



## **COUNCIL REPORT**

**DATE:** October 11, 2022  
**CATEGORY:** Public Hearing  
**DEPT.:** Community Development  
**TITLE:** **Public Hearing on Downtown Business Improvement Areas**

### **RECOMMENDATION**

1. Approve the Mountain View Chamber of Commerce Annual Report.
2. Adopt a Resolution of the City Council of the City of Mountain View Declaring Its Intent to Levy an Annual Assessment for Calendar Year 2023 for the Downtown Mountain View Business Improvement Area No. 1, to be read in title only, further reading waived, and set a public hearing date of November 15, 2022 (Attachment 1 to the Council report).
3. Adopt a Resolution of the City Council of the City of Mountain View Declaring Its Intent to Levy an Assessment for Calendar Year 2023 for the Downtown Mountain View Business Improvement Area No. 2, to be read in title only, further reading waived, and set a public hearing date of November 15, 2022 (Attachment 2 to the Council report).

### **BACKGROUND**

A business improvement area (BIA) is a common way to generate funds to promote a downtown area. BIAs require each business in the area to pay a BIA fee in addition to the business license fee. The amount of BIA fee that each business pays varies by the type, size, and/or location of the business. State law requires that BIA fees be used for advertising, promotions, special events, or other activities that promote the designated business area. The fees can either be used by the jurisdiction or allocated to an appropriate organization, such as a business association or chamber of commerce. BIAs are usually formed by a business association or chamber of commerce, given the interest of such organizations to support a business district.

Mountain View has two BIAs (Attachment 3), both originally created by the downtown businesses, historically organized as the Central Business Association and, later, the Downtown Business Association (DBA), with revenues allocated to them. The 1983 Business Improvement Area, BIA No. 1, includes the entire length of Castro Street (from West Evelyn Avenue to El Camino Real) and some side streets. BIA No. 1 fees are based upon the type of business, specifically restaurant, retail, and professional (i.e., office). In 1991, the DBA recommended, and

the City Council approved, the formation of a second BIA when the DBA identified the need to increase BIA revenues. BIA No. 2 includes a smaller area in the 100, 200, and 300 blocks of Castro Street (which includes the blocks of Castro Street from West Evelyn Avenue to California Street) and is geographically contained entirely within BIA No. 1. The rationale for the boundaries of BIA No. 2 is that this area receives the most benefit from the resources provided the BIA. BIA No. 2 fees are based upon the type of business (restaurant, retail, and professional) and size of business in square feet. On May 25, 2021, the City Council appointed the Mountain View Chamber of Commerce (Chamber) as the advisory board for both BIAs and to receive and manage both BIAs and their revenues.

Both BIAs serve the same purpose of supporting the downtown businesses but were enacted under different State enabling legislation. BIA No. 1 was created under the Parking and Business Improvement Area Law of 1979. The 1979 BIA law was replaced by a 1989 law under which BIA No. 2 was created. Businesses located within both BIAs pay both fees.

### **ANALYSIS**

Under State law, both BIAs require an annual public meeting and public hearing to levy assessments and authorize expenditure of funds. The Chamber estimates the two BIAs will generate \$40,675 in assessment revenues (\$31,000 for BIA No. 1 and \$9,675 for BIA No. 2) in 2023. The Chamber does not propose an increase or change in this year's BIA assessment, including the assessment rate or methodology.

For the public meeting on October 11, 2022, the City Council is asked to review the proposed programming the BIAs should fund, receive any comments or other input from members of the public, preliminarily approve the annual report submitted by the Chamber (Attachment 4), and set November 15, 2022 as the date of the public hearing. The Chamber report identifies businesses within the BIAs, their proposed assessment, and recommendations for how the Chamber plans to use the revenue for downtown promotions and activities for 2023 (see below for a summary). The City Council may also identify additional information it would like to be available.

At the public hearing on November 15, 2022, the City Council will be asked to review and give final approval to the Chamber report, levy the assessments, and allocate the 2023 funds from both BIAs to the Chamber. After the City Council takes final action, BIA fee amounts are included with the business license renewal notices and will be sent in January to the businesses located within the BIA boundaries.

The Chamber's primary role is to provide staffing support and manage an advisory group, which is part of the Chamber and will continue to be known as the Downtown Business Association. The advisory group will provide recommendations to the Chamber regarding utilization of BIA funds for purposes, including marketing and promotional events in downtown, and expanding its

business advocacy role in supporting the downtown area. The Chamber will officially carry out these activities as the appointed body. While 2022 focused on the transition of downtown business support from the former DBA to the Chamber, some highlights of the 2022 accomplishments include:

- Launched a new Universal Gift Card program that is essentially cost-free to businesses and integrates easily with their existing point-of-sale operations. Eighteen (18) businesses (of which 10 are downtown) are currently participating with positive redemption rates, and one local developer has purchased large quantities of the card to use as welcome gifts for new tenants.
- Redesigned the Art and Wine Festival to make restaurants in the 100 to 300 blocks a deliberate and highlighted component of the event, including promotion, inclusion in signage and wayfinding tools, and offering of special menus.
- Effectively integrated downtown merchants into other major events and activities (such as the Tech Showcase and the Multicultural Festival) with coupons, goodie bag inserts, and signage.
- Successfully gave merchants the opportunity to participate in the 50th Art and Wine Festival and be promoted on the website and app. Nine merchants participated.
- Researched and executed new events and promotions, including holiday-themed activities, such as Halloween on Castro, Elf on a Shelf (December), and Valentine's Day.
- Launched Artists Mountain View at Red Rock Coffee to promote aspiring local artists, facilitate opportunities for public display, and bring more vitality to downtown. Gatherings are now being held monthly.
- Block Captains have been identified as organizers and disseminators of information.

For 2023, the Chamber developed a work plan that is focused on marketing and promotions, small-business advocacy, growing the advisory group of the downtown businesses, and providing direct assistance to businesses:

- Reimage and relaunch DBA's web resources and incorporate into high-traffic sites, such as [ilovemv.org](http://ilovemv.org) and [chambermv.org](http://chambermv.org).
- Create and distribute the new Community Guide and Business Directory.
- Provide more directional signage on and behind Castro Street, especially in parking lots, to help customers locate businesses.

- Work with the Downtown Committee and Visual Arts Committee to incorporate more public art to increase vibrancy of the street and attract more visitors.
- Resume the State of the Downtown meeting, an annual meeting where the DBA president provides a review of the past year's activities and a projection for the upcoming year.
- Work with the City on a vacancy strategy, including consideration of a concierge/fast-track system for prospective buyers/tenants.
- Work with the City and businesses on strategies to support restaurants, retail, and services with the Interim Pedestrian Mall layout plans.

### **FISCAL IMPACT**

The Chamber projects revenues from the two areas to be \$40,675 (\$31,000 for BIA No. 1 and \$9,675 for BIA No. 2) and are allocated to the Chamber for downtown promotions, business advocacy, and event planning in the downtown area. The assessments for both areas are added to the business license fee and are due with the renewal of the business licenses in January 2023. Staff works with the Chamber to ensure that businesses within the area pay their BIA fees.

### **ALTERNATIVES**

1. Do not approve the annual report and do not set November 15, 2022 as the date of the public hearing. If the report is not approved, as filed or modified by the City Council, and the resolutions are not adopted, the BIAs' fees would not be levied, and there would be no funds for 2023 from either area to be allocated to the Chamber. The Chamber would need to seek new funding or reduce its programming.
2. Provide other direction.

**PUBLIC NOTICING**

The renewal of the current annual BIAs was presented at the September 6, 2022 Downtown Committee meeting. Notice of this public meeting was included in the standard Council agenda notice and posting procedures. Notice of the public meeting and hearing was mailed to all businesses in the two areas and published in the *Daily Post Journal*, the official record for the City of Mountain View.

Prepared by:

John Lang  
Economic Vitality Manager

Approved by:

Aarti Shrivastava  
Assistant City Manager/  
Community Development Director

Kimbra McCarthy  
City Manager

JL/4/CAM  
819-10-11-22CR  
201772

- Attachments:
1. Resolution of Intent to Levy Assessments for BIA No. 1
  2. Resolution of Intent to Levy Assessments for BIA No. 2
  3. Business Improvement Area Map
  4. Chamber Annual Report 2022

cc: Mountain View Chamber of Commerce

CITY OF MOUNTAIN VIEW  
RESOLUTION NO.  
SERIES 2022

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOUNTAIN VIEW  
DECLARING ITS INTENT TO LEVY AN ANNUAL ASSESSMENT FOR CALENDAR YEAR 2023  
FOR THE DOWNTOWN MOUNTAIN VIEW BUSINESS IMPROVEMENT AREA NO. 1

WHEREAS, the California Streets and Highways Code, Section 36500 and following, authorizes cities to establish parking and business improvement areas for the purposes of imposing a benefit assessment on businesses therein for certain enumerated purposes; and

WHEREAS, the City of Mountain View established Business Improvement Area No. 1 in 1983 (Ordinance No. 21.83), which remains in full force and effect; and

WHEREAS, Business Improvement Area No. 1 includes the length of Castro Street from West Evelyn Avenue to El Camino Real and some side streets; and

WHEREAS, the Mountain View Chamber of Commerce, acting as the Advisory Board to the City Council on Business Improvement Area No. 1, has filed the required annual report on the use of funds generated by Business Improvement Area No. 1 for 2022; and

WHEREAS, the City Council has approved the annual report;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Mountain View:

1. That the City Council of the City of Mountain View does hereby declare its intention to levy and collect assessments within Business Improvement Area No. 1 as authorized by the California Streets and Highways Code, Section 36530, *et seq.*

2. That the boundaries of this improvement area are generally described as all businesses located on Castro Street between West Evelyn Avenue to the north and El Camino Real to the south, as more particularly described in Exhibit A, attached hereto. All businesses within this area with a Castro Street address, excluding nonprofit organizations, are to be assessed as authorized in the Streets and Highways Code, Section 36500, *et seq.*, and as set forth herein. Said boundaries are unchanged from the boundaries established by Ordinance No. 21.83 on October 11, 1983.

3. That the proposed uses to which the revenue from this improvement area will be put forth as follows:

- a. Promotion of public events which are to take place on or in public places in the area;
- b. Decoration of any public place in the area;
- c. Furnishing of music in any public place in the area; and
- d. The general promotion of business activities within the area.

4. That the City Council intends to levy an annual benefit assessment for the 2023 calendar year on all businesses, trades, and professions, excluding nonprofit organizations, located within the boundaries of Business Improvement Area No. 1 in the following amounts:

<b>Type of Establishment</b>	<b>Fee</b>
Restaurant	\$200
Retail	\$150
Professional	\$50

5. That a public meeting and public hearing shall be held before the City Council on October 11, 2022 and November 15, 2022, respectively, or as soon thereafter as the matter can be heard. During this declared state of emergency, the meeting will be conducted in accordance with California Government Code § 54953(e) as authorized by resolution of the City Council. A physical meeting location may be available in addition to the video conference. Please consult the November 15, 2022 meeting agenda for additional information, which will be available beginning on Thursday, November 10, 2022, at [mountainview.legistar.com](http://mountainview.legistar.com).

The City Council will hear all testimony for or against the assessments pursuant to Business Improvement Area No. 1, the area boundaries, and the furnishing of a specified type of improvement or activity in accordance with the manner in which members of the public wishing to comment may do so as specified in the City Council Agenda and Notice for the above-referenced meeting. A protest may be made orally or in writing. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing and shall comply with the Streets and Highways Code, Section 36524, and Ordinance 21.83. Written protests may be submitted in person at the City Clerk’s Office at City Hall (500 Castro Street—Third Floor) before 5:00 p.m. on November 15, 2022; mailed to City Hall, Attn: City Clerk, P.O. Box 7540, Mountain View, California, 94039-7540, and received before 5:00 p.m. on November 15, 2022; dropped in the utility payment mail slot on the side of City Hall between the main doors and Castro Street before the close of the hearing on November 15, 2022; or at the public hearing should the hearing be in person.

6. That further information may be obtained from the Mountain View Chamber of Commerce, 580 Castro Street, Mountain View, California, 94041, or by calling 650-968-8378, or by contacting John Lang, Economic Vitality Manager, at 650-903-6457.

7. That the City Clerk is hereby instructed to publish this notice one (1) time in a newspaper with general circulation.

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Exhibit: A. Business Improvement Area Map



# City of Mountain View Business Improvement Districts



-  Business Improvement District #1
-  Business Improvement District #2



City of Mountain View  
300 Castro Street, Mountain View, CA 94039  
For information only. The City of Mountain View does not warrant the accuracy of the information contained herein. © 9/30/2013

CITY OF MOUNTAIN VIEW  
RESOLUTION NO.  
SERIES 2022

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOUNTAIN VIEW  
DECLARING ITS INTENT TO LEVY AN ASSESSMENT FOR CALENDAR YEAR 2023  
FOR THE DOWNTOWN MOUNTAIN VIEW BUSINESS IMPROVEMENT AREA NO. 2

WHEREAS, the California Streets and Highways Code, Section 36500 and following, authorizes cities to establish parking and business improvement areas for the purposes of imposing a benefit assessment on businesses therein for certain enumerated purposes; and

WHEREAS, the City of Mountain View established Business Improvement Area No. 2 in 1991 (Ordinance No. 22.91); and

WHEREAS, Business Improvement Area No. 2, created in 1991, overlays Business Improvement Area No. 1, which is a larger business improvement area, and remains in full force and effect; and

WHEREAS, Business Improvement Area No. 2 is a smaller area which encompasses the three-block area in the historic central downtown area, including the 100, 200, and 300 blocks of Castro Street; and

WHEREAS, the Mountain View Chamber of Commerce, acting as the Advisory Board to the City Council on Business Improvement Area No. 2, has filed the required annual report on the use of funds generated by Business Improvement Area No. 2 for the year 2022; and

WHEREAS, the City Council has approved the annual report;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Mountain View:

1. That the City Council of the City of Mountain View does hereby declare its intention to levy and collect assessments within Business Improvement Area No. 2 as authorized by the California Streets and Highways Code, Section 36530, *et seq.*

2. That the boundaries of this improvement area are generally described as all businesses located on Castro Street between West Evelyn Avenue to the north and California Street to the south, including all businesses with street addresses numbered 100 through 399, inclusive, as more particularly described in Exhibit A, attached hereto. All businesses within this area with a Castro Street address, excluding nonprofit organizations, are to be assessed as authorized in the Streets and Highways Code, Section 36500, *et seq.*, and as set forth herein. Said

boundaries are unchanged from the boundaries established by Ordinance No. 22.91 on December 10, 1991.

3. That the proposed uses to which the revenue from this improvement area will be put forth as follows:

- a. Promotion of public events which are to take place on or in public places in the area;
- b. Decoration of any public place in the area;
- c. Furnishing of music in any public place in the area;
- d. The general promotion of businesses within the area; and
- e. Other activities or improvements which benefit businesses located and operating in the Business Improvement Area.

4. That the City Council intends to levy an annual benefit assessment for the 2023 calendar year on all businesses, trades, and professions, excluding nonprofit organizations, located within the boundaries of Business Improvement Area No. 2 in the following amounts:

<b>Type of Establishment</b>	<b>Fee 0 to 2,999 Square Feet</b>	<b>Fee 3,000 to 7,999 Square Feet</b>	<b>Fee 8,000 Square Feet and Up</b>
Restaurant	\$125	\$150	\$175
Retail	\$75	\$100	\$125
Professional	\$25	\$50	\$75

5. That a public meeting and public hearing shall be held before the City Council on October 11, 2022 and November 15, 2022, respectively, at 6:30 p.m., or as soon thereafter as the matter can be heard. During this declared state of emergency, the meeting will be conducted in accordance with California Government Code § 54953(e) as authorized by resolution of the City Council. A physical meeting location may be available in addition to the video conference. Please consult the November 15, 2022 meeting agenda for additional information, which will be available beginning on Thursday, November 10, 2022, at [mountainview.legistar.com](http://mountainview.legistar.com).

The City Council will hear all testimony for or against the assessments pursuant to Business Improvement Area No. 2, the area boundaries, and the furnishing of a specified type of improvement or activity in accordance with the manner in which members of the public wishing to comment may do so as specified in the City Council Agenda and Notice for the above-referenced meetings. A protest may be made orally or in writing. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing and shall comply with the Streets and Highways Code, Section 36524, and Ordinance 22.91. Written protests may be

submitted in person at the City Clerk's Office at City Hall (500 Castro Street—Third Floor) before 5:00 p.m. on November 15, 2022; mailed to City Hall, Attn: City Clerk, P.O. Box 7540, Mountain View, California, 94039-7540, and received before 5:00 p.m. on November 15, 2022; dropped in the utility payment mail slot on the side of City Hall between the main doors and Castro Street before the close of the hearing on November 15, 2022; or at the public hearing should the hearing be in person.

6. That further information may be obtained from the Mountain View Chamber of Commerce, 580 Castro Street, Mountain View, California, 94041, or by calling 650-968-8378, or by contacting John Lang, Economic Vitality Manager, at 650-903-6457.

7. That the City Clerk is hereby instructed to publish this notice one (1) time in a newspaper with general circulation.



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Exhibit: A. Business Improvement Area Map

# City of Mountain View Business Improvement Districts



-  Business Improvement District #1
-  Business Improvement District #2



# ANNUAL REPORT

## 2022



Photo by Magali Gauthier, *Mountain View Voice*

**Submitted by**  
**The Mountain View Chamber of Commerce**

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## Introduction

On May 25, 2021, the City Council appointed the Chamber Board of Directors as the new advisory board for BIA No. 1 and BIA No. 2, including management of the BIA funds and successful execution of the workplan and activities per the Agreement.

This report from the Mountain View Chamber of Commerce (“Chamber”), on behalf of the Downtown Business Association (DBA), was prepared for City Council to review for the annual reauthorization of the management of funds for the Business Improvement Areas (BIAs) as specified in the Agreement signed June 25, 2021 between the Chamber and the City of Mountain View (the “Agreement”) and 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, 2023 and ending December 31, 2023. Additionally, this report highlights activity and accomplishments of the past year since the submission of the previous report, from September 2021 to August 2022.

Per the Agreement, the annual report includes:

1. Organizational overview
2. Current Year accomplishments
3. Goals for the upcoming year
4. Budget, including BIA spending
5. A list of businesses within the BIAs
6. BIA details required by the Law for the upcoming year:
  - a. Any proposed changes in BIA boundaries and benefit zones
  - b. Improvements and activities to be provided (covered in (3) above)
  - c. An estimate of the cost of providing the improvements and the activities (covered in (4) above)
  - d. 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
  - e. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year (covered in (4) above).
  - f. The amount of any contributions to be made from sources other than assessments levied pursuant to the Law (covered in (4) above)

This report marks the first full year of management by the Chamber of Commerce. It also marks the first full year that the DBA has been guided by an Advisory Board rather than a formal Board of Directors. The Advisory Board meets monthly, under the direction of Chamber Membership Director Kira Pascoe, and has emerged as a more active body in terms of strategic planning and tactical execution, as well as a strong advocacy voice and disseminator of information to the rest of the downtown.

Submitted on September 27, 2022, by Kira Pascoe, President of the Advisory Council (“Advisory Council”) of the Mountain View Downtown Business Association, and Membership Director of the Mountain View Chamber of Commerce. Input and review also provided by the DBA Advisory Council, the Board of Directors of the Chamber of Commerce, and members of City staff.



## Situational Overview

While many of the restrictions imposed by the pandemic have been lifted, the effects have lingered on, especially with the emergence of a number of dangerous variants. Consumer behavior continues to react and evolve, and some trends - such as remote work and outside dining - appear destined to continue for the foreseeable future. Additionally, inflation continues to cause expenses to rise, causing even more challenges for our small businesses.

During the past year, the focus has been on the following areas:

- Solidifying and strengthening the Advisory Council
- Keeping current storefronts in business. This includes pandemic survival as well as post-pandemic growth
- Attracting more visitors to downtown, and in particular increasing traffic into storefronts
- Partnerships and advocacy with the City to improve conditions and processes

## Accomplishments and Performance Against 2022 Plan

### *Staffing and Leadership*

- The Chamber continues to have a dedicated staff person for the Downtown businesses, as well team resources to provide broader and deeper support.
- The Advisory Council membership has solidified and repeatedly demonstrated strong engagement. For many events and activities, the Council has taken leadership on its own, with limited guidance or resources from the Chamber of Commerce.
- Block Captains have been identified as organizers and disseminators of information.

### *Marketing and Promotion*

- Per plan, discontinued the A La Carte & Art Festival and two highly successful alternative events (Taste of Mountain View) that had a greater impact on our downtown, better engaged merchants and drove more foot traffic. Exceeded goals of attendees, merchant participation, and income. Merchant satisfaction based on surveys, financial data and interviews was very high. An additional Taste of Mountain View is scheduled for November.
- Launched a new Universal Gift Card program that is essentially cost-free to businesses and integrates easily with their existing point-of-sale operations. 18 businesses (of which 10 are downtown) are currently participating with positive redemption rates, and one local developer has purchased large quantities of the card to use as welcome gifts for new tenants.
- Redesigned the Art & Wine Festival to make restaurants in the 100-300 blocks a deliberate and highlighted component of the event, including promotion, inclusion in signage and wayfinding tools, and offering of special menus.
- Effectively integrated downtown merchants into other major events and activities (such as the Tech Showcase and the Multicultural Festival) with coupons, goodie bag inserts, and signage
- Successfully gave merchants the opportunity to participate in the 50th Art and Wine Festival and be promoted on the website and app, nine merchants participated
- Researched and executed new events and promotions, including holiday-themed activities such as Halloween on Castro, Elf on a Shelf (December), and Valentine's Day.
- Launched Artists Mountain View at Red Rock Coffee to promote aspiring local artists, facilitate opportunities for public display, and bring more vitality to downtown. Gatherings are now being held monthly.
- Ribbon cutting held at Savvy Cellar, featuring local leaders and music. Well attended and owners

reported increased ongoing patronage.

- Continue to leverage the Mountain View Marketplace, a hyper-local online shopping portal with a heavy downtown business focus and representation, as a primary destination and marketing vehicle, especially around the holidays. Over the past year, site usage has increased notably with over 9100 unique visitors (2,000 more than last year), and more than 3,800 click-throughs to make purchases or ask for more information.
- Continue to maintain a strong social media presence, including use of a dedicated contractor. Postings occur at a minimum of five times a week.
- Continue to publicize downtown businesses and promote foot traffic with a printed and online Community Guide & Business Directory – featuring a detailed Shopping Map of Downtown. 5000 hard copies were printed and distributed to more than 50 strategic locations.
- Continue to pitch stories to local press and make introductions to local businesses to get media coverage on events, mentions for Castro Street, and quotes/spotlights for specific businesses. Several businesses were featured in the Mountain View Voice, Palo Alto Weekly and the 650.
- Continue to produce fliers, posters and other collateral as needed.

### ***Advocacy and City Relations***

- Continue to be the voice of downtown on city initiatives, including elevating issues and concerns to key city staff that are both broad in scope as well as specific to individual businesses, and advocate for changes that improve the economic vibrancy of downtown. Surveys and interviews performed on a regular basis, with return rates ranging from 25-150 DBA members (out of approximately 200).
- In cooperation with Economic Development and the DBA, a capstone project for Leadership Mountain View was focused on addressing empty Castro Street storefronts including interviewing owners and property managers. Their findings were presented to the City, and cooperative efforts continue towards improving the vitality of the downtown and a formal vacancy strategy.
- Held direct conversations with the various City departments on larger issues, including plans for the Pedestrian Mall, street cleaning and maintenance, public works improvements such as lighting, dealing with unhoused individuals, security and theft, and ADA compliance.
- The Advisory Council and DBA mailing lists continue to be highly effective dispersion points for City messages, directives, and general information directed to downtown. Special informative collateral, such as key contact information, compliance guidelines, Q&As have been created in both printed and electronic versions.
- DBA (as part of the Chamber) has weekly meetings with Economic Development to strategize, coordinate efforts, trade information, and raise issues.
- Assisted in the research behind the Matrix Study, with several downtown owners providing direct input and feedback.
- Performed a detailed review of the Housing Element, which revealed several areas of concern specific to downtown. Analysis and recommendations were provided to the City.
- Continue to help City address permitting requirements and facilitate the ease with which a business can successfully understand, navigate, and complete the process.
- Held two “walks with the Mayor”, visiting approximately 20 storefronts per visit.
- Continue to work with individual property/business owners on specific miscellaneous issues.
- Continue to represent the interests of DBA members on the Downtown Committee.

### ***Operations and Direct Business Assistance***

- Outreach and personal touch via live visits, email, newsletters, eBlasts, printed collateral, and phone remains very strong. Direct contact has been made with over 200 downtown businesses.

- Collaboration between businesses on common issues, shared promotions, and special tools such as coupons and gift cards has increased.
- The Chamber's high degree of public transparency in its decision making and actions have been applied to the DBA processes and communication vehicles.
- In partnership with the City, regular surveys to determine needs, issues, and situational changes have been performed (as well as policy-related outreach noted above).

## Plans for 2023

Many of the strategies and programs employed last year continue to be productive and popular, so they remain important components of the work plan for 2023. Additionally, we plan to undertake the following, some of which were deferred from 2022:

### *Marketing and Promotion*

- Reimage and relaunch DBA's web resources, and incorporate into high traffic sites such as ilovemv.org and chambermv.org
- Create and distribute the new Community Guide and Business Directory
- Provide more directional signage on and behind Castro, especially in parking lots, to help customers locate businesses.
- Incorporate more public art to increase vibrancy of the street and attract more visitors.

### *Advocacy and City/County Relations*

- Provide ongoing support of the City's Small Business Initiative and Matrix Study, including input, outreach, education, and implementation.
- Place specific focus on working with the City to refine the permitting process.
- Resume the State of the Downtown meeting, an annual meeting where the DBA president provides a review of the past year's activities and a projection for the upcoming year.
- Work with the City on a vacancy strategy, including consideration of a concierge/fast track system for prospective buyers/tenants.
- Work with the City and businesses on strategies to support restaurants, retail and services with the Pedestrian mall layout plans.
- Work with the City to implement an ADA / CASPs inspection program
- Work with landlords to provide mirrors to allow safer entrance/exits to side lots

### *Operations and Direct Business Assistance*

- As the economic climate improves, automatically make all downtown businesses entry-level Chamber members, with full benefits provided at that level - including online and offline listings, advertising, seminars, trainings, and other valuable services. Chamber membership fee would be waived in lieu of BIA fees so that the business would not have to write two checks or support two different organizations. To fund this effort, we will begin to explore what it might take to create a third BIA to overlay onto the existing BIA geographic boundaries.
- At present, the entire Chamber membership is funding all efforts by the Chamber to support the Ped Mall initiative and directives. We will begin to shift more of the ownership onto the DBA.
- In partnership with the City, help facilitate implementation of new sustainability guidelines, especially regarding compostable food containers, plates and utensils.
- Neighborhood Associations and community members have been invited to the October DBA meeting to begin to build stronger relationships, share concerns, further understanding, and work on win-win scenarios. Deepening this engagement is a goal for 2023.

## Budget

As the DBA is leveraging the Chamber’s wider range of resources and offerings, many of the line items below reflect percentages of the Chamber’s revenue and expenses. Overall, the DBA still operates at a loss, with the Chamber absorbing the difference.

<b>Mountain View Downtown Business Association</b>				
(as of August 31, 2022)				
	Actuals		Forecast	
	2021	2022 YTD	2022	2023
<b>Revenue</b>				
Assessments	40,084	42,643	42,743	45,000
Taste of Mountain View	25,070	36,569	45,000	50,000
<b>Total Revenue</b>	<b>65,154</b>	<b>79,212</b>	<b>87,743</b>	<b>95,000</b>
<b>Expenditures</b>				
Taste of Mountain View	13,277	17,581	35,000	35,000
Contractor Pay	4,300	19,500	10,000	7,500
Salaries	78,203	37,846	70,000	75,000
Website, Social Media, Marketing	5,857	3,092	8,000	10,000
<b>Total Expenses</b>	<b>101,637</b>	<b>78,019</b>	<b>123,000</b>	<b>127,500</b>
<b>NET INCOME/LOSS</b>	<b>(36,483)</b>	<b>1,193</b>	<b>(35,257)</b>	<b>(32,500)</b>

### Notes:

- Only events that fully support the DBA have revenue and expense entries. These include both events that were traditionally run by the Chamber and those previously run by the DBA. Estimates for new events are being kept conservative given uncertainties in health conditions and consumer behavior.
- Regarding salaries, a percentage of each Chamber staff member’s time is being allocated to support the DBA. The sum of these staff costs, including payroll, insurance, and other human resource expenses, is entered on this line. Time allocation is as follows:
  - 45% of the Chamber Membership Director and President of the DBA (Kira Pascoe)
  - 10% of the Chamber CEO (Peter Katz)
  - 10% of the Chamber Marketing Director (Leslie King and contractors)
- The DBA is still operating at a loss. The Chamber will absorb this cost for now, however a priority remains to find additional revenue opportunities.

Per Law, requirement e (noted under item 6 on Page 3), the amount of any surplus or deficit revenues to be carried over from a previous fiscal year is zero.

Per Law, requirement f (noted under item 6 on Page 3), the amount of any contributions to be made from sources other than assessments levied pursuant to the Law is zero.

# BIA Details

## Boundaries and Benefit Zone Map



Per Law, requirement a (noted under item 6 on Page 3), there have been no changes in the BIA boundaries or benefit zones within the DBA and no changes are proposed. The current boundaries are depicted on the map above. The area of the DBA is referred to as “Downtown.”

## Method and Basis of Assessment

Per Law, requirement d (noted under item 6 on Page 3), 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.

### **Definitions of Business Types in the 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 theaters, 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.

## 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



## List of Businesses

BUSINESS NAME	STREET ADDRESS	TYPE	BIA 1	BIA 2	TOTAL
MAGNITE CTV INC	200 BLOSSOM LN 3RD FL	PROF	50		50
BYTEDANCE INC	250 BRYANT ST	PROF	50		50
MINDSTRONG INC	303 BRYANT ST 3RD FL	PROF	50		50
AERA TECHNOLOGY INC	707 CALIFORNIA ST	PROF	50		50
HUY THANH DO DDS INC/DBA DEN	756 CALIFORNIA ST B	PROF	50		50
756 CALIFORNIA LLC	756 CALIFORNIA ST B	PROF	50		50
UPLAND ME INC	756 CALIFORNIA ST	PROF	50		50
DANA ORIENTAL MARKET	800 CALIFORNIA ST 120	RETAIL	150		150
ANKANG ACUPUNCTURE CLINIC INC	800 CALIFORNIA ST 120	PROF	50		50
FENWICK & WEST LLP	801 CALIFORNIA ST	PROF	50		50
CVS/ PHARMACY	850 CALIFORNIA ST	RETAIL	150		150
HAPPY LAMB HOT POT	102 CASTRO ST	REST	200	150	350
VASO AZZURO LLC DBA VASO AZZURRO RISTORANTE	108 CASTRO ST	REST	200	125	325
VIDA MV LP DBA VIDA	110 CASTRO ST	REST	200	150	350
AFURI RAMEN + DUMPLING	124 CASTRO ST	REST	200	125	325
OREN'S HUMMUS MOUNTAIN VIEW LLC	126 CASTRO ST	REST	200	125	325
3 KINGDOMS INC	134 CASTRO ST	REST	200	150	350
OLYMPUS CAFFE AND BAKERY	135 CASTRO ST	REST	200	125	325
ASIAN BOX	142 CASTRO ST	REST	200	125	325
YIFANG MOUNTAIN VIEW	143 CASTRO ST	RETAIL	150	125	275
THE PIZZA ALLIANCE 3 LLC DBA BLUE LINE PIZZA	146 CASTRO ST	REST	200	125	325
MONTA VISTA CAPITAL MANAGEMENT LLC	147 CASTRO ST 3RD FL	PROF	50	25	75
STARTREE	148 CASTRO ST B20	PROF	50	25	75
RAMEN IZAKAYA YU-GEN	152 CASTRO ST	REST	200	125	325
ARBO WORKS INC	153 CASTRO ST 2ND FL	RETAIL	150	100	250
TUBULAR LABS INC	153 CASTRO ST 3RD FL	PROF	50	50	100
Q T FAM INC	153 CASTRO ST	REST	200	150	350
FORMAGRID INC DBA AIRTABLE	153 CASTRO ST	PROF	50	50	100
BUSHIDO RESTAURANT	156 CASTRO ST	REST	200	125	325
DOPPIO ZERO	160 CASTRO ST	REST	200	125	325



AMARIN THAI CUISINE #1 INC	174 CASTRO ST 176	REST	200	150	350
UDON MUGIZO	180 CASTRO ST	REST	200	125	325
HUMMUS MEDITERRANEAN KITCHEN	185 CASTRO ST	REST	200	125	325
LA FONTAINE	186 CASTRO ST	REST	200	125	325
STAMPLI INC	191 CASTRO ST FL 2	PROF	50	50	100
EUREKA RESTAURANT GROUP LLC DBA EUREKA!	191 CASTRO ST	REST	200	150	350
CASA FELIZ INC DBA AGAVE	194 CASTRO ST	REST	200	125	325
VELOCITY SOFTWARE	196 CASTRO ST D	PROF	50	25	75
RED ROCK COFFEE	201 CASTRO ST 1	REST	200	150	350
ODD FELLOWS	206 CASTRO ST	PROF	50	50	100
ALEXANDER'S PATISSERIE	209 CASTRO ST	REST	200	150	350
HONG KONG BAKERY	210 CASTRO ST	REST	200	125	325
POKEWORKS	211 CASTRO ST	REST	200	125	325
MAISON ALYZEE CORP	212 CASTRO ST	REST	200	125	325
WORKATO INC	215 CASTRO ST 300	PROF	50	75	125
QBB	216 CASTRO ST	REST	200	125	325
UME TEA	220 CASTRO ST	REST	200	125	325
ST STEPHENS GREEN	223 CASTRO ST	REST	200	125	325
MONTE CARLO INC	228 CASTRO ST	REST	200	175	375
RISTORANTE DON GIOVANNI	235 CASTRO ST	REST	200	150	350
MERVYN'S	236 CASTRO ST	REST	200	125	325
HANAMARU CORPORATION DBA NAMI NAMI	240 CASTRO ST	REST	200	125	325
GELATO CLASSICO ITALIAN ICE CREAM	241 CASTRO ST B	REST	200	125	325
DES-LIAM ENTERPRISES INC	241 CASTRO ST	REST	200	150	350
ZHANG LIANG MALA TANG	246 CASTRO ST	REST	200	125	325
THERAPY STORES INC	250 CASTRO ST	RETAIL	150	75	225
ARENA SJ LLC	251 CASTRO ST	REST	200	150	350
ART FRAME STUDIO	257 CASTRO ST 100	PROF	50	75	125
CENTER TAILOR & ALTERATION	257 CASTRO ST 101	RETAIL	150	75	225
ROBERT CHANG AGENCY	257 CASTRO ST 105	PROF	50	25	75
CYH INC	257 CASTRO ST 105	PROF	50	25	75
KLF	257 CASTRO ST 105	PROF	50	25	75
FACIAL TOWN	257 CASTRO ST 110	RETAIL	150	75	225

SSGI	257 CASTRO ST 201	PROF	50	25	75
AMERICAN VACATION TRAVEL AGENT	257 CASTRO ST 204	PROF	50	25	75
DEEPSIM INC	257 CASTRO ST 205	PROF	50	25	75
BRENDAN T MCNALLY PSYCHOTHERAPY SERVICES	257 CASTRO ST 208	PROF	50	25	75
CENTRL INC	257 CASTRO ST 215	PROF	50	25	75
LAMAMED SOLUTIONS INC	257 CASTRO ST 216	PROF	50	25	75
SIMPLESOFT INC	257 CASTRO ST 220	PROF	50	25	75
MOUNTAIN VIEW SERVICE CENTER	257 CASTRO ST 222	PROF	50	25	75
BC CHICKEN SAN JOSE LLC DBA BONCHON	260 CASTRO ST	REST	200	125	325
ACTION PROPERTIES INC	268 CASTRO ST	PROF	50	25	75
KJLINK INTERNATIONAL INC	268 CASTRO ST	PROF	50	25	75
DKRT INC	268 CASTRO ST	PROF	50	25	75
TRANSERA CORPORATION DBA TEA ERA	271 CASTRO ST	REST	200	125	325
YUAN CORPORATION DBA QUEEN HOUSE	273 CASTRO ST	REST	200	125	325
BEYOND THREADS LLC	275 CASTRO ST	RETAIL	150	100	250
STEALTHMODE LLC	650 CASTRO ST 120-218	RETAIL	150	75	225
LUMINOUS COMPUTING INC	278 CASTRO ST	PROF	50	75	125
STOCKS OF BLONDES SALON	282 CASTRO ST	RETAIL	150	125	275
SEVENTH HOUSE HAIR LLC	282 CASTRO ST	RETAIL	150	75	225
MANTRA INDIA	288 CASTRO ST	REST	200	125	325
ASH SHOPS DBA ICICLES	292 CASTRO ST	REST	200	125	325
LEVELS	293 CASTRO ST	RETAIL	150	75	225
EASY FOODS COMPANY INC	299 CASTRO ST	RETAIL	150	100	250
THE CREPEVINE	300 CASTRO ST	REST	200	125	325
BLOOMSGIVING	301 CASTRO ST 100	RETAIL	150	75	225
UDEMY	301 CASTRO ST 200	PROF	50	25	75
NEW MONGOLIAN BBQ	304 CASTRO ST	REST	200	125	325
PARIS BAGUETTE	315 CASTRO ST	REST	200	125	325
BOOKS INC	317 CASTRO ST	RETAIL	150	100	250
TRANSFORM FITNESS	319 CASTRO ST	PROF	50	25	75
<a href="#">HUDDLAI</a>	321 CASTRO ST	PROF	50	25	75
EAST WEST BOOKSHOP	324 CASTRO ST	RETAIL	150	125	275
ROOTSTOCK WINE BAR	331 CASTRO ST 100	REST	200	125	325

ALPHONSO INC	331 CASTRO ST 200	PROF	50	25	75
AVAS DOWNTOWN MARKET & DELI	340 CASTRO ST	RETAIL	150	125	275
POKE BAR	340 CASTRO ST	REST	200	125	325
SOPHIA TANG ACUPUNCTURE & HERBS	341 CASTRO ST D	PROF	50	25	75
FOUR CONNECTIONS ORIENTAL MEDICINE INC	341 CASTRO ST D	PROF	50	25	75
SERENDE CORP CAFE BAKLAVA	341 CASTRO ST	REST	200	125	325
ECCO INC THE FIREPLACE ELEMENT	345 CASTRO ST	RETAIL	150	125	275
EYEBROW THREADING MOUNTAIN VIEW	357 CASTRO ST 4	RETAIL	150	75	225
DANDIES BARBER AND BEARD STYLIST	357 CASTRO ST 7	RETAIL	150	75	225
SAKOON MV INC	357 CASTRO ST 1&2	REST	200	150	350
ARI FOOD SYSTEM INC	357 CASTRO ST 3A	REST	200	125	325
B AND Y GIFT SHOP	361 CASTRO ST	RETAIL	150	75	225
MARUICHI RESTAURANT	368 CASTRO ST	REST	200	125	325
SIGHT OPTOMETRY PC	369 CASTRO ST	RETAIL	150	75	225
VALLEY HEALTH & ACCUPUNCTURE	375 CASTRO ST	RETAIL	150	75	225
VEE COSMETICS	380 CASTRO ST	RETAIL	150	75	225
LUDWIGS	383 CASTRO ST	REST	200	125	325
WILLIAM MASTON ARCHITECT & ASSOC	384 CASTRO ST	PROF	50	50	100
GROQ INC	400 CASTRO ST FL 6	PROF	50		50
CASCAL	400 CASTRO ST	REST	200		200
TISHMAN SPEYER PROPERTIES	400 CASTRO ST	PROF	50		50
PEET'S COFFEE INC	420 CASTRO ST	REST	200		200
PLAYCO GLOBAL INC	421 CASTRO ST	PROF	50		50
THE BOSTON CONSULTING GROUP INC	444 CASTRO ST 150	PROF	50		50
CREDIT SESAME	444 CASTRO ST 500	PROF	50		50
MEGAGON LABS INC	444 CASTRO ST 720	PROF	50		50
SENTINELONE INC	444 CASTRO ST 4TH FL	PROF	50		50
SIC-MOUNTAIN BAY PLAZA LLC	444 CASTRO ST	PROF	50		50
SNAP INC DBA SNAPCHAT INC	444 CASTRO ST	PROF	50		50
MOUNTAIN VIEW DENTAL CARE	451 CASTRO ST	PROF	50		50
CASA LUPE MEXICAN RESTAURANT	459 CASTRO ST	REST	200		200
DENTAL FABULOUS	471 CASTRO ST	PROF	50	25	75
KPOT & GRILL	475 CASTRO ST	REST	200		200

KIRIN CHINESE RESTAURANT	485 CASTRO ST	REST	200		200
MOUNTAIN VIEW OPTOMETRY AND CONTACT LENS CLINIC	495 CASTRO ST	RETAIL	150		150
MT VIEW - BEAN SCENE CAFE	500 CASTRO ST	REST	200		200
THE PERMANENTE MEDICAL GROUP	555 CASTRO ST	PROF	50		50
THE PERMANENTE MEDICAL GROUP	565 CASTRO ST	PROF	50		50
THE SOBRATO ORGANIZATION	599 CASTRO ST 400	PROF	50		50
SOBRATO CONSTRUCTION CORP	599 CASTRO ST 400	RETAIL	150		150
SOBRATO BUILDERS INC	599 CASTRO ST 400	RETAIL	150		150
WELLS FARGO CLEARING SERVICES LLC	599 CASTRO ST	PROF	50		50
QUORA INC	605 CASTRO ST 1ST-4TH FL	PROF	50		50
MORGAN STANLEY SMITH BARNEY LLC	650 CASTRO ST 105	PROF	50		50
MEDITERRANEAN GRILL HOUSE	650 CASTRO ST 110	REST	200		200
1 OZ COFFEE LLC	650 CASTRO ST 130	REST	200		200
SNC ENTERPRISE DBA VITALITY BOWLS	650 CASTRO ST 140	REST	200		200
SITE FOR SORE EYES	650 CASTRO ST 150	RETAIL	150		150
JENNY CHEUNG OD	650 CASTRO ST 150	PROF	50		50
LE BOULANGER	650 CASTRO ST 160	REST	200		200
LA MONIQUE'S NAIL SALON	650 CASTRO ST 175	RETAIL	150		150
MASA SUSHI JAPAN	650 CASTRO ST 180	REST	200		200
AXESS CLEANERS INC	650 CASTRO ST 185	RETAIL	150		150
PURE STORAGE INC	650 CASTRO ST 400	PROF	50		50
VC DEVELOPMENT GROUP	650 CASTRO ST 120-211	RETAIL	150		150
LAW OFFICES OF MARLA HOEHN	650 CASTRO ST 120-420	PROF	50		50
GIOVANNA'S FINE JEWELER	655 CASTRO ST 1	RETAIL	150		150
PRODIGAL	655 CASTRO ST 2	PROF	50		50
Illumi Salon	655 CASTRO ST 3	PROF	50		50
Triada Real Estate Group	655 CASTRO ST 4	PROF	50		50
Vault 12	655 CASTRO ST 5	PROF	50		50
Youpi	655 CASTRO ST 6	PROF	50		50
STARBUCKS COFFEE #5663	750 CASTRO ST	REST	200		200
AMICI'S EAST COAST PIZZERIA	760 CASTRO ST 790	REST	200		200
GRANITE PEAK HOLDING INC	785 CASTRO ST A	PROF	50		50

ADDEPAR INC	787 CASTRO ST	PROF	50		50
SPANGLER MORTUARIES INC	799 CASTRO ST	PROF	50		50
MOUNTAIN VIEW FUNERAL & CREMATION	805 CASTRO ST	PROF	50		50
Fleur De Lis	811 CASTRO ST	RETAIL	150		150
EXCELLENT NAILS	821 CASTRO ST	RETAIL	150		150
ARUBA SALON	825 CASTRO ST	RETAIL	150		150
SAGE CAPITAL MANAGEMENT	843 CASTRO ST	PROF	50		50
EVODYNE ROBOTICS ACADEMY	881 CASTRO ST	PROF	50		50
KHUU DENTISTRY	889 CASTRO ST	PROF	50		50
KHUU DERMATOLOGY	889 CASTRO ST	PROF	50		50
GINGKO FURNITURE JC FURNITURE LLC	903 CASTRO ST	RETAIL	150		150
J&S SALON	607 W DANA ST G	RETAIL	150		150
HAIR BY HEINZ	617 W DANA ST	RETAIL	150		150
SUSHITOMI RESTAURANT	635 W DANA ST	REST	200		200
YELLOWBRICK DATA INC	660 W DANA ST	PROF	50		50
YUAN MING ACUPUNCTURE CLINIC INC	676 W DANA ST	PROF	50		50
WARM DAY SPA	692 W DANA ST A	RETAIL	150		150
TIYAS TOUCH	692 W DANA ST	RETAIL	150		150
COMMUNITY CARE ED SERVICES	694 W DANA ST	PROF	50		50
ELEGANCE HAIR SALON	696 W DANA ST	RETAIL	150		150
BAY BRIYANIS	698 W DANA ST	REST	200		200
ALBERTO'S	736 W DANA ST	REST	200		200
MSF GROUP LLC DBA KAKAROTO JAPANESE RESTAURANT	743 W DANA ST	REST	200		200
DANA STREET ROASTING CO	744 W DANA ST	REST	200		200
E & W NATURAL WAY	762 W DANA ST	RETAIL	150		150
NATURE MAGIC ACUPUNCTURE	762 W DANA ST	PROF	50		50
JST ACUPUNCTURE	762 W DANA ST	PROF	50		50
NANCY ANN GEE ATTORNEY AT LAW	774 W DANA ST	PROF	50		50
298 CASTRO PARTNERS LLC	812 W DANA ST	PROF	50		50
ESSENCE SALON	826 W DANA ST	RETAIL	150		150
MOVING OPTIMAL CHIROPRACTIC	838 W DANA ST	PROF	50		50
WELL HEALTH ACUPUNCTURE	838 W DANA ST	PROF	50		50

FASHION CUTS AND BARBER SHOP	844 W DANA ST	RETAIL	150		150
LA ESPUELA MEXICAN FOOD INC	854 W DANA ST	REST	200		200
JULIEQ'S HAIR & NAILS	951 W DANA ST	RETAIL	150		150
ANTHONY HAIR DESIGNS	951 W DANA ST	RETAIL	150		150
THE TERRACE	975 W DANA ST	REST	200		200
STUDY COM	655 W EVELYN AV	PROF	50		50
SAVVY CELLAR/THE CROSSING	750 W EVELYN AV	RETAIL	150		150
CONFLUENT INC	899 W EVELYN AV	PROF	50		50
SUPERHOT HOTPOT & KOREAN BBQ	210 HOPE ST	REST	200		200
FACE N BODY	278 HOPE ST A	RETAIL	150		150
RON IKEBE REALTOR	278 HOPE ST B	RETAIL	150		150
PACIFIC BELL	305 HOPE ST	PROF	50		50
GEOMAGICAL LABS INC	100 VIEW ST 200	PROF	50		50
STUDY COM	100 VIEW ST 202	PROF	50		50
NEEVA	100 VIEW ST 204	PROF	50		50
HUMU INC	100 VIEW ST 100-1 & 112	PROF	50		50
BENJAMIN WANG DDS	682 VILLA ST A	PROF	50		50
SILICON VALLEY CUSTOM HOMES	682 VILLA ST C1	RETAIL	150		150
YIH-LOING HONG DDS	682 VILLA ST F	PROF	50		50
SMITH DEVELOPMENT GROUP LLC	682 VILLA ST G	PROF	50		50
ONCIRCLE	701 VILLA ST	PROF	50		50
KELLY'S HEALING MASSAGE	714 VILLA ST	RETAIL	150		150
JANE'S BEER STORE	720 VILLA ST	RETAIL	150		150
SALON FINESSE	732 VILLA ST	RETAIL	150		150
FIESTA DEL MAR TOO	735 VILLA ST	REST	200		200
HAPPY LEMON	742 VILLA ST	REST	200		200
BELLA ON VILLA SALON	744 VILLA ST	RETAIL	150		150
SUGAR SPA	746 VILLA ST	RETAIL	150		150
PLAN A INC	759 VILLA ST A	PROF	50		50
LIEW DESIGN INC	759 VILLA ST D	PROF	50		50
CRYSTAL READINGS	831 VILLA ST	RETAIL	150		150
CITY DOLLS	833 VILLA ST	RETAIL	150		150
PRINCE FEN GUIZHOU CUISINE SERVICE LLC	841 VILLA ST	REST	200		200

ORBIT & RUST	845 VILLA ST	RETAIL	150		150
VERDE TEA & ESPRESSO BAR	852 VILLA ST	REST	200		200
PHO TO CHAU 999 INC	853 VILLA ST	REST	200		200
WINK BEAUTY INC	854 VILLA ST	RETAIL	150		150
IMAGINE HAIR SALON	857 VILLA ST	RETAIL	150		150
IMAGINE ALTERATIONS	857 VILLA ST	RETAIL	150		150
RONNIE P T	857 VILLA ST	RETAIL	150		150
HAPPY FEET FOOT SPA	858 VILLA ST	RETAIL	150		150
MARUYAMA	859 VILLA ST	REST	200		200
KATSU	859 VILLA ST	REST	200		200
PURECHAIR SPA INC	860 VILLA ST	RETAIL	150		150
SILICON THERMAL INC	888 VILLA ST 110	PROF	50		50
BIGPANDA INC	888 VILLA ST 300	PROF	50		50
KDB SILICON VALLEY LLC	888 VILLA ST 500	PROF	50		50
NEXT LEVEL BOARD GAME CAFE	888 VILLA ST	RETAIL	150		150
STEINS BEER GARDEN	895 VILLA ST	REST	200		200
GHOST LOCOMOTION INC	900 VILLA ST	PROF	50		50
CHEZ T J INC	938 VILLA ST	REST	200		200
VILLA STREET LP	990 VILLA ST	RETAIL	150		150
BETTERHELP COMPILE INC	990 VILLA ST	RETAIL	150		150
SUBTOTALS			31,000	9,675	40,675
<b>TOTAL</b>					<b>40,675</b>





# Downtown Business Association Advisory Council

(as of August 31, 2022)

- Jean Boulanger, Red Rock Coffee
- April Clark, Therapy
- Majed Fakhouri, Crepevine
- Karen Gammow, East West Books
- Nancy Gee, Law Office of Nancy Gee
- Shelbie Hammersmith, Rootstock Wine Bar
- Ron Ikebe, Ron Ikebe Realtor
- Yulia Kolchanova, 1 Oz Coffee
- David Lin, Fraternal Order of Eagles
- Hao Le, Pokeworks
- Salvatore Margarito, Doppio Zero
- Juan Origel, Ava's Market
- Angela Pace, Blue Line Pizza
- Marina Savinovic - Monte Carlo
- Jim Yang, Savvy Cellar

