

The New Alisal

January 1, 2007

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A WORD FROM THE PRESIDENT

SUBA was extremely busy in 2006, and we achieved some major accomplishments with your support. Here are a few of the things we were able to accomplish last year:

- Established a vision and set goals for our business district;
- Refined our community policing strategies and added a mobile command unit;
- Provided advocacy at City Hall which resulted in policy decisions that benefited our business community;
- Used the media to draw attention to important issues that affect the businesses in our area;
- Continued our street clean up, beautification, and façade improvement campaigns;
- Assembled a very motivated and accomplishment-driven Board of Directors; and
- Hired a new executive director.

We're going to be even busier in 2007. Early this year, we're going to launch Vision 2017, a strategic initiative aimed at transforming our community into a better place to do business. We want nothing less than to create a business district where new and existing businesses can thrive and prosper.

As president of the Board, I couldn't be more serious about our role in transforming the community and making sure our members are an integral part of the movement that will get us to The New Alisal. With your support and cooperation, we can hold the City accountable and be sure that our tax dollars are being used to do big things in our community.

You can help us by getting involved in the Vision 2017 Initiative. You can become directly involved by joining one of the committees whose work will be to implement the Vision 2017 strategies. Or you can choose to become involved indirectly simply by cooperating with the changes you see happening around your business. Regardless of how you choose to participate in this movement, we consider you a partner and primary investor in this effort. As such, you can bet we will keep you informed and updated throughout the process.

On behalf of the Board of Directors, we wish you and yours a Happy New Year!

SUBA'S VISION 2017 INITIATIVE ~ IT'S ABOUT A MOVEMENT

This is an exciting time in east Salinas! The entire area is about to be transformed into *The New Alisal*. And here's just a sample of what you'll see happen 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 attract 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 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 comeback, 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, and collaborative effort aimed at improving our business community and revitalizing the local economy.

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Vision 2017

Vision 2017 (continued from page 1)

"It's about making our business district better so that our local businesses can thrive and reach their full potential."

We want nothing less than to transform our area into the jewel of the Salinas Valley. We can become an economic powerhouse for the entire region. That's what it's all about! It's about making our business district better so that 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.

Your commitment, cooperation, and participation are critical to the success of this movement. As a business operating in The New Alisal, you are already a partner in the process of creating positive change. In fact, you're not only a partner but one of 600 primary investors. As a partner and primary investor, you'll get to enjoy all the benefits that come from making the area a better place to do business. And, as you may have already guessed, the benefits you'll reap from doing business in The New Alisal are the return on your investment.

So, what will a return on your investment look like and how soon can you expect to see it? Here is a partial list of the returns you can expect to see in as little as five years.

- 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 and/or damaged property.
- A happier, healthier, stable, and more productive work force.
- Improved access to the resources your business needs to operate at optimal performance.
- Increased responsiveness of governmental 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.

"...You won't have to wait until the end of the initiative to see the fruits of your investments!"

At SUBA, we firmly believe that an 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 local businesses, we know it's not in our best interest to do this type of work forever! As such, we are preparing to launch *Vision 2017*, a 10-year strategic initiative that will seek to make The New Alisal a better place to invest, do business, live, and visit. The *Vision 2017 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. The best part of *Vision 2017* is that you won't have to wait until the end of the initiative to see the fruits of your investments! By working together, we'll be able to accomplish several important milestones within the first year of the Initiative.

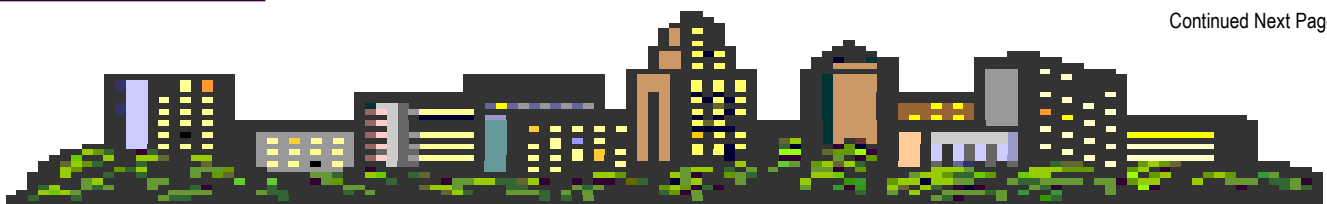
Here's How You Can Help

"You take pride in your business because you own it. Now you have a reason to take pride in your business"

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. We want to keep you informed and remain responsive to your changing needs and/or priorities, so maintaining effective communication systems is critical.

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 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

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Vision 2017 (continued from page 2)

behalf. Know that you've got the strength of the entire Association and its allies behind you!

Keep Your Customers Informed of Your Participation in Vision 2017. In early 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 five sub-committees. 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 new and existing 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 a reason to take pride in your business community, too!

For More Information, please contact the SUBA office (831) 796-0896.

VISION 2017 COMMITTEES

Steering Committee

Transforming east Salinas into the Jewel of the Salinas Valley is going to require a lot of work. To be truly effective, we'll need to enlist the assistance of people who can bring to the initiative a broad range of expertise and a whole lot of practical experience.

The Vision 2017 Steering Committee is a collaborative of various stakeholders who already work and/or live in our community. The group consists of at least 20 experts whose current work focuses on economic development, marketing and promotions, planning and evaluation, medical services and public health, public policy and government, education, arts and culture, community advocacy, leadership development, finance, and so on. Several members are also business owners who currently hold a seat on SUBA's Board of Directors.

The Steering Committee will be responsible for planning many of the activities that will be implemented as part of the Vision 2017 Initiative. This committee will meet regularly on the 2nd Monday of every month at 5:30 p.m.

The next Vision 2017 Steering Committee meeting is set for January 8, 2007 @ 5:30 p.m.

Subcommittees

Five subcommittees have been formed to assist the Steering Committee with the implementation of the Vision 2017 Initiative. These groups will be responsible for moving the projects from the planning table into the community.

The subcommittees' work will focus on five distinct but related impact areas, including:

- Economic Opportunity Creation/ Business Development & Retention;
- Marketing & Promotions;
- Built Environment;
- Policy, Systems, & Institutions Change; and
- People & Neighborhoods.

The subcommittees will be made up of representatives from SUBA and other stakeholder organizations. Subcommittees will meet at least once a month or as necessary to complete their tasks.

Get Involved

We're currently recruiting members for both the Steering Committee and Subcommittees. If you are interested in participating or would just like to attend a meeting, please call us and let us know. You can reach us at (831) 796-0896.

Vision

"The New Alisal is the jewel of the Salinas Valley, an economic powerhouse, and a thriving community where everyone is welcome."

Vision 2017 Steering Committee

Board of Directors

David Brown

President

Larry Dykes

Vice President

Deloris Scaife-Higgins

Secretary

Alicia Delena

Treasurer

Juan Juarez

Representative Area 1

Don Green

Representative Area 1

Keven Pederson

Representative Area 2

Antonio Campos

Representative Area 2

Moises Escoto

Representative Area 3

Vacancy

Representative Area 3

Teresa Gomez

Representative Area 4

Sal Jimenez

Representative Area 4

Maria Orozco

City Liaison

Sergio Sanchez

Councilmember District 1

Tony Barrera

Councilmember District 2

Gloria de la Rosa

Councilmember District 4

KEEPING YOU IN THE LOOP ~ TELL US WHAT WORKS!

An important part of our work involves keeping the membership informed and up-to-date regarding the things that are happening in our business district. This is going to become a very important part of our job once we officially launch the Vision 2017 Initiative in early 2007. In the past, we've tried newsletters, community forums, face-to-face meetings, distributing fliers and bulletins, and several other ways of communicating with our members. Yet despite our best effort, we keep hearing that our members just don't know what SUBA is up to until they read about it in the local newspaper. We want to change that, but we need your help!

Our objective is to keep you in the loop. As a primary investor, you are entitled to know how your money is being used and what kind of a return you're receiving on your investment. As a full partner, you'll also want to know how and when you can become involved in making your area a better place to do business. This is important information, and we want you to have it in a timely manner.

You can help us by letting us know what works best for you. Your input would be extremely helpful as we work to improve our information and communication systems. Please, send your comments, suggestions, and recommendations to the SUBA office by calling (831) 796-08796 or by emailing them to Victor Mehia at subadirector@sbcglobal.net. Your assistance is greatly appreciated!

GOT EMAIL?

One of the most cost-effective ways of communicating with our members is through email. Not only is it inexpensive, it allows us to provide our membership with relevant information in "real time."

If you have an email address and would like to be added to the SUBA distribution list, please forward your email address to subadirector@sbcglobal.net.

We know how much you hate receiving spam and/or other forms of junk mail. We promise to never abuse your email address by filling your inbox with this type of information. And you can be sure that SUBA will never sell, exchange, or otherwise use your email address for commercial purposes.

Send us your email address and take advantage of this cost-effective way to be informed!

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SUBA

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BUSINESS ASSOCIATION

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Creating a better business district is not just our goal. It's our job!