



Downtown Mountain View

Mountain View Central Business Association Annual Report

Prepared by
Sarah Astles, President
Board of Directors

Mountain View Central Business Association Annual Report 2019

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September 20, 2019

Photographs by Mountain View Central Business Association

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Overview

Downtown Mountain View is a far different place than it was when the organization 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



Introduction

This report from the Advisory Board of the Mountain View Central Business Association (CBA) was prepared for City Council to review for the annual reauthorization of the CBA 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, 2020 and ending December 31, 2021.

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

- I. Any proposed changes in CBA boundaries and benefit zones within the CBA
- II. The improvements and activities to be provided for Fiscal Year 2020
- III. An estimate of the cost of providing the improvements and the activities for 2020
- 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 2020.
- 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 Central Business Association, (CBA).

The Advisory Board approved this report on August 29, 2019.





"The festival really helps our store to get a lot of exposure to new customers."

- Janes Beer Store

Historical Perspective

The Mountain View Central Business Association 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 BIA. In particular, the Central Business Association was instrumental in keeping ALL downtown businesses functioning during the reconstruction when Castro Street was closed from El Camino at one end to Evelyn Avenue at the other. Other programs over the years include:

- Ala 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

2019 CBA Accomplishments

Community Events

- Sponsor 23rd annual A La Carte & Art; 2019 revenue grew 4% over 2018
- Sponsor annual Wine Walk; Annual attendance is close to 500
- Sponsor Halloween Event
- Sponsor Holiday Open House

Executive Committee

- Compile year-end report for Council
- Develop 2020 Action Plan and Budget
- Nominations for 2020 Board of Directors





"The wine walks resulted a 50% increase in sales on those evenings, and definitely brought back new repeat customers."

- Boutique 4

Promotions Committee

- Continue to create and distribute the Downtown Guide
- Update and maintain the downtown website
- Continue to maintain social media presence
- Research new events and promotions
- Continue to work with the Chamber of Commerce
- Continue to host the State of the Downtown meeting
- 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



2020 CBA Goals

Upon the departure of the Executive Director in July of 2019, the Mountain View Central Business Association Board of Directors developed four forward-looking scenarios, or a combination of these various scenarios, in no particular order:

- Replace the existing FT Executive Director position with another FT Executive Director.
- Replace the existing FT Executive Director position with a PT Executive Director.
- Form a public-private partnership with the City of Mountain View, whereas the City would provide some administrative support and the CBA board would provide guidance of downtown programs and improvements.
- Form a non-profit partnership with the Mountain View Chamber of Commerce whereas the Chamber would provide administrative support and the CBA board would provide leadership and funding for downtown improvements and programs.

The deliberation is ongoing as to what model will be sustainable to continue. The board continues to meet with and discuss possibilities with The Mountain View Chamber of Commerce. During coming weeks and months, it is the board's intention to pursue replacing the Executive Director position by engaging in a consultative approach, while simultaneously determining the most appropriate course of action to replace the leadership position. The anticipated date for a decision is Q4 of 2020.

Through a phased approach, MVCBA will identify programs, projects and partners that can enhance the downtown experience. During the first phase of transition, surveys will be pursued in order to achieve maximum feedback from the business community. Since the departure of the Executive Director, the office has transitioned from a physical office to a virtual one. All documentation and financials have been digitized and is being accessed and stored in the cloud.

The Board is excited to rejuvenate the organization. Initial plans under consideration

- Grow the board. (In the past, the BOD was double its current size. We hope to recruit several downtown business owners that represent a variety of business types. This includes restaurants, personal services, office, and retail.)
- Raise awareness during the outreach phase. (Make sure all business owners within the area boundaries know what the CBA is and the benefits of membership.)
- Build and strengthen valued partnerships with City Council, the Mountain View Chamber of Commerce, and other stakeholders.
- Be a strategic voice and stakeholder, representing the concerns and interest of downtown businesses, while partnering with the city.
- Improve transparency.
- Rebranding.
- Analyze current social media marketing and strategy and boost web presence.
- Partner with the Chamber of Commerce on any annual print guides.
- Encourage attendance at the Downtown Committee meetings.
- Discontinue the A La Carte & Art Festival. (The CBA wishes to shift and spread its resources to many other programs which will have a greater positive impact to our downtown. This includes events, maintenance improvements, and marketing. Discussions with the Mountain View Chamber of Commerce continue regarding their role in continuing this festival.)
- Leverage the relationship with the City and the Visual Arts Committee to create a retail partnership to activate empty store fronts.
- Meet with Economic Development and the Chamber (every two months).
- Create a webpage that can be an aggregate for our businesses to help them market themselves, because not everyone is on-line with their own webpage or on social media.
- Survey businesses for program ideas to bring people into the stores.

Business Improvement Areas Overview

Method and Basis of Levying the Assessment

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 area.

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 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.

BIA Fee Structure



BIA #1

Evelyn Avenue to High School Way, and two blocks on both sides of Castro Street

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



BIA #2

100-300 blocks of Castro Street (historical section, based on square footage)

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

Central Business Association Board of Directors



President

Sarah Astles, *Opal*



Vice President

Sheena Anderson, *Butterflies, Baby and Kids*



Secretary

Ray Meyer III, *Meyer Appliance*

Treasurer

Nancy Gee, *Attorney/Property owner*

Board members



Julie Michel, *Boutique 4*

Tamara Michel, *Boutique 4*



Nick Chaput, *Dana Street Roasting Company*

Community Partners

Mountain View Chamber of Commerce

Dawn Maher, *Interim CEO*

City of Mountain View

Lisa Matchak, *Mayor*

Margaret Abe-Koga, *Vice Mayor*

Christopher Clark, *Councilmember*

Alison Hicks, *Councilmember*

Ellen Kamei, *Councilmember*

John McAlister, *Councilmember*

Lucas Ramirez, *Councilmember*



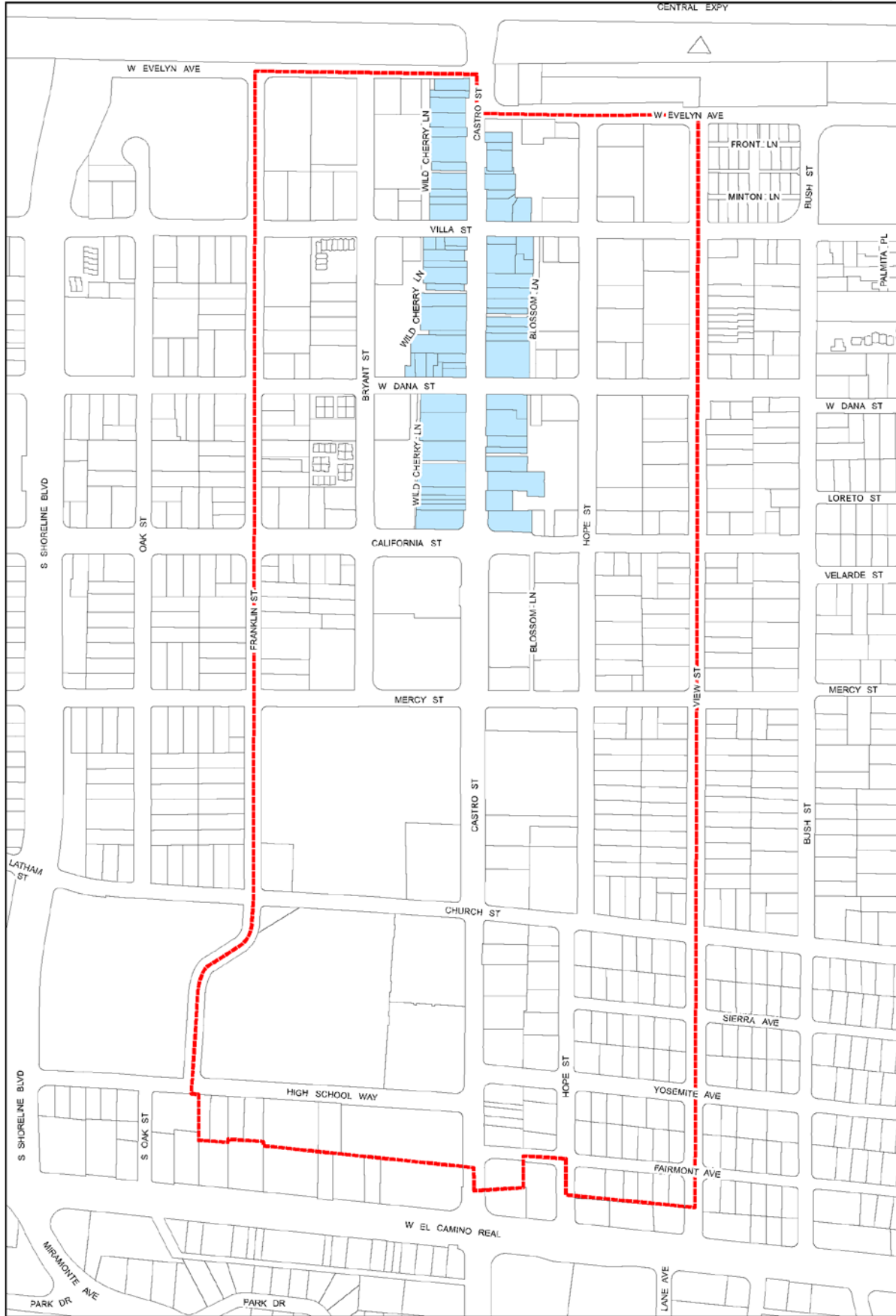
Appendix

A. Budget

	Actuals			Forecast	
	Jan - Dec 2017	Jan - Dec 2018	Jan 1 - Aug 19, 2019	2019	2020
Income					
Assessments	43,756	43,000	39,359	39,359	42,475
Events Income	0	0	0	0	0
A La Carte 2017	133,711	0	0	0	0
A La Carte 2018	0	142,853	0	0	0
A La Carte 2019	0	0	148,886	148,886	0
Wine Walk	13,173	12,829	0	0	0
Total Events Income	146,884	155,682	148,886	148,886	0
Guide Sponsorship	0	2,000	0	0	0
Interest	46	32	10	10	10
Total Income	190,686	200,714	188,255	188,255	42,485
Gross Profit	190,686	200,714	188,255	188,255	42,485
Expenses					
EVENTS COST	0	0	0	0	0
A La Carte & Art 2019	0	337	100,211	100,211	0
A La Carte 2017	103,389	0	0	0	0
A La Carte 2018	337	111,119	0	0	0
Coffee With the Mayor	12	0	0	0	0
Guess The Weight Contest	31	11	0	0	0
Wine Walk	11,131	10,061	710	710	0
Total EVENTS COST	114,900	121,529	100,921	100,921	0
GENERAL & ADMINISTRATION	0	0	0	0	0
Association Dues	60	0	0	0	0
Bank Charges	0	0	23	23	0
Contract Labor	0	0	180	1,000	1,000
Employee Benefits	7,774	9,259	4,172	4,172	0
Insurance	970	1,367	1,402	1,402	1,400
Legal & Accounting	3,286	4,354	4,029	5,000	3,000
Miscellaneous Expense	619	352	346	346	500
Newsletter & Postage	81	50	50	50	50
Office Supplies & Equipment	226	324	113	113	500
Payroll Tax Expense	4,848	4,806	16,440	16,440	0
Promotion, Advert, Guides	5,767	5,780	5,092	5,092	2,000
Relations	145	248	160	160	1,000
Rent & Utilities	9,690	9,496	4,900	4,900	0
Salaries-Director	60,896	59,996	63,356	63,356	0
Telephone & Internet	1,749	1,596	993	993	0
Total GENERAL & ADMINISTRATION	96,111	97,628	101,257	103,048	9,450
Reconciliation Discrepancies	0	0	355	355	0
Website Updates	1,465	1,200	719	1,500	1,500
Total Expenses	212,475	220,356	203,251	205,823	10,950
Net Operating Income	-21,789	-19,642	-14,997	-17,569	31,535

B. Map

September 30, 2013



**C. Downtown Mountain View
Business Improvement Areas - 2020**

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
Vacant	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
Ghost Locomotion	800	California Street	200	PROF	\$50		\$50
Pure Storage Inc.	800	California Street		PROF	\$50		\$50
Fenwick & West LLP	801	California Street		PROF	\$50		\$50
CVS Pharmacy	850	California Street		RETAIL	\$150		\$150
Little Sheep Mongolian 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
Crawfish Bros.	124	Castro Street		REST	\$200	\$125	\$325
Oren's Hummus Shop	126	Castro Street		REST	\$200	\$125	\$325
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	2	PROF	\$50	\$25	\$75
Newsela	148	Castro Street	B1	PROF	\$50	\$25	\$75
Saavn	148	Castro Street	A1	PROF	\$50	\$25	\$75
Blue Otter/The Kitchen Table	148	Castro Street	B20	PROF	\$50	\$25	\$75
Ramen Izakaya Yu-Gen	152	Castro Street		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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Doppio Zero, Pizzeria Napoletana	160	Castro Street		REST	\$200	\$125	\$325
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		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	236	Castro Street		REST	\$200	\$125	\$325
Teaspoon	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Opal	251	Castro Street		REST	\$200	\$150	\$350
Art Frame Studio	257	Castro Street	100	RETAIL	\$150	\$75	\$225
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
Eclo Inc.	277	Castro Street		PROF	\$50	\$50	\$100

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
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
Tap Plastics Inc.	312	Castro Street		RETAIL	\$150	\$100	\$250
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
Plutus Financial Inc./Abra	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
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
Recruit Institute of Tech	444	Castro Street	900	PROF	\$50		\$50
Pure Storage Inc.	444	Castro Street	1100	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
Ginseng Korean BBQ	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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	590	Castro Street		PROF	\$150		\$150
Yoga is Youthful	590	Castro Street		PROF	\$50		\$50
Sobrato Building	599	Castro Sreet		PROF	\$50		\$50
Mahalo Bowl	650	Castro Street		REST	\$200		\$200
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
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	260	PROF	\$50		\$50
Quora	650	Castro Street	450	PROF	\$50		\$50
Giovanna's Fine Jewelry	655	Castro Street	1	RETAIL	\$150		\$150
Respond Software	655	Castro Street	2	PROF	\$50		\$50
Mistnet	655	Castro Street	3	PROF	\$50		\$50
Respond Software	655	Castro Street	4	PROF	\$50		\$50
Vault 12	655	Castro Street	5	PROF	\$50		\$50
Respond Software	655	Castro Street	6	PROF	\$50		\$50
Palacio's Beauty Studio	655	Castro Street	7	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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	845	Castro Street		PROF	\$50		\$50
GPR Ventures	873	Castro Street		PROF	\$50		\$50
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	#200	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
Simon-Kucher & Partners LLC	100	View Street	102	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
Bangkok Spoon	702	Villa Street		REST	\$200		\$200
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
Tapioca Express	740	Villa Street		REST	\$200		\$200
Perfect Salon	744	Villa Street		PROF	\$50		\$50
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
Sweethoney Dessert	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
Ryowa Noodle House	859	Villa Street		REST	\$200		\$200
Top Over Base Nail Salon	860	Villa Street		PROF	\$50		\$50
Agent.AI	888	Villa Street	3	PROF	\$50		\$50
Allure Salon	888	Villa Street #100		RETAIL	\$150		\$150
Silicon Thermal	888	Villa Street #110		PROF	\$50		\$50
BigPanda	888	Villa Street #300		PROF	\$50		\$50

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
Chez TJ	938	Villa Street		REST	\$200		\$200
Tied House	954	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	688	W. Dana Street		PROF	\$50		\$50
Luxuray Skin Care	692	W. Dana Street	A	PROF	\$50		\$50
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
Niji Sushi	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

**C. Downtown Mountain View
Business Improvement Areas - 2020**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
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
Stampli	701	W. Evelyn Avenue	B	PROF	\$50		\$50
Depot Garage - moved as per Facebook post	727	W. Evelyn Avenue		PROF	\$50		\$50
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					\$32,550	\$9,425	\$42,475