



ANNUAL REPORT

2020



PREPARED BY

Sarah Astles, President
Board of Directors

Mountain View Downtown Business Association 2020 Annual Report
Prepared by Sarah Astles, President Board of Directors
September 10, 2020
Photographs by Mountain View Downtown Business Association

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Section 1

Overview

Downtown Mountain View is a far different place than it was when the the Central Business Association (now Downtown Business Association) was founded in 1960. Downtown is now a dynamic, entrepreneurial neighborhood that boasts clean and safe walkable streets, a well-balanced confluence of small, medium and large businesses and a dominance of independently owned retail and restaurants operating alongside a few national chains. It is becoming a hub for social interactions, community building, and innovation.



Introduction

This report from the Advisory Board of the Mountain View Downtown Business Association (DBA) was prepared for City Council to review for the annual reauthorization of the Business Improvement Area (BIA) pursuant to Section 36533 of the Parking and Business Improvement Law of 1989 (Section 36500 and following of the California Streets and Highways code) (the “Law”). This report is for the proposed calendar year commencing January 1, 2021 and ending December 31, 2021.

As required by the Law, this report contains the following information:

- I. Any proposed changes in BIA boundaries and benefit zones within the BIA.**
- II. The improvements and activities to be provided for Fiscal Year 2021.**
- III. An estimate of the cost of providing the improvements and the activities for 2021.**
- IV. The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for 2021.**
- V. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.**
- VI. The amount of any contributions to be made from sources other than assessments levied pursuant to the Law.**

Submitted by Sarah Astles, President of the Advisory Board (“Advisory Board”) of the Mountain View Downtown Business Association, (DBA).

The Advisory Board approved this report on September 8, 2020.

Section 2

Historical Perspective



The Mountain View DBA takes great pride in the programs and services that it has provided on behalf of Downtown businesses since inception in 1960 and especially since the formation of the BIAs. In particular, the DBA was instrumental in keeping ALL downtown businesses operational during the reconstruction of Castro Street when Castro Street was closed from El Camino to Evelyn Avenue. Other programs over the years include:



- A la Carte & Art Festival
- Downtown Business Guide (initially in print, now online)
- Annual Halloween Trick-or-Treat Downtown
- Annual Holiday Open House
- Downtown Wine Walk
- Downtown Beer Walk
- Coordination with the management of the Downtown Farmer's Market
- Coffee with the Mayor (State of the Downtown)
- Block Captain Program



Section 3

2020 DBA Accomplishments

Rejuvenated the Organization

- **Board growth** - The BOD more than doubled its members, representing a diverse set of industries. The current board consists of 13 members.
- **Raised awareness** - Made sure all business owners within the district boundaries know what the DBA is and the benefits of membership. This was done through a contractor who went to every business personally.
- **Direct outreach** - We attempted to meet every business in the BIA personally and created a robust mailing list of 230 contacts.
- **Built and strengthened valued partnerships** with the City of Mountain View, the Mountain View Chamber of Commerce, and other stakeholders.
- **Improved transparency** - Shared information and communicated with members and stakeholders more frequently.



2020 DBA Accomplishments

Rebranding

- Designed new logo
- Name changed from Central Business Association (CBA) to Downtown Business Association (DBA)



DBA Marketing Task Force Meeting

2020 DBA Accomplishments

Advocacy and Support

- Acted as a strategic voice and stakeholder, representing the concerns and interest of downtown businesses, while partnering with the City of Mountain View.
- Formed two focus groups (18 businesses) to provide input on the City's small Business Action Plan.
- Actively helped downtown businesses during the COVID-19 pandemic with regular communication and outreach.
- Provided input and collaborated with the City for the Castro StrEATs plan and street layout. This included extensive coordination with all businesses involved in the 100-400 blocks.



2020 DBA Accomplishments

Marketing

- Partnered with the Mountain View Chamber of Commerce on the annual print guides and developed a new map of downtown to promote the downtown businesses.
- Formed a marketing task force with 17 members to strategize marketing and promotions in downtown.
- Created print and digital ads in the Mountain View Voice and Los Altos Town Crier.
- Conducted a PR campaign commissioned from the Chamber.
- Hired a social media expert to provide the following on a monthly basis:
 - Develop a video series with two fully edited videos.
 - Post content to profiles on a regular basis (5x per week).
 - Complete 16 hours of daily community engagement per month to drive traffic to profiles and increase visibility.
 - Manage up to 6 ad campaigns (through social platforms).
 - Develop up to 20 pieces of photo + copy content featuring different businesses, events, community members, etc.
 - Includes customized branded posters and promotional pieces.
 - Encompasses both regular post and story content.



2020 DBA Accomplishments

Events

- “Meet the Mayor” event moved to Zoom. Highest participation level compared to past years.
- Organized the “Passport to Castro Weekend” event in September, increasing foot traffic to downtown and highlighting businesses.
- Trick or Treat event in 2019 to become Virtual Monster Bash in 2020. In collaboration with the City Recreation Division, will offer “Monster Deals” to encourage support of small businesses.

TAKE A STROLL ON CASTRO!

WWW.MOUNTAINVIEWDOWNTOWN.COM



60+ outdoor dining restaurants, retail stores and services on Castro's tree lined open air street

Pet Friendly
Pedestrian Only
Ample Free Parking
Open 7 Days a Week
Safe for Families



Express

FREE TO ALL! CASTRO STREET
MOUNTAIN VIEW
PASSPORT
WEEKEND

SEPT 11-13
8AM-10PM

[LEARN MORE](#)

A WEEKEND OF PROMOTION, DEALS AND DISCOUNTS

Section 4

2021 DBA Options

With the departure of its Executive Director in 2019, in 2020 the Downtown Business Association Board of Directors opted to use independent contractors and partnered with the Mountain View Chamber of Commerce to perform specific tasks. This decision minimized costs and provided the maximum benefits to downtown businesses. However, this solution is not sustainable as it relies on significant administrative capacity to hire and manage contractors. The Board of Directors does not have the administrative capacity to continue with this model long-term.

The Mountain View Downtown Business Association Board of Directors developed three forward-looking scenarios:

1. Create a 3rd BIA which will provide additional funds to the DBA by raising the fees for Office uses within the existing BIA geographic boundaries. The additional funds will allow the DBA to hire an Executive Director to manage and execute activities and programming. The current Office use fee in BIA #1 is \$50 annually and in BIA #2 ranges from \$25 to \$75 annually.
2. Contract the Chamber of Commerce to manage a staff person for the downtown. BIA funds would be used to pay the salary of this person. The limited funds will only allow for a part-time position. The BOD would still be active, and would work closely with this person.
3. A combination of Option 1 and Option 2. A new BIA would cover a part-time or full-time staff person and/or additional funds for marketing, promoting, and developing programming in the downtown.

Option 1 would be feasible with increased participation from Board Members and making the Board President a position that rotates on an annual basis.

Options 2 and 3 have been discussed with the Mountain View Chamber of Commerce and it is anticipated that the details of structure of the partnership between the DBA and Chamber can be developed in the Fall of 2020.

Section 5

Business Improvement Area (BIA) Overview

There are no proposed changes to the assessment fee or structure.

It has been consistently demonstrated that the typical BIA program places a higher priority on activities such as commercial marketing. As a result, the retail and restaurant establishments in the BIA are assessed more than service and professional businesses in the district.

The location of a business also determines the degree of benefit that accrues to that business. Centrally located businesses tend to benefit more, as do businesses located on the ground floor.

For this reason, #1 and #2 benefit zones have been identified for the BIA.

A second criterion is used in the BIA to determine benefit. This criterion, the size of the business, takes into consideration the total square footage of the business.

BIA Fee Structure

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

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

BIA #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

**Definitions of Business Types in
Downtown Business Improvement Area**

Retailers and Restaurants

Businesses that buy or resell goods such as clothing stores, shoe stores, office supplies as well as businesses that sell prepared food and drink.



Service Businesses

Businesses that sell services such as beauty or barber shops, repair shops, most automotive businesses, dry cleaners, art and dance studios, printing firms, film processing companies, travel agencies, entertainment businesses such as theatres, etc.



Professional Businesses

Businesses that require advanced and/or specialized licenses or academic degrees such as architects, engineers, attorneys, chiropractors, dentists, doctors, accountants, optometrists, realtors, insurance brokers, venture capital firms, consultants, advertising and marketing professionals and mortgage brokers and similar professions.

Additional clarification on business definitions will be defined according to Section 18.04.030 (Definitions) of the Mountain View Municipal Code. No business types are exempt from fees.

Section 6

DBA Board of Directors



President

Sarah Astles, *Opal*



Secretary

Tamara Michel, *Boutique 4*



1 Oz Coffee

Treasurer

Nancy Gee, *Attorney/Property owner*

Board members:

Julie Michel, *Boutique 4*

Yulia Kolchanova, *1 oz Coffee*

Majed Fakhouri, *Crepevine*

Eun-Joo Chang, *Rumble Fish*

Diana Tucker, *West Valley Music*

David Gamow, *East West Bookshop*

Juan Origel, *Ava's Market*

Jen Donat, *Transform Fitness Studio*

Honorary members:

Sheena Anderson, *Butterflies, Baby and Kids*

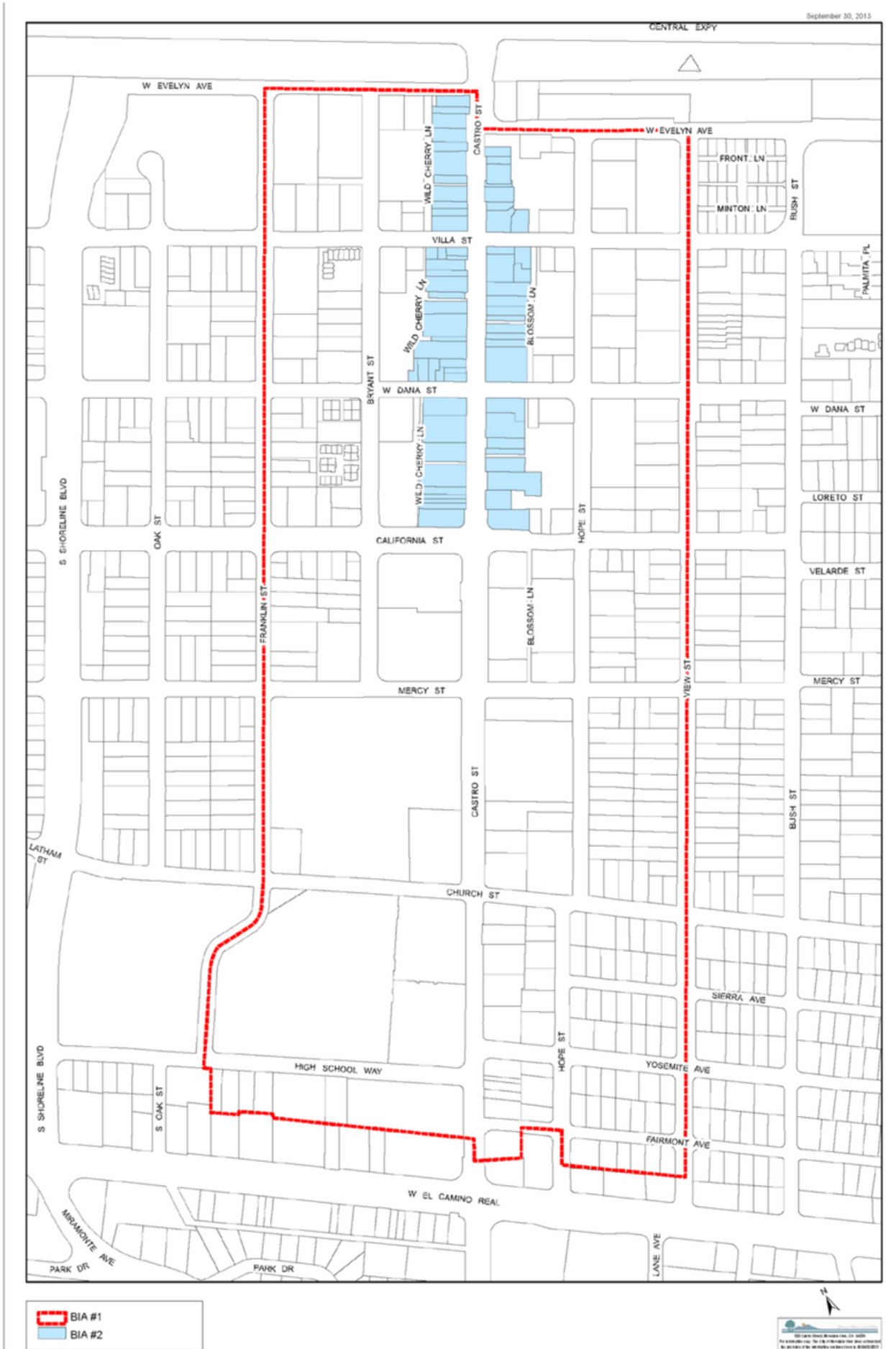
Ray Meyer III, *Meyer Appliance*



A. Budget

	Actuals			Forecast	
	2018	2019	2020 YTD	2020	2021
Income					
Assessments	43,000	39,359	37,200	37,200	37,200
Events Income					
A La Carte 2018	142,853	0	0	0	0
A La Carte 2019	0	148,886	0	0	0
Wine Walk	12,829	0	0	0	0
Total Events Income	155,682	148,886	0	0	0
Guide Sponsorship	2,000	0	0	0	0
Interest	32	10	0	0	0
Online Advertising	0	-285	0	0	0
Total Income	200,714	187,970	37,200	37,200	37,200
Gross Profit	200,714	187,970	37,200	37,200	37,200
Expenses					
EVENTS COST					
A La Carte & Art 2019	337	100,211	0	0	0
A La Carte 2018	111,119	0	0	0	0
Guess The Weight Contest	11	0	0	0	0
Wine Walk	10,061	710	0	0	0
Total EVENTS COST	121,529	100,921	0	0	0
GENERAL & ADMINISTRATION					
Bank Charges	0	23	0	0	0
Contract Labor	0	905	21,370	25,000	35,000
Employee Benefits	9,259	4,172	0	0	0
Insurance	1,367	1,402	0	2,500	2,500
Legal & Accounting	4,354	4,682	0	0	0
Miscellaneous Expense	352	366	0	0	0
Newsletter & Postage	50	50	118	200	200
Office Supplies & Equipment	324	203	0	0	0
Payroll Tax Expense	4,806	16,342	0	0	0
Penalties	0	803	0	0	0
Promotions, Advertising, Guides	5,780	5,662	677	7,000	5,000
Relations	248	160	0	0	0
Rent & Utilities	9,496	4,900	0	0	0
Salaries-Director	59,996	63,356	0	0	0
Telephone & Internet	1,596	993	0	0	0
Total GENERAL & ADMINISTRATION	97,628	104,018	22,165	34,700	42,700
Reconciliation Discrepancies	0	355	0	0	0
Website and Social Media	1,200	719	1,710	15,000	5,000
Total Expenses	220,356	206,013	23,875	49,700	47,700
Net Operating Income	-19,642	-18,043	13,325	-12,500	-10,500
Other Expenses					
Reconciliation Discrepancies-1	0	-1,792	0	0	0
Total Other Expenses	0	-1,792	0	0	0
Net Other Income	0	1,792	0	0	0
Net Income	-19,642	-16,251	13,325	-12,500	-10,500
Checking Account Balance as of 9/2/20	\$54,484				

B. BIA Map



C. BIA Business List

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Lifesite	200	Blossom Lane		PROF	\$50		\$50
Telaria Video	200	Blossom Lane	3rd Flr	PROF	\$50		\$50
Byte Dance	250	Bryant Street		PROF	\$50		\$50
Addepar	303	Bryant Street		PROF	\$50		\$50
Mindstrong	303	Bryant Street	100	PROF	\$50		\$50
Fusionops (Aera Technology)	707	California Street		PROF	\$50		\$50
Huy Thanh Do, DDS Inc. DBA Dental Fabulous	756	California Street	B	PROF	\$50		\$50
Dana Oriental Market	800	California Street	120	RETAIL	\$150		\$150
Ankang Acupuncture Clinic	800	California Street	120	PROF	\$50		\$50
Flights	800	California Street		REST	\$200	\$150	\$350
Fenwick & West LLP	801	California Street		PROF	\$50		\$50
CVS Pharmacy	850	California Street		RETAIL	\$150		\$150
Happy Lamb Hot Pot	102	Castro Street		REST	\$200	\$125	\$325
Vasso Azzuro	108	Castro Street		REST	\$200	\$125	\$325
Xanh Restaurant	110	Castro Street		REST	\$200	\$150	\$350
Oren's Hummus Shop	126	Castro Street		REST	\$200	\$125	\$325
3Kingdoms Hot Pot	134	Castro Street		REST	\$200		\$200
Olympus Café & Bakery	135	Castro Street		REST	\$200	\$125	\$325
Asian Box	142	Castro Street		REST	\$200	\$125	\$325
Blue Line Pizza	146	Castro Street		REST	\$200	\$125	\$325
Hong Kong Bistro	147	Castro Street	1	REST	\$200	\$125	\$325
Boomerang	147	Castro Street	3	PROF	\$50	\$25	\$75
Newsela	148	Castro Street	B1	PROF	\$50	\$25	\$75
Saavn	148	Castro Street	A1	PROF	\$50	\$25	\$75
Blue Otter	148	Castro Street	B20	PROF	\$50	\$25	\$75
Ramen Izakaya Yu-Gen	152	Castro Street		PROF	\$50	\$25	\$75
Airtable	153	Castro Street	2nd Flr	PROF	\$50	\$25	\$75
Fu Lam Mum	153	Castro Street		REST	\$200	\$150	\$350
Tubular	153	Castro Street	3rd Flr	PROF	\$50	\$25	\$75
Bushido	156	Castro Street		REST	\$200	\$125	\$325
Doppio Zero, Pizzeria Napoletana	160	Castro Street		REST	\$200	\$125	\$325

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Amarin Thai Cuisine	174	Castro Street		REST	\$200	\$150	\$350
Shabuway	180	Castro Street		REST	\$200	\$125	\$325
EAGLES	181	Castro Street		PROF	\$50	\$25	\$75
Ephesus	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
Stampli	191	Castro Street		PROF	\$50	\$50	\$100
Agave (DBA Casa Felize)	194	Castro Street		REST	\$200	\$150	\$350
At Bay (formerly Cyberjacks)	196	Castro Street	Ste. A	PROF	\$50	\$50	\$100
Velocity Software	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 Flr	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	\$125	\$325
Pokeworks	211	Castro Street		REST	\$200	\$125	\$325
Maison Alyzee Patisserie	212	Castro Street		REST	\$200	\$125	\$325
Workato	215	Castro Street	3rd Flr	PROF	\$50	\$50	\$100
QBB - Quality Bourbons & BBQ	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
Mervyn's /Umai Sushi Restaurant & Lounge	236	Castro Street		REST	\$200	\$125	\$325
Kappo Naminami	240	Castro Street		REST	\$200	\$125	\$325
Molly Magees	241	Castro Street		REST	\$200	\$150	\$350
Gelato Classico	241	Castro Street	Ste. B	REST	\$200	\$125	\$325
Biryani Z	246	Castro Street		REST	\$200	\$150	\$350
Therapy	250	Castro Street		RETAIL	\$150	\$100	\$250
Opal	251	Castro Street		REST	\$200	\$150	\$350
Art Frame Studio	257	Castro Street	100	RETAIL	\$150	\$75	\$225

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Bocek & Associates CPA	257	Castro Street	102	PROF	\$50	\$25	\$75
Bucksprout	257	Castro Street	104	PROF	\$50	\$25	\$75
Farmer's Insurance (Robert Chang Agency)	257	Castro Street	105	PROF	\$50	\$25	\$75
Castro Street Music Studios	257	Castro Street	106	PROF	\$50	\$25	\$75
Truckx, Inc.	257	Castro Street	107	PROF	\$50	\$25	\$75
National Travel	257	Castro Street	110	PROF	\$50	\$25	\$75
Woven Software	257	Castro Street	112	PROF	\$50	\$25	\$75
Francis Wong & Association Inc.	257	Castro Street	115	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	200	PROF	\$50	\$25	\$75
SSGI Asia	257	Castro Street	201	PROF	\$50	\$25	\$75
American Vacation Travel	257	Castro Street	204	PROF	\$50	\$25	\$75
Veriphyr	257	Castro Street	208	PROF	\$50	\$25	\$75
Kubiki Inc	257	Castro Street	210	PROF	\$50	\$25	\$75
ALT-S Media Inc	257	Castro Street	214	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	215	PROF	\$50	\$25	\$75
Summa Therapeutics Inc	257	Castro Street	216	PROF	\$50	\$25	\$75
Kubiki Inc	257	Castro Street	218	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	219	PROF	\$50	\$25	\$75
Simplesoft Inc.	257	Castro Street	220	PROF	\$50	\$25	\$75
Mountain View Service Center	257	Castro Street	222	PROF	\$50	\$25	\$75
NCA Health	257	Castro Street	223	PROF	\$50	\$25	\$75
Terra Holdings	257	Castro Street	224	PROF	\$50	\$25	\$75
Bonchon	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
Boutique 4	279	Castro Street		RETAIL	\$150	\$100	\$250
Stocks & Blond	282	Castro Street		PROF	\$50	\$25	\$75
Mantra India	288	Castro Street		REST	\$200	\$125	\$325

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Icicles	292	Castro Street		REST	\$200	\$125	\$325
Levels	293	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
New Mongolian BBQ	304	Castro Street		REST	\$200	\$125	\$325
Paris Baquette	315	Castro Sreet		REST	\$200	\$125	\$325
Books Inc.	317	Castro Street		RETAIL	\$150	\$75	\$225
Transform Fitness	319	Castro Sreet		RETAIL	\$150	\$75	\$225
Planetscale	321	Castro Street		PROF	\$50	\$75	\$125
East West Bookshop	324	Castro Street		RETAIL	\$150	\$100	\$250
Le Plonc	331	Castro Street	100	REST	\$200	\$125	\$325
Ava's Downtown Market & Deli	340	Castro Street		RETAIL	\$150	\$125	\$275
Poke Bar	340	Castro Street		REST	\$200	\$125	\$325
Heyo Eats	340	Castro Street		REST	\$200	\$125	\$325
Four Connections Acupuncture Clinic	341	Castro Street	D	RETAIL	\$150	\$125	\$275
Café Baklava	341	Castro Street		REST	\$200	\$125	\$325
Global Beads	345	Castro Street		RETAIL	\$150	\$125	\$275
Rumble Fish	357	Castro Street	34	REST	\$200	\$125	\$325
Sakoon	357	Castro Street		REST	\$200	\$150	\$350
Facial Town Beauty Salon	357	Castro Street	4	PROF	\$50	\$25	\$75
Tiya's Touch	357	Castro Street	6	PROF	\$50	\$25	\$75
Dandies Barber	357	Castro Street	7	PROF	\$50	\$25	\$75
Mountain View Tea Village & Gallery	361	Castro Street		RETAIL	\$150	\$100	\$250
Maru Ichi	368	Castro Street		REST	\$200	\$125	\$325
Sight Optometry	369	Castro Street		RETAIL	\$150	\$75	\$225
Capitina Law Office	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
Matson Architect	384	Castro Street		PROF	\$50	\$25	\$75
Cascal Restaurant	400	Castro Street		REST	\$200		\$200
Fenwick & West LLP	400	Castro Street		PROF	\$50		\$50

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Scratch	401	Castro Street		REST	\$200		\$200
Pure Storage Inc.	401	Castro Street	2nd Floor	PROF	\$50		\$50
Peet's Coffee	420	Castro Street		REST	\$200		\$200
Game Closure/Blackstorm Labs	429	Castro Street		PROF	\$50		\$50
Sweet Greens	440	Castro Sreet		REST	\$200		\$200
Bank of America	444	Castro Street	100	PROF	\$150		\$150
Infer	444	Castro Street	109	PROF	\$50		\$50
The Swig Company	444	Castro Street	122	PROF	\$50		\$50
SOASTA	444	Castro Street	400	PROF	\$50		\$50
Credit Sesame	444	Castro Street	500	PROF	\$50		\$50
AliveCor	444	Castro Street	600	PROF	\$50		\$50
Kasisto	444	Castro Street	707	PROF	\$50		\$50
Megagon Labs (Formerly Recruit Institute of Tech)	444	Castro Street	900	PROF	\$50		\$50
Coda	444	Castro Street	1200	PROF	\$50		\$50
Mtn. View Dental Care	451	Castro Street		PROF	\$50		\$50
Yoga Belly	455	Castro Street		PROF	\$50		\$50
Casa Lupe	459	Castro Street		REST	\$200		\$200
Game Closure/Blackstorm Labs	461	Castro Street		PROF	\$50		\$50
Game Closure/Blackstorm Labs	465	Castro Street		PROF	\$50		\$50
Valley View Dental Care	471	Castro Street		PROF	\$50		\$50
K-Pot & Grill	475	Castro Street		REST	\$200		\$200
Kirin Chinese Food	485	Castro Street		REST	\$200		\$200
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	\$150		\$150
Kaiser Permanente	555	Castro Street		PROF	\$50		\$50
The Permanente Medical Group	565	Castro Street		PROF	\$50		\$50
Kaiser Foundation Health Plan	565	Castro Street		PROF	\$50		\$50
Wells Fargo Bank	599	Castro Street	150	PROF	\$150		\$150
Sobrato Building	599	Castro Sreet		PROF	\$50		\$50

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Pure Storage Inc.	650	Castro Street	100	PROF	\$50		\$50
Morgan Stanley	650	Castro Street	105	PROF	\$50		\$50
Mediterranean Grill House	650	Castro Street	110	REST	\$200		\$200
The UPS Store	650	Castro Street	120	RETAIL	\$150		\$150
1 Oz Coffee	650	Castro Street	130	REST	\$200		\$200
Vitality Bowl	650	Castro Sreet	140	REST	\$200		\$200
Site for Sore Eyes/Stirling Vision Care	650	Castro Street	150	RETAIL	\$150		\$150
State Farm Insurance	650	Castro Street	155	PROF	\$50		\$50
Threadloom	650	Castro Street		PROF	\$50		\$50
Le Boulanger	650	Castro Street	160	REST	\$200		\$200
La Monique's Nail Salon	650	Castro Street	175	PROF	\$50		\$50
Masa Sushi	650	Castro Street	180	REST	\$200		\$200
aXess Cleaners	650	Castro Street	185	RETAIL	\$150		\$150
Pure Storage Inc.	650	Castro Street	400	PROF	\$50		\$50
Quora	650	Castro Street	450	PROF	\$50		\$50
Giovanna's Fine Jewelry	655	Castro Street	1	RETAIL	\$150		\$150
Mistnet	655	Castro Street	3	PROF	\$50		\$50
Vault 12	655	Castro Street	5	PROF	\$50		\$50
Vault 12	655	Castro Street	8	PROF	\$50		\$50
Starbuck's Coffee	750	Castro Street		REST	\$200		\$200
Granite Peak Holding Inc.	785	Castro Street #A		PROF	\$50		\$50
Respond Software	785	Castro Street #C		PROF	\$50		\$50
WSO2	787	Castro Street		PROF	\$50		\$50
Amici's Pizzeria	790	Castro Street		REST	\$200		\$200
Spangler Mortuary	799	Castro Street		PROF	\$50		\$50
Mountain View Funeral & Cremation Service	805	Castro Street		PROF	\$150		\$150
Fleur De Lis	811	Castro Street		RETAIL	\$150		\$150
Excellent Nails	821	Castro Street		PROF	\$50		\$50
Aruba Day Spa & Salon	825	Castro Street		RETAIL	\$150		\$150
GPR Ventures	843	Castro Street		PROF	\$50		\$50
GPR Ventures	873	Castro Street		PROF	\$50		\$50

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Evodyne Robotics	881	Castro Street		PROF	\$50		\$50
Duke Khuu, MD / Keith Khuu, DDS	889	Castro Street		PROF	\$50		\$50
Cognition Cyclery	903	Castro Street		RETAIL	\$150		\$150
Superhot Hot Pot Korean BBQ	210	Hope Street		REST	\$200		\$200
Ron Ikebe Realtor	278	Hope Street	B	PROF	\$50		\$50
GEOmagical	278	Hope Street	C	PROF	\$50		\$50
Raybeam Solutions	280	Hope Street	B	PROF	\$50		\$50
Tynker	280	Hope Street		PROF	\$50		\$50
Pacific Bell	305	Hope Street		PROF	\$50		\$50
Study.com	100	View Street	106	PROF	\$50		\$50
Study.com	100	View Street	107	PROF	\$50		\$50
Study.com	100	View Street	108	PROF	\$50		\$50
Study.com	100	View Street	109	PROF	\$50		\$50
Study.com	100	View Street	110	PROF	\$50		\$50
Study.com	100	View Street	111	PROF	\$50		\$50
Study.com	100	View Street	112	PROF	\$50		\$50
Study.com	100	View Street	200	PROF	\$50		\$50
Study.com	100	View Street	201	PROF	\$50		\$50
Study.com	100	View Street	202	PROF	\$50		\$50
Study.com	100	View Street	203	PROF	\$50		\$50
Pixelberry Studios	100	View Street	204	PROF	\$50		\$50
Dr. Wang DDS	682	Villa Street	A	PROF	\$50		\$50
Smith Development Group	682	Villa Street	G	PROF	\$50		\$50
Lawrence Yih-loing Hong, DDS	682	Villa Street	F	PROF	\$50		\$50
Rapyd	701	Villa Street	2nd Flr	PROF	\$50		\$50
Kelly's Healing Massage	714	Villa Street		PROF	\$50		\$50
Jane's Beer Store	720	Villa Street		RETAIL	\$150		\$150
Salon Finesse	732	Villa Street		PROF	\$50		\$50
Fiesta Del Mar Too	735	Villa Street		REST	\$200		\$200
Villa Tea	742	Villa Street		REST	\$200		\$200
Perfect Salon	744	Villa Street		PROF	\$50		\$50

Business Improvement Areas - 2021

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Sugar Spa	746	Villa Street		RETAIL	\$150		\$150
Liew Design	759	Villa Street	D	PROF	\$50		\$50
Plan A Inc.	759	Villa Street	A	PROF	\$50		\$50
Healing Crystals, Psychic, Cards	831	Villa Street		PROF	\$50		\$50
City Dolls Hair Salon	833	Villa Street		RETAIL	\$150		\$150
Noodle King	841	Villa Street		REST	\$200		\$200
Orbit & Rust Salon	845	Villa 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		PROF	\$50		\$50
Imagine Alterations	857	Villa Street		RETAIL	\$150		\$150
Imagine Hair Salon	857	Villa Street		RETAIL	\$150		\$150
Happy Feet Foot Spa	858	Villa Street		PROF	\$50		\$50
Top Over Base Nail Salon	860	Villa Street		PROF	\$50		\$50
Agent.AI	888	Villa Street	3	PROF	\$50		\$50
Silicon Thermal	888	Villa Street #110		PROF	\$50		\$50
BigPanda	888	Villa Street #300		PROF	\$50		\$50
Arimo	888	Villa Street #400		PROF	\$50		\$50
Arimo	888	Villa Street #500		PROF	\$50		\$50
Steins Beer Garden	895	Villa Street		REST	\$200		\$200
Facebook	900	Villa Street		PROF	\$50		\$50
Ghost Locomotion	900	Villa Street		PROF	\$50		\$50
Chez TJ	938	Villa Street		REST	\$200		\$200
Hair by Heinz	617	W. Dana Street		PROF	\$50		\$50
La Beauty Skin Care	619	W. Dana Street	A	PROF	\$50		\$50
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
Yuan Ming Acupuncture Clinic	676	W. Dana Street		PROF	\$50		\$50
Coin Alpha - LogDNA	688	W. Dana Street		PROF	\$50		\$50
Luxuray Skin Care	692	W. Dana Street	A	PROF	\$50		\$50

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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Path to Wholeness (Co-located with Luxuray Skin	692	W. Dana Street	A	PROF	\$50		\$50
Christen Daniel (Co-located with Luxuray Skin Care)	692	W. Dana Street	A	PROF	\$50		\$50
Heal-Transition-Transform (Co-located with Luxuray	692	W. Dana Street	A	PROF	\$50		\$50
Winter Borg (Co-located with Luxuray Skin Care)	692	W. Dana Street	A	PROF	\$50		\$50
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	A	PROF	\$50		\$50
Movement Chiropractic and Wellness	694	W. Dana Street	A	PROF	\$50		\$50
Elegance Hair Salon	696	W. Dana Street		RETAIL	\$50		\$50
Shalala	698	W. Dana Street		REST	\$200		\$200
GTS Automotive	705	W. Dana Street		RETAIL	\$150		\$150
Alberto's	736	W. Dana Street		REST	\$200		\$200
Kakaroto Japanese Restaurant	743	W. Dana Street		REST	\$200		\$200
Dana Street Roasting Co.	744	W. Dana Street		REST	\$200		\$200
Star Modern Furniture	747	W. Dana Street		RETAIL	\$150		\$150
E&W Natural Way	762	W. Dana Street		RETAIL	\$150		\$150
Nancy Gee, Attorney	774	W. Dana Street		PROF	\$50		\$50
Gee Realty	786	W. Dana Street		PROF	\$50		\$50
Vida Health	812	W Dana Street		PROF	\$50		\$50
Essence Salon	826	W. Dana Street		RETAIL	\$150		\$150
Debra K. Hotter, CPA	838	W. Dana Street, Ste. B		PROF	\$50		\$50
Turner & Townsend	838	W. Dana Street, Ste. B		PROF	\$50		\$50
Fashion Code Beauty Salon	844	W. Dana Street		RETAIL	\$150		\$150
La Espuela Mexican Food	854	W. Dana Street		REST	\$200		\$200
Julie Q's Hair & Nail	951	W. Dana Street		RETAIL	\$150		\$150
Yakko Restaurant	975	W. Dana Street		REST	\$200		\$200
Study.com	655	W. Evelyn Avenue	2	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	3	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	4	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	5	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	6	PROF	\$50		\$50

Business Improvement Areas - 2021

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Study.com	655	W. Evelyn Avenue	7	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	8	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	9	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	10	PROF	\$50		\$50
Subway Sandwich	701	W. Evelyn Avenue	A	REST	\$200		\$200
Saavy Cellar Wines	750	W. Evelyn Avenue		REST	\$200		\$200
AIO Medicine	867	W. Evelyn Avenue		PROF	\$50		\$50
23 and Me	899	W. Evelyn Avenue		RETAIL	\$150		\$150
TOTAL					\$31,150	\$9,200	\$40,350