



Mountain View Central Business Association

Business Improvement District Annual Report 2015

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I. Business Improvement District 2015 Summary Report

The following report conforms with the requirements of the State law on Parking and Business Improvement Areas. The Central Business Association looks forward to another year of working with The City of Mountain View to maintain a successful, thriving downtown.

Mountain View Central Business Association - 2015 Board of Directors

PROPOSED CHANGES TO THE DISTRICT ASSESSMENT:

NONE

BID FEE STRUCTURE:

BID #1 - Evelyn Avenue to High School Way, and two blocks on both sides of Castro St.

Restaurant	\$200
Retail	\$150
Office	\$50

BID #2 - 100-300 blocks of Castro St. (the historical section, based on square footage).

	<u>0-2999sq ft</u>	<u>3000-7999sq ft</u>	<u>8000sq ft.+</u>
Restaurant	\$125	\$150	\$175
Retail	\$75	\$100	\$125
Office	\$25	\$50	\$75

ESTIMATED BUDGET:

The operating budget for 2015 is \$200,241

The estimated operating budget for 2016 is \$203,530



CBA PROGRAMMING:

Recognizing that CBA's primary community event is A La Carte & Art, the Board continues reviewing new programs, as well as enhancing the events that are currently offered, while maintaining a balanced budget.

Downtown Events

- **A La Carte & Art Festival:** On May 2 and 3, 2015, the CBA concluded the 19th year of the A La Carte & Art Festival. Over 40,000 people attended the event. The fun, community event serves as CBA's largest fund-raiser for the year. It remains financially stable and well received by the community.



- **Beer Walk:** This year, CBA worked with the Beer Walk San Jose organization to bring this fun event to downtown Mountain View every March. Over 800 participants came down to sample craft beer while touring through retailers and restaurants on Saturday, March 14. The event is slated to take place every year on the Saturday prior to St. Patrick's Day.
- **Holiday Open House:** Each year the CBA hosts a Holiday Open House alongside the City Tree Lighting Ceremony. The Mountain View High School Madrigals carol along Castro Street one hour before and one hour after their performance at City Hall. Businesses are encouraged to stay open later and offer specials.
- **Thursday Night Live:** The CBA continues its participation at the event through operations of the beer and wine booth on all four evenings. The community support assists CBA in its annual fund-raising efforts.



- **Wine Walk:** This year completed the 3rd annual downtown Wine Walk on Thursday, August 13. Over 400 participants experienced our wonderful downtown retailers, as they sampled local wines. Along with the wine, patrons sampled food from many of our diverse restaurants. The interest has built not only amongst the patrons, but also from our merchant's participation!



Marketing and Promotions

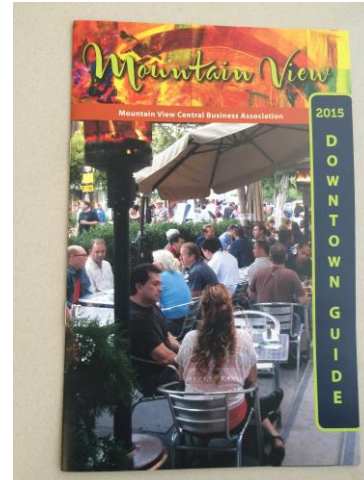
- **Downtown Website:** The CBA continues to support the Downtown website - www.mountainviewdowntown.com. The website serves the Mountain View community and the regional Bay Area in their interest in finding out about what's happening downtown, where to shop and which great restaurant to choose from. We are averaging 7,000 visitors per month.

The month of August had 6,616 visitors viewing the following pages:

2,700 – Events
 2,300 – Dining
 481 – Parking
 275 – Shopping
 860 – Other pages



- Downtown Guides:** Every January the CBA creates, prints and distributes the Downtown Guides to local businesses, hotels, corporate offices, and even a few get mailed across the country. The guide is a comprehensive list of all the ground floor retail and restaurants in the downtown with over 175 businesses listed in the guide.



- Social Media:** The CBA continues to maintain Facebook and Google + pages under Mtn. View Central Business Association. As of August 31, 2015 our fan base has grown to 696 followers from around the world (77% women, 22% men). Google+ continues to be an important part of our social media mix. For the month of August, CBA had 6,667 views, up 35% from the previous month and with 2,998 searches for the month.



- Levi's Stadium Promotions:** Last year the CBA coordinated with businesses to offer special promotions to game-day-goers on event days. This year we are keeping people connected to Farmer's Market move days and we are working on plans for Super Bowl 50.



Business Support

- **Coffee with the Mayor:** Coffee with the Mayor took place on April 15. This annual event connects the current Mayor & City Staff with our downtown business owners. In past years, the City Manager has attended the event and this year, Police Chief Max Bosel attended. The group discussed issues concerning the downtown businesses such as minimum wage. The interest and enthusiasm from the merchants continues to be well received.



- **Block Captain Program:** The Block Captain Program is comprised of merchants who volunteer to serve as a point of contact for a specific block location of Castro Street. They build relationships with business owners and keep in communication, as topics come up pertaining to the downtown. This program is on-going.
- **Business Watch Program:** The Business Watch Program works with our Block Captains to connect merchants with the Mountain View Police Department on safety and crime issues pertaining to the downtown. Quarterly update meetings, and “as needed” meetings are held to discuss topics. In 2015, the meetings covered various subjects such as crime prevention, how to make a citizen’s arrest, shoplifting, and homeless effects on business.



II. COMMITTEES

The Central Business Association has several committees to help with the marketing and promotions efforts. The CBA is overseen by a Board of Directors.

Executive Committee – Board of Directors

Responsible for the following:

- Board Relations
- Bylaws
- Executive Director Reviews
- Finances
- Nominations
- Policies

Promotion Committee

Responsible for the marketing of the downtown, through programs that include special events, advertising campaigns and promotional materials.

Relations and Development Committee

Responsible for keeping the membership informed about issues and programs for the CBA. They keep a communication link with the merchants, Chamber, community at large, City committees and departments, as well as neighborhood associations.



III. ACCOMPLISHMENTS AND GOALS

2015 ACCOMPLISHMENTS

Community Events:

- Sponsored the 19th annual A La Carte & Art festival on May 2 & 3
- Provided beverage sales at the 9th annual Thursday Night Live series
- Coordinated to bring Beer Walk downtown on March 14
- Hosted the 3rd annual Wine Walk event on August 13
- Create & coordinate Halloween Trick-or-Treating downtown on October 31
- Host the annual Holiday Open House event on Monday, December 7

Executive Committee – Board of Directors:

- Compile year-end report for Council
- Develop 2016 Action Plan and Budget
- Nominations for 2016 Board of Directors

Promotions Committee:

- Publish and distribute Downtown Guides containing listings of restaurants, retailers, services and maps of downtown
- Update and manage downtown website
- Organize and provide beverage sales at Thursday Night Live
- Partner with the Chamber of Commerce
- Attend Downtown Committee Meetings
- Coordinate and host annual Coffee with the Mayor event
- Coordinate annual Beer Walk event
- Host annual Wine Walk event
- Coordinate Holiday Open House
- Manage and update Facebook and Google + accounts
- Coordinate and create Super Bowl 50 event with the City and Chamber of Commerce
- Attended Main Street Alliance Seminar
- Create and organize Halloween Trick-or-Treating downtown

Relations and Development Committee:

- Hold quarterly and as-needed Business Meetings with the Police Department
- Coordinate, inform and maintain Block Captain Program
- Co-sponsor business training opportunities with the Police Department (retail, building, and holiday security as well as “as needed” issues)



- Meet and coordinate with Fire Department to hold informational meetings
- Host meetings to meet the Mayor, City Manager, City Council Members, Police Chief & City Officials
- Coordinate and host training meetings with City to educate businesses on City, County, and State issues
- Participated in the City's Minimum Wage Business Forums on Aug. 27. CBA is currently developing a Survey for downtown businesses on Minimum Wage.

2016 GOALS

Community Events:

- Sponsor 20th annual A La Carte & Art in May
- Sponsor Holiday Open House
- Sponsor annual Wine Walk
- Co-sponsor annual Beer Walk
- Sponsor Super Bowl 50 activities
- Sponsor Halloween Event
- Begin planning phase for Sidewalk Art Show

Executive Committee – Board of Directors:

- Compile year-end report for Council
- Develop 2017 Action Plan and Budget
- Nominations for 2017 Board of Directors

Promotions Committee:

- Continue to create and distribute the Downtown Guide
- Update and maintain the downtown website
- Research new events and promotions to attract greater community awareness
- Continue to work with the Chamber of Commerce
- Host Coffee with the Mayor event
- Continue to create new events
- Continue to maintain social media presence
- Continue to create and encourage “cross promotions” between businesses

Relations and Development Committee:

- Continue working with the MVPD to improve and maintain safety
- Continue working with MVFD to educate and improve safety
- Continue working with City and Chamber on retail recruitment strategies
- Continue community outreach through Block Captain Program
- Work with property/business owners on miscellaneous issues
- Work with the City to maintain the economic vitality of the downtown



IV. FINANCIAL STATEMENT

		<u>2014</u>	<u>2015</u>	<u>2016</u>
<u>REVENUES</u>				
Event Revenue	A La Carte & Art	139,185	132,000	135,000
	Thursday Night Live	6,539	7,719	7,800
	Wine Walk	12,141	12,554	13,000
	Beer Walk	0	2,249	2,250
<u>TOTAL EVENTS REVENUE</u>		<u>157,865</u>	<u>154,522</u>	<u>158,050</u>
Additional Revenue	Assessments	35,471	45,489	45,250
	Interest Income	230	230	230
<u>TOTAL REVENUE</u>		<u>193,566</u>	<u>200,241</u>	<u>203,530</u>
<u>EXPENSES</u>				
Event Expenses	A La Carte & Art	99,291	90,627	92,000
	Thursday Night Live	4,402	5,018	5,000
	Wine Walk	7,707	9,938	8,500
	Beer Walk	0	46	50
<u>TOTAL EVENTS EXPENSE</u>		<u>111,400</u>	<u>105,629</u>	<u>105,550</u>
Additional Expenses	Promotions (Guide & Website)	3,364	4,500	4,000
	Contract Labor	1,800	2,000	2,000
	Employee Benefits	5,626	6,000	6,200
	Insurance	971	1,500	1,500
	Legal & Accounting	2,515	2,000	2,000
	Miscellaneous	310	500	500
	Office Supplies & Equip.	1,015	500	500
	Relations	128	250	250
	Rent & Utilities	9,000	9,600	10,200
	Salaries - Director	53,700	53,700	53,700
	Telephone & Internet	2,099	2,000	2,000
	Taxes, Payroll & Property	4,380	4,600	4,600
<u>TOTAL EXPENSES</u>		<u>196,308</u>	<u>192,779</u>	<u>193,000</u>
<u>RESERVES AT END OF YEAR</u>		<u>-2,742</u>	<u>7,462</u>	<u>10,530</u>



V. BID ASSESSMENT LISTING



**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Simon-Kucher & Partners LLC	100 View Street #100	PROF	\$50		\$50
Polyvore	100 View Street #101	PROF	\$50		\$50
Envision Energy & Envision Ventures	100 View Street #200	PROF	\$50		\$50
Study.com	100 View Street #202	PROF	\$50		\$50
Helena Lou, Henry Liu CPA's	100 View Street #208	PROF	\$50		\$50
Storek, Carlson & Strutz CPA's	100 View Street #208	PROF	\$50		\$50
Little Sheep Hot Pot	102 Casrto Street	REST	\$200	\$125	\$325
Vasso Azzuro	108 Castro Street	REST	\$200	\$125	\$325
Xanh Restaurant	110 Castro Street	REST	\$200	\$150	\$350
Shell Shock	124 Castro Street	REST	\$200	\$125	\$325
Oren's Hummus Shop	126 Castro Street	REST	\$200	\$125	\$325
Han Gen Restaurant	134 Castro Street	REST	\$200	\$150	\$350
Olympus Café & Bakery	135 Castro Street	REST	\$200	\$125	\$325
Asian Box	142 Castro Street	REST	\$200	\$125	\$325
Chemila Collection	143 Castro Street	RETAIL	\$150	\$75	\$225
Blue Line Pizza	146 Castro Street	REST	\$200	\$125	\$325
Hong Kong Bistro	147 Castro Street #1	REST	\$200	\$125	\$325
Golgi/Openmind	147 Castro Street #2	PROF	\$50	\$25	\$75
inEvention Technology, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Nupat LLC	148 Castro Street	PROF	\$50	\$25	\$75
OSKI Technology Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Seeing Machines, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Sokikom	148 Castro Street	PROF	\$50	\$25	\$75
Bluedata Software, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Miselu, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Fu Lam Mum	153 Castro Street	REST	\$200	\$150	\$350
Tubular	153 Castro Street, 3rd Flr.	PROF	\$50	\$50	\$100
Bushido	156 Castro Street	REST	\$200	\$125	\$325

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Doppio Zero, Pizzeria Napoletana	160 Castro Street	REST	\$200	\$125	\$325
MV Lock & Key	171 Castro Street	RETAIL	\$150	\$75	\$225
Amarin Thai Cuisine	174 Castro Street	REST	\$200	\$150	\$350
Jehning Family Lock Museum	175 Castro Street	PROF	\$50	\$25	\$75
Shabuway	180 Castro Street	REST	\$200	\$125	\$325
EAGLES	181 Castro Street	PROF	\$50	\$25	\$75
Ephesis	185 Castro Street	REST	\$200	\$125	\$325
La Fontaine	186 Castro Street	REST	\$200	\$125	\$325
Eureka Restaurant	191 Castro Street	REST	\$200	\$125	\$325
Human Congevity Inc.	191 Castro Street	PROF	\$50	\$50	\$100
Agave	194-198 Castro Street	REST	\$200	\$150	\$350
Baydin Inc.	196 Castro Street	PROF	\$50	\$50	\$100
Velocity	196 Castro Street, Ste. D	PROF	\$50	\$25	\$75
Red Rock Coffee	201 Castro Street	REST	\$200	\$125	\$325
Highway Media	201 Castro Street, 3rd Floor	PROF	\$50	\$50	\$100
Odd Fellows	206 Castro Street	PROF	\$50	\$50	\$100
Alexander's Patisserie	209 Castro Street	REST	\$200	\$125	\$325
Hong Kong Bakery	210 Castro Street	REST	\$200	\$75	\$275
Drunken Lobster	212 Castro Street	REST	\$200	\$125	\$325
Jiff	215 Castro Street, 2nd Floor	PROF	\$50	\$50	\$100
Skyport Systems	215 Castro Street, 3rd Floor	PROF	\$50	\$50	\$100
Shezan Restaurant	216 Castro Street	REST	\$200	\$125	\$325
Pho Hoa	220 Castro Street	REST	\$200	\$125	\$325
St. Stephens Green	223 Castro Street	REST	\$200	\$125	\$325
Monte Carlo	228 Castro Street	REST	\$200	\$175	\$375
Don Giovanni Restaurant	235 Castro Street	REST	\$200	\$150	\$350
J Love Burger	236 Castro Street	REST	\$200	\$125	\$325
Kappo Naminami	240 Castro Street	REST	\$200	\$150	\$350

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Molly Magees	241 Castro Street	REST	\$200	\$150	\$350
Gelato Classico	241 Castro Street, #B	REST	\$200	\$125	\$325
Cijja Restaurant & Lounge	246 Castro Street	REST	\$200	\$150	\$350
Therapy	250 Castro Street	RETAIL	\$150	\$75	\$225
Zen Lounge	251 Castro Street	REST	\$200	\$150	\$350
Crazy Heart	257 Castro Street, Ste. 100	RETAIL	\$150	\$75	\$225
Butterflies Children's Store	257 Castro Street, Ste. 101	RETAIL	\$150	\$75	\$225
Teleki Design	257 Castro Street, Ste. 102	PROF	\$50	\$25	\$75
MarryMoment/Trymph	257 Castro Street, Ste. 104	PROF	\$50	\$25	\$75
Farmer's Insurance	257 Castro Street, Ste. 105	PROF	\$50	\$25	\$75
Castro Street Music Studios	257 Castro Street, Ste. 106	PROF	\$50	\$25	\$75
Core Fx	257 Castro Street, Ste. 107	PROF	\$50	\$25	\$75
CYH	257 Castro Street, Ste. 108	PROF	\$50	\$25	\$75
National Travel	257 Castro Street, Ste. 110	PROF	\$50	\$25	\$75
Hair & Now	257 Castro Street, Ste. 112	RETAIL	\$150	\$75	\$225
F. Wong & Associates Inc.	257 Castro Street, Ste. 115	PROF	\$50	\$25	\$75
KLF	257 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
SSGI Asia	257 Castro Street, Ste. 201	PROF	\$50	\$25	\$75
American Vacation Travel	257 Castro Street, Ste. 204	PROF	\$50	\$25	\$75
Information Telecoms + Media	257 Castro Street, Ste. 206	PROF	\$50	\$25	\$75
Millenium Broadcasting	257 Castro Street, Ste. 206	PROF	\$50	\$25	\$75
William Robertson	257 Castro Street, Ste. 208	PROF	\$50	\$25	\$75
Tricella Inc.	257 Castro Street, Ste. 209	PROF	\$50	\$25	\$75
Jasmine Teleki Psy D	257 Castro Street, Ste. 210	PROF	\$50	\$25	\$75
IP Meadows	257 Castro Street, Ste. 211	PROF	\$50	\$25	\$75
Cresta Partners	257 Castro Street, Ste. 214	PROF	\$50	\$25	\$75
Summa Therapeutics Inc	257 Castro Street, Ste. 216	PROF	\$50	\$25	\$75
Instravest Inc.	257 Castro Street, Ste. 219	PROF	\$50	\$25	\$75

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Simplesoft Inc.	257 Castro Street, Ste. 220	PROF	\$50	\$25	\$75
Mountain View Service Center	257 Castro Street, Ste. 222	PROF	\$50	\$25	\$75
N. CA. Health & Acupuncture	257 Castro Street, Ste. 223	PROF	\$50	\$25	\$75
Claude Gardner, CPA	257 Castro Street, Ste. 224	PROF	\$50	\$25	\$75
Yoogl	260 Castro Street	REST	\$200	\$125	\$325
West Valley Music	262 Castro Street	RETAIL	\$150	\$75	\$225
Action Properties	268 Castro Street	PROF	\$50	\$25	\$75
Foghorn Consulting LLC	268 Castro Street	PROF	\$50	\$25	\$75
Tea Era	271 Castro Street	REST	\$200	\$125	\$325
Queen House Chinese Restaurant	273 Castro Street	REST	\$200	\$125	\$325
Therapy	275 Castro Street	RETAIL	\$150	\$100	\$250
Chhabra Law Firm	277 Castro Street	PROF	\$50	\$25	\$75
endicia	278 Castro Street	PROF	\$50	\$75	\$125
Ron Ikebe Realtor	278 Hope Street #B	PROF	\$50		\$50
Hope Street Music Studios	278 Hope Street #E	PROF	\$50		\$50
Boutique 4	279 Castro Street	RETAIL	\$150	\$100	\$250
Altos Reasearch	280 Hope Street	PROF	\$50		\$50
Skyport Systems	280 Hope Street	PROF	\$50		\$50
In Step	285 Castro Street	RETAIL	\$150	\$100	\$250
Park Ballachi	288 Castro Street	REST	\$200	\$125	\$325
Buffalo	292 Castro Street	REST	\$200	\$125	\$325
Art Frame Studio	293 Castro Street	RETAIL	\$150	\$75	\$225
Rocket Fizz	298 Castro Street	RETAIL	\$150	\$75	\$225
Easy Foods Company	299 Castro Street	RETAIL	\$150	\$100	\$250
The Crepevine	300 Castro Street	REST	\$200	\$125	\$325
Books Inc.	301 Castro Street	RETAIL	\$150	\$125	\$275
Café Romanza	301 Castro Street	REST	\$200	\$125	\$325
API Design	303 Bryant Street, Ste. 350	PROF	\$50		\$50

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Quixey	303 Bryant Street	PROF	\$50		\$50
New Mongolian BBQ	304 Castro Street	REST	\$200	\$125	\$325
SBC	305 Hope Street	PROF	\$50		\$50
Tap Plastics Inc.	312 Castro Street	RETAIL	\$150	\$100	\$250
The Book Buyers	317 Castro Street	RETAIL	\$150	\$100	\$250
Peel Technologies Inc	321 Castro Street	PROF	\$50	\$75	\$125
East West Bookshop	324 Castro Street	RETAIL	\$150	\$100	\$250
La Panotiq Bakery Café	331 Castro Street, Ste. 100	REST	\$200	\$125	\$325
Cloud On	331 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
Ava's Downtown Market & Deli	340 Castro Street	RETAIL	\$150	\$125	\$275
Café Baklava	341 Castro Street, Ste. A, B & C	REST	\$200	\$125	\$325
Qigong	341 Castro Street, Ste. D	PROF	\$50	\$25	\$75
Global Beads	345 Castro Street	RETAIL	\$150	\$125	\$275
Sakoon	357 Castro Street	REST	\$200	\$150	\$350
Sono Sushi	357 Castro Street	REST	\$200	\$150	\$350
Raybeam Solutions	357 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
Facial Town Beauty Salon	357 Castro Street, Ste. 4	RETAIL	\$150	\$75	\$225
Inline Massage	357 Castro Street, Ste. 6	RETAIL	\$150	\$75	\$225
Ideal Holidays	357 Castro Street, Ste. 7	RETAIL	\$150	\$75	\$225
364 Studio	364 Castro Street	RETAIL	\$150	\$75	\$225
Maruichi	368 Castro Street	REST	\$200	\$125	\$325
Sight Optometry	369 Castro Street	RETAIL	\$150	\$75	\$225
Nevo Capitina, Attorney at Law	372 Castro Street	PROF	\$50	\$25	\$75
CA Acupuncture Health Center	375 Castro Street	RETAIL	\$150	\$75	\$225
Shiseido Cosmetics/Vee Cosmetics	380 Castro Street	RETAIL	\$150	\$75	\$225
Bierhaus	383 Castro Street	REST	\$200	\$125	\$325
Matson Architect	384 Castro Street	PROF	\$50	\$25	\$75
Cascal Restaurant	400 Castro Street	REST	\$200		\$200

**Downtown Mountain View
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BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Fenwick & West LLP	400 Castro Street	PROF	\$50		\$50
Scratch	401 Castro Street	REST	\$200		\$200
Weeby.co	421 Castro Street	PROF	\$50		\$50
Totspot, Inc.	444 Castro Street #703	ProF	\$50		\$50
Health Pocket, Inc.	444 Castro Street #710	PROF	\$50		\$50
BigPanda	444 Castro Street #900	PROF	\$50		\$50
Trip Actions, Inc.	444 Castro Street, # 303	PROF	\$50		\$50
Bank of America	444 Castro Street, #100	PROF	\$50		\$50
Hawley Peterson & Snyder Architects	444 Castro Street, #1000	PROF	\$50		\$50
Infer	444 Castro Street, #109	PROF	\$50		\$50
Alphagraphics	444 Castro Street, #110	RETAIL	\$150		\$150
Posh Bagel	444 Castro Street, #120	REST	\$200		\$200
500 Start Ups	444 Castro Street, #1200	PROF	\$50		\$50
Answers.com	444 Castro Street, #200	PROF	\$50		\$50
The Swig Company	444 Castro Street, #302	PROF	\$50		\$50
Milestone Systems, Inc.	444 Castro Street, #916	PROF	\$50		\$50
NCP Engineering, Inc.	444 Castro Street, #711	PROF	\$50		\$50
Red Hat, Inc.	444 Castro Street, #500	PROF	\$50		\$50
blippAR	444 Castro Street, #702	PROF	\$50		\$50
Midverse Studios	444 Castro Street, #707	PROF	\$50		\$50
SOASTA	444 Castro Street, #400	PROF	\$50		\$50
Boundary, Inc.	444 Castro Street, #917	PROF	\$50		\$50
Transcosmos, Inc.	444 Castro Street, #700	PROF	\$50		\$50
Mtn. View Dental Care	451 Castro Street	PROF	\$50		\$50
Yoga Belly	455 Castro Street	PROF	\$150		\$150
Casa Lupe	459 Castro Street	REST	\$200		\$200
Valley View Dental Care	471 Castro Street	PROF	\$50		\$50
Ginseng Korean BBQ	475 Castro Street	REST	\$200		\$200

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Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Kirin Chinese Food	485 Castro Street	REST	\$200		\$200
Eyewear Designs of Mtn. View/ Mtn View Optometry	495 Castro Street, #100	RETAIL	\$150		\$150
June Withers, MD	495 Castro Street, #102	PROF	\$50		\$50
Bean Scene	500 Castro Street	REST	\$200		\$200
Bank of the West	501 Castro Street	PROF	\$50		\$50
Kaiser Permanente	555 Castro Street	PROF	\$50		\$50
The Permanente Medical Group	565 Castro Street	PROF	\$50		\$50
Wells Fargo Bank	590 Castro Street	PROF	\$50		\$50
Yoga is Youthful	590 Castro Street	PROF	\$50		\$50
Credit Sesame	607 W. Dana Street #A	PROF	\$50		\$50
Aratame School	607 W. Dana Street #B	PROF	\$50		\$50
Hair by Heinz	617 W. Dana Street	RETAIL	\$150		\$150
La Beauty Skin Care	619 W. Dana Street	RETAIL	\$150		\$150
Model Shoe Repair	621 W. Dana Street	RETAIL	\$150		\$150
Windows & Beyond	633 W. Dana Street	RETAIL	\$150		\$150
Sushi Tomi Japanese Restaurant	635 W. Dana Street	REST	\$200		\$200
Elementum	650 Castro Street, Ste. 100	PROF	\$50		\$50
Morgan Stanley Smith Barney	650 Castro Street, Ste. 105	PROF	\$50		\$50
Mediterranean Grill House	650 Castro Street, Ste. 110	REST	\$200		\$200
The UPS Store	650 Castro Street, Ste. 120	RETAIL	\$150		\$150
The Liquid Menu	650 Castro Street, Ste. 130	REST	\$200		\$200
Site for Sore Eyes	650 Castro Street, Ste. 150	RETAIL	\$150		\$150
Stirling Vision Care	650 Castro Street, Ste. 150	PROF	\$50		\$50
State Farm Insurance	650 Castro Street, Ste. 155	PROF	\$50		\$50
Le Boulanger	650 Castro Street, Ste. 160	REST	\$200		\$200
La Monique's Nail Salon	650 Castro Street, Ste. 175	RETAIL	\$150		\$150
Masa Sushi	650 Castro Street, Ste. 180	REST	\$200		\$200
aXess Cleaners	650 Castro Street, Ste. 185	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Attainia	650 Castro Street, Ste. 200	PROF	\$50		\$50
TOTVS Labs	650 Castro Street, Ste. 210	PROF	\$50		\$50
Meta Integration Technology	650 Castro Street, Ste. 220	PROF	\$50		\$50
Napatech	650 Castro Street, Ste. 240	PROF	\$50		\$50
Hi.Q	650 Castro Street, Ste. 250	PROF	\$50		\$50
Pure Storage Inc.	650 Castro Street, Ste. 260	PROF	\$50		\$50
Quora	650 Castro Street, Ste. 450	PROF	\$50		\$50
LocalHarvest	650 W. Evelyn Avenue	PROF	\$50		\$50
Giovanna's Fine Jewelry	655 Castro Street #1	RETAIL	\$150		\$150
YouEye	655 Castro Street #2	PROF	\$50		\$50
955 Dreams	655 Castro Street #4	PROF	\$50		\$50
Yang Yang Acupuncture	655 W. Evelyn Avenue #1	PROF	\$50		\$50
Boletos Aereos Tax Service	660 W. Dana Street	PROF	\$50		\$50
Atkinson, Farasyn Attorneys at Law	660 W. Dana Street #3	PROF	\$50		\$50
TCM Acupuncture	676 W. Dana Street	PROF	\$50		\$50
Dr. Wang DDS	682 Villa Street #A	PROF	\$50		\$50
Lawrence Yih-loing Hong, DDS	682 Villa Street #F	PROF	\$50		\$50
Styra	688 W. Dana Street #1	PROF	\$50		\$50
Luxury Skin Care	692 W. Dana Street, Ste. A	RETAIL	\$150		\$150
Buen Viaje Travel	694 W. Dana Street	PROF	\$50		\$50
Community Care Ed. Services	694 W. Dana Street	PROF	\$50		\$50
Chiropractic Performance Center	694 W. Dana Street, Ste. A	PROF	\$50		\$50
Elegance Hair Salon	696 W. Dana Street	RETAIL	\$150		\$150
Shalala	698 W. Dana Street	REST	\$200		\$200
Subway Sandwich	701 W. Evelyn Avenue, Ste. A	REST	\$200		\$200
Cinova	701 W. Evelyn Avenue, Ste. B	PROF	\$50		\$50
Bangkok Spoon	702 Villa Street	REST	\$200		\$200
GTS Automotive	705 W. Dana Street	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Mt. View General Store	705 W. Dana Street, Ste. A	RETAIL	\$150		\$150
Downtown Smog Center	705 W. Dana Street, Ste. C	RETAIL	\$150		\$150
Fusionops	707 California Street	PROF	\$50		\$50
Serene Spa	714 Villa Street	RETAIL	\$150		\$150
Jane's Beer Store	720 Villa Street	RETAIL	\$150		\$150
Depot Garage	727 W. Evelyn Avenue	RETAIL	\$150		\$150
Salon Finesse	732 Villa Street	RETAIL	\$150		\$150
Landry & Bogan Theatre Consultants	733 W. Evelyn Avenue	PROF	\$50		\$50
Fiesta Del Mar Too	735 Villa Street	REST	\$200		\$200
Alberto's	736 W. Dana Street	REST	\$200		\$200
A Minute Man Shoe Repair	738 Villa Street	RETAIL	\$150		\$150
Tapioca Express	740 Villa Street	REST	\$200	\$125	\$325
Niji Sushi	743 W. Dana Street	REST	\$200		\$200
Perfect Salon	744 Villa Street	RETAIL	\$150	\$75	\$225
Dana Street Roasting Co.	744 W. Dana Street	REST	\$200		\$200
Mtn. View Hair & Nail Parlor	745 W. Evelyn Avenue	RETAIL	\$150		\$150
Star Modern Furniture	747 W. Dana Street	RETAIL	\$150		\$150
Starbuck's Coffee	750 Castro Street	REST	\$200		\$200
Dental Fabulous	756 California Street Ste B	PROF	\$50		\$50
Plan A Inc.	759 Villa Street #A	PROF	\$50		\$50
Liew Design	759 Villa Street #D	PROF	\$50		\$50
E&W Natural Way	762 W. Dana Street	RETAIL	\$150		\$150
Nature Magic Acupuncture	762 W. Dana Street	PROF	\$50		\$50
Sugar Spa	764 Villa Street	RETAIL	\$150	\$75	\$225
BigPanda	785 Castro Street #A	PROF	\$50		\$50
BlazeMeter	785 Castro Street #C	PROF	\$50		\$50
Gee Realty	786 W. Dana Street	PROF	\$50		\$50
Amici's Pizzeria	790 Castro Street	REST	\$200		\$200

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Spangler Mortuary	799 Castro Street	PROF	\$50		\$50
Dana Market	800 California Street	RETAIL	\$150	\$75	\$225
Shiva's Indian Restaurant	800 California Street	REST	\$200	\$150	\$350
Clover Network, Inc.	800 California Street #200	PROF	\$50	\$25	\$75
Trial Pay, Inc.	800 California Street #300	PROF	\$50	\$25	\$75
Mountain View Funeral & Cremation Service	805 Castro Street	PROF	\$50		\$50
Fleur De Lis	811 Castro Street	RETAIL	\$150		\$150
Gorgeous Nails	821 Castro Street	RETAIL	\$150		\$150
Aruba Day Spa & Salon	825 Castro Street	RETAIL	\$150		\$150
Essence Salon	826 W. Dana Street	RETAIL	\$150	\$75	\$225
Empire Vintage Clothing	831 Villa Street	RETAIL	\$150	\$75	\$225
Founder Institute	838 W. Dana Street, Ste. A	PROF	\$50	\$25	\$75
Debra K. Hotter, CPA	838 W. Dana Street, Ste. B	PROF	\$50	\$25	\$75
Optom Eyes	840 W. Dana Street	RETAIL	\$150	\$75	\$225
Totoro Restaurant	841 Villa Street	REST	\$200	\$125	\$325
Advanced Information Management	843 Castro Street	PROF	\$50		\$50
Fashion Code Beauty Salon	844 W. Dana Street	RETAIL	\$150	\$75	\$225
Orbit & Rust Salon	845 Villa Street	RETAIL	\$150		\$150
CVS Pharmacy	850 California Street	RETAIL	\$150		\$150
Verde Tea Café	852 Villa Street	REST	\$200		\$200
Pho To Chau	853 Villa Street	REST	\$200		\$200
Face-N-Body	854 Villa Street	RETAIL	\$150		\$150
Los Charros	854 W. Dana Street	REST	\$200	\$125	\$325
Imagine Alterations	857 Villa Street	RETAIL	\$150		\$150
Imagine Hair Salon	857 Villa Street	RETAIL	\$150		\$150
Happy Feet Foot Spa	858 Villa Street	RETAIL	\$150		\$150
Ryowa Noodle House	859 Villa Street	REST	\$200		\$200
AIO Medicine	867 W. Evelyn Avenue	PROF	\$50		\$50

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Morroco's	873 Castro Street	REST	\$200		\$200
Weather Sphere	881 Castro Street	PROF	\$50		\$50
Allure Salon	888 Villa Street #100	RETAIL	\$150		\$150
Silicon Thermal	888 Villa Street #110	PROF	\$50		\$50
Maginatics/EMC	888 Villa Street #210	PROF	\$50		\$50
Manage	888 Villa Street #300	PROF	\$50		\$50
Arkin Net, Inc.	888 Villa Street #410	PROF	\$50		\$50
Legal Zoom Inc.	888 Villa Street #430	PROF	\$50		\$50
Duke Khuu, MD / Keith Khuu, DDS	889 Castro Street	PROF	\$50		\$50
Steins Beer Garden	895 Villa Street	REST	\$200		\$200
Cognition Cyclery	903 Castro Street	RETAIL	\$150		\$150
Chez TJ	938 Villa Street	REST	\$200		\$200
Julie O's Hair & Nail	951 W. Dana Street	RETAIL	\$150		\$150
Tied House	954 Villa Street	REST	\$200		\$200
Yakko Restaurant	975 W. Dana Street	REST	\$200		\$200
Trans Video	990 Villa Street	PROF	\$50		\$50
TOTAL			\$33,950	\$11,175	\$45,250