

# SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Thursday, April 24th, 2025 at 10:00am

Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

## Agenda

Call to Order/Roll Call

Public Comment (2 Minutes)

### Action Items

- I. Approve 2024 SCCIA Annual Report
  - II. Adopt CPI Increase on SCCIA Assessments
- Public Comment
  - Board Questions/Discussion/Deliberation
  - Action by Board

### Adjournment

The next Regular Meeting of the Board of Directors is scheduled for Thursday, May 8th 2025, at 10am at Makerspace Room @ United Way Monterey County, 232 Monterey 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.

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Makerspace Room @ United Way Monterey County

232 Monterey St, Salinas, CA 93901

### Reference Items

[SCCIA Bylaws](#)

[SCCIA Management District Agreement](#)

[City of Salinas Annual Budget](#)

[Salinas Downtown Vibrancy Plan](#)

DRAFT



SALINAS CITY CENTER  
IMPROVEMENT ASSOCIATION

# 2024 ANNUAL REPORT

10B MIDTOWN LANE, SALINAS CA 93901





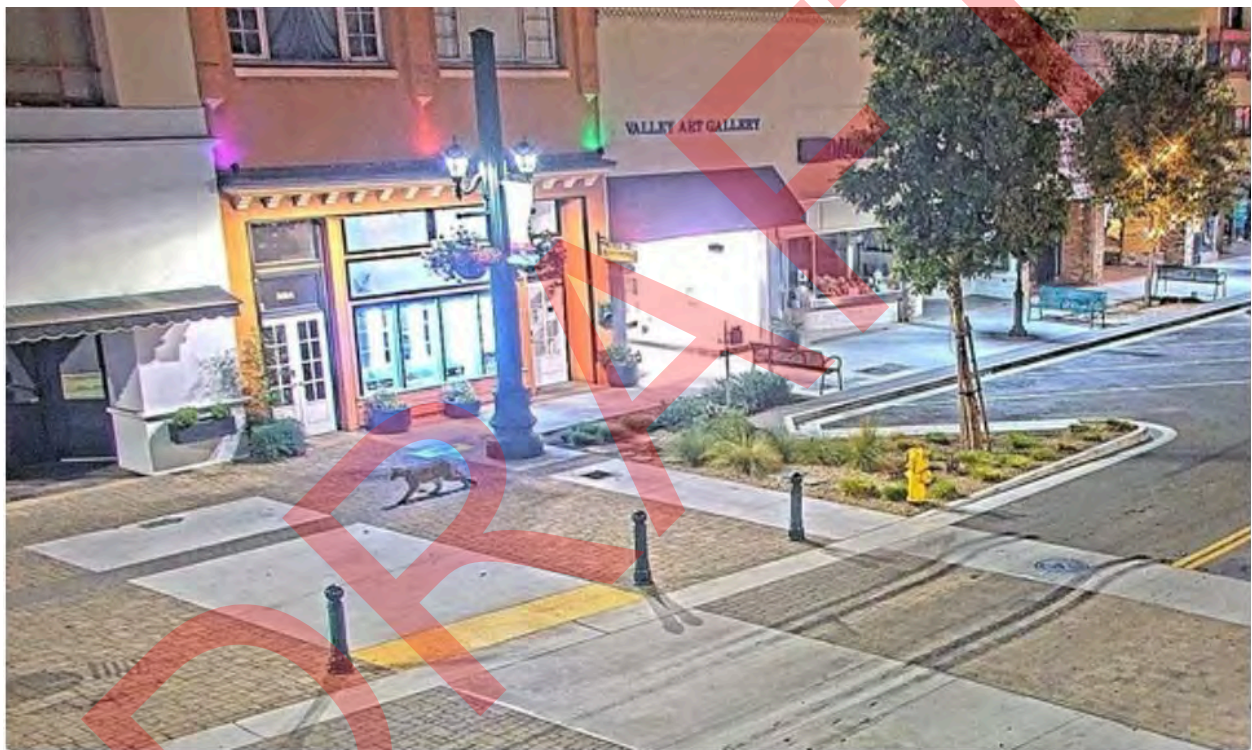


## Executive Summary

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.

This investment is enabling the revitalization of the downtown district. Even the Mountain Lions want to be part of Salinas City Center.



*Mountain Lion sighting by 222 Main St.*



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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.

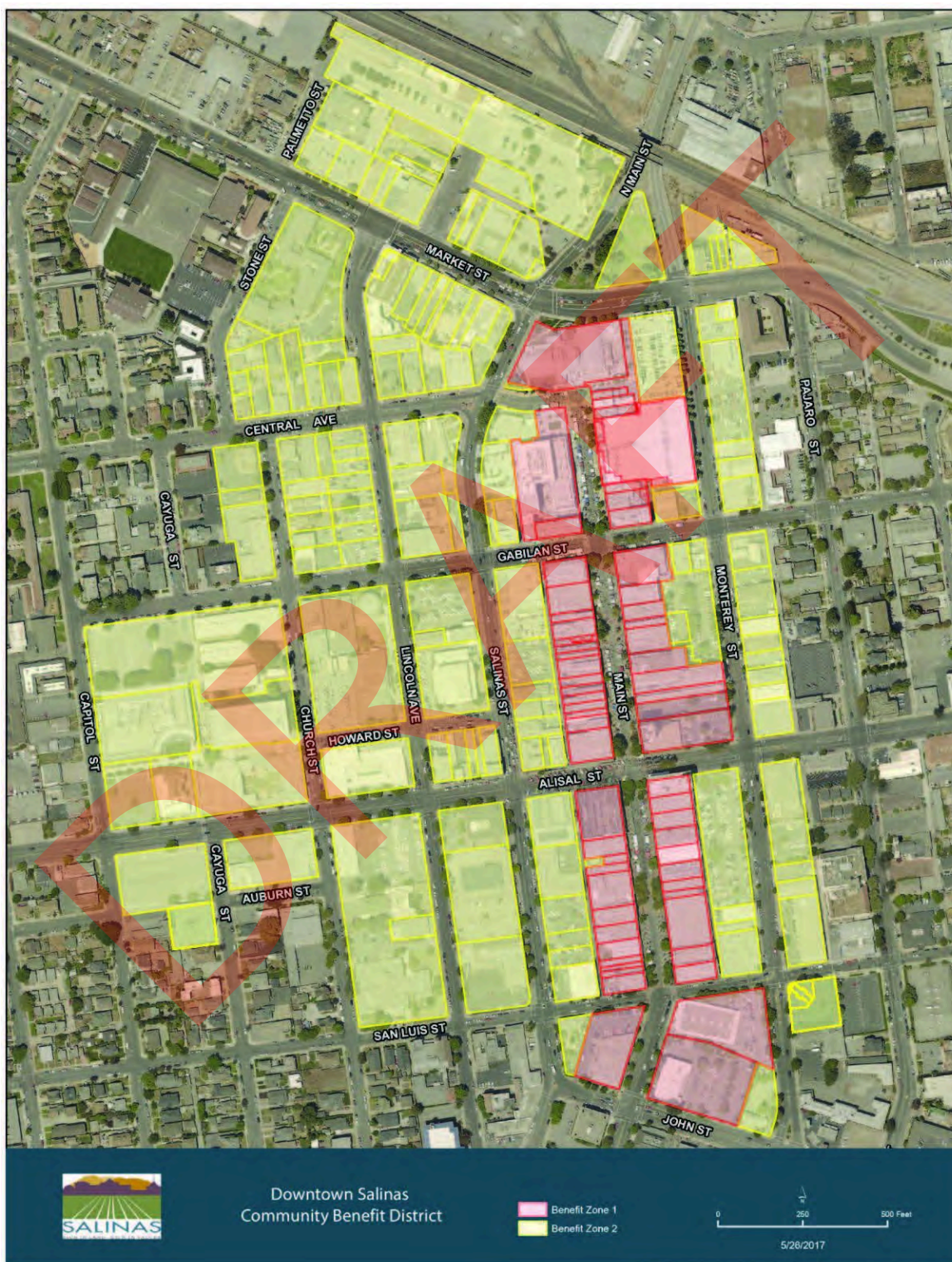
This modern, urban environment is achieved through a series of measures, including beautification, safety, and cleanliness as well as developing a strong district identity with marketing campaigns.

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	Audrey Wardwell	<a href="mailto:audrey@36northproperties.com">audrey@36northproperties.com</a>
Board Vice President	Amy Salmina	<a href="mailto:amy@coastandvalleypm.com">amy@coastandvalleypm.com</a>
Board Treasurer	Greg Piini	<a href="mailto:greg@piinirealty.com">greg@piinirealty.com</a>
Board Secretary	Katy Castagna	<a href="mailto:katy.castagna@unitedwaymcca.org">katy.castagna@unitedwaymcca.org</a>
Board Member	Frank Saunders	<a href="mailto:franksaunders8@gmail.com">franksaunders8@gmail.com</a>
Board Member	Jay DeSerpa	<a href="mailto:jay@deserpa.com">jay@deserpa.com</a>
Board Member	Ruth Rodriguez	<a href="mailto:rrodriguez@chispahousing.org">rrodriguez@chispahousing.org</a>
Board Member	Steve Ish	<a href="mailto:sish@taylorfarms.com">sish@taylorfarms.com</a>
Board Member	Jason Retterer	<a href="mailto:jretter30@hotmail.com">jretter30@hotmail.com</a>
Board Member	Larry Bussard	<a href="mailto:larrybussard299@gmail.com">larrybussard299@gmail.com</a>
Board Member	Peter Kasavan	<a href="mailto:pk@kasavanarch.com">pk@kasavanarch.com</a>
Board Member	Tom Bennett	<a href="mailto:tom.golfer@gmail.com">tom.golfer@gmail.com</a>
Board Member	Willette Jones	<a href="mailto:willette.jones@icloud.com">willette.jones@icloud.com</a>



## 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!



*Salinas Arch for the 4th of July.*



## Economy

### Shopping, Business, & Professional Services

Salinas City Center is home to businesses, both large and small. The majority of businesses are service based, followed by food and beverage establishments, and retail stores. Hundreds of employees work at these businesses.

Salinas City Center is less than 1% the size of the City of Salinas. In that small size, we have more than 4% of all businesses registered in Salinas. Businesses choose Salinas City Center to be close to their customers, other amenities, and to be part of a vibrant community!

	Zone1	Zone2	Total
<b>Sorted Businesses</b>	<b>107</b>	<b>127</b>	<b>235</b>
<b>Retail</b>	<b>16</b>	<b>16</b>	<b>32</b>
Bookstore	1	0	1
Children's Clothing	0	1	1
Consumer Goods	6	8	14
Footwear	1	0	1
Furniture	1	0	1
Jewelry	2	1	3
Liquor & Tobacco	0	3	3
Mens Clothing	1	0	1
Womens Clothing	4	3	7
<b>Health</b>	<b>4</b>	<b>4</b>	<b>8</b>
Doctor	1	1	2
Gym	0	1	1
Health Services	2	1	3
Medical Clinic	0	1	1
Pharmacy	1	0	1
<b>Property</b>	<b>5</b>	<b>4</b>	<b>9</b>
Contractor	2	1	3
Management	3	3	6
<b>Food &amp; Drink</b>	<b>22</b>	<b>18</b>	<b>40</b>
American	5	2	7





Bakery	0	4	4
Bar	3	1	4
Catering	0	1	1
Chinese	0	1	1
Coffee Shop/Tea Room	3	3	6
German	1	0	1
Italian	2	1	3
Japanese	1	1	2
Mexican	5	4	9
Tap/Tasting Room	2	0	2
<b>Services</b>	<b>55</b>	<b>83</b>	<b>138</b>
Business	16	20	36
Financial	3	3	6
Grooming	15	13	28
Insurance	3	1	4
Legal	2	14	16
Non-Profit	5	11	16
Personal	4	8	12
Pet Grooming	1	0	1
Real Estate	6	13	19
<b>Art &amp; Entertainment</b>	<b>6</b>	<b>2</b>	<b>8</b>
Casino	0	1	1
Cinema	1	0	1
Gallery	2	1	3
Museum	1	0	1
Theater	2	0	2

## Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
Art & Entertainment	Casino	<a href="#">Bankers Casino</a>	<a href="#">111 Monterey St</a>		<a href="#">@bankers.casino.salinas</a>
Art & Entertainment	Cinema	<a href="#">Maya Cinemas</a>	<a href="#">153 Main St</a>	<a href="#">@mayacinemas</a>	<a href="#">@mayacinemas</a>
Art & Entertainment	Gallery	<a href="#">Valley Art Gallery</a>	<a href="#">218 Main St</a>	<a href="#">@100063644679105</a>	<a href="#">@salinasvalleyartgallery218main</a>
		<a href="#">CoLab Studio</a>	<a href="#">Midtown Ln</a>		
		<a href="#">Arts Council Of Monterey County</a>	<a href="#">262 Main St</a>	<a href="#">@arts4mc</a>	<a href="#">@arts4mc</a>
Art & Entertainment	Museum	<a href="#">National Steinbeck Center</a>	<a href="#">1 Main St</a>	<a href="#">@nationalsteinbeckcenter</a>	<a href="#">@steinbeckcenter</a>
Art & Entertainment	Theater	<a href="#">ARIEL Theatrical</a>	<a href="#">320 Main St</a>	<a href="#">@arieltheatrical</a>	<a href="#">@arieltheatrical</a>
		<a href="#">The Fox Theater</a>	<a href="#">241 Main St</a>	<a href="#">@foxtheatersalinas</a>	<a href="#">@fox_theater_salinas</a>
Food & Drink	American	★ <a href="#">First Awakenings</a>	<a href="#">171 Main St</a>	<a href="#">@firstawakenings</a>	<a href="#">@firstawakeningspg</a>
		★ <a href="#">Alvarado On Main</a>	<a href="#">301 Main St</a>	<a href="#">@asbonmain</a>	<a href="#">@asbonmain</a>
		<a href="#">Karnaval Cafe</a>	<a href="#">145 Main St</a>	<a href="#">@karnavalsalinas</a>	<a href="#">@karnavalsalinas</a>
		<a href="#">Portobello's on Main</a>	<a href="#">150 Main St 116</a>		<a href="#">@portobellosonmain</a>
		<a href="#">Amapola Kitchen And Wine Merchant</a>	<a href="#">32 W Gabilan St</a>		
		<a href="#">The Growers Pub</a>	<a href="#">227 Monterey St</a>	<a href="#">@GrowersPub</a>	<a href="#">@thegrowerspub</a>
		<a href="#">Dudley's Restaurant</a>	<a href="#">258 Main St</a>		
Food & Drink	Bakery	<a href="#">The Bakery Station</a>	<a href="#">202 Monterey St</a>	<a href="#">@thebakystation</a>	<a href="#">@TheBakeryStation</a>
		<a href="#">Energy All Day</a>	<a href="#">317 Salinas St</a>	<a href="#">@nrgallday</a>	<a href="#">@energy_all_day</a>
		<a href="#">Otto's Bread Co</a>	<a href="#">215 Monterey Str</a>	<a href="#">@ottosbread</a>	<a href="#">@ottosbread</a>
		<a href="#">Dollycakes And Supplies</a>	<a href="#">343 Monterey St</a>	<a href="#">@DCandSupplies</a>	<a href="#">@_dollycakes_</a>
Food & Drink	Bar	<a href="#">201 Main</a>	<a href="#">201 Main St</a>	<a href="#">@201MAIN</a>	<a href="#">@201MAIN</a>
		<a href="#">Dubber's Oldtown Bar And Grill</a>	<a href="#">173 Main St</a>	<a href="#">@DubbersOldtown</a>	<a href="#">@dubbers_oldtown_bar_and_grill</a>
		<a href="#">XL Public House</a>	<a href="#">127 Main St</a>	<a href="#">@XLPublichouse</a>	<a href="#">@xlpublichouse</a>
		<a href="#">Kings Den</a>	<a href="#">22 W Alisal St</a>	<a href="#">@100067203180097</a>	
Food & Drink	Catering	<a href="#">The Valley Restaurant &amp; Catering</a>	<a href="#">9 E San Luis St</a>		<a href="#">@thevalleyrestaurantandcatering</a>
Food & Drink	Chinese	<a href="#">Eagle Restaurant</a>	<a href="#">26 W Alisal St</a>		
Food & Drink	Coffee Shop/Tea Room	<a href="#">The Bearded Bean</a>	<a href="#">210 Main St</a>	<a href="#">@thebeardedbeanllc</a>	<a href="#">@thebeardedbean</a>
		<a href="#">Cherry Bean Coffee House</a>	<a href="#">332 Main St</a>		
		<a href="#">Starbucks Coffee</a>	<a href="#">150 Main St</a>		<a href="#">@starbucks.taylorfarms</a>
		<a href="#">Starbucks Coffee</a>	<a href="#">27 John St</a>		
		<a href="#">Gold Leaf Spice &amp; Teas</a>	<a href="#">8 W Gabilan St 1/2</a>	<a href="#">@goldleafspicenteas</a>	<a href="#">@goldleaf teas</a>
		<a href="#">Villa Rivera Cafe</a>	<a href="#">142 W Alisal St</a>	<a href="#">@villariveracafe</a>	<a href="#">@villariveracafe</a>
Food & Drink	German	<a href="#">Patria</a>	<a href="#">228 Main St</a>	<a href="#">@PatriaOldtownSalinas</a>	
Food & Drink	Italian	<a href="#">Mangia!</a>	<a href="#">328 Main St</a>	<a href="#">@mangiaeatonmain</a>	<a href="#">@mangiaeatonmain</a>
		<a href="#">La Casa Sorrento Pizzeria</a>	<a href="#">393 Salinas St</a>	<a href="#">@casasorrentopizzeria</a>	<a href="#">@casasorrento831</a>
		<a href="#">Heirloom Pizza</a>	<a href="#">344 Main St</a>	<a href="#">@heirloompizzaco</a>	<a href="#">@heirloompizzaco</a>
Food & Drink	Japanese	<a href="#">Sushi Daruma</a>	<a href="#">216 Main St</a>	<a href="#">@100063562551666</a>	<a href="#">@sushi_daruma</a>

# Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
Food & Drink	Mexican	<a href="#">Kokoro Sushi</a>	<a href="#">36 W Gabilan St</a>	<a href="#">@100063670929001</a>	<a href="#">@kokorosushi831</a>
		★ <a href="#">Mi Tierra Restaurant</a>	<a href="#">129 Main St</a>	<a href="#">@mitierrasalinas</a>	<a href="#">@mitierrasalinas</a>
		<a href="#">El Colibri</a>	<a href="#">343 Main St</a>	<a href="#">@gordonscafeandcatering</a>	
		★ <a href="#">Michael's Grill &amp; Taqueria</a>	<a href="#">321 Main St</a>		<a href="#">@michaelsgrilltaqueria</a>
		★ <a href="#">Villa Azteca</a>	<a href="#">157 Main St</a>	<a href="#">@VillaAztecaRestaurant</a>	<a href="#">@villa_azteca</a>
		Burrito King Taqueria	<a href="#">8 Midtown Ln</a>	<a href="#">@Taqueria-El-Burrito-King</a>	
		Tacos Don Beto	<a href="#">42 W Gabilan St</a>		<a href="#">@tacosdonbeto</a>
		Mama Lupita's	<a href="#">321 Salinas St</a>	<a href="#">@116182195072772</a>	<a href="#">@mamalupitas321</a>
		La Gran Diabla	<a href="#">131 Main St</a>		<a href="#">@lagrandiabila</a>
		El Chilacatazo	<a href="#">337 Monterey St</a>	<a href="#">@100094008542581</a>	<a href="#">@elchilacatazo.0222</a>
Food & Drink	Tap/Tasting Room	Farmers Union Pour House	<a href="#">217 Main St</a>	<a href="#">@FarmersUnionPourHouse</a>	<a href="#">@farmersunionpourhouse</a>
		Brew-N-Krew Ale House	<a href="#">155 Main St</a>	<a href="#">@brewandcrewsalinas</a>	<a href="#">@brewandcrewsalinas</a>
Health	Doctor	<a href="#">Baar Chiropractic</a>	<a href="#">2 Salinas St A</a>		
		<a href="#">Central Coast Audiology, Inc.</a>	<a href="#">307 Main St 240</a>	<a href="#">@ccaudiology</a>	
Health	Gym	<a href="#">Reborn Fit</a>	<a href="#">25 E Gabilan St</a>		<a href="#">@reborn_fit</a>
Health	Health Services	<a href="#">Flow Cryotherapy</a>	<a href="#">311 Salinas St</a>	<a href="#">@flowcryotherapy</a>	<a href="#">@flowcryo831</a>
		<a href="#">Select Cal Physical Therapy</a>	<a href="#">408 Main St</a>		
		<a href="#">Behavioral Intervention Associates</a>	<a href="#">356 Main Str</a>	<a href="#">@bia4autism</a>	<a href="#">@bia4autism</a>
Health	Medical Clinic	La Gloria Medical Clinic	<a href="#">2 Salinas St</a>		
Health	Pharmacy	<a href="#">All Care Pharmacy</a>	<a href="#">331 Main St</a>	<a href="#">@AllcarePharmacyandMedicalSupply</a>	
Property	Contractor	<a href="#">Pio Construction</a>	<a href="#">374 Main St</a>		<a href="#">@piomconstructioninc</a>
		<a href="#">Slam A Door</a>	<a href="#">137 Monterey St</a>		
		<a href="#">Swinerton Builders</a>	<a href="#">307 Main St</a>		
Property	Management	<a href="#">Coast &amp; Valley Properties, Inc</a>	<a href="#">376 Main St</a>	<a href="#">@CoastandValleyPropertiesInc</a>	<a href="#">@coastandvalleyproperties</a>
		<a href="#">36 North Property Management</a>	<a href="#">369 Main St 212</a>	<a href="#">@36NorthPropertyManagement</a>	<a href="#">@36northproperties</a>
		<a href="#">Jay Deserpa &amp; Assoc</a>	<a href="#">416 Main St</a>		
		Alpha Property Management	<a href="#">5 E Gabilan St</a>		
		<a href="#">Piini Realty</a>	<a href="#">263 Lincoln Ave</a>		
		<a href="#">Kobrinsky Group</a>	<a href="#">235 Monterey St</a>		
Retail	Bookstore	★ <a href="#">Downtown Book &amp; Sound</a>	<a href="#">213 Main St</a>	<a href="#">@DowntownBookandSound</a>	<a href="#">@downtownbookandsound</a>
Retail	Children's Clothing	<a href="#">Oh! Baby</a>	<a href="#">335 Monterey St</a>	<a href="#">@ohbabysalinas</a>	<a href="#">@ohbabysalinas</a>
Retail	Consumer Goods	Gifts On The Go	<a href="#">150 Main St 112</a>	<a href="#">@giftsonthegosalinasca</a>	<a href="#">@giftsonthegosalinasca</a>
		Kerri'S Co-Op Chicks	<a href="#">345 Main St</a>	<a href="#">@DGSSCC</a>	<a href="#">@kerris_co_op_chicks</a>
		<a href="#">Green's Camera World</a>	<a href="#">350 Main St</a>	<a href="#">@greencameraworld</a>	
		<a href="#">Apotheca</a>	<a href="#">9 E Gabilan St</a>		<a href="#">@apotheca.dot</a>
		<a href="#">Valley Bikes</a>	<a href="#">64 W Alisal St</a>	<a href="#">@ValleyBike</a>	<a href="#">@valleybikes831</a>



# Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
		<a href="#">Bobcat Bicycles</a>	<a href="#">141 Monterey St</a>	<a href="#">@bobcatbicycles</a>	<a href="#">@bobcatbicycles</a>
		<a href="#">MP Vacuum</a>	<a href="#">233 Salinas St</a>	<a href="#">@MPVACUUM</a>	<a href="#">@mpvacuum</a>
		Old Town Antiques	<a href="#">202 Main St</a>	<a href="#">@SalinasOTA</a>	<a href="#">@salinasoldtownantiques</a>
		<a href="#">Valley Trophy &amp; Detectors</a>	<a href="#">256 Main St</a>	<a href="#">@ValleyTrophiesInc</a>	
		<a href="#">Zum Zum Tea</a>	<a href="#">35 Stone St</a>		
		<a href="#">Benjamin Moore Paints</a>	<a href="#">333 Main St</a>		
		<a href="#">The D.J. Booth</a>	<a href="#">345 Monterey St</a>	<a href="#">@djboothmusicco</a>	
		<a href="#">Max Fit Nutrition</a>	<a href="#">341 Monterey St</a>		
		Eli'S Amazing Deals	<a href="#">329 Monterey St</a>		
Retail	Footwear	<a href="#">Beck's Shoes and Repair</a>	<a href="#">354 Main St</a>		
Retail	Furniture	Casona On Main	<a href="#">150 Main St</a>	<a href="#">@casonaonmain</a>	<a href="#">@casonaonmain</a>
Retail	Jewelry	<a href="#">Lee's Jewelers</a>	<a href="#">319 Main St</a>	<a href="#">@LeesJewelers</a>	
		<a href="#">McWherter's Jewelers</a>	<a href="#">236 Main St</a>	<a href="#">@McWhertersJewelers</a>	<a href="#">@mcwhertersjewelers</a>
		<a href="#">Tony's Jewelry</a>	<a href="#">219 Monterey St</a>	<a href="#">@FollowTonysJewelry</a>	<a href="#">@tonysjewelry1</a>
Retail	Liquor & Tobacco	Central Liquor	<a href="#">118 Central Ave</a>		
		Grapes N Grain	<a href="#">385 Salinas St</a>	<a href="#">@100070091380531</a>	
		Hi-Life Smokes	<a href="#">349 Monterey St</a>		
Retail	Mens Clothing	Julian'S Tailor Shop	<a href="#">272 Main Str</a>		
Retail	Womens Clothing	<a href="#">Head over Heels</a>	<a href="#">248 Main St</a>	<a href="#">@headoverheels831</a>	<a href="#">@headoverheels831</a>
		Vintage Blossom Boutique	<a href="#">150 Main Street #130</a>	<a href="#">@vintageblossomboutique</a>	<a href="#">@vintageblossomboutique</a>
		Redefined Bridal	<a href="#">10 W Gabilan St</a>	<a href="#">@RedefinedClothing</a>	<a href="#">@RedfinedClothing</a>
		<a href="#">Scarlet Carnation</a>	<a href="#">7 E Gabilan St</a>	<a href="#">@scarletcarnation</a>	<a href="#">@scarletcarnation</a>
		<a href="#">Ber Blue Boutique</a>	<a href="#">237 Salinas St #2</a>		<a href="#">@berblue.boutique</a>
		AK Fashion	<a href="#">246 Main St</a>		<a href="#">@ak_fashiionn</a>
		★ <a href="#">Bliss Boutique</a>	<a href="#">266 Main St</a>	<a href="#">@BlissBoutique</a>	<a href="#">@bliss_boutique</a>
Services	Business	<a href="#">Salinas Valley Chamber Of Commerce</a>	<a href="#">119 E Alisal St</a>	<a href="#">@SalinasValleyChamberofCommerce</a>	<a href="#">@salinaschamber</a>
		<a href="#">Adaptive Is</a>	<a href="#">376 Main St</a>	<a href="#">@100040878776211</a>	<a href="#">@adaptive_information_systems</a>
		<a href="#">Balance Staffing</a>	<a href="#">313 Main St A</a>	<a href="#">@balancestaffingfirm</a>	
		<a href="#">Maureen Wruck Planning Llc</a>	<a href="#">21 W Alisal St # 111</a>		
		<a href="#">Tmd Creative</a>	<a href="#">90 W Alisal St</a>	<a href="#">@tmdcreative</a>	<a href="#">@tmdcreative</a>
		<a href="#">Express Employment Professionals</a>	<a href="#">45 W Alisal St</a>	<a href="#">@ExpressEmploymentProfessionals</a>	
		<a href="#">Mp Express</a>	<a href="#">324 Lincoln Ave</a>		
		<a href="#">Full Steam Staffing</a>	<a href="#">45 W Alisal St</a>	<a href="#">@FullSteamStaffingCorprate</a>	<a href="#">@fullsteamstaffing</a>
		Monterey County Surveyors	<a href="#">324 Lincoln Ave</a>		
		<a href="#">A&amp;G Facility Services Llc</a>	<a href="#">161 Main St Ste 3</a>		<a href="#">@agfacilityservices</a>
		Abe - Signs	<a href="#">6 W Gabilan St Ste 2</a>	<a href="#">@ABESigns</a>	

# Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
		<a href="#">B-Impressed Branding Solutions</a>	<a href="#">351 Main St</a>	<a href="#">@bimpressedbrandingsolutions</a>	
		Balance Managed Services Llc	<a href="#">313 Main St A</a>		
		Balance Staffing Workforce, Llc	<a href="#">313 Main St A</a>		
		Central Coast Engineers, Inc.	<a href="#">21 W Alisal St # 119</a>		
		<a href="#">Copy Mat</a>	<a href="#">44 W Gabilan St</a>		
		<a href="#">Elkhorn Packing</a>	<a href="#">60 W Market St</a>		
		<a href="#">ISA In Studio Architecture</a>	<a href="#">250 Main St</a>		
		<a href="#">Itradenetwork</a>	<a href="#">307 Main St 100</a>	<a href="#">@iTradeNetworkInc</a>	
		<a href="#">Latitude 36 Foods, Llc</a>	<a href="#">17 E Gabilan St</a>	<a href="#">@latitude36foods</a>	<a href="#">@latitude36foods</a>
		LAZ Parking			
		<a href="#">One Workplace</a>	<a href="#">325 Main St</a>		<a href="#">@oneworkplace</a>
		<a href="#">Structural Design Services And Engineer</a>	<a href="#">6 W Gabilan St</a>		
		★ <a href="#">Taylor Farms</a>	<a href="#">150 Main St</a>	<a href="#">@taylorfarms</a>	<a href="#">@yourtaylorfarms</a>
		<a href="#">Western Growers Innovation Center</a>	<a href="#">150 Main St #130</a>	<a href="#">@wgcit</a>	
		<a href="#">Kasavan Architect</a>	<a href="#">60 W Market St</a>		
		Peartree + Belli Architects	<a href="#">235 Monterey St</a>		
		Taylor Farms California	<a href="#">150 Main St 500</a>		
		Taluban Engineering, Inc	<a href="#">103 Church St</a>		
		<a href="#">Mag One Media, Inc</a>	<a href="#">369 Main St 201</a>		
		Soil Surveys Group, Inc	<a href="#">103 Church St</a>		
		<a href="#">Ingraham &amp; Contreras</a>	<a href="#">412 Main St</a>		
		<a href="#">Viva Billing &amp; Consulting, Inc</a>	<a href="#">416 Main St B</a>		
		Valley Express Llc	<a href="#">9 W Gabilan St 15</a>		
		Events By Vero	<a href="#">364 Main St</a>		<a href="#">@eventsbyvero</a>
		<a href="#">Harris &amp; Associates</a>	<a href="#">60 W Alisal St</a>		
Services	Financial	<a href="#">Hastie Financial Group</a>	<a href="#">307 Main St</a>	<a href="#">@HastieFinancialGroup</a>	<a href="#">@hastiefinancialgroup</a>
		<a href="#">Mechanics Bank</a>	<a href="#">307 Main St #200</a>	<a href="#">@MechanicsBank1905</a>	<a href="#">@mechanics_bank</a>
		Golden Gate Bookkeeping	<a href="#">344 Salinas St # 111</a>		
		<a href="#">Taxpoa</a>	<a href="#">344 Salinas St # 105A</a>		
		<a href="#">The Gladstone Companies</a>	<a href="#">17 E Gabilan St</a>	<a href="#">@TheGladstoneCompanies</a>	
		<a href="#">Pacific Valley Bank</a>	<a href="#">422 Main St</a>		
Services	Grooming	<a href="#">Aqua Blue</a>	<a href="#">229 Main St</a>	<a href="#">@aquabluespas</a>	<a href="#">@aquabluespa</a>
		<a href="#">Nails By Norma</a>	<a href="#">364 Main St</a>	<a href="#">@NailsbyNorma</a>	<a href="#">@_nailsbynorma</a>
		Shear Beauty	<a href="#">319 Main St</a>		<a href="#">@hairby.lg2</a>
		Clippers Hair Salon	<a href="#">355 Main St</a>		
		Hair Studio 212	<a href="#">212 Main St</a>		

# Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
		Tu Estilo Hair Boutique	<a href="#">242 Main St</a>		
		<a href="#">Beauty by Acacia</a>	<a href="#">5 Midtown Ln</a>		<a href="#">@beautybyacacia</a>
		Hair Creations by Juan Perez	<a href="#">7 Midtown Ln</a>		
		Hair Care Salon	<a href="#">391 Salinas St</a>		
		Tulip Nails	<a href="#">389 Salinas St</a>		<a href="#">@tulipnails_07</a>
		<a href="#">House Of Blends</a>	<a href="#">214 Main St</a>		<a href="#">@hobsalinas</a>
		Barber Ernesto	<a href="#">237 Salinas St. 1</a>		
		Dose Of Des	<a href="#">240 Main St G</a>		
		Prohibition Parlor	<a href="#">70 W Alisal St</a>		<a href="#">@prohibitionparlor</a>
		<a href="#">Pure Skin</a>	<a href="#">369 Main St 206</a>	<a href="#">@pureskinaestheticsalon</a>	<a href="#">@pureskinsalon</a>
		<a href="#">Revive Beauty Bar</a>	<a href="#">307 Main St</a>	<a href="#">@100091340784265</a>	<a href="#">@revivebeautybar</a>
		<a href="#">Salinas Valley Medical Aesthetics, Inc</a>	<a href="#">30 Central Ave</a>	<a href="#">@salinasvalleymed</a>	<a href="#">@svmedaesthetics</a>
		<a href="#">Serene Esthetics</a>	<a href="#">78 W Alisal St</a>	<a href="#">@100063606698784</a>	<a href="#">@the_salinas_aesthetician</a>
		<a href="#">The Beauty Room</a>	<a href="#">237 Salinas St # 2</a>	<a href="#">@thebeautyroomsalinas</a>	<a href="#">@_thebeautyroom_</a>
		<a href="#">The Wellnest Holistic Massage By Dayna</a>	<a href="#">240 Main St</a>	<a href="#">@daynapayneholisticmassage</a>	
		TLATOANI PROFESSIONAL BARBERS	<a href="#">36 W Alisal St</a>		
		<a href="#">Treat Yourself Beauty By Steph</a>	<a href="#">364 Main St</a>		<a href="#">@tyb_bysteph</a>
		Chang's Nails	<a href="#">365 Main St</a>		
		Hair Handlers	<a href="#">355 Main St</a>		
		Pink Daisy Skin Care	<a href="#">235 Salinas St 1/2</a>	<a href="#">@pinkdaisyskincare</a>	
		Edith Beauty Salon	<a href="#">339 Monterey St</a>		
		<a href="#">Eterno Beauty</a>	<a href="#">364 Main St</a>		<a href="#">@eterno_beauty_by_ana</a>
		<a href="#">Elevate Spa Md</a>	<a href="#">10 W Alisal St</a>		<a href="#">@elevatespa_md</a>
Services	Insurance	<a href="#">Willette Jones State Farm</a>	<a href="#">341 Main St</a>	<a href="#">@WilletteJonesStateFarmInsurance</a>	<a href="#">@yourdowntownagent</a>
		<a href="#">Bay And Basin Insurance Services</a>	<a href="#">371 Main St</a>		
		<a href="#">Gonzalez and Associates Insurance Services</a>	<a href="#">106 Lincoln Ave</a>		
		Alliant Insurance Services, Inc	<a href="#">150 Main St 220</a>		
Services	Legal	<a href="#">Alternative Dispute Resolution, APC</a>	<a href="#">60 W Alisal St 10</a>		
		<a href="#">Moncrief &amp; Hart</a>	<a href="#">16 W Gabilan St</a>		
		Law Office Of Bruce J Kitchin	<a href="#">44 W Alisal St</a>		
		<a href="#">Law Offices Of William V Pernik</a>	<a href="#">40 Central Ave</a>	<a href="#">@perniklaw</a>	
		<a href="#">Law office of Michelle Noble McCain</a>	<a href="#">106 Central Ave</a>		
		<a href="#">Law Office Of Magnolia Zarraga</a>	<a href="#">114 Church St</a>		
		<a href="#">Noland Hamerly Etienne &amp; Hoss</a>	<a href="#">333 Salinas St # 4</a>	<a href="#">@toprankedattorneys</a>	
		Bava & Associates Pc	<a href="#">295 Main St 600</a>		
		Bolour-Carl Immigration Group	<a href="#">369 Main St C/A</a>		



# Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
		<a href="#">Hernandez Law Firm</a>	<a href="#">40 Central Ave</a>		
		<a href="#">Jrg Attorneys At Law</a>	<a href="#">318 Cayuga St</a>	<a href="#">@JRGatty</a>	<a href="#">@jrgattorneys</a>
		<a href="#">Taylor &amp; Dolowich, Attorneys At Law</a>	<a href="#">241 Salinas St</a>	<a href="#">@TaylorDolowich</a>	
		W. Scott Erdbacher Attorney At Law	<a href="#">21 W Alisal St 100</a>		
		<a href="#">Chris Cain Law</a>	<a href="#">60 W Alisal St</a>		<a href="#">@chriscainlaw</a>
		<a href="#">Milla Legal Document Services</a>	<a href="#">90 W. Alisal St</a>		
		Xavier Nady Attorney At Law	<a href="#">261 Lincoln Ave</a>		
Services	Non-Profit	<a href="#">Artists Ink</a>	<a href="#">1 Midtown Ln</a>	<a href="#">@artistsink2013</a>	<a href="#">@artists_ink</a>
		<a href="#">Alliance on Aging</a>	<a href="#">247 Main St</a>	<a href="#">@aoamonterey</a>	
		<a href="#">CHISPA</a>	<a href="#">295 Main Str #100</a>	<a href="#">@100063615761603</a>	<a href="#">@chispahousing</a>
		<a href="#">MILPA</a>	<a href="#">339 Melody Ln</a>	<a href="#">@MILPACollective</a>	<a href="#">@milpacollective</a>
		★ <a href="#">Salinas City Center Improvement Association</a>	<a href="#">108 Midtown Lane</a>		
		<a href="#">United Way Monterey County</a>	<a href="#">232 Monterey St</a>	<a href="#">@uwmonterey</a>	<a href="#">@unitedwaymonterey</a>
		<a href="#">Digital Nest</a>	<a href="#">210 Salinas St</a>	<a href="#">@DigNEST</a>	<a href="#">@digitalnest</a>
		<a href="#">Action Council Of Monterey County</a>	<a href="#">295 Main St</a>	<a href="#">@ActionInspiringChange</a>	<a href="#">@ACTIONCouncil</a>
		Center For Community Advocacy	<a href="#">22 W Gabilan St</a>		
		Oldtown Salinas Foundation	<a href="#">21 W Alisal St # 111</a>		
		<a href="#">Salinas Valley Food &amp; Wine</a>	<a href="#">21 W Alisal St # 111</a>	<a href="#">@SalinasValleyFoodAndWine</a>	<a href="#">@SalinasValleyFoodAndWine</a>
		Islamic Community Of Salinas	<a href="#">35 W Market St</a>		
		<a href="#">ITN Monterey County</a>	<a href="#">10 W Alisal St</a>		<a href="#">@itnmonterey</a>
		<a href="#">Blind &amp; Visually Impaired Center of Monterey County</a>	<a href="#">247 Main St</a>	<a href="#">@BVICenter</a>	
		<a href="#">Special Kids Connect</a>	<a href="#">334 Main St</a>		
		★ <a href="#">Blue Zones Monterey County</a>			
Services	Personal	<a href="#">Cook's Photography</a>	<a href="#">353 Main St</a>	<a href="#">@100063836435195</a>	<a href="#">@cooksphotography</a>
		J.M. Scheel	<a href="#">344 Salinas St 105I</a>		
		Peninsula Arts & Crafts	<a href="#">225 Main St</a>		
		Salinas School of Dance	<a href="#">40 W Gabilan St</a>	<a href="#">@salinasschoolofdance</a>	<a href="#">@salinasschoolofdance</a>
		<a href="#">Skillet Creek Weapon Systems</a>	<a href="#">21 W Alisal St Ste 108</a>	<a href="#">@SkilletCreekWeaponSystems</a>	<a href="#">@SkilletCreekWeaponSystems</a>
		Smokey Key Service	<a href="#">21 W Alisal St 106</a>		
		Travelers Hotel	<a href="#">16 E Gabilan St</a>		
		<a href="#">Salinas Valley Tourism &amp; Visitors Bureau</a>	<a href="#">1 Station Pl</a>	<a href="#">@soulofca</a>	<a href="#">@soulofca</a>
		<a href="#">Beautiful Blessings Photo</a>	<a href="#">342 Main St</a>	<a href="#">@BeautifulBlessingsPhoto</a>	<a href="#">@beautifulbphoto</a>
		<a href="#">Monterey County Republican Party</a>	<a href="#">414 Main Str</a>	<a href="#">@MontereyGOP</a>	<a href="#">@montereygop</a>
		<a href="#">Monterey County Workforce Development Board</a>	<a href="#">344 Salinas St</a>	<a href="#">@MontereyCountyWorks</a>	<a href="#">@monterey_county_works</a>
		<a href="#">Jeanne Robinson Dance Studio</a>	<a href="#">380 Monterey St</a>		
Services	Pet Grooming	Central Barks	<a href="#">254 Main St</a>		<a href="#">@centralbarks.salon</a>

## Merchant List

Category	Sub-Category	Best Of MC Name	Address	Facebook	Instagram
Services	Real Estate	<a href="#">Premier Mortgage Resources</a>	<a href="#">336 Main St</a>	<a href="#">@PMRloansUSA</a>	<a href="#">@pmrloans</a>
		<a href="#">Blue Adobe Mortgage</a>	<a href="#">362 Main Street</a>	<a href="#">@blueadobemortgage</a>	<a href="#">@blueadobemortgage</a>
		<a href="#">First American Title Company</a>	<a href="#">307 Main St #310</a>	<a href="#">@FirstAmericanTitle</a>	<a href="#">@first_american</a>
		<a href="#">Steinbeck Real Estate</a>	<a href="#">12 W Gabilan St</a>	<a href="#">@SteinbeckRealEstate</a>	<a href="#">@steinbeckrealestate</a>
		All California Mortgage	<a href="#">221 Main St 201</a>		
		Catalina Perez	<a href="#">12 W Gabilan St</a>		
		Cristina Cervantes, Realtor	<a href="#">50 W Alisal St</a>		
		Joseph Quinones	<a href="#">12 W Gabilan St</a>		
		<a href="#">M2 Realty Group</a>	<a href="#">50 W Alisal St</a>	<a href="#">@MSQUAREDREALTY</a>	<a href="#">@msquaredrealtygroup</a>
		Michael Gomez Real Estate Salesperson	<a href="#">12 W Gabilan St</a>		
		Steinbeck Mortgage	<a href="#">12 W Gabilan St</a>		
		Yolanda B Pulido-Real Estate	<a href="#">50 W Alisal St</a>		
		Atlas Premier Properties	<a href="#">426 Main St</a>		<a href="#">@atlaspremierproperties</a>
		Susan Sue Haro-Realtor	<a href="#">12 W Gabilan St</a>		
		<a href="#">Re/Max Property Experts</a>	<a href="#">233 Monterey St</a>		<a href="#">@remaxpropertyexperts</a>
		Jennifer Hardy Realtor	<a href="#">12 W Gabilan St</a>		
		Richard M. Suarez	<a href="#">12 W Gabilan St</a>		
		Jorge Guadalupe Edeza	<a href="#">233 Monterey St</a>		
		<a href="#">NT Real Estate</a>	<a href="#">222 Main St</a>		

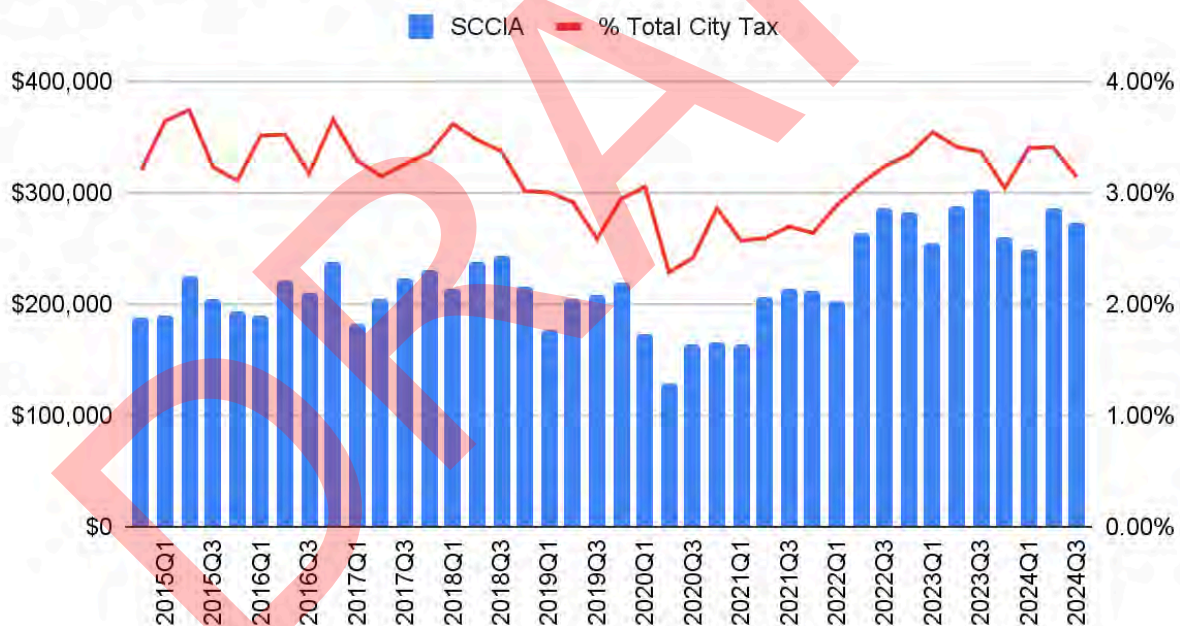


## Sales Tax

Sales tax revenue is a good way to measure the economic impact of an area. Since sales tax is collected on most goods and services, it directly tracks how much people are spending. Higher sales tax revenue usually means more economic activity — people are buying more, businesses are thriving, and money is flowing. Sales tax captures spending from both locals and visitors. This makes it a useful gauge for tourism and overall economic vitality. For example, if a city sees a spike in sales tax during a big event or season, it likely reflects an influx of visitors and increased business traffic. Lastly, tracking sales tax revenue over several years can highlight patterns — whether an area is growing, staying steady, or experiencing a downturn — making it a reliable long-term indicator.

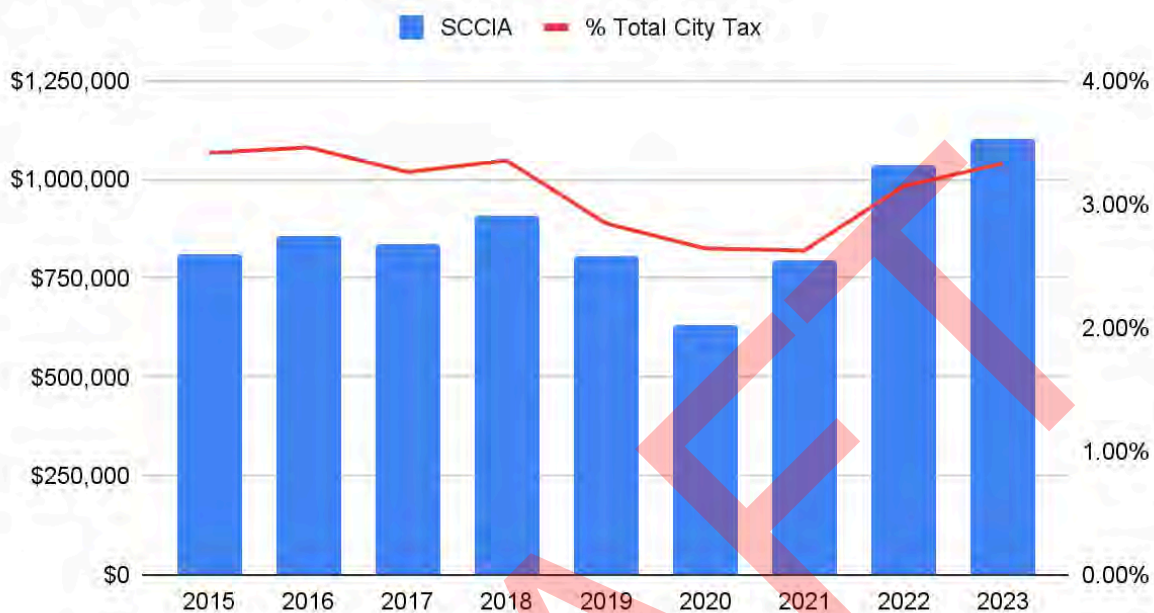
Salinas City Center continues to average between 3% and 4% of collected revenue in Salinas as a whole. As noted in the graphs below, recovering from COVID-19 is still ongoing, but generally trending up. The first graph is more detailed and divided into quarters. It reflects the latest data available to staff. The second graph is more broad and removes the incomplete years of 2014 and 2024.

### SCCIA Salinas Tax Revenue by Quarter





## SCCIA Salinas Tax Revenue by Year







## Properties

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! The current assessed value of Salinas City Center is \$196,862,928. Salinas City Center land and properties are nearly **three times** as valuable as the average acre in the rest of Salinas. With the continued development of redundant parking lots and derelict buildings, the economic value of Salinas City Center increases and becomes a more attractive place to Live, Work, and Play!

The Top 10 Property Owners by Quantity of Parcels are as follows.

Top 10 property owners by Qty of Parcels	Properties
CITY OF SALINAS	44
SALINAS CITY CENTER LLC	10
COUNTY OF MONTEREY	8
CAMPOS JIMENEZ INVESTMENTS INC	5
AMES ROBERT H & EMMA B AMES CO-TRS	4
ISLAMIC COMMUNITY OF SALINAS	3
3SOME PAR-TNERS LLC	3
ALSALAH SALEH & SHAMAN MAGDAH	3
PITMAN JOHN D TR & PITMAN ROBERT J TR	3
SAUNDERS FRANK H & KELLY NORWOOD TRS	3

While many properties are long-term holdings, once they sell and/or are redeveloped, property taxes increase drastically.

The Top 10 Property Owners by Combined Property Taxes are as follows.

Top 10 property owners by Property Tax	Taxes	Properties
SALINAS CITY CENTER LLC	\$589,784.38	10
MAYA SALINAS OLD TOWN CINEMAS LLC	\$164,083.07	1
BLUE LARKSPUR PARTNERS LLC ETAL	\$102,060.00	1
JRG LEASING II LLC	\$44,146.25	1
GRANARY ASSOCIATES	\$43,324.94	1
CAMPOS JIMENEZ INVESTMENTS INC	\$40,816.52	5
NORTHERN CALIF SAVINGS & LOAN	\$40,233.37	1
WATKINS FAMILY LIMITED PARTNERSHIP	\$39,135.45	1
PI PROPERTIES NO 140 LLC	\$33,903.00	1
GARING ANN TR ET AL	\$33,723.65	1



As shown in the table and images below, change in ownership, new construction and adaptive reuse locations are increasing the overall value of Salinas City Center.

See table below for the legend.

Legend	Tax Revenue
Blue	Less than \$2K/year
Green	\$2001-10K/year
Yellow	\$10001-25K/year
Orange	\$25001-50K/year
Red	\$50001-\$100K/year
Dark Red	\$100001+ /year

APN	Addresses	2023 Tax	2024 Tax	% Change
002-185-047-000	150 Main St	\$422,415	\$430,863	1.96%
002-186-001-000	153 Main St	\$161,932	\$164,083	1.31%
002-233-019-000	301 Main St	\$103,400	\$102,060	-1.31%
002-341-001-000	300 Main St	\$59,198	\$60,382	1.96%
002-322-016-000	318 Cayuga St	\$43,281	\$44,146	1.96%
002-171-034-000	60 W Market St #200	\$42,475	\$43,325	1.96%
002-351-009-000	425 Main St	\$39,444	\$40,233	1.96%
002-345-016-000	344 Salinas St	\$38,368	\$39,135	1.96%
002-351-008-000	405 Monterey St	\$33,238	\$33,903	1.96%
002-234-033-000	201 Main St	\$31,407	\$31,936	1.66%
002-355-008-000	401 Monterey St	\$31,094	\$31,716	1.96%
002-233-009-000	367 Main St	\$30,120	\$33,724	10.69%
002-234-028-000	295 Main St	\$28,069	\$28,630	1.96%
002-182-033-000	111 Monterey St	\$27,775	\$28,331	1.96%
002-341-019-000	21 W Alisal St	\$22,369	\$22,816	1.96%
002-185-039-000	1 Main St	\$21,969	\$22,185	0.97%
002-251-015-000	130 W Gabilan St	\$17,554	\$17,905	1.96%
002-342-011-000	406 Main St	\$17,076	\$17,417	1.96%
002-335-005-000	123 W Alisal St	\$16,733	\$17,067	1.96%
002-185-019-000	17 E Gabilan St	\$16,733	\$17,067	1.96%
002-341-006-000	344 Main St	\$16,646	\$16,979	1.96%
002-341-018-000	333 Salinas St	\$15,899	\$16,217	1.96%
002-182-012-000	139 Monterey St #14	\$15,858	\$16,175	1.96%
002-233-018-000	307 Main St	\$15,638	\$15,951	1.96%
002-185-043-000	Salinas St	\$14,786	\$15,082	1.96%
002-234-032-000	221 Main St #205	\$14,349	\$14,636	1.96%
002-242-028-000	207 Salinas St	\$14,045	\$13,714	-2.41%
002-242-008-000	238 Main St	\$13,944	\$14,223	1.96%
002-233-014-000	331 Main St	\$13,925	\$14,203	1.96%



002-231-025-000	211 Monterey St	\$12,891	\$12,966	0.58%
002-341-012-000	376 Main St #A	\$12,240	\$12,485	1.96%
002-234-018-000	251 Main St	\$11,821	\$12,058	1.96%
002-164-009-000	2 Salinas St #A	\$11,713	\$11,947	1.96%
002-245-009-000	118 W Gabilan St	\$11,563	\$11,794	1.96%
002-232-008-000	335-349 Monterey St	\$11,244	\$11,469	1.96%
002-234-009-000	213 Main St	\$10,546	\$10,757	1.96%
002-233-016-000	319 Main St	\$10,512	\$10,722	1.96%
002-185-046-000	16 W Gabilan St	\$10,328	\$10,535	1.96%
002-242-013-000	258 Main St	\$10,302	\$10,508	1.96%
002-248-002-000	32 W Gabilan St	\$9,462	\$9,651	1.96%
002-248-005-000	35 Central Ave	\$9,350	\$9,537	1.96%
002-331-002-000	326 Lincoln Ave	\$9,025	\$9,654	6.52%
002-164-020-000	26 Central Ave	\$8,664	\$8,792	1.46%
002-233-015-000	325 Main St	\$8,445	\$8,613	1.96%
002-185-011-000	129 Main St	\$8,417	\$8,585	1.96%
002-164-023-000	40 Central Ave	\$8,191	\$8,434	2.88%
002-164-035-000		\$7,953	\$8,112	1.96%
002-163-015-000	43 Stone St	\$7,306	\$7,452	1.96%
002-185-018-000	169 Main St #17	\$7,215	\$7,360	1.96%
002-242-017-000	46 W Alisal St	\$7,032	\$7,173	1.96%
002-186-002-000	155 Main St	\$7,020	\$7,160	1.96%
002-185-024-000	22 W Gabilan St	\$6,659	\$6,795	2.00%
002-163-013-000	128 Central Ave	\$6,630	\$6,763	1.96%
002-242-014-000	4 W Alisal St	\$6,569	\$6,701	1.96%
002-242-027-000	250 Main St	\$6,480	\$6,610	1.96%
002-242-035-000	233 Salinas St	\$6,433	\$6,562	1.96%
002-234-017-000	232 Main St	\$6,419	\$4,579	-40.19%
002-342-009-000	415 Salinas St	\$6,418	\$6,546	1.96%
002-163-011-000	118 Central Ave	\$6,380	\$6,507	1.96%
002-233-011-000	343 Main St #357	\$6,278	\$6,403	1.96%
002-251-014-000	123 Central Ave	\$6,206	\$6,331	1.96%
002-231-015-000	225 Monterey St	\$6,189	\$6,312	1.96%
002-234-002-000	16 E Gabilan St	\$6,077	\$12,485	51.32%
002-234-031-000	241 Main St	\$6,068	\$6,102	0.55%
002-233-012-000	341 Main St	\$6,004	\$6,124	1.96%
002-242-001-000	202 Main St	\$5,933	\$6,051	1.96%
002-163-019-000	28 Lincoln Ave	\$5,900	\$6,020	1.99%
002-164-021-000	30 Central Ave	\$5,886	\$6,004	1.96%
002-231-013-000	233 Monterey St	\$5,852	\$5,965	1.89%
002-341-025-000	385 Salinas St	\$5,838	\$5,955	1.96%
002-185-020-000	172 Main St	\$5,801	\$5,917	1.96%
002-163-009-000	110 Central Ave	\$5,655	\$5,768	1.96%
002-233-008-000	340 Monterey St	\$5,590	\$7,401	24.47%



002-231-018-000	201 Monterey St	\$5,575	\$5,687	1.96%
002-243-005-000	261 Lincoln Ave	\$5,549	\$5,660	1.96%
002-243-001-000	58 W Alisal St	\$5,520	\$5,630	1.96%
002-351-010-000	27 E John St	\$5,462	\$13,421	59.30%
002-251-003-000	114 Church St	\$5,458	\$5,567	1.96%
002-242-034-000	231 Salinas St	\$5,314	\$10,506	49.42%
002-186-003-000	145 Main St	\$5,290	\$5,396	1.96%
002-163-010-000	114 Central Ave	\$5,256	\$5,361	1.96%
002-233-020-000	334 Monterey St	\$5,233	\$5,338	1.96%
002-242-006-000	232 Main St	\$5,066	\$5,168	1.96%
002-346-002-000	328 Main St #A	\$4,772	\$4,867	1.96%
002-233-013-000	333 Main St	\$4,701	\$4,795	1.96%
002-341-005-000	338 Main St	\$4,541	\$4,632	1.96%
002-164-034-000	2 Salinas St	\$4,462	\$4,551	1.96%
002-163-016-000	33 Stone St	\$4,392	\$4,481	1.99%
002-242-007-000	236 Main St	\$4,381	\$4,468	1.96%
002-164-022-000	34 Central Ave	\$4,324	\$4,410	1.96%
002-163-014-000	47 Stone St	\$4,273	\$4,360	1.99%
002-182-020-000	30 E Market St	\$4,124	\$4,206	1.96%
002-231-012-000	235 Monterey St	\$4,124	\$4,206	1.96%
002-341-009-000	362 Main St	\$4,124	\$4,206	1.96%
002-245-015-000	119 Central Ave	\$4,083	\$4,165	1.96%
002-182-013-000	137 Monterey St	\$3,936	\$4,014	1.96%
002-185-045-000	Salinas St	\$3,929	\$4,008	1.96%
002-242-003-000	222 Main St	\$3,895	\$3,972	1.96%
002-234-019-000	255 Main St	\$3,746	\$3,821	1.96%
002-233-010-000	361 Main St	\$3,679	\$3,753	1.96%
002-242-012-000	256 Main St	\$3,569	\$3,641	1.96%
002-242-002-000	212 Main St	\$3,389	\$3,457	1.96%
002-231-024-000	219 Monterey St	\$3,264	\$3,329	1.96%
002-181-012-000	35 E Market St	\$3,188	\$3,252	1.96%
002-242-015-000	32 W Alisal St	\$3,001	\$3,061	1.96%
002-182-019-000	101 Monterey St	\$2,959	\$3,018	1.96%
002-185-017-000	161 Main St	\$2,945	\$3,004	1.96%
002-242-018-000	237 Salinas St	\$2,827	\$2,883	1.96%
002-181-011-000	67 E Market St #4	\$2,825	\$2,882	1.96%
002-163-008-000	106 Central Ave	\$2,729	\$2,784	1.96%
002-185-031-000	127 Main St	\$2,709	\$2,763	1.96%
002-233-017-000	313 Main St	\$2,640	\$2,692	1.96%
002-346-003-000	328 Main St #B	\$2,628	\$2,681	1.96%
002-242-009-000	246 Main St	\$2,414	\$2,463	1.96%
002-341-007-000	350 Main St	\$2,391	\$2,438	1.96%
002-243-003-000	66 W Alisal St	\$2,381	\$2,428	1.96%
002-234-015-000	231 Main St	\$2,348	\$2,395	1.96%



002-341-020-000	356 Main St	\$2,298	\$2,344	1.96%
002-242-030-000	224 Main St	\$2,230	\$2,274	1.96%
002-245-014-000	109 Central Ave	\$2,023	\$2,064	1.96%
002-181-007-000	23 E Market St	\$1,970	\$2,010	1.96%
002-232-009-000	329 Monterey St	\$1,964	\$2,003	1.96%
002-233-021-000	338 Monterey St	\$1,847	\$1,884	1.96%
002-231-026-000	211 Monterey St	\$1,804	\$1,841	1.96%
002-182-014-000	135 Monterey St	\$1,649	\$1,682	1.96%
002-245-001-000	102 Lincoln Ave	\$1,629	\$1,662	1.96%
002-243-004-000	76 W Alisal St	\$1,612	\$1,644	1.96%
002-164-024-000	27 Lincoln Ave	\$1,544	\$1,575	1.96%
002-341-004-000	330 Main St	\$1,427	\$1,455	1.96%
002-164-008-000	19 W Market St	\$1,237	\$11,220	88.97%
002-245-010-000	125 Church St	\$1,120	\$1,143	1.95%
002-185-012-000	131 Main St	\$1,086	\$1,108	1.96%
002-341-011-000	366 Main St	\$1,085	\$1,107	1.96%
002-341-010-000	364 Main St	\$949	\$968	1.96%
002-234-001-000	202 Monterey St	\$948	\$967	1.96%
002-181-008-000	21 E Market St	\$892	\$910	1.96%
002-231-011-000	245 Monterey St	\$851	\$868	1.96%
002-245-016-000	109 Church St	\$811	\$827	1.96%
002-245-012-000	111 Church St	\$809	\$825	1.95%
002-242-026-000	248 Main St	\$728	\$743	1.96%
002-242-011-000	254 Main St	\$703	\$717	1.96%
002-185-028-000	157 Main St	\$653	\$666	1.96%
002-245-011-000	117 Church St	\$636	\$649	1.96%
002-243-002-000	64 W Alisal St	\$589	\$601	1.96%
002-181-006-000	25 E Market St #27	\$554	\$565	1.96%
002-163-012-000	122 Central Ave	\$516	\$526	1.96%
002-232-010-000	325 Monterey St	\$513	\$523	1.96%
002-234-014-000	225 Main St	\$459	\$465	1.44%
002-231-014-000	231 Monterey St	\$439	\$448	1.96%
002-242-016-000	40 W Alisal St	\$378	\$385	1.96%
002-164-007-000	23 W Market St	\$377	\$2,550	85.22%
002-181-005-000	29 E Market St	\$246	\$251	1.96%
002-164-006-000	29 W Market St	\$246	\$3,570	93.12%
002-163-007-000	104 Central Ave	\$0	\$0	
002-163-018-000	10 Lincoln Ave	\$0	\$0	
002-164-003-000	35 W Market St	\$0	\$0	
002-164-004-000	33 W Market St	\$0	\$0	
002-164-005-000	31 W Market St	\$0	\$0	
002-164-036-000	25 Lincoln Ave	\$0	\$0	
002-164-037-000		\$0	\$0	
002-171-005-000	42 W Market St	\$0	\$0	



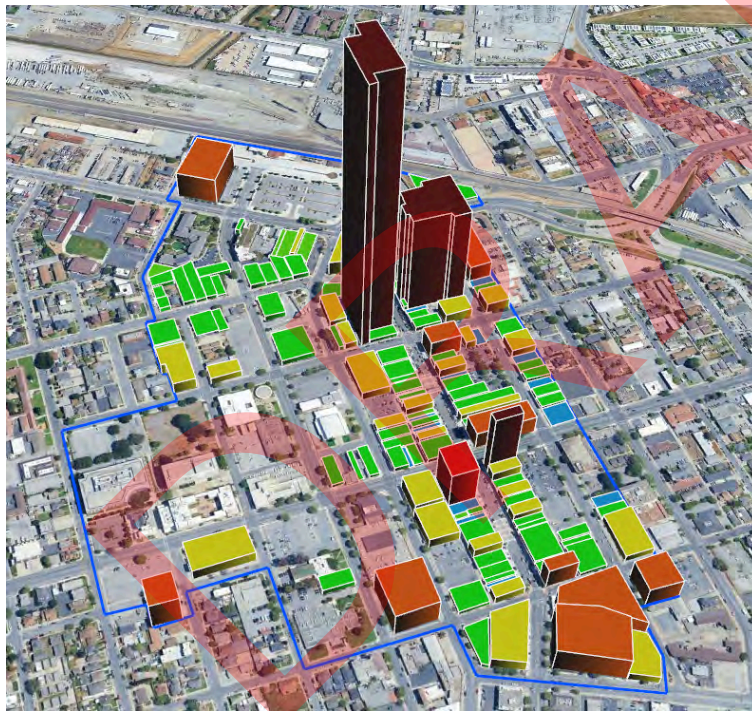


002-171-006-000	15 Station Pl	\$0	\$0
002-171-007-000	17 Station Pl	\$0	\$0
002-171-008-000	19 Station Pl	\$0	\$0
002-171-010-000	52 W Market St	\$0	\$0
002-171-011-000	54 W Market St	\$0	\$0
002-171-012-000	58 W Market St	\$0	\$0
002-171-013-000	60-68 W Market St	\$0	\$0
002-171-023-000	18 Station Pl	\$0	\$0
002-171-033-000	11 Station Pl	\$0	\$0
002-171-035-000	11 Station Pl	\$0	\$0
002-172-001-000	30 W Market St	\$0	\$0
002-172-002-000	26 W Market St	\$0	\$0
002-172-010-000	W Market St	\$0	\$0
002-172-011-000	20 W Market St	\$0	\$0
002-172-012-000	10 W Market St	\$0	\$0
002-184-001-000	E Market St	\$0	\$0
002-185-036-000	Monterey St	\$0	\$0
002-185-037-000	117 Main St	\$0	\$0
002-185-038-000	Monterey St	\$0	\$0
002-185-042-000	*no Site Address*	\$0	\$0
002-232-015-000	20 E Alisal St	\$0	\$0
002-233-023-000	300 Monterey St	\$0	\$0
002-234-023-000	Monterey St	\$0	\$0
002-234-029-000	222 Monterey St	\$0	\$0
002-234-030-000	222 Monterey St	\$0	\$0
002-242-029-000	219 Salinas St	\$0	\$0
002-242-032-000	230 Main St	\$0	\$0
002-242-033-000	228 Main St	\$0	\$0
002-244-002-000	215 Lincoln Ave	\$0	\$0
002-244-098-000	210 Salinas St	\$0	\$0
002-244-099-000	100 Howard St	\$0	\$0
002-245-002-000	106 Lincoln Ave	\$0	\$0
002-245-003-000	108 Lincoln Ave	\$0	\$0
002-245-004-000	112 Lincoln Ave	\$0	\$0
002-245-005-000	118 Lincoln Ave	\$0	\$0
002-245-006-000	120 Lincoln Ave	\$0	\$0
002-245-007-000	128 Lincoln Ave	\$0	\$0
002-245-008-000	W Gabilan St	\$0	\$0
002-246-014-000	113 Lincoln Ave	\$0	\$0
002-247-001-000	Lincoln Ave	\$0	\$0
002-248-009-000	110 Salinas Rd #Lot 1	\$0	\$0
002-248-011-000	128 W Gabilan St	\$0	\$0
002-253-028-000	*no Site Address*	\$0	\$0
002-253-029-000	168 W Alisal St	\$0	\$0



002-253-030-000	230 Church St	\$0	\$0
002-253-032-000	*no Site Address*	\$0	\$0
002-253-033-000	*no Site Address*	\$0	\$0
002-253-034-000	*no Site Address*	\$0	\$0
002-322-018-000	142 W Alisal St	\$0	\$0
002-331-010-000	101 W Alisal St	\$0	\$0
002-341-002-000	320 Main St	\$0	\$0
002-341-014-000	345 Salinas St	\$0	\$0
002-341-015-000	Salinas St	\$0	\$0
002-341-016-000	Salinas St	\$0	\$0
002-345-018-000	65 W Alisal St	\$0	\$0
002-345-019-000	320 Salinas St	\$0	\$0
002-346-001-000	328 Main St #A	\$0	\$0

In 2023, a total of \$1,898,483 was collected in property taxes. In 2024, this figure increased to \$1,968,629, an increase of 3.56% or \$70,146.



*Visual Representation of Assessed value and property taxes.*

All unmarked parcels or Blue parcels either pay less than \$2000 a year in property taxes or \$0 depending if they belong to local government or non-profit entities.

There are a substantial number of properties in the Salinas City Center district that, while very valuable, belong to government entities and non-profits and therefore untaxed. As the city of Salinas continues to divest properties to private entities, property taxes will increase in the district.

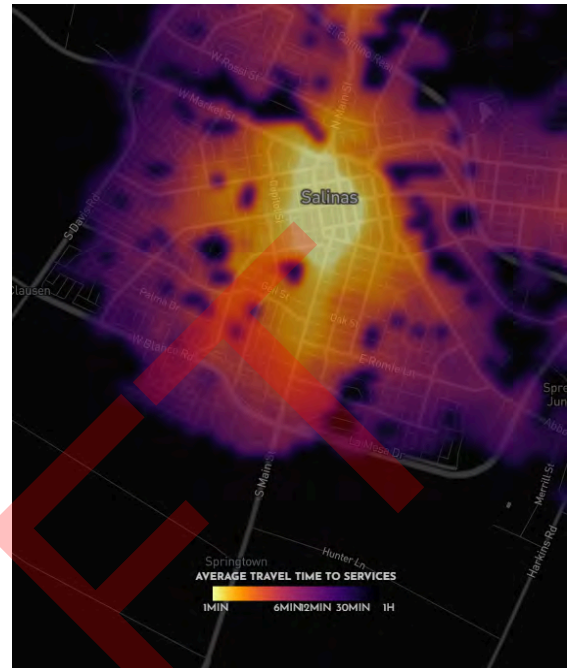


## Pedestrians

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, Salinas City Center is a pedestrian hotspot.

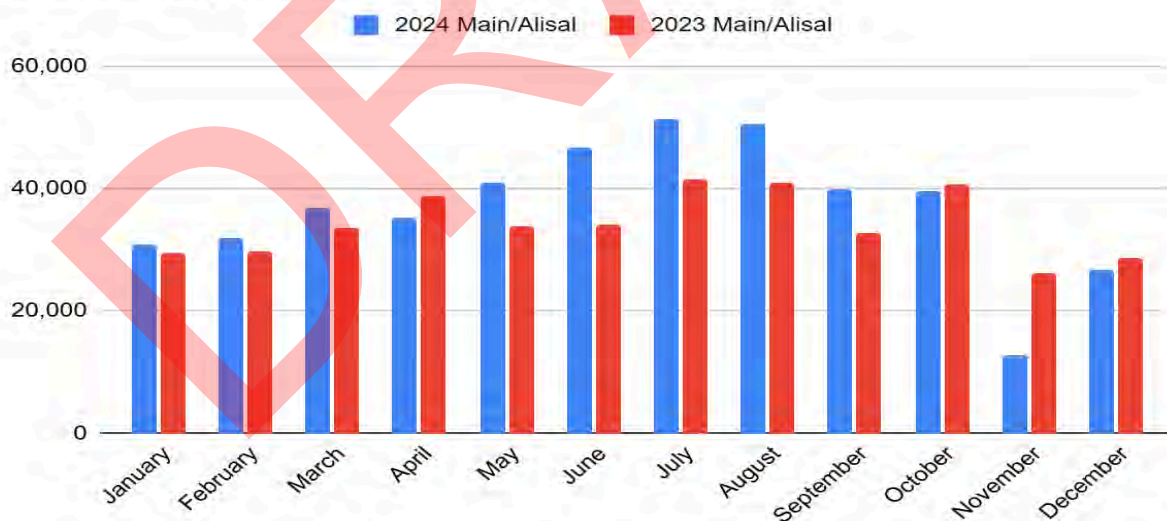
With Salinas City Center being a destination for locals in the Salinas area, it is no surprise that thousands of pedestrians cross our streets on a monthly basis.

Over 400,000 pedestrians utilized the scramble crosswalk on the intersection of Main Street and Alisal Street in 2023, and this increased in 2024 to nearly 450,000!! On average, Salinas City Center experienced 8% more pedestrian crossing compared to the previous year.



The visual graph below further illustrates that in general the pedestrian traffic overall is higher compared to last year. This further reinforces that Salinas City Center is the downtown destination of Salinas.

Salinas City Center Pedestrian Traffic





## Pedestrian Data

	2023 Main/Alisal	2024 Main/Alisal	Change
Total Pedestrians	409,996	442,900	8.03%
Ave Monthly Pedestrians	34,166	36,908	8.03%

In the data below there is an aberration in November. Traffic is down more than 50% than expected. Looking at source data, 16 days were not recorded in November 2024.

Month	2023 Main/Alisal	2024 Main/Alisal	Change
January	29,328	30,924	5.44%
February	29,831	31,895	6.92%
March	33,685	36,792	9.22%
April	38,660	35,121	-9.15%
May	33,924	40,832	20.36%
June	34,108	46,632	36.72%
July	41,410	51,332	23.96%
August	40,872	50,544	23.66%
September	32,865	39,745	20.93%
October	40,619	39,580	-2.56%
November	26,191	12,691	-51.54%
December	28,503	26,812	-5.93%





## Events

Salinas City Center is host to many events throughout the year. Events counted are either in the Public Right of Way (Main Street), or hosted inside private businesses. 2024 is the second year that events and attendance were counted, and while counts are requested from organizers, not every organizer opted to release counts.



*Salinas Valley Food & Wine Festival*





Salinas City Center Improvement Association identified 210 events in 2024. Organizers were contacted, and 78 provided attendance figures.

2024	Event	Occurrences
<b>Top 10 Repeated Event</b>	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	52
#2	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	33
#3	<a href="#">PLAYGROUP By John Steinbeck Library</a>	15
#4	<a href="#">Open Mic By The Bearded Bean</a>	9
#5	<a href="#">First Friday Artist Alley By Artists Ink</a>	8
#6	<a href="#">Trivia Night By XL Public House</a>	8
#7	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	5
#8	<a href="#">Open House By First Mayor's House</a>	4
#9	<a href="#">DISNEY FROZEN JR. 2024 By Ariel Theater</a>	2
#10	<a href="#">SCHOOLHOUSE ROCK LIVE! 2024 By Ariel Theater</a>	2

Large notable events were the [Rodeo Horse Parade](#), [Kiddie Kaper Parade](#), [American Cancer Society Relay for Life](#), [Veterans Day Parade](#), and the [Salinas Holiday Parade of Lights](#).

## List of Events

Start Date	Event by Organizer 2024	Attendance
1/4/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
1/5/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	
1/5/2024	<a href="#">Open House By First Mayor's House</a>	25
1/6/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	52
1/6/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	11
1/6/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
1/7/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	45
1/11/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
1/13/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
1/18/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
1/20/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
1/25/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
1/27/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
2/1/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	4



2/1/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
2/2/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	150
2/2/2024	<a href="#">Open House By First Mayor's House</a>	25
2/2/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	40
2/3/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	34
2/3/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
2/8/2024	<a href="#">Open Mic By The Bearded Bean</a>	75
2/8/2024	<a href="#">Trivia Night By XL Public House</a>	
2/10/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
2/16/2024	<a href="#">Tony Danza By Fox Theater</a>	400
2/17/2024	<a href="#">BABY BASH - MC MAGIC By Fox Theater</a>	500
2/17/2024	<a href="#">FAMILY GAME FEST By John Steinbeck Library</a>	
2/17/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
2/22/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
2/22/2024	<a href="#">Trivia Night - Theme Parks and Rec By XL Public House</a>	
2/23/2024	<a href="#">THE BEAR WENT OVER THE MOUNTAIN 2024 By Ariel Theater</a>	440
2/24/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
2/28/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	55
2/29/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
3/1/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	275
3/1/2024	<a href="#">Open House By First Mayor's House</a>	
3/2/2024	<a href="#">CUATRO DE ORO LOS AUSTEROS DE DURANGO By Fox Theater</a>	
3/2/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	38
3/2/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
3/3/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	21
3/7/2024	<a href="#">Open Mic By The Bearded Bean</a>	50
3/7/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
3/7/2024	<a href="#">Trivia Night By XL Public House</a>	
3/8/2024	<a href="#">DISNEY FROZEN JR. 2024 By Ariel Theater</a>	1,500
3/8/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	16
3/8/2024	<a href="#">Trivia Night By Amapola</a>	
3/9/2024	<a href="#">JAVIER ROSAS By Fox Theater</a>	
3/9/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
3/14/2024	<a href="#">DISNEY FROZEN JR. 2024 By Ariel Theater</a>	
3/14/2024	<a href="#">Open Mic By The Bearded Bean</a>	50



3/14/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
3/16/2024	<a href="#">3rd Annual Sip and Paint By Friends of the Salinas Public Library</a>	57
3/16/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
3/21/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
3/21/2024	<a href="#">Poetry Slam! and Evening of Spoken Word By SUHSD Arts</a>	
3/21/2024	<a href="#">Trivia Night - Theme Seinfeld By XL Public House</a>	
3/23/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
3/28/2024	<a href="#">Open Mic By The Bearded Bean</a>	60
3/28/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
3/30/2024	<a href="#">Downtown Business Hop! By Downtown Salinas</a>	
3/30/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
4/2/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	15
4/4/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
4/4/2024	<a href="#">Trivia Night By XL Public House</a>	20
4/5/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	
4/5/2024	<a href="#">Open House By First Mayor's House</a>	250
4/6/2024	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	
4/6/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	26
4/6/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
4/7/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	16
4/11/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
4/12/2024	<a href="#">LOS HURACANES DEL NORTE By Fox Theater</a>	500
4/13/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
4/15/2024	<a href="#">Paint N' Sip By 201 Main</a>	
4/18/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
4/18/2024	<a href="#">Trivia Night - Theme Ted Lasso By XL Public House</a>	
4/20/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
4/21/2024	<a href="#">Downtown Earth Day Green Up Celebration By Downtown Salinas</a>	
4/22/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	37
4/25/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
4/26/2024	<a href="#">THE PLAY'S THE THING SPRING SESSION 2024 By Ariel Theater</a>	
4/27/2024	<a href="#">STROLL DOWN PENNY LANE By Fox Theater</a>	
4/27/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
5/2/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
5/2/2024	<a href="#">Trivia Night By XL Public House</a>	



5/3/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	
5/3/2024	<a href="#">NUEVO TECALITLAN MARIACHI By Fox Theater</a>	
5/3/2024	<a href="#">SCHOOLHOUSE ROCK LIVE! 2024 By Ariel Theater</a>	
5/4/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	38
5/4/2024	<a href="#">ZEPPELIN-LIVE By Fox Theater</a>	
5/4/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
5/5/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	54
5/5/2024	<a href="#">TEO GONZALEZ By Fox Theater</a>	
5/8/2024	<a href="#">IMSA Fan Party By Weathertech Raceway</a>	500
5/9/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	92
5/9/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
5/9/2024	<a href="#">SCHOOLHOUSE ROCK LIVE! 2024 By Ariel Theater</a>	
5/11/2024	<a href="#">Hometown Heroes Ceremony By Hometown Heroes</a>	200
5/11/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
5/12/2024	<a href="#">A SPECIAL MOTHER'S DAY CONCERT By Fox Theater</a>	
5/16/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
5/16/2024	<a href="#">Trivia Night - Theme Star Wars By XL Public House</a>	
5/18/2024	<a href="#">MMA Fighting At It's Best By Fox Theater</a>	
5/18/2024	<a href="#">Spring Soirée By Jacob's Heart</a>	185
5/18/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
5/19/2024	<a href="#">Collector's Choice 2024 By Salinas Valley Art Gallery</a>	
5/23/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
5/24/2024	<a href="#">THREE PIGGY OPERA 2024 By Ariel Theater</a>	426
5/25/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
5/28/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	18
5/30/2024	<a href="#">PLAYGROUP By John Steinbeck Library</a>	
6/1/2024	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	
6/1/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	49
6/1/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
6/2/2024	<a href="#">AIDS/Lifecycle By San Francisco AIDS Foundation</a>	
6/2/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	39
6/7/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	400
6/8/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
6/13/2024	<a href="#">Trivia Night By XL Public House</a>	
6/14/2024	<a href="#">KIDS ON STAGE 2024 By Ariel Theater</a>	205



6/15/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
6/20/2024	<a href="#">Salinas Street Fest By IndyCar</a>	1,000
6/22/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
6/25/2024	Salinas Biologics By Western Growers Association	800
6/26/2024	<a href="#">Law Enforcement Torch Run By Special Olympics Northern California</a>	200
6/27/2024	<a href="#">Trivia Night - Theme Nickelodeon By XL Public House</a>	
6/28/2024	<a href="#">Paint &amp; Sip Night By Steinbeck Museum</a>	
6/28/2024	<a href="#">DISNEY 101 DALMATIANS KIDS 2024 By Ariel Theater</a>	633
6/28/2024	<a href="#">SUMMER HEAT By Fox Theater</a>	100
6/29/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
7/5/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	200
7/6/2024	<a href="#">Festa Italia By Santa Lucia Rotary</a>	5,000
7/6/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	52
7/6/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
7/7/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	33
7/11/2024	<a href="#">Trivia Night By XL Public House</a>	
7/12/2024	<a href="#">Author Night- Dr. Sandra Bonura By Steinbeck Museum</a>	48
7/12/2024	<a href="#">Bike Night By Moto America</a>	1,500
7/13/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
7/14/2024	<a href="#">Kiddie Kapers Parade By Salinas Rodeo</a>	1,200
7/19/2024	<a href="#">CARLOS SARABIA By Fox Theater</a>	
7/20/2024	<a href="#">Horse Parade By Salinas Rodeo</a>	5,000
7/20/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
7/25/2024	<a href="#">Trivia Night - Theme The Office By XL Public House</a>	
7/26/2024	<a href="#">WILLY WONKA TYA 2024 By Ariel Theater</a>	
7/27/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
8/1/2024	<a href="#">WILLY WONKA TYA 2024 By Ariel Theater</a>	
8/2/2024	<a href="#">First Friday Artist Alley By Artists Ink</a>	300
8/3/2024	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	128
8/3/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	50
8/3/2024	<a href="#">Salinas Valley Food and Wine Festival By SVFW</a>	5,000
8/3/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
8/4/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	37
8/8/2024	<a href="#">Trivia Night By XL Public House</a>	
8/9/2024	<a href="#">AMBER WILD By Fox Theater</a>	





8/10/2024	<a href="#">Cars &amp; Culture Classic Car Show By National Steinbeck Center</a>	
8/10/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
8/17/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
8/22/2024	<a href="#">Trivia Night - Theme Taylor Swift By XL Public House</a>	
8/24/2024	<a href="#">Salinas Car Show By Salinas PAL</a>	
8/24/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
8/29/2024	<a href="#">JOURNEY UNAUTHORIZED By Fox Theater</a>	
8/31/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
9/5/2024	<a href="#">DR. CESAR LOZANO By Fox Theater</a>	
9/5/2024	<a href="#">Trivia Night By XL Public House</a>	
9/7/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	22
9/7/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
9/8/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	47
9/13/2024	<a href="#">BANDA NIGHT By Fox Theater</a>	
9/13/2024	<a href="#">GOLDILOCKS AND THE THREE BEARS 2024 By Ariel Theater</a>	
9/14/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
9/17/2024	<a href="#">Pub Run By Brew N Krew</a>	
9/19/2024	<a href="#">Trivia Night - Theme Pixar By XL Public House</a>	
9/20/2024	<a href="#">GOLDILOCKS AND THE THREE BEARS 2024 By Ariel Theater</a>	
9/21/2024	Relay for Life By American Cancer Society	2,500
9/21/2024	<a href="#">Steinbeck Street Fair featuring Cannery Row By Steinbeck Museum</a>	
9/21/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
9/24/2024	District ILT Collaboration Professional Development Meeting By SUHSD	
9/28/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
10/5/2024	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	
10/5/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	39
10/5/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
10/6/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	
10/11/2024	<a href="#">PINOCCHIO 2024 By Ariel Theater</a>	
10/12/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
10/17/2024	<a href="#">PINOCCHIO 2024 By Ariel Theater</a>	
10/19/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
10/26/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
11/2/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	85
11/2/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	



11/3/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	41
11/9/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
11/11/2024	<a href="#">Monterey County Veterans Day Parade By Monterey County Veterans Day Parade</a>	30,000
11/13/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	29
11/15/2024	<a href="#">THE PLAY'S THE THING FALL SESSION 2024 By Ariel Theater</a>	
11/16/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
11/22/2024	<a href="#">BANDA NIGHT By Fox Theater</a>	
11/23/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
11/30/2024	Holiday Tree for Peace Lighting By Salinas City Center	250
11/30/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
12/1/2024	Salinas Holiday Parade of Lights By SHPOL	30,000
12/6/2024	<a href="#">A CHRISTMAS CAROL 2024 By Ariel Theater</a>	
12/7/2024	<a href="#">Book Depot Saturday Sales By Friends of the Salinas Public Library</a>	
12/7/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	63
12/7/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
12/8/2024	<a href="#">Open House By Monterey &amp; Salinas Valley Railroad Museum</a>	36
12/13/2024	<a href="#">A CHRISTMAS CAROL 2024 By Ariel Theater</a>	
12/14/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
12/21/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
12/28/2024	<a href="#">Salinas Farmers Market By Oldtown Salinas Foundation</a>	
12/31/2024	<a href="#">Ariel Shows By Ariel Theatrical</a>	6,939



## Event Pictures



*Salinas Rodeo Horse Parade*



*Salinas High School Homecoming Parade*





*Festa Italia*



*Salinas Rodeo Kiddie Kapers Parade - MagOne Media*





*American Cancer Society Relay for Life*



*Salinas Veterans Day Parade*



*The Magic Elf performing at the Holiday Tree lighting*





*Ariel Theater performance during the Tree Lighting*



*YOSAL performance during the Tree Lighting.*





*Historic Salinas Fire Department truck at the Tree Lighting.*



*Crowd shot during the Tree Lighting*





*Man's Best Friend posing with Santa.*





*Santa and Mayor Craig*



*Salinas Holiday Parade of Lights*



*Salinas Holiday Parade of Lights*





## Identity

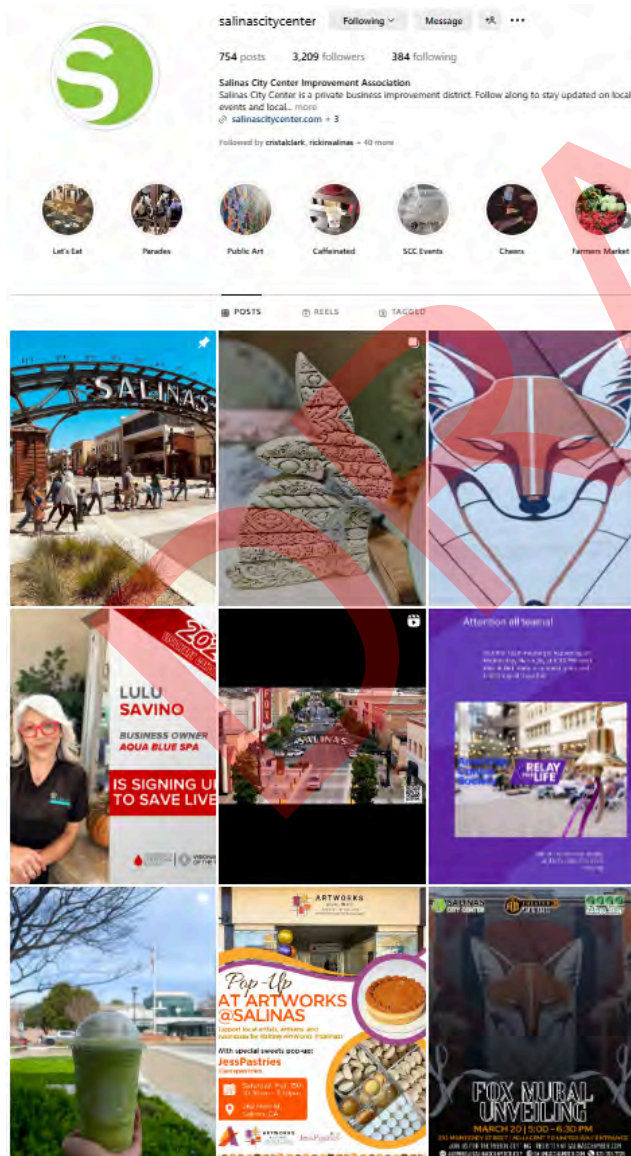
Salinas City Center Improvement Association wants to be known as a clean, safe, vibrant district where all are welcome. In order to accomplish this we manage several social media accounts, email mailing lists, the corporate website, and contract to several media outlets to spread information.

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

## Social Media

### Instagram

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



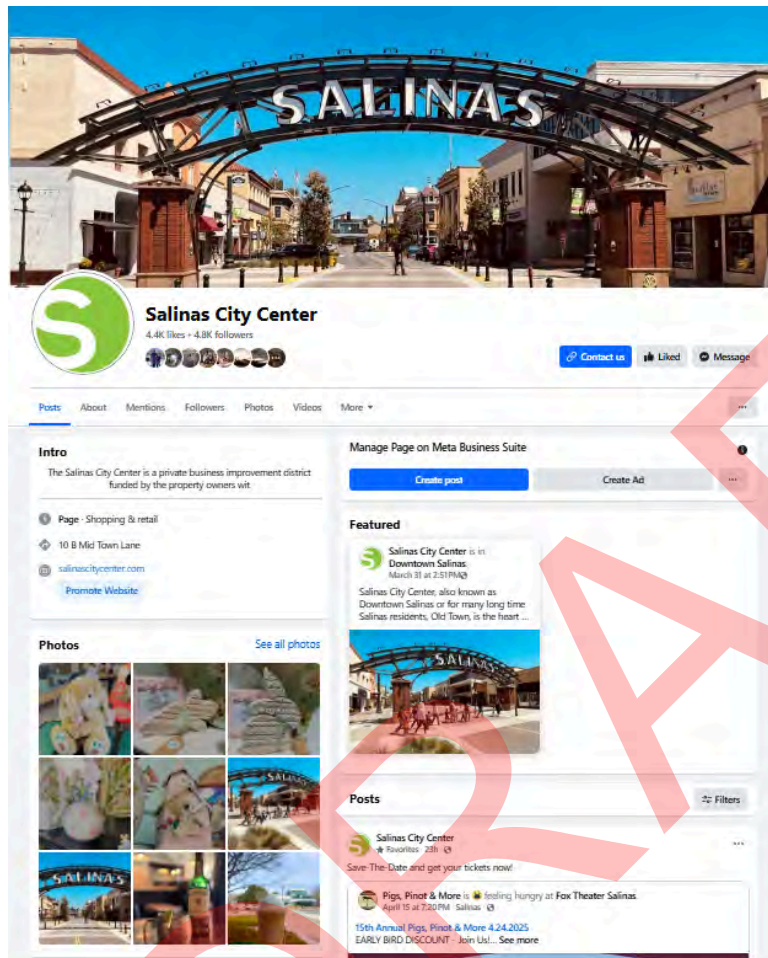
Instagram Insights	FY2024
Reach:	26,559
Views:	81,447
Profile Visits:	2,827
New Followers:	322
Content Interactions:	2,217
Link Clicks:	31
Posts:	51
Stories:	84
Reels:	6
Engagement Rate:	14%





Facebook

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



FB Insights	FY2024
Reach:	24,927
Views:	44,150
Profile Visits:	2,677
Content Interactions:	1,413
New Followers:	171
Link Clicks:	356
Promoted Events	35

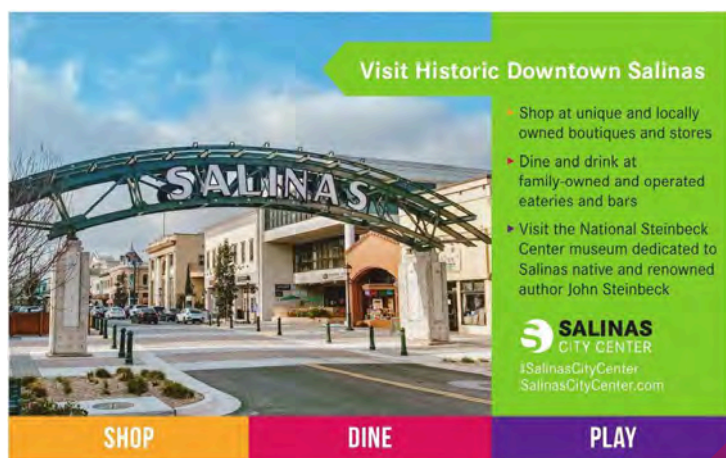
KSBW

During the holiday season, SCCIA advertised on KSBW 52 times with a 30-second commercial to promote Salinas City Center.

In addition, the commercial was shown 26,073 times on <https://ksbw.com>.



## Monterey County Weekly



This image was printed 3 times as a half-page advertisement in the Monterey Coast Weekly.

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

During the holiday season, a series of 12 email blasts totalling nearly 175,000 emails was sent out over 6 weeks. It resulted in over 100,000 email opens and views of the advertisement (a small increase compared to 2023).

### “Best of Monterey County”

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

#### Best bar for Gen X

#### Best bar for Millennials

[Alvarado Brewing Company](#)

#### Best Ag leader

Bruce Taylor

#### Best Bookstore Used

[Downtown Book & Sound](#)

#### Best Women's Clothing Boutique

[Bliss Boutique](#)

#### Best breakfast

[First Awakenings](#)

#### Best Cheap Eats

Michael's Grill and Taqueria

#### Best Mexican

#### Best Restaurant- Salinas

[Villa Azteca](#)

#### Best local beer/brewery

[Alvarado Brewing Company](#)



#### Best food trend

Blue Zone inspired dishes

[Blue Zones Project](#)



## 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 2024 the Salinas City Center displayed 6 different styles of banners celebrating Salinas Valley Health, Blue Zones, Hometown Heroes, American Cancer Society's Relay for Life, along with the regular green Salinas City Center banners and Holiday themed banners.

Organizations are invited to participate in the banner program to showcase their organization on the aesthetic light fixtures adorning Main St.

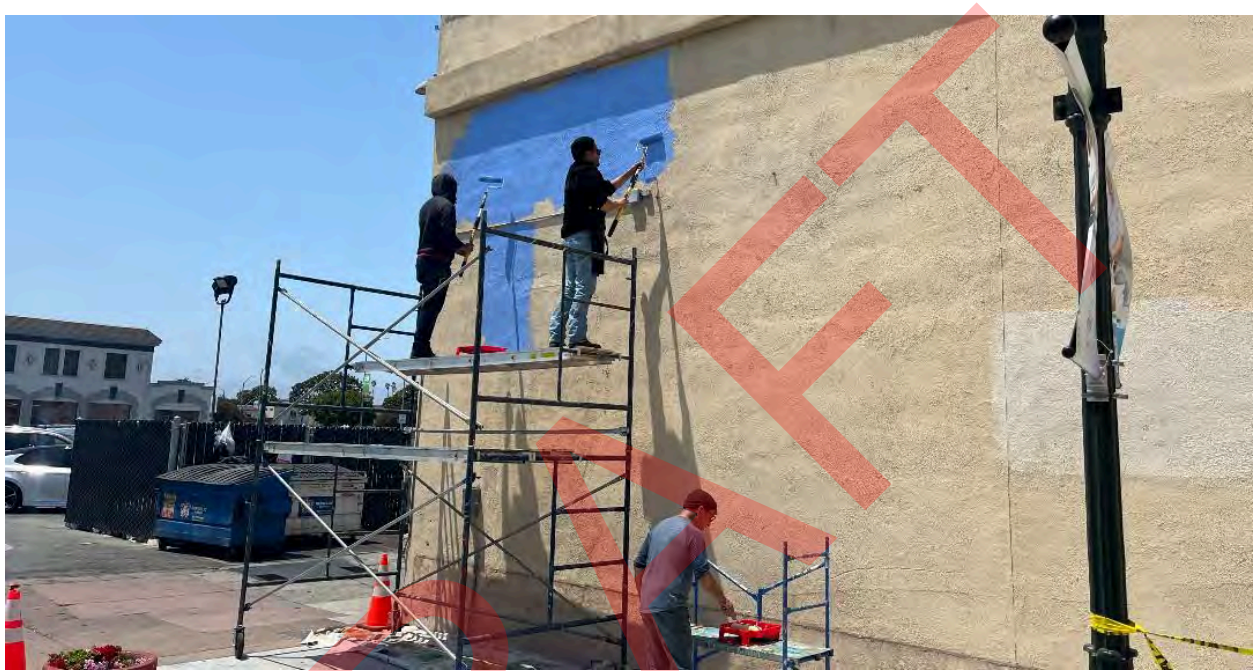




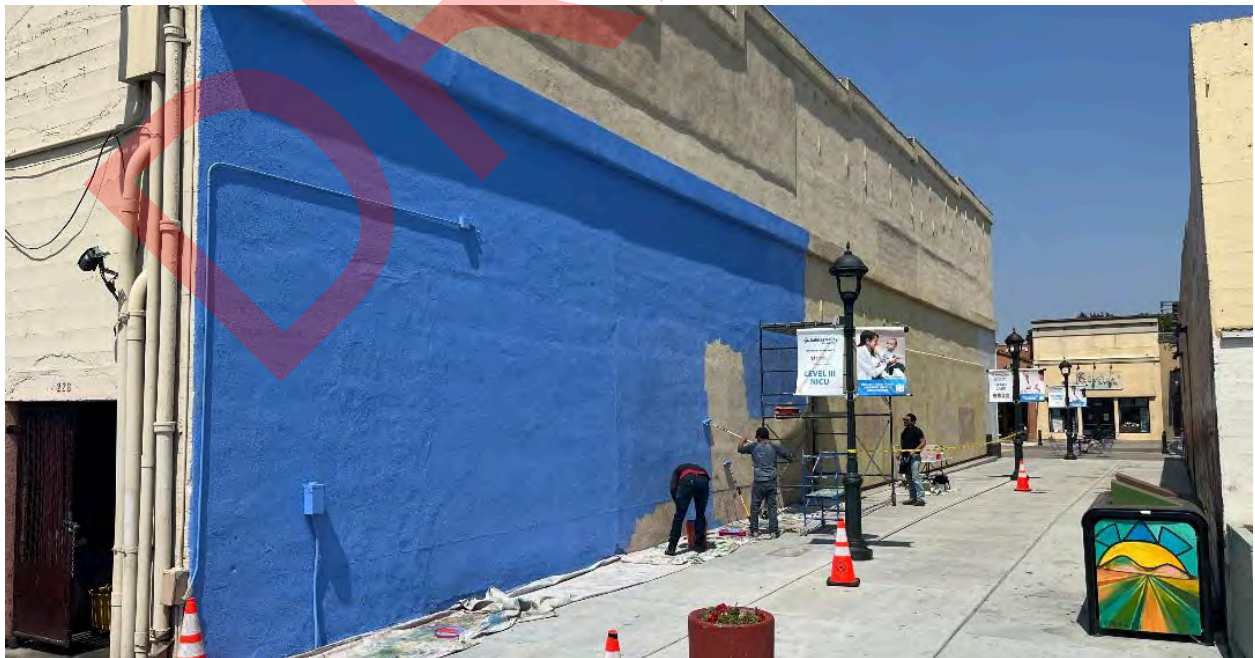
## Streetscape Murals

Salinas City Center invested in 2 murals in the district. In 2024 we commissioned the Salinas Habitats and the Fox mural. Both were made possible by generous grants from the California Arts Council and Nancy Eccles and Homer M. Hayward Family Foundation.

### Salinas Habitats



*Starting the Mural*



*Progress on the Mural wall*



*Mural Whale is taking Shape*





*Salinas Habitats Otter*



*Salinas Habitats Raccoon outlined*



*Salinas Habitats ribbon cutting with the Salinas Valley Chamber of Commerce*





## Fox Theater



*Wall preparation for Fox Mural*



*Fox Mural under construction*





*Finished Fox Mural*





*Fox Mural side panel*



### United Way of Monterey County & Midtown Alley

Salinas City Center is actively partnering with other local organizations to realize their goals. The current SCCIA Board President, Audrey Wardwell, and the District Coordinator, Greg Hamer, are representing Salinas City Center on the United Way of Monterey County Mural Advisory Committee.

The goal of the committee is to create 16 separate pieces of art along the open wall of the United Way of Monterey County's building on Midtown Lane. So far 4 have been completed with several more in the planning stages.



Artist Amy Burkman





Artist Amy Burkman Mentor Group





Artist Jesus Nunez Navarro



Artist Jessica Soriano





## Year Round Decorations

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.

During the installation of the Salinas Habitats mural we took the opportunity to remove and reinstall alley lighting 4 feet higher to deter vandalism.

Today we also use the overhead space to highlight special seasons such as Valentine's day, Halloween, Springtime flowers, and many others.





# Financial

## Revenue

### Assessments

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

Top 10 property owners by SCCIA Assessments	Assessments	Properties
CITY OF SALINAS	\$108,054.95	44
COUNTY OF MONTEREY	\$43,838.33	8
SALINAS CITY CENTER LLC	\$35,501.67	10
SF STEINBECK COMMONS LP	\$14,673.10	1
UNIVERSITY CORPORATION OF MONTEREY BAY	\$14,063.24	2
MAYA SALINAS OLD TOWN CINEMAS LLC	\$10,606.52	1
CAMPOS JIMENEZ INVESTMENTS INC	\$9,056.62	5
MT18 LP	\$8,874.07	1
400 MAIN	\$8,510.74	2
PI PROPERTIES NO 140 LLC	\$8,435.81	1

## 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.

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 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. 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.







Historical (Past) Financial Information

Accountants Compilation Report

Fiscal Year of December 2023 - November 2024





## 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, 2024, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2023-2024 – 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 2023-2024 – 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 2023-2024 – 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 2023-2024 – 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  
December 10, 2024

Steinbruner Hill, Inc.

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

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

Salinas City Center Improvement Association  
Ph (831) 222-6111 ♦ Fx (831) 222-5464 ♦ [www.steinhill.com](http://www.steinhill.com)

# Salinas City Center Improvement Association

## Statement of Assets, Liabilities and Fund Balance - Cash Basis

### As of November 30, 2024

#### ASSETS

<b>Current Assets</b>	
<b>Bank Accounts</b>	
Checking - Operating Acct	\$ 214,340.79
Checking - Grants Acct	148,098.01
<b>Total Bank Accounts</b>	<u>362,438.80</u>
<b>Total Current Assets</b>	<u>362,438.80</u>
<b>Fixed Assets</b>	
Vehicle	18,000.61
Accumulated Depreciation	<u>(11,619.00)</u>
<b>Total Fixed Assets</b>	<u>6,381.61</u>
<b>Other Assets</b>	
Organizational Costs	50,000.00
Accumulated Intangible Assets	<u>(42,917.00)</u>
<b>Total Other Assets</b>	<u>7,083.00</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 375,903.41</u></u>

#### LIABILITIES AND FUND BALANCE

<b>Liabilities</b>	
Debt	\$ 10,000.00
<b>Total Liabilities</b>	<u>10,000.00</u>
<b>Fund Balance</b>	
Fund Balance - SOBO	77,384.31
Fund Balance - DISI	74,600.52
Fund Balance - Admin	18,887.70
Fund Balance - Conting/Reserves	43,468.26
Fund Balance - Grants	<u>148,098.01</u>
Subtotal - Cash Fund Balance	<u>362,438.80</u>
Fund Balance - Other	<u>3,464.61</u>
<b>Total Fund Balance</b>	<u>365,903.41</u>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 375,903.41</u></u>

(See accompanying accountants' report)



**Salinas City Center Improvement Association**  
**Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2023-2024 - Cash Basis**  
**For the Twelve Months Ended November 30, 2024**

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>												
Assessments	\$ 267,518.45	\$ 287,400.00	\$ 19,881.55		\$ 98,090.10	\$ 105,380.00	\$ 7,289.90		\$ 62,420.97	\$ 67,060.00	\$ 4,639.03	
Grants	-	-	-		-	-	-		-	-	-	
Interest Earned	-	-	-		-	-	-		-	-	-	
<b>Total Income</b>	<b>\$ 267,518.45</b>	<b>\$ 287,400.00</b>	<b>\$ 19,881.55</b>		<b>\$ 98,090.10</b>	<b>\$ 105,380.00</b>	<b>\$ 7,289.90</b>		<b>\$ 62,420.97</b>	<b>\$ 67,060.00</b>	<b>\$ 4,639.03</b>	
<b>Expenses</b>												
Bank Service Charges	-	-	-		-	-	-		44.00	200.00	156.00	78%
Formation Costs Payback	-	-	-		-	-	-		-	-	-	
Insurance	-	-	-		-	-	-		2,218.00	2,500.00	282.00	11%
Professional Services	-	-	-		-	-	-		-	-	-	
Accounting	-	-	-		-	-	-		12,940.00	15,200.00	2,260.00	15%
Legal	-	-	-		-	-	-		5,052.50	4,000.00	(1,052.50)	-26%
Other	-	-	-		-	-	-		6,785.10	12,000.00	5,214.90	43%
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>	<b>-</b>		<b>24,777.60</b>	<b>33,900.00</b>	<b>9,122.40</b>	<b>27%</b>
Office	-	-	-		-	-	-		-	-	-	
Rent/CAM/Utilities	-	-	-		-	-	-		9,908.10	8,400.00	(1,508.10)	-18%
Office Annual Cleaning	-	-	-		-	-	-		-	600.00	600.00	100%
Office Furnishings/Paint	-	-	-		-	-	-		206.79	1,500.00	1,293.21	86%
Computer / Internet	-	-	-		-	-	-		2,998.57	2,500.00	(498.57)	-20%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>	<b>-</b>		<b>13,113.46</b>	<b>13,000.00</b>	<b>(113.46)</b>	<b>-1%</b>
Staff	-	-	-		-	-	-		-	-	-	
Payroll - Wages & Taxes	94,202.40	108,500.00	14,297.60	13%	20,675.27	21,900.00	1,224.73	6%	41,380.95	44,400.00	3,019.05	7%
Workers Comp Insurance	3,297.94	4,000.00	702.06	18%	600.89	600.00	(0.89)	0%	1,654.64	600.00	(1,054.64)	-176%
<b>Total Staff</b>	<b>97,500.34</b>	<b>112,500.00</b>	<b>14,999.66</b>	<b>13%</b>	<b>21,276.16</b>	<b>22,500.00</b>	<b>1,223.84</b>	<b>5%</b>	<b>43,035.59</b>	<b>45,000.00</b>	<b>1,964.41</b>	<b>4%</b>
<b>SOBO</b>												
Sidewalk Ops (Maintenance)	98,310.30	114,820.00	16,509.70	14%	-	-	-		-	-	-	
Beautification/Order(Security)	94,210.15	97,000.00	2,789.85	3%	-	-	-		-	-	-	
<b>Total SOBO</b>	<b>192,520.45</b>	<b>211,820.00</b>	<b>19,299.55</b>	<b>9%</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>	<b>-</b>	
<b>DISI</b>												
District Identity	-	-	-		47,836.54	71,500.00	23,663.46	33%	-	-	-	
Streetscape Improvements	-	-	-		8,071.01	15,000.00	6,928.99	46%	-	-	-	
<b>Total DISI</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>55,907.55</b>	<b>86,500.00</b>	<b>30,592.45</b>	<b>35%</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Extra Budget Expenses</b>												
Collection Loss	-	-	-		-	-	-		-	-	-	
Taxes	-	-	-		-	-	-		100.00	250.00	150.00	60%
<b>Total Expenses</b>	<b>290,020.79</b>	<b>324,320.00</b>	<b>34,299.21</b>	<b>11%</b>	<b>77,183.71</b>	<b>109,000.00</b>	<b>31,816.29</b>	<b>29%</b>	<b>83,288.65</b>	<b>92,150.00</b>	<b>8,861.35</b>	<b>10%</b>
<b>Net Income</b>	<b>(22,502.34)</b>	<b>(36,920.00)</b>			<b>20,906.39</b>	<b>(3,620.00)</b>			<b>(20,867.68)</b>	<b>(25,090.00)</b>		

**Cash Flow**

Beg Balance FY 2022-23 Carryover	99,886.65	53,694.13	19,755.38
Reallocation of 2022-23 Carryover	-	-	20,000.00
Net Income FY 2023-24	(22,502.34)	20,906.39	(20,867.68)
<b>Ending Cash Balance at 11/30/2024</b>	<b>\$ 77,384.31</b>	<b>\$ 74,600.52</b>	<b>\$ 18,887.70</b>

(See accompanying accountants report)

**Salinas City Center Improvement Association**  
**Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2023-2024 - Cash Basis**  
**For the Twelve Months Ended November 30, 2024**

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>								
Assessments	\$ 17,834.56	\$ 19,160.00	\$ 1,325.44		\$ 445,864.08	\$ 479,000.00	\$ 33,135.92	
Grants	-	-	-		-	-	-	
Interest Earned	6,196.81	-	(6,196.81)		6,196.81	-	(6,196.81)	
<b>Total Income</b>	<b>\$ 24,031.37</b>	<b>\$ 19,160.00</b>	<b>\$ (4,871.37)</b>		<b>\$ 452,060.89</b>	<b>\$ 479,000.00</b>	<b>\$ 26,939.11</b>	
<b>Expenses</b>								
Bank Service Charges	-	-	-		44.00	200.00	156.00	78%
Formation Costs Payback	5,103.50	5,000.00	(103.50)	-2%	5,103.50	5,000.00	(103.50)	-2%
Insurance	-	-	-		2,218.00	2,500.00	282.00	11%
Professional Services	-	-	-		-	-	-	
Accounting	-	-	-		12,940.00	15,200.00	2,260.00	15%
Legal	-	-	-		5,052.50	4,000.00	(1,052.50)	-26%
Other	-	-	-		6,785.10	12,000.00	5,214.90	43%
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>24,777.60</b>	<b>33,900.00</b>	<b>9,122.40</b>	<b>27%</b>
Office	-	-	-		-	-	-	
Rent/CAM/Utilities	-	-	-		9,908.10	8,400.00	(1,508.10)	-18%
Office Annual Cleaning	-	-	-		-	600.00	600.00	100%
Office Furnishings/Paint	-	-	-		206.79	1,500.00	1,293.21	86%
Computer / Internet	-	-	-		2,998.57	2,500.00	(498.57)	-20%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>13,113.46</b>	<b>13,000.00</b>	<b>(113.46)</b>	<b>-1%</b>
Staff	-	-	-		-	-	-	
Payroll - Wages & Taxes	-	-	-		156,258.62	174,800.00	18,541.38	11%
Workers Comp Insurance	-	-	-		5,553.47	5,200.00	(353.47)	-7%
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>161,812.09</b>	<b>180,000.00</b>	<b>18,187.91</b>	<b>10%</b>
SOBO	-	-	-		-	-	-	
Sidewalk Ops (Maintenance)	-	-	-		98,310.30	114,820.00	16,509.70	14%
Beautification/Order(Security)	-	-	-		94,210.15	97,000.00	2,789.85	3%
<b>Total SOBO</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>192,520.45</b>	<b>211,820.00</b>	<b>19,299.55</b>	<b>9%</b>
DISI	-	-	-		-	-	-	
District Identity	-	-	-		47,836.54	71,500.00	23,663.46	33%
Streetscape Improvements	-	-	-		8,071.01	15,000.00	6,928.99	46%
<b>Total DISI</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>55,907.55</b>	<b>86,500.00</b>	<b>30,592.45</b>	<b>35%</b>
Extra Budget Expenses	-	-	-		-	-	-	
Collection Loss	-	9,580.00	9,580.00	100%	-	9,580.00	9,580.00	100%
Taxes	-	-	-		100.00	250.00	150.00	60%
<b>Total Expenses</b>	<b>5,103.50</b>	<b>14,580.00</b>	<b>9,476.50</b>	<b>65%</b>	<b>455,596.65</b>	<b>540,050.00</b>	<b>84,453.35</b>	<b>16%</b>
<b>Net Income</b>	<b>18,927.87</b>	<b>4,580.00</b>			<b>(3,535.76)</b>	<b>(61,050.00)</b>		

**Cash Flow**

Beg Balance FY 2022-23 Carryover	44,540.39	217,876.55
Reallocation of 2022-23 Carryover	(20,000.00)	-
Net Income FY 2023-24	18,927.87	(3,535.76)
<b>Ending Cash Balance at 11/30/2024</b>	<b>\$ 43,468.26</b>	<b>\$ 214,340.79 \$ 214,340.79</b>

**Salinas City Center Improvement Association**  
**Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2023-2024 - Cash Basis**  
**For the Twelve Months Ended November 30, 2024**

	Grants Funds				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
<b>Income</b>								
Assessments	\$ -	\$ -	\$ -		\$ 445,864.08	\$ 479,000.00	\$ 33,135.92	
Grants	125,000.00	-	(125,000.00)		125,000.00	-	(125,000.00)	
Interest Earned	-	-	-		6,196.81	-	(6,196.81)	
<b>Total Income</b>	<b>\$ 233,836.48</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 577,060.89</b>	<b>\$ 479,000.00</b>	<b>\$ (98,060.89)</b>	
<b>Expenses</b>								
Bank Service Charges	-		-		44.00	200.00	156.00	78%
Formation Costs Payback			-		5,103.50	5,000.00	(103.50)	-2%
Insurance			-		2,218.00	2,500.00	282.00	11%
Professional Services			-		-	-	-	
Accounting			-		12,940.00	15,200.00	2,260.00	15%
Legal			-		5,052.50	4,000.00	(1,052.50)	-26%
Other			-		6,785.10	12,000.00	5,214.90	43%
<b>Total Professional Services</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>24,777.60</b>	<b>33,900.00</b>	<b>9,122.40</b>	<b>27%</b>
Office			-		-	-	-	
Rent/CAM/Utilities			-		9,908.10	8,400.00	(1,508.10)	-18%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint			-		206.79	1,500.00	1,293.21	86%
Computer / Internet			-		2,998.57	2,500.00	(498.57)	-20%
<b>Total Office</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>13,113.46</b>	<b>13,000.00</b>	<b>(113.46)</b>	<b>-1%</b>
Staff			-		-	-	-	
Payroll - Wages & Taxes			-		156,258.62	174,800.00	18,541.38	11%
Workers Comp Insurance			-		5,553.47	5,200.00	(353.47)	-7%
<b>Total Staff</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>161,812.09</b>	<b>180,000.00</b>	<b>18,187.91</b>	<b>10%</b>
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)	20,212.50		-		118,522.80	114,820.00	(3,702.80)	-3%
Beautification/Order(Security)	-		-		94,210.15	97,000.00	2,789.85	3%
<b>Total SOBO</b>	<b>20,212.50</b>	<b>-</b>	<b>-</b>		<b>212,732.95</b>	<b>211,820.00</b>	<b>(912.95)</b>	<b>0%</b>
DISI			-		-	-	-	
District Identity	3,400.00		(3,400.00)		51,236.54	71,500.00	20,263.46	28%
Streetscape Improvements	62,125.97		-		70,196.98	15,000.00	(55,196.98)	-368%
<b>Total DISI</b>	<b>65,525.97</b>	<b>-</b>	<b>-</b>		<b>121,433.52</b>	<b>86,500.00</b>	<b>(34,933.52)</b>	<b>-40%</b>
Extra Budget Expenses								
Collection Loss			-		-	9,580.00	9,580.00	100%
Taxes			-		100.00	250.00	150.00	60%
<b>Total Expenses</b>	<b>85,738.47</b>	<b>-</b>	<b>-</b>		<b>541,335.12</b>	<b>540,050.00</b>	<b>(1,285.12)</b>	<b>0%</b>
<b>Net Income</b>	<b>39,261.53</b>	<b>-</b>			<b>35,725.77</b>	<b>(61,050.00)</b>		

**Cash Flow**

Beg Balance FY 2022-23 Carryover	108,836.48	326,713.03
Reallocation of 2022-23 Carryover	-	-
Net Income FY 2023-24	39,261.53	35,725.77
<b>Ending Cash Balance at 11/30/2024</b>	<b>\$ 148,098.01</b>	<b>\$ 362,438.80</b>





Current Financial Information

Operating Budget

Fiscal Year of December 2024 - November 2025



**Salinas City Center Improvement Association**

**Draft Operating Budget - Fiscal Year 2024-2025**

Thursday, March 6, 2025

		<b>SOBO</b>	<b>DISI</b>	<b>Administration</b>	<b>Contingency/Reserve</b>	<b>Total</b>
		<b>60.0%</b>	<b>22.0%</b>	<b>14.0%</b>	<b>4.0%</b>	<b>100.0%</b>
<b>Gross Income</b>						
2024-2025 Assessments		\$296,907	\$108,866	\$69,278	\$19,794	\$494,845
Gifts & Donations		\$0	\$0	\$0	\$0	\$0
Total gross income		\$296,907	\$108,866	\$69,278	\$19,794	\$494,845
Less: Collection loss	2.0%	\$0	\$0	\$0	\$9,897	\$9,897
Effective income		\$296,907	\$108,866	\$69,278	\$9,897	\$484,948
<b>Expenses</b>						
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				\$6,000		\$6,000
Other (HR & Grant Writing)				\$12,000		\$12,000
Total Professional Services				\$33,200		\$33,200
Office						
Rent/CAM/Utilities				\$10,000		\$10,000
Office Annual Cleaning				\$600		\$600
Office Furniture/Supplies				\$1,500		\$1,500
Computer/Internet				\$2,500		\$2,500
Total Office				\$14,600		\$14,600
Staff		\$107,500	\$22,500	\$45,000		\$175,000
SOBO						
Sidewalk Operations (Maintenance)		\$125,920				\$125,920
Beautification / Order (Security)		\$100,598				\$100,598
Total SOBO		\$226,518				\$226,518
DISI						
District Identity			\$93,500			\$93,500
Streetscape improvements			\$13,000			\$13,000
Total DISI			\$106,500			\$106,500
Subtotal		\$334,018	\$129,000	\$95,500	\$5,000	\$563,518
Extra Budget Expense						
Taxes		\$0	\$0	\$250	\$0	\$250
Total Extra Budget Expense		\$0	\$0	\$250	\$0	\$250
Total Expenses		\$334,018	\$129,000	\$95,750	\$5,000	\$563,768
<b>Total Income</b>		<b>-\$37,111</b>	<b>-\$20,134</b>	<b>-\$26,472</b>	<b>\$4,897</b>	<b>-\$78,820</b>
<b>Cash Flow</b>						
Beginning balance (Actual 2023-2024 Carryover)		\$77,384	\$74,600	\$18,888	\$43,468	\$214,340
Reallocation of 2023-2024 carryover		\$5,000	\$0	\$25,000	-\$30,000	\$0
Net operating income		-\$37,111	-\$20,134	-\$26,472	\$4,897	-\$78,820
<b>Projected ending balance</b>		<b>\$45,273</b>	<b>\$54,466</b>	<b>\$17,416</b>	<b>\$18,365</b>	<b>\$135,520</b>



Future Financial Information

Assessment Data

Fiscal Year of December 2025 - November 2026





APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
SALINAS PROPERTY DATABASE						Asmnt Fees	Bldg. SF	Lot SF	LF		
2025 - 2026 TAX YEAR						Zone 1	0.094383	0.074983	5.583244		
CPI INCREASE 3.00%						Zone 2	0.094383	0.074983	3.897104		
002 163 007 000	City Of Salinas	104	Central Ave	2	0	\$ -	6,600	\$ 494.89	181	\$ 705.38	\$ 1,200.26
002 163 008 000	McCain Richard & Michelle	106	Central Ave	2	1,089	\$ 102.78	6,500	\$ 487.39	50	\$ 194.86	\$ 785.03
002 163 009 000	Mar Vista Real Estate Salinas LLC	110	Central Ave	2	649	\$ 61.25	6,500	\$ 487.39	50	\$ 194.86	\$ 743.50
002 163 010 000	Fuentes Jose	114	Central Ave	2	1,542	\$ 145.54	11,900	\$ 892.30	50	\$ 194.86	\$ 1,232.69
002 163 011 000	Lee Paul Chan & Soo Jin	118	Central Ave	2	2,350	\$ 221.80	12,247	\$ 918.32	50	\$ 194.86	\$ 1,334.97
002 163 012 000	Nunes Irma	122	Central Ave	2	1,475	\$ 139.21	8,700	\$ 652.35	60	\$ 233.83	\$ 1,025.39
002 163 013 000	Mora Nancy & Mendez Emiliano	128	Central Ave	2	1,296	\$ 122.32	3,600	\$ 269.94	122	\$ 475.45	\$ 867.71
002 163 014 000	Herring Vincent & Sherri	47	Stone St	2	1,034	\$ 97.59	3,200	\$ 239.95	64	\$ 249.41	\$ 586.95
002 163 015 000	Lei Gouxin & Liang Amanda	43	Stone St	2	1,140	\$ 107.60	7,000	\$ 524.88	65	\$ 253.31	\$ 885.79
002 163 016 000	Chavez Anthony & Kimberly	33	Stone St	2	1,591	\$ 150.16	7,100	\$ 532.38	103	\$ 401.40	\$ 1,083.94
002 163 018 000	SF Steinbeck Commons LP	10	Lincoln Ave	2	75,772	\$ 7,151.55	89,028	\$ 6,675.58	330	\$ 1,286.04	\$ 15,113.18
002 163 019 000	Mora Serafin & Virginia	28	Lincoln Ave	2	1,150	\$ 108.54	9,500	\$ 712.34	63	\$ 245.52	\$ 1,066.40
002 164 003 000	Islamic Community Of Salinas	35	W Market St	2	2,380	\$ 224.63	8,458	\$ 634.21	50	\$ 194.86	\$ 1,053.69
002 164 004 000	Islamic Community Of Salinas	33	W Market St	2	1,200	\$ 113.26	5,200	\$ 389.91	30	\$ 116.91	\$ 620.08
002 164 005 000	Islamic Community Of Salinas	31	W Market St	2	2,511	\$ 236.99	2,511	\$ 188.28	28	\$ 109.12	\$ 534.40
002 164 006 000	Alsalahi Saleh & Shaman Magdah	29	W Market St	2	1,728	\$ 163.09	3,250	\$ 243.69	18	\$ 70.15	\$ 476.94
002 164 007 000	Alsalahi Saleh & Shaman Magdah	23	W Market St	2	0	\$ -	12,229	\$ 916.97	64	\$ 249.41	\$ 1,166.38
002 164 008 000	Alsalahi Saleh & Shaman Magdah	19	W Market St	2	10,875	\$ 1,026.41	5,349	\$ 401.08	31	\$ 120.81	\$ 1,548.30
002 164 009 000	Rolyely LLC	2	Salinas St #A	2	7,690	\$ 725.80	9,050	\$ 678.60	60	\$ 233.83	\$ 1,638.22
002 164 020 000	Salinas City Center LLC	26	Central Ave	2	0	\$ -	9,234	\$ 692.39	80	\$ 311.77	\$ 1,004.16
002 164 021 000	McMillin Family Trust	30	Central Ave	2	1,489	\$ 140.54	8,400	\$ 629.86	63	\$ 245.52	\$ 1,015.91
002 164 022 000	BIFFCO LLC	34	Central Ave	2	1,867	\$ 176.21	8,177	\$ 613.14	63	\$ 245.52	\$ 1,034.87
002 164 023 000	Hernandez Miguel A & Bonnie-Lou	40	Central Ave	2	4,855	\$ 458.23	9,750	\$ 731.08	255	\$ 993.76	\$ 2,183.07
002 164 024 000	Hernandez Miguel A & Bonnie-Lou	27	Lincoln Ave	2	0	\$ -	6,855	\$ 514.01	45	\$ 175.37	\$ 689.38
002 164 034 000	Rolyely LLC	2	Salinas St	2	0	\$ -	11,261	\$ 844.38	257	\$ 1,001.56	\$ 1,845.94
002 164 035 000	Mirkin Bernard B			2	2,770	\$ 261.44	2,770	\$ 207.70	100	\$ 389.71	\$ 858.85
002 164 036 000	Salinas Gateway LP (Condo-Building)	25	Lincoln Ave	2	56,157	\$ 5,300.24	0	\$ -	0	\$ -	\$ 5,300.24
002 164 037 000	Salinas Gateway LP (Condo-Land)			2	0	\$ -	22,010	\$ 1,650.38	276	\$ 1,075.60	\$ 2,725.98
002 171 005 000	City Of Salinas	42	W Market St	2	0	\$ -	14,989	\$ 1,123.92	248	\$ 966.48	\$ 2,090.40
002 171 006 000	City Of Salinas	15	Station Pl	2	0	\$ -	5,250	\$ 393.66	35	\$ 136.40	\$ 530.06
002 171 007 000	City Of Salinas	17	Station Pl	2	0	\$ -	11,770	\$ 882.55	50	\$ 194.86	\$ 1,077.40
002 171 008 000	City Of Salinas	19	Station Pl	2	0	\$ -	12,120	\$ 908.79	60	\$ 233.83	\$ 1,142.62
002 171 010 000	City Of Salinas	52	W Market St	2	0	\$ -	4,197	\$ 314.70	32	\$ 124.71	\$ 439.41
002 171 011 000	City Of Salinas	54	W Market St	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 171 012 000	City Of Salinas	58	W Market St	2	0	\$ -	13,020	\$ 976.28	100	\$ 389.71	\$ 1,365.99
002 171 013 000	City Of Salinas	60-68	W Market St	2	0	\$ -	12,898	\$ 967.13	230	\$ 896.33	\$ 1,863.46
002 171 023 000	City Of Salinas	18	Station Pl	2	0	\$ -	15,850	\$ 1,188.48	282	\$ 1,098.98	\$ 2,287.46
002 171 033 000	City Of Salinas	11	Station Pl	2	0	\$ -	71,578	\$ 5,367.13	38	\$ 148.09	\$ 5,515.22
002 171 034 000	Granary Associates	60	W Market St #200	2	28,454	\$ 2,685.56	27,600	\$ 2,069.53	102	\$ 397.50	\$ 5,152.59
002 171 035 000	City Of Salinas	11	Station Pl	2	0	\$ -	102,366	\$ 7,675.71	400	\$ 1,558.84	\$ 9,234.55
002 172 001 000	City Of Salinas	30	W Market St	2	0	\$ -	4,350	\$ 326.18	211	\$ 822.29	\$ 1,148.46
002 172 002 000	City Of Salinas	26	W Market St	2	0	\$ -	6,387	\$ 478.92	78	\$ 303.97	\$ 782.89
002 172 010 000	City Of Salinas		W Market St	2	0	\$ -	1,610	\$ 120.72	55	\$ 214.34	\$ 335.06
002 172 011 000	City Of Salinas	20	W Market St	2	0	\$ -	16,287	\$ 1,221.25	200	\$ 779.42	\$ 2,000.67
002 172 012 000	City Of Salinas	10	W Market St	2	0	\$ -	15,179	\$ 1,138.17	275	\$ 1,071.70	\$ 2,209.87
002 181 005 000	Jimenez Salvador	29	E Market St	2	0	\$ -	2,000	\$ 149.97	120	\$ 467.65	\$ 617.62
002 181 006 000	Jimenez Salvador	25	E Market St #27	2	0	\$ -	4,030	\$ 302.18	40	\$ 155.88	\$ 458.07
002 181 007 000	Campos Jimenez Investments Inc	23	E Market St	2	2,662	\$ 251.25	13,568	\$ 1,017.37	35	\$ 136.40	\$ 1,405.01
002 181 008 000	Hagins Mary	21	E Market St	2	1,200	\$ 113.26	1,069	\$ 80.16	30	\$ 116.91	\$ 310.33
002 181 011 000	Marquez Carlos & Juana	67	E Market St #4	2	2,468	\$ 232.94	5,657	\$ 424.18	140	\$ 545.59	\$ 1,202.71
002 181 012 000	Campos Jimenez Investments Inc	35	E Market St	2	4,530	\$ 427.55	4,622	\$ 346.57	160	\$ 623.54	\$ 1,397.66
002 182 012 000	Central Coast Renewables LLC	139	Monterey St #14	2	7,755	\$ 731.94	10,562	\$ 791.97	206	\$ 802.80	\$ 2,326.71
002 182 013 000	135-137 Monterey LLC	137	Monterey St	2	8,151	\$ 769.31	5,582	\$ 418.55	56	\$ 218.24	\$ 1,406.10
002 182 014 000	135-137 Monterey LLC	135	Monterey St	2	925	\$ 87.30	5,287	\$ 396.43	48	\$ 187.06	\$ 670.80
002 182 019 000	Campos Jimenez Investments Inc	101	Monterey St	2	3,726	\$ 351.67	8,718	\$ 653.70	160	\$ 623.54	\$ 1,628.91
002 182 020 000	Campos Jimenez Investments Inc	30	E Market St	2	0	\$ -	2,449	\$ 183.63	50	\$ 194.86	\$ 378.49
002 182 033 000	Campos Jimenez Investments Inc	111	Monterey St	2	9,143	\$ 862.94	33,000	\$ 2,474.44	303	\$ 1,180.82	\$ 4,518.20
002 184 001 000	City Of Salinas		E Market St	2	0	\$ -	31,043	\$ 2,327.70	750	\$ 2,922.83	\$ 5,250.52
002 185 011 000	Fuentes Juan & Romo Jose	129	Main St	1	2,750	\$ 259.55	2,650	\$ 198.70	21	\$ 117.25	\$ 575.50
002 185 012 000	Julienne Her Family Trust	131	Main St	1	5,710	\$ 538.92	3,750	\$ 281.19	30	\$ 167.50	\$ 987.61
002 185 017 000	Saunders Frank H & Norwood Kelly	161	Main St	1	8,357	\$ 788.75	6,175	\$ 463.02	51	\$ 284.75	\$ 1,536.52
002 185 018 000	Saunders Frank H & Norwood Kelly	169	Main St #17	1	12,648	\$ 1,193.75	6,359	\$ 476.82	176	\$ 982.65	\$ 2,653.22
002 185 019 000	Salinas City Center LLC	17	E Gabilan St	2	10,370	\$ 978.75	11,165	\$ 837.18	145	\$ 565.08	\$ 2,381.01
002 185 020 000	Saunders Frank H & Norwood Kelly	172	Main St	1	12,454	\$ 1,175.44	6,272	\$ 470.29	178	\$ 993.82	\$ 2,639.55
002 185 024 000	Center For Comm Advocacy A Non Profit Ca Corp	22	W Gabilan St	2	2,857	\$ 269.65	2,925	\$ 219.33	152	\$ 592.36	\$ 1,081.34
002 185 028 000	Rincon Del San Jon Properties	157	Main St	1	2,850	\$ 268.99	3,006	\$ 225.40	24	\$ 134.00	\$ 628.39
002 185 031 000	Green Valley Enterprises	127	Main St	1	3,524	\$ 332.60	3,044	\$ 228.25	28	\$ 156.33	\$ 717.18
002 185 036 000	Salinas Redevelopment Agency		Monterey St	2	0	\$ -	31,363	\$ 2,351.69	379	\$ 1,477.00	\$ 3,828.69
002 185 037 000	City Of Salinas	117	Main St	1	0	\$ -	11,761	\$ 881.87	62	\$ 346.16	\$ 1,228.04
002 185 038 000	City Of Salinas		Monterey St	2	0	\$ -	2,178	\$ 163.31	20	\$ 77.94	\$ 241.25
002 185 039 000	University Corp of Monterey Bay	1	Main St	1	64,585	\$ 6,095.69	59,962	\$ 4,496.13	605	\$ 3,377.86	\$ 13,969.68
002 185 042 000	University Corp of Monterey Bay		*no Site Address*	2	0	\$ -	1,156	\$ 86.68	110	\$ 428.68	\$ 515.36
002 185 043 000	Salinas City Center LLC		Salinas St	2	0	\$ -	15,770	\$ 1,182.48	168	\$ 653.47	\$ 1,835.95
002 185 045 000	Taylor Fresh Foods Inc		Salinas St	2	0	\$ -	13,052	\$ 978.69	231	\$ 901.13	\$ 1,879.82
002 185 046 000	Ppa Properties LLC	16	W Gabilan St	2	0	\$ -	23,282	\$ 1,745.75	190	\$ 740.45	\$ 2,486.20
002 185 047 000	Salinas City Center LLC	150	Main St	1	109,806	\$ 10,363.77	21,042	\$ 1,577.79	459	\$ 2,564.97	\$ 14,506.53
002 186 001 000	Maya Salinas Old Town Cinemas LLC	153	Main St	1	54,284	\$ 5,123.46	54,284	\$ 4,070.38	310	\$ 1,730.81	\$ 10,924.64
002 186 002 000	Deserpa R Jay Ltd	155	Main St	1	1,730	\$ 163.28	1,730	\$ 129.72	60	\$ 334.99	\$ 628.00
002 186 003 000	Deserpa R Jay Ltd	145	Main St	1	1,310	\$ 123.64	1,310	\$ 98.23	60	\$ 334.99	\$ 556.86
002 231 011 000	245 Monterey Street LLC	245	Monterey St	2	0	\$ -	11,000	\$ 824.81	210	\$ 818.39	\$ 1,643.20
002 231 012 000	Kobrinisky Samuel & Marguerite	235	Monterey St	2	5,475	\$ 516.74	5,500	\$ 412.41	50	\$ 194.86	\$ 1,124.01

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
SALINAS PROPERTY DATABASE						Asmnt Fees	Bldg. SF	Lot SF	LF		
2025 - 2026 TAX YEAR						Zone 1	0.094383	0.074983	5.583244		
CPI INCREASE 3.00%						Zone 2	0.094383	0.074983	3.897104		
002 231 013 000	Bay Capital Real Estate Inc.	233	Monterey St	2	5,500	\$ 519.10	5,500	\$ 412.41	50	\$ 194.86	\$ 1,126.37
002 231 014 000	Massera Robert A	231	Monterey St	2	0	\$ -	5,500	\$ 412.41	50	\$ 194.86	\$ 607.26
002 231 015 000	Drew David B	225	Monterey St	2	4,975	\$ 469.55	5,500	\$ 412.41	50	\$ 194.86	\$ 1,076.81
002 231 018 000	Dabit Christopher R	201	Monterey St	2	1,189	\$ 112.22	11,000	\$ 824.81	210	\$ 818.39	\$ 1,755.43
002 231 024 000	Griffin Sharon Appling	219	Monterey St	2	5,500	\$ 519.10	5,449	\$ 408.58	50	\$ 194.86	\$ 1,122.54
002 231 025 000	SCC Property LLC	211	Monterey St	2	6,547	\$ 617.92	10,999	\$ 824.73	100	\$ 389.71	\$ 1,832.36
002 231 026 000	SCC Property LLC	211	Monterey St	2	0	\$ -	5,589	\$ 419.06	50	\$ 194.86	\$ 613.92
002 232 008 000	Raquel Sisayan LLC	335-349	Monterey St	2	13,298	\$ 1,255.10	24,400	\$ 1,829.58	322	\$ 1,254.87	\$ 4,339.55
002 232 009 000	LaValley Ronald William	329	Monterey St	2	5,750	\$ 542.70	5,725	\$ 429.28	50	\$ 194.86	\$ 1,166.83
002 232 010 000	LaValley Ronald William	325	Monterey St	2	528	\$ 49.83	5,675	\$ 425.53	50	\$ 194.86	\$ 670.22
002 232 015 000	County Of Monterey	20	E Alisal St	2	0	\$ -	32,450	\$ 2,433.20	405	\$ 1,578.33	\$ 4,011.52
002 233 008 000	Broom Cynthia & Desmond Sandra	340	Monterey St	2	11,593	\$ 1,094.18	15,188	\$ 1,138.84	243	\$ 947.00	\$ 3,180.01
002 233 009 000	Garing Ann	367	Main St	1	17,820	\$ 1,681.90	6,200	\$ 464.89	174	\$ 971.48	\$ 3,118.27
002 233 010 000	KPM Properties LLC	361	Main St	1	6,163	\$ 581.68	6,377	\$ 478.17	50	\$ 279.16	\$ 1,339.01
002 233 011 000	Botelho Theresa Ann	343	Main St #357	1	16,176	\$ 1,526.73	18,531	\$ 1,389.51	151	\$ 843.07	\$ 3,759.31
002 233 012 000	Willette Jones	341	Main St	1	2,000	\$ 188.77	2,510	\$ 188.21	21	\$ 117.25	\$ 494.22
002 233 013 000	Navarro Belia Garcia	333	Main St	1	3,720	\$ 351.10	3,777	\$ 283.21	30	\$ 167.50	\$ 801.81
002 233 014 000	Ganesa Properties LLC	331	Main St	1	6,200	\$ 585.17	6,234	\$ 467.44	50	\$ 279.16	\$ 1,331.78
002 233 015 000	D & G Land Development Co	325	Main St	1	6,051	\$ 571.11	6,145	\$ 460.77	50	\$ 279.16	\$ 1,311.04
002 233 016 000	JB Salinas LLC	319	Main St	1	7,789	\$ 735.15	6,203	\$ 465.12	50	\$ 279.16	\$ 1,479.43
002 233 017 000	Muller Rita A	313	Main St	1	6,076	\$ 573.47	6,061	\$ 454.47	49	\$ 273.58	\$ 1,301.52
002 233 018 000	Gattis James L	307	Main St	1	12,710	\$ 1,199.60	6,355	\$ 476.52	51	\$ 284.75	\$ 1,960.86
002 233 019 000	Blue Larkspur Partners LLC	301	Main St	1	40,365	\$ 3,809.75	6,200	\$ 464.89	174	\$ 971.48	\$ 5,246.13
002 233 020 000	Service Employees International Union Local 52	334	Monterey St	2	4,367	\$ 412.17	4,960	\$ 371.92	40	\$ 155.88	\$ 939.97
002 233 021 000	Strobel Margaret I	338	Monterey St	2	3,050	\$ 287.87	3,712	\$ 278.34	30	\$ 116.91	\$ 683.12
002 233 023 000	City Of Salinas	300	Monterey St	2	0	\$ -	51,548	\$ 3,865.22	532	\$ 2,073.26	\$ 5,938.48
002 234 001 000	Saunders Frank H & Norwood Kelly	202	Monterey St	2	957	\$ 90.32	4,250	\$ 318.68	131	\$ 510.52	\$ 919.52
002 234 002 000	Patel Kiran J	16	E Gabilan St	2	11,341	\$ 1,070.39	4,309	\$ 323.10	50	\$ 194.86	\$ 1,588.35
002 234 009 000	Salinas City Center LLC	213	Main St	1	11,980	\$ 1,130.70	6,820	\$ 511.38	55	\$ 307.08	\$ 1,949.16
002 234 014 000	Ariano Allen D & Lynda	225	Main St	1	2,460	\$ 232.18	2,480	\$ 185.96	20	\$ 111.66	\$ 529.80
002 234 015 000	Ariano Allen D & Lynda	231	Main St	1	9,176	\$ 866.05	9,300	\$ 697.34	74	\$ 413.16	\$ 1,976.56
002 234 017 000	232 Monterey St LLC	232	Main St	1	32,400	\$ 3,057.99	16,204	\$ 1,215.02	120	\$ 669.99	\$ 4,943.01
002 234 018 000	Gutierrez Migel	251	Main St	1	5,559	\$ 524.67	8,100	\$ 607.36	60	\$ 334.99	\$ 1,467.03
002 234 019 000	295 Main Street LLC	255	Main St	1	0	\$ -	13,552	\$ 1,016.17	100	\$ 558.32	\$ 1,574.49
002 234 023 000	City Of Salinas		Monterey St	2	0	\$ -	5,400	\$ 404.91	0	\$ -	\$ 404.91
002 234 028 000	295 Main Street LLC	295	Main St	1	15,000	\$ 1,415.74	25,214	\$ 1,890.62	464	\$ 2,590.63	\$ 5,896.98
002 234 029 000	City Of Salinas	222	Monterey St	2	0	\$ -	31,147	\$ 2,335.49	300	\$ 1,169.13	\$ 3,504.63
002 234 030 000	City Of Salinas	222	Monterey St	2	0	\$ -	916	\$ 68.68	0	\$ -	\$ 68.68
002 234 031 000	Entertainment Lane Inc	241	Main St	1	9,767	\$ 921.83	10,890	\$ 816.56	61	\$ 340.58	\$ 2,078.98
002 234 032 000	LaTourette Monica	221	Main St #205	1	11,320	\$ 1,068.41	6,138	\$ 460.25	50	\$ 279.16	\$ 1,807.82
002 234 033 000	Berkley Inc	201	Main St	1	0	\$ -	12,500	\$ 937.29	244	\$ 1,362.31	\$ 2,299.60
002 242 001 000	Saunders Henry E & Darleen M	202	Main St	1	8,928	\$ 842.65	8,928	\$ 669.45	196	\$ 1,094.32	\$ 2,606.41
002 242 002 000	Andrus & Company	212	Main St	1	10,292	\$ 971.38	10,245	\$ 768.20	83	\$ 463.41	\$ 2,202.99
002 242 003 000	Valverde III Efraim & Claudia	222	Main St	1	4,564	\$ 430.76	3,072	\$ 230.35	25	\$ 139.58	\$ 800.69
002 242 006 000	Zhao Wen	232	Main St	1	2,752	\$ 259.74	2,910	\$ 218.20	23	\$ 128.41	\$ 606.36
002 242 007 000	Andrus & Company	236	Main St	1	2,975	\$ 280.79	3,298	\$ 247.29	27	\$ 150.75	\$ 678.83
002 242 008 000	RBG Inc.	238	Main St	1	10,000	\$ 943.83	6,304	\$ 472.69	51	\$ 284.75	\$ 1,701.26
002 242 009 000	E J Ratto & G R Ratto 1998 Family Partnership	246	Main St	1	10,000	\$ 943.83	3,100	\$ 232.45	25	\$ 139.58	\$ 1,315.85
002 242 011 000	Haversat Trudy	254	Main St	1	4,800	\$ 453.04	4,800	\$ 359.92	24	\$ 134.00	\$ 946.95
002 242 012 000	Dillard Kurt D	256	Main St	1	2,480	\$ 234.07	2,542	\$ 190.61	20	\$ 111.66	\$ 536.34
002 242 013 000	Nham David	258	Main St	1	10,172	\$ 960.06	5,172	\$ 387.81	35	\$ 195.41	\$ 1,543.28
002 242 014 000	Cominos Properties LLC	4	W Alisal St	1	11,000	\$ 1,038.21	11,473	\$ 860.28	219	\$ 1,222.73	\$ 3,121.22
002 242 015 000	Ames Family Trust	32	W Alisal St	2	4,069	\$ 384.04	4,300	\$ 322.43	43	\$ 167.58	\$ 874.04
002 242 016 000	Ames Family Trust	40	W Alisal St	2	0	\$ -	2,200	\$ 164.96	22	\$ 85.74	\$ 250.70
002 242 017 000	Ames Family Trust	46	W Alisal St	2	11,500	\$ 1,085.40	5,974	\$ 447.95	165	\$ 643.02	\$ 2,176.37
002 242 018 000	Ames Family Trust	237	Salinas St	2	4,654	\$ 439.26	6,500	\$ 487.39	50	\$ 194.86	\$ 1,121.50
002 242 026 000	248 Main Street JS LLC	248	Main St	1	4,130	\$ 389.80	3,191	\$ 239.27	26	\$ 145.16	\$ 774.23
002 242 027 000	Salinas City Center LLC	250	Main St	1	3,248	\$ 306.55	3,002	\$ 225.10	24	\$ 134.00	\$ 665.65
002 242 028 000	Salinas City Center LLC	207	Salinas St	2	13,195	\$ 1,245.38	27,300	\$ 2,047.03	340	\$ 1,325.02	\$ 4,617.43
002 242 029 000	City Of Salinas	219	Salinas St	2	0	\$ -	16,875	\$ 1,265.34	140	\$ 545.59	\$ 1,810.93
002 242 030 000	Magdirila Diana B & Gloria	224	Main St	1	11,573	\$ 1,092.29	6,162	\$ 462.05	50	\$ 279.16	\$ 1,833.50
002 242 032 000	Salinas Urban Renewal Agency	230	Main St	1	0	\$ -	1,795	\$ 134.59	22	\$ 122.83	\$ 257.43
002 242 033 000	City Of Salinas	228	Main St	2	0	\$ -	1,000	\$ 74.98		\$ -	\$ 74.98
002 242 034 000	Santos-Santiago Jorge	231	Salinas St	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 242 035 000	Piini John W & Catherine B	233	Salinas St	2	4,000	\$ 377.53	5,000	\$ 374.91	50	\$ 194.86	\$ 947.30
002 243 001 000	Finegan Bailey Colleen	58	W Alisal St	2	5,980	\$ 564.41	6,900	\$ 517.38	242	\$ 943.10	\$ 2,024.89
002 243 002 000	Haversat Trudy	64	W Alisal St	2	2,000	\$ 188.77	3,000	\$ 224.95	40	\$ 155.88	\$ 569.60
002 243 003 000	Minhoto Properties LP	66	W Alisal St	2	2,690	\$ 253.89	3,750	\$ 281.19	50	\$ 194.86	\$ 729.93
002 243 004 000	Santa Lucia Parlor No 97 Nsgw	76	W Alisal St	2	2,440	\$ 230.29	8,250	\$ 618.61	110	\$ 428.68	\$ 1,277.58
002 243 005 000	Minhoto Properties LP	261	Lincoln Ave	2	4,877	\$ 460.30	8,400	\$ 629.86	262	\$ 1,021.04	\$ 2,111.20
002 244 002 000	City Of Salinas	215	Lincoln Ave	2	0	\$ -	4,600	\$ 344.92	50	\$ 194.86	\$ 539.78
002 244 098 000	City Of Salinas	210	Salinas St	2	0	\$ -	33,386	\$ 2,503.38	550	\$ 2,143.41	\$ 4,646.79
002 244 099 000	City Of Salinas	100	Howard St	2	0	\$ -	39,472	\$ 2,959.73	588	\$ 2,291.50	\$ 5,251.22
002 245 001 000	El Camino Enterprises Inc	102	Lincoln Ave	2	1,204	\$ 113.64	5,063	\$ 379.64	151	\$ 588.46	\$ 1,081.74
002 245 002 000	City Of Salinas	106	Lincoln Ave	2	0	\$ -	4,074	\$ 305.48	40	\$ 155.88	\$ 461.36
002 245 003 000	City Of Salinas	108	Lincoln Ave	2	0	\$ -	4,050	\$ 303.68	40	\$ 155.88	\$ 459.57
002 245 004 000	City Of Salinas	112	Lincoln Ave	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 245 005 000	City Of Salinas	118	Lincoln Ave	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 245 006 000	City Of Salinas	120	Lincoln Ave	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 245 007 000	City Of Salinas	128	Lincoln Ave	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 245 008 000	City Of Salinas		W Gabilan St	2	0	\$ -	8,489	\$ 636.53	191	\$ 744.35	\$ 1,380.88

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment
SALINAS PROPERTY DATABASE						Asmnt Fees	Bldg. SF	Lot SF	LF		
2025 - 2026 TAX YEAR						Zone 1	0.094383	0.074983	5.583244		
CPI INCREASE 3.00%						Zone 2	0.094383	0.074983	3.897104		
002 245 009 000	Joaquin Bear LLC	118	W Gabilan St	2	5,843	\$ 551.48	9,730	\$ 729.58	209	\$ 814.49	\$ 2,095.56
002 245 010 000	Pitman Robert J	125	Church St	2	4,375	\$ 412.92	6,500	\$ 487.39	50	\$ 194.86	\$ 1,095.17
002 245 011 000	Pitman John D & Robert J	117	Church St	2	6,000	\$ 566.30	6,500	\$ 487.39	50	\$ 194.86	\$ 1,248.54
002 245 012 000	Pitman John D & Robert J	111	Church St	2	2,360	\$ 222.74	6,500	\$ 487.39	50	\$ 194.86	\$ 904.99
002 245 014 000	Taluban Belinda A	109	Central Ave	2	1,347	\$ 127.13	6,500	\$ 487.39	50	\$ 194.86	\$ 809.38
002 245 015 000	Taluban Belinda A	119	Central Ave	2	2,160	\$ 203.87	13,650	\$ 1,023.52	235	\$ 915.82	\$ 2,143.20
002 245 016 000	Pitman John D & Robert J	109	Church St	2	0	\$ -	6,500	\$ 487.39	50	\$ 194.86	\$ 682.24
002 246 014 000	City Of Salinas	113	Lincoln Ave	2	0	\$ -	105,745	\$ 7,929.07	1320	\$ 5,144.18	\$ 13,073.25
002 247 001 000	U S A		Lincoln Ave	2	0	\$ -	37,418	\$ 2,805.71	820	\$ 3,195.63	\$ 6,001.34
002 248 002 000	Piini Joseph J	32	W Gabilan St	2	14,229	\$ 1,342.97	25,967	\$ 1,947.08	327	\$ 1,274.35	\$ 4,564.40
002 248 005 000	Salinas City Center LLC	35	Central Ave	2	5,828	\$ 550.06	13,000	\$ 974.78	230	\$ 896.33	\$ 2,421.17
002 248 009 000	Monterey-Salinas Transit	110	Salinas Rd #Lot 1	2	778	\$ 73.43	18,699	\$ 1,402.11	357	\$ 1,391.27	\$ 2,866.80
002 248 010 000	Monterey-Salinas Transit	110	Salinas Rd #Lot 2	2	0	\$ -	14,787	\$ 1,108.77	100	\$ 389.71	\$ 1,498.48
002 248 011 000	City Of Salinas	128	W Gabilan St	2	0	\$ -	6,420	\$ 481.39	208	\$ 810.60	\$ 1,291.99
002 251 003 000	Magnolia Zarraga	114	Church St	2	1,496	\$ 141.20	6,200	\$ 464.89	50	\$ 194.86	\$ 800.95
002 251 014 000	Muller Rita A	123	Central Ave	2	3,834	\$ 361.86	16,900	\$ 1,267.21	260	\$ 1,013.25	\$ 2,642.32
002 251 015 000	Vega Nelson A	130	W Gabilan St	2	5,238	\$ 494.38	9,693	\$ 726.81	220	\$ 857.36	\$ 2,078.55
002 253 028 000	County Of Monterey		*no Site Address*	2	0	\$ -	134,992	\$ 10,122.10	1025	\$ 3,994.53	\$ 14,116.63
002 253 029 000	County Of Monterey	168	W Alisal St	2	0	\$ -	55,843	\$ 4,187.27	193	\$ 752.14	\$ 4,939.41
002 253 030 000	County Of Monterey	230	Church St	2	0	\$ -	45,781	\$ 3,432.80	183	\$ 713.17	\$ 4,145.97
002 253 032 000	County Of Monterey		*no Site Address*	2	0	\$ -	61,115	\$ 4,582.56	505.49	\$ 1,969.95	\$ 6,552.51
002 253 033 000	County Of Monterey		*no Site Address*	2	0	\$ -	22,608	\$ 1,695.19	118.5	\$ 461.81	\$ 2,156.99
002 253 034 000	County Of Monterey		*no Site Address*	2	0	\$ -	26,659	\$ 1,998.95	330.76	\$ 1,289.01	\$ 3,287.96
002 322 016 000	JRG Leasing II LLC	318	Cayuga St	2	21,161	\$ 1,997.23	15,630	\$ 1,171.98	120	\$ 467.65	\$ 3,636.86
002 322 018 000	County Of Monterey	142	W Alisal St	2	0	\$ -	46,609	\$ 3,494.88	628	\$ 2,447.38	\$ 5,942.26
002 331 002 000	Maldonado Albert & Maria E	326	Lincoln Ave	2	4,200	\$ 396.41	7,984	\$ 598.66	60	\$ 233.83	\$ 1,228.90
002 331 010 000	City Of Salinas	101	W Alisal St	2	0	\$ -	148,648	\$ 11,146.07	1649	\$ 6,426.32	\$ 17,572.39
002 335 005 000	MT18	123	W Alisal St	2	34,188	\$ 3,226.75	37,026	\$ 2,776.32	805	\$ 3,137.17	\$ 9,140.24
002 341 001 000	Salinas City Center LLC	300	Main St	1	25,681	\$ 2,423.84	18,614	\$ 1,395.73	274	\$ 1,529.81	\$ 5,349.38
002 341 002 000	Ariel Theatrical Inc	320	Main St	1	6,192	\$ 584.42	6,200	\$ 464.89	50	\$ 279.16	\$ 1,328.47
002 341 004 000	Burks Cleo V	330	Main St	1	3,042	\$ 287.11	3,100	\$ 232.45	29	\$ 161.91	\$ 681.47
002 341 005 000	Serra Apartments Inc	338	Main St	1	13,089	\$ 1,235.37	12,628	\$ 946.88	102	\$ 569.49	\$ 2,751.75
002 341 006 000	Salinas City Center LLC	344	Main St	1	11,472	\$ 1,082.76	6,323	\$ 474.12	50	\$ 279.16	\$ 1,836.04
002 341 007 000	Kattner Robert T	350	Main St	1	7,222	\$ 681.63	6,250	\$ 468.64	50	\$ 279.16	\$ 1,429.44
002 341 009 000	Boerlin Family Trust	362	Main St	1	2,437	\$ 230.01	2,480	\$ 185.96	20	\$ 111.66	\$ 527.63
002 341 010 000	Haney Sharon L	364	Main St	1	940	\$ 88.72	1,612	\$ 120.87	13	\$ 72.58	\$ 282.17
002 341 011 000	Haney Sharon L	366	Main St	1	2,064	\$ 194.81	2,180	\$ 163.46	17	\$ 94.92	\$ 453.18
002 341 012 000	Salmina Amy M & William J	376	Main St #A	1	7,500	\$ 707.87	6,200	\$ 464.89	125	\$ 697.91	\$ 1,870.67
002 341 014 000	City Of Salinas	345	Salinas St	2	0	\$ -	6,410	\$ 480.64	50	\$ 194.86	\$ 675.50
002 341 015 000	City Of Salinas		Salinas St	2	0	\$ -	6,552	\$ 491.29	50	\$ 194.86	\$ 686.14
002 341 016 000	City Of Salinas		Salinas St	2	0	\$ -	13,336	\$ 999.97	100	\$ 389.71	\$ 1,389.68
002 341 018 000	Gold Valley Properties LLC	333	Salinas St	2	13,176	\$ 1,243.58	19,000	\$ 1,424.68	150	\$ 584.57	\$ 3,252.83
002 341 019 000	Salinas Civic Ctr Bldg LLC	21	W Alisal St	2	18,000	\$ 1,698.89	18,982	\$ 1,423.33	280	\$ 1,091.19	\$ 4,213.40
002 341 020 000	Hitchcock Richard Leslie	356	Main St	1	4,250	\$ 401.13	6,200	\$ 464.89	50	\$ 279.16	\$ 1,145.18
002 341 025 000	Kawahira Akira & Lillian	385	Salinas St	2	8,500	\$ 802.25	13,000	\$ 974.78	230	\$ 896.33	\$ 2,673.36
002 342 009 000	400 Main	415	Salinas St	2	2,007	\$ 189.43	10,032	\$ 752.23	282	\$ 1,098.98	\$ 2,040.64
002 342 011 000	400 Main	406	Main St	1	12,985	\$ 1,225.56	31,799	\$ 2,384.38	558	\$ 3,115.45	\$ 6,725.39
002 345 016 000	Watkins Family LP	344	Salinas St	2	27,660	\$ 2,610.62	12,362	\$ 926.94	597	\$ 2,326.57	\$ 5,864.13
002 345 018 000	City Of Salinas	65	W Alisal St	2	0	\$ -	23,719	\$ 1,778.52	440	\$ 1,714.73	\$ 3,493.25
002 345 019 000	City Of Salinas	320	Salinas St	2	0	\$ -	51,383	\$ 3,852.85	350	\$ 1,363.99	\$ 5,216.84
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	\$ 252.66	3,099	\$ 232.37	25	\$ 139.58	\$ 624.62
002 346 003 000	3some Par-Tners LLC	328	Main St #B	2	1,567	\$ 147.90	0	\$ -	0	\$ -	\$ 147.90
002 351 008 000	Pi Properties No 140 LLC	405	Monterey St	1	20,828	\$ 1,965.80	45,506	\$ 3,412.17	593	\$ 3,310.86	\$ 8,688.84
002 351 009 000	Northern Calif Savings & Loan	425	Main St	1	8,905	\$ 840.48	39,400	\$ 2,954.33	480	\$ 2,679.96	\$ 6,474.76
002 351 010 000	Berryessa LLC	27	E John St	2	756	\$ 71.35	16,568	\$ 1,242.32	298	\$ 1,161.34	\$ 2,475.01
002 355 008 000	VF & B LLC	401	Monterey St	2	8,090	\$ 763.55	18,656	\$ 1,398.88	267.23	\$ 1,041.42	\$ 3,203.86
Totals					1,323,261	\$ 124,892.68	3,111,932	\$ 233,341.88	35,640	\$ 151,452.99	\$ 509,687.55





## Accomplishments and Goals

### Sidewalk Operations, Beautification, and Order (SOBO)

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.

In previous years, SOBO's services were performed through contracts with independent contractors and one employee.

SOBO staff and day-to-day operations are led by Greg Hamer, SCCIA District Coordinator, with oversight from the Committee.

#### Accomplishments FY Dec 23/24

- 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 during summer months.
- 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. 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.



- Issued an RFP for security services for FY Dec 24/25. Security represents a significant cost to the District, and an RFP assists in providing the maximum service to the District in a manner that is in line with our budget.
- Replaced all tree well electrical outlets on the 200 and 300 block with outlets mounted 15ft high in the trees to deter stealing of electricity.

### Goals FY Dec 24/25

- Continue to provide maintenance, beautification and security to our District in a manner that is in line with our budget.
- Continue to 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.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.

### Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. We anticipate continuing with Smith and Enright for FY Dec 24/25, 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 24/25. 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 24/25 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 FY Dec 23/24

- Solicited multiple grant funds to be used in 2024/2025
- Enhanced communication and visibility with Downtown merchants by way of new District Coordinator to work on development of a Downtown merchant group
- Monthly newsletter Continued: Social media postings.
- Holiday décor and festivities including tree lighting and moved Holiday tree lighting to occur with Shop Small Saturday for a larger impact.
- Alley activation installations were enhanced including re-mounting new stainless steel wire after the Salinas Habitats Mural was completed.
- 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 in partnership with Blue Zones.
- Partnerships with major Downtown stakeholders: CSUMB @SCC, Downtown Rotary, Alvarado on Main, Taylor Farms, Artist Ink, Arts Council etc.

### Goals FY Dec 24/25

- Produce video media promoting downtown.
- Install additional murals and sculptures downtown.
- Create more conversation areas with furniture.
- Repaint all planters in Melody Ln and Harmony Ln.
- Create a Food & Drink Bingo card for downtown establishments.
- Continue to explore adding more organizations to the banner program including local schools.

## Land Use Committee

### Accomplishments FY Dec 23/24

#### 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.



### 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 district coordinator 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.

### 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."



Continued support of a revitalized Historic Resources Board.

Continued support of 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.

#### 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 maintenance agreement with SCCIA and Salinas Rotary to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods.

#### Goals FY Dec 24/25

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

	Dates and Deadlines
12/28/2024	Disbursement 1 by City by City of Salinas
1/9/2025	Salinas City Center Board Meeting by Salinas City Center
1/23/2025	Land Use Committee Meeting by Salinas City Center
1/31/2025	1099's due to Vendors by CPA
1/31/2025	District changes to Engineers report due by Salinas City Center
2/13/2025	Salinas City Center Board Meeting by Salinas City Center
2/27/2025	Land Use Committee Meeting by Salinas City Center
3/1/2025	Nominations Committee sends out Nomination Forms by Salinas City Center
3/10/2025	Deadline for submitting nominations to NC by Salinas City Center
3/13/2025	Salinas City Center Board Meeting by Salinas City Center
3/27/2025	Land Use Committee Meeting by Salinas City Center
4/10/2025	Salinas City Center Board Meeting by Salinas City Center
4/15/2025	Annual 990 Tax Filing due by CPA
4/24/2025	Land Use Committee Meeting by Salinas City Center
4/30/2025	Annual Financial Statement by Salinas City Center
4/30/2025	Annual Report by Salinas City Center
4/30/2025	Disbursement 2 by City by City of Salinas
5/1/2025	Review Committee Goals lists for progress by Salinas City Center
5/8/2025	Salinas City Center Board Meeting by Salinas City Center
5/22/2025	Land Use Committee Meeting by Salinas City Center
6/1/2025	Assessment Data update Assessment Records by Salinas City Center
6/12/2025	Salinas City Center Board Meeting by Salinas City Center
6/26/2025	Land Use Committee Meeting by Salinas City Center
6/30/2025	Disbursement 3 by City by City of Salinas
7/10/2025	Salinas City Center Board Meeting by Salinas City Center
7/21/2025	Current FY - 30 Day Dissolution Window by Salinas City Center
7/24/2025	Land Use Committee Meeting by Salinas City Center
8/14/2025	Salinas City Center Board Meeting by Salinas City Center



8/28/2025	Land Use Committee Meeting by Salinas City Center
9/11/2025	Salinas City Center Board Meeting by Salinas City Center
9/25/2025	Land Use Committee Meeting by Salinas City Center
10/1/2025	President appoints Nominations Committee by Salinas City Center
10/1/2025	Current FY - Annual Work Plan & Budget DRAFT (post by 11/1) by Salinas City Center
10/9/2025	Salinas City Center Board Meeting by Salinas City Center
10/23/2025	Land Use Committee Meeting by Salinas City Center
11/1/2025	Current FY - Annual Work Plan & Budget FINAL (approve by 11/30) by Salinas City Center
11/13/2025	Salinas City Center Board Meeting by Salinas City Center
11/20/2025	Land Use Committee Meeting by Salinas City Center

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