

Work Plan DISI 2025-2026

District Identity and Streetscape Improvements (DISI)

Accomplishments FY Dec 24/25

- 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
- Mural program for Downtown Salinas
 - Approved and installed one mural installation
 - Finalizing the second mural design.
- Partnerships with major Downtown stakeholders: One Main Street, Downtown Rotary, Alvarado on Main, Taylor Farms, Artist Ink, Arts Council etc.
- Increased participation in grass roots events such as Trick or Treat and First Friday Salinas.
- Send District Coordinator to California Main Street Conference in San Luis Obispo
- Edible Monterey Bay Dining Ad Campaign
 - 4 - full page ads in their quarterly publication
 - Hosted the summer issue launch party with Heirloom Pizza
 - Included a writeup from the publisher and email blasts
 - Created and distributed 20K Dining Guides through their Winter issue and around Monterey County at various locations including:
 - Monterey Airport
 - Salinas Airport
 - See Monterey
 - Chamber Offices
 - Salinas Visitor Center
 - Salinas Train Station
 - Monterey Zoo
- MC Weekly Holiday Ad Campaign: TBD
 - Promoted Shop Small Saturday, the Tree For Peace Lighting Ceremony, and supporting local during the holidays
 - Five (5) 1/2 page color print ads
 - Twelve (12) MCNOW email newsletter ads
- MC Weekly Visitors Guide:
 - Full page print ad
- MC Weekly Best Of...
 - SSC was nominated for Best Shopping District/Center and we ran an ad in the polls
- KSBW Holiday Campaign: TBD

- Promote Shop Small Saturday and the Tree For Peace Lighting Ceremony with a 30 second spot
- Created a Youtube channel
 - Produce video media promoting downtown.
 - Shop, Dine, Live, Work, Play in Salinas City Center
- Google Ads Campaign
 - Shop, Dine, Live, Work, Play in Salinas City Center
- Continue to amplify Downtown Salinas businesses posts on social media as well as create original content promoting downtown
- New and improved website that will serve as a destination for people to stay in the know of what's happening in Downtown Salinas
- Downtown BINGO
- Welcome Bags for new merchants with information about SCCIA and how we can work together
- Press Releases:
 - Habitats Mural Unveiling
 - Salinas Legends (ready to send when you are)
 - Holiday Happenings (coming soon to promote Shop Small and Tree Lighting)
 - Should we put one out about First Fridays?
- Banners
 - Updated the design of the large rectangle banners
 - Implemented updated banner design and installation in parking lots 1, 2, 3, 5, and 8.
 - Grew the banner program supporting local groups and their initiatives
 - Hometown Heroes
 - Relay For Life
- Expanded the Tree Lighting Ceremony by partnering with One Main Street and The Salinas Chamber in 2025
 - Holiday décor and festivities including tree lighting and moved Holiday tree lighting to occur with Shop Small Saturday for a larger impact.
 - Participants and entertainment: Salinas Fire, Monterey County Arts Council, Santa, face painting, balloon artist, magical elf, Salinas School of Dance, Salinas High School Folkloric Club, and hot chocolate and sweet treats
- Email Campaigns:
 - With the new and improved website we are starting monthly newsletters back-up for the community
- Blog Posts:
 - [Discover Downtown Salinas](#)
 - With the new website and picking up monthly newsletters there will be more blog posts like these to come

Goals FY Dec 25/26

- Print Ads

- MC Weekly Visitors Guide:
 - Full page print ad
- Continue to grow our Youtube channel:
 - Shop, Dine, Live, Work, Play in Salinas City Center
- Continue our Google Ads Campaign
 - Shop, Dine, Live, Work, Play in Salinas City Center
- Continue to amplify Downtown Salinas businesses posts on social media as well as create original content promoting downtown and create more reels.
- Continue to promote the new website solidifying it as the go-to website for Downtown Salinas happenings
- Continue handing out Welcome Bags for new merchants with information about SCCIA and how we can work together
- Continue to send relevant press releases:
 - Possible examples are:
 - Art Unveilings
 - First Fridays
 - Holiday Happenings
- Continue to grow the Banner Program
 - Add more organizations to the banner program including local schools
- Hopefully grow the Tree Lighting Ceremony by partnering with One Main Street and The Salinas Chamber again
- Email Campaigns:
 - Monthly newsletters to the community
- More Blog Posts
- Continue to strengthen our relationships and communications with the downtown merchants
- Continue to participate in community grass roots events.
- Increase website visibility and drive traffic.
- Add 1 mural to downtown.
- Add 1 sculpture to downtown.
- Continue to track area visitation and event attendance.
- Explore Main Street America membership opportunities.
- Continue to partner with major downtown stakeholders including the Salinas Valley Chamber of Commerce.