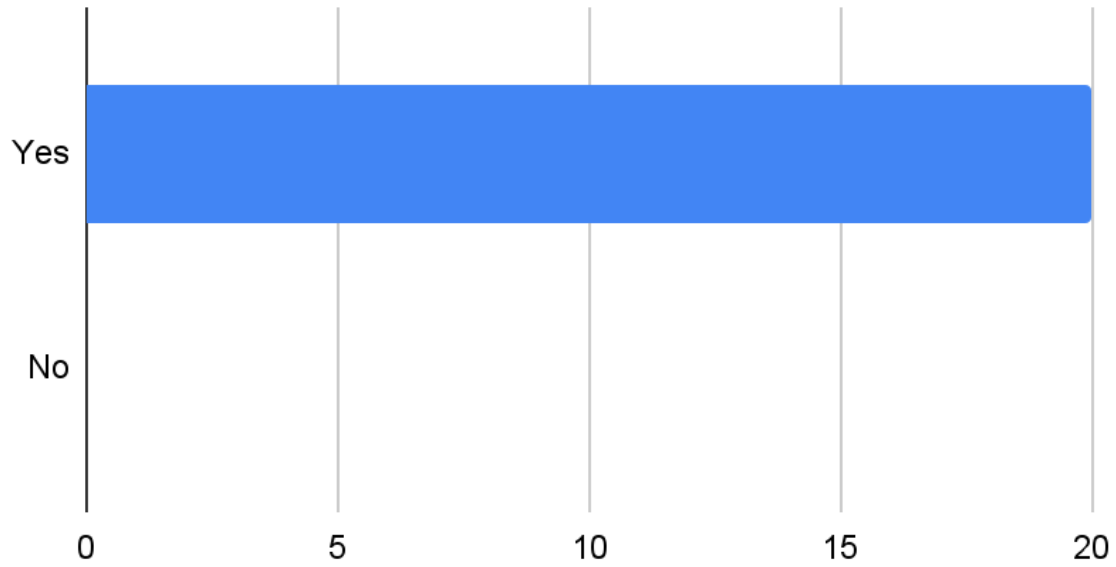
How far away do you park?

How far from your destination do you park?



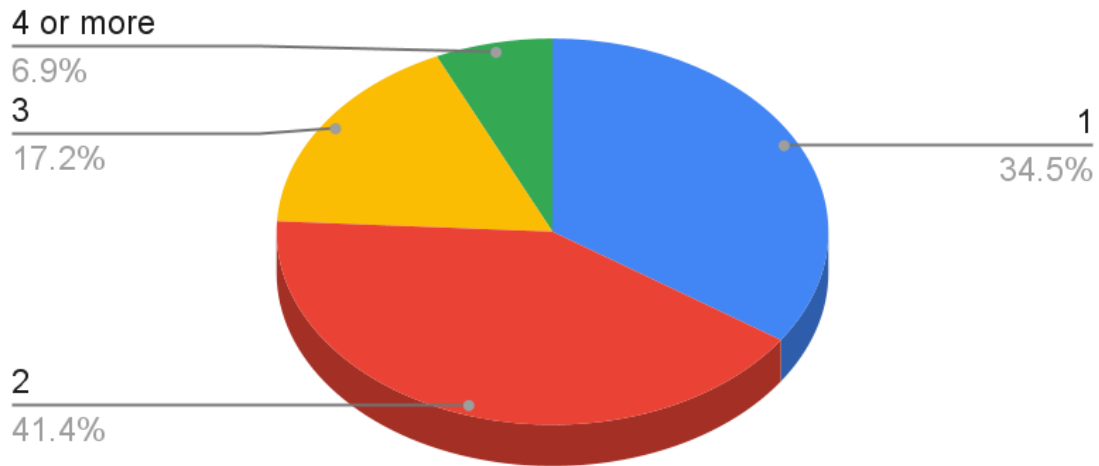
Do you move your car?

Do you move your car when the time runs



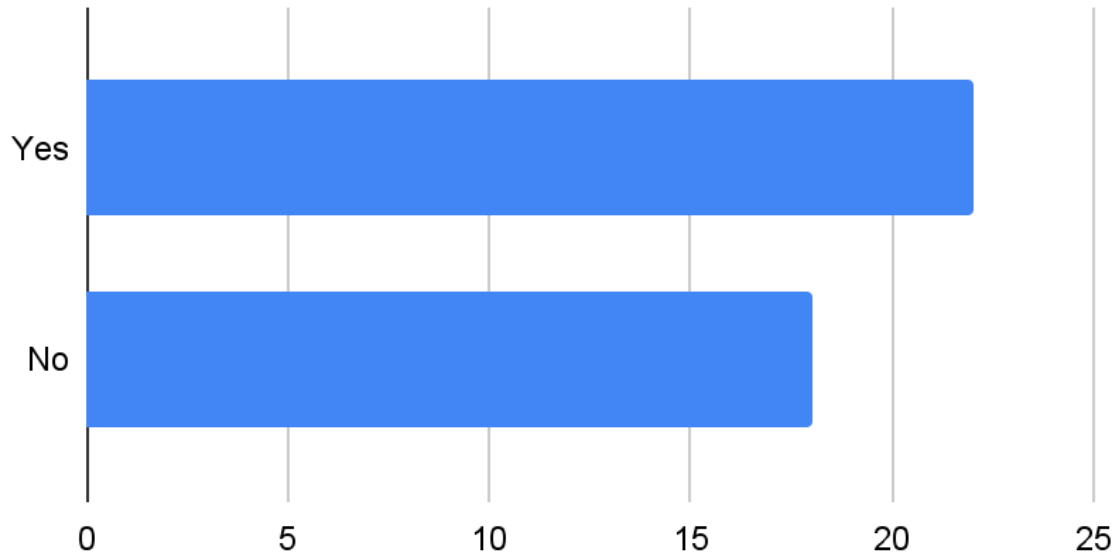
How often do you move?

How many times a day do you move your



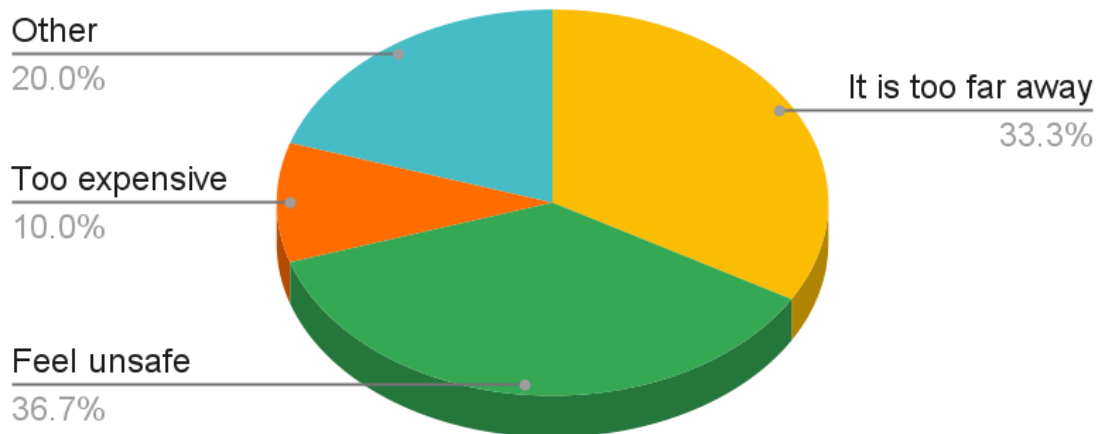
Have you used the parking garages?

Have you used of of the parking garages in



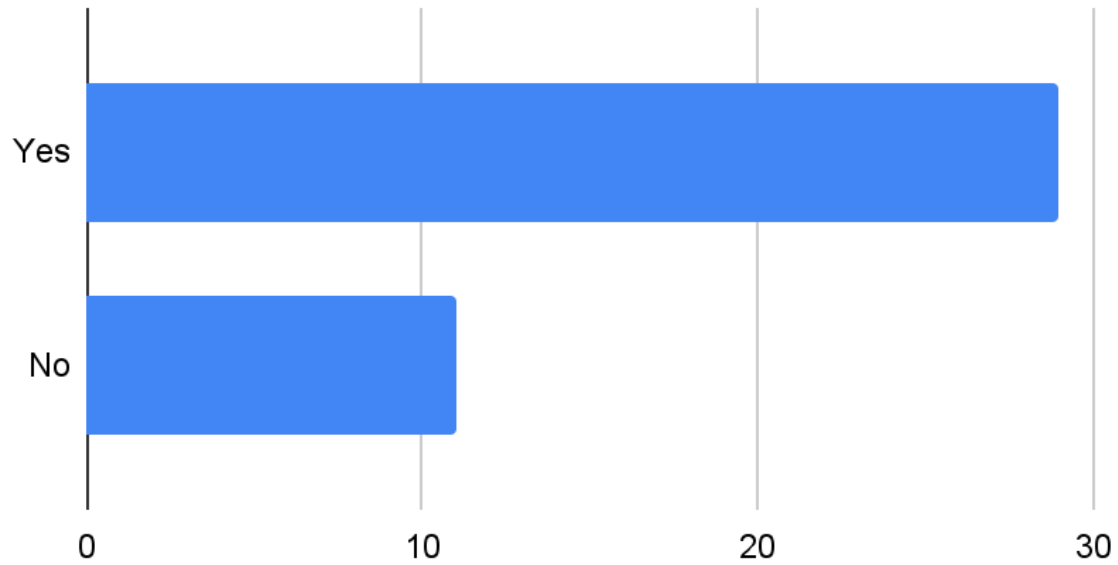
If you don't use the garages, why?

If you don't use the parking garages, why?



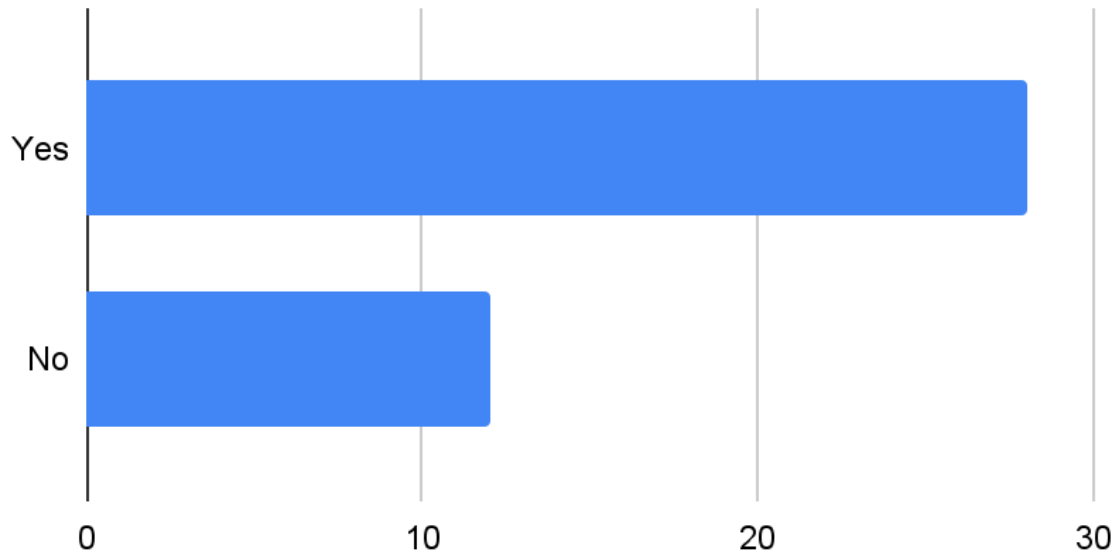
Would you use the garage if it was free?

Would you park in the garage if it was free?



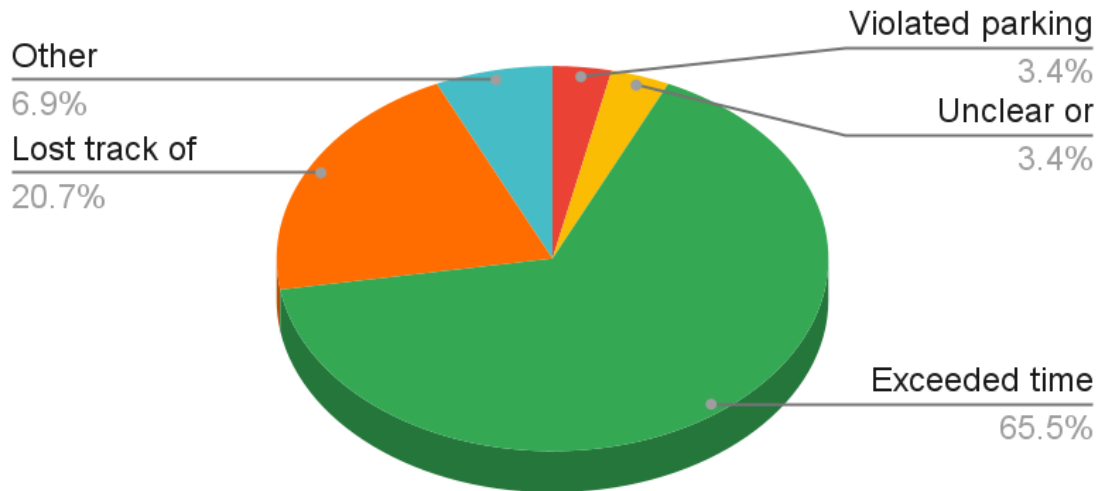
Have you ever received a parking ticket in Salinas?

Have you ever received a ticket in Salinas



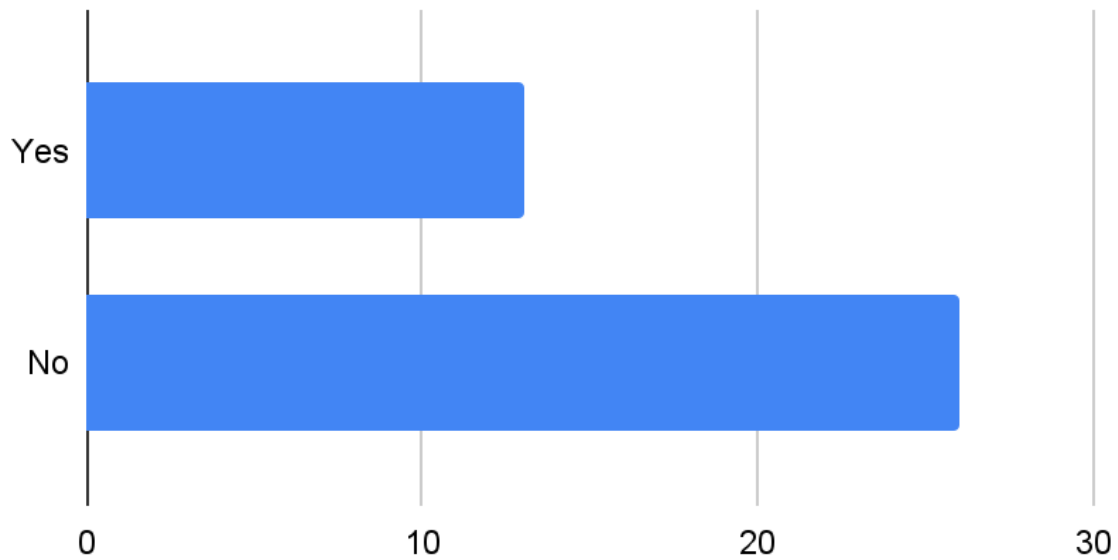
Why did you receive a ticket?

If yes, why did you receive a ticket?



Do you currently pay for a parking permit?

Do you currently pay for a parking permit?



Additional Comments

| |
|---|
| Do you have any additional comments? |
| Permit parking areas are too expensive and too many in our parking area. The parking garage is too far. Not everyone can leave before dark or unattended and feel unsafe. |
| There are many parking areas that could be converted to 2 to 3 story parking. Especially in the 300 block both sides. Farmers market on Saturdays takes a lot of parking. |
| Elderly and handicapped parking is minimal and does not promote demographic to come down town. |
| I would not mind paying for parking if it was available but most times it's sold out. Would park 2 blocks away from our business but Pájaro is full of homeless and it's a rosy parking out there. |
| Merchants are parking in public parking spaces on Main Street. The Blue Mortgage people are, n36 prop. are, they need to stop |
| Yes. The parking is very limited in down town it's hard to work in down town knowing that I have to look for parking 30 min before my shift |
| With all the new housing and bars it has become impossible to find parking and is only gonna get worse |
| Do you REALLY want to ask this. |
| I understand not parking on the actual Main Street to have it available to customers, but as a merchant I don't think we should have to pay for parking to be able to work. Doesn't seem fair, but what do I know 🙄 |
| I have 8 hour shifts at work and most of the time we don't know when the tires have been marked or were too busy with our clients to remember to move car/parking |
| I work at a business in old town and we hear nothing but complaints all Day about the parking situation. No spots in the back usually none in the front and if you do park in the front it is almost impossible to get out of your spot. With the scatter crossing sometimes you have to sit through multiple lights just to move up one block and then do it again. It feels as if there was no thought at all about the ramification of all the new business and apartments with relation to parking. |
| I am on the 300 block of Main Street and my business is located upstairs. I often have to take laundry to my car. There are no loading zones which means I have to go very early in order to take my items up to the salon. I refuse to park far from my business due to the homeless and drug addicts who often are around. I have been followed, screamed at and even lunged at. If there is a garage out closer to my business it would have to have security for me to feel safe to park there. |

There needs to be more parking permit areas near those businesses on the 200 block of Monterey Street and South Main. We are forced to walk from the other blocks and it is hard with all our work items especially for those with physical disabilities or pregnant.

No

This is a biased survey and needs to be amended to include information on businesses who don't park in the client parking: rear lots, Main & side streets.

1) The Salinas City Center would benefit from a dedicated Parking Officer that actually does their job. Merchants know that they have an 90% chance of not getting a ticket, because even though their tires got marked no one is coming back. 2) Delivery Trucks block parking on Main St because they can not access alley ways behind stores. 3) Although I pay for permit parking, there have been numerous occasions I could not access it because of all the people parking without permits. 4) Every afternoon there is a group of 12 to 18 year old boys that ride bikes down Main St, deliberately blocking traffic, popping wheelies, riding in/out of flow of traffic, etc. Creating an unsafe experience for customers. 5) Vendor Trucks should not be parked in front of store fronts for extended periods of time during non Farmer's Market days. 6) Customers are afraid to park behind stores, due to homeless. 7) We need metered parking with the ability to validate customers shopping with us. 8) It is unreasonable to expect merchants to park in garages 3 blocks away.

I work in downtown Salinas. Usually my work day starts around 8 am and since I get here around 7:45 I usually find parking to be very accessible. However later in the day. For example if I were to go out for lunch finding a park spot would be almost impossible which is why I choose to bring lunch . I feel it's unfair for those of us that work downtown to be moving our cars every couple hours . And struggle to get parking. I feel it's unfair for those of us that work downtown to even receive parking tickets. Us essential workers are providing revenue to downtown since we are working with clients each day. The city of salinas should provide all employees free parking !

Answers reflect CherryBean partner who drives from Santa Cruz County, applies 3 days/week (M/W/F). Vehicle is used throughout day for supply runs. Other partner walks to work.

The process for buying and displaying tickets is broken. They should link it to the plates for the garage and have it automatically renew each month.

Parking is not as bad as some want you to believe. If they can't park directly in front of where they are going, they have a meltdown

Parking is always available, people just need to move their body!

Need to make a bigger parking lot or garage with multi levels

We would like to have a parking space for all that work in old town Salinas. We spend most of the day.

Lot 5 should be made into a parking garage

Used to use the parking garage but have had my car vandalized a couple times and have been accosted by groups of teenagers several times. It's just not safe for a woman alone

Homeless in the area can be aggressive.

Don't feel safe using parking garage.

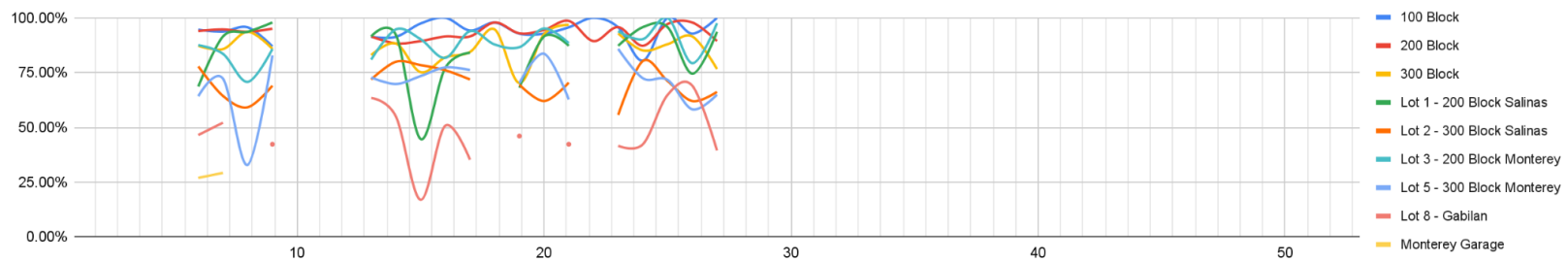
Due to construction in near by buildings, at times can be difficult to park in general parking area.

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Parking Statistics

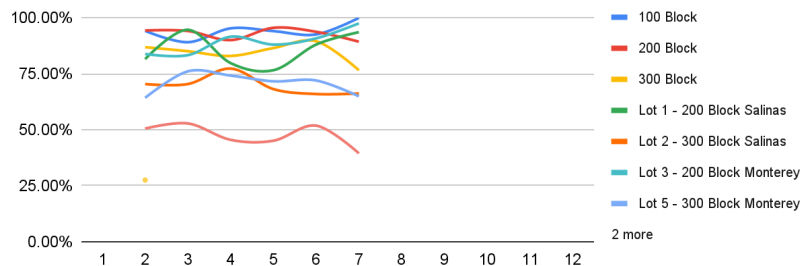
Usage by Week

Graph visualizes total percent utilization of each parking location by week. Gaps in the graph are due to no existing records during that time period.



Usage by Month

Graph visualizes total percent utilization of each parking location by month. Gaps in the graph are due to no existing records during that time period



Average Parking Used

Total Average by Time and Day of the Week

Average of ALL samples in ALL locations broken down by time period or day of the week.

| | Available | Ave Used | Ave % Used | Sample |
|----------------------|-----------|---------------|-----------------|--------|
| Total Parking | 522 | 396.2 | 75.90% | 323 |
| Inc MSG | FALSE | | | |
| | | Ave Used/Time | Ave % Used/Time | |
| 9am to 11am | | 338.8 | 64.91% | 78 |
| 11am to 2pm | | 411.8 | 78.90% | 154 |
| 2pm to 5 pm | | 401.9 | 76.99% | 80 |
| 5pm to 12am | | 200.0 | 38.31% | 6 |
| | | Ave Used/Day | Ave % Used/Day | |
| Sunday | | | | 0 |
| Monday | | 346.8 | 66.44% | 56 |
| Tuesday | | 408.9 | 78.34% | 58 |
| Wednesday | | 414.5 | 79.41% | 80 |
| Thursday | | 415.5 | 79.60% | 55 |
| Friday | | 397.9 | 76.23% | 74 |
| Saturday | | | | 0 |

Average by Location and Time of Day

| Parking Stalls by Block | Available | Ave Used | Ave % Used | Sample |
|-----------------------------------|-----------|-------------|---------------|-----------|
| 100 Block | 23 | 21.6 | 94.10% | 56 |
| 9am to 11am | | 21.6 | 93.72% | 18 |
| 11am to 2pm | | 22.3 | 97.10% | 21 |
| 2pm to 5 pm | | 21.5 | 93.31% | 13 |
| 5pm to 12am | | 21.0 | 91.30% | 2 |
| 200 Block | 47 | 44.0 | 93.54% | 59 |
| 9am to 11am | | 43.5 | 92.62% | 17 |
| 11am to 2pm | | 44.9 | 95.52% | 28 |
| 2pm to 5 pm | | 42.8 | 91.13% | 12 |
| 5pm to 12am | | 47.0 | 100.00% | 1 |
| 300 Block | 47 | 40.4 | 86.06% | 49 |
| 9am to 11am | | 37.1 | 78.87% | 15 |
| 11am to 2pm | | 42.2 | 89.77% | 21 |
| 2pm to 5 pm | | 41.4 | 88.09% | 10 |
| 5pm to 12am | | 46.0 | 97.87% | 2 |
| Lot 1 - 200 Block Salinas | 47 | 38.8 | 82.45% | 32 |
| 9am to 11am | | 28.7 | 60.99% | 6 |
| 11am to 2pm | | 41.1 | 87.48% | 17 |
| 2pm to 5 pm | | 41.0 | 87.23% | 9 |
| 5pm to 12am | | | | 0 |
| Lot 2 - 300 Block Salinas | 71 | 50.7 | 71.45% | 33 |
| 9am to 11am | | 46.0 | 64.79% | 10 |
| 11am to 2pm | | 54.9 | 77.28% | 15 |
| 2pm to 5 pm | | 48.9 | 68.84% | 8 |
| 5pm to 12am | | | | 0 |
| Lot 3 - 200 Block Monterey | 82 | 71.9 | 87.71% | 38 |
| 9am to 11am | | 64.0 | 78.05% | 6 |
| 11am to 2pm | | 75.6 | 92.23% | 19 |
| 2pm to 5 pm | | 70.2 | 85.55% | 13 |
| 5pm to 12am | | | | 0 |

| | | | | |
|-----------------------------------|------------|--------------|---------------|-----------|
| Lot 5 - 300 Block Monterey | 134 | 94.4 | 70.47% | 30 |
| 9am to 11am | | 77.3 | 57.71% | 3 |
| 11am to 2pm | | 93.0 | 69.40% | 17 |
| 2pm to 5 pm | | 104.0 | 77.61% | 8 |
| 5pm to 12am | | 86.0 | 64.18% | 1 |
| Lot 8 - Gabilan | 71 | 34.3 | 48.32% | 26 |
| 9am to 11am | | 20.7 | 29.11% | 3 |
| 11am to 2pm | | 37.8 | 53.26% | 16 |
| 2pm to 5 pm | | 32.1 | 45.27% | 7 |
| 5pm to 12am | | | | 0 |
| Monterey Garage | 435 | 119.5 | 27.47% | 4 |
| 9am to 11am | | 106.0 | 24.37% | 2 |
| 11am to 2pm | | 133.0 | 30.57% | 2 |
| 2pm to 5 pm | | | | 0 |
| 5pm to 12am | | | | 0 |

Average by Location and Day of Week

| Parking Stalls by Block | Available | Ave Used | Ave % Used | Sample |
|----------------------------------|-----------|-------------|---------------|-----------|
| 100 Block | 23 | 22 | 94.10% | 56 |
| Sunday | | | | 0 |
| Monday | | 22.5 | 97.83% | 6 |
| Tuesday | | 21.7 | 94.35% | 10 |
| Wednesday | | 21.5 | 93.33% | 15 |
| Thursday | | 22.1 | 96.09% | 10 |
| Friday | | 21.1 | 91.88% | 15 |
| Saturday | | | | 0 |
| 200 Block | 47 | 44.0 | 93.54% | 59 |
| Sunday | | | | 0 |
| Monday | | 42.4 | 90.31% | 9 |
| Tuesday | | 43.9 | 93.42% | 11 |
| Wednesday | | 44.5 | 94.76% | 13 |
| Thursday | | 44.2 | 94.00% | 11 |
| Friday | | 44.3 | 94.18% | 15 |
| Saturday | | | | 0 |
| 300 Block | 47 | 40.4 | 86.06% | 49 |
| Sunday | | | | 0 |
| Monday | | 36.9 | 78.46% | 8 |
| Tuesday | | 42.5 | 90.43% | 10 |
| Wednesday | | 41.1 | 87.43% | 11 |
| Thursday | | 41.9 | 89.10% | 8 |
| Friday | | 39.6 | 84.22% | 12 |
| Saturday | | | | 0 |
| Lot 1 - 200 Block Salinas | 47 | 38.8 | 82.45% | 32 |
| Sunday | | | | 0 |
| Monday | | 28.9 | 61.47% | 9 |
| Tuesday | | 42.8 | 91.06% | 5 |
| Wednesday | | 41.6 | 88.45% | 7 |
| Thursday | | 44.2 | 94.04% | 5 |

| | | | | |
|-----------------------------------|------------|-------------|---------------|-----------|
| Friday | | 42.3 | 90.07% | 6 |
| Saturday | | | | 0 |
| Lot 2 - 300 Block Salinas | 71 | 50.7 | 71.45% | 33 |
| Sunday | | | | 0 |
| Monday | | 45.8 | 64.55% | 6 |
| Tuesday | | 50.4 | 71.03% | 7 |
| Wednesday | | 56.2 | 79.19% | 9 |
| Thursday | | 52.8 | 74.30% | 4 |
| Friday | | 47.0 | 66.20% | 7 |
| Saturday | | | | 0 |
| Lot 3 - 200 Block Monterey | 82 | 71.9 | 87.71% | 38 |
| Sunday | | | | 0 |
| Monday | | 63.3 | 77.13% | 8 |
| Tuesday | | 77.3 | 94.31% | 3 |
| Wednesday | | 75.4 | 91.95% | 10 |
| Thursday | | 68.9 | 83.99% | 8 |
| Friday | | 76.7 | 93.50% | 9 |
| Saturday | | | | 0 |
| Lot 5 - 300 Block Monterey | 134 | 94.4 | 70.47% | 30 |
| Sunday | | | | 0 |
| Monday | | 74.2 | 55.37% | 5 |
| Tuesday | | 99.0 | 73.88% | 8 |
| Wednesday | | 97.9 | 73.03% | 7 |
| Thursday | | 105.8 | 78.92% | 4 |
| Friday | | 93.7 | 69.90% | 6 |
| Saturday | | | | 0 |
| Lot 8 - Gabilan | 71 | 34.3 | 48.32% | 26 |
| Sunday | | | | 0 |
| Monday | | 32.8 | 46.20% | 5 |
| Tuesday | | 31.3 | 44.01% | 4 |
| Wednesday | | 36.4 | 51.23% | 8 |
| Thursday | | 35.8 | 50.42% | 5 |
| Friday | | 33.3 | 46.83% | 4 |

| | | | | |
|------------------------|------------|--------------|---------------|----------|
| Saturday | | | | 0 |
| Monterey Garage | 435 | 119.5 | 27.47% | 4 |
| Sunday | | | | 0 |
| Monday | | | | 0 |
| Tuesday | | 139.0 | 31.95% | 1 |
| Wednesday | | 127.0 | 29.20% | 1 |
| Thursday | | 107.0 | 24.60% | 1 |
| Friday | | 105.0 | 24.14% | 1 |
| Saturday | | | | 0 |

Salinas City Center Improvement Association SOBO Statistics



Jul 7, 2023

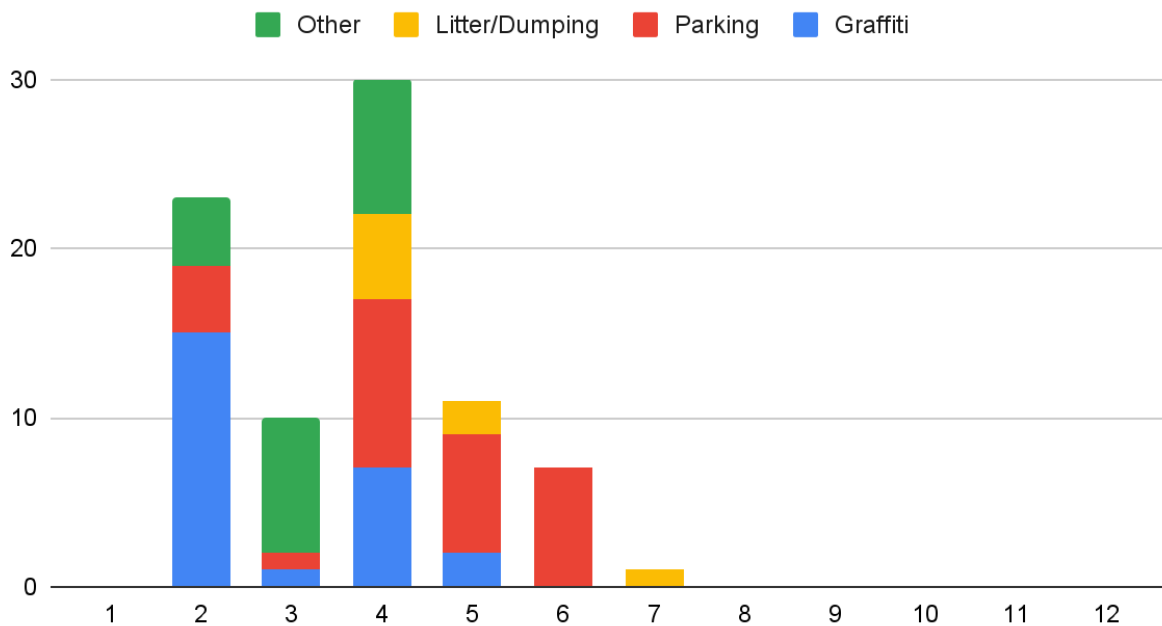
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| Animal Waste..... | 8 |
| Human Waste..... | 9 |
| Drug Paraphernalia..... | 10 |

Salinas Connect Service Requests

| City Service Requests | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Total |
|-----------------------|---|----|----|----|----|---|---|---|---|----|----|----|-----------|
| received | 0 | 23 | 10 | 30 | 11 | 7 | 1 | 0 | 0 | 0 | 0 | 0 | 82 |
| Graffiti | 0 | 15 | 1 | 7 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 25 |
| Parking | 0 | 4 | 1 | 10 | 7 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 29 |
| Litter/Dumping | 0 | 0 | 0 | 5 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 8 |
| Other | 0 | 4 | 8 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 20 |

Salinas Connect Maintenance Requests



Staff Statistics

SCCIA maintenance staff provides sanitation and maintenance to the SCCIA district above and beyond what the city provides. While the Salinas Connect app is a great tool for reporting issues, often the SCCIA staff responds faster or notices issues to address before they need to be reported to the city.

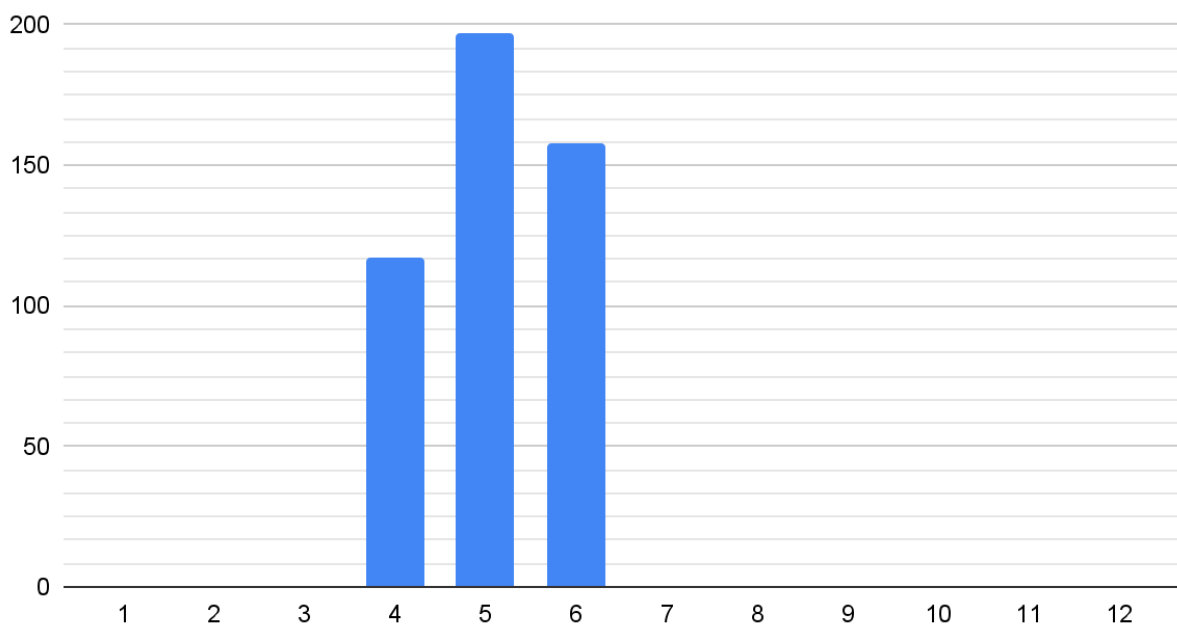
Our staff is the first line of defense in keeping our district clean and presentable.

| Maintenance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Total |
|--------------------|---|---|---|-----|-----|-----|---|---|---|----|----|----|-------|
| Citizen Contact | | | | 117 | 197 | 158 | 0 | 0 | 0 | 0 | 0 | 0 | 472 |
| Transient Contact | | | | 32 | 50 | 51 | 0 | 0 | 0 | 0 | 0 | 0 | 133 |
| Trash Loads | | | | 36 | 37 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 98 |
| Graffiti Removed | | | | 63 | 28 | 34 | 0 | 0 | 0 | 0 | 0 | 0 | 125 |
| Animal Waste | | | | 62 | 114 | 45 | 0 | 0 | 0 | 0 | 0 | 0 | 221 |
| Human Waste | | | | 20 | 13 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 41 |
| Drug Paraphernalia | | | | 6 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 11 |

Citizen Contact

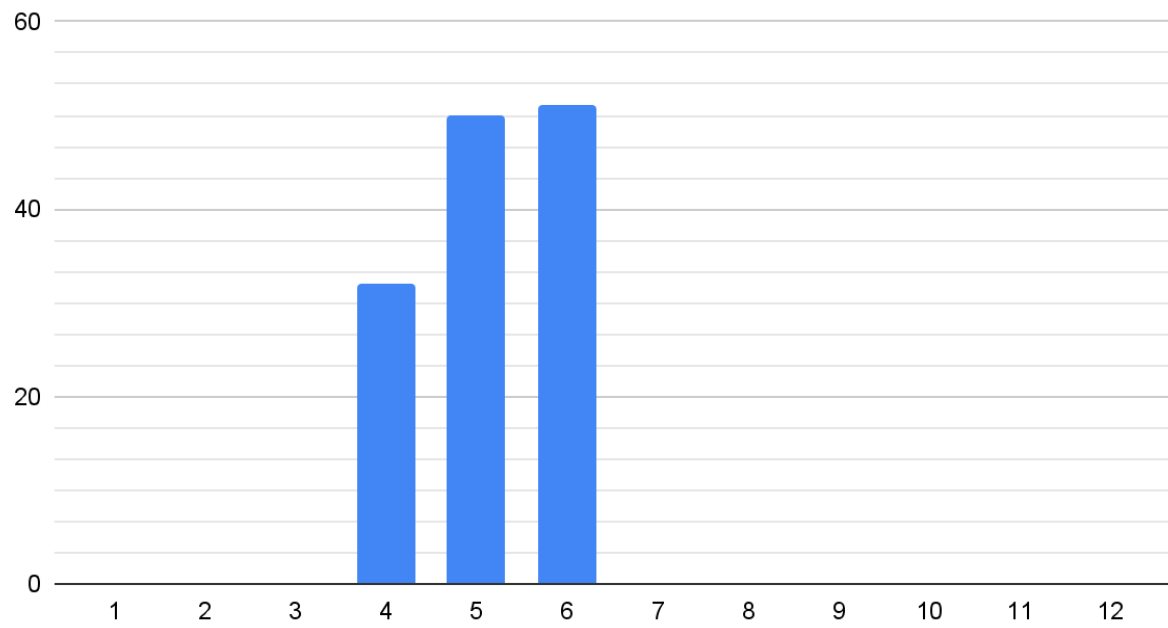
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SCCIA Maintenance Staff Statistics - Citizen Contact



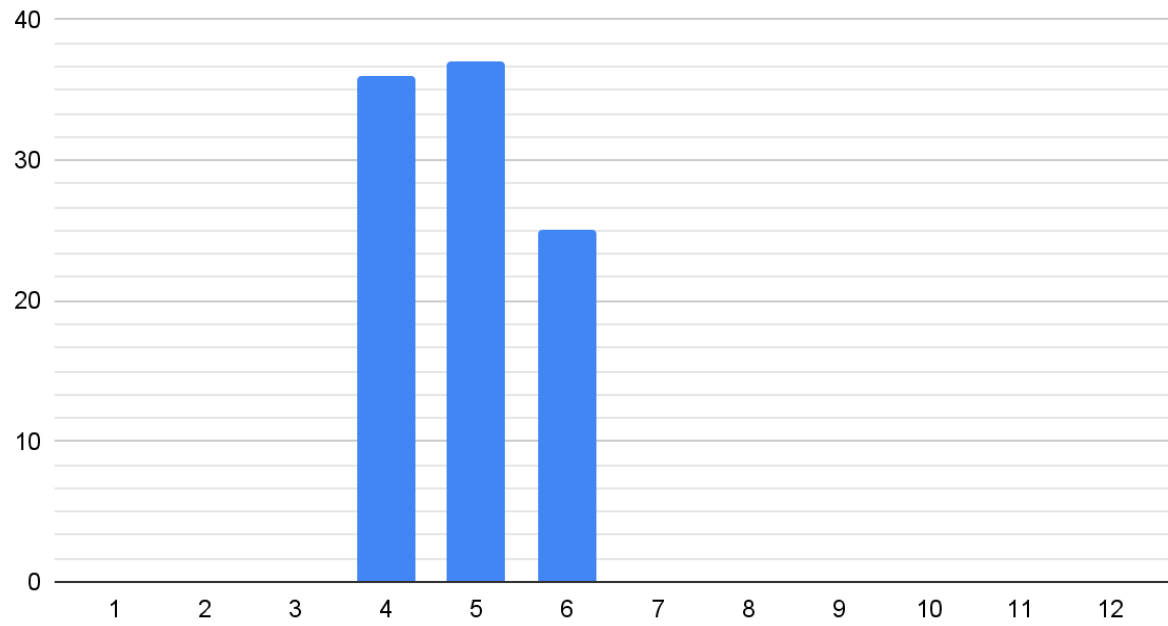
Transient Contact

SCCIA Maintenance Staff Statistics - Transient Contact



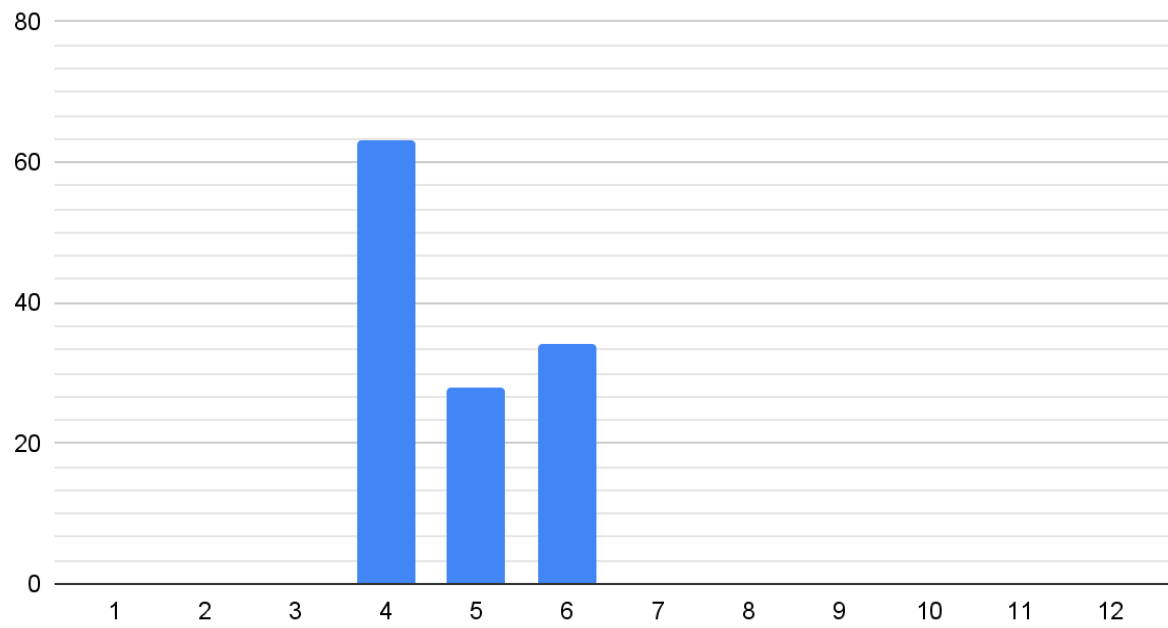
Trash Loads

SCCIA Maintenance Staff Statistics - Trash Loads



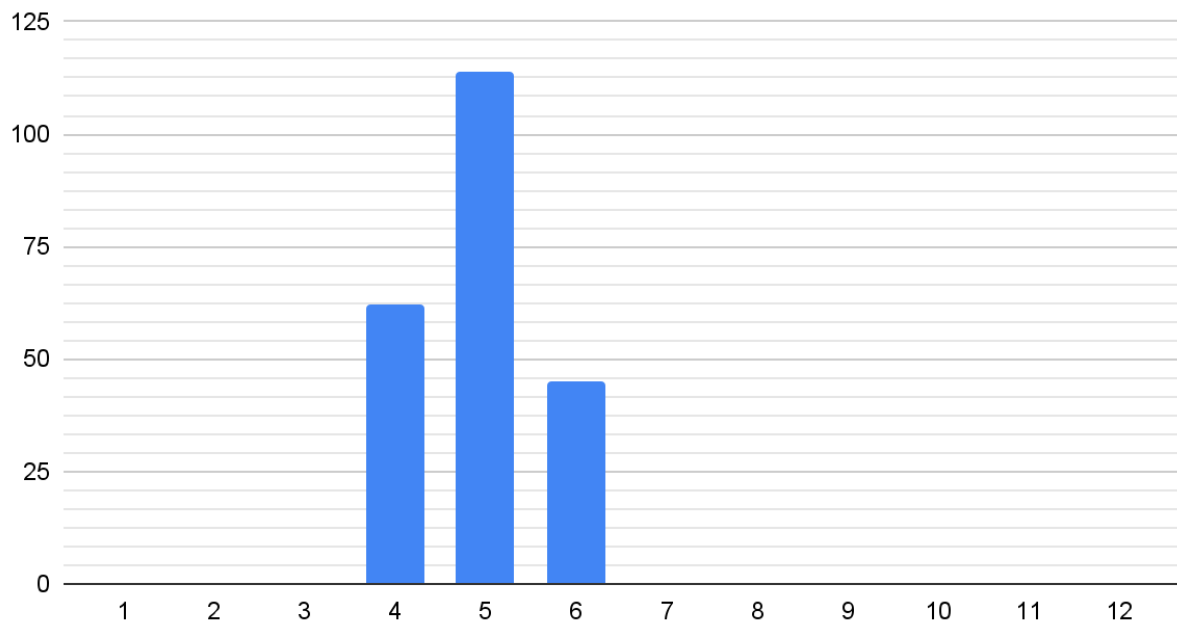
Graffiti Removed

SCCIA Maintenance Staff Statistics - Graffiti Removed



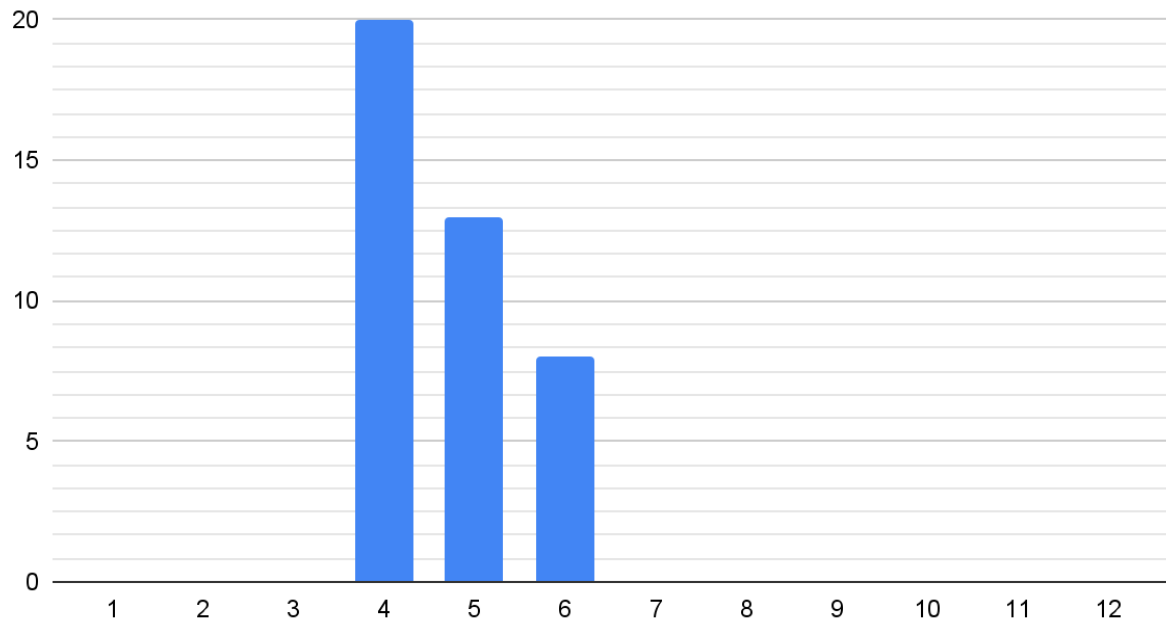
Animal Waste

SCCIA Maintenance Staff Statistics - Animal Waste



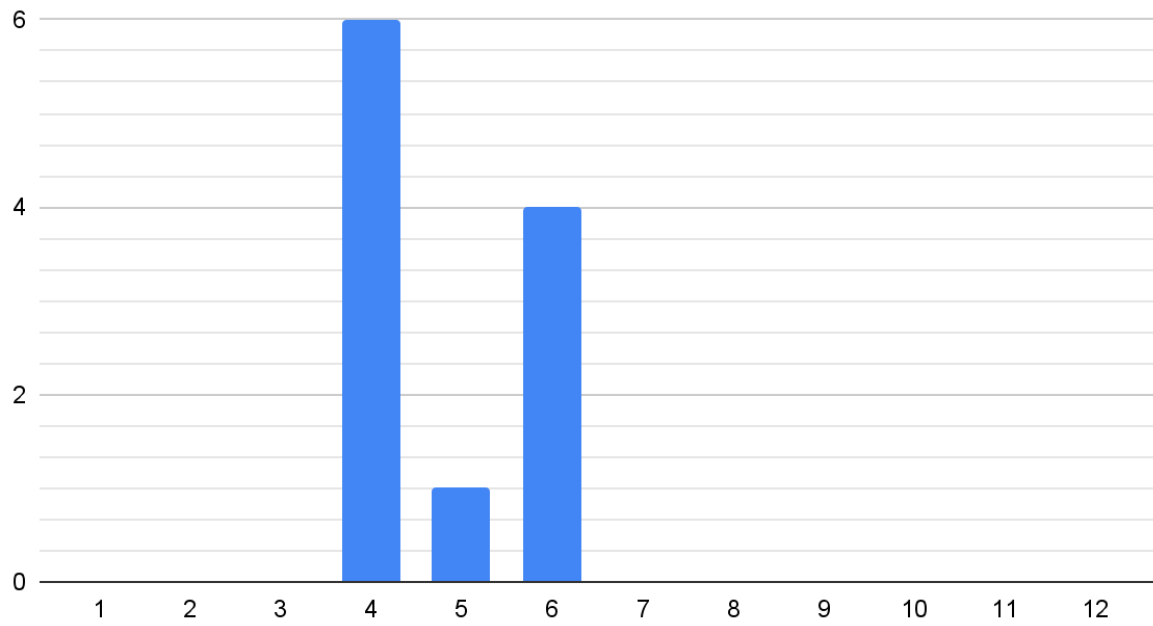
Human Waste

SCCIA Maintenance Staff Statistics - Human Waste



Drug Paraphernalia

SCCIA Maintenance Staff Statistics - Drug Paraphernalia



SCCIA Businesses

| Last Updated | 7/7/2023 | Export PDF | | | | | | | |
|-----------------|----------------------------|--|---|-------------------------------|---|---------------------------|------------|-------------|----------------------|
| Retail | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
| Consumer Goods | Gifts on the go | | | | | ///blaze.pill.junior | Yes | | 150 main street #112 |
| | Apotheca | | @apotheca_dot | | shopapotheca.com | ///pipes.glory.stews | | | 9 e gabilan st |
| | Kerri's Co-Op Chicks | | | | | ///answer.onion.wool | Yes | | 345 main street |
| | Downtown Book and Sound | @DowntownBookandSound | | | downtownbookandsound.com | ///bits.ropes.sticks | Yes | | 213 main street |
| | Debbie Kay's Home Decor | | | | | ///answer.onion.wool | | | 345 main street |
| | Valley Bikes | | | | | ///shut.moral.ready | | | 64 w alisal st |
| | Bobcat Bicycles | @bobcatbicycles | @bobcatbicycles | | bobcatbicycles.com | ///living.phones.took | | | 141 monterey street |
| | Green's Camera World | @greencameraworld | | @greenscamera | greenscamera.com | ///payer.transmitted.oils | | | 350 main str |
| | MP Vacuum | @MPVACUUM | @mpvacuum | | www.mpvacuum.com | ///causes.unfair.tested | | | 233 Salinas st |
| Footwear | Becks Shoes | | | | | ///tiles.format.shared | | | 354 main street |
| Furniture | Casona on Main | | | | | ///mouth.asset.retire | Yes | | 150 main street #108 |
| Grocery | | | | | | | | | |
| Jewelry | Tony's Jewelry | | | | | ///text.composers.tooth | | | 219 Monterey st |
| | Lee's Jewelers | | | | | ///follow.eagles.prep | | | 319 main st #1 |
| | McWherters Jewelry | @McWhertersJewelers | | | mcwhertersjewelers.com | ///busy.puff.page | | | 236 main st |
| Mens Clothing | | | | | | | | | |
| Office Supplies | | | | | | | | | |
| Womens Clothing | Redefined Bridal | @RedefinedClothing | @RedfinedClothing | | | ///silk.window.care | | | 10 w gabilan St |
| | Head over Heals | | | | | ///once.narrow.shade | Yes | | 248 Main street |
| | Scarlet Carnation | | | | scarletcarnation.net/ | ///hook.builds.hears | Yes | | 7 E Gabilan st |
| | Ber Blue Boutique | | @berblue.boutique | | | ///kinks.label.actor | | | 237 Salinas st #2 |
| | Vintage Blossom Boutique | @vintageblossomboutique | @vintageblossomboutique | | | ///sake.actual.tins | | | 150 Main st #152 |
| | | | | | | | | | |
| | | | | | | | | | |
| Health | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
| Dentist | | | | | | | | | |
| Doctor | | | | | | | | | |
| Gym | Reborn Fit | | @migui_017 | | | ///part.smart.power | Yes | | 25 E gabilan st |
| Health Services | Flow Cryotherapy | @flowcryotherapy | @flowcryo831 | | flow-cryotherapy.com | ///token.tell.ankle | | | 311 Salinas st |
| Medical Clinic | | | | | | | | | |
| Pharmacy | Allcare Pharmacy | @AllcarePharmacyandMedicalSupply | | | allcarerx.net | ///safety.about.most | | | 331 main st |
| | | | | | | | | | |
| Property | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
| Apartment | | | | | | | | | |
| Condo | | | | | | | | | |
| Contractor | Pio Construction | | | | pioconstruction.com | ///active.laser.fixed | | | 374 main street |
| | Slama Door | | | | | ///added.neat.admire | | | 137 Monterey Street |
| | Bright Future Solar Energy | @BrightFutureSolarEnergy | @bfsolar | | brightfuturesolarenergy.com | ///adults.dads.clip | | | 139 Monterey st |
| MFR | | | | | | | | | |

| | | | | | | | | | |
|-------------------------|---|---------------------------------|-------------------------------|------------------|--|-----------------------------|------------|----------------|--------------------------|
| Property Management | Coast and Valley Properties, Inc | @CoastandValleyPropertiesInc | | @CoastandValley | https://www.coastandvalleypm.com/ | ///hops.raced.rental | | +18317571270 | 376 Main St |
| | 36 North Properties, Inc | | | | http://www.36northpm.com/ | ///turned.patio.flames | | (831) 484-4604 | 369 Main St Suite M |
| Property Owner | DeSerpa Real Estate Investment | | | | | ///bride.bliss.quiet | | | 416 main street |
| SFR | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Food Service | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
| Bakery | The Bakery Station | @thebakystation | @TheBakeryStation | | thebakystationsalinas.com | ///start.cuts.object | Yes | | 202 monterey str |
| | Energy All Day | | | | | ///exact.feeds.sculpture | | | 317 Salinas st |
| | | | | | | | | | |
| Bar | La Cantina Brewing Company | @Lacantinabrewingcompany | @lacantinabrewingcompany | | lacantinabrewingcompany.com | ///noisy.smart.helps | Yes | | 165 main street |
| | Last Call | | @thelastcallbarandgrill | | portabelloscatering.com | ///ladder.bleak.export | | | 9 e san luis st |
| | 201 Main | | @201MAIN | | 201complex.com | ///twist.bands.eagle | | | 201 main st |
| | Dubbers | @DubbersOldtown | | | | ///phones.asserts.stump | | | 173 Main st |
| | XL Public House | @XLPublichouse | @xlpublichouse | | | ///keys.faces.precautions | | | 127 Main st |
| | | | | | | | | | |
| | | | | | | | | | |
| Catering | | | | | | | | | |
| | | | | | | | | | |
| Coffee Shop/Tea Room | Gold Leaf Spice and Teas | @goldleafspicenteas | @goldleafspicenteas | | goldleafspiceandteas.com | ///social.reader.likely | Yes | | 8 1/2 w gabilan st |
| | The Bearded Bean | @thebeardedbeanllc | @thebeardedbean | | www.thebeardedbean.com | ///hungry.exchanges.grin | Yes | | 210 Main st |
| | Cherrybean | | | | | ///wicked.hears.finely | Yes | | 332 Main st |
| | Starbucks | | @starbucks.taylorfarms | | | ///trader.laser.falls | Yes | | 150 Main st |
| | Villa Rivera Café | | | | http://www.villariveracafe.com/ | ///plug.slam.rank | | (831) 229-7245 | 142 W Alisal St |
| | | | | | | | | | |
| Fast Food | Great British Bakeshop | | @thegreatbritishbakeshop | | https://www.thegreatbritishbakeshop.com/ | ///defeat.rungs.museum | Yes | (831) 356-0005 | 8 W Gabilan St |
| | Cali Glizzy | | | | | ///trees.icons.drift | | | |
| | | | | | | | | | |
| Full Service Restaurant | Mi Tierra Restaurant | | | | | ///become.paper.starts | Yes | | 129 Main street |
| | Gordon's Cafe and Catering | | | | | ///normal.roses.lake | | | 343 main street |
| | Michaels | | @michaelsgrilltaqueria | | | ///forced.fever.before | | | 321 Main st |
| | Mangia I | @mangiaeatonmain | @mangiaeatonmain | | | ///never.soils.crop | | | 328 Main St suite A |
| | Tacos Don Beto | | | | | ///really.race.really | Yes | | 42 w gabilan str |
| | First Awakenings | @firstawakenings | @firstawakeningspg | @AwakeningsFirst | https://firstawakenings.net/ | ///groom.ears.manage | Yes | | 171 main str |
| | Casa Sorrento Pizzeria | @casasorrentopizzeria | | | casasorrento.com | ///heads.river.later | | | 393 salinas st |
| | Amapola Kitchen and Wine Merchant | | | | amapolakitchenandwine.com | ///rates.sport.bump | | | 32 w gabilan st |
| | Altura Lounge and Bistro | | @alturalounge | | | ///chair.front.found | | | 66 W Alisal st |
| | Patria | @PatriaOldtownSalinas | | | | ///chips.slim.waddled | | | 228 Main st |
| | Villa Azteca | @VillaAztecaRestaurant | @villa_azteca | | https://villaazteca.com/ | ///error.curry.poems | Yes | | 157 Main st |
| | Mami Chela | @mamichelas | @mamichelas_ | | | ///bids.scuba.raves | Yes | | 131 Main st |
| | Alvarado On Main | | @asbonmain | | | ///neat.dinner.stocks | Yes | | 301 Main st |
| | Karnaval Cafe | | | | https://www.toasttab.com/karnaval-145-main-street/ | ///every.minute.planet | Yes | | 145 Main St |
| | Portobello's on Main | | | | | ///grit.outer.beast | Yes | (831) 770-6363 | 150 Main St #116 |
| | Growers Pub | @GrowersPub | @thegrowerspub | | http://www.growerspub.com/menu/ | ///monks.method.transmitted | Yes | (831) 7541488 | 227 Monterey St |
| | Burrito King | | | | | #ERROR! | Yes | (831) 424-0159 | 8 midtown ln |
| | | | | | | | | | |
| Tap/Tasting Room | Farmers Union Pour House | @FarmersUnionPourHouse | @farmersunionpourhouse | | | ///bits.ropes.sticks | | | 217 main st |
| | Brew & Krew Ale House | @brewandcrewsalinas | @brewandcrewsalinas | | | ///moved.healers.polite | Yes | | 155 Main st |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Services | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
| Business | Salinas Valley Chamber of Commerce | @SalinasValleyChamberofCommerce | @salinaschamber | @salinaschamber | www.salinaschamber.com | ///pinks.enable.since | | | 119 E Alisal St |
| | Maureen Wruck Planning Consultants, LLC | | | | Mwruck.com | ///trendy.bikes.pipes | | | 21 West Alisal suite 111 |
| | Western Growers Association | | | | wga.com | ///windy.broom.frosted | | | 150 main street #130 |
| | TMD Creative | @tmdcreative | @tmdcreative | @tmdcreative | tmdcreative.com | ///energetic.descended.moon | | | 90 w alisal st |
| | Express Employment Professionals | | | | | ///factor.wiser.earth | | | 45 w alisal st |
| | Adaptive IS | | @adaptive_information_systems | | adaptiveis.net | ///think.vent.opera | | | 376 main st |

[illegible]

| Culture/Entertainment | Business Name | Facebook Page | Instagram Page | Twitter | Website | What 3 Words Location | Gift Cards | List Number | Address |
|-----------------------|----------------------------|--|--|----------------------------------|--|--|------------|----------------|--|
| Cinema | Maya Cinemas Salinas | | | | http://www.mayacinemas.com/ | ///scales.courier.effort | Yes | (831) 757-6292 | 153 Main St |
| | | | | | | | | | |
| Gallery | Salinas Valley Art Gallery | @salinasvalleyartgallery | @salinasvalleyartgallery | | salinasvalleyartgallery.com | ///salad.corner.arrive | Yes | | 218 Main Street |
| | Arte Antigua | @jim.catalano.7 | | | Arte-Antigua.us | ///tones.firm.jazzy | | | 9 West Gabilan Street, Suite 1 |
| | CoLab Studio | | | | | #ERROR! | | | |
| | | | | | | | | | |
| Museum | National Steinbeck Center | @nationalsteinbeckcenter | @steinbeckcenter | @steinbeckcenter | www.steinbeck.org | ///plug.slam.rank | | | 1 Main st |
| | | | | | | | | | |
| Theater | Ariel Theatrical | | | | arieltheatrical.org | ///filled.tested.tame | | | 320 main st |
| | Fox Theater | | | | | ///fingernails.sheep.lived | | (831) 710-1961 | 221 Main st |

SCCIA Vacant Properties

| Date | Status | Business | Notes | Google Map | Image |
|----------|------------|-------------------|-------------------------------|---|---|
| 12/28/22 | Occupied | Mami Chelas | | 131 Main Street, Salinas CA | https://photos.app.goo.gl/vVf29bX96GXJoVdB6 |
| 12/28/22 | Occupied | Karnaval | | 145 Main Street, Salinas CA | https://photos.app.goo.gl/LhakioAerLQCaVwE9 |
| 12/28/22 | Pending | Realtor/Insurance | | 242 1/2 Main Street, Salinas CA | https://photos.app.goo.gl/mZ3ffmo5dY1mgUim6 |
| 12/28/22 | Pending | Pink Artichoke | Benjamin Moore paints | 333 Main Street, Salinas CA | https://photos.app.goo.gl/FmJnvnL4ASjWpz7g7 |
| 12/28/22 | Red Tagged | La Fogata | open in April/May? | 232 Main Street, Salinas CA | https://photos.app.goo.gl/UkRfHGbfLWP4VCbi8 |
| 12/28/22 | Pending | The Glass House | | 221 Main Street, Salinas CA | https://photos.app.goo.gl/cNujQXkx9ZXqiS8z9 |
| 12/28/22 | Occupied | Oyster Bay | temp disaster relief | 231 Main Street, Salinas CA | https://photos.app.goo.gl/sWsWYdqucz1SREA7 |
| 12/28/22 | Vacant | Vintners Cellar | permit for kitchen with city? | 238 Main Street, Salinas CA | https://photos.app.goo.gl/EdFydGKkdacKD9eq9 |
| 12/28/22 | Pending | Arts Council 4 MC | former Somos gallery | 262 Main Street, Salinas CA | https://photos.app.goo.gl/K2KBpdwe8UYRoWX47 |
| 12/28/22 | Vacant | Islas Marrieta | | 330 Main Street, Salinas CA | https://photos.app.goo.gl/Sp3WS9f2gMcth |

| | | | | | |
|----------|------------|--------------------------|--|---|---|
| | | | | | K9y9 |
| 12/28/22 | Vacant | Legacy Church | | 357 Main Street, Salinas CA | https://photos.app.goo.gl/qFp586879Fi8SaPJ8 |
| 1/1/23 | Vacant | 300 Main | | 300 Main Street, Salinas CA | |
| 1/26/23 | Occupied | One Work | new company ownership | 325 Main Street, Salinas CA | https://photos.app.goo.gl/3PvpTyvPMkqdZWQY7 |
| 1/26/23 | Pending | Clothing retail | coming in April? | 246 Main Street, Salinas CA | https://photos.app.goo.gl/obqKGp9mQJWAyWFs7 |
| 1/27/23 | Red Tagged | former convenience store | | 101 Monterey Street, Salinas CA | https://photos.app.goo.gl/R4Z1Wck1N1vqx1326 |
| 2/2/23 | Unknown | Various | | 237 Salinas Str. Salinas CA | https://photos.app.goo.gl/mfV6cMDEbGJNeECS6 |
| 2/2/23 | Unknown | Three Salinas Square | | 344 Salinas Str. Salinas CA | https://photos.app.goo.gl/G25HdwoFyStbq2Uh9 |
| 2/3/23 | Occupied | Rositas | open again since 3/2023? | 231 Salinas Street, Salinas CA | https://photos.app.goo.gl/CawKC9YQVLpVHgFLA |
| 2/3/23 | Occupied | Eli's Amazing Deals | | 329 Monterey St. Salinas CA | https://photos.app.goo.gl/v3GBCUQJthxbQo1q7 |
| 2/7/23 | Vacant | ? | | 40 w alisal str. salinas ca | https://photos.app.goo.gl/qm5DJZST1vyKn7ED7 |
| 2/13/23 | Vacant | Former Californian | have plans for 42 units- too much \$\$\$ | 123 w alisal str. salinas ca | |
| 3/23/23 | Vacant | Bliss | Sweet Reba bakery | 266 Main Street. Salinas CA | https://photos.app.goo.gl/Ei |

| | | | | | |
|---------|---------|------------------------|------------------------|--|---------------------------------|
| | | | | | EgneRpo4naL9Lr8 |
| 3/31/23 | Pending | Comerica Drive Through | sold to SBUX developer | 27 John St, Salinas CA | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

| Date | Rate | Percent | Delay | Weekly Hours | Weekly Costs | Difference | Yearly Total | Difference |
|---|---------|---------|---------|--------------|--------------|------------|--------------|--------------|
| 4/1/2020 | \$24.00 | | | 96 | \$2,304.00 | | \$119,808.00 | |
| 12/1/2021 | \$24.21 | 0.88% | 1yr 8Mo | 80 | \$1,936.80 | -\$367.20 | \$100,713.60 | -\$19,094.40 |
| 7/1/2022 | \$25.66 | 5.99% | 7Mo | 80 | \$2,052.80 | \$116.00 | \$106,745.60 | \$6,032.00 |
| 12/1/22 | \$27.20 | 6.00% | 5Mo | 80 | \$2,176.00 | \$123.20 | \$113,152.00 | \$6,406.40 |
| 7/1/2023 | \$28.83 | 5.99% | 7Mo | 80 | \$2,306.40 | \$130.40 | \$119,932.80 | \$6,780.80 |
| | | | | | | | | |
| 4/1/2020 through 7/1/2023 total rate difference | | | | | | | | |
| | \$4.83 | | | | | | | |
| | 20.13% | | | | | | | |

