



SALINAS CITY CENTER
IMPROVEMENT ASSOCIATION

2023 ANNUAL REPORT

10B MIDTOWN LANE, SALINAS CA 93901





Executive Summary

Salinas City Center is the cultural soul of Salinas. Every year hundreds of events come downtown to enjoy the clean, safe, and vibrant streets created by the Salinas City Center.

Salinas City Center acts as an economic multiplier with investment dollars. By consolidating special district assessments we are able to create a value-add proposition for all property owners in the district.

In 2023 Salinas City Center has spent over \$288,000 in direct investment on just landscaping, maintenance, and security in the downtown core (zone 1) and surrounding area (zone 2.)

This investment is enabling the revitalization of the downtown district.

Over 400,000 pedestrians traversed the Main St & Alisal St intersection in 2023. During the course of 2023, 31 events were polled for attendance counts adding up to nearly 40,000 visitors. These include theater shows, parades, and other special events.



New businesses are relocating and opening on Main Street adding commerce, vibrancy, vitality, and economic growth. Year over year Sales Tax has increased from 2022 Q4 to 2023 Q4. New businesses opened, and more people are enjoying Salinas City Center.



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About the Salinas City Center Improvement Association

In 2015, downtown property owners voted to form an improvement district and to assess their properties. Early in 2016, the property owners formed a 501(c)3 public benefit corporation called Salinas City Center Improvement Association (SCCIA). SCCIA is now up and running, with a district manager, maintenance employees, and a full slate of volunteers working hard to implement the vision for a vibrant downtown.

There are two distinct areas of investment that are funded from properties within the district, consisting of Sidewalk Operations, Beautification, and Order (SOBO) and District Identity and Streetscape Improvements (DISI). Both are supported by a volunteer committee to develop their programs. A third committee, Land Use, works to promote City, County, and Public Agency cooperation for new development and planning.

Property owners through SCCIA desire to positively affect downtown Salinas by collectively advancing the Vibrancy Plan originally set out by the City. Our goal is to create a vibrant business, retail and entertainment center that all of Salinas can come to and enjoy. We support development of new residential units, increased foot traffic, public engagement with the downtown, and a thriving retail sector with bustling restaurants, bars, and coffee shops. We want the district to be a welcoming and exciting place for professionals, students, visitors, and residents alike. We embrace the rich culture and history of our people and our town.

This modern, urban environment is achieved through a series of measures, including beautification, safety, and cleanliness as well as developing a strong district identity with marketing campaigns.

The SCCIA Board of Directors welcomes and encourages public input and participation in issues that affect our community. For more information on how you can get involved, please contact District Coordinator Greg Hamer.



Area Map





Board

The current board is composed of 13 directors. Per the bylaws of the organization, two thirds of the members are property owners, or their designated appointee. Each director is elected for a period of 2 years with no term-limits. Elections are held each year.

Board President	Steve Ish	sish@taylorfarms.com
Board Vice President	Frank Saunders	franksaunders8@gmail.com
Board Treasurer	Greg Piini	greg@piinirealty.com
Board Secretary	Audrey Wardwell	audrey@36northproperties.com
Board Member	Amy Salmina	amy@coastandvalleypm.com
Board Member	Jason Retterer	jretter30@hotmail.com
Board Member	Jay DeSerpa	jay@deserpa.com
Board Member	Katy Castagna	katy.castagna@unitedwaymcca.org
Board Member	Larry Bussard	larrybussard299@gmail.com
Board Member	Peter Kasavan	pk@kasavanarch.com
Board Member	Ruth Rodriguez	rrodriguez@chispahousing.org
Board Member	James Kendall	jkendall@mahoneycommercial.com
Board Member	Joel Panzer	joel@mwruck.com



Why Salinas City Center?

Salinas City Center is a vibrant part of Salinas. Thousands of people flock to the growing beer scene, active nightlife, and to the many events spread throughout the year. It is home to our local city government, Monterey County offices, Monterey County Superior Court, Taylor Farms, and nearly 200 other small businesses!

Economy

Shopping, Business, & Professional Services

Salinas City Center is less than 1% the size of the City of Salinas. In that small size, we have nearly 5% of all businesses registered in Salinas.

Salinas Businesses		% of Total
Total Businesses	3876	100%
93901 Businesses	1648	42.5%
SCCIA Businesses	183	4.72%

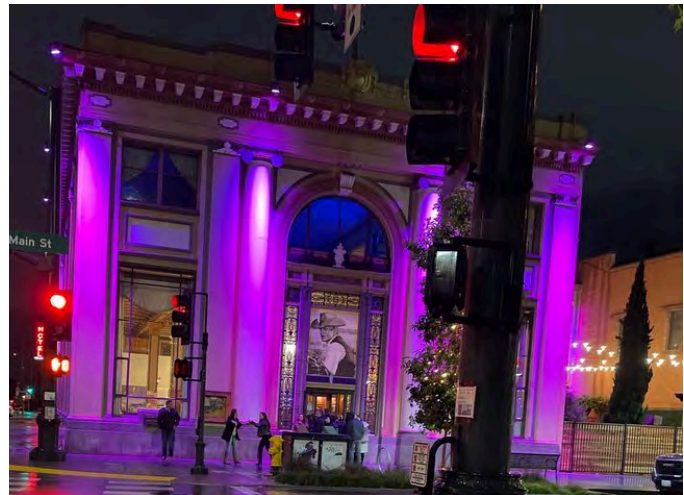
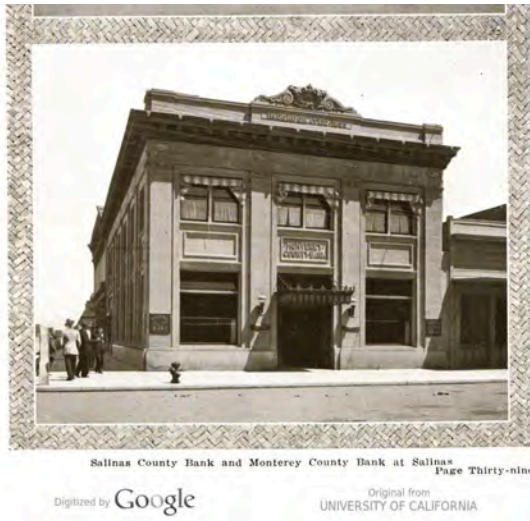
Businesses choose Salinas City Center to be close to their customers, other amenities, and to be part of a vibrant community! The recent opening of [Heirloom Pizza](#) on Main Street, the rebranding of [El Colibri](#) (formerly Gordon's Restaurant), and the upcoming opening of [Sweet Reba's](#), [The Glasshouse](#), and [Otto's Bread Co.](#) demonstrate that Salinas City Center is Open for Business!





Properties

Value per Acre	Size (ac)	% Size	Assessed Value	Tax/Acre	% Tax/Acre	Tax	% of Tax
	Salinas	15,008				\$129,942,287	
	Salinas City Center	113	0.75%	\$189,848,297	\$1,680,073	194.04%	\$1,898,483 1.46%
	Salinas City Center Public (untaxed)	32	0.21%				
	Salinas City Center Private Property (Taxed)	81	0.54%	\$189,848,297	\$2,343,806	270.70%	\$1,898,483 1.46%

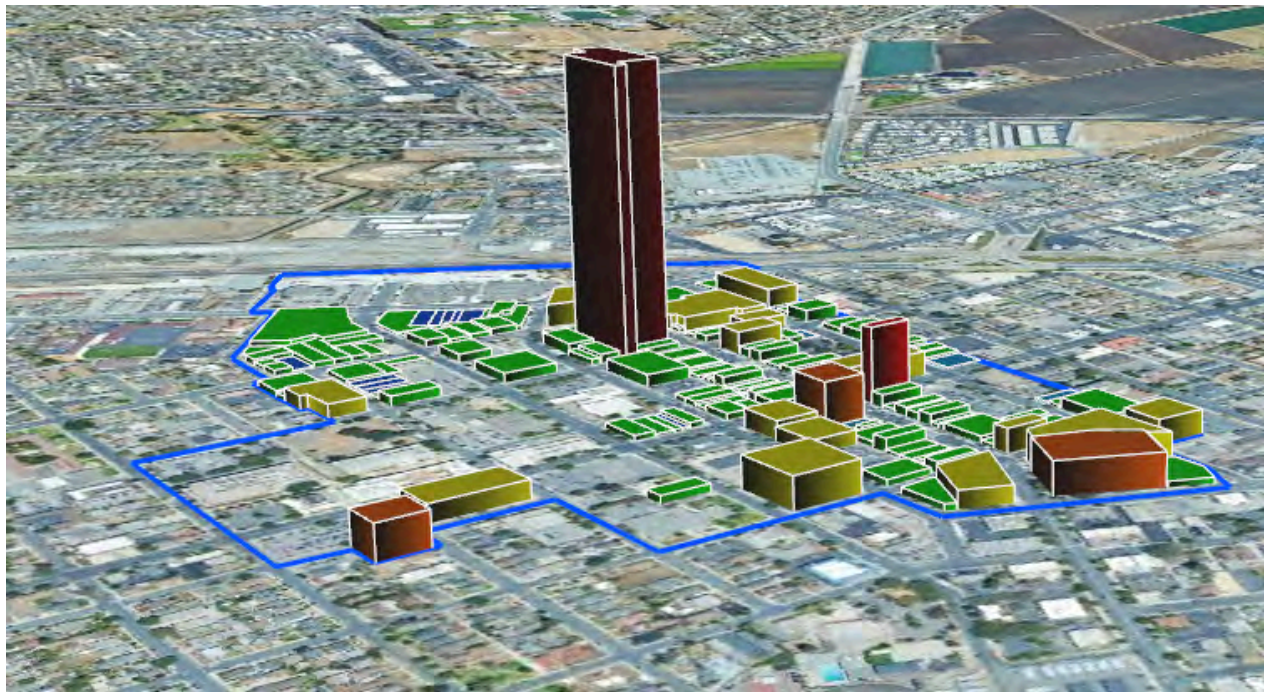


Salinas City Center includes approximately 113 acres of the historic downtown. This acreage represents 0.54% of total acreage within the city but nearly 1.5% of the total assessed value! Salinas City Center land and properties are nearly **three times** as valuable as the average acre in the rest of Salinas. With the continued adaptive reuse of buildings such as 300 Main St (formerly Dick Bruhn's) and 344 Main St (Heirloom Pizza, formerly Beverly's Fabric), the economic value of Salinas City Center increases and becomes a more attractive place to Live, Work, and Play!



As shown in the image below, new construction and adaptive reuse locations are increasing the overall value of Salinas City Center. While many properties are long-term holdings, once they sell and are redeveloped, property taxes increase drastically.

Tax Revenue from Salinas City Center Properties



Legend	Tax Revenue
Blue	Less than \$1K/year
Green	\$2-10K/year
Yellow	\$11-25K/year
Orange	\$26-50K/year
Red	\$51-\$100K/year
Dark Red	\$101K+/year

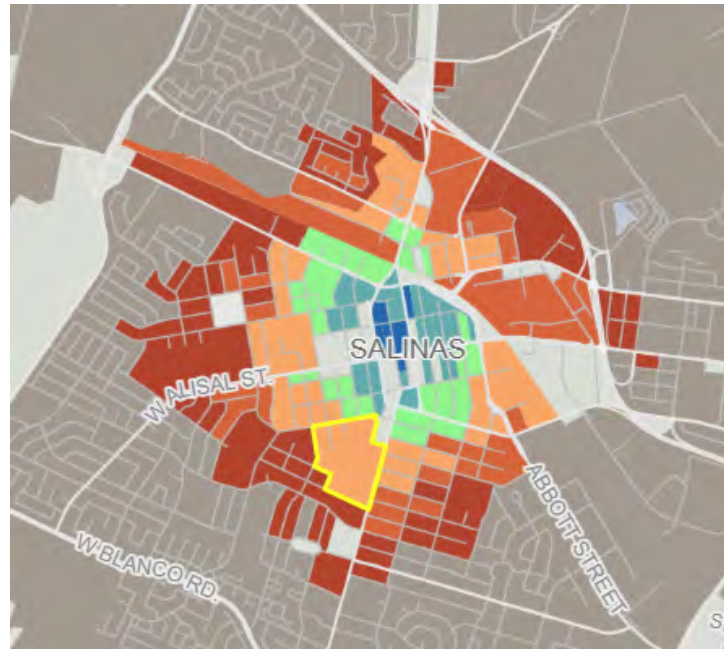
There are a substantial number of properties in the Salinas City Center district that, while very valuable, belong to government entities and therefore untaxed.



Pedestrians

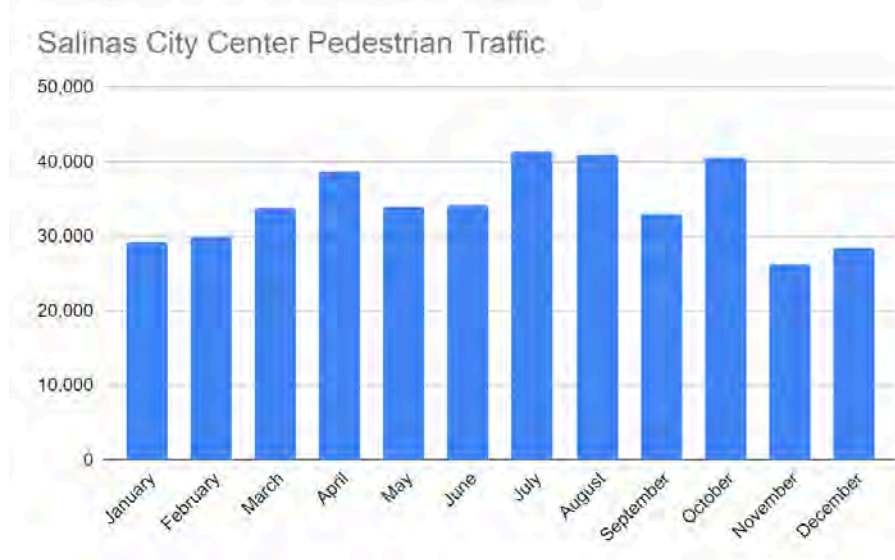
Salinas City Center is rapidly becoming a “15 Minute City” where all local amenities are nearby within a short walking distance. Salinas City Center is the only location in Salinas that has Restaurants, Coffee Shops, Bars, Library, Bookstore, and City Services, and Transit stops within a 15 minute walk. As illustrated by the image, most are within a 5 minute (blue), or 10 minute (green), walk.

With Salinas City Center being a destination for locals in the Salinas area, it is no surprise that thousands of pedestrians cross our streets on a monthly basis.



Over 400,000 pedestrians utilized the scramble crosswalk on the intersection of Main Street and Alisal Street in 2023! In addition to monitoring pedestrian usage on the scramble crosswalk, in October 2023 Salinas City Center recorded approximately 5000 instances of people passing through the alley at 230 Main St, and 7000 instances of people at Midtown Lane.

Month	Main/Alisal
January	29,328
February	29,831
March	33,685
April	38,660
May	33,924
June	34,108
July	41,410
August	40,872
September	32,865
October	40,619
November	26,191
December	28,503





Events

Salinas City Center is host to many events throughout the year. 2023 is the first year that events and attendance were counted, and while counts are requested from organizers, not every organizer opted to release counts.



Events Counted	31
Total Attendance	38,280
Total Events	76
Unique Events	48

Salinas City Center Improvement Association identified 76 events in 2023. Organizers for 48 events were contacted, of which, 31 provided attendance figures. [Ariel Theater](#) alone had over 15,000 guests attending their performances. Other notable events were the [Rodeo Horse Parade](#), [Kiddie Kaper Parade](#), [Veterans Day Parade](#), and the [Salinas Holiday Parade of Lights](#).



Identity

Salinas City Center Improvement Association wants to be known as a clean, safe, vibrant district where all are welcome. In order to accomplish this we manage several social media accounts, email mailing lists, the corporate website, and contract to several media outlets to spread information.



SCCIA also decorates several alleys on Main St, has a year-round tree illumination encroachment permit, and are actively pursuing several murals that are in various stages of planning.

Other organizations are invited to participate in the banner programs to showcase their organization on the aesthetic light fixtures adorning Main St.

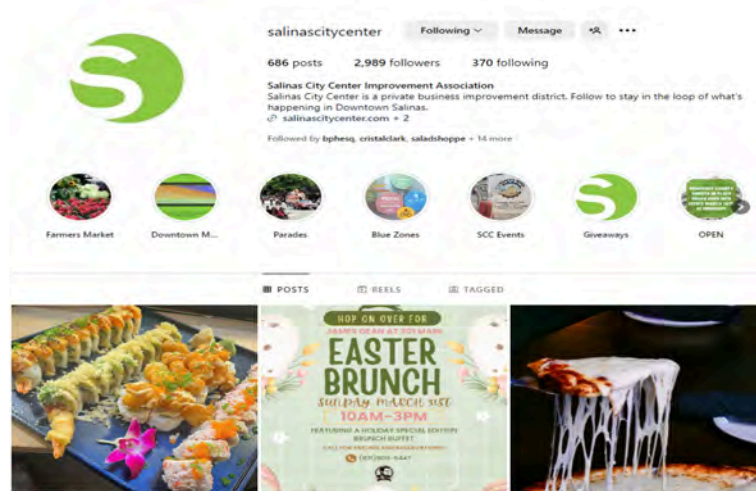


Instagram

<https://www.instagram.com/salinascitycenter/>

Instagram, along with Facebook, are the 2 main avenues that Salinas City Center utilizes to promote downtown businesses. Throughout the year our accounts will amplify media from other Salinas City Center businesses to our audience. The Instagram account grew over 13% to almost 3,000 followers.

Instagram Insights	Total
Reach	12,578
New Page Followers	347
Content Interactions	1.1K
Link Clicks	132
# of Posts	31
# of Stories	302
# of Reels	0
Engagement Rate	1.20%



Facebook

FB Insights	Total
Reach	45,156
Content Engagement	3K
New Page Followers	343
Link Clicks	1,676

<https://www.facebook.com/salinascitycenter>

As with the Instagram account, Facebook is amplifying the reach of local businesses. The Facebook account grew by 8.56% to 4,349 followers.





KSBW

During the holiday season, SCCIA advertised on KSBW 72 times with a 30-second commercial to promote Salinas City Center.

In addition, the commercial was shown 22,800 times on <https://ksbw.com>.

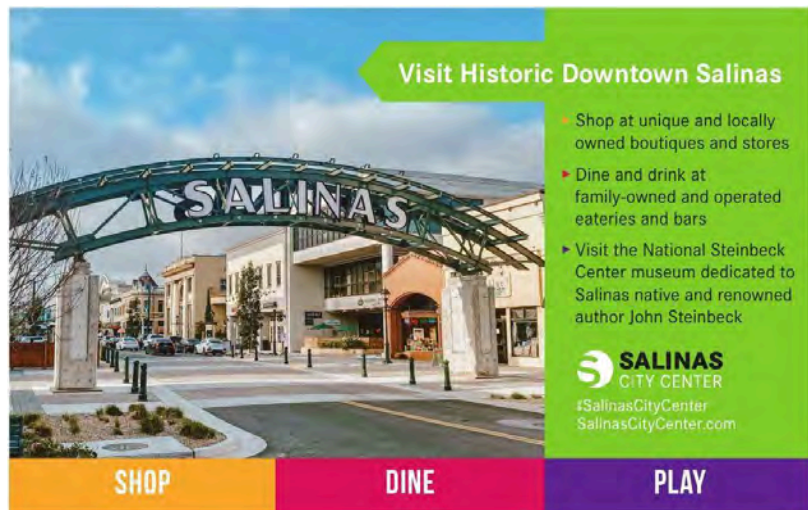
[Salinas City Center commercial](#)

Monterey County Weekly

This image was used as a half page ad in the Monterey Coast Weekly's Monterey County Visitors Guide as a half-page advertisement for Salinas City Center.

It has a 75,000 copy circulation throughout the Monterey area.

In addition, during the holiday season, a series of email blasts totalling nearly 175,000 emails was sent out over 6 weeks. It resulted in nearly 100,000 email opens and views of the advertisement.



In addition to paid advertisements, the Monterey County Weekly also publishes the "Best of.." series. Salinas City Center businesses and people were well represented with 10 awards!



Main Street Banners



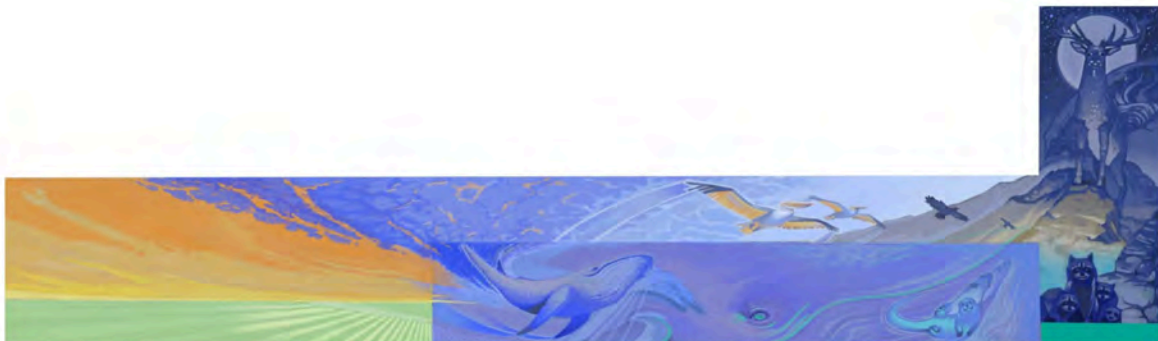
Salinas City Center holds the current permit to mount event banners on all the lamp posts on Main St with the City of Salinas. To showcase all Salinas has to offer, substantial effort is placed in displaying as many non-profit organizations as possible.

Hometown Heroes was one of the first organizations to request a permit and display banners. This Salinas favorite displays local Veterans during Memorial Day and Veterans Day.

In 2023 the Salinas City Center displayed 6 different styles of banners celebrating Salinas Valley Health, Natividad Hospital Foundation, Hometown Heroes, American Cancer Society's Relay for Life, along with the regular green Salinas City Center banners and Holiday themed banners.

Streetscape Decorations

Salinas City Center is investing in several Murals throughout the district. In 2023 residents voted to select their favorite design to be painted in the vicinity of the Salinas Rotary Arch. The design is currently under review by the Planning Department. Two additional murals are planned for future locations.





Along with tree trimming, Salinas City Center maintains the tree lights in all the Main Street trees. Lights turn on at dusk and turn off at dawn along with regular street lighting. During the Holidays, Salinas City Center installs additional lighting and decorations on the street lights. Lastly, the Salinas Tree of Peace is raised at 1 Main St, the site of CSUMB @ Salinas City Center.

On the 200 block of Main St, two alleyways connect parking areas to shopping areas that hundreds of people traverse on a daily basis. In order to make the space more hospitable, Salinas City Center installed overhead patio lighting several years ago. Today we also use the overhead space to highlight special seasons such as Valentine's day, Halloween, Springtime flowers, and many others.

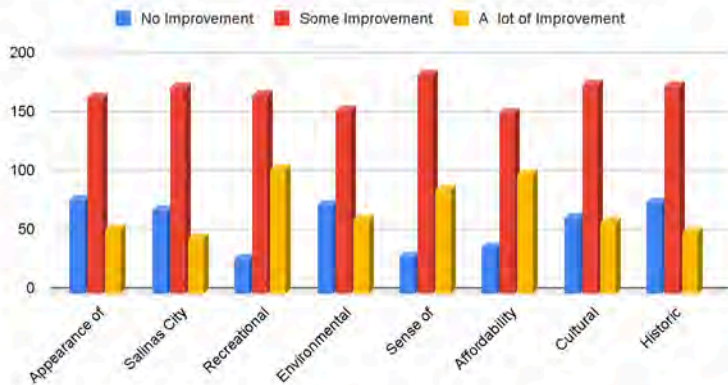




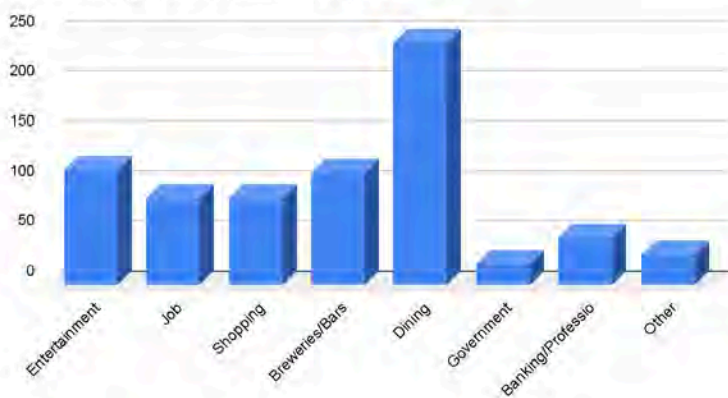
Survey

In the summer of 2023, Salinas City Center created a survey to see if visitor sentiment has substantially changed since the survey of 2014. For more detail, please see the [SCCIA Community Survey](#).

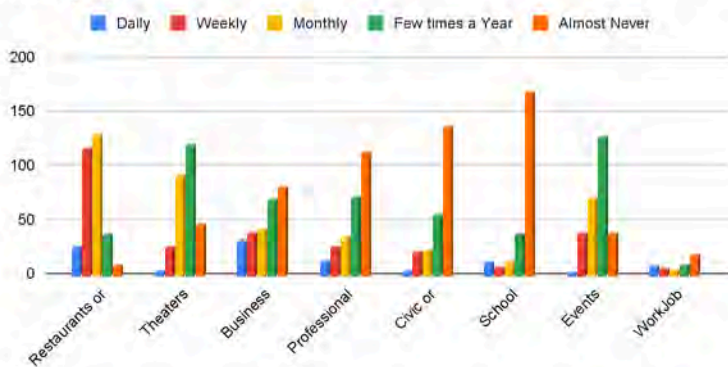
How much improvement do we need in the following areas?



What brings you to Salinas City Center?



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





Parking

On-Street/Surface Parking

Parking Stall by Month 2023	1	2	3	4	5	6	7	8	9	10	11	12
100 Block		94.20%	89.13%	95.34%	94.10%	92.61%	93.17%	93.28%	85.87%	91.30%	86.96%	
200 Block		94.12%	93.89%	89.63%	95.38%	93.52%	83.33%	86.42%	85.56%	82.67%	88.89%	
300 Block		86.32%	84.44%	82.22%	85.93%	89.11%	76.11%	79.26%	82.22%	91.11%		
Lot 1 - 200 Block Salinas		81.56%	94.68%	79.79%	76.60%	88.09%	84.04%	80.50%	63.83%	93.62%		
Lot 2 - 300 Block Salinas		70.42%	70.42%	77.34%	68.17%	65.96%	68.78%	58.55%	64.08%	72.39%		
Lot 3 - 200 Block Monterey		83.88%	83.33%	91.60%	88.08%	90.85%	82.93%	85.77%	85.37%	78.35%		
Lot 5 - 300 Block Monterey		64.26%	76.12%	74.21%	71.64%	72.01%	64.93%	67.91%	79.48%	82.46%		
Lot 8 - Gabilan		50.50%	52.82%	45.47%	45.07%	51.83%	41.55%	38.73%	56.34%	43.66%		

Monterey Street Garage

2023	Validated	Regular	Volume	Turnover
1	2,987	7,569	10,556	78.28%
2	2,733	7,674	10,407	85.44%
3	4,100	10,408	14,508	107.59%
4	4,812	11,315	16,127	123.58%
5	4,385	10,467	14,852	110.14%
6	5,381	12,016	17,397	133.31%
7	6,302	13,926	20,228	150.00%
8	4,369	10,015	14,384	106.67%
9	2,227	6,947	9,174	70.30%
10	2,185	7,098	9,283	68.84%
11	2,661	7,637	10,298	78.91%
12	2,208	6,623	8,831	65.49%
Total	44,350	111,695	156,045	98.21%

Normal daily users, movie-goers, and special event attendees accounted for 156,045 vehicles that used the Monterey Street Garage for an average turnover of 98.12%. Salinas City Center believes that the Monterey Street Parking Garage is under-utilized, especially during the work week and winter months, as shown in the table. Turnover of less than 100% means that the garage is never full.

For additional information on how busy Salinas City Center is for events, pedestrians, and vehicle parking, please see the [complete report](#).



Financial

Revenue

Below are the largest combined assessments for the major property owners. For more information, please see the Assessment Data further into the Annual Report.

Salinas City Center Assessments	Assessment	Properties	Owner
Largest Combined District Assessment	\$93,198.67	34	City Of Salinas
2nd	\$42,458.22	8	County Of Monterey
3rd	\$20,784.53	9	Taylor Fresh Foods Inc
4th	\$15,367.05	2	Taylor Salinas Property Management Co
5th	\$14,211.13	1	SF Steinbeck Commons LP

Major Expenses

Landscaping

Salinas City Center Improvement Association currently contracts with Smith and Enright Landscaping to manage the district streetscape.

Services include maintaining the cleanliness along the right-of-way, landscape trimming, watering of plants, etc. This service ONLY includes the public right-of-way, and no private properties or government occupied properties are included.

Occasionally additional work is performed such as tree trimming, removing hazardous items, or cleaning.

SCCIA expends approximately \$100K per year on landscape services.





Security

Security is and has been a major concern of the merchants and visitors to Salinas City Center. To address these concerns, SCCIA contracts with a security company to provide guards to the district. These guards help business owners and merchants navigate non-emergency situations that arise, cooperate with law enforcement when needed, and lend a peace of mind. Everyone in the district is invited to call the on-duty guard whenever assistance is needed.

Currently security services are present 64 hours (6 days) per week in 2024, which was reduced from 80 hours per week in 2023.

The gathering of statistics only commenced the latter half of 2023, but the table below illustrates how involved the security staff is in maintaining a pleasant Salinas City Center.

Security	1	2	3	4	5	6	7	8	9	10	11	12	Total
Phone							3	60	50	73	59	49	294
Txt							2	36	24	20	22	12	116
Merchant/Owner							13	140	213	334	401	317	1,418
Citizen							5	148	274	353	408	343	1,531
Transient							13	215	247	251	289	282	1,297
Report Trash							4	75	74	41	63	44	301
Report Animal Waste							2	28	33	30	32	24	149
Report Human Waste							0	0	1	0	1	0	2
Report Drug Paraphernalia							2	2	0	0	1	0	5



Salinas City Center spends approximately 20%, or \$100,000, of the budget on contracted security services through Allied Security.

In addition to Salinas PD cameras located throughout Main St, many businesses also deploy private cameras. Systems range from fully managed and monitored cameras (for example located at 295 Main St and the United Way of Monterey County) to regular Ring or similar cameras located at many merchant businesses.

Increasingly these private systems are requested by the Salinas PD to solve crimes that the PD cameras do not capture. Salinas City Center is also a vocal supporter of repairing and replacing the camera system in the Monterey Street Garage that has been inoperable for over a year.

Salinas City Center is committed to safety and the support of policies that will ensure the well-being of our visitors.



Maintenance



Salinas City Center has 2 full time staff members to keep the district clean and sanitary. Together they perform daily trash pickups, graffiti abatement, and general maintenance. As noted in the graph below, they are often the first person that is seen by visitors, with 1000's of interactions with Merchants, Property Owners, Visitors, and Transients. They are responsible for picking up hundreds of bags worth of trash, hundreds of graffiti removals, and picking up hundreds of instances of waste. Without them the district would not look as well maintained.

Maintenance Crew	1	2	3	4	5	6	7	8	9	10	11	12	Total
Phone				0	0	0	0	0	0	0	0	0	0
Txt				1	0	0	0	0	0	0	0	0	1
Merchant/Owner				117	197	158	100	122	126	64	0	0	884
Citizen				32	50	51	35	39	38	19	0	0	264
Transient				36	37	25	26	36	32	16	0	0	208
Trash Loads				63	28	34	12	19	68	19	0	0	243
Graffiti				62	114	45	56	67	65	37	0	0	446
Animal Waste				20	13	8	11	17	20	5	0	0	94
Human Waste				6	1	4	2	46	42	33	0	0	134
Drug Paraphernalia				0	0	0	0	0	0	0	0	0	0



Salinas Connect Service Requests

For issues that cannot be resolved using Salinas City Center staff, district employees utilize the Salinas Connect App. Excessive trash dumping, parking enforcement, graffiti abatement on various properties are all reported on the App.

City Service Requests	1	2	3	4	5	6	7	8	9	10	11	12	Total
Received	0	23	10	30	11	7	6	21	8	18	0	4	138
Graffiti	0	15	1	7	2	0	1	0	0	4	0	0	30
Parking	0	4	1	10	7	7	2	13	5	9	0	4	62
Litter/Dumping	0	0	0	5	2	0	1	0	0	0	0	0	8
Other	0	4	8	8	0	0	2	8	3	5	0	0	38



Accountants Compilation Report

Fiscal Year of December 2022 - November 2023



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 November 30, 2023, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2022-2023 – cash basis for the twelve 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
January 10, 2024

Steinbruner Hill, Inc.

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

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

ASSETS

Current Assets	
Bank Accounts	
Checking - Operating Acct	\$ 14,734.94
Checking - Grants Acct	108,836.48
SVFWF Checking	-
Total Bank Accounts	123,571.42
Total Current Assets	123,571.42
Other Current Assets	
Mechanics Bank CD	203,141.61
Total Other Current Assets	203,141.61
Fixed Assets	
Vehicle	18,000.61
Accumulated Depreciation	(819.00)
Total Fixed Assets	17,181.61
Other Assets	
Organizational Costs	50,000.00
Accumulated Intangible Assets	(27,917.00)
Total Other Assets	22,083.00
TOTAL ASSETS	\$ 365,977.64

LIABILITIES AND FUND BALANCE

Liabilities	
Debt	\$ 15,000.00
Total Liabilities	15,000.00
Fund Balance	
Fund Balance - SOBO	99,886.65
Fund Balance - DISI	53,694.13
Fund Balance - Admin	19,755.38
Fund Balance - Conting/Reserves	44,540.39
Fund Balance - Grants	108,836.48
Fund Balance - SVFWF	-
Subtotal - Cash Fund Balance	326,713.03
Fund Balance - Other	24,264.61
Total Fund Balance	350,977.64
TOTAL LIABILITIES AND FUND BALANCE	\$ 365,977.64

(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 Twelve Months Ended November 30, 2023

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	\$ 272,957.82	\$ 274,200.00	\$ 1,242.18		\$ 100,084.53	\$ 100,540.00	\$ 455.47		\$ 63,690.16	\$ 63,980.00	\$ 289.84	
Grants	-	-	-		-	-	-		-	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Interest Earned	-	-	-		-	-	-		-	-	-	
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	\$ 388,463.84	\$ 389,706.02	\$ 1,242.18		\$ 157,728.01	\$ 158,183.48	\$ 455.47		\$ 143,151.71	\$ 143,441.55	\$ 289.84	
Expenses												
Bank Service Charges	-	-	-		-	-	-		66.00	200.00	134.00	67%
Formation Costs Payback	-	-	-		-	-	-		-	-	-	
Insurance	-	-	-		-	-	-		2,214.00	2,300.00	86.00	4%
Professional Services												
Accounting	-	-	-		-	-	-		21,022.16	11,500.00	(9,522.16)	-83%
Legal	-	-	-		-	-	-		7,156.25	2,000.00	(5,156.25)	-258%
Other	-	-	-		-	-	-		13,495.00	10,000.00	(3,495.00)	-35%
Total Professional Services	-	-	-		-	-	-		43,953.41	26,000.00	(17,953.41)	-69%
Office												
Rent/CAM/Utilities	-	-	-		-	-	-		6,436.92	6,000.00	(436.92)	-7%
Office Annual Cleaning	-	-	-		-	-	-		-	600.00	600.00	100%
Office Furnishings/Paint	-	-	-		-	-	-		815.56	1,500.00	684.44	46%
Computer / Internet	-	-	-		-	-	-		2,455.59	2,500.00	44.41	2%
Total Office	-	-	-		-	-	-		9,708.07	10,600.00	891.93	8%
Staff												
Payroll - Wages & Taxes	48,350.54	56,000.00	7,649.46	14%	31,453.51	35,000.00	-		39,909.04	44,000.00	4,090.96	-
Workers Comp Insurance	3,109.96	4,000.00	890.04	22%	561.65	-	-		575.81	1,000.00	424.19	
Government Affairs	-	-	-		-	-	-		29,150.00	26,000.00	(3,150.00)	-12%
Total Staff	51,460.50	60,000.00	8,539.50	14%	32,015.16	35,000.00	2,984.84	9%	69,634.85	71,000.00	1,365.15	2%
SOBO												
Sidewalk Ops (Maintenance)	116,251.33	135,000.00	18,748.67	14%	-	-	-		-	-	-	
Beautification/Order(Security)	120,865.36	120,000.00	(865.36)	-1%	-	-	-		-	-	-	
Total SOBO	237,116.69	255,000.00	17,883.31	7%	-	-	-		-	-	-	
DISI												
District Identity	-	-	-		52,093.41	57,000.00	4,906.59	9%	-	-	-	
Streetscape Improvements	-	-	-		19,925.31	26,000.00	6,074.69	23%	-	-	-	
Total DISI	-	-	-		72,018.72	83,000.00	10,981.28	13%	-	-	-	
Extra Budget Expenses												
Collection Loss	-	-	-		-	-	-		-	-	-	
Taxes	-	-	-		-	-	-		100.00	250.00	150.00	60%
Total Expenses	288,577.19	315,000.00	26,422.81	8%	104,033.88	118,000.00	13,966.12	12%	123,396.33	107,850.00	(15,546.33)	-14%
Net Income	(15,619.37)	74,706.02			(3,949.35)	40,183.48			(59,706.17)	35,591.55		
Total Cash Balance as of 11/30/23	\$ 99,886.65				\$ 53,694.13				\$ 19,755.38			

(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 Twelve Months Ended November 30, 2023

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY				Grants Funds			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	\$ 18,197.18	\$ 18,280.00	\$ 82.82		\$ 454,929.69	\$ 457,000.00	\$ 2,070.31		\$ -	\$ -	\$ -	
Grants	-	-	-		-	-	-		171,000.00	-	-	
SVFWF	-	-	-		-	-	-		-	-	-	
Interest Earned	3,141.61	-	-		3,141.61	-	\$ (3,141.61)		-	-	-	
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	\$ 49,643.89	\$ 46,585.10	\$ 82.82		\$ 738,987.45	\$ 737,916.15	\$ (1,071.30)		\$ 178,866.73	\$ 7,866.73	\$ -	
Expenses												
Bank Service Charges	-	-	-		66.00	200.00	134.00	67%	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	-	-	-		21,022.16	11,500.00	(9,522.16)	-83%	-	-	-	
Legal	-	-	-		7,156.25	2,000.00	(5,156.25)	-258%	-	-	-	
Other	-	-	-		13,495.00	10,000.00	(3,495.00)	-35%	-	-	-	
Total Professional Services	5,103.50	-	(5,103.50)		49,056.91	26,000.00	(23,056.91)	-89%	30.25	-	(30.25)	
Office	-	-	-		-	-	-		-	-	-	
Rent/CAM/Utilities	-	-	-		6,436.92	6,000.00	(436.92)	-7%	-	-	-	
Office Annual Cleaning	-	-	-		-	600.00	600.00	100%	-	-	-	
Office Furnishings/Paint	-	-	-		815.56	1,500.00	684.44	46%	-	-	-	
Computer / Internet	-	-	-		2,455.59	2,500.00	44.41	2%	-	-	-	
Total Office	-	-	-		9,708.07	10,600.00	891.93	8%	-	-	-	
Staff	-	-	-		-	-	-		-	-	-	
Payroll - Wages & Taxes	-	-	-		119,713.09	135,000.00	15,286.91	11%	-	-	-	
Workers Comp Insurance	-	-	-		4,247.42	5,000.00	752.58	15%	-	-	-	
Government Affairs	-	-	-		29,150.00	26,000.00	(3,150.00)	-12%	-	-	-	
Total Staff	-	-	-		153,110.51	166,000.00	12,889.49	8%	-	-	-	
SOBO	-	-	-		-	-	-		-	-	-	
Sidewalk Ops (Maintenance)	-	-	-		116,251.33	135,000.00	18,748.67	14%	-	-	-	
Beautification/Order(Security)	-	-	-		120,865.36	120,000.00	(865.36)	-1%	-	-	-	
Total SOBO	-	-	-		237,116.69	255,000.00	17,883.31	7%	-	-	-	
DISI	-	-	-		-	-	-		-	-	-	
District Identity	-	-	-		52,093.41	57,000.00	4,906.59	9%	16,522.34	-	(16,522.34)	
Streetscape Improvements	-	-	-		19,925.31	26,000.00	6,074.69	23%	53,477.66	-	(53,477.66)	
Total DISI	-	-	-		72,018.72	83,000.00	10,981.28	13%	70,000.00	-	(70,000.00)	
Extra Budget Expenses	-	-	-		-	-	-		-	-	-	
Collection Loss	-	9,140.00	9,140.00	100%	-	9,140.00	9,140.00	100%	-	-	-	
Taxes	-	-	-		100.00	250.00	150.00	60%	-	-	-	
Total Expenses	5,103.50	14,140.00	9,036.50	64%	521,110.90	554,990.00	33,879.10	6%	70,030.25	-	(70,030.25)	
Net Income	13,093.68	32,445.10			(66,181.21)	182,926.15			100,969.75	7,866.73		
Total Cash Balance as of 11/30/23	\$ 44,540.39				\$ 217,876.55				\$ 108,836.48			

(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 Twelve Months Ended November 30, 2023

	SVFWF				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	\$ -	\$ -	\$ -		\$ 454,929.69	\$ 457,000.00	\$ 2,070.31	
Grants	-	-	-		171,000.00	-	(171,000.00)	
SVFWF	2,500.00	-	-		2,500.00	-	(2,500.00)	
Interest Earned	-	-	-		3,141.61	-	(3,141.61)	
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	\$ -		\$ 933,309.33	\$ 758,738.03	\$ (174,571.30)	
Expenses								
Bank Service Charges		-	-		96.25	200.00	103.75	52%
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		-	-		21,022.16	11,500.00	(9,522.16)	-83%
Legal		-	-		7,156.25	2,000.00	(5,156.25)	-258%
Other	15,455.15	-	(15,455.15)		28,950.15	10,000.00	(18,950.15)	-190%
Total Professional Services	15,455.15	-	(15,455.15)		64,542.31	26,000.00	(38,542.31)	-148%
Office		-	-		-	-	-	
Rent/CAM/Utilities		-	-		6,436.92	6,000.00	(436.92)	-7%
Office Annual Cleaning		-	-		-	600.00	600.00	100%
Office Furnishings/Paint		-	-		815.56	1,500.00	684.44	46%
Computer / Internet		-	-		2,455.59	2,500.00	44.41	2%
Total Office	-	-	-		9,708.07	10,600.00	891.93	8%
Staff		-	-		-	-	-	
Payroll - Wages & Taxes		-	-		119,713.09	135,000.00	15,286.91	11%
Workers Comp Insurance		-	-		4,247.42	5,000.00	752.58	15%
Government Affairs		-	-		29,150.00	26,000.00	(3,150.00)	-12%
Total Staff	-	-	-		153,110.51	166,000.00	12,889.49	8%
SOBO		-	-		-	-	-	
Sidewalk Ops (Maintenance)		-	-		116,251.33	135,000.00	18,748.67	14%
Beautification/Order(Security)		-	-		120,865.36	120,000.00	(865.36)	-1%
Total SOBO	-	-	-		237,116.69	255,000.00	17,883.31	7%
DISI		-	-		-	-	-	
District Identity		-	-		68,615.75	57,000.00	(11,615.75)	-20%
Streetscape Improvements		-	-		73,402.97	26,000.00	(47,402.97)	-182%
Total DISI	-	-	-		142,018.72	83,000.00	(59,018.72)	-71%
Extra Budget Expenses		-	-		-	-	-	
Collection Loss		-	-		-	9,140.00	9,140.00	100%
Taxes		-	-		100.00	250.00	150.00	60%
Total Expenses	15,455.15	-	(15,455.15)		606,596.30	554,990.00	(51,606.30)	-9%
Net Income	(15,455.15)	12,955.15			19,333.39	182,926.15		
Total Cash Balance as of 11/30/23	\$ -				\$ 326,713.03			

(See accompanying accountants' report)



Operating Budget

Fiscal Year of December 2023 - November 2024

Salinas City Center Improvement Association
Draft Operating Budget - Fiscal Year 2023-2024

Tuesday, November 21, 2023

		SOBO 60.0%	DISI 22.0%	Administration 14.0%	Contingency/Reserve 4.0%	Total 100.0%
Gross Income						
2023-2024 Assessments		\$287,400	\$105,380	\$67,060	\$19,160	\$479,000
Gifts & Donations		\$0	\$0	\$0	\$0	\$0
Total gross income		\$287,400	\$105,380	\$67,060	\$19,160	\$479,000
Less: Collection loss	2.0%	\$0	\$0	\$0	\$9,580	\$9,580
Effective income		\$287,400	\$105,380	\$67,060	\$9,580	\$469,420
Expenses						
Bank Service Charges				\$200		\$200
Formation Costs Payback					\$5,000	\$5,000
Insurance				\$2,500		\$2,500
Professional Services						
Accounting				\$15,200		\$15,200
Legal				\$4,000		\$4,000
Other (HR & Grant Writing)				\$12,000		\$12,000
Total Professional Services				\$31,200		\$31,200
Office						
Rent/CAM/Utilities				\$8,400		\$8,400
Office Annual Cleaning				\$600		\$600
Office Furniture/Supplies				\$1,500		\$1,500
Computer/Internet				\$2,500		\$2,500
Total Office				\$13,000		\$13,000
Staff		\$112,500	\$22,500	\$45,000		\$180,000
SOBO						
Sidewalk Operations (Maintenance)		\$114,820				\$114,820
Beautification / Order (Security)		\$97,000				\$97,000
Total SOBO		\$211,820				\$211,820
DISI						
District Identity			\$71,500			\$71,500
Streetscape Improvements			\$15,000			\$15,000
Total DISI			\$86,500			\$86,500
Subtotal		\$324,320	\$109,000	\$91,900	\$5,000	\$530,220
Extra Budget Expense						
Taxes		\$0	\$0	\$250	\$0	\$250
Total Extra Budget Expense		\$0	\$0	\$250	\$0	\$250
Total Expenses		\$324,320	\$109,000	\$92,150	\$5,000	\$530,470
Total Income		-\$36,920	-\$3,620	-\$25,090	\$4,580	-\$61,050
Cash Flow						
Beginning balance (Projected 2022-2023 Carryover)		\$96,618	\$60,214	\$11,546	\$41,399	\$209,777
Reallocation of 2022-2023 carryover		\$0	\$0	\$20,000	-\$20,000	\$0
Net operating income		-\$36,920	-\$3,620	-\$25,090	\$4,580	-\$61,050
Projected ending balance		\$59,698	\$56,594	\$6,456	\$25,979	\$148,727



Assessment Data

Fiscal Year of December 2024 - November 2025

SALINAS PROPERTY DATABASE						Asmnt Fees	Bldg. SF	Lot SF	LF	Condo SF
2023 - 2024 TAX YEAR						Zone 1	0.08875	0.070508	5.25	0.21
CPI INCREASE 5%						Zone 2	0.08875	0.070508	3.6645	0.21

SALINAS PROPERTY DATABASE						Asmnt Fees	Bldg. SF	Lot SF	LF	Condo SF
2024 - 2025 TAX YEAR						Zone 1	0.091634	0.072800	5.420625	0.216825
CPI INCREASE 3.25%						Zone 2	0.091634	0.072800	3.783596	0.216825

002 163 007 000	City Of Salinas	104	Central Ave	2	0	\$ -	6,600	\$ 480.48	181	\$ 684.83	\$ 1,165.31
002 163 008 000	McCain Richard & Michelle	106	Central Ave	2	1,089	\$ 99.79	6,500	\$ 473.20	50	\$ 189.18	\$ 762.17
002 163 009 000	Mar Vista Real Estate Salina LLC	110	Central Ave	2	649	\$ 59.47	6,500	\$ 473.20	50	\$ 189.18	\$ 721.85
002 163 010 000	Fuentes Jose	114	Central Ave	2	1,542	\$ 141.30	11,900	\$ 866.31	50	\$ 189.18	\$ 1,196.79
002 163 011 000	Lee Paul Chan & Soo Jin	118	Central Ave	2	2,350	\$ 215.34	12,247	\$ 891.58	50	\$ 189.18	\$ 1,296.10
002 163 012 000	Nunes Irma	122	Central Ave	2	1,475	\$ 135.16	8,700	\$ 633.36	60	\$ 227.02	\$ 995.53
002 163 013 000	Mora Nancy & Mendez Emiliano	128	Central Ave	2	1,296	\$ 118.76	3,600	\$ 262.08	122	\$ 461.60	\$ 842.44
002 163 014 000	Herring Vincent & Sherri	47	Stone St	2	1,034	\$ 94.75	3,200	\$ 232.96	64	\$ 242.15	\$ 569.86
002 163 015 000	Lei Gouxin & Liang Amanda	43	Stone St	2	1,140	\$ 104.46	7,000	\$ 509.60	65	\$ 245.93	\$ 859.99
002 163 016 000	Chavez Anthony & Kimberly	33	Stone St	2	1,591	\$ 145.79	7,100	\$ 516.88	103	\$ 389.71	\$ 1,052.38
002 163 018 000	SF Steinbeck Commons LP	10	Lincoln Ave	2	75,772	\$ 6,943.32	89,028	\$ 6,481.19	330	\$ 1,248.59	\$ 14,673.10
002 163 019 000	Mora Serafin & Virginia	28	Lincoln Ave	2	1,150	\$ 105.38	9,500	\$ 691.60	63	\$ 238.37	\$ 1,035.34
002 164 003 000	Islamic Community Of Salinas	35	W Market St	2	2,380	\$ 218.09	8,458	\$ 615.74	50	\$ 189.18	\$ 1,023.01
002 164 004 000	Islamic Community Of Salinas	33	W Market St	2	1,200	\$ 109.96	5,200	\$ 378.56	30	\$ 113.51	\$ 602.03
002 164 005 000	Islamic Community Of Salinas	31	W Market St	2	2,511	\$ 230.09	2,511	\$ 182.80	28	\$ 105.94	\$ 518.83
002 164 006 000	Alsalahi Saleh & Shaman Magdah	29	W Market St	2	1,728	\$ 158.34	3,250	\$ 236.60	18	\$ 68.10	\$ 463.05
002 164 007 000	Alsalahi Saleh & Shaman Magdah	23	W Market St	2	0	\$ -	12,229	\$ 890.27	64	\$ 242.15	\$ 1,132.42
002 164 008 000	Alsalahi Saleh & Shaman Magdah	19	W Market St	2	10,875	\$ 996.52	5,349	\$ 389.40	31	\$ 117.29	\$ 1,503.22
002 164 009 000	Rolyely LLC	2	Salinas St #A	2	7,690	\$ 704.67	9,050	\$ 658.84	60	\$ 227.02	\$ 1,590.52
002 164 020 000	Taylor Fresh Foods Inc/Salinas City Center LLC	26	Central Ave	2	0	\$ -	9,234	\$ 672.23	80	\$ 302.69	\$ 974.92
002 164 021 000	McMillin Family Trust	30	Central Ave	2	1,489	\$ 136.44	8,400	\$ 611.52	63	\$ 238.37	\$ 986.33
002 164 022 000	BIFFCO LLC	34	Central Ave	2	1,867	\$ 171.08	8,177	\$ 595.28	63	\$ 238.37	\$ 1,004.73
002 164 023 000	Hernandez Miguel A & Bonnie-Lou	40	Central Ave	2	4,855	\$ 444.88	9,750	\$ 709.80	255	\$ 964.82	\$ 2,119.50
002 164 024 000	Hernandez Miguel A & Bonnie-Lou	27	Lincoln Ave	2	0	\$ -	6,855	\$ 499.04	45	\$ 170.26	\$ 669.30
002 164 034 000	Rolyely LLC	2	Salinas St	2	0	\$ -	11,261	\$ 819.80	257	\$ 972.38	\$ 1,792.18
002 164 035 000	Mirkin Bernard B			2	2,770	\$ 253.83	2,770	\$ 201.65	100	\$ 378.36	\$ 833.84
002 164 036 000	Salinas Gateway LP (Condo-Building)	25	Lincoln Ave	2	56,157	\$ 5,145.91	0	\$ -	0	\$ -	\$ 5,145.91
002 164 037 000	Salinas Gateway LP (Condo-Land)			2	0	\$ -	22,010	\$ 1,602.32	276	\$ 1,044.27	\$ 2,646.59
002 171 005 000	City Of Salinas	42	W Market St	2	0	\$ -	14,989	\$ 1,091.19	248	\$ 938.33	\$ 2,029.52
002 171 006 000	City Of Salinas	15	Station Pl	2	0	\$ -	5,250	\$ 382.20	35	\$ 132.43	\$ 514.62
002 171 007 000	City Of Salinas	17	Station Pl	2	0	\$ -	11,770	\$ 856.85	50	\$ 189.18	\$ 1,046.03
002 171 008 000	City Of Salinas	19	Station Pl	2	0	\$ -	12,120	\$ 882.33	60	\$ 227.02	\$ 1,109.35
002 171 010 000	City Of Salinas	52	W Market St	2	0	\$ -	4,197	\$ 305.54	32	\$ 121.08	\$ 426.61
002 171 011 000	City Of Salinas	54	W Market St	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 171 012 000	City Of Salinas	58	W Market St	2	0	\$ -	13,020	\$ 947.85	100	\$ 378.36	\$ 1,326.21
002 171 013 000	City Of Salinas	60-68	W Market St	2	0	\$ -	12,898	\$ 938.97	230	\$ 870.23	\$ 1,809.20
002 171 023 000	City Of Salinas	18	Station Pl	2	0	\$ -	15,850	\$ 1,153.87	282	\$ 1,066.97	\$ 2,220.85
002 171 033 000	City Of Salinas	11	Station Pl	2	0	\$ -	71,578	\$ 5,210.84	38	\$ 143.78	\$ 5,354.62

002 171 034 000	Granary Associates	60	W Market St #200	2	28,454	\$ 2,607.36	27,600	\$ 2,009.27	102	\$ 385.93	\$ 5,002.56
002 171 035 000	City Of Salinas	11	Station Pl	2	0	\$ -	102,366	\$ 7,452.19	400	\$ 1,513.44	\$ 8,965.63
002 172 001 000	City Of Salinas	30	W Market St	2	0	\$ -	4,350	\$ 316.68	211	\$ 798.34	\$ 1,115.02
002 172 002 000	City Of Salinas	26	W Market St	2	0	\$ -	6,387	\$ 464.97	78	\$ 295.12	\$ 760.09
002 172 010 000	City Of Salinas		W Market St	2	0	\$ -	1,610	\$ 117.21	55	\$ 208.10	\$ 325.31
002 172 011 000	City Of Salinas	20	W Market St	2	0	\$ -	16,287	\$ 1,185.69	200	\$ 756.72	\$ 1,942.40
002 172 012 000	City Of Salinas	10	W Market St	2	0	\$ -	15,179	\$ 1,105.02	275	\$ 1,040.49	\$ 2,145.51
002 181 005 000	Jimenez Salvador	29	E Market St	2	0	\$ -	2,000	\$ 145.60	120	\$ 454.03	\$ 599.63
002 181 006 000	Jimenez Salvador	25	E Market St #27	2	0	\$ -	4,030	\$ 293.38	40	\$ 151.34	\$ 444.73
002 181 007 000	Campos Jimenez Investments Inc	23	E Market St	2	2,662	\$ 243.93	13,568	\$ 987.74	35	\$ 132.43	\$ 1,364.10
002 181 008 000	Hagins Mary	21	E Market St	2	1,200	\$ 109.96	1,069	\$ 77.82	30	\$ 113.51	\$ 301.29
002 181 011 000	Marquez Carlos & Juana	67	E Market St #4	2	2,468	\$ 226.15	5,657	\$ 411.83	140	\$ 529.70	\$ 1,167.68
002 181 012 000	Campos Jimenez Investments Inc	35	E Market St	2	4,530	\$ 415.10	4,622	\$ 336.48	160	\$ 605.38	\$ 1,356.96
002 182 012 000	Central Coast Renewables LLC	139	Monterey St #14	2	7,755	\$ 710.62	10,562	\$ 768.91	206	\$ 779.42	\$ 2,258.95
002 182 013 000	135-137 Monterey LLC	137	Monterey St	2	8,151	\$ 746.91	5,582	\$ 406.37	56	\$ 211.88	\$ 1,365.16
002 182 014 000	135-137 Monterey LLC	135	Monterey St	2	925	\$ 84.76	5,287	\$ 384.89	48	\$ 181.61	\$ 651.27
002 182 019 000	Campos Jimenez Investments Inc	101	Monterey St	2	3,726	\$ 341.43	8,718	\$ 634.67	160	\$ 605.38	\$ 1,581.47
002 182 020 000	Campos Jimenez Investments Inc	30	E Market St	2	0	\$ -	2,449	\$ 178.29	50	\$ 189.18	\$ 367.47
002 182 033 000	Campos Jimenez Investments Inc	111	Monterey St	2	9,143	\$ 837.81	33,000	\$ 2,402.38	303	\$ 1,146.43	\$ 4,386.63
002 184 001 000	City Of Salinas		E Market St	2	0	\$ -	31,043	\$ 2,259.92	750	\$ 2,837.70	\$ 5,097.61
002 185 011 000	Fuentes Juan & Romo Jose	129	Main St	1	2,750	\$ 251.99	2,650	\$ 192.92	21	\$ 113.83	\$ 558.75
002 185 012 000	Sang James	131	Main St	1	5,710	\$ 523.23	3,750	\$ 273.00	30	\$ 162.62	\$ 958.85
002 185 017 000	Saunders Frank H & Norwood Kelly	161	Main St	1	8,357	\$ 765.79	6,175	\$ 449.54	51	\$ 276.45	\$ 1,491.78
002 185 018 000	Saunders Frank H & Norwood Kelly	169	Main St #17	1	12,648	\$ 1,158.99	6,359	\$ 462.93	176	\$ 954.03	\$ 2,575.95
002 185 019 000	Taylor Fresh Foods Inc/Salinas City Center LLC	17	E Gabilan St	2	10,370	\$ 950.25	11,165	\$ 812.81	145	\$ 548.62	\$ 2,311.68
002 185 020 000	Saunders Frank H & Norwood Kelly	172	Main St	1	12,454	\$ 1,141.21	6,272	\$ 456.60	178	\$ 964.87	\$ 2,562.68
002 185 024 000	Center For Comm Advocacy A Non Profit Ca Corp	22	W Gabilan St	2	2,857	\$ 261.80	2,925	\$ 212.94	152	\$ 575.11	\$ 1,049.84
002 185 028 000	Rincon Del San Jon Properties	157	Main St	1	2,850	\$ 261.16	3,006	\$ 218.84	24	\$ 130.10	\$ 610.09
002 185 031 000	Green Valley Enterprises	127	Main St	1	3,524	\$ 322.92	3,044	\$ 221.60	28	\$ 151.78	\$ 696.30
002 185 036 000	Salinas Redevelopment Agency		Monterey St	2	0	\$ -	31,363	\$ 2,283.21	379	\$ 1,433.98	\$ 3,717.19
002 185 037 000	City Of Salinas	117	Main St	1	0	\$ -	11,761	\$ 856.20	62	\$ 336.08	\$ 1,192.27
002 185 038 000	City Of Salinas		Monterey St	2	0	\$ -	2,178	\$ 158.56	20	\$ 75.67	\$ 234.23
002 185 039 000	University Corp of Monterey Bay	1	Main St	1	64,585	\$ 5,918.21	59,962	\$ 4,365.20	605	\$ 3,279.48	\$ 13,562.89
002 185 042 000	University Corp of Monterey Bay		*no Site Address*	2	0	\$ -	1,156	\$ 84.16	110	\$ 416.20	\$ 500.35
002 185 043 000	Taylor Salinas Property Management Co		Salinas St	2	0	\$ -	15,770	\$ 1,148.05	168	\$ 634.43	\$ 1,782.48
002 185 045 000	Taylor Fresh Foods Inc		Salinas St	2	0	\$ -	13,052	\$ 950.19	231	\$ 874.88	\$ 1,825.07
002 185 046 000	Ppa Properties LLC	16	W Gabilan St	2	0	\$ -	23,282	\$ 1,694.92	190	\$ 718.88	\$ 2,413.80
002 185 047 000	Taylor Salinas Property Management Co	150	Main St	1	109,806	\$ 10,062.00	21,042	\$ 1,531.85	459	\$ 2,490.26	\$ 14,084.11
002 186 001 000	Maya Salinas Old Town Cinemas LLC	153	Main St	1	54,284	\$ 4,974.28	54,284	\$ 3,951.85	310	\$ 1,680.39	\$ 10,606.52
002 186 002 000	Deserpa R Jay Ltd	155	Main St	1	1,730	\$ 158.53	1,730	\$ 125.94	60	\$ 325.24	\$ 609.71
002 186 003 000	Deserpa R Jay Ltd	145	Main St	1	1,310	\$ 120.04	1,310	\$ 95.37	60	\$ 325.24	\$ 540.65
002 231 011 000	245 Monterey Street LLC	245	Monterey St	2	0	\$ -	11,000	\$ 800.79	210	\$ 794.56	\$ 1,595.35
002 231 012 000	Kobrinisky Samuel & Marguerite	235	Monterey St	2	5,475	\$ 501.70	5,500	\$ 400.40	50	\$ 189.18	\$ 1,091.28
002 231 013 000	Bay Capital Real Estate Inc.	233	Monterey St	2	5,500	\$ 503.99	5,500	\$ 400.40	50	\$ 189.18	\$ 1,093.57
002 231 014 000	Massera Robert A	231	Monterey St	2	0	\$ -	5,500	\$ 400.40	50	\$ 189.18	\$ 589.58
002 231 015 000	Drew David B	225	Monterey St	2	4,975	\$ 455.88	5,500	\$ 400.40	50	\$ 189.18	\$ 1,045.46
002 231 018 000	Dabit Christopher R	201	Monterey St	2	1,189	\$ 108.95	11,000	\$ 800.79	210	\$ 794.56	\$ 1,704.30
002 231 024 000	Griffin Sharon Appling	219	Monterey St	2	5,500	\$ 503.99	5,449	\$ 396.68	50	\$ 189.18	\$ 1,089.85

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002 231 025 000	SCC Property LLC	211	Monterey St	2	6,547	\$ 599.93	10,999	\$ 800.71	100	\$ 378.36	\$ 1,779.00
002 231 026 000	SCC Property LLC	211	Monterey St	2	0	\$ -	5,589	\$ 406.86	50	\$ 189.18	\$ 596.04
002 232 008 000	Raquel Sisayan LLC	335-349	Monterey St	2	13,298	\$ 1,218.55	24,400	\$ 1,776.31	322	\$ 1,218.32	\$ 4,213.18
002 232 009 000	LaValley Ronald William	329	Monterey St	2	5,750	\$ 526.90	5,725	\$ 416.78	50	\$ 189.18	\$ 1,132.85
002 232 010 000	LaValley Ronald William	325	Monterey St	2	528	\$ 48.38	5,675	\$ 413.14	50	\$ 189.18	\$ 650.70
002 232 015 000	County Of Monterey	20	E Alisal St	2	0	\$ -	32,450	\$ 2,362.34	405	\$ 1,532.36	\$ 3,894.70
002 233 008 000	Broom Cynthia & Desmond Sandra	340	Monterey St	2	11,593	\$ 1,062.32	15,188	\$ 1,105.68	243	\$ 919.41	\$ 3,087.41
002 233 009 000	Garing Ann	367	Main St	1	17,820	\$ 1,632.92	6,200	\$ 451.36	174	\$ 943.19	\$ 3,027.47
002 233 010 000	KPM Properties LLC	361	Main St	1	6,163	\$ 564.74	6,377	\$ 464.24	50	\$ 271.03	\$ 1,300.02
002 233 011 000	Botelho Theresa Ann	343	Main St #357	1	16,176	\$ 1,482.28	18,531	\$ 1,349.05	151	\$ 818.51	\$ 3,649.84
002 233 012 000	Willette Jones	341	Main St	1	2,000	\$ 183.27	2,510	\$ 182.73	21	\$ 113.83	\$ 479.83
002 233 013 000	Navarro Belia Garcia	333	Main St	1	3,720	\$ 340.88	3,777	\$ 274.96	30	\$ 162.62	\$ 778.46
002 233 014 000	Ganesa Properties LLC	331	Main St	1	6,200	\$ 568.13	6,234	\$ 453.83	50	\$ 271.03	\$ 1,293.00
002 233 015 000	D & G Land Development Co	325	Main St	1	6,051	\$ 554.48	6,145	\$ 447.35	50	\$ 271.03	\$ 1,272.86
002 233 016 000	JB Salinas LLC	319	Main St	1	7,789	\$ 713.74	6,203	\$ 451.58	50	\$ 271.03	\$ 1,436.35
002 233 017 000	Muller Rita A	313	Main St	1	6,076	\$ 556.77	6,061	\$ 441.24	49	\$ 265.61	\$ 1,263.62
002 233 018 000	Gattis James L	307	Main St	1	12,710	\$ 1,164.67	6,355	\$ 462.64	51	\$ 276.45	\$ 1,903.77
002 233 019 000	301 South Main LLC	301	Main St	1	40,365	\$ 3,698.82	6,200	\$ 451.36	174	\$ 943.19	\$ 5,093.37
002 233 020 000	Service Employees International Union Local 52	334	Monterey St	2	4,367	\$ 400.17	4,960	\$ 361.09	40	\$ 151.34	\$ 912.60
002 233 021 000	Strobel Margaret I	338	Monterey St	2	3,050	\$ 279.48	3,712	\$ 270.23	30	\$ 113.51	\$ 663.22
002 233 023 000	City Of Salinas	300	Monterey St	2	0	\$ -	51,548	\$ 3,752.67	532	\$ 2,012.87	\$ 5,765.54
002 234 001 000	Saunders Frank H & Norwood Kelly	202	Monterey St	2	957	\$ 87.69	4,250	\$ 309.40	131	\$ 495.65	\$ 892.74
002 234 002 000	Patel Kiran J	16	E Gabilan St	2	11,341	\$ 1,039.23	4,309	\$ 313.69	50	\$ 189.18	\$ 1,542.10
002 234 009 000	Taylor Fresh Foods Inc/Salinas City Center LLC	213	Main St	1	11,980	\$ 1,097.78	6,820	\$ 496.49	55	\$ 298.13	\$ 1,892.41
002 234 014 000	Ariano Allen D & Lynda	225	Main St	1	2,460	\$ 225.42	2,480	\$ 180.54	20	\$ 108.41	\$ 514.38
002 234 015 000	Ariano Allen D & Lynda	231	Main St	1	9,176	\$ 840.84	9,300	\$ 677.04	74	\$ 401.13	\$ 1,919.00
002 234 017 000	United Way Of Monterey County	232	Main St	1	32,400	\$ 2,968.95	16,204	\$ 1,179.64	120	\$ 650.48	\$ 4,799.07
002 234 018 000	Gutierrez Migel	251	Main St	1	5,559	\$ 509.40	8,100	\$ 589.68	60	\$ 325.24	\$ 1,424.31
002 234 019 000	295 Main Street LLC	255	Main St	1	0	\$ -	13,552	\$ 986.58	100	\$ 542.06	\$ 1,528.64
002 234 023 000	City Of Salinas		Monterey St	2	0	\$ -	5,400	\$ 393.12	0	\$ -	\$ 393.12
002 234 028 000	295 Main Street LLC	295	Main St	1	15,000	\$ 1,374.52	25,214	\$ 1,835.57	464	\$ 2,515.17	\$ 5,725.25
002 234 029 000	City Of Salinas	222	Monterey St	2	0	\$ -	31,147	\$ 2,267.49	300	\$ 1,135.08	\$ 3,402.57
002 234 030 000	City Of Salinas	222	Monterey St	2	0	\$ -	916	\$ 66.68	0	\$ -	\$ 66.68
002 234 031 000	Entertainment Lane Inc	241	Main St	1	9,767	\$ 894.99	10,890	\$ 792.79	61	\$ 330.66	\$ 2,018.44
002 234 032 000	LaTourette Monica	221	Main St #205	1	11,320	\$ 1,037.30	6,138	\$ 446.84	50	\$ 271.03	\$ 1,755.18
002 234 033 000	Berkley Inc	201	Main St	1	0	\$ -	12,500	\$ 909.99	244	\$ 1,322.63	\$ 2,232.63
002 242 001 000	Saunders Henry E & Darleen M	202	Main St	1	8,928	\$ 818.11	8,928	\$ 649.95	196	\$ 1,062.44	\$ 2,530.51
002 242 002 000	Andrus & Company	212	Main St	1	10,292	\$ 943.10	10,245	\$ 745.83	83	\$ 449.91	\$ 2,138.84
002 242 003 000	Valverde III Efraim & Claudia	222	Main St	1	4,564	\$ 418.22	3,072	\$ 223.64	25	\$ 135.52	\$ 777.38
002 242 006 000	Zhao Wen & Sharon Hongtong Xue	232	Main St	1	2,752	\$ 252.18	2,910	\$ 211.85	23	\$ 124.67	\$ 588.70
002 242 007 000	Andrus & Company	236	Main St	1	2,975	\$ 272.61	3,298	\$ 240.09	27	\$ 146.36	\$ 659.06
002 242 008 000	RBG Inc.	238	Main St	1	10,000	\$ 916.34	6,304	\$ 458.93	51	\$ 276.45	\$ 1,651.72
002 242 009 000	E J Ratto & G R Ratto 1998 Family Partnership	246	Main St	1	10,000	\$ 916.34	3,100	\$ 225.68	25	\$ 135.52	\$ 1,277.54
002 242 011 000	Haversat Trudy	254	Main St	1	4,800	\$ 439.85	4,800	\$ 349.44	24	\$ 130.10	\$ 919.38
002 242 012 000	Dillard Kurt D	256	Main St	1	2,480	\$ 227.25	2,542	\$ 185.06	20	\$ 108.41	\$ 520.72
002 242 013 000	Nham David	258	Main St	1	10,172	\$ 932.10	5,172	\$ 376.52	35	\$ 189.72	\$ 1,498.35
002 242 014 000	Cominos Properties LLC	4	W Alisal St	1	11,000	\$ 1,007.98	11,473	\$ 835.23	219	\$ 1,187.12	\$ 3,030.32
002 242 015 000	Ames Family Trust	32	W Alisal St	2	4,069	\$ 372.86	4,300	\$ 313.04	43	\$ 162.69	\$ 848.59

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002 242 016 000	Ames Family Trust	40	W Alisal St	2	0	\$ -	2,200	\$ 160.16	22	\$ 83.24	\$ 243.40
002 242 017 000	Ames Family Trust	46	W Alisal St	2	11,500	\$ 1,053.80	5,974	\$ 434.90	165	\$ 624.29	\$ 2,112.99
002 242 018 000	Ames Family Trust	237	Salinas St	2	4,654	\$ 426.47	6,500	\$ 473.20	50	\$ 189.18	\$ 1,088.84
002 242 026 000	248 Main Street JS LLC	248	Main St	1	4,130	\$ 378.45	3,191	\$ 232.30	26	\$ 140.94	\$ 751.69
002 242 027 000	Taylor Fresh Foods Inc/Salinas City Center LLC	250	Main St	1	3,248	\$ 297.63	3,002	\$ 218.54	24	\$ 130.10	\$ 646.27
002 242 028 000	Taylor Fresh Foods Inc/Salinas City Center LLC	207	Salinas St	2	13,195	\$ 1,209.12	27,300	\$ 1,987.43	340	\$ 1,286.42	\$ 4,482.96
002 242 029 000	City Of Salinas	219	Salinas St	2	0	\$ -	16,875	\$ 1,228.49	140	\$ 529.70	\$ 1,758.20
002 242 030 000	Magdirila Diana B & Gloria	224	Main St	1	11,573	\$ 1,060.48	6,162	\$ 448.59	50	\$ 271.03	\$ 1,780.11
002 242 032 000	Salinas Urban Renewal Agency	230	Main St	1	0	\$ -	1,795	\$ 130.68	22	\$ 119.25	\$ 249.93
002 242 033 000	City Of Salinas	228	Main St	2	0	\$ -	1,000	\$ 72.80		\$ -	\$ 72.80
002 242 034 000	Santos-Santiago Jorge	231	Salinas St	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 242 035 000	Piini John W & Catherine B	233	Salinas St	2	4,000	\$ 366.54	5,000	\$ 364.00	50	\$ 189.18	\$ 919.71
002 243 001 000	Finegan Bailey Colleen	58	W Alisal St	2	5,980	\$ 547.97	6,900	\$ 502.32	242	\$ 915.63	\$ 1,965.92
002 243 002 000	Haversat Trudy	64	W Alisal St	2	2,000	\$ 183.27	3,000	\$ 218.40	40	\$ 151.34	\$ 553.01
002 243 003 000	Minhoto Properties LP	66	W Alisal St	2	2,690	\$ 246.50	3,750	\$ 273.00	50	\$ 189.18	\$ 708.67
002 243 004 000	Santa Lucia Parlor No 97 Nsgw	76	W Alisal St	2	2,440	\$ 223.59	8,250	\$ 600.60	110	\$ 416.20	\$ 1,240.38
002 243 005 000	Minhoto Properties LP	261	Lincoln Ave	2	4,877	\$ 446.90	8,400	\$ 611.52	262	\$ 991.30	\$ 2,049.72
002 244 002 000	City Of Salinas	215	Lincoln Ave	2	0	\$ -	4,600	\$ 334.88	50	\$ 189.18	\$ 524.06
002 244 098 000	City Of Salinas	210	Salinas St	2	0	\$ -	33,386	\$ 2,430.48	550	\$ 2,080.98	\$ 4,511.46
002 244 099 000	City Of Salinas	100	Howard St	2	0	\$ -	39,472	\$ 2,873.54	588	\$ 2,224.75	\$ 5,098.30
002 245 001 000	El Camino Enterprises Inc	102	Lincoln Ave	2	1,204	\$ 110.33	5,063	\$ 368.58	151	\$ 571.32	\$ 1,050.23
002 245 002 000	City Of Salinas	106	Lincoln Ave	2	0	\$ -	4,074	\$ 296.59	40	\$ 151.34	\$ 447.93
002 245 003 000	City Of Salinas	108	Lincoln Ave	2	0	\$ -	4,050	\$ 294.84	40	\$ 151.34	\$ 446.18
002 245 004 000	City Of Salinas	112	Lincoln Ave	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 245 005 000	City Of Salinas	118	Lincoln Ave	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 245 006 000	City Of Salinas	120	Lincoln Ave	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 245 007 000	City Of Salinas	128	Lincoln Ave	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 245 008 000	City Of Salinas		W Gabilan St	2	0	\$ -	8,489	\$ 618.00	191	\$ 722.67	\$ 1,340.66
002 245 009 000	Joaquin Bear LLC	118	W Gabilan St	2	5,843	\$ 535.42	9,730	\$ 708.34	209	\$ 790.77	\$ 2,034.53
002 245 010 000	Pitman Robert J	125	Church St	2	4,375	\$ 400.90	6,500	\$ 473.20	50	\$ 189.18	\$ 1,063.28
002 245 011 000	Pitman John D & Robert J	117	Church St	2	6,000	\$ 549.81	6,500	\$ 473.20	50	\$ 189.18	\$ 1,212.18
002 245 012 000	Pitman John D & Robert J	111	Church St	2	2,360	\$ 216.26	6,500	\$ 473.20	50	\$ 189.18	\$ 878.63
002 245 014 000	Taluban Belinda A	109	Central Ave	2	1,347	\$ 123.43	6,500	\$ 473.20	50	\$ 189.18	\$ 785.81
002 245 015 000	Taluban Belinda A	119	Central Ave	2	2,160	\$ 197.93	13,650	\$ 993.71	235	\$ 889.15	\$ 2,080.79
002 245 016 000	Pitman John D & Robert J	109	Church St	2	0	\$ -	6,500	\$ 473.20	50	\$ 189.18	\$ 662.38
002 246 014 000	City Of Salinas	113	Lincoln Ave	2	0	\$ -	105,745	\$ 7,698.18	1320	\$ 4,994.35	\$ 12,692.53
002 247 001 000	U S A		Lincoln Ave	2	0	\$ -	37,418	\$ 2,724.01	820	\$ 3,102.55	\$ 5,826.56
002 248 002 000	Piini Joseph J	32	W Gabilan St	2	14,229	\$ 1,303.87	25,967	\$ 1,890.38	327	\$ 1,237.24	\$ 4,431.49
002 248 005 000	Taylor Fresh Foods Inc/Salinas City Center LLC	35	Central Ave	2	5,828	\$ 534.05	13,000	\$ 946.39	230	\$ 870.23	\$ 2,350.67
002 248 009 000	Monterey-Salinas Transit	110	Salinas Rd #Lot 1	2	778	\$ 71.29	18,699	\$ 1,361.28	357	\$ 1,350.74	\$ 2,783.31
002 248 010 000	Monterey-Salinas Transit	110	Salinas Rd #Lot 2	2	0	\$ -	14,787	\$ 1,076.49	100	\$ 378.36	\$ 1,454.85
002 248 011 000	City Of Salinas	128	W Gabilan St	2	0	\$ -	6,420	\$ 467.37	208	\$ 786.99	\$ 1,254.36
002 251 003 000	Magnolia Zarraga	114	Church St	2	1,496	\$ 137.09	6,200	\$ 451.36	50	\$ 189.18	\$ 777.62
002 251 014 000	Muller Rita A	123	Central Ave	2	3,834	\$ 351.33	16,900	\$ 1,230.31	260	\$ 983.74	\$ 2,565.37
002 251 015 000	Vega Nelson A	130	W Gabilan St	2	5,238	\$ 479.98	9,693	\$ 705.65	220	\$ 832.39	\$ 2,018.02
002 253 028 000	County Of Monterey		*no Site Address*	2	0	\$ -	134,992	\$ 9,827.35	1025	\$ 3,878.19	\$ 13,705.54
002 253 029 000	County Of Monterey	168	W Alisal St	2	0	\$ -	55,843	\$ 4,065.34	193	\$ 730.23	\$ 4,795.58
002 253 030 000	County Of Monterey	230	Church St	2	0	\$ -	45,781	\$ 3,332.83	183	\$ 692.40	\$ 4,025.23

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002 253 032 000	County Of Monterey		*no Site Address*	2	0	\$ -	61,115	\$ 4,449.12	505.49	\$ 1,912.57	\$ 6,361.69
002 253 033 000	County Of Monterey		*no Site Address*	2	0	\$ -	22,608	\$ 1,645.83	118.5	\$ 448.36	\$ 2,094.18
002 253 034 000	County Of Monterey		*no Site Address*	2	0	\$ -	26,659	\$ 1,940.74	330.76	\$ 1,251.46	\$ 3,192.20
002 322 016 000	JRG Leasing II LLC	318	Cayuga St	2	21,161	\$ 1,939.08	15,630	\$ 1,137.86	120	\$ 454.03	\$ 3,530.96
002 322 018 000	County Of Monterey	142	W Alisal St	2	0	\$ -	46,609	\$ 3,393.11	628	\$ 2,376.10	\$ 5,769.21
002 331 002 000	Maldonado Albert & Maria E	326	Lincoln Ave	2	4,200	\$ 384.86	7,984	\$ 581.23	60	\$ 227.02	\$ 1,193.11
002 331 010 000	City Of Salinas	101	W Alisal St	2	0	\$ -	148,648	\$ 10,821.50	1649	\$ 6,239.15	\$ 17,060.65
002 335 005 000	MT18	123	W Alisal St	2	34,188	\$ 3,132.80	37,026	\$ 2,695.47	805	\$ 3,045.79	\$ 8,874.07
002 341 001 000	Taylor Fresh Foods Inc/Salinas City Center LLC	300	Main St	1	25,681	\$ 2,353.26	18,614	\$ 1,355.09	274	\$ 1,485.25	\$ 5,193.60
002 341 002 000	Ariel Theatrical Inc	320	Main St	1	6,192	\$ 567.40	6,200	\$ 451.36	50	\$ 271.03	\$ 1,289.79
002 341 004 000	Burks Cleo V	330	Main St	1	3,042	\$ 278.75	3,100	\$ 225.68	29	\$ 157.20	\$ 661.63
002 341 005 000	Serra Apartments Inc	338	Main St	1	13,089	\$ 1,199.40	12,628	\$ 919.31	102	\$ 552.90	\$ 2,671.62
002 341 006 000	Taylor Fresh Foods Inc/Salinas City Center LLC	344	Main St	1	11,472	\$ 1,051.23	6,323	\$ 460.31	50	\$ 271.03	\$ 1,782.57
002 341 007 000	Kattner Robert T	350	Main St	1	7,222	\$ 661.78	6,250	\$ 455.00	50	\$ 271.03	\$ 1,387.81
002 341 009 000	Boerlin Family Trust	362	Main St	1	2,437	\$ 223.31	2,480	\$ 180.54	20	\$ 108.41	\$ 512.27
002 341 010 000	Haney Sharon L	364	Main St	1	940	\$ 86.14	1,612	\$ 117.35	13	\$ 70.47	\$ 273.96
002 341 011 000	Haney Sharon L	366	Main St	1	2,064	\$ 189.13	2,180	\$ 158.70	17	\$ 92.15	\$ 439.99
002 341 012 000	Salmina Amy M & William J	376	Main St #A	1	7,500	\$ 687.26	6,200	\$ 451.36	125	\$ 677.58	\$ 1,816.19
002 341 014 000	City Of Salinas	345	Salinas St	2	0	\$ -	6,410	\$ 466.64	50	\$ 189.18	\$ 655.82
002 341 015 000	City Of Salinas		Salinas St	2	0	\$ -	6,552	\$ 476.98	50	\$ 189.18	\$ 666.16
002 341 016 000	City Of Salinas		Salinas St	2	0	\$ -	13,336	\$ 970.85	100	\$ 378.36	\$ 1,349.21
002 341 018 000	Gold Valley Properties LLC	333	Salinas St	2	13,176	\$ 1,207.37	19,000	\$ 1,383.19	150	\$ 567.54	\$ 3,158.10
002 341 019 000	Salinas Civic Ctr Bldg LLC	21	W Alisal St	2	18,000	\$ 1,649.42	18,982	\$ 1,381.88	280	\$ 1,059.41	\$ 4,090.71
002 341 020 000	Hitchcock Richard Leslie	356	Main St	1	4,250	\$ 389.45	6,200	\$ 451.36	50	\$ 271.03	\$ 1,111.83
002 341 025 000	Kawahira Akira & Lillian	385	Salinas St	2	8,500	\$ 778.89	13,000	\$ 946.39	230	\$ 870.23	\$ 2,595.51
002 342 009 000	400 Main	415	Salinas St	2	2,007	\$ 183.91	10,032	\$ 730.32	282	\$ 1,066.97	\$ 1,981.21
002 342 011 000	400 Main	406	Main St	1	12,985	\$ 1,189.87	31,799	\$ 2,314.95	558	\$ 3,024.71	\$ 6,529.53
002 345 016 000	Parco Family Investments LP	344	Salinas St	2	27,660	\$ 2,534.61	12,362	\$ 899.95	597	\$ 2,258.81	\$ 5,693.36
002 345 018 000	City Of Salinas	65	W Alisal St	2	0	\$ -	23,719	\$ 1,726.73	440	\$ 1,664.78	\$ 3,391.51
002 345 019 000	City Of Salinas	320	Salinas St	2	0	\$ -	51,383	\$ 3,740.66	350	\$ 1,324.26	\$ 5,064.92
002 346 001 000	3some Par-Tners LLC	328	Main St #A	1	0	\$ -	0	\$ -	0	\$ -	\$ -
002 346 002 000	3some Par-Tners LLC	328	Main St #A	1	2,677	\$ 245.31	3,099	\$ 225.61	25	\$ 135.52	\$ 606.43
002 346 003 000	3some Par-Tners LLC	328	Main St #B	2	1,567	\$ 143.59	0	\$ -	0	\$ -	\$ 143.59
002 351 008 000	Pi Properties No 140 LLC	405	Monterey St	1	20,828	\$ 1,908.56	45,506	\$ 3,312.81	593	\$ 3,214.43	\$ 8,435.81
002 351 009 000	Northern Calif Savings & Loan	425	Main St	1	8,905	\$ 816.00	39,400	\$ 2,868.30	480	\$ 2,601.90	\$ 6,286.20
002 351 010 000	Berryessa LLC	27	E John St	2	756	\$ 69.28	16,568	\$ 1,206.14	298	\$ 1,127.51	\$ 2,402.93
002 355 008 000	VF & B LLC	401	Monterey St	2	8,090	\$ 741.32	18,656	\$ 1,358.15	267.23	\$ 1,011.09	\$ 3,110.56
Totals					1,323,261	\$121,256.19	3,111,932	\$ 226,547.12	35,640	\$ 147,041.74	\$ 494,845.05



Accomplishments and Goals FY 2022/2023

Sidewalk Operations, Beautification, and Order (SOBO)

Introduction

The Sidewalk Operations, Beautification, and Order Committee (SOBO) is charged with making the Salinas City Center District (District) a safe and inviting place by overseeing private security, coordinating security needs with the City of Salinas Police Department, maintaining the sidewalks and landscaping, and beautifying the District for the enjoyment of the public, merchants, property owners, and employees.

Committee Background

The SOBO Committee was established as an ad-hoc committee in 2016. The Committee is run by a volunteer group that addresses security and sidewalk maintenance. Currently, committee members include Joel Panzer, Greg Piini and Board President Steve Ish.

During this past year, SOBO staff and day-to-day operations were turned over to Greg Hamer, SCCIA District Coordinator, with oversight from the Committee. Over the past year, SOBO's services were performed through contracts with independent contractors and one employee.

Accomplishments FY Dec 22/23

- Continued to contract with Allied Security for security services throughout our District. To improve security, Allied provides foot patrol six days a week; interacts with the local homeless population; responds to calls from local merchants, businesses and property owners; and coordinates with the police department.
- Continued to contract with Smith & Enright for landscaping and sidewalk maintenance services to the entire District. Smith & Enright's services cover the entire District and include trimming, weeding, sweeping, blowing, and picking up debris twice a week.
- Added regular pressure washing service to the new Main Street Project Sidewalks to address the staining that was occurring on the new concrete. Currently, the sidewalks are pressure washed on a monthly basis.
- Provided maintenance and flower replacements for the Main Street Project, pots in various planters and hanging baskets.
- Supervised the work efforts of Kevin Hayes in his Streetscape Maintenance position. Kevin provides valuable maintenance throughout the District as needed, with positive feedback from the business community. His electric utility vehicle helps him efficiently manage our District.



- Added a second full-time streetscape maintenance position to better serve our District. The new employee, Yesenia Juarez, started the week of November 20th, at the end of the fiscal year.
- Identified sources of water to allow for landscape irrigation.
- Replaced several trees in the District and provided tree maintenance activities.
- Secured pricing quotes for refurbishment of tree wells and planter boxes that need attention.

Goals FY Dec 23/24

- Continue to provide maintenance, beautification and security to our District in a manner that is in line with our budget.
- Evaluate the effectiveness of the current pressure washing program. If effective, study budget or grant opportunities to modify the pressure washing program as funds become available.
- Work with SCCIA's District Coordinator, including supervising maintenance staff, overseeing payroll, communicating with SCCIA constituents, and purchasing supplies, as needed.
- Seek grant funding for additional tree work, including tree planting in vacant tree wells throughout Zone 2.
- Issue an RFP for security services for FY Dec 23/24. Security represents a significant cost to the District, and an RFP will hopefully assist in providing the maximum service to the District in a manner that is in line with our budget.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.

Budget FY Dec 23/24

We assume that the SOBO's revenue for FY Dec 23/24 will increase 5.0% over FY Dec 22/23 to \$287,400. We also project a carryover from FY2022/23 in the amount of \$96,600, of which, the proposed budget for FY Dec 23/24 draws down the carryover by \$36,920 to \$59,380. The remaining carryover is being held to fund operations in future fiscal years.

The SOBO budget for FY Dec 23/24 is as follows:

Revenue:

FY Dec 23/24 assessments:	\$287,400
FY Dec 22/23 projected carryover:	\$96,600
Total revenue/funds:	\$384,000

Expenses:

Streetscape Maintenance:	
Employee payroll:	\$112,500



General Maintenance (Smith & Enright):	\$102,820
Pressure washing:	\$12,000
Total Streetscape Maintenance:	\$227,32
Security:	\$97,000
Total expenses:	\$324,320
Net income/ending balance:	\$59,380

Security

Allied Security raised their rates mid-year to reflect needed cost of living wage increases for security staff and were proposing an additional increase at the beginning of FY Dec 23/24. We will put out an RFP to better assess security costs for budget management for FY Dec 23/24.

Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. The cost is currently \$3,795 per month for Zone 1 and a portion of Zone 2 (Monterey Street and Salinas Street), and \$3,790 per month for the remainder of Zone 2. We anticipate continuing with Smith and Enright for FY Dec 23/24, with possible cutbacks to be considered during the fiscal year in light of our increasing staffing.

Additional services are projected for aphid control, plant/tree replacement and tree pruning during FY Dec 23/24. These items will be considered on a case-by-case basis. Some of these costs are included in the proposed budget, while some are intended to be funded from grant funds.

Sidewalk Pressure Washing

SOBO anticipates continuing to provide periodic spot treatments in FY Dec 23/24 of the Main Street sidewalks. Continued participation with the Farmer’s Market (300 Block) and Taylor Farms (west side 100 Block) will continue to be explored.

Conclusion

SOBO operations have matured and are continuous with little variation. However, we have been able to expand our staffing to better serve the needs of the District. As SCCIA is a volunteer organization, the added staffing was only made possible by the addition of the SCCIA District Coordinator position. With two maintenance employees starting off in FY Dec 23/24, we look forward to being able to improve our overall level of service.



District Identity and Streetscape Improvements (DISI)

Accomplishments Dec 2022/2023

- Solicited multiple grant funds to be used in 2023/2024
- Created a Banner Program with SOP's drafted and rotating banners with community
- Enhanced communication and visibility with Downtown merchants by way of new District Coordinator to work on development of a Downtown merchant group
- Monthly newsletter and biannual "What's Happening in SCC" with Mayor and SCCIA board members
- Continued: Social media postings.
- Holiday décor and festivities including tree lighting and moved Holiday tree lighting to occur with Parade of Lights for a larger impact.
- Alley activation installations enhanced
- Mural program for Downtown Salinas; approved two murals to be installed downtown
- Created Hopstock installation on sidewalk for two locations with more youth engagement and healthy movement
- Collaborated with Salinas Valley Chamber of Commerce and Merchants for Saint Patrick's events
- Partnerships with major Downtown stakeholders: CSUMB @SCC, Downtown Rotary, Alvarado on Main, Blue Zones, Taylor Farms, Artist Ink, Arts Council etc.
- Partnership with Blue Zones for Wayfinding signs
- Installed new electrical lockboxes to prevent vandalism

Goals Dec 2023/2024

- Continue to enhance Downtown banner program and study whether it could be profitable
- Produce "Welcome to Salinas City Center" bags to new merchants and "Salinas City is my Home" for tenants including swag and relevant information
- Work with Chamber for "Downtown Beer Passport"
- Work with City of Salinas to implement an event criteria checklist and possible coordinating fee
- Produce video media promoting downtown
- Install additional murals or statues downtown
- Create more conversation areas with furniture
- Candlelite event with Yosai in Patria Alley
- Create Earth Day Alley Art in Collaboration with Salinas School District



Land Use Committee

Accomplishments Dec 2022/2023

Housing

To the extent possible, monitored the status of proposed new transit-oriented density housing on city parking lots in Downtown Salinas and the exclusive negotiating agreement toward approval of those parcels.

Highlighted how the City of Salinas has advanced towards its Regional Housing Needs Allocation (RHNA) goals through adaptive reuse development in the Downtown.

Downtown Parking Facility

Continued interaction with County of Monterey and City of Salinas officials in the planning stages for a potential Downtown Parking Facility adjacent to the County Government Center, as indicated in the Downtown Vibrancy Plan. A feasibility analysis was funded and produced.

Parking Management District

Collected records from dozens of other California cities related to their Downtown Parking management programs and discussed the possible approach and timing for a parking study with City planning staff.

Intermodal Transportation Center

Continued to track the status of the Salinas Kick-Start Project Phases 2 and 3, as well as the initiation of planning for the Parajo station, toward the ultimate goal of commuter trains between Salinas and the South Bay (and beyond).

Permits and Agreements for Signs, Awnings, Facades, and the Salinas Arch

Worked in collaboration with business owners and the City of Salinas to resolve regulatory obstacles to installation of signs, awnings, and other facade improvements in Downtown Salinas.

Since 2019, SCCIA has been promoting to city staff the idea of a Vintage Sign Ordinance that would encourage local businesses to install high-quality signs that evoke the art deco/art moderne era of Downtown Salinas in the 1930s and 1940s. At this time SCCIA is seeking inclusion of the ordinance in the revised General Plan and has asked the Historic Resources Board to support a vintage sign ordinance. A model of the El Rey Theater original sign has been restored and can serve as an inspiration to other property owners and merchants.

A maintenance agreement was finalized with SCCIA, Salinas Rotary, and City of Salinas.

Permit Reform

Worked in a coalition with other business organizations to monitor the city's permit process and provide input for improvements through a Business Development Committee.



Accurate Assessment of Vacancies

Directed the SCCIA executive director to create and maintain an accurate record of who owns properties and operates businesses within the Salinas Community Benefit District, in order to identify vacancies and consider a plan to get those vacancies filled.

Traffic Issues

Maintained communication with the Public Works Department on evaluation of the diagonal “scramble” crosswalks and how they affect traffic flow and pedestrian behavior.

High-Speed Broadband

Interacted with Underline Monterey, LLC - the private partner with the City of Salinas - on obtaining broadband service through the underground fiber optic cable for SCCIA, property owners, and merchants.

Outdoor Dining

Monitored the city’s development and promotion of a permit program and financial assistance for outdoor dining.

Historic Preservation and Promotion

Supported a renewed Mills Act program with better promotion and accountability and an effort to expand what is considered to be “historic.”

Supported a revitalized Historic Resources Board.

Supported the concept of a city Heritage Park that would encompass the narrow parcels within the Intermodal Transportation Center where historic structures are located. As part of that support, ensured that supporters of the proposed Heritage Park did not intend to block or inhibit potential transit-oriented density residential development at the Intermodal Transportation Center.

Reviewed background documents on Old Monterey County Jail options as rumors developed that the County may be ready to proceed toward demolition and replacement with a park.

Annexation of Additional Properties

Deliberated on the positive and negative impacts of an expansion of the Downtown Community Benefit District into new areas that would benefit from participation.

Community Benefit in Economic Development

Asked the City of Salinas to engage in proper public review of city expenditures for Downtown events sponsored by the city.



Food Trucks and Mobile Vendors

Tracked continued implementation of the city's food vendor program and did not identify any problems. Continue to address illegal/unpermitted food vendors, trash, and staining of sidewalks in the evenings and weekends.

Salinas Arch Maintenance

Advanced toward a three-way maintenance agreement with SCCIA, Salinas Rotary and City of Salinas to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods.

Goals Dec 2023/2024

1. Support and Advocate for Continued Implementation of the Downtown Vibrancy Plan - maintain a list of what in the Downtown Vibrancy Plan has been completed, what is in the process of being done, and what still remains to be done. Ask the City to prepare a progress report at least annually. Continue to highlight the relationship of the Downtown Vibrancy Plan to other plans, such as the Economic Development Element of the General Plan, the Alisal Vibrancy Plan, the Chinatown Revitalization Plan, and others.
2. Achieve a Revenue-Neutral, Vibrancy-Oriented, Publicly-Accountable Parking Management Program - develop and implement a comprehensive plan for a public-private Downtown Parking Management District, for the purpose of reducing parking frustrations for customers, merchants, employees, and other businesses while generating revenue that pays expenditures for adequate, quality operations and maintenance in the District. This includes seeking City/County financing, environmental review, approval and construction of a parking structure at Gabilan and Church with design standards that contribute to the aesthetic character of Downtown.
3. Pursue Public and Private Policies that Promote and Highlight Historical, Cultural, and Aesthetic Aspects of Downtown Salinas - emphasize the distinctive buildings, facades, and cultural and historical elements of Downtown through initiatives including a Vintage Sign Ordinance and a facade illumination program, so residents of the region, visitors from outside the region, and business owners choose Downtown as a destination. Work with the California Welcome Center, the First Mayor's House, the Heritage Park organization, the UC Valleys of Anza project, the Historic Resources Board, and other groups dedicated to historic preservation and promotion.
4. Improve the Permit Process to Encourage Commercial and Residential Development - continue active participation in a coalition of business groups currently known as the Business Development Committee to review and recommend improvement to the permit process, including proper assessment of traffic impact fees and reasonable review of planning, building and sign applications within SCCIA Boundaries.





5. Prevent Property Neglect and Blight - monitor and report dilapidated vacant buildings for potential City enforcement action, track short-term commercial vacancies, and encourage building owners to activate long-term commercial vacancies.
6. Monitor:
 - a. Operations of Downtown Events and recommend policies and changes as necessary to relevant parties.
 - b. Diagonal scramble crosswalks at the intersection of Main Street and Alisal Street and work with the City of Salinas for solutions to traffic backups that occur there at certain times.
 - c. Others as needed may develop.
7. Seek Grants to Provide Expertise or Resources to the Land Use Committee in Advancing the Downtown Vibrancy Plan:
 - a. Expand the vision of Downtown by obtaining advice, studies and models from outside experts and by seeking analysis of projects and programs that increase vibrancy in other downtown districts in California and elsewhere.
 - b. Study Downtown streets to reduce speeds, improve circulation and pedestrian safety, and broaden parking options.
 - c. Others as needed may develop.
8. Finalize and Ratify Rotary and SCCIA Arch Maintenance Agreement.



Annual Calendar

Date	Dates and Deadlines
1/11/2024	Salinas City Center Board Meeting by Salinas City Center
1/31/2024	1099's due to Vendors by Steinhill
1/31/2024	District changes to Engineers report due by Salinas City Center
2/8/2024	Salinas City Center Board Meeting by Salinas City Center
2/15/2024	President appoints Nominations Committee by Salinas City Center
3/1/2024	Nominations Committee sends out Nomination Forms by Salinas City Center
3/10/2024	Deadline for submitting nominations to Nominating Committee by Salinas City Center
3/14/2024	Salinas City Center Board Meeting by Salinas City Center
4/1/2024	Annual Meeting (1st week April) by Salinas City Center
4/11/2024	Salinas City Center Board Meeting by Salinas City Center
4/15/2024	Annual 990 Tax Filing due by Steinhill
4/30/2024	Annual Financial Statement by Salinas City Center
4/30/2024	Annual Report by Salinas City Center
4/30/2024	Disbursement 2 by City by City of Salinas
5/9/2024	Salinas City Center Board Meeting by Salinas City Center
5/23/2024	Land Use Committee Meeting by Salinas City Center
6/1/2024	Assessment Data update Assessment Records by Salinas City Center
6/13/2024	Salinas City Center Board Meeting by Salinas City Center
6/30/2024	Disbursement 3 by City by City of Salinas
7/11/2024	Salinas City Center Board Meeting by Salinas City Center
7/21/2024	Current FY - 30 Day Dissolution Window by Salinas City Center
8/8/2024	Salinas City Center Board Meeting by Salinas City Center
9/12/2024	Salinas City Center Board Meeting by Salinas City Center
10/1/2024	Current FY - Annual Work Plan & Budget DRAFT (post by 11/1) by Salinas City Center
10/24/2024	Salinas City Center Board Meeting by Salinas City Center
11/14/2024	Current FY - Annual Work Plan & Budget FINAL (approve by 11/30) by Salinas City Center
11/21/2024	Salinas City Center Board Meeting by Salinas City Center
12/19/2024	Salinas City Center Board Meeting by Salinas City Center
12/25/2024	Land Use Committee Meeting by Salinas City Center



12/28/2024	Disbursement 1 by City by City of Salinas
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