
SALINAS, CALIFORNIA

The Sports Capital of The Central Coast



GLOBAL LEADER WITH A SMALL TOWN CHARM

- A central location on California's Central Coast with close proximity to the Silicon Valley
- Known as the **"Salad Bowl"**—Monterey County produces over **60%** of the nation's head lettuce and leaf lettuces.
- Nearly **\$5 Billion** in agricultural revenue in 2024, a +14.7% year over year increase
- Internationally Recognized **Ag Tech Hub**
- Relay For Life of Salinas is the **#1 Relay fundraiser in California and #2 in the entire nation.**
- Strong cultural Traditions & Local Events that draw in over **250,000+** visitors annually
- Rapidly growing **sports tourism**



OUR DEMOGRAPHICS

***INCLUDING GREATER SALINAS AREA**

POPULATION

- Total population: **163,542** (Salinas)
- Total Households: **44,405**
- Average Age of Residents: **31** (*Younger than state average of 38.2*)

GREATER SALINAS AREA

- Includes ZIP 93908 (Toro, San Benancio, etc.)
- Population: **13,188**
- Households: **4,935**
- Average Age: **42** (*Affluent, commuter population*)

INCOME

- Salinas Median Household Income: **\$89,150**
- Greater Salinas Median Income: **\$164,554**

KEY TAKEAWAYS

- Young, working-age core = Demand for housing, retail, and healthcare
- Majority Latino Community = Family-oriented, community driven market, giving that small town feel



IDEAL WEATHER FOR YEAR-ROUND SPORTS

- **Mild Mediterranean Climate:**
Avg. Highs 67°F / Lows 48°F
- **Exceptionally Dry Summer:** Virtually no rain from late spring to early fall
- **Consistent Sunshine:** June to August averages nearly 12 Hours of sunshine per day
- **Low-Impact Winters:** Mild, damp winters with moderate rainfall
- **260+ days of sunshine** bring year-round comfort



SALINAS SPORTS

These are just a few facilities and events that have continued to put Salinas on the map for Sport Tourism.

1.



**Weathertech
Laguna Seca
Raceway**



**California Rodeo
Salinas**

4.



**Salinas Sports
Complex**



**Salinas Regional
Soccer Complex**

A RAPIDLY GROWING IMPACT

- Laguna Seca Raceway's **Economic Impact** rose \$220 million in just 5 years, going from \$84.4 million in 2018 to **\$304 million** in 2023

MAJOR EVENTS & ATTENDANCE

- Major Events Include **The Monterey Grand Prix, Moto America, INDYCAR Season Finale (2026), IMSA** and **Rolex Monterey Motorsports Reunion**
- As of 2024, Laguna Seca hosted **300,000 total attendees** across all events. 80% of attendees were not local, and 41% attended multiple events in that year.
- Laguna Seca's event calendar shown growth adding additional events increasing from **5 ('18-'19) to 7-8 ('20-'24)** per year

BENEFITS FOR HOSPITALITY

- Data from The 2024 Weathertech Raceway Marketing Research:
 - Approx **30% of the year's event attendees stayed in a hotel for the event**; Approx **50%** of those who stayed at hotels **stayed more than two nights**.
- **Monterey Peninsula Average Daily Rates** exceed **\$250-\$300/night** and top **\$1,000 during Car week**, pushing visitors to day-trips.
- **Salinas' lower ADRs** can capture those day-trippers and convert them to overnight guests.
- Salinas has opportunity for **new full-service hotels and dining options** to serve event attendees seeking convenience and amenities.

Positive Outlook: If Future capital investments proceed as planned, regional hospitality demand in Salinas is expected to strengthen further per Friends of Laguna Seca





ONE OF TOP 10 PROFESSIONAL
RODEOS NATIONWIDE.
LARGEST RODEO IN CALIFORNIA.
OVER 100 YEARS OF HISTORY.

BIG EVENTS, BIG ECONOMIC IMPACT

- Had a direct and induced economic impact of **\$24,803,460**
- Major tourism during a week of rodeo events means multi-day business for hotels in Salinas, every year, adding **\$150k+** in local Transient Occupancy Tax (TOT).

A MAGNET FOR TOURISM AND COMMUNITY

In 2024, The California Salinas Rodeo & Salinas Sports Complex:

- Hosted a total of **100,351 attendees** across its major events.
- Over **500 rentals** booked during Rodeo Week
- **300+ were sport-related stays**, others were for concerts, business events

OPPORTUNITY FOR GROWTH

- Local hotels reach max capacity, leaving room and demand for new lodging
- Opportunity for **mid-tier hotels**
- Ideal zone for **hospitality & mixed-use development**
- Rodeo attendees are largely **value-conscious visitors**, often **seeking more affordable lodging** options away from the Peninsula, a strong fit for Salinas' mid-tier hotel opportunities.

**100K+ VISITOR | 500+ SHORT TERM RENTALS \$24.8M LOCAL ECONOMIC BOOST
| 41% RETURNED FOR MULTIPLE EVENTS**

*California Rodeo Salinas Report, 2024 Economic Study



BUT THATS NOT IT. OUR SALINAS SPORTS COMPLEX HAS

EVEN MORE TO OFFER

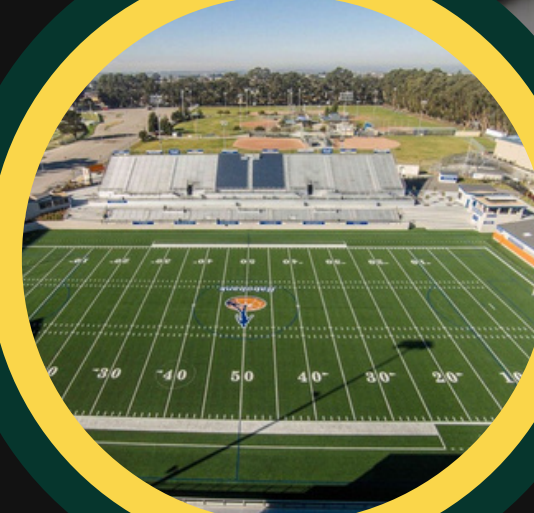
RABOBANK STADIUM

- Built to NCAA regulations, this bowl design stadium can hold up to 5,000 in its stands and hosts over **100 events annually, including football, cheer and regional tournaments**
- Based on research, the Salinas Soccer Complex brings over **\$4 Million** of direct and indirect economic impact, with moderate average visitor spending at about **\$330**

SOFTBALL EVENTS DRIVE YEAR-ROUND DEMAND

- Hosts **30+** softball tournaments annually, drawing teams statewide
- Events span **2-3 days**, with most teams requiring **overnight stays**
- Tournaments contribute to steady hotel room demand throughout the year

EVENTS LIKE SOFTBALL ADD CONSISTENT, YEAR-ROUND VALUED, CREATING OPPORTUNITY FOR NEW LODGING & SERVICES



SALINAS REGIONAL SOCCER COMPLEX

The Salinas Regional Soccer Complex highlights the possibilities new development could bring for the Salinas community

- Currently, the SRSC has a total of **14 soccer fields**, 2 of them being artificial turf with **stadium lights** allowing for nighttime play
- SRSC has outlined an impressive **4 phase plan** to expand into the **LARGEST** soccer complex of its kind between San Francisco and LA.
- The Salinas Regional Soccer Complex hosts about **11,500+ visitors per week**, adding up to more than **600,000** annually
- Economic impacts conservatively estimate over **45,000** annual **out-of-town visitors** ranging between **\$12.5M — \$25M** total output annually

ALLIANZA TOURNAMENT IMPACT

- The 2025 Allianza Cup brought **147 teams** and **27,484 spectators** to Salinas
- Hosted over **250 games in 3 days**, generating substantial visitor traffic
- Considered one of the **largest Latino youth soccer tournaments in the US**
- Confirmed a **multi-year commitment** to return through **at least 2029**
- Tournament organizers praised Salinas for its **welcoming community and location**



SALINAS BUSINESS

Explore how Salinas's core industries drive year-round hotel and short-term housing demand for professionals, vendors, educators and more

1.



Medical



Agriculture

4.



Innovation &
Technology



Workforce
Development

MEDICAL TRAVEL

3 MAJOR MEDICAL SYSTEMS

Salinas Valley Health | Natividad Hospital | Kaiser Permanente

- Serves the entire Central Coast (**430,000+** Residents)
- Healthcare accounts for over **13%** of all jobs in Salinas
- Hospitals are a top regional employer, offering competitive pay and career advancements

DEMAND FOR NURSES

- California is **short 40,000 RNs** (Projected through 2026)
- Travel Nurses have grown **+430%** nationwide since 2018
- California leads the nation with **9%** of travel nurse openings
- Travel nurses rotate on **13-week assignments**, creating constant demand for:
 - **Hotels**
 - **Short-term Rentals**
 - **Mixed-use housing near hospitals**

Salinas' growing medical workforce isn't temporary, its long-term, mobile and in constant need of quality places to live and work



SALINAS AGRICULTURE

WHY WE ARE "THE SALAD BOWL OF AMERICA"

NATIONAL IMPACT

- The Salinas Valley accounts for more than 60% of national production of leaf lettuce, head lettuce and celery with broccoli and spinach making up nearly half of the U.S output.
- Agricultural Giants anchored in the Salinas Valley drive a **\$5 Billion ecosystem**, fueling nonstop business travel and transportation

AGRICULTURAL GIANTS IN THE AREA



AGRICULTURE DRIVES YEAR ROUND TRAVEL

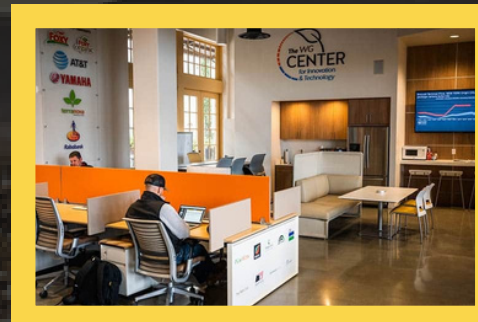
- Food service operators & grocery retailers schedule **regular summer visits** to the Salinas Valley.
- Ongoing **inter-company travel** from regional offices adds consistent lodging demand
- Ag companies host a steady stream of **suppliers, consultants and trade associations** throughout the year.



INNOVATION & TECHNOLOGY

WESTERN GROWERS CENTER FOR INNOVATION & TECHNOLOGY

- A nonprofit agtech incubator in Salinas that helps connect innovative startups with growers, enabling solutions for key agriculture challenges through real-world testing and feedback. Established in 2015 by Western Growers



RESERVOIR FARMS

- The first on-farm startup incubator in California, empowering the next wave of agricultural innovators to transform how we grow, manage, and sustain our food systems.



AMAZON DISTRIBUTION CENTER

- Transforming how we shop by leveraging artificial intelligence and robotics that enhance efficiency and safety. Investing over \$700 million, this 3.2MM Sq Ft distribution center is set to bring in more than 1000 employees.



ARCHER AVIATION

- Archer Aviation is a Salinas-based company focused on developing electric vertical takeoff and landing aircraft for urban air mobility. Their flagship product, the Midnight, is designed to revolutionize transportation by providing a faster alternative to traditional ground travel.



MONTEREY BAY DART

- Supporting the advancement of uncrewed aerial systems and advanced air mobility industries for quality job growth and community vitality.



JOBY AVIATION

- Pioneer of the electric aircraft to provide faster, cleaner and smarter air travel.



WORKFORCE DEVELOPMENT



HARTNELL COLLEGE

Student Body: **17,000** >
Full- and part-time staff: **600** >

Degrees Offered: **63 Undergrad Majors**

Campus Location(s): Main Campus (South Salinas), North Salinas, King City, Soledad, Castroville **5 TOTAL**

RECENT HEADLINES:

Hartnell College Receives National Recognition in 2025 Carnegie Classifications



CAL STATE MONTEREY BAY

Student Body: **7,713** >
Full- and part-time staff: **1,031**

Degrees Offered: **28 Undergraduate & 8 Graduate**

Campus Location: Halfway between the Monterey Peninsula, featuring the coastal communities of Pacific Grove, Monterey, Seaside and Carmel, & the Salinas Valley

RECENT HEADLINES:

Cal State University Monterey Bay Scores 4.5 Stars on Money's Annual Best Colleges in America Ratings for 2025



UC SANTA CRUZ

Student Body: Approx **19,764**
Full- and part-time staff: **4,130**

Degrees Offered: **60 Undergrad Majors, 40 Graduate Degree Programs**

Campus Location(s): 10 College Locations across Monterey Bay, some with special focuses such as Environmental Science, Marine Biology, or Socio/Political Studies

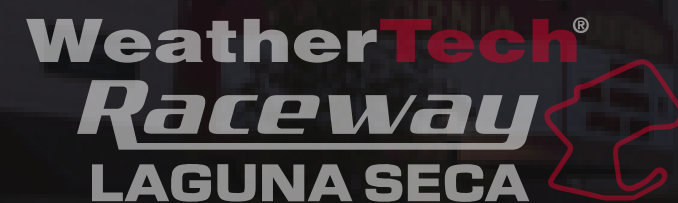
RECENT HEADLINES:

UC Santa Cruz partners with UC Davis to launch new central coast medical program



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