

# PRESS RELEASES

Date June 11, 2009

Contact: Andrew Myrick, 758-7362

## Salinas City Council to Review Targeted Employment Area

*Designation would help businesses in Salinas Valley Enterprise Zone obtain California tax credits*

On Tuesday night, June 16, the Salinas City Council will consider supporting the establishment of a Targeted Employment Area (TEA) within Monterey County.

TEAs consist of Census Tracts where 51% or more of its residents are low or moderate income in comparison to the rest of the County. The TEA works with the Salinas Valley Enterprise Zone, which received its final designation on January 30, 2009.

Businesses within the Enterprise Zone can claim hiring tax credits for a portion of the salaries paid to qualified employees hired on or after January 30, 2009 on their California tax returns, up to 50% in the first year. An employee needs to meet one of eighteen criteria in order for a business to qualify for the hiring tax credit; residency within a TEA automatically qualifies an employee.

The TEA includes portions of North Monterey County, including the communities of Pajaro, Las Lomas, Castroville, and Boronda, portions of the City of Salinas, and all of South Monterey County, including the Cities of Gonzales, Soledad, Greenfield, and King City, and the communities of Chualar, San Lucas, San Ardo, Jolon, Lockwood, Bradley, Big Sur, and Gorda. The boundaries of the TEA will also need to be approved by the Cities of Gonzales, Soledad, Greenfield, and King City, the County of the Monterey, and the California Department of Housing and Community Development prior to its final designation.

Other benefits that businesses in the Enterprise Zone receive include tax credits for sales and use taxes paid of qualifying equipment, accelerated depreciation of equipment, 15-year net operating loss carryovers, and preference on State contracts. Lending institutions that lend money to businesses in the Enterprise Zone also can deduct the interest they earn on the loans.

“This represents an important step in realizing the full potential of what the Salinas Valley Enterprise Zone offers,” said Salinas Mayor Dennis Donohue. “This provides employers with a greater degree of flexibility in claiming hiring credits while providing incentives to hire residents of underprivileged neighborhoods.”

*For more information about the Salinas Valley Enterprise Zone or the Targeted Employment Area, please contact Andrew Myrick, Enterprise Zone Manager, at (831) 758-7362 or at [andym@ci.salinas.ca.us](mailto:andym@ci.salinas.ca.us).*

## **SUBJECT: DIGITAL TV TRANSITION**

The Digital TV Transition from analog to all – digital format takes place on Thursday, June 11 at midnight. If residents do not have cable, satellite or other pay service, they will not receive transmission. A TV converter box will then be required.

A federal coupon program is available for a converter box(es), up to two. Residents needing assistance in making the transition should call 1-888CALLFCC or visit online at [www.DTV2009.gov](http://www.DTV2009.gov). An FCC service center is also available at the Northridge Mall. Residents who already have a converter box and need assistance in hooking it up can contact Recreation – Park at 758-7217.

Mayor Dennis Donohue stated “residents who have questions on this process or are experiencing difficulties, should feel free to contact the City and explore their options to address this significant TV change.”

For more information, please call 758-7217.