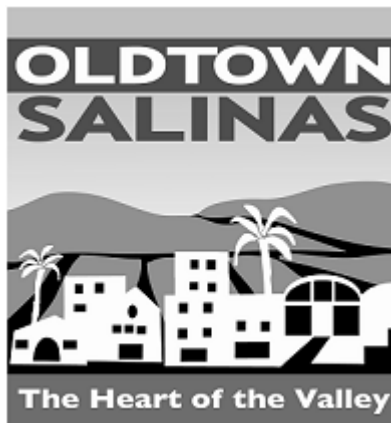


Oldtown Salinas Association  
**Business Improvement District**

***STRATEGIC PLAN***  
***2011-2014***



*Prepared by:*  
*Deanna Smith*  
*Executive Director*

## **Table of Contents**

Introduction & Mission	3
Goals, Strategies and Objectives	
Beautification & Security	5
Promotions	9
Economic Development	13
Involvement in Committees	17
BID Map	18

## **Introduction**

Oldtown Salinas is a vibrant commercial district with many physical and historic assets. The Easy access to transportation, historic architecture, proximity to city and county government, and the rich heritage of John Steinbeck and Salinas' agricultural roots are all assets which make this an attractive and desirable business district.

The Oldtown Salinas Association began with a perceived need to solve a common problem and provide a community service. Concerned business people formed a committee to study this problem and decided that only an organized effort could address it. The Oldtown Salinas Association, incorporated in 1977, operates under the state Parking and Business Improvement Area law of 1989 (SB 1424 and AB 1693) of the Streets and Highways Code, and City of Salinas Ordinance No. 2126.

The boundaries of the area are clearly defined and all businesses within the district are assessed annually according to a matrix outlined in the City of Salinas Municipal Code Chapter 21-B-26. All revenues generated from the assessment district are required by law to stay within the district's boundaries to fund enhanced services. The district's assessment revenues are managed by a non-profit organization [501(c) (4)] known as the Oldtown Salinas Association.

The Oldtown Salinas Association is governed by a sixteen (16) member Board of Directors including business and property owners, two (2) members of City Council, one (1) representative of

the Salinas Redevelopment Agency, and one (1) representative of the National Steinbeck Center.

The Executive Committee includes the Board President, Vice President, Secretary, Treasurer, Redevelopment Agency representative, and Immediate Past President. The Executive Committee provides strategic direction to the Board of Directors, monitors the organization's finances, establishes an annual budget, and monitors the organization's progress in achieving annual goals.

Active committees include: Beautification & Security; Promotions; Economic Development; and various ad hoc and sub-committees.

Copies of the organization's minutes, financial statements, annual report, strategic plan, city ordinances, and other pertinent contracts are maintained at the Oldtown Salinas Association office.

## **Mission**

“To promote and enhance Oldtown Salinas, provide its members with a unified effort to sustain and expand commercial activity, and facilitate a lively, safe and clean downtown environment”

## Beautification & Security Committee:

*Provide oversight and planning for landscape and sanitation efforts, and ensure that sufficient security is available within the district.*

<b>YEAR 1</b>	<p><b>Project:</b> Research cost and develop a plan for implementing lighting improvements: increase light output in lampposts, street lights, and add additional pedestrian oriented and security lights.</p> <p><b>Vision:</b> To increase real and perceived security, create more ambience in evenings.</p>
	<p><b><u>ASSIGNED TO:</u></b> Joel Panzer</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Beautification & Security Committee:

*Provide oversight and planning for landscape and sanitation efforts, and ensure that sufficient security is available within the district.*

<b>YEAR 1</b>	<p><b>Project:</b> Research cost, develop a plan, and implement Business Watch Program.  <b>Vision:</b> To increase real and perceived security and empower the business community at minimal cost to organization.</p>
	<p><b><u>ASSIGNED TO:</u></b> Greg Yancey</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Beautification & Security Committee:

*Provide oversight and planning for landscape and sanitation efforts, and ensure that sufficient security is available within the district.*

<b>YEAR 1</b>	<p><b>Project:</b> Research cost and develop a plan for streetscape improvements (planters, etc.)  <b>Vision:</b> To enhance visual appeal of Oldtown.</p>
	<p><b><u>ASSIGNED TO:</u></b> Joel Panzer</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Beautification & Security Committee:

*Provide oversight and planning for landscape and sanitation efforts, and ensure that sufficient security is available within the district.*

<b>YEAR 2</b>	<b>Project:</b> <b>Vision:</b>
	<p><b><u>ASSIGNED TO:</u></b></p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Promotions Committee:

*Plan and support promotions efforts including marketing programs, special events, and business mixers.*

<b>YEAR 1</b>	<p><b>Project:</b> Research cost and develop a template for new website, integrating social media and advertising opportunities.  <b>Vision:</b> ?</p>
	<p><b><u>ASSIGNED TO:</u> Primary responsibility not designated</b></p> <ul style="list-style-type: none"> <li>• Colleen will recruit Carol Robles and Peter Haas to write historical stories on Oldtown</li> <li>• Kimbley will assist with developing a social media policy</li> </ul> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Promotions Committee:

*Plan and support promotions efforts including marketing programs, special events, and business mixers.*

<b>YEAR 1</b>	<p><b>Project:</b> Increase Passport Revenue  <b>Vision:</b> ?</p>
	<p><b><u>ASSIGNED TO:</u></b> Monica Wason will Chair Passport Committee this year</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Promotions Committee:

*Plan and support promotions efforts including marketing programs, special events, and business mixers.*

<b>YEAR 1</b>	<b>Project:</b> Establish 2 new revenue generating events <b>Vision: ?</b>
	<p><b><u>ASSIGNED TO:</u></b> Frank Savino with Promotions Committee</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Promotions Committee:

*Plan and support promotions efforts including marketing programs, special events, and business mixers.*

<b>YEAR 2</b>	<b>Project:</b> <b>Vision:</b>
	<p><b><u>ASSIGNED TO:</u></b></p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Economic Development Committee:

*Implement strategies to strengthen and broaden the economic base of Oldtown Salinas through business retention & recruitment*

<b>YEAR 1</b>	<p><b>Project:</b> Support PBID process and steering committee.</p> <p><b>Vision:</b> To establish a PBID in Oldtown by July 2012, increase revenue and work plan/programs in Oldtown, decrease vacancies, REVITALIZE OLDTOWN.</p>
	<p><b><u>ASSIGNED TO:</u></b> Michael Millett</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>• Tom will recruit interns to complete a feasibility study and assist with database.</li> <li>• Don will obtain property owner/square footage data; establish City baseline services.</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Economic Development Committee:

*Implement strategies to strengthen and broaden the economic base of Oldtown Salinas through business retention & recruitment*

<b>YEAR 1</b>	<p><b>Project:</b> Research parking issues. <b>Vision:</b> ?</p>
	<p><b><u>ASSIGNED TO:</u></b> Michael Millett</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Economic Development Committee:

*Implement strategies to strengthen and broaden the economic base of Oldtown Salinas through business retention & recruitment*

<b>YEAR 1</b>	<p><b>Project:</b> Develop a database of all Oldtown spaces to track vacancy rates and promote available spaces on website.</p> <p><b>Vision:</b> To decrease vacancy rates.</p>
	<p><b><u>ASSIGNED TO:</u></b> Michael Millett w/intern.</p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>• Tom will recruit interns to complete database.</li> <li>• Deanna will post all vacant spaces on website when database is completed.</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Economic Development Committee:

*Implement strategies to strengthen and broaden the economic base of Oldtown Salinas through business retention & recruitment*

<b>YEAR 2</b>	<b>Project:</b> <b>Vision:</b>
	<p><b><u>ASSIGNED TO:</u></b></p> <p><b><u>DEADLINE:</u></b></p> <p><b><u>TASKS TO COMPLETE:</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p><b><u>COST TO IMPLEMENT:</u></b> (itemize all costs for research, purchase, installation, implementation &amp; maintenance)</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## **Join Us**

The Oldtown Salinas Association is non-profit organization committed to the growth and prosperity of the downtown community. We invite our members to join our efforts by participating in the following committees:

### **Beautification &: Security**

*Provide oversight and planning for landscape and sanitation efforts, and ensure that sufficient security is available within the district.*

### **Promotions:**

*Plan and support promotions efforts including marketing programs, special events, and business mixers.*

### **Economic Development:**

*Implement strategies to strengthen and broaden the economic base of Oldtown Salinas through business retention & recruitment*

## **Get Involved**

If you would like to participate in a committee, please contact Executive Director Deanna Smith, at [director@oldtownsalinas.com](mailto:director@oldtownsalinas.com) , or 831-758-0725.

## **For More Information**

Visit our Website at [www.oldtownsalinas.com](http://www.oldtownsalinas.com)

