

## ***Vision 2017***

### **It's about a Movement**

This is an exciting time for the Alisal Business District! The entire area is about to undergo some major improvements. What kinds of improvements you ask? Well, here's just a sample of what you can expect to see over the next several years.

- A vibrant business district that is cleaner, safer, and pleasing to all your senses.
- Newly constructed commercial and mixed-use space will provide excellent growth opportunities for new businesses and for those ready to expand operations.
- Increased safety throughout the area and a brand new image attracts new customers from across the City and across the region, producing a steady flow of foot traffic from one end of the district to the other.
- The arrival of a new financial services center means greater access to banking and other professional services in our community.
- Traditional hours of operation extend well into the evening, and shopping after sunset becomes part of the area's night life.
- Outdoor dining and live entertainment make a long-awaited come back, and visitors from across the region come here to enjoy the food, the arts, and a culture as diverse as the businesses that make up the district.

It's the Renaissance of the Alisal Business District. And you are an important part of the movement that will get us there.

That's right! ***Vision 2017*** is about a movement – a well-planned, outcomes-oriented, sustainable, and community-driven effort aimed at improving our area and revitalizing the local economy.

We want nothing less than to transform Salinas into the jewel of the Central Coast. We can become an economic powerhouse for the entire region. By providing our members with a healthy return on their investment, we will help set the standards for success in other business improvement districts and serve as a model for economic development and opportunity in cities across the country. That's what it's all about! It's about making our business district better so that our local businesses can thrive and reach their full potential. It's an ambitious vision, it will take a lot of work, and it won't happen overnight.

## *Salinas United Business Association*

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Movements are only as strong as the commitment each participant makes to support and actively participate in the effort. And your commitment is critical to the success of this movement. As a business operating in the Alisal Business District, you are already a full partner in the process of creating positive change. In fact, you're not only a full partner but one of 600 primary investors. As a full partner who is investing in the future of the district, you get to enjoy all of the benefits that come from making the area a better place to do business. And, as you may have already guessed, these benefits are the return on your investment.

Now you're probably wondering what a return on your investment will look like and how soon you can expect to see it. Well, here's a partial list of the returns you can expect to see in as little as three years as a result of your annual investment in the Alisal Business District.

- Increase in the value of your commercial property triggered by major improvements and the arrival of new development in the area.
- Increase in the value of your business resulting from an increase in private investment in the area.
- Increased earnings as a result of your expanded hours of operation.
- Increase in your share of the local and regional market through broad promotion of local businesses and our business district.
- Regular monthly savings attributable to a decrease in spending on private security, safety measures, and the replacement of stolen property.
- A happier, healthier, stable, and more productive work force.
- Improved access – within your community – to the resources your business needs to operate at optimal performance.
- Increased responsiveness of local government and its agencies to the needs and priorities of local businesses.
- Increased sense of loyalty among your customers due to your support of and participation in a movement that also benefits the families in our community.

The primary source of strength, momentum, and direction for our movement comes from the nearly 600 businesses that make up the Salinas United Business Association, or SUBA. With a goal of providing its members with a return on their annual investment, SUBA is working with partners in the public and private sectors to stop and reverse the deterioration of the Alisal Business District. At the same time we're proactively seeking out ways to create economic opportunities for new and existing businesses to realize their full potential. The outcomes we expect to see at the end of our journey are nothing short

of transformational. And a movement powered in part by local businesses such as yours is just what we need to get the job done.

We feel strongly that any effort involving an investment by local businesses should be held accountable for delivering the desired outcomes and for doing so within a reasonable timeframe. As a group comprised of businesses, we know it's not in our best interest to do this forever! As such, we're proposing *Vision 2017*, a 10-year initiative that has as its goal to transform the Alisal Business District into a better place for businesses, residents, and visitors. The initiative will be made up of three 3-year strategic plans and will include a series of well-informed benchmarks that'll serve as interim markers of progress and success. You won't have to wait until the end of the initiative to see the fruits of your investments! If we work together, we can make it happen.

On the other hand, we can't do it without the support and participation of all our members.

**Here are some ways you can help.**

- **Maintain Open Channels of Communication.** Keep SUBA informed of any changes in your contact information and don't hesitate to contact the SUBA office if you have a complaint or need information or assistance.
- **Use Your SUBA Membership to Leverage Your Strength.** You're part of an association that derives its strength from nearly 600 business members. If ever you need something (e.g., permit, service, etc.) from the City or other governmental entity, identify yourself as a member of SUBA and know that SUBA is always available to support you and/or advocate on your behalf. Know that you've got the strength of the entire Association behind you!
- **Keep Your Customers Informed of Your Participation in Vision 2017.** In January 2007 we will be distributing a *Vision 2017* informational packet to businesses throughout the area. A *Vision 2017* decal will be included in the packet for you to stick to the front door of your establishment. This will be a way for your customers to identify you as a partner in making their community a better place to live and do business.
- **Get Involved in a Committee.** As part of *Vision 2017*, we will be forming several committees, including a steering committee and at least four subcommittees. These committees will play a major role in the planning, implementation, and evaluation of projects throughout the initiative. Committee membership is open to all active members in good standing, and we strongly encourage members to become a part of the movement through the committee process. The success of each committee depends on the participation of partners like you.
- **Participate at SUBA Events.** A number of events will be scheduled throughout the year as part of *Vision 2017*. Our events calendar will include things like committee meetings, informational forums, workshops for businesses, festivals and celebrations, and so on. Show your support for *Vision 2017* and your pride in your business district by participating in as many events as possible.

- **Support Vision 2017 Projects.** To get to *Vision 2017*, we will be implementing a number of strategies during each of the three phases. The strategies will take the form of projects, and each will seek to have an impact on a part of the community that affects or has the potential to affect the businesses in our district. You can show your support for the projects by becoming directly involved in the implementation process or by simply cooperating with any changes that may take place in your area.
- **Own It!** As a full partner and primary investor you own *Vision 2017*. You should expect that when the work is done and your investment has reached its sunset, you will continue to own stock in something that provides a healthy return for many years to come. You take pride in your business because you own it. Now you have every reason to take pride in your business community too!

**For More Information**

If you have any questions, comments, concerns, or suggestions, please don't hesitate to contact the SUBA office at (831) 796-0896.