SALINAS CITY CENTER IMPROVEMENT ASSOCIATION
Board of Directors Meeting
Thursday, March 12th, 2026 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)

Consent Agenda—General Business

I. Minutes February 2026
II. Financial Report February 2026

- Public Comment
- Board Questions/Discussion/Deliberation
- Action by Board

Presentations/Updates

I. Report from the President
II. Report from the Treasurer
III. Report from District Coordinator
    A. Annual Report Draft

- Public Comment
- Board Questions/Discussion

Updates from Ad-Hoc Committees

I. District Identity and Streetscape Improvements (DISI)
II. Sidewalk Operation and Beatification & Order (SOBO)
III. Land Use Committee (LUC)

- Public Comment
- Board Questions/Discussion

Board Member Questions and Referrals

Adjournment

The next Regular Meeting of the Board of Directors is scheduled for Thursday, April 9th 2026, 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.

Reference Items

SCCIA Bylaws
SCCIA Management District Agreement
Salinas Downtown Vibrancy Plan

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION

Board of Directors Minutes
Thursday, February 12th, 2026 at 10:00am
Makerspace Room @ United Way Monterey County
232 Monterey St, Salinas, CA 93901

Minutes

Board President	Audrey Wardwell	P
Board Vice President	Amy Salmina	
Board Treasurer	Tom Bennett	
Board Secretary	Katy Castagna	P
Board Member	Frank Saunders	P
Board Member	Jay DeSerpa	P
Board Member	Ruth Rodriguez	P (10:17)
Board Member	Steve Ish	P
Board Member	Jason Retterer	P
Board Member	Peter Kasavan	
Board Member	Willette Jones	P
District Coordinator	Greg Hamer	P
Legal Counsel	Matt Ottone	

Discussion	**Action**
Call to Order - 10:03	None
Public Comment	None
Consent Agenda	Minutes December 2025, Financial Report December 2025, January 2026 Motion Katy Castagna (M) Willette Jones (S) No Public Comment 7 Aye 0 Abstain 0 Nay Motion Passes
Reports I. Presentation from MST - Michelle Overmeyer How can SCCIA assist? - KC II. Presentation from Luis Alejo (Postponed) III. Report from President - N/A IV. Report from Treasurer - N/A V. Report from District Coordinator FFS was very busy. 3 or 4 live bands, DJ's, etc. Several vendors located on the 100, 200, 300 blocks.	None

SALINAS CITY CENTER IMPROVEMENT ASSOCIATION
Board of Directors Minutes
Thursday, February 12th, 2026 at 10:00am
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Working on the Annual Report Received Harden Grant.	
Updates from Ad-Hoc Committees I. DISI Still coordinating on the 201 Mural. Banners will be replaced first week of March. Focusing on mini-events/pop-ups to activate areas. Creating a sponsorship packed for funding mini-events. II. SOBO New maintenance employee started in January. III. LUC General Plan Update is coming. Seeing how it affects SCCIA. Inviting the PD Chief to attend meetings.	None
Board Member Questions and Referrals I. FYI - CHISPA Ribbon Cutting on 3/6/26 II. FYI - United Way Community Health Assessment	
Meeting Adjourned at 10:52am	

Steinbruner ◆ Hill
Certified Public Accountants

ACCOUNTANTS' COMPILATION REPORT

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

Management is responsible for the accompanying financial statements of Salinas City Center Improvement Association (a nonprofit organization), which comprise a statement of assets, liabilities and fund balance – cash basis as of February 28, 2026, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2025-2026 – cash basis for the three 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 2025-2026 – 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 2025-2026 – 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 2025-2026 – 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
March 9, 2026

Steinbruner Hill, Inc.
3771 Rio Rd. Ste. 103A ◆ Carmel, CA 93923
928 E. Blanco Rd. Ste. 200 ◆ Salinas, CA 93901
Ph(831)222-6111◆Fx(831)222-5464◆www.steinhill.com

Salinas City Center Improvement Association

Statement of Assets, Liabilities and Fund Balance - Cash Basis

As of February 28, 2026

ASSETS

Current Assets		
Bank Accounts		
Checking - Operating Acct	$	392,690.70
Checking - Grants Acct		70,170.56
Total Bank Accounts		462,861.26
Total Current Assets		462,861.26
Fixed Assets		
Vehicle		18,000.61
Accumulated Depreciation		(11,619.00)
Total Fixed Assets		6,381.61
Other Assets		
Organizational Costs		50,000.00
Accumulated Intangible Assets		(42,917.00)
Total Other Assets		7,083.00
TOTAL ASSETS	$	476,325.87

LIABILITIES AND FUND BALANCE

Liabilities		
Debt	$	5,000.00
Total Liabilities		5,000.00
Fund Balance		
Fund Balance - SOBO		212,549.97
Fund Balance - DISI		79,988.99
Fund Balance - Admin		73,263.95
Fund Balance - Conting/Reserves		26,887.79
Fund Balance - Grants		70,170.56
Subtotal - Cash Fund Balance		462,861.26
Fund Balance - Other		8,464.61
Total Fund Balance		471,325.87
TOTAL LIABILITIES AND FUND BALANCE	$	476,325.87

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2025-2026 - Cash Basis

For the Three Months Ended February 28, 2026

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	$ 212,050.03	$ 305,813.00	$ 93,762.97		$ 77,751.68	$ 112,131.00	$ 34,379.32		$ 49,478.34	$ 71,356.00	$ 21,877.66	
Grants	-	-			-	-			-	-		
Interest Earned	-	-			-	-			-	-		
Total Income	**$ 212,050.03**	**$ 305,813.00**	**$ 93,762.97**		**$ 77,751.68**	**$ 112,131.00**	**$ 34,379.32**		**$ 49,478.34**	**$ 71,356.00**	**$ 21,877.66**	
Expenses												
Bank Service Charges	-	-	-				-		**-**	**200.00**	**200.00**	**100%**
Formation Costs Payback	-	-	-				-				**-**	
Insurance	-	-	-				-		**1,116.52**	**2,500.00**	**1,383.48**	**55%**
Professional Services							-				-	
Accounting	-	-	-				-		1,100.00	19,000.00	17,900.00	94%
Legal	-	-	-				-		560.00	8,500.00	7,940.00	93%
Other	-	-	-				-		137.75	6,000.00	5,862.25	98%
Total Professional Services	**-**	**-**	**-**		**-**	**-**	**-**		**1,797.75**	**33,500.00**	**31,702.25**	**95%**
Office							-				-	
Rent/CAM/Utilities	-	-	-				-		2,582.41	10,500.00	7,917.59	75%
Office Cleaning	-	-	-				-		168.00	600.00	432.00	72%
Office Furnishings/Supplies		-	-				-		19.95	800.00	780.05	98%
Computer/Internet/Telephone	-	-	-				-		1,022.41	6,500.00	5,477.59	84%
Total Office	**-**	**-**	**-**		**-**	**-**	**-**		**3,792.77**	**18,400.00**	**14,607.23**	**79%**
Staff	-	-	-				-				-	
Payroll - Wages & Taxes	22,251.21	104,000.00	81,748.79	79%	5,274.48	21,900.00	16,625.52	76%	10,548.93	44,400.00	33,851.07	76%
Workers Comp Insurance	683.32	3,500.00	2,816.68	80%	159.44	600.00	440.56	73%	296.11	600.00	303.89	51%
Total Staff	**22,934.53**	**107,500.00**	**84,565.47**	**79%**	**5,433.92**	**22,500.00**	**17,066.08**	**76%**	**10,845.04**	**45,000.00**	**34,154.96**	**76%**
SOBO			-				-				-	
Sidewalk Ops (Maintenance)	28,244.60	128,918.00	100,673.40	78%			-				-	
Beautification/Order(Security)	27,166.33	108,000.00	80,833.67	75%			-				-	
Total SOBO	**55,410.93**	**236,918.00**	**181,507.07**	**77%**	**-**	**-**	**-**		**-**	**-**	**-**	
DISI			-				-				-	
District Identity			-		49,656.22	96,000.00	46,343.78	48%			-	
Streetscape Improvements			-		3,616.56	5,000.00	1,383.44	28%			-	
Total DISI	**-**	**-**	**-**		**53,272.78**	**101,000.00**	**47,727.22**	**47%**	**-**	**-**	**-**	
Extra Budget Expenses												
Collection Loss	**-**	**-**	**-**			**-**	**-**		**-**	**-**	**-**	
Taxes									**-**	**250.00**	**250.00**	**100%**
Total Expenses	**78,345.46**	**344,418.00**	**266,072.54**	**77%**	**58,706.70**	**123,500.00**	**64,793.30**	**52%**	**17,552.08**	**99,850.00**	**82,297.92**	**82%**
Net Income	**133,704.57**	**(38,605.00)**			**19,044.98**	**(11,369.00)**			**31,926.26**	**(28,494.00)**		

Cash Flow

Beg Balance FY 2024-25 Carryover	78,845.40	60,944.01	21,337.69
Reallocation of 2024-25 Carryover	-	-	20,000.00
Net Income FY 2025-26	133,704.57	19,044.98	31,926.26
Ending Cash Balance at 02/28/2026	**$ 212,549.97**	**$ 79,988.99**	**$ 73,263.95**

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2025-2026 - Cash Basis

For the Three Months Ended February 28, 2026

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	$ 14,136.66	$ 20,388.00	$ 6,251.34		$ 353,416.71	$ 509,688.00	$ 156,271.29	
Grants	-	-			$ -	-		
Interest Earned	-	-	-		-	-	-	
Total Income	**$ 14,136.66**	**$ 20,388.00**	**$ 6,251.34**		**$ 353,416.71**	**$ 509,688.00**	**$ 156,271.29**	
Expenses								
Bank Service Charges		-	-		-	200.00	200.00	100%
Formation Costs Payback	-	5,000.00	5,000.00	100%	-	5,000.00	5,000.00	100%
Insurance			-		1,116.52	2,500.00	1,383.48	55%
Professional Services			-		-	-	-	
Accounting			-		1,100.00	19,000.00	17,900.00	94%
Legal					560.00	8,500.00	7,940.00	93%
Other			-		137.75	6,000.00	5,862.25	98%
Total Professional Services	-	-	-		1,797.75	33,500.00	31,702.25	95%
Office			-		-	-	-	
Rent/CAM/Utilities			-		2,582.41	10,500.00	7,917.59	75%
Office Cleaning			-		168.00	600.00	432.00	72%
Office Furnishings/Supplies			-		19.95	800.00	780.05	98%
Computer/Internet/Telephone			-		1,022.41	6,500.00	5,477.59	84%
Total Office	-	-	-		3,792.77	18,400.00	14,607.23	79%
Staff			-		-	-	-	
Payroll - Wages & Taxes					38,074.62	170,300.00	132,225.38	78%
Workers Comp Insurance					1,138.87	4,700.00	3,561.13	76%
Total Staff	-	-	-		39,213.49	175,000.00	135,786.51	78%
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		28,244.60	128,918.00	100,673.40	78%
Beautification/Order(Security)			-		27,166.33	108,000.00	80,833.67	75%
Total SOBO	-	-	-		55,410.93	236,918.00	181,507.07	77%
DISI			-		-	-	-	
District Identity			-		49,656.22	96,000.00	46,343.78	48%
Streetscape Improvements			-		3,616.56	5,000.00	1,383.44	28%
Total DISI	-	-	-		53,272.78	101,000.00	47,727.22	47%
Extra Budget Expenses								
Collection Loss	-	10,194.00	10,194.00	100%	-	10,194.00	10,194.00	100%
Taxes					-	250.00	250.00	100%
Total Expenses	-	15,194.00	15,194.00	100%	154,604.24	582,962.00	428,357.76	73%
Net Income	14,136.66	5,194.00			198,812.47	(73,274.00)		

Cash Flow

Beg Balance FY 2024-25 Carryover	32,751.13	193,878.23
Reallocation of 2024-25 Carryover	(20,000.00)	-
Net Income FY 2025-26	14,136.66	198,812.47
Ending Cash Balance at 02/28/2026	**$ 26,887.79**	**$ 392,690.70**

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2025-2026 - Cash Basis

For the Three Months Ended February 28, 2026

	Grants Funds				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	$ -	$ -	$ -		$ 353,416.71	$ 509,688.00	$ 156,271.29	
Grants	-	-	-		$ -	-	-	
Interest Earned	-	-			-	-	-	
Total Income	**$ -**	**$ -**	**$ -**		**$ 353,416.71**	**$ 509,688.00**	**$ 156,271.29**	
Expenses								
Bank Service Charges	-		-		**-**	**200.00**	**200.00**	**100%**
Formation Costs Payback			-		**-**	**5,000.00**	**5,000.00**	**100%**
Insurance			-		**1,116.52**	**2,500.00**	**1,383.48**	**55%**
Professional Services			-		-	-	-	
Accounting			-		1,100.00	19,000.00	17,900.00	94%
Legal			-		560.00	8,500.00	7,940.00	93%
Other			-		137.75	6,000.00	5,862.25	98%
Total Professional Services	**-**	**-**	**-**		**1,797.75**	**33,500.00**	**31,702.25**	**95%**
Office			-		-	-	-	
Rent/CAM/Utilities			-		2,582.41	10,500.00	7,917.59	75%
Office Cleaning			-		168.00	600.00	432.00	72%
Office Furnishings/Supplies	-		-		19.95	800.00	780.05	98%
Computer/Internet/Telephone			-		1,022.41	6,500.00	5,477.59	84%
Total Office	**-**	**-**	**-**		**3,792.77**	**18,400.00**	**14,607.23**	**79%**
Staff			-		-	-	-	
Payroll - Wages & Taxes			-	-	38,074.62	170,300.00	132,225.38	78%
Workers Comp Insurance			-		1,138.87	4,700.00	3,561.13	76%
Total Staff	**-**	**-**	**-**		**39,213.49**	**175,000.00**	**135,786.51**	**78%**
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)	-		-		28,244.60	128,918.00	100,673.40	78%
Beautification/Order(Security)	-		-		27,166.33	108,000.00	80,833.67	75%
Total SOBO	**-**	**-**	**-**		**55,410.93**	**236,918.00**	**181,507.07**	**77%**
DISI			-		-	-	-	
District Identity	5,107.80		-		54,764.02	96,000.00	41,235.98	43%
Streetscape Improvements	-		-		3,616.56	5,000.00	1,383.44	28%
Total DISI	**5,107.80**	**-**	**-**		**58,380.58**	**101,000.00**	**42,619.42**	**42%**
Extra Budget Expenses								
Collection Loss			-		**-**	10,194.00	10,194.00	100%
Taxes			-		**-**	250.00	250.00	100%
Total Expenses	**5,107.80**	**-**	**-**		**159,712.04**	**582,962.00**	**423,249.96**	**73%**
Net Income	**(5,107.80)**	**-**			**193,704.67**	**(73,274.00)**		

Cash Flow

Beg Balance FY 2024-25 Carryover	75,278.36	269,156.59
Reallocation of 2024-25 Carryover	-	-
Net Income FY 2025-26	(5,107.80)	193,704.67
Ending Cash Balance at 02/28/2026	**$ 70,170.56**	**$ 462,861.26**

(See accompanying accountants' report)

Salinas City Center Improvement Association
Comerica Bank - Operating Account
December 1, 2025 - February 28, 2026

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
Beginning Balance						193,878.23
12/01/2025	Check	3101	Miguel Gutierrez	Dec '25 Rent	-720.00	193,158.23
12/01/2025	Expense		AT&T		-142.75	193,015.48
12/03/2025	Expense		Go Daddy		-51.99	192,963.49
12/05/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 11/16/2025-11/30/2025	-2,615.15	190,348.34
12/05/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 11/16/2025-11/30/2025	-1,297.33	189,051.01
12/05/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 11/16/2025-11/30/2025	-1,130.86	187,920.15
12/05/2025	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,465.03	186,455.12
12/08/2025	Expense		Verizon Wireless		-176.30	186,278.82
12/18/2025	Expense		Go Daddy		-22.19	186,256.63
12/19/2025	Payroll Check	DD	Gregor Hamer	Pay Period: 12/01/2025-12/15/2025	-2,615.14	183,641.49
12/19/2025	Payroll Check	DD	Kevin A. Hayes	Pay Period: 12/01/2025-12/15/2025	-1,451.26	182,190.23
12/19/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 12/01/2025-12/15/2025	-1,237.84	180,952.39
12/19/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 12/16/2025-12/31/2025 PTO balance pa	-495.87	180,456.52
12/19/2025	Payroll Check	DD	Damian Ruiz	Pay Period: 12/16/2025-12/31/2025	-495.85	179,960.67
12/19/2025	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,765.27	178,195.40
12/22/2025	Expense		Go Daddy		-95.88	178,099.52
12/26/2025	Check	3102	The Christmas Light Pros	Installation and removal of Christmas trees, lights, an	-25,050.00	153,049.52
12/26/2025	Check	3106	Allied Universal Security Services	Customer 181016	-11,865.84	141,183.68
12/26/2025	Check	3104	Jenna Hanson	Inv Nov&Dec-25	-4,871.25	136,312.43
12/26/2025	Check	3109	Kap-Stone, Inc.	Inv 6850 - sidewalk cleaning	-4,000.00	132,312.43
12/26/2025	Check	3107	Steinbruner Hill CPAs	Inv#14614	-1,100.00	131,212.43
12/26/2025	Check	3105	Ottone & Leach LLP	Inv#2859	-300.00	130,912.43
12/26/2025	Check	3103	MCA Consulting LLC	Inv 706	-137.75	130,774.68
12/30/2025	Expense		AT&T		-139.83	130,634.85
12/31/2025	Expense		Comerica Credit Card		-3,807.07	126,827.78
01/01/2026	Check	3108	Miguel Gutierrez	January '25 Rent	-720.00	126,107.78
01/05/2026	Payroll Check	DD	Gregor Hamer	Pay Period: 12/16/2025-12/31/2025	-2,635.75	123,472.03
01/05/2026	Payroll Check	DD	Kevin A. Hayes	Pay Period: 12/16/2025-12/31/2025	-1,242.96	122,229.07
01/05/2026	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,302.37	120,926.70
01/06/2026	Deposit				2,090.00	123,016.70
01/06/2026	Expense		Verizon Wireless		-176.30	122,840.40
01/08/2026	Check	3114	Monterey Signs	Inv#27763 - remove holiday banners/install regular b	-4,990.00	117,850.40
01/08/2026	Check	3111	Allied Universal Security Services	Customer 181016	-2,078.56	115,771.84
01/08/2026	Check	3110	Community Foundation for Monterey Co	2026 LEAD Institute tuition for Greg Hamer	-1,800.00	113,971.84
01/08/2026	Check	3113	Monterey Signs	Inv#27555 & 27758	-531.56	113,440.28
01/08/2026	Check	3112	Ottone & Leach LLP	Inv#2908	-260.00	113,180.28
01/20/2026	Payroll Check	DD	Gregor Hamer	Pay Period: 01/01/2026-01/15/2026	-2,635.74	110,544.54
01/20/2026	Payroll Check	DD	Kevin A. Hayes	Pay Period: 01/01/2026-01/15/2026	-1,461.40	109,083.14
01/20/2026	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,408.64	107,674.50
01/29/2026	Expense		AT&T		-139.83	107,534.67
01/30/2026	Transfer			Jan credit card charges for Grants - transfer to pay cı	711.98	108,246.65
01/30/2026	Expense		Comerica Credit Card		-10,370.64	97,876.01
02/01/2026	Check	3115	Miguel Gutierrez	February '25 Rent	-720.00	97,156.01
02/03/2026	Check	3117	Smith & Enright Landscaping Inc	Inv# 3229 and 3230	-7,760.00	89,396.01
02/03/2026	Check	3116	Allied Universal Security Services	Customer 181016	-5,702.04	83,693.97
02/03/2026	Check	3118	Kap-Stone, Inc.	Inv 6861 - sidewalk cleaning	-1,250.00	82,443.97
02/05/2026	Journal Entry	SH_020526		Assessments transferred from City of Salinas	353,416.71	435,860.68
02/05/2026	Payroll Check	DD	Gregor Hamer	Pay Period: 01/16/2026-01/31/2026	-2,635.74	433,224.94
02/05/2026	Payroll Check	DD	Kevin A. Hayes	Pay Period: 01/16/2026-01/31/2026	-1,490.75	431,734.19
02/05/2026	Payroll Check	DD	Joshua J. Cardona	Pay Period: 01/16/2026-01/31/2026	-617.51	431,116.68
02/05/2026	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,446.53	429,670.15
02/06/2026	Expense		Verizon Wireless		-331.38	429,338.77

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
02/20/2026	Payroll Check	DD	Gregor Hamer	Pay Period: 02/01/2026-02/15/2026	-2,635.75	426,703.02
02/20/2026	Payroll Check	DD	Kevin A. Hayes	Pay Period: 02/01/2026-02/15/2026	-1,358.94	425,344.08
02/20/2026	Payroll Check	DD	Joshua J. Cardona	Pay Period: 02/01/2026-02/15/2026	-1,192.72	424,151.36
02/20/2026	Tax Payment		QuickBooks Payroll	Tax withdrawal	-1,515.22	422,636.14
02/27/2026	Check	3124	Smith & Enright Landscaping Inc	Inv# 3850, 4003, 4006	-7,987.50	414,648.64
02/27/2026	Check	3121	Allied Universal Security Services	Customer 181016	-7,506.16	407,142.48
02/27/2026	Check	3122	Jenna Hanson	Inv Jan & Feb 2026	-4,000.00	403,142.48
02/27/2026	Check	3125	Edible Monterey Bay	Inv 5679 full page print ad	-2,450.00	400,692.48
02/27/2026	Check	3126	Kap-Stone, Inc.	Inv 6862- sidewalk cleaning	-1,250.00	399,442.48
02/27/2026	Check	3123	Total Industries an RJMS Company	Invoice IM35007646Customer 88222	-717.00	398,725.48
02/27/2026	Check	3120	McMurray Electric	Inv#5743	-95.00	398,630.48
02/28/2026	Expense		Comerica Credit Card		-5,939.78	392,690.70
Total for 1000 Checking - Operating Acct					**$ 198,812.47**	**$ 392,690.70**

Salinas City Center Improvement Association
Comerica Bank - Grants Account
December 31, 2025 - February 28, 2026

Date	Transaction Type	Num	Name	Memo/Description	Amount	Balance
Beginning Balance						75,278.36
12/26/2025	Check	1039	Kelly Productions	Entertainment 11/29/25	-2,475.00	72,803.36
12/26/2025	Check	1040	Valley Trophies Inc	Inv 88265 - bronze plaque	-1,420.82	71,382.54
01/30/2026	Transfer			Jan credit card charges for Grants - tran	-711.98	70,670.56
2/27/2026	Check	1042	Kristen Thoeni (B. Nice Photos)		-500.00	70,170.56
Total for 1050 Checking - Grants					**-$ 5,107.80**	**$ 70,170.56**

Name	Subtasks	Owner	Status
Annual Report Draft		Greg Hamer	Working on it

Subitems

Name	Owner	Status
Executive Summary		Done
Board List		Done
Economy - Update Mercl		Done
Economy - Update Mercl		Done
Sales Tax Update		
Update Top Property Ow		
Update Top Property Ow		
Update APN/Tax list		
Update Visual Represena		
Update Ped Traffic		Done
Update List of Events		Done
Top Event Producers		Done
Update Top repeated ev		Done
Update event pictures		
Update Social Media Sta		Waiting on Others
Update Advertising Stats		Waiting on Others
Update "best of Montere		Done
Update Murals		
Update assessments		
Update fin reports		Done
update work plans		Done
update annual calendar		
Front/Back Cover		

2025 Annual Report

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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.

Together with our partners, this investment is enabling the revitalization of the downtown district for all of Salinas.

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Annual Calendar

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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

PALMETTO ST
N MAIN ST
MARKET ST
STONE ST
CENTRAL AVE
PAJARO ST
CAYUGA ST
GABILAN ST
MONTEREY ST
LINCOLN AVE
SALINAS ST
MAIN ST
CAPITOL ST
CHURCH ST
HOWARD ST
ALISAL ST
CAYUGA ST
AUBURN ST
SAN LUIS ST
JOHN ST
SALINAS
Downtown Salinas
Community Benefit District
Benefit Zone 1
Benefit Zone 2
0
250
500 Feet
5/26/2017

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	audrey@36northproperties.com
Board Vice President	Amy Salmina	amy@coastandvalleypm.com
Board Treasurer	Tom Bennett	tom.golfer@gmail.com
Board Secretary	Katy Castagna	katy.castagna@unitedwaymcca.org
Board Member	Frank Saunders	franksaunders8@gmail.com
Board Member	Jay DeSerpa	jay@deserpa.com
Board Member	Ruth Rodriguez	rrodriguez@chispahousing.org
Board Member	Steve Ish	sish@taylorfarms.com
Board Member	Jason Retterer	jretter30@hotmail.com
Board Member	Peter Kasavan	pk@kasavanarch.com
Board Member	Willette Jones	willette.jones@icloud.com

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Why Salinas City Center?

Salinas City Center is a vibrant part of Salinas. Thousands of people flock to the annual parades, 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 over 300 other small businesses!

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!

	Zone 1	Zone 2	Total
Sorted Businesses	**120**	**194**	319
Culture & Entertainment	6	10	16
Artist	0	1	1
Casino	0	1	1
Cinema	1	0	1
Faith Organization	0	2	2
Gallery	2	0	2
Library	0	1	1
Museum	1	3	4
Non-Profit	5	19	24
Theater	2	0	2
Food & Drink	22	20	42
American	4	2	6
Bakery	1	4	5
Bar	3	1	4
Bistro	1	0	1
British	0	1	1

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Cafe	0	1	1
Catering	0	1	1
Chinese	0	1	1
Coffee Shop/Tea House	3	3	6
Italian	1	1	2
Japanese	1	1	2
Mexican	4	4	8
Mexican/Sushi	1	0	1
Pizza	1	0	1
Tap/Tasting Room	2	0	2
Health	5	6	11
Chiropractor	0	1	1
Counseling	1	4	5
Hearing	1	0	1
Medical Clinic	0	1	1
Mental Health	1	0	1
Pharmacy	1	0	1
Physical Therapy	1	0	1
Personal Services	18	24	43
Barber	2	4	6
Esthetician	3	2	5
Grooming	3	6	9
Gym	0	1	1
Hair Stylist	4	3	7
Health Services	0	1	1
Massage	2	3	5
Medical Aesthetics	0	2	2
Medical Spa	1	1	2
Nails	2	1	4
Spa	1	0	1
Real Estate	12	14	26
Apartment	0	2	2

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Commercial Real Estate	1	0	1
Construction	2	4	6
Mortgage Broker	2	0	2
Property Management	3	4	7
Real Estate Broker	3	4	7
Title Company	1	0	1
Retail	13	18	31
Bookstore	1	0	1
Bridal Shop	0	1	1
Children's Clothing	0	1	1
Consumer Goods	5	7	12
Footwear	1	0	1
Furniture	1	0	1
Jewelry	1	2	3
Liquor & Tobacco	0	3	3
Sports	0	3	3
Womens Clothing	4	1	5
Services	44	102	150
Architect	1	2	3
Bank	4	0	4
Business	6	4	10
Dance Studio	0	3	3
Employment	1	3	4
Engineering	2	5	7
Financial	4	8	12
Government	0	7	8
Insurance	4	2	7
Legal	4	25	29
Logistics	2	3	6
Marketing	1	3	4
Media	2	1	3
Personal	2	3	5

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Pet Grooming	1	0	1
Photography	3	2	5
Printing	0	2	2
Produce	1	4	5
Technology	1	1	3
Transportation	0	4	4
Union	0	3	3

Since 2018 Salinas City Center businesses have earned over 200 awards with our local newspapers!

	Businesses	**Awards**
Best Of (2018+)	14	78
Readers Choice (2022+)	50	131
Blue Zone	7	
Chamber Members	70	

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Insert ***Merchant List - Sorted List.pdf*** here.

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Business Name	Category	Sub-Category	Secondary	Tertiary	Address	Phone	Best of MC	Readers Choice	Blue Zones	SVCC	Veteran Owned	LGBTQ+ Owned	Woman Owned	Gift Card	Facebook	Instagram	X	LinkedIn	Website
Girlfish Art	Culture & Enterta	Artist			5 E Gabilan St #2											girlfish_art			girlfishart.com
Bankers Casino	Culture & Enterta	Casino			111 Monterey St					Bankers Casino					Bankers.Casino	bankers.casino.s			bankerscasino.ne
Maya Cinemas	Culture & Enterta	Cinema			153 Main St	(831) 757-6292				Maya Cinemas				Gift Cards Availa	mayacinemas	mayacinemas	mayacinemas		mayacinemas.co
Islamic Community Of Salinas	Culture & Enterta	Faith Organizatio			35 W Market St	(831) 272-4885									IslamicCommunit	icsalinas831			icsalinas.org
Rock Of Salinas	Culture & Enterta	Faith Organizatio			121 Lincoln Ave	(831) 246-2725										therockofsalinas			therockofsalinas.
ArtWorks @Salinas	Culture & Enterta	Gallery			262 Main St	(831) 622-9060									arts4mc	arts4mc			arts4mc.org
Salinas Valley Art Gallery	Culture & Enterta	Gallery			218 Main St	(831) 422-4162								Gift Cards Availa		salinasvalleyartg			salinasvalleyartg
John Steinbeck Salinas Public Library	Culture & Enterta	Library			350 Lincoln Ave	(831) 758-7311				John Steinbeck S					salinaslibrary	salinaspubliclibra	salinaslibrary		salinaspubliclibra
Salinas City Regional Heritage Center &	Culture & Enterta	Museum			1 Station Pl	(831) 757-8687				Salinas City Regi					soulofca	soulofca			soulofca.org
First Mayor's House	Culture & Enterta	Museum			20 Station Pl	(831) 214-8661										first_mayors_hou			firstmayorshouse
Monterey & Salinas Valley Railroad Mus	Culture & Enterta	Museum			15 Station Pl	(831) 789-8097									montereysalinas	monterey_salinas			msvrr.org
National Steinbeck Center	Culture & Enterta	Museum			1 Main St	(831) 775-4721		National Steinbe		National Steinbe					nationalsteinbeck	steinbeckcenter	steinbeckcenter		steinbeck.org
ARIEL Theatrical	Culture & Enterta	Theater			320 Main St	(831) 775-0976		ARIEL Theatrical							arieltheatrical	arieltheatrical	arieltheatrical		arieltheatrical.org
Fox Theater Salinas	Culture & Enterta	Theater			241 Main St	(831) 759-8459								Gift Cards Availa	foxtheatersalinas	fox_theater_salin	Fox_Theater		foxtheatersalinas
Artists Ink	Culture & Enterta	Non-Profit	Studio	Gallery	1 Midtown Ln	(831) 287-0407									artistsink2013	artists_ink			artistsink.org
The Steinbeck House	Culture & Enterta	Non-Profit	Food & Drink	Gift Shop	132 Central Ave	(831) 424-2735													steinbeckhouse.c
Alvarado Street Brewery Taproom	Food & Drink	American			301 Main St	(831) 356-0219	Alvarado Street E	Alvarado Street E		Alvarado Street E				Gift Cards Availa	alvaradostreetbre	asbtaproom			asb.beer
Amapola Kitchen And Wine Merchant	Food & Drink	American			32 W Gabilan St	(831) 262-0075													amapolakitchena
Dudley's Restaurant	Food & Drink	American			258 Main St	(831) 758-5257													dudleysoldtown.c
First Awakenings	Food & Drink	American			171 Main St	(831) 784-1125	First Awakenings	First Awakenings						Gift Cards Availa		firstawakeningsp	AwakeningsFirst		firstawakenings.n
Portobello's on Main	Food & Drink	American			150 Main St 116	(831) 770-6363		Portobello's on M						Gift Cards Availa		portobellosonmai			
The Growers Pub	Food & Drink	American			227 Monterey St	(831) 754-1488		The Growers Put						Gift Cards Availa	GrowersPub	thegrowerspub			growerspub.com
Dollycakes And Supplies	Food & Drink	Bakery			343 Monterey St	(831) 206-6686									DCandSupplies	_dollycakes_			dollycake-supplie
Energy All Day	Food & Drink	Bakery			317 Salinas St	(831) 256-2639									nrgallday	energy__all__day			
Otto's Bread Company	Food & Drink	Bakery			215 Monterey St	(831) 455-5142		Otto's Bread Con						Gift Cards Availa	ottosbread	ottosbread			
Sweet Reba's	Food & Drink	Bakery			268 Main St	(831) 601-4818	Sweet Reba's									sweetrebas			sweetrebas.com
The Bakery Station	Food & Drink	Bakery			202 Monterey St	(831) 783-1140		The Bakery Stati						Gift Cards Availa	thebakerystation	TheBakeryStatio			thebakerystation
201 Main	Food & Drink	Bar			201 Main St	(831) 800-7573				201 Main					201MAIN	201MAIN			201complex.com
Dubber's Oldtown Bar And Grill	Food & Drink	Bar			172 Main St	(831) 676-0256		Dubber's Oldtow							DubbersOldtown	dubbers_oldtown			dubbersbarandgr
Kings Den	Food & Drink	Bar			22 W Alisal St	(831) 422-1116		Kings Den											thekingsden.com
XL Public House	Food & Drink	Bar			127 Main St	(831) 800-7625	XL Public House								XLPublichouse	xlpublichouse			
Patria	Food & Drink	Bistro			228 Main St	(831) 424-5555	Patria	Patria	Patria	Patria				Gift Cards Availa	PatriaonMain	PatriaonMain			patriaonmain.com
Old Town Fish Chips	Food & Drink	British			18 E Gabilan St	(831) 422-3011													oldtownfishandch
The Valley Restaurant & Catering	Food & Drink	Catering			9 E San Luis St	(831) 208-6576				The Valley Resta						thevalleyrestaura			valleyrestaurant
Eagle Restaurant	Food & Drink	Chinese			26 W Alisal St	(831) 751-2312			Eagle Restaurant										eaglerestaurant.c
Brewjee Coffee Co	Food & Drink	Coffee Shop/Tea			16 E Gabilan St			Brewjee Coffee C		Brewjee Coffee C				Gift Cards Availa	brewjeecoffeeco	brewjeecoffeeco	brewjeecoffeeco		brewjeecoffeeco.
Cherry Bean Coffee Roasting Co.	Food & Drink	Coffee Shop/Tea			332 Main St	(831) 424-1989								Gift Cards Availa					
Gold Leaf Spice & Teas	Food & Drink	Coffee Shop/Tea			8 1/2 W Gabilan	(831) 753-7700								Gift Cards Availa	goldleafspicentea	goldleafteas			goldleafspiceand
Starbucks Coffee - Taylor Farms	Food & Drink	Coffee Shop/Tea			150 Main St	(831) 800-7983								Gift Cards Availa		taylorfarmstarbuc			starbucks.com
The Beerded Bean	Food & Drink	Coffee Shop/Tea			210 Main St			The Beerded Bea						Gift Cards Availa	thebeerdedbeanl	thebeerdedbean			thebeerdedbean.
Villa Rivera Café	Food & Drink	Coffee Shop/Tea			142 W Alisal St	(831) 256-7025			Villa Rivera Café					Gift Cards Availa	villariveracafe	villariveracafe			villariveracafe.co
Casa Sorrento Pizzeria	Food & Drink	Italian			393 Salinas St	(831) 757-2720		Casa Sorrento Pi							casasorrentopizz	casasorrento831			casasorrento.com
Mangia!	Food & Drink	Italian			328 Main St	(831) 256-2170		Mangia!							mangiaeatonmai	mangiaeatonmai			
Kokoro Sushi	Food & Drink	Japanese			36 W Gabilan St	(831) 228-5619		Kokoro Sushi								kokorosushi831			orderkokoro.com
Sushi Daruma	Food & Drink	Japanese			216 Main St	(831) 975-4667		Sushi Daruma						Gift Cards Availa		sushi__daruma			sushidaruma.com
Burrito King Taqueria	Food & Drink	Mexican			8 Midtown Ln	(831) 424-0159								Gift Cards Availa					
El Chilacatazo	Food & Drink	Mexican			337 Monterey St	(831) 753-0797										elchilacatazo.022			
El Colibri Restaurant And Deli	Food & Drink	Mexican			343 Main St	(831) 422-4133								Gift Cards Availa	gordonscafeandc				elcolibrirestauran
Mama Lupita's	Food & Drink	Mexican			321 Salinas St	(831) 622-9060										mamalupitas321			
Mi Tierra Restaurant	Food & Drink	Mexican			129 Main St	(831) 422-4631	Mi Tierra Restaur							Gift Cards Availa	mitierrasalinas	mitierrasalinas			ordermitierra.com
Michael's Grill & Taqueria	Food & Drink	Mexican			321 Main St	(831) 754-8917	Michael's Grill &	Michael's Grill &						Gift Cards Availa		michaelsgrilltaqu			michaelsgrilltaqu
Tacos Don Beto	Food & Drink	Mexican			42 W Gabilan St	(831) 272-3233			Tacos Don Beto					Gift Cards Availa		tacosdonbeto			
Villa Azteca	Food & Drink	Mexican			157 Main St	(831) 256-2669	Villa Azteca	Villa Azteca						Gift Cards Availa	VillaAztecaResta	villa_azteca			villaazteca.com
LA GRAN DIABLA	Food & Drink	Mexican/Sushi			131 Main St	(831) 422-5300				LA GRAN DIABL						lagrandiabla_			
Live @ Heirloom Pizza	Food & Drink	Pizza			344 Main St									Gift Cards Availa		live_at_heirloomp			heirloompizzapie
Farmers Union Pour House	Food & Drink	Tap/Tasting Roor			217 Main St	(831) 975-4890		Farmers Union P							FarmersUnionPo	farmersunionpou			
The Glasshouse	Food & Drink	Tap/Tasting Roor			221 Main St														
Caffe Soleil	Food & Drink	Cafe			8 W Gabilan St	(831) 676-0695									caffesoleilsalinas	caffesoleilsalinas			
Baar Chiropractic	Health	Chiropractor			2 Salinas St A	(831) 424-0496													backbonus.com
Alcoholics Anonymous	Health	Counseling			9 W Gabilan St	(831) 424-9874													aasalinas.org
Behavioral Intervention Associates	Health	Counseling			356 Main St	(831) 757-8687									bia4autism	bia4autism			bia4autism.org
Brian Caputo, AMFT	Health	Counseling			9 W Gabilan St	(831) 432-7080													
Mary A. Unruh-Tipton, LMFT	Health	Counseling			9 W Gabilan St	(831) 759-7291													
Thomas E Kiatta, LMFT	Health	Counseling			60 W Alisal St	(831) 422-1162													
Central Coast Audiology, Inc.	Health	Hearing			307 Main St 240	(831) 417-1000									ccaudiology				ccaudiology.com
La Gloria Medical Clinic	Health	Medical Clinic			2 Salinas St	(831) 422-1116													
Pacific Grove Psychiatry	Health	Mental Health			307 Main St	(831) 269-8116													
All Care Pharmacy	Health	Pharmacy			331 Main St	(831) 424-8053									AllcarePharmacy	allcare.pharmacy			allcarerx.net
Select Cal Physical Therapy	Health	Physical Therapy			408 Main St	(831) 273-0124		Select Cal Physic							SelectPTS		select_pt		selectphysicalthe
Barber Ernesto	Personal Service	Barber			237 Salinas St														
Clippers Hair Salon	Personal Service	Barber			355 Main St	(831) 800-3043													
House Of Blends	Personal Service	Barber			214 Main St	(831) 417-1000										hobsalinas			booksy.com
Prohibition Parlor	Personal Service	Barber			70 W Alisal St	(831) 758-2741										prohibitionparlor			

Business Name	Category	Sub-Category	Secondary	Tertiary	Address	Phone	Best of MC	Readers Choice	Blue Zones	SVCC	Veteran Owned	LGBTQ+ Owned	Woman Owned	Gift Card	Facebook	Instagram	X	LinkedIn	Website
R Barbers Barbershop	Personal Service	Barber			6 W Gabilan St S											r_barbers_barbe			
Tlatoani Professional Barbers #2	Personal Service	Barber			36 W Alisal St														
Beaute Aesthetics	Personal Service	Esthetician			240 Main St D	(831) 261-2786										beautexaesthetic			beauteaesthetics
Citrine Aesthetics	Personal Service	Esthetician			319 Salinas St	(831) 677-8863				Citrine Aesthetics					SkinByKarina	citrine.aesthetics			
MLN.Esthetics	Personal Service	Esthetician			364 Main St											mln.esthetics			mlnesthetics.glos
Pureskin Aesthetic Salon	Personal Service	Esthetician			369 Main St 206	(831) 424-3223									pureskinaesthetic	pureskinsalon			pureskin-salon.c
Serene Esthetics	Personal Service	Esthetician			78 W Alisal St	(831) 975-4175										the_salinas_aest			sereneesthetics.c
Dose Of Des	Personal Service	Grooming			240 Main St G														
Edith Beauty Salon	Personal Service	Grooming			339 Monterey St	(831) 595-1366													
Eterno Beauty	Personal Service	Grooming			364 Main St	(831) 794-7000										eterno_beauty_b			eternobeautybya
Glam By Cindyy	Personal Service	Grooming			6 W Gabilan St #	(831) 676-3833													
K Beauty Bar	Personal Service	Grooming			5 E Gabilan St #2														
Makin The Cut	Personal Service	Grooming			21 W Alisal St #	(831) 235-6299													
Pink Daisy Skin Care	Personal Service	Grooming			235 Salinas St										pinkdaisyskincar				
The Beauty Room	Personal Service	Grooming			237 Salinas St #	(831) 785-6176									thebeautyroomsa	_thebeautyroom_			beautyroomrf.cor
Treat Yourself Beauty By Steph	Personal Service	Grooming			364 Main St											tyb_bysteph			tyb-by-steph.squ
Reborn Fit	Personal Service	Gym			25 E Gabilan St	(831) 210-5036								Gift Cards Availa		reborn__fit			rebornfitlifestyle.c
Color Queen Studio	Personal Service	Hair Stylist			232 Melody Ln	(408) 628-8940										almita1235			
Hair By Gari	Personal Service	Hair Stylist			221 Main St	(831) 596-1116													
Hair By Maria Jose	Personal Service	Hair Stylist			237 Salinas St #7	(831) 774-2980													
Hair Care Salon	Personal Service	Hair Stylist			391 Salinas St	(831) 372-8026													
Hair Studio 212	Personal Service	Hair Stylist			212 Main St	(831) 998-7803								Gift Cards Availa					
Shear Beauty	Personal Service	Hair Stylist			319 Main St #2	(831) 800-3175								Gift Cards Availa		hairby.lg2			
Tu Estilo Hair Boutique	Personal Service	Hair Stylist			242 Main St	(831) 424-0320								Gift Cards Availa					
Flow Cryotherapy	Personal Service	Health Services			311 Salinas St	(831) 975-4449									flowcryotherapy	flowcryo831			flow-cryotherapy.
Eternity Touch	Personal Service	Massage			5 E Gabilan St #2														
Happy Feet	Personal Service	Massage			364 Main St	(831) 758-3787													
J.M. Scheel	Personal Service	Massage			344 Salinas St	(831) 970-2757													
Perfect Massage	Personal Service	Massage			6 W Gabilan St #	(831) 417-1000													
The WellNest Holistic Massage	Personal Service	Massage			369 Main St #20	(831) 601-0844									daynapayneholis				thewellnestmass
Audacia Aesthetics	Personal Service	Medical Aesthetic			2 Salinas St Suit	(831) 676-8051										audaciaaesthetic			audaciaaesthetic
Salinas Valley Medical Aesthetics, Inc	Personal Service	Medical Aesthetic			30 Central Ave	(831) 753-7971				Salinas Valley Me					salinasvalleymed	svmedaesthetics			svmedaesthetics
Remedy Spa	Personal Service	Medical Spa			10 W Alisal St	(831) 574-8511				Remedy Spa				Gift Cards Availa	remedyspamd	remedyspamd			remedyspa.net
Revive Beauty Bar	Personal Service	Medical Spa			307 Main St	(831) 272-2506										revivebeautybar			revivebeautybara
Erica's Glamorous Touch	Personal Service	Nails														ericas_glamorou			
Serenity Nails And Spa	Personal Service	Nails			364 Main St											_nailsbynorma			square.site
Tulip Nails	Personal Service	Nails			389 Salinas St	(831) 800-2566		Tulip Nails								tulipnails_07			
Chang's Nails	Personal Service	Nails			365 Main St	(831) 801-0431													
Aquablue Skin & Body Spa	Personal Service	Spa			229 Main St	(831) 422-2500		Aquablue Skin &						Gift Cards Availa	aquabluespas	aquabluespa			aquabluespa.con
Salinas Gateway Senior Apartments	Real Estate	Apartment			25 Lincoln Ave														jsco.net
Steinbeck Commons Apartments	Real Estate	Apartment			10 Lincoln Ave	(831) 754-1918													steinbeckcommo
Cushman And Wakefield	Real Estate	Commercial Rea			328B Main St	(831) 449-8000									CushmanWakefie	cushwake	cushwake		cushmanwakefiel
Blancas Construction, Inc.	Real Estate	Construction			6 W Gabilan St #	(831) 320-4101				Blancas Construc					blancasconstruct	blancasconstruct			
Pio M Construction	Real Estate	Construction			374 Main St	(831) 202-0039										piomconstruction			piomconstruction
RH Concrete	Real Estate	Construction			6 W Gabilan St #	(408) 947-8933													rhconcrete.com
Slam A Door	Real Estate	Construction			137 Monterey St	(831) 757-3511													slamadoor.com
Staples Construction Company	Real Estate	Construction			344 Salinas St	(805) 535-7800									staplesconstructi	staplesconstructi			staplesconstructi
Swinerton Builders	Real Estate	Construction			307 Main St														swinerton.com
Blue Adobe Mortgage	Real Estate	Mortgage Broker			362 Main St	(831) 250-5559		Blue Adobe Mort		Blue Adobe Mort					blueadobemortga	blueadobemortga			blueadobemortga
Premier Mortgage Resources	Real Estate	Mortgage Broker			336 Main St	(831) 801-6088									PMRloansUSA	pmrloans	pmrloans		pmrloans.com
36 North Properties	Real Estate	Property Manage			369 Main St M	(831) 484-4604		36 North Properti		36 North Properti					36NorthProperty	36northproperties			36northpm.com
Alpha Property Management	Real Estate	Property Manage			5 E Gabilan St #2	(831) 320-2729													alphapropertyma
Coast & Valley Properties, Inc	Real Estate	Property Manage			376 Main St	(831) 757-1270		Coast & Valley P		Coast & Valley P					CoastandValleyP	coastandvalleypr	CoastandValley		coastandvalleypr
Gabilan Properties	Real Estate	Property Manage			4 W Gabilan St														
DeSerpa Real Estate Investment & Dev	Real Estate	Property Manage			416 Main St	(831) 757-4602				DeSerpa Real Es									deserpa.com
Kobrinsky Group	Real Estate	Property Manage			235 Monterey St	(831) 649-3505				Kobrinsky Group									kobrinskygroup.c
Piini Realty	Real Estate	Property Manage			263 Lincoln Ave	(831) 324-0617				Piini Realty									piinirealty.com
Atlas Premier Properties	Real Estate	Real Estate Brok			426 Main St											atlaspremierprop			
Intero Real Estate Services	Real Estate	Real Estate Brok			221 Main St. #20	(831) 262-9139									interorealestates				intero.com
M2 Realty Group	Real Estate	Real Estate Brok			50 W Alisal St	(831) 235-6299		M2 Realty Group							MSQUAREDRE	msquaredrealtyg			msquaredrg.com
NT Real Estate & Central Coast Capital	Real Estate	Real Estate Brok			222 Main St	(831) 272-3103													montereybayhou
Priority Real Estate	Real Estate	Real Estate Brok			6 W Gabilan St #														
REMAX PROPERTY EXPERTS	Real Estate	Real Estate Brok			233 Monterey St										propertyexpertsr	remaxpropertyex			remaxpropertyex
Steinbeck Real Estate & Mortgage	Real Estate	Real Estate Brok			12 W Gabilan St	(831) 809-5199		Steinbeck Real E							SteinbeckRealEs	steinbeckrealesta	SteinbeckRE		steinbeckre.com
First American Title Company	Real Estate	Title Company			307 Main St #31	(408) 487-5055		First American Ti		First American Ti					FirstAmericanTitl	first_american			firstamericanmor
Downtown Book & Sound	Retail	Bookstore			213 Main St	(831) 477-6700	Downtown Book							Gift Cards Availa	DowntownBooka	downtownbookar	bookdowntown		downtownbookar
Redefined Bridal	Retail	Bridal Shop			10 W Gabilan St	(831) 676-3586									RedefinedClothin	redefinedbridal			redefinedbridal.c

Business Name	Category	Sub-Category	Secondary	Tertiary	Address	Phone	Best of MC	Readers Choice	Blue Zones	SVCC	Veteran Owned	LGBTQ+ Owned	Woman Owned	Gift Card	Facebook	Instagram	X	LinkedIn	Website
Oh! Baby	Retail	Children's Clothi	Resale		335 Monterey St	(831) 424-2250								Gift Cards Availa	ohbabysalinas	ohbabysalinas			
Apotheca.	Retail	Consumer Good	Gift Shop		9 E Gabilan St								Woman Owned			apotheca.dot			shopapotheca.co
Eli's Amazing Deals	Retail	Consumer Good	Resale		329 Monterey St	(831) 998-7677										salinasliquidation			
Gifts On The Go	Retail	Consumer Good	Gift Shop		150 Main St 112	(831) 758-5118	Gifts on the Go	Gifts On the Go						Gift Cards Availa		giftsonthegosalin			shopgiftsonthego
Benjamin Moore - Golden State Paint	Retail	Consumer Good			333 Main St	(831) 676-0290										goldenstatepaint			goldenstatepaint.
Green's Camera World	Retail	Consumer Good			350 Main St	(831) 424-5247				Green's Camera					greencameraworl		greenscamera		greenscamera.co
MP Vacuum	Retail	Consumer Good			233 Salinas St	(831) 753-7433									MPVACUUM	mpvacuum			mpvacuum.com
Old Town Antiques	Retail	Consumer Good	Resale		202 Main St			Old Town Antique								salinasoldtownar			
Paper Tacos	Retail	Consumer Good			44 W Alisal St	(831) 970-2472				Paper Tacos					PaperTacos	paper_tacos			Papertacos.com
The D.J. Booth	Retail	Consumer Good			345 Monterey St	(831) 424-2232									djboothmusicco		djboothmusicco		djboothmusicco.c
Valley Trophy & Detectors	Retail	Consumer Good			256 Main St	(831) 751-3116				Valley Trophy & D					ValleyTrophiesIn				valleytrophies.ne
West Coast Cookware	Retail	Consumer Good			28 Lincoln Ave										westcoastcookwa	westcoastcookwa			westcoastcookwa
Zum Zum Tea	Retail	Consumer Good			35 Stone St	(831) 809-8331								Gift Cards Availa	zumzumteas	zumzumtea			zumzumtea.com
Beck's Shoes and Repair	Retail	Footwear			354 Main St	(831) 424-7569													becksshoes.com
Casona On Main	Retail	Furniture			150 Main St	(831) 998-7634								Gift Cards Availa	casonaonmain	casonaonmain			
McWherter's Jewelers	Retail	Jewelry			236 Main St	(831) 422-6181		McWherter's Jew		McWherter's Jew					McWhertersJewe	mcwhertersjewel			mcwhertersjewel
Shilohs Locket Permanent Jewelry	Retail	Jewelry			14 Midtown Ln	(831) 905-8913										shilohslocket	shilohslocket		
Tony's Jewelry	Retail	Jewelry			219 Monterey St	(831) 272-3438		Tony's Jewelry							FollowTonysJewe	tonysjewelry1			tonysjewelry.net
Central Liquor	Retail	Liquor & Tobacco			118 Central Ave														
Grapes N Grain	Retail	Liquor & Tobacco			385 Salinas St														
Hi-Life Smokes	Retail	Liquor & Tobacco			349 Monterey St	(831) 757-4089													
Bobcat Bicycles	Retail	Sports			141 Monterey St	(831) 422-3453		Bobcat Bicycles		Bobcat Bicycles				Gift Cards Availa	bobcatbicycles	bobcatbicycles			bobcatbicycles.c
Max Fit Nutrition	Retail	Sports			341 Monterey St	(831) 998-7876										shopmaxfit			maxfitmeals.com
Valley Bikes	Retail	Sports			64 W Alisal St	(831) 422-3453		Valley Bikes							ValleyBike	valleybikes831			valleybikes831.c
AK Fashion	Retail	Womens Clothing			246 Main St	(831) 809-5199										ak_fashiionn			
BerBlue Boutique	Retail	Womens Clothing			237 Salinas St #2											berblue.boutique			
Bliss Boutique	Retail	Womens Clothing			300 Main St	(831) 647-1193	Bliss Boutique	Bliss Boutique							BlissBoutique	bliss_boutique			bebeautifulinbliss
Head over Heels Fashion Lounge	Retail	Womens Clothing			248 Main St	(831) 753-7080								Gift Cards Availa	headoverheels83	headoverheels83			shopheadoverhe
Vintage Blossom Boutique	Retail	Womens Clothing			150 Main St #13										vintageblossomb	vintageblossomb			
ISA In Studio Architecture	Services	Architect			250 Main St														isarch.net
Kasavan Architects	Services	Architect			60 W Market St #	(831) 424-2232				Kasavan Architec									kasavanarch.com
Peartree + Belli Architects	Services	Architect			235 Monterey St	(831) 422-5327				Peartree + Belli A					PeartreeBelliArch				peartreebelli.com
Bank Of America	Services	Bank			405 Main St	(831) 758-7306				Bank Of America					BankofAmerica	bankofamerica	BankofAmerica		bankofamerica.c
Chase Bank	Services	Bank			425 Main St	(831) 754-5444									chase	chase	chase		chase.com
Mechanics Bank	Services	Bank			307 Main St #20					Mechanics Bank					MechanicsBank1	mechanics_bank	mechanicsbank		mechanicsbank.c
Pacific Valley Bank	Services	Bank			422 Main St	(831) 771-4330		Pacific Valley Ba	Pacific Valley Ba	Pacific Valley Ba									pacificvalleybank
A&G Facility Services LLC	Services	Business			161 Main St Ste	(831) 208-1314				A&G Facility Ser						agfacilityservices			servicesbyag.com
Events By Vero	Services	Business			364 Main St											eventsbyvero			
Itradenetwork	Services	Business			307 Main St 100	(831) 320-2655									iTradeNetworkIn				itradenetwork.co
LAZ Parking	Services	Business			20 E Market St														
Maureen Wruck Planning Llc	Services	Business			21 W Alisal St #	(831) 272-4858				Maureen Wruck									Mwruck.com
Monterey County Surveyors	Services	Business			324 Lincoln Ave	(831) 800-7900													
One Workplace	Services	Business			325 Main St	(831) 272-3524				One Workplace						oneworkplace			oneworkplace.co
Salinas Valley Chamber Of Commerce	Services	Business			119 E Alisal St	(831) 751-7725		Salinas Valley Ch							SalinasValleyCha	salinaschamber	salinaschamber		salinaschamber.c
Viva Billing & Consulting, Inc	Services	Business			416 Main St B	(831) 422-6261													vivabilling.com
Western Growers Center For Innovation	Services	Business			150 Main St #13	(831) 455-5142				Western Growers					wgcit		wg_cit		wginnovation.co
Jeanne Robinson Dance Studio	Services	Dance Studio			380 Monterey St			Jeanne Robinso											jeannerobinsond
NCA Dance Studio	Services	Dance Studio			335 Melody Ln											ncadancestudio			ncadance.com
Salinas School of Dance	Services	Dance Studio			40 W Gabilan St	(831) 837-7006		Salinas School o							salinasschoolofd	salinasschoolofd			salinasschoolofd
Balance Staffing	Services	Employment			313 Main St A										balancestaffingfir		BalanceStaffCo		balancestaffing.c
Express Employment Professionals	Services	Employment			45 W Alisal St	(831) 920-1857				Express Employ							expresspros		expresspros.com
Full Steam Staffing	Services	Employment			415 Salinas St	(831) 758-9040									FullSteamStaffing	fullsteamstaffing	fullsteamstaff		fullsteamstaffing.
Monterey County Works	Services	Employment			344 Salinas St	(831) 796-3341				Monterey County					MontereyCounty	monterey_county			montereycountyw
BKF Engineers	Services	Engineering			307 Main St	(831) 205-5880									BKFengineers	bkfengineers	BKF_Engineers		bkf.com
Central Coast Engineers, Inc.	Services	Engineering			21 W Alisal St #	(831) 753-2324													
Harris & Associates	Services	Engineering			60 W Alisal St	(831) 975-4555									harrisassoc	harrisassoc	harrisassoc		weareharris.com
Rpm Team, Llc	Services	Engineering			295 Main St 210														
Soil Surveys Group, Inc	Services	Engineering			119 Central Ave	(831) 757-2172													
Structural Design Services And Enginee	Services	Engineering			6 W Gabilan St #														sdseinc.com
Taluban Engineering, Inc	Services	Engineering			103 Church St	(831) 754-0545													
Ameriprise Financial	Services	Financial			307 Main St	(831) 772-9873				Ameriprise Finan									ameripriseadviso
Embarcadero Financial Group	Services	Financial			7 John St	(831) 754-2027									embarcaderofina		EFG_SF		embarcaderofina
Fred F Sprinz, CFP	Services	Financial			21 W Alisal St	(831) 754-2027													
Golden Gate Bookkeeping & Tax Servic	Services	Financial			344 Salinas St #	(831) 422-1925													
Hastie Financial Group	Services	Financial			307 Main St	(831) 422-4910		Hastie Financial		Hastie Financial					HastieFinancialG	hastiefinancialgro	HastieFinancial		hastiefinancialgro
Ingraham and Associates CPAs	Services	Financial			412 Main St	(831) 422-6261				Ingraham and As					ingrahamcpas				ingrahamcpas.co
Integris Wealth Management	Services	Financial			60 W Alisal St, #1	(831) 333-1717				Integris Wealth M					integriswealth			integris-wealth-m	integriswealth.co
Quiroz Tax Services	Services	Financial			344 Salinas St	(831) 269-0111										quiroztaxservice			
Rowe Insurance Services	Services	Financial			344 Salinas St	(831) 757-6060													
Taxpoa	Services	Financial			344 Salinas St #	(818) 321-5231													taxpoaa.com
Teacher's Pension	Services	Financial			369 Main St #20	(800) 474-1440									TeachersPension				tpensions.com
The Gladstone Companies	Services	Financial			17 E Gabilan St	(877) 323-7374									TheGladstoneCo		GladstoneComps		gladstonecompa
City Of Salinas	Services	Government			200 Lincoln Ave	(831) 837-6000	City of Salinas		City of Salinas						cityofsalinas		cityofsalinas		cityofsalinas.org

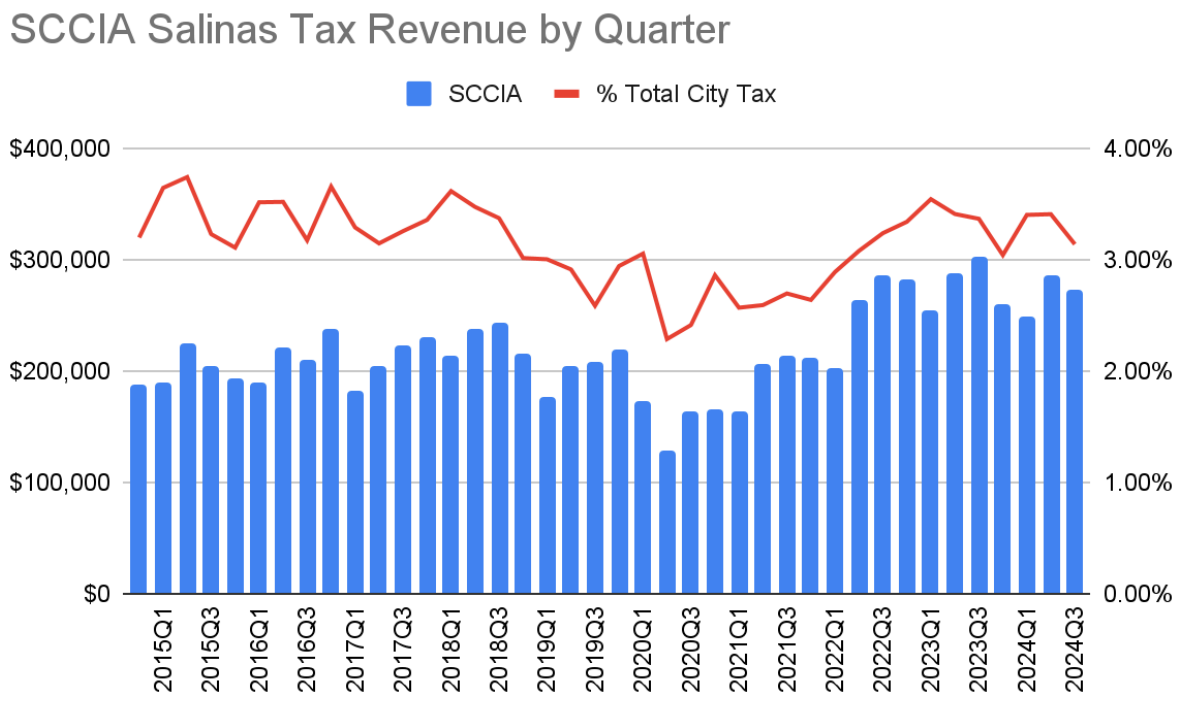
Business Name	Category	Sub-Category	Secondary	Tertiary	Address	Phone	Best of MC	Readers Choice	Blue Zones	SVCC	Veteran Owned	LGBTQ+ Owned	Woman Owned	Gift Card	Facebook	Instagram	X	LinkedIn	Website
City Of Salinas - Fire Department	Services	Government			200 Lincoln Ave	(831) 758-7233									SalinasFireDepa	salinasfiredepart	cityofsalinas		cityofsalinas.org
City Of Salinas - Police Department	Services	Government			200 Lincoln Ave	(831) 758-7387				City Of Salinas -					SalinasPoliceDep	salinaspolicedep	SalinasPD		salinaspd.org
Councilmember Margaret D'Arrigo	Services	Government			200 Lincoln Ave	(831) 905-6471													https:
Mayor Dennis Donohue	Services	Government			200 Lincoln Ave														https:
Representative Zoe Lofgren	Services	Government			142 W Alisal St #	(831) 758-7261									zoelofgren				lofgren.house.go
Speaker Robert Rivas	Services	Government			60 W Market St.	(831) 759-8676									CASpeakerRivas	caspeakerrivas			speaker.asmdc.o
Supervisor Luis Alejo	Services	Government				(831) 755-5011									SupervisorAlejo		SupervisorAlejo		countyofmontere
Alliant Insurance Services, Inc	Services	Insurance			150 Main St 220	(831) 789-8565				Alliant Insurance									alliant.com
Bay And Basin Insurance Services	Services	Insurance			371 Main St	(925) 708-1122				Bay And Basin In					BayandBasinInsu	bayandbasinins	bayandbasinins		bayandbasinins.c
Family First Life Agency	Services	Insurance				(831) 837-8938									familyfirstlife	familyfirstlife	familyfirstlife		familyfirstlife.com
Derek Diaz Farmers Insurance Agency	Services	Insurance			242 1/2 Main St	(831) 319-4623									keepingyourfamil				derekdiazinsuran
Gonzalez and Associates Insurance Ser	Services	Insurance			106 Lincoln Ave	(833) 275-7232													gonzins.com
John T Menold, CLU	Services	Insurance			60 W Alisal St	(831) 422-8737													
Willette Jones State Farm Insurance	Services	Insurance			341 Main St	(831) 424-7505		Willette Jones St							WilletteJonesSta	yourdowntownag			willettejones.com
Aaron J Breeden Esq	Services	Legal			5 E Gabilan St #2														
Alternative Dispute Resolution, APC	Services	Legal			60 W Alisal St 10					Alternative Dispu							ADRcorp		baileyadr.com
Bava & Associates Pc	Services	Legal			295 Main St 600														
Blanca Zarazua Abogada, Attorney At La	Services	Legal			313 Salinas St	(831) 422-0302													zaralaw.com
Bolour-Carl Immigration Group	Services	Legal			369 Main St										BolourCarlImmig		BCImmGroup		americanvisas.ne
Chris Cain Law	Services	Legal			6 W Gabilan St #	(831) 296-0060				Chris Cain Law						chriscainlaw			chriscainlaw.com
Cypress Coast Law PC	Services	Legal			44 W Alisal St Su	(831) 424-1764									CypressCoastLa				cypresscoastlaw.
Haworth, Bradshaw, Stallknecht & Barb	Services	Legal			344 Salinas St	(831) 443-4400													haworthlaw.com
Hernandez Law Firm	Services	Legal			40 Central Ave	(831) 424-3482													miguelhernandez
Jeffrey A Gobell, Attorney At Law	Services	Legal			21 W Alisal St #1														
JRG Attorneys At Law	Services	Legal			318 Cayuga St					JRG Attorneys At					JRGatty	jrgattorneys			jrgattorneys.com
Law Office Of Bruce J Kitchin	Services	Legal			344 Salinas St	(831) 759-0900													
Law Office Of John Klopfenstein	Services	Legal			9 W Gabilan St	(831) 610-5921									JohnKlopfenstein				criminaldefensel
Law Office Of Magnolia Zarraga	Services	Legal			114 Church St	(831) 757-4615									AbogadaMagnoli				zarragalaw.com
Law Office Of Maribel Penaloza	Services	Legal			307 Main St	(831) 800-6395									lawofficeofmaribe				penalozalaw.com
Law office of Michelle Noble McCain	Services	Legal			106 Central Ave														michellenoblemc
Law Offices Of Deok J Kim	Services	Legal			161 Main St #2														
Law Offices Of William V Pernik	Services	Legal			40 Central Ave	(831) 222-3922									perniklaw				perniklaw.com
Michael A. Atteridge, Attorney At Law	Services	Legal			21 W Alisal St	(831) 424-4895													
Milla Legal Document Services	Services	Legal			90 W. Alisal St	(831) 422-2719				Milla Legal Docu					MillaLDS	millalegaldocume			millalegaldocume
Moncrief & Hart	Services	Legal			16 W Gabilan St	(831) 783-0779		Moncrief & Hart		Moncrief & Hart									moncriefhart.com
Noland Hamerly Etienne & Hoss	Services	Legal			333 Salinas St #	(831) 772-8300		Noland Hamerly		Noland Hamerly					toprankedattorne				nheh.com
Robert Pitman, Attorney At Law	Services	Legal			21 W Alisal St #1														
Sheri Perlman	Services	Legal			6 W Gabilan St #	(831) 754-6669													
Susan A. Sutton, Attorney At Law	Services	Legal			21 W Alisal St	(831) 771-1970													
Taylor And Dolowich, Professional Law	Services	Legal			241 Salinas St	(214) 888-2800									TaylorDolowich				taylordolowich.co
The Setterquist Law Firm	Services	Legal			44 W Alisal St										SetterquistLawFi				
W. Scott Erdbacher Attorney At Law	Services	Legal			21 W Alisal St 10	(831) 594-5175													
Xavier Nady Attorney At Law	Services	Legal			261 Lincoln Ave	(831) 424-0545													
A&Z Trucking Inc	Services	Logistics			5 E Gabilan St #2														aandztrucking.co
Genesis Freight Lines	Services	Logistics			34 Central Ave														genesisfreightline
H&H Transportation Inc	Services	Logistics																	
Lipeline Logistics	Services	Logistics			372 Main St														
Valley Express Llc	Services	Logistics			9 W Gabilan St 1	(831) 676-0689													
Wilson & Sons Trucking	Services	Logistics			376-A Main St	(831) 443-1882										wilsonfamilytruck			
Abe - Signs	Services	Marketing			6 W Gabilan St #										ABESigns				
B-Impressed Branding Solutions	Services	Marketing			351 Main St										bimpressedbranc		Bimpressed		bimpressed.com
Hey Mr Hat	Services	Marketing			9 W Gabilan St	(831) 261-7371									HeyMrHat	heymrhat			thehatisback.wee
TMD Creative	Services	Marketing			90 W Alisal St	(831) 758-6425		TMD Creative		TMD Creative					tmdcreative	tmdcreative			tmdcreative.com
Mag One Media	Services	Media			369 Main St 201	(831) 800-7639				Mag One Media					Magonemedia	magonemedia			magonemedia.co
Radio Bilingue Inc	Services	Media			161 Main St #4										RadioBilingueKH				radiobilingue.org
Salad Bytes Media	Services	Media			21 W Alisal St										SaladBytesMedia	saladbytes			
Action Council Of Monterey County	Services	Non-Profit			295 Main St	(831) 208-1314									ActionInspiringCt	ACTIONCouncil			actioncouncil.org
Alliance On Aging	Services	Non-Profit			247 Main St	(831) 655-1334		Alliance on Aging							aoamonterey		AOAmonterey		allianceonaging.c
American Cancer Society	Services	Non-Profit			44 W Alisal St					American Cance									
CHISPA	Services	Non-Profit			295 Main St #10	(831) 757-6251				CHISPA						chispahousing			chispahousing.or
Center For Community Advocacy	Services	Non-Profit			22 W Gabilan St	(831) 753-2324				Center For Comr					CenterforCommu	centerforcommur			cca-viva.org
Central Coast Center Independent Livin	Services	Non-Profit			318 Cayuga St	(831) 757-2968									CentralCoastILC	_cccil	CentralCoastILC		cccil.org
Digital NEST	Services	Non-Profit			210 Salinas St	(831) 722-6378				Digital NEST					DigNEST	digitalnest	DigiNEST		digitalnest.org
Door To Hope	Services	Non-Profit			130 W Gabilan S	(831) 758-0181				Door To Hope					doortohope.mcst				doortohope.org
Harmony At Home	Services	Non-Profit			9 W Gabilan St #	(831) 272-6644				Harmony At Hom					harmonyathome.	4harmonyathome	Harmony_at_Hor		harmony-at-home
Housing Resource Center Monterey Co	Services	Non-Profit			60 W Market St	(831) 424-9186				Housing Resourc					HRCoMC	hrcmonterey	HRCMonterey		hrcmontereycour
ITNMontereyCounty	Services	Non-Profit	Transportation		236 Monterey St	(831) 233-3447				ITNMontereyCou					ITNmc2025	itnmonterey	ITNMC		itnmontereycount
MILPA Collective	Services	Non-Profit			339 Melody Ln	(831) 676-3079									MILPACollective	milpacollective	milpacollective		milpacollective.o
Oldtown Salinas Foundation	Services	Non-Profit			21 W Alisal St #	(831) 758-0725									oldtownsalinasfa	salinasfarmersma			oldtownsalinasfo
Salinas City Center	Services	Non-Profit			10B Midtown Ln	(831) 905-1422	Salinas City Cent	Salinas City Cent		Salinas City Cent					salinascitycenter	salinascitycenter			salinascitycenter.
Salinas PAL	Services	Non-Profit			100 Howard St	(831) 512-1900		Salinas PAL							salinaspal	salinas_pal			salinaspal.org
Salinas Downtown Rotary Club	Services	Non-Profit			1 Main St					Salinas Downtow					SalinasRotary	salinasrotary			salinasrotary.org
Salinas Valley Food & Wine	Services	Non-Profit			21 W Alisal St #	(831) 774-1434									SalinasValleyFoo	SalinasValleyFoo			salinasvalleyfood

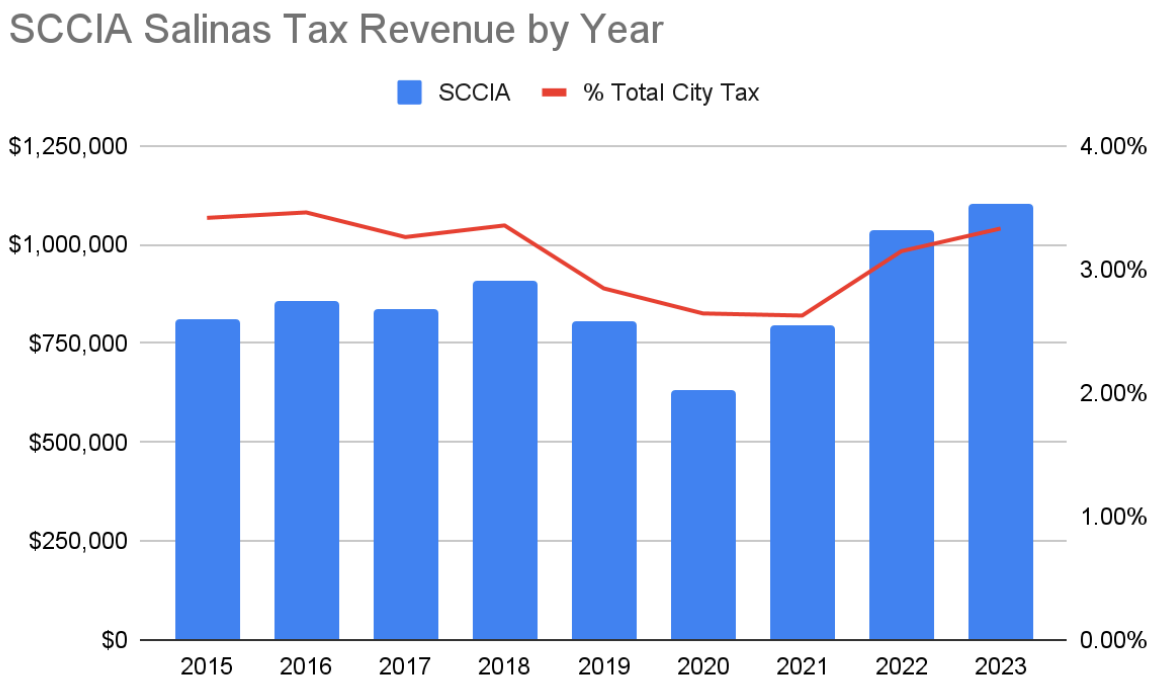
Business Name	Category	Sub-Category	Secondary	Tertiary	Address	Phone	Best of MC	Readers Choice	Blue Zones	SVCC	Veteran Owned	LGBTQ+ Owned	Woman Owned	Gift Card	Facebook	Instagram	X	LinkedIn	Website
Salinas Valley Health Foundation	Services	Non-Profit			60 W Market St	(831) 759-1880									salinasvalleyheal	SalinasValleyHea			SalinasValleyHea
Special Kids Connect	Services	Non-Profit			334 Main St	(831) 372-2730									specialkidsconne	specialkidsconne			specialkidsconne
The Blind and Visually Impaired Center	Services	Non-Profit			236 Monterey St	(831) 649-3505				The Blind and Vis					BVICenter	theblindandvisua			blindandlowvisior
United Way Monterey County	Services	Non-Profit			232 Monterey St	(831) 757-4615									uwmonterey	unitedwaymonter	unitedwaymcca		unitedwaymcca.c
Institute On Aging	Services	Personal			44 W Alisal St	(831) 230-6578									IOASFBAY	ioaging	IOASFBAY		ioaging.org
Monterey County Republican Party	Services	Personal			414 Main St										MontereyGOP	montereygop	mcrp_ca		montereyrepublic
Peninsula Arts & Crafts	Services	Personal			225 Main St														
Skillet Creek Weapon Systems	Services	Personal			21 W Alisal St St	(831) 998-8632									SkilletCreekWea	SkilletCreekWea			skilletcreekweapo
Travelers Hotel	Services	Personal			16 E Gabilan St														
Central Barks	Services	Pet Grooming			254 Main St	(831) 902-0905								Gift Cards Availa		centralbarks.salo			
B. Nice Photos	Services	Photography			5 E Gabilan St #2	(831) 585-4458									b.nicephotos	b.nicephoto			bnicephotos.com
Beautiful Blessings Photography & Bout	Services	Photography			342 Main St	(831) 975-5473									BeautifulBlessing	beautifulbphoto			beautifulblessing
Cook's Photography	Services	Photography			353 Main St	(831) 424-5486										cooksphotograph			cooksphotograph
JE Photography	Services	Photography			380 Main St														
Naked Beauties Studio	Services	Photography			44 W Alisal St	(831) 320-6238													
Copy Mat	Services	Printing			44 W Gabilan St			Copy Mat								copymat1			salinascopymat.c
MP Express	Services	Printing			324 Lincoln Ave	(831) 758-9040				MP Express									myexpressprinter
Buena Vista Produce	Services	Produce			5 E Gabilan St #2	(831) 770-1148													
Elkhorn Packing	Services	Produce			60 W Market St #														elkhornpacking.c
Latitude 36 Foods, Llc	Services	Produce			17 E Gabilan St	(831) 751-0429				Latitude 36 Food					latitude36foods	latitude36foods			latitude36foods.c
R&R Fresh Fruit & Vegetables	Services	Produce			60 W Alisal St	(831) 455-0125													
Taylor Farms	Services	Produce			150 Main St	(831) 975-4037	Taylor Farms	Taylor Farms	Taylor Farms	Taylor Farms					taylorfarms	yourtaylorfarms	yourtaylorfarms		taylorfarms.com
Adaptive Information Systems	Services	Technology			378 Main St											adaptive_informa			adaptiveis.net
Flexit Llc	Services	Technology			60 W Alisal St	(831) 800-1359				Flexit Llc							FlexinTech		flexit.ai
Kingsbridge Technologies	Services	Technology																	
Greyhound Bus	Services	Transportation			11 Station Pl														greyhound.com
Kwik Serv Salinas	Services	Transportation			201 Monterey St	(831) 676-3764													
Monterey Salinas Transit	Services	Transportation			110 Salinas St					Monterey Salinas					montereysalinas.	mst_bus			mst.org
Salinas Amtrak Station	Services	Transportation			11 Station Pl	(800) 872-7245													amtrak.com
Deputy Sheriff'S Association Of Montere	Services	Union			60 W Alisal St										DSAofMontereyC	DSAofMontereyC	DSAofMontereyC		mocodsa.net
Salinas Firefighters Association	Services	Union			5 E Gabilan St #2					Salinas Firefighte					salinasfirefighters	salinasfirefighters			salinasfirefighters
Seiu 521	Services	Union			334 Monterey St	(831) 784-2560									SEIU521	SEIU521	SEIU521		seiu521.org
Friends Of The Salinas Public Library	Services	Non-Profit	Bookstore		350 Lincoln Ave	(831) 758-7182										fospl			friendsofthesalina

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 Year
SCCIA
% Total City Tax
$1,250,000
$1,000,000
$750,000
$500,000
$250,000
$0
4.00%
3.00%
2.00%
1.00%
0.00%
2015
2016
2017
2018
2019
2020
2021
2022
2023

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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
ALSALAHI 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

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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%

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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%

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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%

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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	

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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	

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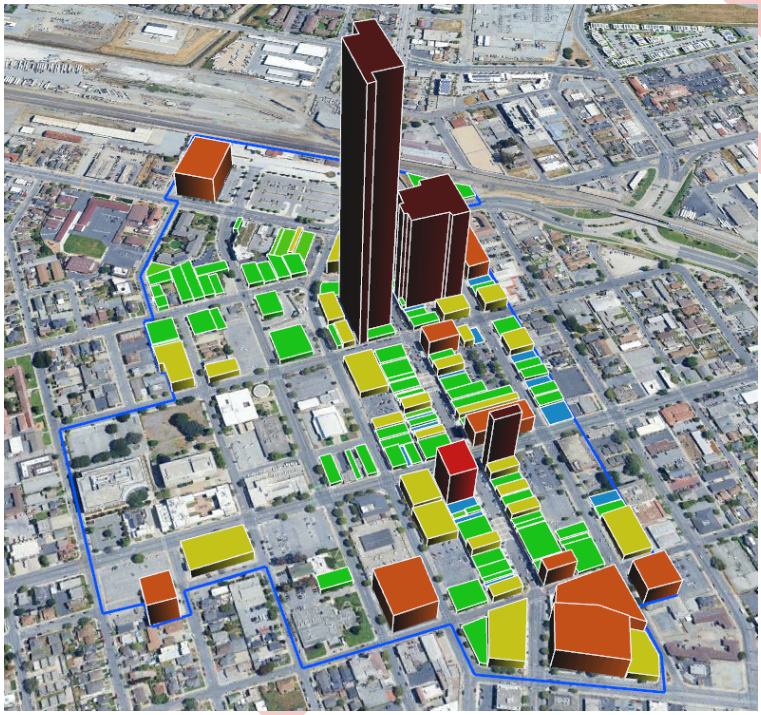
002-253-030-000	230 Church St	$0	$0	
002-253-032-000	*no Site Address*	$0	$0	
002-253-033-000	*no Site Address*	$0	$0	
002-253-034-000	*no Site Address*	$0	$0	
002-322-018-000	142 W Alisal St	$0	$0	
002-331-010-000	101 W Alisal St	$0	$0	
002-341-002-000	320 Main St	$0	$0	
002-341-014-000	345 Salinas 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.



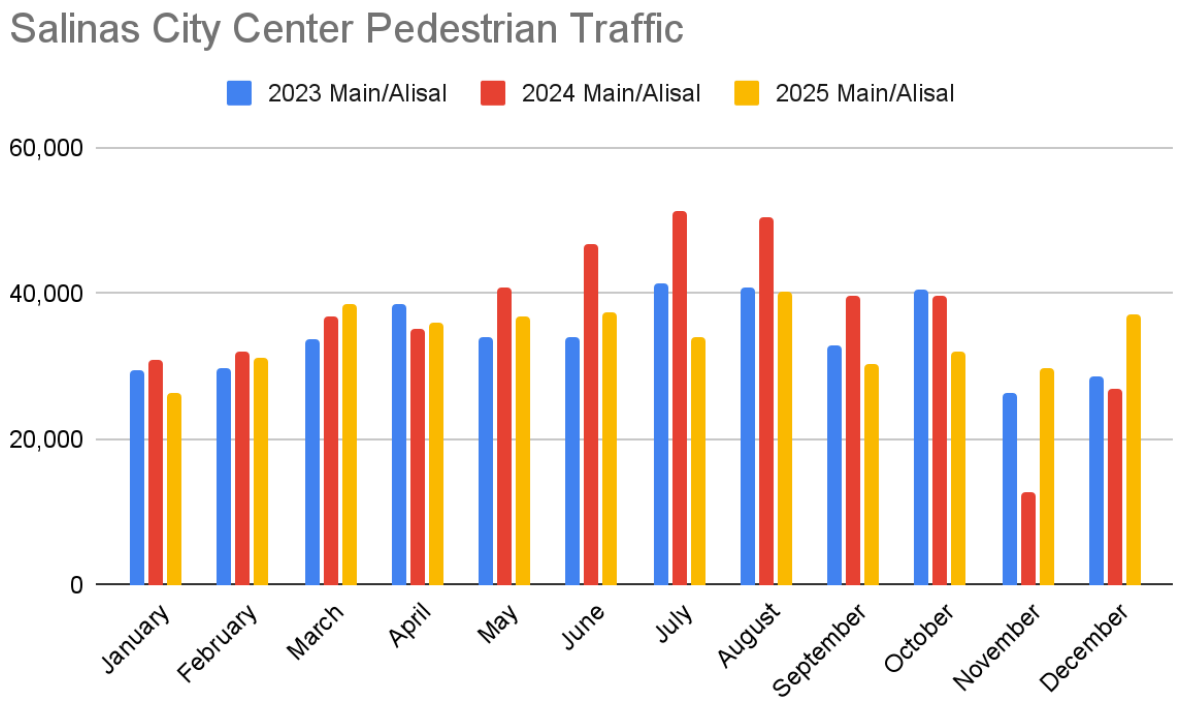
Visual Representation of Assessed value and property taxes.

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

Over 400,000 pedestrians utilized the scramble crosswalk on the intersection of Main Street and Alisal Street in 2025.



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Pedestrian Data

	2023 Main/Alisal	2024 Main/Alisal	2025 Main/Alisal	Change
Total Pedestrians	409,996	442,900	409,516	-7.54%
Ave Monthly Pedestrians	34,166	36,908	34,126	-7.54%

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

Month	2023 Main/Alisal	2024 Main/Alisal	2025 Main/Alisal	Change
January	29,328	30,924	26,196	-15.29%
February	29,831	31,895	31,224	-2.10%
March	33,685	36,792	38,474	4.57%
April	38,660	35,121	35,929	2.30%
May	33,924	40,832	36,742	-10.02%
June	34,108	46,632	37,378	-19.84%
July	41,410	51,332	34,116	-33.54%
August	40,872	50,544	40,317	-20.23%
September	32,865	39,745	30,163	-24.11%
October	40,619	39,580	31,981	-19.20%
November	26,191	12,691	29,777	134.63%
December	28,503	26,812	37,219	38.81%

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. 2025 was the third year that events were counted. Not all events were counted. Staff made best efforts to record as many as possible.

UPDATE THIS! Salinas Valley Food & Wine Festival

Large notable events were the Rodeo Horse Parade, Kiddie Kaper Parade, American Cancer Society Relay for Life, and the Salinas Holiday Parade of Lights.

Event Organizers

Many events repeated themselves like the Farmers Market. In 2025 SCCIA staff recorded 60 unique organizers that put on 634 events.

John Steinbeck Library
The Beerded Bean
Various
Oldtown Salinas Foundation
First Mayor's House
Monterey & Salinas Valley Railroad Museum
Live @ Heirloom Pizza
XL Public House
ArtWorks @Salinas
Friends of the Salinas Public Library
Hometown Heroes
Salinas Valley Toy Show
Brew-N-Krew
Artists Ink
Fox Theater Salinas
Downtown Book & Sound
National Steinbeck Center
Mangia!
201 Main
Coalition of Homeless Services Providers
Ecology Action
Downtown Salinas
Salinas Downtown Rotary
Portobello's on Main
ARIEL Theatrical
City of Salinas
Laguna Seca Raceway
YOSAL
Salinas Valley Art Gallery

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Amapola Kitchen and Wine
Salinas Rodeo
What's Grubbin'
Salinas PAL
MILPA Collective
American Cancer Society
Monterey County Works
The Krew Runners
Monterey Bay APEX Accelerator & Central Coast SBDC
Sacred Heart School
The Rose Hour
What's Grubbin
Salinas Valley Chamber of Commerce
Maya Cinemas
Salinas Valley Pride
United Way of Monterey County
Salinas High School
Bankers Casino
Salinas City Center
B. Nice Photos
Energy All Day
Steinbeck Real Estate & Mortgage
Aquablue Skin & Body Spa
Gifts on the Go
Amapola Kitchen and Wine Merchant
Arts Council of Monterey County
Head Over Heels Fashion Lounge
Monterey County Veterans Day Parade
ITNMontereyCounty
Bliss Boutique
Patria

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List of Events

Salinas City Center Improvement Association identified 634 events, with 240 of those to be unique, in 2025.

STORYTIME JAMBOREE by John Steinbeck Library
Open Mic by The Beerded Bean
20th Anniversary First Friday Art Walk by Various
Salinas Farmers Market by Oldtown Salinas Foundation
Open House by First Mayor's House
Open House by Monterey & Salinas Valley Railroad Museum
Monday Night Karaoke by Live @ Heirloom Pizza
Trivia Nights - 00's Movies/Music by XL Public House
Trivia Nights by XL Public House
First Friday Artist Reception: JC Gonzalez, Jerry Takigawa, Natalia Poehner Corazza by ArtWorks @Salinas
4th Annual Sip & Paint by Friends of the Salinas Public Library
Trivia Nights - Disney by XL Public House
Vietnam Veterans Ceremony by Hometown Heroes
Salinas Valley Toy Show by Salinas Valley Toy Show
Pub Run by Brew-N-Krew
Painting with Teacher Mar by Artists Ink
TXO: Exploring Theater and Movement with Ms Emily by Artists Ink
Comedy Open Mic by Live @ Heirloom Pizza
Art Exhibition by ArtWorks @Salinas
Open Studio with Ms Athena by Artists Ink
Kristen Ford-singer, songwriter and multi instrumentalist by Live @ Heirloom Pizza
clave especial by Fox Theater Salinas
Book Depot Saturday Sales by Friends of the Salinas Public Library
The High School - Sports, Spirit, and Citizens, 1903-2024 Book Release Party by Downtown Book & Sound
BOYS OF SUMMER by Fox Theater Salinas
Author Night-Michael Messner by National Steinbeck Center
A TRIBUTE TO THE BEE GEES by Fox Theater Salinas
MAKE & EXPLORE by John Steinbeck Library
Hands-On Cooking Class by Mangia!

Oldies and Lowriders Paint and Sip by 201 Main
Trivia Nights - Friends by XL Public House
Lead Me Home Summit on Homelessness by Coalition of Homeless Services Providers
Comedy with James Mena by Live @ Heirloom Pizza
Salinas Electric Vehicle Ride and Drive by Ecology Action
Earth Day Green Up Celebration by Downtown Salinas
CRAFTIVITY FOR TEENS by John Steinbeck Library
15th Annual Pigs, Pinot and More by Salinas Downtown Rotary
Drag Night by Brew-N-Krew
CCP & Portobello's Present: Don Rodriguez Sound X by Portobello's on Main
The Coffis Brothers with Alex Lucero! by Live @ Heirloom Pizza
Perritos World Tour by Fox Theater Salinas
Paint Party by Portobello's on Main
Stitch, B*tch, & Kibitz - Audio Book Club & Fiber Arts Circle by Downtown Book & Sound
First Friday Artist Reception at ArtWorks @Salinas: Javier Lopez Jr. presents “Home: From the Valley to the Peninsula” by ArtWorks @Salinas
Craft and Cultura Market by Artists Ink
Author Event Feat. Kirk Kennedy "Home - Monterey County" by Downtown Book & Sound
¿Qiensave? ~ Valley Wolf ~ DJ Baby Dizzle by Live @ Heirloom Pizza
Little Red Hen by ARIEL Theatrical
Noche De Cumbias Y Quebraditas by Brew-N-Krew
The 2025 Weston Collective Scholarship by National Steinbeck Center
FOSPL Bookshop 1/2 OFF Sales by Friends of the Salinas Public Library
Workshop for the Historic Resources Survey by City of Salinas
TireRack.com Monterey SportsCar Championship Street Party by Laguna Seca Raceway
Gala by YOSAL
MADREDITA - QUERIDA NUEVO TECALITLAN MARIACHI FEMENIL by Fox Theater Salinas
6 Year Anniversary by XL Public House
Imagine a Dragon by ARIEL Theatrical
Metalachi Mother's Day! by Live @ Heirloom Pizza
Special Remembrance Event Honoring Company C, 194th Tank Battalion by Hometown Heroes
La Comedia Perfecta by Fox Theater Salinas
Trivia Nights - Star Wars by XL Public House
Valgur by Live @ Heirloom Pizza

MIKE SALAZAR by Fox Theater Salinas
Tulengua + Gabi Bravo and Ruca Records by Live @ Heirloom Pizza
THE BEST IN LIVE METAL ROCK by Fox Theater Salinas
Author Night- Iris Jamahl Dunkle by National Steinbeck Center
The Collectors Choice Event by Salinas Valley Art Gallery
Strawberry Girls by Live @ Heirloom Pizza
Soul Sign by Live @ Heirloom Pizza
MALO - Richard bean and TIERRA “THE LEGACY CONTINUES” by Fox Theater Salinas
“THE MAGIC OF MOTOWN” by Fox Theater Salinas
Rasquache Liberation Front : Record Release Party! by Live @ Heirloom Pizza
MOCEDADES by Fox Theater Salinas
Placate, Warcorpse and Mercy Mine by Live @ Heirloom Pizza
Comedy Night by XL Public House
James Dean's Taste of the Sea Sunday Brunch by 201 Main
“The Great Rivers of France” Wine Class by Amapola Kitchen and Wine
First Friday with Featured Artist Junior Dorismond by Salinas Valley Art Gallery
Inaugural Salinas Day by City of Salinas
Cepanoa Arts Showcase by Artists Ink
60 East by Live @ Heirloom Pizza
AN EVENING WITH CARLOS MENCIA by Fox Theater Salinas
Country Night at James Dean Restaurant and Bar with live music by The Stregs Band by 201 Main
A VERY SPECIAL NIGHT WITH LOS MIER/LOS BARON DE APODACA/VAQUEROS MUSICAL/INVIERNO MUSICAL by Fox Theater Salinas
Fiesta Brunch with Live mariachi at James Dean Restaruant and Bar by 201 Main
Cepanoa Arts Presents Igniting Stories Within by Artists Ink
Mistress of Reality- All Female Black Sabbath Tribute- doors 8pm by Live @ Heirloom Pizza
BPM+ at 201 Social Nights by 201 Main
Monks of the Blue & Burlesque! by Live @ Heirloom Pizza
Live Band: The Mike PZ Trio at James Dean Restaurant & Bar by 201 Main
DJ Jose Melendez at 201 Social Nights by 201 Main
Father Day Sunday Brunch at James Dean Restaurant & Bar by 201 Main
Cepanoa Arts Presents Summer Spray Aerosol Art by Artists Ink
Cepanoa Arts Presents Open Studio by Artists Ink
Flaco El Jandro & Los Shadows by Live @ Heirloom Pizza

Salsa Classes & Dancing at 201 Social Nights by 201 Main
Author Night – David Labrava by National Steinbeck Center
80's Night & costume contest with tHE nEW wAVE bAND!! by Live @ Heirloom Pizza
Sacred Fire at 201 Social Nights by 201 Main
Fiesta Brunch with Live Mariachi at James Dean Restaurant & Bar by 201 Main
Cepanoa Arts Presents Podcast Workshop by Artists Ink
Winnie-the-Pooh Birthday Tail by ARIEL Theatrical
When Doves Cry: the Prince Tribute by Live @ Heirloom Pizza
MICROMANIA TOUR by Fox Theater Salinas
Kick Off Concert 2025 with Blake Shelton by Salinas Rodeo
7 Artist 1 Show by ArtWorks @Salinas
Noch de Rock! w/No Pasa Nada by Live @ Heirloom Pizza
4th Annual Festa Italia by Salinas Downtown Rotary
James Dean's Race Around the World International Sunday Brunch by 201 Main
Bookshop 1/2 OFF Sales by Friends of the Salinas Public Library
1st Fridays Art Walk by ArtWorks @Salinas
The Bonzo Show-back by popular demand! by Live @ Heirloom Pizza
Salinas Bike Night by Laguna Seca Raceway
MONTEREY COUNTY: A PAINTER'S CHRONICLE – 40 YEARS IN STEINBECK COUNTRY by ArtWorks @Salinas
Food Truck Event by What's Grubbin'
Kiddie Kapers Parade by Salinas Rodeo
Rhinestone Rodeo: a Wild West Burlesque Show by Live @ Heirloom Pizza
Phantom Tollbooth by ARIEL Theatrical
The Meditations by Live @ Heirloom Pizza
Downtown Horse Parade by Salinas Rodeo
Heavy metal night! Worship/Alcatraz/Cruel Idols/Bitter Days by Live @ Heirloom Pizza
Krash Karma-high energy heavy metal duo! $15advance/$20 dos by Live @ Heirloom Pizza
COMEDIAN WILLIE BARCENA by Fox Theater Salinas
1st Fridays Art Reception by ArtWorks @Salinas
August's Featured Artist of The Month - Mary Fry by Salinas Valley Art Gallery
LOS YESTERDAYS by Fox Theater Salinas
Salinas Valley Toy Show by Salinas PAL
Relay for Life Fundraiser by Portobello's on Main

Vin du Sud Wine Class by Amapola Kitchen and Wine
TURN THE BEAT AROUND - A Gloria Estefan Tribut by Fox Theater Salinas
Robb Frank Duo Live Music by Portobello's on Main
Book Release Celebration!-Tetonali: Cuentos De Un Minuto featuring musical guest Philthy Dronez by Live @ Heirloom Pizza
Fiesta Thursday with Happy Hour, Food & Drink Specials and Mariachi Muratalla by 201 Main
PAT TRAVERS by Fox Theater Salinas
Touch'd Too Much- AC/DC Tribute! by Live @ Heirloom Pizza
Race around the world brunch - International Food Themed by 201 Main
B-Side Players! by Live @ Heirloom Pizza
ALICIA VILLARREAL by Fox Theater Salinas
Jeffrey Meyer Live Music by Portobello's on Main
Rebels & Rides PAL Car Show Kickoff with Live Music by Phillip Retamoza by 201 Main
Hammerdown cd release party! by Live @ Heirloom Pizza
10th Annual Car Show by Salinas PAL
Salinas PAL Carshow Afterparty with TNT & The Explosions by 201 Main
Let the Kids Play! by Live @ Heirloom Pizza
Fiesta Brunch with Live mariachi at James Dean Restaruant & Bar by 201 Main
Quiere Aprender a Usar Una Computadora? (SPA) by MILPA Collective
Paint The Town Purple/RFL Kickoff by American Cancer Society
Hip Hop Night! by Live @ Heirloom Pizza
Sandra Guevara by Fox Theater Salinas
Comedy Night w/Lemon Pepper Chicken, Jose Contreras, James Mena and more! by Live @ Heirloom Pizza
Dine with us during Happy Hour and stay to enjoy Dinner Specials by 201 Main
Reggaefest 2025 by Fox Theater Salinas
Pre Labor Day Specialty Brunch by 201 Main
Finance, Insurance, Real Estate Industry Spotlight Recruitment by Monterey County Works
First Friday Artist Reception: Featuring Exhibit by Andy Williams by ArtWorks @Salinas
Jeffrey Halford and the Healers by Live @ Heirloom Pizza
Baby Dizzle Presents: GOTH PROM NIGHT! by Live @ Heirloom Pizza
Pub Runs by The Krew Runners
SALINAS CAREER CENTER JOB FAIR by Monterey County Works
Annual 9/11 Ceremony by City of Salinas

GO FISH – CAST ONE by ARIEL Theatrical
Back to School by MILPA Collective
What Employers Need Today by Monterey County Works
Industry Specialized Recruitment – Transportation by Monterey County Works
2025 Central Coast Procurement Expo by Monterey Bay APEX Accelerator & Central Coast SBDC
2025 Valley of the World Awards by National Steinbeck Center
Kenny Metcalf As Elton by Fox Theater Salinas
Los Gallos Del Valle w/Instinto Fino! by Live @ Heirloom Pizza
GO FISH – CAST TWO by ARIEL Theatrical
Relay For Life of The Salinas Valley by American Cancer Society
Art, Antiques and Accessories Yard Sale by First Mayor's House
Multiple Employer Job Fair by Monterey County Works
Sports Trivia by XL Public House
Karaoke by The NAX by The Beerded Bean
2025 Steinbeck Street Fair by National Steinbeck Center
Tijuana NO! by Live @ Heirloom Pizza
Experience The Ultimate Sade Tribute Concert by Fox Theater Salinas
Industry Spotlight Recruitment -Healthcare by Monterey County Works
First Friday Salinas Artist Reception by ArtWorks @Salinas
The Kings Of Queen “A Tribute To Queen” by Fox Theater Salinas
First Friday Artist Reception by Salinas Valley Art Gallery
Saints Social Club Happy Hour by Sacred Heart School
Live Music with Greg Brock by Portobello's on Main
Studio Launch by The Rose Hour
THE HOBBIT by ARIEL Theatrical
Locomotive Breath-Performing Jethro Tull, Rolling Stones, Led Zeppelin, Pink Floyd & More by Live @ Heirloom Pizza
Kane Rodriguez by Fox Theater Salinas
Food Truck Night by What's Grubbin
Ricky Cabrera Production presents the Tequila and Mezcal Master Tasting by Salinas Valley Chamber of Commerce
Vinyl Nights by The Beerded Bean
Halloween Movie Month by Maya Cinemas
Fun with Food by Salinas PAL

LEGEND ZEPPELIN by Fox Theater Salinas
Tropa Magica & Qiensave! by Live @ Heirloom Pizza
2025 Legacy of Leadership Gala by Salinas Valley Chamber of Commerce
Benefit Show by The Beerded Bean
Never A Dull Moment by Fox Theater Salinas
Open Studios Art Tour by ArtWorks @Salinas
Sip and Paint by XL Public House
A Very Queer Quincenera by Salinas Valley Pride
🎶 Worship At The Fox Theater! 🎶 by Fox Theater Salinas
Live Music with the Rob Frank Duo by Portobello's on Main
Candlelight: A Haunted Evening Of Halloween Classics by Fox Theater Salinas
Hate for State: 1st hometown show in 3 years! with The Tremolos & Outpatient X! by Live @ Heirloom Pizza
Other Tea Party by Artists Ink
Anna’s Fall cooking Class by Mangia!
Sugar Skull Sip and Paint by 201 Main
STEVE TREVINO by Fox Theater Salinas
Fall Bake Sale by United Way of Monterey County
Homecoming Parade by Salinas High School
Comedy With “Somos Hombres O Payasos” by Fox Theater Salinas
Moonlit Masterpiece Ladies Paint and Sip by Bankers Casino
Bloodlust Burlesque: Savor Sin and a Show! by Live @ Heirloom Pizza
A BAND OF ORCS by Fox Theater Salinas
Jr Torres In Concert by Fox Theater Salinas
Downtown Trick or Treat by Salinas City Center
Pic or Treat by B. Nice Photos
Frightmare 5K on Main St by The Krew Runners
80's Night! with tHE nEW wAVE bAND by Live @ Heirloom Pizza
Trick or Treat Pop Up by Energy All Day
The Haunted Castle by Steinbeck Real Estate & Mortgage
Sip and Paint by The Beerded Bean
Community Circle by MILPA Collective
23rd Anniversary Invitation by Aquablue Skin & Body Spa
Reading & Book Signing with Joyce Sherry by Downtown Book & Sound

Spooky Bash by XL Public House
Heavy Metal Night! w/WarCorpse, Asterion, Way II Stoned by Live @ Heirloom Pizza
Sixtiesmania - The Leading Sixties Show In The Usa! by Fox Theater Salinas
Holiday Season Kickoff by Gifts on the Go
Re-Opening by John Steinbeck Library
2025 Regional Housing Summit by City of Salinas
Wine Round Table - “Dyed In The Wool” - Chenin Blanc of The Loire Valley by Amapola Kitchen and Wine Merchant
An Evening With Nayo Escobar by Fox Theater Salinas
Ofrendas and Calacas by XL Public House
First Friday Salinas Artist Reception by Salinas Valley Art Gallery
First Friday Salinas by Arts Council of Monterey County
Holiday Open House by Head Over Heels Fashion Lounge
Y LA Bamba in Salinas for the first time! by Live @ Heirloom Pizza
“That Arena Rock Show Live!!” by Fox Theater Salinas
Veterans Day Celebration by Monterey County Veterans Day Parade
Industry Specialized Recruitment -Transportation by Monterey County Works
Fall Social by ITNMontereyCounty
The Ultimate Tribute to Journey and Styx by Fox Theater Salinas
Live Music with the Smoky Vegas Project by Portobello's on Main
Toy Show by Salinas PAL
Blissmas Y25 - Annual Fashion Show & Holiday Soiree by Bliss Boutique
Holiday Grand Tasting by Amapola Kitchen and Wine Merchant
Traditional Mangia’s Sunday Supper Wine Dinner by Mangia!
Community Housing Action Plan by Salinas Valley Chamber of Commerce
Wine Club Party - November by Amapola Kitchen and Wine Merchant
Patria Special Sunday Brunch by Patria
Live Music with Jacob Chase by Portobello's on Main
Tree for Peace Lighting by Salinas City Center
Shop Small Salinas by Salinas City Center
Salinas Holiday Parade of Lights
Lights for Autism
A CHARLIE BROWN CHRISTMAS by ARIEL Theatrical
Jingle Town - Breakfast with the Grinch by Salinas PAL

The World Famous Popovich Comedy Pet Theater by Fox Theater Salinas
Free Kids & Family Holiday Open House by Salinas PAL
Wine Club Party - December by Amapola Kitchen and Wine Merchant
Candlelight: Christmas Carols On Strings by Fox Theater Salinas
A Magical Motown Christmas! by Fox Theater Salinas
A Mariachi Christmas by Fox Theater Salinas

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Event Pictures

UPDATE THIS! Salinas Rodeo Horse Parade

UPDATE THIS! Salinas High School Homecoming Parade

UPDATE THIS! Festa Italia

UPDATE THIS! Salinas Rodeo Kiddie Kapers Parade - MagOne Media

UPDATE THIS! American Cancer Society Relay for Life

UPDATE THIS! Salinas Veterans Day Parade

UPDATE THIS! The Magic Elf performing at the Holiday Tree lighting

UPDATE THIS! Ariel Theater performance during the Tree Lighting

UPDATE THIS! YOSAL performance during the Tree Lighting.

UPDATE THIS! Historic Salinas Fire Department truck at the Tree Lighting.

UPDATE THIS! Crowd shot during the Tree Lighting

UPDATE THIS! Man’s Best Friend posing with Santa.

UPDATE THIS! Santa and Mayor Craig

UPDATE THIS! Salinas Holiday Parade of Lights

UPDATE THIS! Salinas Holiday Parade of Lights

Identity

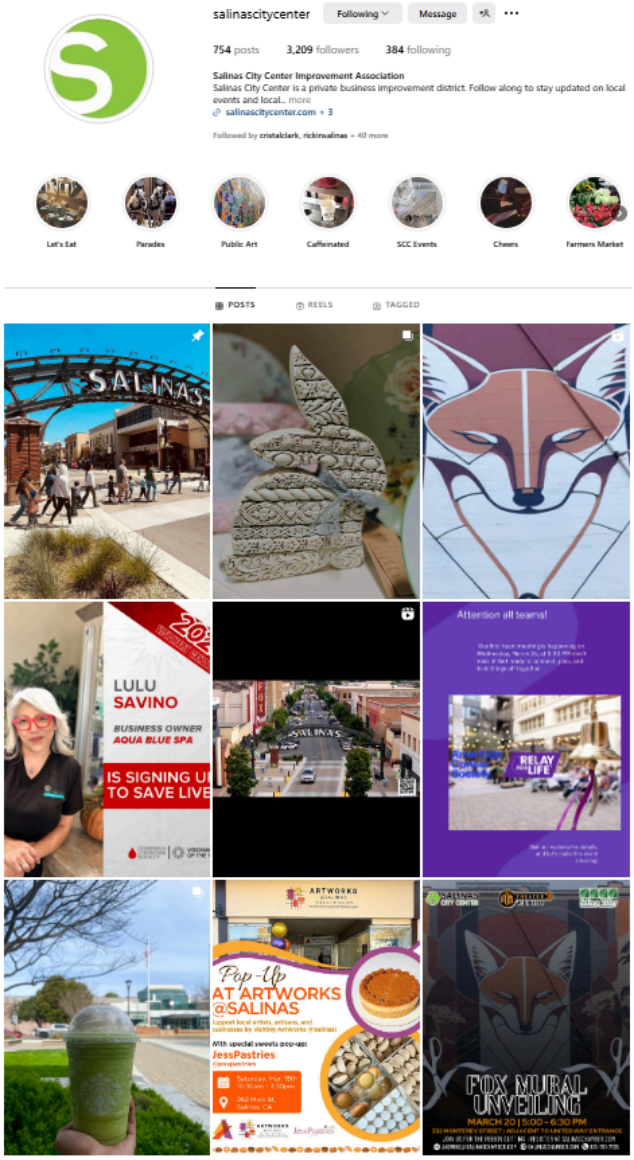
Salinas City Center Improvement Association wants to be known as a clean, safe, vibrant district where all are welcome. In order to accomplish this we manage several social media accounts, email mailing lists, the corporate website, and contract to several media outlets to spread information.

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

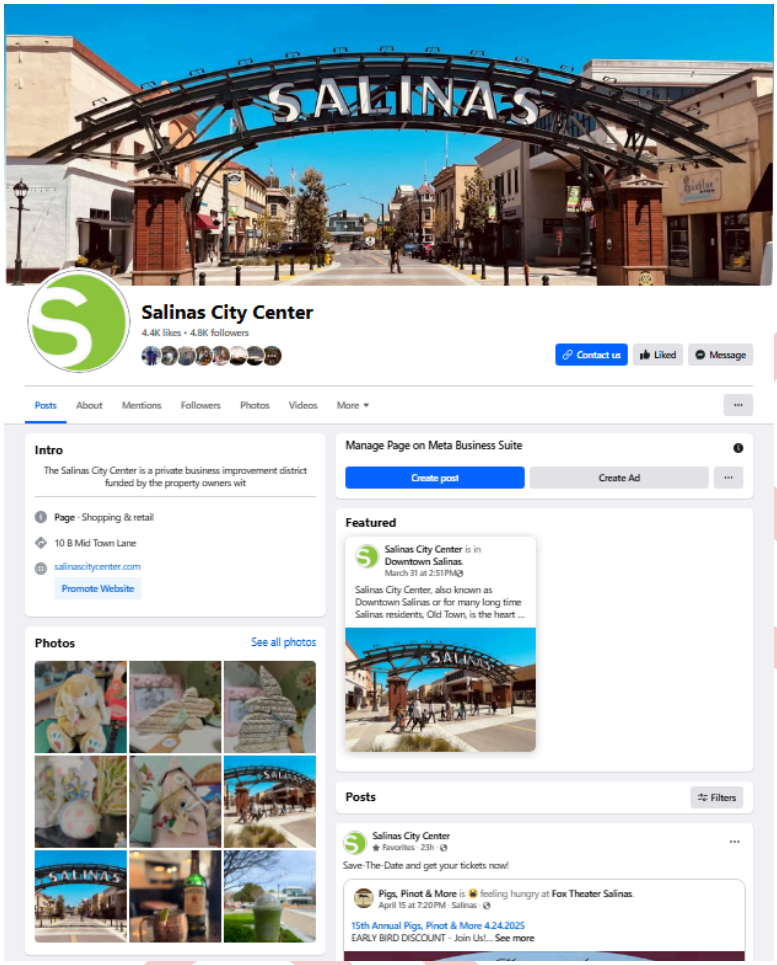
https://www.instagram.com/salinascitycenter/



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



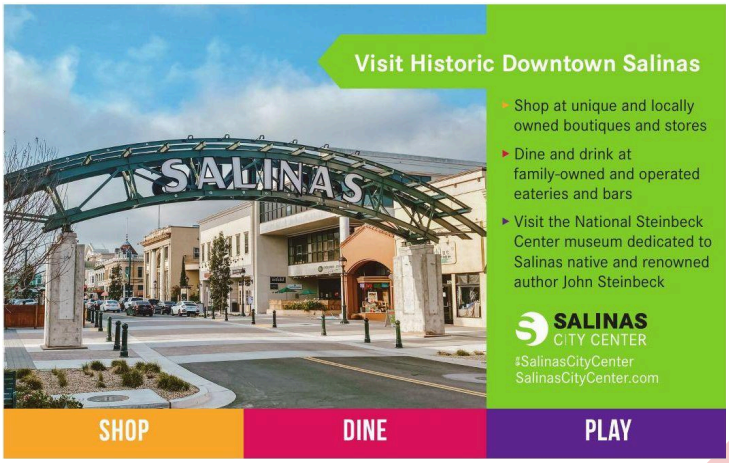
FB Insights	FY2024
Reach:	24,927
Views:	44,150
Profile Visits:	2,677
Content Interactions:	1,413
New Followers:	171
Link Clicks:	356
Promoted Events	35

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 Local Beer/Brewery
Best place to Eavesdrop
Alvarado Street Brewery Taproom

Best Ag leader
Bruce Taylor

Best Women's Clothing Boutique
Bliss Boutique

Best Breakfast
Best Biscuits and Gravy
First Awakenings

Best Restaurant for Take-Out
Michael's Grill and Taqueria

Best Mexican
Best Restaurant- Salinas
Villa Azteca

Best Cookie
Sweet Reba's

Best Place to trot out the Phrase "FOR ALL THE TEA IN CHINA"
Gold Leaf Spice and Teas

Best food trend
Blue Zones Project Monterey County

DRAFT

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.

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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 down 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.

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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.

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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 2024 - November 2025

Insert SCCIA financial statements 11.30.2025.pdf here.

DRAFT

Steinbruner ◆ Hill
Certified Public Accountants

ACCOUNTANTS' COMPILATION REPORT

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

Management is responsible for the accompanying financial statements of Salinas City Center Improvement Association (a nonprofit organization), which comprise a statement of assets, liabilities and fund balance – cash basis as of November 30, 2025, and the related statement of revenues and expenses – actual vs. budget – fiscal year 2024-2025 – 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 2024-2025 – 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 2024-2025 – 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 2024-2025 – 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 7, 2025

Steinbruner Hill, Inc.
3771 Rio Rd. Ste. 103A ◆ Carmel, CA 93923
928 E. Blanco Rd. Ste. 200 ◆ Salinas, CA 93901
Ph(831)222-6111◆Fx(831)222-5464◆www.steinhill.com

Salinas City Center Improvement Association

Statement of Assets, Liabilities and Fund Balance - Cash Basis

As of November 30, 2025

ASSETS

Current Assets		
Bank Accounts		
Checking - Operating Acct	$	193,092.55
Checking - Grants Acct		75,278.36
Total Bank Accounts		268,370.91
Total Current Assets		268,370.91
Fixed Assets		
Vehicle		18,000.61
Accumulated Depreciation		(11,619.00)
Total Fixed Assets		6,381.61
Other Assets		
Organizational Costs		50,000.00
Accumulated Intangible Assets		(42,917.00)
Total Other Assets		7,083.00
TOTAL ASSETS	$	281,835.52

LIABILITIES AND FUND BALANCE

Liabilities		
Debt	$	5,000.00
Total Liabilities		5,000.00
Fund Balance		
Fund Balance - SOBO		78,845.40
Fund Balance - DISI		60,158.33
Fund Balance - Admin		21,337.69
Fund Balance - Conting/Reserves		32,751.13
Fund Balance - Grants		75,278.36
Subtotal - Cash Fund Balance		268,370.91
Fund Balance - Other		8,464.61
Total Fund Balance		276,835.52
TOTAL LIABILITIES AND FUND BALANCE	$	281,835.52

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis

For the Twelve Months Ended November 30, 2025

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	$ 303,589.74	$ 296,907.00	$ (6,682.74)		$ 111,316.24	$ 108,866.00	$ (2,450.24)		$ 70,837.61	$ 69,278.00	$ (1,559.61)	
Grants	-	-			-	-			-	-		
Interest Earned	-	-			-	-			-	-		
Total Income	**$ 303,589.74**	**$ 296,907.00**	**$ (6,682.74)**		**$ 111,316.24**	**$ 108,866.00**	**$ (2,450.24)**		**$ 70,837.61**	**$ 69,278.00**	**$ (1,559.61)**	
Expenses												
Bank Service Charges	-	-	-				-		**66.00**	**200.00**	**134.00**	**67%**
Formation Costs Payback	-	-	-				-				**-**	
Insurance	-	-	-				-		**2,184.62**	**2,500.00**	**315.38**	**13%**
Professional Services							-				-	
Accounting	-	-	-				-		20,490.00	15,200.00	(5,290.00)	-35%
Legal	-	-	-				-		8,545.00	6,000.00	(2,545.00)	-42%
Other	-	-	-				-		5,425.92	12,000.00	6,574.08	55%
Total Professional Services	**-**	**-**	**-**		**-**	**-**	**-**		**34,460.92**	**33,200.00**	**(1,260.92)**	**-4%**
Office							-				-	
Rent/CAM/Utilities	-	-	-				-		10,269.43	10,000.00	(269.43)	-3%
Office Annual Cleaning	-	-	-				-		116.89	600.00	483.11	81%
Office Furnishings/Paint		-	-				-		709.68	1,500.00	790.32	53%
Computer / Internet	-	-	-				-		3,013.30	2,500.00	(513.30)	-21%
Total Office	**-**	**-**	**-**		**-**	**-**	**-**		**14,109.30**	**14,600.00**	**490.70**	**3%**
Staff	-	-	-				-				-	
Payroll - Wages & Taxes	94,084.39	104,000.00	9,915.61	10%	20,837.19	21,900.00	1,062.81	5%	41,674.17	44,400.00	2,725.83	6%
Workers Comp Insurance	2,059.94	3,500.00	1,440.06	41%	480.67	600.00	119.33	20%	892.61	600.00	(292.61)	-49%
Total Staff	**96,144.33**	**107,500.00**	**11,355.67**	**11%**	**21,317.86**	**22,500.00**	**1,182.14**	**5%**	**42,566.78**	**45,000.00**	**2,433.22**	**5%**
SOBO			-				-				-	
Sidewalk Ops (Maintenance)	106,204.50	125,920.00	19,715.50	16%			-				-	
Beautification/Order(Security)	104,779.82	100,598.00	(4,181.82)	-4%			-				-	
Total SOBO	**210,984.32**	**226,518.00**	**15,533.68**	**7%**	**-**	**-**	**-**		**-**	**-**	**-**	
DISI			-				-				-	
District Identity			-		90,644.96	93,500.00	2,855.04	3%			-	
Streetscape Improvements			-		13,795.61	13,000.00	(795.61)	-6%			-	
Total DISI	**-**	**-**	**-**		**104,440.57**	**106,500.00**	**2,059.43**	**2%**	**-**	**-**	**-**	
Extra Budget Expenses												
Collection Loss	-	-	-			-	-		-	-	-	
Taxes									-	**250.00**	**250.00**	**100%**
Total Expenses	**307,128.65**	**334,018.00**	**26,889.35**	**8%**	**125,758.43**	**129,000.00**	**3,241.57**	**3%**	**93,387.62**	**95,750.00**	**2,362.38**	**2%**
Net Income	**(3,538.91)**	**(37,111.00)**			**(14,442.19)**	**(20,134.00)**			**(22,550.01)**	**(26,472.00)**		

Cash Flow

Beg Balance FY 2023-24 Carryover	77,384.31	74,600.52	18,887.70
Reallocation of 2023-24 Carryover	5,000.00	-	25,000.00
Net Income FY 2024-25	(3,538.91)	(14,442.19)	(22,550.01)
Ending Cash Balance at 11/30/2025	**$ 78,845.40**	**$ 60,158.33**	**$ 21,337.69**

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis

For the Twelve Months Ended November 30, 2025

	Contingency/Reserves				SUBTOTAL SOBO, DISI, ADMIN, & CONTIGENCY			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	$ 20,239.31	$ 19,794.00	$ (445.31)		$ 505,982.90	$ 494,845.00	$ (11,137.90)	
Grants	-	-			$ -	-		
Interest Earned	4,147.06	-	(4,147.06)		4,147.06	-	(4,147.06)	
Total Income	**$ 24,386.37**	**$ 19,794.00**	**$ (4,592.37)**		**$ 510,129.96**	**$ 494,845.00**	**$ (15,284.96)**	
Expenses								
Bank Service Charges		-	-		**66.00**	**200.00**	**134.00**	**67%**
Formation Costs Payback	**5,103.50**	**5,000.00**	**(103.50)**	**-2%**	**5,103.50**	**5,000.00**	**(103.50)**	**-2%**
Insurance			-		**2,184.62**	**2,500.00**	**315.38**	**13%**
Professional Services			-		-	-	-	
Accounting			-		20,490.00	15,200.00	(5,290.00)	-35%
Legal					8,545.00	6,000.00	(2,545.00)	-42%
Other			-		5,425.92	12,000.00	6,574.08	55%
Total Professional Services	-	-	-		**34,460.92**	**33,200.00**	**(1,260.92)**	**-4%**
Office			-		-	-	-	
Rent/CAM/Utilities			-		10,269.43	10,000.00	(269.43)	-3%
Office Annual Cleaning			-		116.89	600.00	483.11	81%
Office Furnishings/Paint			-		709.68	1,500.00	790.32	53%
Computer / Internet			-		3,013.30	2,500.00	(513.30)	-21%
Total Office	-	-	-		**14,109.30**	**14,600.00**	**490.70**	**3%**
Staff			-		-	-	-	
Payroll - Wages & Taxes					156,595.75	170,300.00	13,704.25	8%
Workers Comp Insurance					3,433.22	4,700.00	1,266.78	27%
Total Staff	-	-	-		**160,028.97**	**175,000.00**	**14,971.03**	**9%**
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		106,204.50	125,920.00	19,715.50	16%
Beautification/Order(Security)			-		104,779.82	100,598.00	(4,181.82)	-4%
Total SOBO	-	-	-		**210,984.32**	**226,518.00**	**15,533.68**	**7%**
DISI			-		-	-	-	
District Identity			-		90,644.96	93,500.00	2,855.04	3%
Streetscape Improvements			-		13,795.61	13,000.00	(795.61)	-6%
Total DISI	-	-	-		**104,440.57**	**106,500.00**	**2,059.43**	**2%**
Extra Budget Expenses								
Collection Loss	-	**9,897.00**	**9,897.00**	**100%**	-	**9,897.00**	**9,897.00**	**100%**
Taxes					-	**250.00**	**250.00**	**100%**
Total Expenses	**5,103.50**	**14,897.00**	**9,793.50**	**66%**	**531,378.20**	**573,665.00**	**42,286.80**	**7%**
Net Income	**19,282.87**	**4,897.00**			**(21,248.24)**	**(78,820.00)**		

Cash Flow

Beg Balance FY 2023-24 Carryover	43,468.26	214,340.79
Reallocation of 2023-24 Carryover	(30,000.00)	-
Net Income FY 2024-25	19,282.87	(21,248.24)
Ending Cash Balance at 11/30/2025	**$ 32,751.13**	**$ 193,092.55**

(See accompanying accountants' report)

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2024-2025 - Cash Basis

For the Twelve Months Ended November 30, 2025

	Grants Funds				GRAND TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	$ -	$ -	$ -		$ 505,982.90	$ 494,845.00	$ (11,137.90)	
Grants	75,000.00	-	(75,000.00)		$ 75,000.00	-	(75,000.00)	
Interest Earned	-	-			4,147.06	-	(4,147.06)	
Total Income	**$ 75,000.00**	**$ -**	**$ -**		**$ 585,129.96**	**$ 494,845.00**	**$ (90,284.96)**	
Expenses								
Bank Service Charges	-		-		**66.00**	**200.00**	**134.00**	**67%**
Formation Costs Payback			-		**5,103.50**	**5,000.00**	**(103.50)**	**-2%**
Insurance			-		**2,184.62**	**2,500.00**	**315.38**	**13%**
Professional Services			-		-	-	-	
Accounting			-		20,490.00	15,200.00	(5,290.00)	-35%
Legal			-		8,545.00	6,000.00	(2,545.00)	-42%
Other			-		5,425.92	12,000.00	6,574.08	55%
Total Professional Services	**-**	**-**	**-**		**34,460.92**	**33,200.00**	**(1,260.92)**	**-4%**
Office			-		-	-	-	
Rent/CAM/Utilities			-		10,269.43	10,000.00	(269.43)	-3%
Office Annual Cleaning			-		116.89	600.00	483.11	81%
Office Furnishings/Paint	-		-		709.68	1,500.00	790.32	53%
Computer / Internet			-		3,013.30	2,500.00	(513.30)	-21%
Total Office	**-**	**-**	**-**		**14,109.30**	**14,600.00**	**490.70**	**3%**
Staff			-		-	-	-	
Payroll - Wages & Taxes			-	-	156,595.75	170,300.00	13,704.25	8%
Workers Comp Insurance			-		3,433.22	4,700.00	1,266.78	27%
Total Staff	**-**	**-**	**-**		**160,028.97**	**175,000.00**	**14,971.03**	**9%**
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)	24,225.80		-		130,430.30	125,920.00	(4,510.30)	-4%
Beautification/Order(Security)	-		-		104,779.82	100,598.00	(4,181.82)	-4%
Total SOBO	**24,225.80**	**-**	**-**		**235,210.12**	**226,518.00**	**(8,692.12)**	**-4%**
DISI			-		-	-	-	
District Identity	56,635.16		-		147,280.12	93,500.00	(53,780.12)	-58%
Streetscape Improvements	66,958.69		-		80,754.30	13,000.00	(67,754.30)	-521%
Total DISI	**123,593.85**	**-**	**-**		**228,034.42**	**106,500.00**	**(121,534.42)**	**-114%**
Extra Budget Expenses								
Collection Loss			-		**-**	9,897.00	9,897.00	100%
Taxes			-		**-**	250.00	250.00	100%
Total Expenses	**147,819.65**	**-**	**-**		**679,197.85**	**573,665.00**	**(105,532.85)**	**-18%**
Net Income	**(72,819.65)**	**-**			**(94,067.89)**	**(78,820.00)**		

Cash Flow

Beg Balance FY 2023-24 Carryover	148,098.01		362,438.80	
Reallocation of 2023-24 Carryover	-		-	
Net Income FY 2024-25	(72,819.65)		(94,067.89)	
Ending Cash Balance at 11/30/2025	**$ 75,278.36**		**$ 268,370.91**	

(See accompanying accountants' report)

Current Financial Information

Operating Budget

Fiscal Year of December 2025 - November 2026

Insert SCCIA Final Budget_2025-2026_12.08.2025.pdf here.

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Salinas City Center Improvement Association Final Operating Budget - Fiscal Year 2025-2026					
Monday, December 8, 2025	**SOBO**	**DISI**	**Administration**	**Contingency/Reserve**	**Total**
	60.0%	**22.0%**	**14.0%**	**4.0%**	**100.0%**
Gross Income					
2025-2026 Assessments	$305,813	$112,131	$71,356	$20,388	$509,688
Gifts & Donations	$0	$0	$0	$0	$0
Total gross income	$305,813	$112,131	$71,356	$20,388	$509,688
Less: Collection loss	$0	$0	$0	$10,194	$10,194
Effective income	$305,813	$112,131	$71,356	$10,194	$499,494
Expenses					
Bank Service Charges			$200		$200
Formation Costs Payback				$5,000	$5,000
Insurance			$2,500		$2,500
Professional Services					
Accounting			$19,000		$19,000
Legal			$8,500		$8,500
Other (HR & Grant Writing)			$6,000		$6,000
Total Professional Services			$33,500		$33,500
Office					
Rent/CAM/Utilities			$10,500		$10,500
Office Cleaning			$600		$600
Office Furniture/Supplies			$800		$800
Computer/Internet/Telephone			$6,500		$6,500
Total Office			$18,400		$18,400
Staff	$107,500	$22,500	$45,000		$175,000
SOBO					
Maintenance	$128,918				$128,918
Beautification / Order (Security)	$108,000				$108,000
Total SOBO	$236,918				$236,918
DISI					
District Identity		$96,000			$96,000
Streetscape Improvements		$5,000			$5,000
Total DISI		$101,000			$101,000
Subtotal	$344,418	$123,500	$99,600	$5,000	$572,518
Extra Budget Expense					
Taxes	$0	$0	$250	$0	$250
Total Extra Budget Expense	$0	$0	$250	$0	$250
Total Expenses	$344,418	$123,500	$99,850	$5,000	$572,768
Total Income	**-$38,605**	**-$11,369**	**-$28,494**	**$5,194**	**-$73,274**
Cash Flow					
Beginning balance (Actual 2024-2025 Carryover)	$78,845	$60,158	$21,338	$32,751	$193,093
Reallocation of 2024-2025 carryover	$0	$0	$20,000	-$20,000	$0
Net operating income	-$38,605	-$11,369	-$28,494	$5,194	-$73,274
Projected ending balance at FYE 11/30/2026	**$40,240**	**$48,790**	**$12,844**	**$17,945**	**$119,819**

Future Financial Information

Assessment Data

Fiscal Year of December 2026 - November 2027

Insert TBD here.

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Accomplishments and Goals

Work Plan SOBO 2025-2026

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.

Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. Additional services are projected for aphid control, plant/tree replacement and tree pruning during FY Dec 25/26. 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 is continuing to provide scheduled treatments in FY Dec 25/26 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.

Accomplishments FY Dec 24/25

- 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

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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.
- 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.
- Secured pricing quotes for refurbishment of tree wells in zone 2 and planter boxes in zone 1 that need attention.
- 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.
- Replaced electrical outlets on theme posts with blank covers to deter loitering and property destruction
- Added 8 trees, with collaboration from the City of Salinas, in zone 2. Maintenance is funded through grants.

Goals FY Dec 25/26

- 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.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.
- Collaborate with the city of Salinas to fill empty tree wells with either trees, or facilitate fixing sidewalks to enhance the pedestrian experience.
- Staff development in the form of classes and educational seminars.
- Continue using Allied Security Services until at least June 2026 (due to potential rate increase)
- RFP for landscaping services to include annual tree trimming, aphid control, debris/leaf blowing, watering, and weed control.
- Incorporate Block Captain program into SOBO Committee and create meeting schedule.

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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 the previous fiscal year we look forward to continuing to improve our overall level of service.

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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

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    - 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:

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        - 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.

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Land Use Committee

Land Use Committee

Accomplishments FY Dec 24/25

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). Participate in the MST Alisal BRT TAC (Monterey Salinas Transit Alisal Bus Rapid Transit Technical Advisory Committee.)

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.

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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.

Salinas Arch Maintenance

Continued cooperation with SCCIA and Salinas Rotary to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods, and other maintenance issues.

Economic Development Element

Continued to participate and monitor the EDE and General Plan Update.

Goals FY Dec 25/26

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. 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.
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.

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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:
    1. Operations of Downtown Events and recommend policies and changes as necessary to relevant parties.
    2. 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.
    3. Others as needed may develop.
7. Seek Grants to Provide Expertise or Resources to the Land Use Committee in Advancing the Downtown Vibrancy Plan:
    1. 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.
    2. Study Downtown streets to reduce speeds, improve circulation and pedestrian safety, and broaden parking options.
    3. Others as needed may develop.

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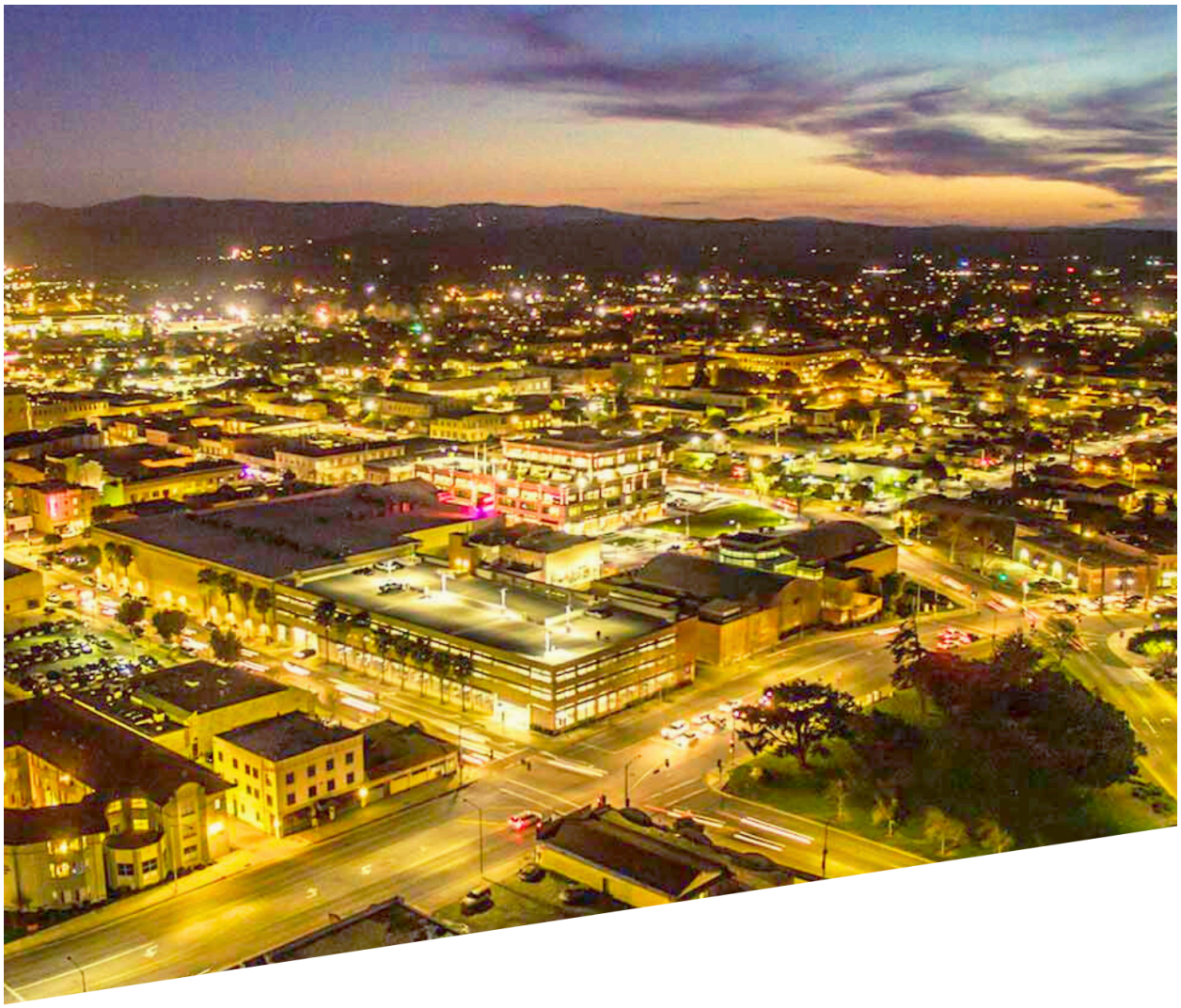
Annual Calendar

	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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