



ANNUAL REPORT

2021



Photo by Magali Gauthier, *Mountain View Voice*

Submitted by
The Mountain View Chamber of Commerce

Table of Contents

Introduction	3
Organizational Overview	4
Accomplishments of the Current Year	5
Plans for 2022	7
Budget	8
BIA Details	10
Boundaries and Benefit Zone Map	10
Method and Basis of Assessment	11
Fee Structure	12
List of Businesses	13
Downtown Business Association Advisory Council	20

Introduction

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, 2022 and ending December 31, 2022. Additionally, this report highlights activity and accomplishments of the past year since the submission of the previous report, from August 2020 to August 2021.

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)

Submitted on September 17, 2021, 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 Sarah Astles, former President of the DBA Board of Directors, the DBA Advisory Council, and the Board of Directors of the Chamber of Commerce.

Organizational Overview

A Time of Transition

As mentioned in last year’s annual report, the DBA Executive Director departed in July of 2019 and was never replaced. The DBA had no staff and was dependent on volunteer downtown business owners and board members to execute its work plan. The pandemic exacerbated this situation, causing a severe reduction of resources. Several scenarios were investigated by the DBA Board of Directors that involved using BIA funds to contract with the Mountain View Chamber of Commerce for administrative and/or managerial support of operations, and for providing the deliverables set forth in the annual Agreement.

In the time since the annual report was submitted in September 2020, the DBA and the Chamber have worked closely together on a number of projects while continuing to develop a more permanent solution. In December 2020, the DBA voted unanimously to transition all of its operations to the Chamber, and in doing so to dissolve as a formal organization and to become strictly an advisory body.

For the next several months in 2021, the Chamber provided critical support specifically to downtown businesses, whether or not they were members of the Chamber of Commerce, and worked closely with the re-conceived DBA advisory council. Details are provided in the “Activity and Accomplishments of the Past Year” section below.

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. Chamber Membership Director Kira Pascoe was chosen to lead the DBA.



Accomplishments of the Current Year

The last twelve months have been extremely challenging for downtown as businesses continue to be subjected to rapidly changing health orders, depressed sales and consumer confidence, and rising prices for supplies. Most actions early on were focused on direct assistance for survival, later evolving to recovery resources and strategies.

Staffing

The Chamber has a dedicated staff person for the Downtown businesses, as well team resources to provide broader and deeper support.

Marketing and Promotion

- In November 2020, the Chamber created and launched the Mountain View Marketplace, a hyper-local online shopping portal with a heavy downtown business focus and representation. To date, the site has received over 33,000 page views and more than 7,200 unique visitors, with nearly 3,300 click-throughs to make purchases or ask for more information.
- Continue to attract online and drop-in customers through regular, themed promotions on the Mountain View Marketplace, supplemented with ad campaigns in newspapers, media outlets, and social media, including I Love My MV Businesses Sweepstakes, Xmas Holidays, ValentDINE, Love Mom, Shop Local, Father's Day. Businesses have experienced between 5%-30% increases in sales during these periods.
- Maintain a strong social media presence, including use of dedicated contractor. Postings occur at a minimum of five times a week.
- Encourage local patronage of businesses through cause-based marketing efforts, such as Dining for AAPI (a campaign where participating restaurants donated a portion of sales to "Stop Asian Hate" and saw a 20-30% net increase in sales)
- 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.
- Host Open Air Artisan's Market on Castro 800 block with 40 booths to bring vitality and traffic to downtown prior to the relaxing of health restrictions, proving that small events could be successful even under strict conditions. Also serves as a template for future events.
- Hold Ribbon Cuttings, featuring local leaders and special festivities, to bring in customers, add energy to downtown, and obtain press coverage
- 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. To date, approximately twenty different downtown merchants have been featured.

Advocacy and City/County Relations

- 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).
- Hold Roundtables and Forums with the City on larger issues to build stronger ties, foster better understanding, spark creative ideas, and build win/win scenarios, including Closing Castro; Central/Castro traffic flow; Sidewalk Café Permits; Multi-use permits. Average attendance has

been 30-50 participants.

- Host quarterly “walks with the Mayor”, visiting approximately 20 storefronts per visit.
- In partnership with other local Chambers of Commerce and with a special focus on building vibrant downtowns, perform lobbying efforts at County and State level, such as the successful effort to secure a countywide cap on Food Delivery Service Fees.
- Form partnerships between downtown businesses and other entities to improve health conditions and provide new commercial opportunities, such as the partnerships with the City/County/El Camino Health to bring COVID testing to the Center for Performing Arts.
- Provide business input to Downtown Precise Plan, including surveys and individual interviews.
- Provide input into the creation of the City’s Small Business Initiative, and assist in its implementation.
- Represent the interests of DBA members on the Downtown Committee.
- DBA (as part of the Chamber) has weekly meetings with Economic Development. In addition, a “to-do” list has been created to bring special attention to issues that are specific to an individual business, and to assist and track their resolution.

Operations and Direct Business Assistance

- Help small/independent businesses recover from the pandemic, migrate and optimize online commerce, and improve their operations with tools and resources such as the Recovery Kits
- Grow the Downtown Business Association Advisory Council in number and diversity, as well as encourage direct engagement
- Increase outreach and personal touch via communication, phone and business visits, as well as distribution of relevant fliers, letters, and posters for events and important announcements. Direct contact has been made with more than 200 downtown businesses.
- Promote collaboration between businesses on common issues, shared promotions, and special tools such as the universal gift card that help boost downtown visits
- Bring the Chamber’s high degree of public transparency in its decision making and actions to the DBA by leveraging its processes and communication vehicles.
- Help businesses to appropriately respond to ADA compliance issues and lawsuits with personal visits, webinars with legal counsel and compliance experts, and lists of resources. More than 30 downtown businesses have participated, and over 100 regionally.
- In partnership with the City, in addition to policy-related outreach noted above, perform regular surveys to determine needs, issues, and situational changes.

In Progress

- Providing directional signage on and behind Castro, especially in parking lots, to help customers locate businesses.
- Work with landlords to provide mirrors to allow safer entrance/exits to side lots
- In partnership with the City, improve the look and utility of empty storefronts on Castro with displays from TheatreWorks, art from local artists, and live music from local musicians.
- Wine Walk scheduled for November
- Holiday specials to promote shopping downtown. Will be supported by advertising campaigns.

Plans for 2022

Most of the activities noted above are perennial, and will continue in 2022. Additionally, we plan to undertake the following:

Marketing and Promotion

- Discontinue the A La Carte & Art Festival and hold alternate events that have a greater impact on our downtown, better engage merchants and drive more foot traffic. Most merchants highly favor this direction.
- Hold Wine Walk and themed events at different times of the year
- Research new events and promotions
- Continue to maintain strong social media presence
- Continue to create and encourage “cross promotions” between businesses

Advocacy and City/County Relations

- 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 to maintain the economic vitality of the downtown, including partnering with the Visual Arts Committee to activate empty storefronts.
- Work with the City to modernize permitting requirements, and facilitate the ease with which a business can successfully understand, navigate, and complete the process.
- Work with the City on a vacancy strategy, including consideration of a concierge/fast track system for prospective buyers/tenants
- Work with property/business owners on miscellaneous issues.

Operations and Direct Business Assistance

- 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.
- 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
- Prompt communications between businesses to share business resources and best practices

Budget

As noted above, by leveraging the Chamber’s wider range of resources and offerings, the downtown merchants are receiving greater value, support and services. Additionally, with the transition of operations - and expenses – some of the previous DBA cost items have been eliminated or absorbed. The result, as shown in the chart below, is significantly lower expenditures and a better bottom line.

Mtn View Downtown Business Association					
As of September 10, 2021					
	Actuals			Forecast	
	2019	2020	2021 YTD	2021	2022
Income					
Assessments	39,359	37,200	38,994	38,994	38,000
Events Income					
A La Carte	148,886				
Taste of Mountain View			3,133	5,000	10,000
Wine Walk				5,000	10,000
Other					10,000
Total Events Income	148,886		3,133	10,000	30,000
Interest	10				
Online Advertising					
Total Income	188,255	37,200	42,127	48,994	68,000
Expenses					
Events Cost					
A La Carte	104,256				
Taste of Mountain View			838	1,000	1,000
Wine Walk	710			1,000	1,000
Other					5,000
Total Events Cost	104,966	0	838	2,000	7,000
General & Administration					
Bank Charges	23	70			
Contract Labor	905	60,242	2,507	3,760	4,000
Employee Benefits	4,172				
Insurance	1,402	-17			
Legal & Accounting	4,682	1,418			
Miscellaneous Expense	366	60			
Newsletter & Postage	50	173			
Office Supplies & Equipment	203	746			
Payroll Tax Expense	5,317				
Penalties	803				
Promotion, Advert, Guides	5,947	4,440		10,300	15,300
Relations	160				
Rent & Utilities	5,240				
Salaries - Director/Team	68,167		26,250	58,883	60,000
Telephone & Internet	993				
Total General & Administration	98,430	67,131	28,757	72,943	79,300
Reconciliation Discrepancies	355				
Website and Social Media	719	5,920	5,800	3,550	4,000
Total Expenses	204,470	73,051	35,195	78,493	90,300
Net Operating Income	-16,215	-35,851	6,932	-29,499	-22,300

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.
- Accounting categories that have become obsolete or have been absorbed into existing Chamber cost structures are shown in grey.
- Prior to the transition in 2021, the line item “Salaries” reflected the role of a single DBA executive director. Going forward, 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 now 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)
- Marketing and promotional expenses specific to downtown will continue to be tracked separately under “Promotion, Advertising, Guides”
- 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 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.

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)

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



List of Businesses

BUSINESS NAME	NO.	STREET NAME	SUITE	TYPE	BIA 1	BIA 2	BIA TOTAL
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
Afuri Ramen + Dumpling	124	Castro Street		Rest	\$200	\$125	\$325
Oren's Hummus Shop	126	Castro Street		REST	\$200	\$125	\$325
3Kingdoms Hot Pot	134	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
Yi Feng Taiwan Fruit Tea	143	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
Newsela	148	Castro Street	B1	PROF	\$50	\$25	\$75
Saavn	148	Castro Street	A1	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
Amarin Thai Cuisine	174	Castro Street		REST	\$200	\$150	\$350
Udon Mugizo	180	Castro Street			\$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
Velocity Software	196	Castro Street	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	B	REST	\$200	\$125	\$325
Biryani Z	246	Castro Street		REST	\$200	\$150	\$350
Therapy	250	Castro Street		RETAIL	\$150	\$100	\$250
Opal Event Center	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
Truckx, Inc.	257	Castro Street	107	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
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
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
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
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 Street		REST	\$200	\$125	\$325
Books Inc.	317	Castro Street		RETAIL	\$150	\$75	\$225
Transform Fitness	319	Castro Street		RETAIL	\$150	\$75	\$225
Planetscale	321	Castro Street		PROF	\$50	\$75	\$125
East West Bookshop	324	Castro Street		RETAIL	\$150	\$100	\$250
Rootstock Wine Bar	331	Castro Street			\$200	\$125	\$325
Ava's Downtown Market & Deli	340	Castro Street		RETAIL	\$150	\$125	\$275
Poke Bar	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
Rumble Fish	357	Castro Street	34	REST	\$200	\$125	\$325
Sakoon	357	Castro Street		REST	\$200	\$150	\$350
Eyebrow Threading Mountain View	357	Castro Street			\$50	\$75	\$125
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
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
Ludwig's	383	Castro Street			\$200	\$125	\$325
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 Flr	PROF	\$50		\$50
Peet's Coffee	420	Castro Street		REST	\$200		\$200
Playco Global Inc	421	Castro Street			\$50		\$50
Sweet Greens	440	Castro Street		REST	\$200		\$200
Bank of America	444	Castro Street	100	PROF	\$150		\$150
The Swig Company	444	Castro Street	122	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
The Boston Consulting Group	444	Castro Street			\$50		\$50
Sentinel Labs DBA	444	Castro Street			\$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
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
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 Street		PROF	\$50		\$50
Jenny Cheung OD	650	Castro Street			\$50		\$50
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 Street	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
Evodyne Robotics	881	Castro Street		PROF	\$50		\$50
Duke Khuu, MD / Keith Khuu, DDS	889	Castro Street		PROF	\$50		\$50
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
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
GeoMagical Labs	100	View Street	200	PROF	\$50		\$50
HUMU Inc	100	View Street	100	PROF	\$50		\$50
HUMU Inc	100	View Street	101	PROF	\$50		\$50
HUMU Inc	100	View Street	112	PROF	\$50		\$50
Boomerang	100	View Street	100	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
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
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
Ghost Locomotion	900	Villa Street		PROF	\$50		\$50
Chez TJ	938	Villa Street		REST	\$200		\$200
Hair by Heinz	617	W. Dana St		PROF	\$50		\$50
Windows & Beyond	633	W. Dana St		RETAIL	\$150		\$150
Sushi Tomi Japanese Restaurant	635	W. Dana St		REST	\$200		\$200
Yuan Ming Acupuncture Clinic	676	W. Dana St		PROF	\$50		\$50
Coin Alpha - LogDNA	688	W. Dana St		PROF	\$50		\$50
Luxuray Skin Care	692	W. Dana St	A	PROF	\$50		\$50
Path to Wholeness (Co-located with Luxuray Skin Care)	692	W. Dana St	A	PROF	\$50		\$50
Christen Daniel (Co-located with Luxuray Skin Care)	692	W. Dana St	A	PROF	\$50		\$50
Heal-Transition-Transform (Co-located with Luxuray Skin Care)	692	W. Dana St	A	PROF	\$50		\$50
Winter Borg (Co-located with Luxuray Skin Care)	692	W. Dana St	A	PROF	\$50		\$50
Buen Viaje Travel	694	W. Dana St		PROF	\$50		\$50
Community Care Ed. Services	694	W. Dana St		PROF	\$50		\$50
Chiropractic Performance Center	694	W. Dana St	A	PROF	\$50		\$50
Elegance Hair Salon	696	W. Dana St		RETAIL	\$50		\$50
Alberto's	736	W. Dana St		REST	\$200		\$200
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

Nancy Gee, Attorney	774	W. Dana St		PROF	\$50		\$50
Gee Realty	786	W. Dana St		PROF	\$50		\$50
Essence Salon	826	W. Dana St		RETAIL	\$150		\$150
Debra K. Hotter, CPA	838	W. Dana St	B	PROF	\$50		\$50
Turner & Townsend	838	W. Dana St	B	PROF	\$50		\$50
Fashion Code Beauty Salon	844	W. Dana St		RETAIL	\$150		\$150
La Espuela Mexican Food	854	W. Dana St		REST	\$200		\$200
Julie Q's Hair & Nail	951	W. Dana St		RETAIL	\$150		\$150
Yakko Restaurant	975	W. Dana St		REST	\$200		\$200
Study.com	655	W. Evelyn Ave	2	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	3	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	4	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	5	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	6	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	7	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	8	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	9	PROF	\$50		\$50
Study.com	655	W. Evelyn Ave	10	PROF	\$50		\$50
Savvy Cellar Wines	750	W. Evelyn Ave		REST	\$200		\$200
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 St		PROF	\$50		\$50
Huy Thanh Do, DDS Inc. DBA Dental Fabulous	756	California St	B	PROF	\$50		\$50
Dana Oriental Market	800	California St	120	RETAIL	\$150		\$150
Ankang Acupuncture Clinic	800	California St	120	PROF	\$50		\$50
Fenwick & West LLP	801	California St		PROF	\$50		\$50
CVS Pharmacy	850	California St		RETAIL	\$150		\$150
TOTAL					\$28,450	\$8,975	\$37,425



Downtown Business Association Advisory Council

(as of September 15, 2021)

- Sarah Astles, Opal Event Center
- Jean Boulanger, Red Rock Coffee
- Brad Daley, Cascad
- Jen Donat - Transform Fitness
- Majed Fakhouri, Crepevine
- Nancy Gee, Law Office of Nancy Gee
- Ron Ikebe, Ron Ikebe Realtor
- Don Johnson, Essence Salon
- Yulia Kolchanova, 1 Oz Coffee
- Salvatore Margarito, Doppio Zero
- Nick Momson, Rootstock Wine Bar
- Angela Pace, Blue Line Pizza
- Ben Quan, Fu Lam Mum and Hong Kong Bistro
- Marina Savinovic - Monte Carlo
- Boyd Smith, Smith Development
- Jim Yang, Savvy Cellar

