

FOR IMMEDIATE RELEASE

Bay Federal Credit Union Announces Salinas Relocation to Harden Ranch Plaza Shopping Center

Capitola, CA –February 22, 2021– Bay Federal Credit Union has announced that they will relocate their Salinas branch location to the Harden Ranch Plaza this fall.

Bay Federal will move into the former location of Pier 1 Imports at the shopping center. The previous Pier 1 location will be split into five different office spaces to allow for other local businesses to occupy them.

This new location at Harden Ranch Plaza allows for easy access from the freeway and plenty of parking for their members. The shopping center contains more than 80 retail stores and restaurants.



An artist's rendering of the new Salinas branch lobby layout in the Harden Ranch Plaza Shopping Center.

The branch will also undergo an extensive new redesign to create a modern banking experience and environmentally-friendly atmosphere. Current amenities such as coin machines, ATMs, and private offices will be included, and the new layout will also allow for members to have convenient access to mortgage lending officers, business lending officers and investment service advisors.

“The Harden Ranch Plaza shopping center is a convenient location for the community,” said Carrie Birkhofer, President and CEO of Bay Federal. “We look forward to providing members easy access to lending and banking products from our friendly and local employees at the new location.”

The current downtown Salinas location will remain open until the Harden Ranch Plaza branch construction is complete. The new location will be managed by PGI Property Management, which also currently manages Bay Federal’s Scotts Valley location.

About Bay Federal Credit Union

Bay Federal is a full-service, not-for-profit financial institution that serves over 78,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties. With more than \$1.4 billion in assets, Bay Federal Credit Union is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal Credit Union has an award-winning culture, including a volunteer program in which employees donate and volunteer for numerous local schools, nonprofit organizations, and community events each year.



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