



## Executive Summary

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

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

In 2023 Salinas City Center has spent over \$325,000 in direct investment on just landscaping, maintenance, and security in the downtown core (zone 1) and surrounding area (zone 2.)

This investment is enabling the revitalization of the downtown district.

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



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



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## About the Salinas City Center Improvement Association

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

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

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

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

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



# Area Map





## Board

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

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



## Why Salinas City Center?

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

## Economy

### Shopping, Business, & Professional Services

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

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

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





## Properties

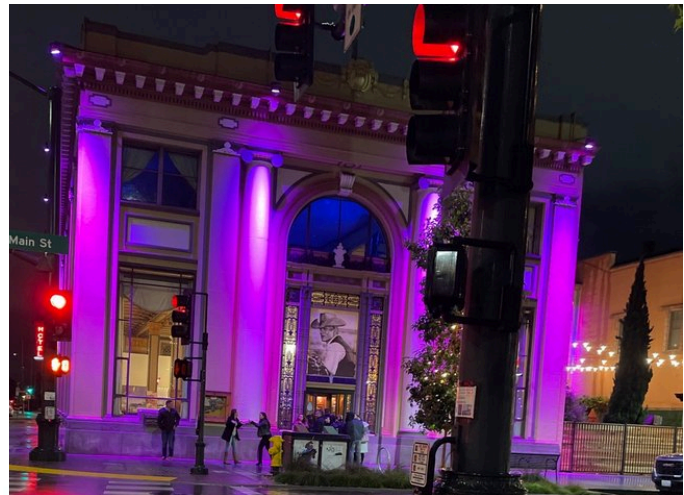
Value per Acre	Size (ac)	% Size	Assessed Value	Tax/Acre	% Tax/Acre	Tax	% of Tax	
	Salinas	15,008		\$12,994,228,684	\$865,820		\$129,942,287	
	Salinas City Center	113	0.75%	\$189,848,297	\$1,680,073	194.04%	\$1,898,483	1.46%
	Salinas City Center Public (untaxed)	32	0.21%					
	Salinas City Center Private Property (Taxed)	81	0.54%	\$189,848,297	\$2,343,806	<b>270.70%</b>	<b>\$1,898,483</b>	1.46%



Salinas County Bank and Monterey County Bank at Salinas Page Thirty-nine

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Original from UNIVERSITY OF CALIFORNIA

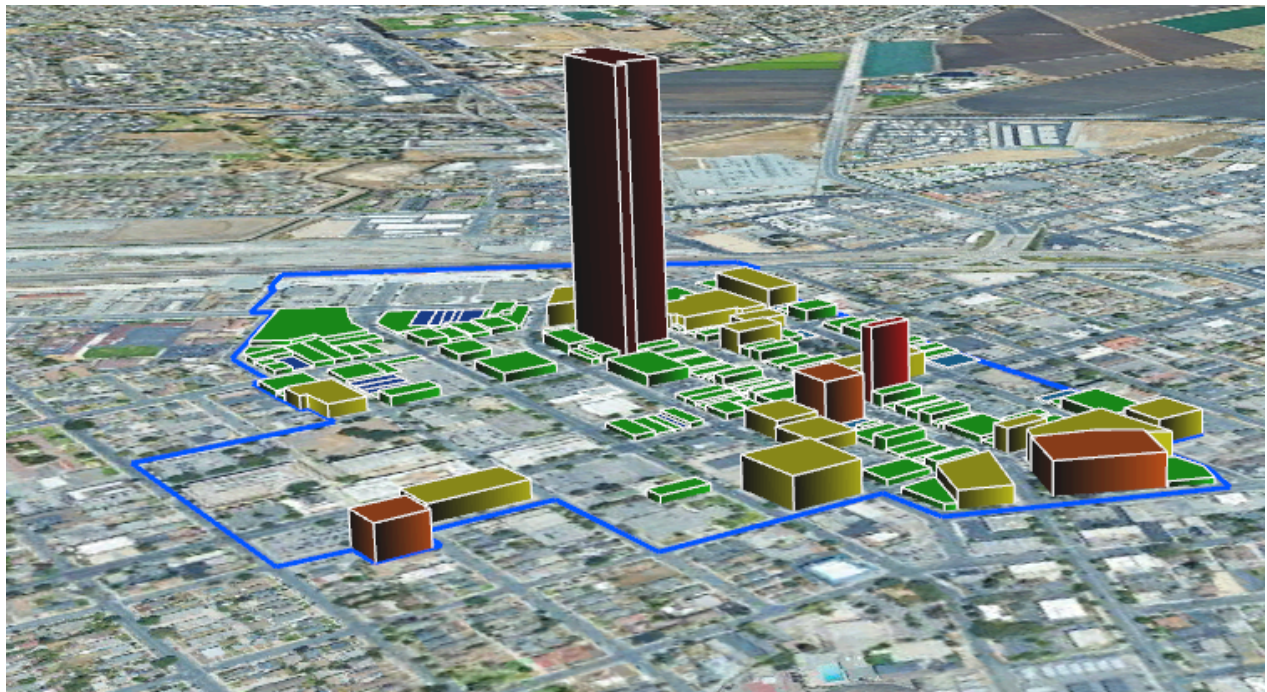


Salinas City Center includes approximately 113 acres of the historic downtown. This acreage represents 0.54% of total acreage within the city but nearly 1.5% of the total assessed value! Salinas City Center land and properties are nearly **three times** as valuable as the average acre in the rest of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



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

### Tax Revenue from Salinas City Center Properties



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

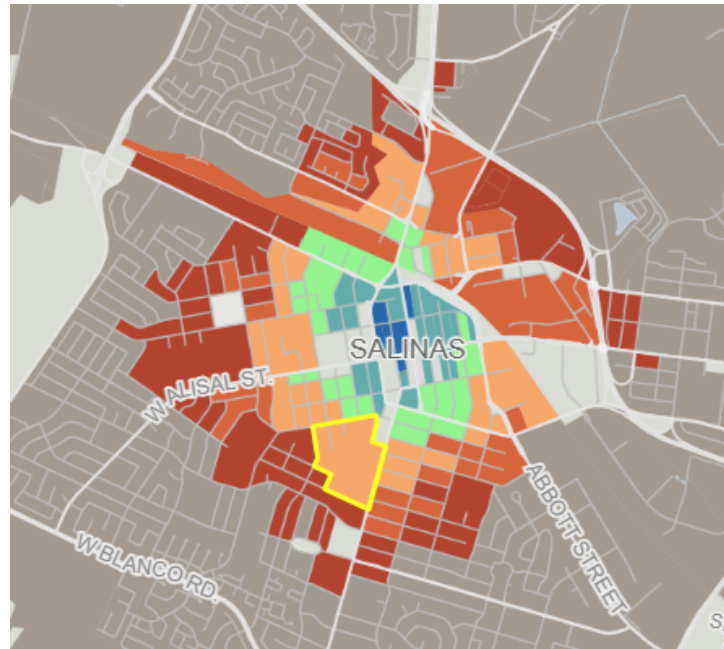
There are a substantial number of properties in the Salinas City Center district that, while very valuable, belong to government entities and therefore untaxed.



## Pedestrians

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

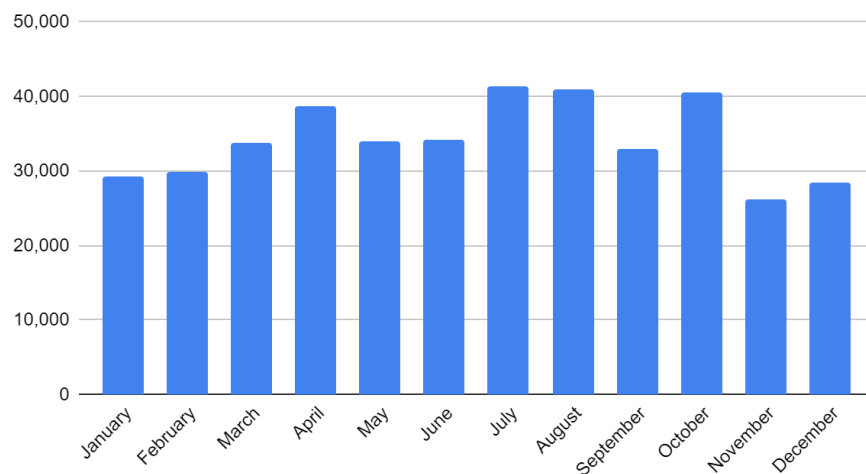
With Salinas City Center being a destination for locals in the Salinas area, it is no surprise that thousands of pedestrians cross our streets on a monthly basis.



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

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

Salinas City Center Pedestrian Traffic





## Events

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



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

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



## Identity

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



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

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

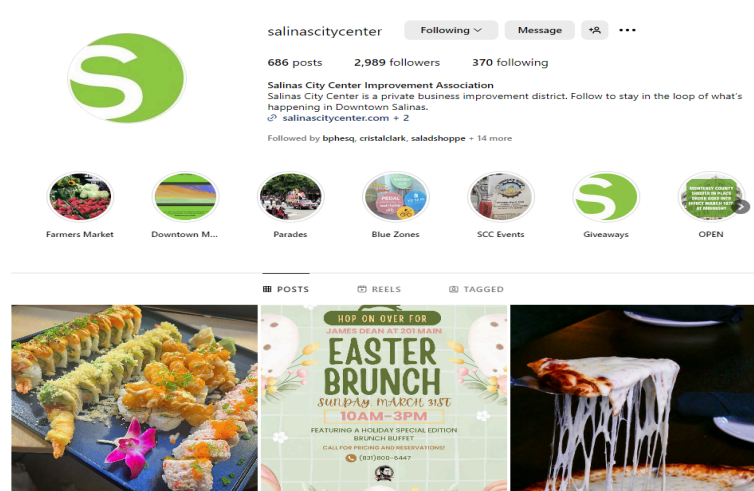


## Instagram

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

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

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



## Facebook

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

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

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



## Salinas City Center

4.4K likes • 4.8K followers



Contact us

Liked

Message



KSBW

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

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

### Salinas City Center commercial

Monterey County Weekly

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

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

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

**Visit Historic Downtown Salinas**

- ▶ Shop at unique and locally owned boutiques and stores
- ▶ Dine and drink at family-owned and operated eateries and bars
- ▶ Visit the National Steinbeck Center museum dedicated to Salinas native and renowned author John Steinbeck

**SALINAS CITY CENTER**  
#SalinasCityCenter  
SalinasCityCenter.com

**SHOP DINE PLAY**



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



## Main Street Banners



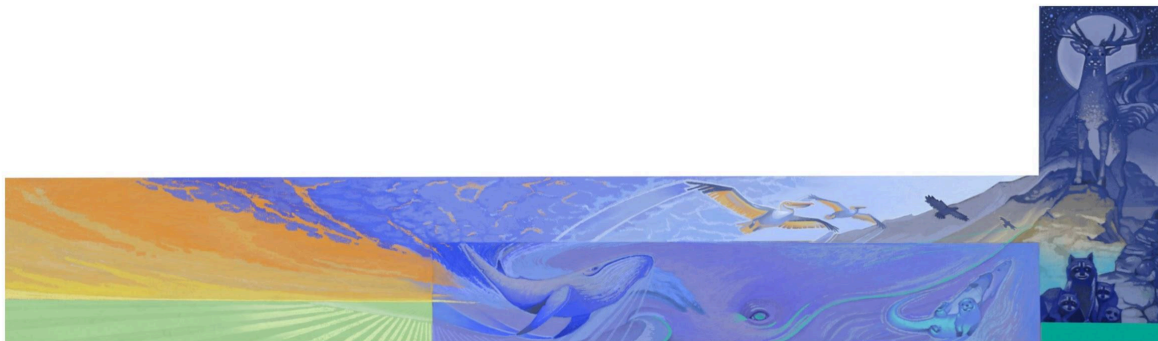
Salinas City Center holds the current permit to mount event banners on all the lamp posts on Main St with the City of Salinas. To showcase all Salinas has to offer, substantial effort is placed in displaying as many non-profit organizations as possible.

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

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

## Streetscape Decorations

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





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

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

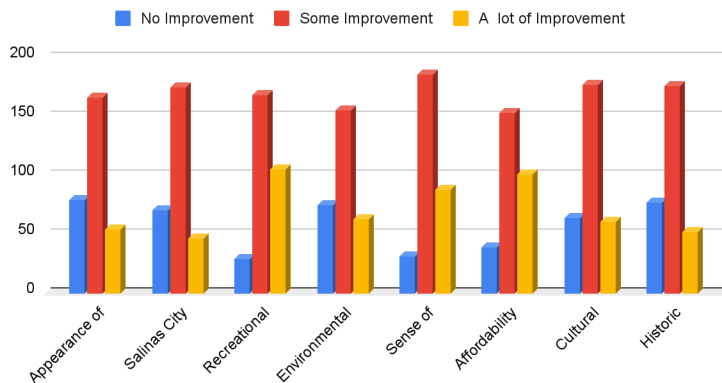




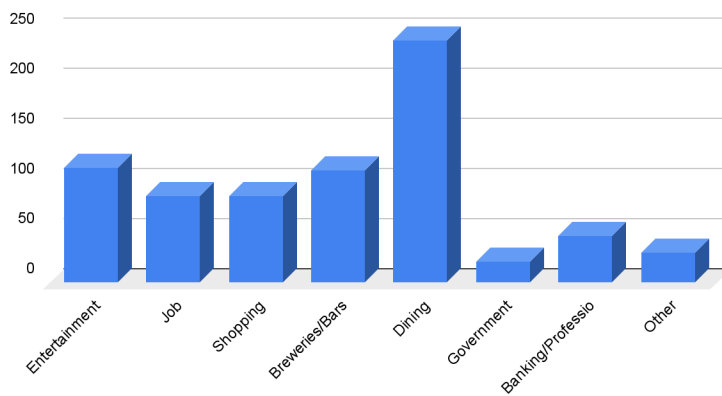
## Survey

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

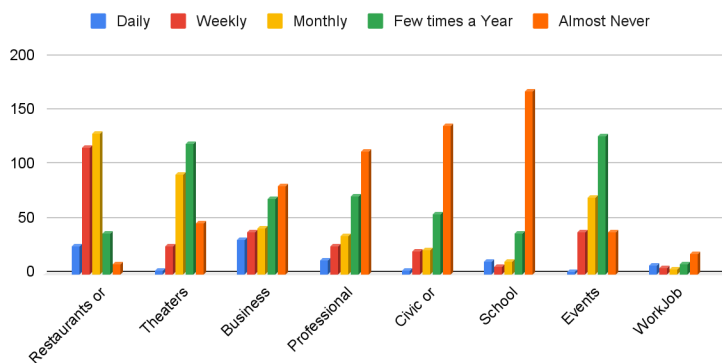
How much improvement do we need in the following areas?



What brings you to Salinas City Center?



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





## Parking

### On-Street/Surface Parking

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

### Monterey Street Garage

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

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

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



# Financial

## Revenue

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

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

## Major Expenses

### Landscaping

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

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

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

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





## Security

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

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

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

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



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

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

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

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





## Salinas Connect Service Requests

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

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



Accountants Compilation Report

Fiscal Year of December 2022 - November 2023



Operating Budget

Fiscal Year of December 2023 - November 2024



Assessment Data

Fiscal Year of December 2023 - November 2024



# Accomplishments and Goals FY 2022/2023

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

### Introduction

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

### Committee Background

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

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

### Accomplishments FY Dec 22/23

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



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

### Goals FY Dec 23/24

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

### Budget FY Dec 23/24

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

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

#### Revenue:

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

#### Expenses:

Streetscape Maintenance:	
Employee payroll:	\$112,500



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

## Security

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

## Current Landscaping and Maintenance – Zones 1 & 2

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

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

## Sidewalk Pressure Washing

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

## Conclusion

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



## District Identity and Streetscape Improvements (DISI)

### Accomplishments Dec 2022/2023

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

### Goals Dec 2023/2024

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



## Land Use Committee

### Accomplishments Dec 2022/2023

#### Housing

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

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

#### Downtown Parking Facility

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

#### Parking Management District

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

#### Intermodal Transportation Center

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

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

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

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

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

#### Permit Reform

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



#### Accurate Assessment of Vacancies

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

#### Traffic Issues

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

#### High-Speed Broadband

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

#### Outdoor Dining

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

#### Historic Preservation and Promotion

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

Supported a revitalized Historic Resources Board.

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

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

#### Annexation of Additional Properties

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

#### Community Benefit in Economic Development

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



## Food Trucks and Mobile Vendors

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

## Salinas Arch Maintenance

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

## Goals Dec 2023/2024

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





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



# Annual Calendar

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



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