



Mountain View Central Business Association



Business Improvement Area Annual Report 2018

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I. OVERVIEW

Mission and Vision Statement

The Mountain View Central Business Association (CBA) promotes and markets the downtown businesses, preserves the unique and authentic character of the district, encourages interaction among the business community, and is the aggregate voice of its members. The CBA continually identifies and provides support to allow the sustainable and vibrant success of Downtown Mountain View's business community.

History and Formation of the Central Business Association

In 1960, the Central Business Association was formed by several downtown merchants with a primary goal to redevelop the downtown. The CBA became the liaison to the City of Mountain View and its merchants in creating a market niche and identity for the downtown. As the all-volunteer organization became more successful, the CBA and City Council dedicated to create a Business Improvement Area (BIA). A business improvement area is a partnership between government and a private organization in which businesses in a defined area pay an additional tax in order to fund improvements within the area's boundaries. This area was requested in order to generate funds to hire staff to work with the merchants to market and promote the downtown.

In 1983, City Council approved the formation of the first Business Improvement Area (BIA No. 1), which covers the 100-900 blocks of Castro Street and one block over along Hope and Bryant Streets. In 1991, the CBA recognized its own success which then leads to the need for additional funding. Once again, working with City Council, the second Business Improvement Area (BIA No. 2) was created. The area covers the 100-300 blocks of Castro Street which is considered the "historical" section of downtown. State Law requires that the BIA funds from both districts be used for advertising, promotions, and special events or activities that promote the downtown. The revenues generated from both BIA funds average \$40,000 per year.

Programs and Services

Today, the CBA is run by a 10-seat Board of Directors and an Executive Director. The Board meets on a monthly basis to discuss and make decisions on downtown issues. The Board seats are run on a one year commitment, and all downtown business owners are encourage to participate. The CBA advocates for downtown improvements while building relationships with business owners, community groups, neighborhood associations and local government.

The Central Business Association looks forward to another year of working with The City of Mountain View to continue enhancing our unique downtown.

Mountain View Central Business Association - 2018 Board of Directors



II. BUSINESS IMPROVEMENT AREA SUMMARY

The following information conforms with the requirements of the State law on Parking and Business Improvement Areas.

PROPOSED CHANGES TO THE DISTRICT ASSESSMENT:

NONE

BIA FEE STRUCTURE:

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

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

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

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

ESTIMATED BUDGET:

The operating budget for 2018 is \$190,686

The estimated operating budget for 2019 is \$208,725



CBA PROGRAMMING:

Recognizing that the Central Business Association's (CBA) primary community event is A La Carte & Art, the Board continues reviewing new programs, as well as enhancing the events that are currently offered.

Downtown Events

A La Carte & Art Festival: On May 5 & 6, 2018, the CBA concluded its 22nd year of the A La Carte & Art Festival. The fun, community event serves as CBA's largest fund-raiser for the year. It continues to be financially stable and well received by the community.



Wine Walk: Thursday, August 2 marked the 6th annual downtown Wine Walk. A few hundred participants experienced our wonderful downtown retailers, as they sampled local wines. Along with the wine, patrons sampled food from many of our diverse restaurants. This event is well received not only by the patrons, but also by the businesses, as well as the wineries. It's a win-win all around!



Halloween Trick-or-Treating: In 2017 the CBA partnered with the City's Recreation Department. The hauntings started at Pioneer Park from 1:00pm-3:00pm and then the children floated downtown from 3:00pm-6:00pm to get some treats! The attendance was beyond belief.....so, of course, we'll be doing it again this year on Saturday, October 27.



Holiday Open House: Each year the CBA promotes a Holiday Open House, alongside the City Tree Lighting Ceremony. The Mountain View High School Madrigals carol along Castro Street before and after their performance at City Hall. Businesses are encouraged to stay open late and offer specials. This year's event is scheduled for Monday, December 3.

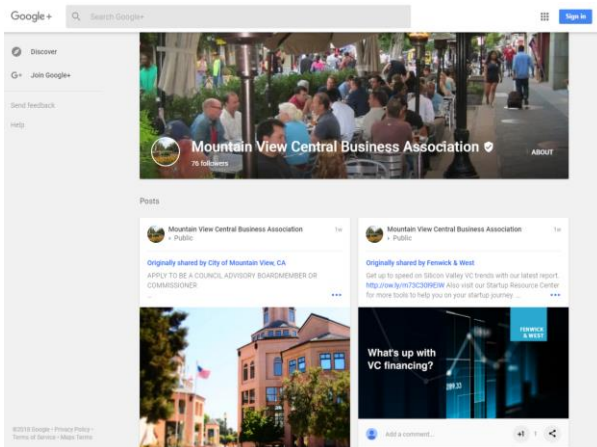


Marketing and Promotions

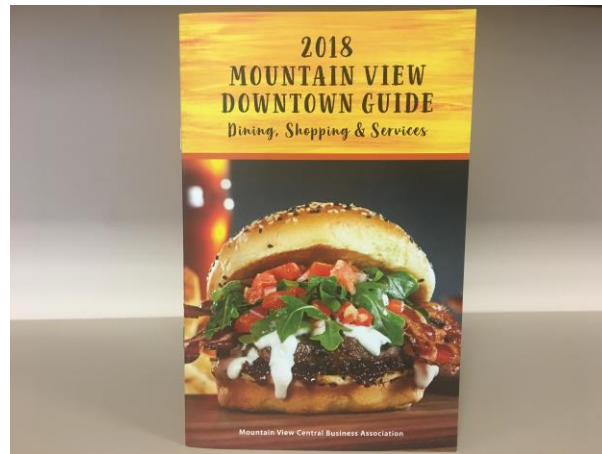
Downtown Website: The CBA continues to provide the Downtown website - www.mountainviewdowntown.com. The website serves the Mountain View community and the regional Bay Area in their interest in finding out about what's happening downtown, where to shop and which great restaurants to choose from. We are averaging 2,535 visitors per week with the most searched days being Saturday and then Sunday. The most accessed pages are Events, then Dining, and third being Shopping.



Social Media: The CBA continues to maintain Facebook and Google + pages under Mtn. View Central Business Association. As of September 24, 2018 the fan base has grown to 844 followers from around the world (76% women, 23% men). Google+ continues to be an important part of CBA's social media mix. CBA has 10.8K views, 7.87K listings on Search and 7.78K views on Map. We continue updating business and current events to the website on a regular basis.



Downtown Guides: Every January the CBA creates, prints and distributes the Downtown Guide to local businesses, hotels, and corporate offices. The guide is a comprehensive listing that directs folks where to shop, dine and indulge in the downtown offerings.



Business Support

A Day in the Life of Downtown Business: This year the CBA Board would like to invite our City Officials to come out and experience “A Day in the Life of a Downtown Business”. This experience will partner a City Official with a downtown business to build relationships and provide insight into the different challenges and successes that our restaurants and retailers live every day.

Coffee with the Mayor: Rebranded to “State of the Downtown”: Honorable Mayor Siegel visited our downtown business owners on Wednesday, April 18 at Opal Lounge. This annual event connects the current Mayor & City Staff with our downtown business owners. Mayor Siegel discussed issues impacting the downtown, such as minimum wage, parking demands and rent increases. This is a great opportunity to come together to better understand the challenges and successes of our downtown.

Block Captain Program: The Block Captain Program is comprised of merchants who volunteer to serve as a point of contact for a specific block location of Castro Street. They build relationships with business owners and keep in communication, as topics come up pertaining to the downtown. This program is on-going.

Business Watch Program: The Business Watch Program works with our Block Captains to connect merchants with the Mountain View Police and Fire Departments on crime and safety issues pertaining to the downtown. Annual update meetings, and “as needed” meetings are held to discuss various topics such as crime prevention, theft, loitering, parking enforcement, and fire safety.



III. COMMITTEES

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

Executive Committee – Board of Directors

Responsible for the following:

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

Promotion Committee

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

Relations/Development Committee

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



IV. ACCOMPLISHMENTS AND GOALS

2018 ACCOMPLISHMENTS

Community Events:

- Sponsored the 22nd annual A La Carte & Art festival on May 5 & 6
- Hosted the 6th annual Wine Walk on August 2
- Coordinate and promote Halloween Trick-or-Treating downtown on October 27
- Promote the annual Holiday Open House event on December 3

Executive Committee:

- Compile year-end report for Council
- Develop 2019 Action Plan and Budget
- Nominations for 2019 Board of Directors

Promotions Committee:

- Publish and distribute Downtown Guides containing listings of restaurants, retailers, services and maps of downtown
- Update and manage downtown website
- Partner with the Chamber of Commerce
- Attend Downtown Committee Meetings
- Coordinate and host annual State of the Downtown event
- Host annual Wine Walk event
- Coordinate Halloween Trick-or-Treating downtown
- Coordinate Holiday Open House
- Manage and update Facebook and Google + accounts

Relations/Development Committee:

- Hold Business Meetings with the Police Department
- Coordinate, inform and maintain Block Captain Program
- Co-sponsor business training opportunities with the Police Department (retail, building, and security as well as “as needed” issues)
- Meet and coordinate with Fire Department to hold informational meetings
- Host meetings to connect with the Mayor, City Manager, City Council Members, Police Chief & City Officials
- Coordinate and host training meetings with City to educate businesses on City, County, and State issues



2019 GOALS

Community Events:

- Sponsor 23rd annual A La Carte & Art
- Sponsor annual Wine Walk
- 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

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



V. FINANCIAL STATEMENT

		<u>Actual</u>	<u>Estimated</u>	<u>Proposed</u>
		<u>2017</u>	<u>2018</u>	<u>2019</u>
REVENUE				
EVENTS REVENUE				
	A La Carte & Art	133,711	142,853	145,000
	Wine Walk	13,173	12,829	15,000
TOTAL EVENTS REVENUE		146,884	155,682	160,000
Assessments		43,756	43,150	48,675
Interest Income		46	45	50
TOTAL REVENUE		190,686	198,877	208,725
EXPENSES				
EVENTS EXPENSE				
	A La Carte & Art	103,389	110,813	105,000
	Wine Walk	11,131	10,061	8,500
	Halloween	31	35	50
TOTAL EVENTS EXPENSE		114,551	120,909	113,550
Advertising/Promotions: Guide & Website		4,833	3,000	3,500
Contract Labor-Social Media		2,220	1,800	2,000
Employee Benefits		7,773	7,800	7,800
Insurance		970	1,000	1,100
Legal & Accounting		3,286	2,500	2,500
Miscellaneous		619	250	400
Office Supplies & Equip.		307	250	400
Relations		145	150	200
Rent & Utilities		9,690	9,696	9,700
Salaries - Director		60,895	57,000	57,000
Telephone & Internet		1,749	1,575	1,500
Taxes, Payroll & Property		4,847	2,600	2,600
TOTAL EXPENSES		211,885	208,530	202,250
RESERVES AT END OF YEAR		-21,199	-9,653	6,475



VI. BIA ASSESSMENT LISTING



**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Lifesite	200	Blossom Lane	1st Flr	PROF	\$ 50		\$ 50
Tremor Video	200	Blossom Lane	3rd Flr	PROF	\$ 50		\$ 50
Facebook	250	Bryant Street		PROF	\$ 50		\$ 50
Addepar	303	Bryant Street		PROF	\$ 50		\$ 50
Origami Logic	303	Bryant Street	100	PROF	\$ 50		\$ 50
Bryant Park Plaza	900	Bryant Street		PROF	\$ 50		\$ 50
Fusionops (Aera Technology)	707	California Street		PROF	\$ 50		\$ 50
RPS Iris Environmental	756	California Street	A	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	100	REST	\$ 200	\$ 150	\$ 350
Ghost Locomotion	800	California Street	200	PROF	\$ 50		\$ 50
Pure Storage Inc.	800	California Street	300	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
Chop and Pub	124	Castro Street		REST	\$ 200	\$ 125	\$ 325
Oren's Hummus Shop	126	Castro Street		REST	\$ 200	\$ 125	\$ 325
Han Gen Restaurant	134	Castro Street		REST	\$ 200	\$ 150	\$ 350
Olympus Café & Bakery	135	Castro Street		REST	\$ 200	\$ 125	\$ 325
Asian Box	142	Castro Street		REST	\$ 200	\$ 125	\$ 325
Current Business (formerly Chemilla Collection)	143	Castro Street		RETAIL	\$ 150	\$ 75	\$ 225
Blue Line Pizza	146	Castro Street		REST	\$ 200	\$ 125	\$ 325
Hong Kong Bistro	147	Castro Street	1	REST	\$ 200	\$ 125	\$ 325
Tubular	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

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Blue Otter	148	Castro Street	B2	PROF	\$ 50	\$ 25	\$ 75
Current Business (formerly People Prodigy)	148	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Ramen Izakaya Yu-Gen	152	Castro Street		REST	\$ 200	\$ 125	\$ 325
Kikura & Company	152	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Fu Lam Mum	153	Castro Street		REST	\$ 200	\$ 150	\$ 350
Humu Inc.	153	Castro Street		PROF	\$ 50	\$ 25	\$ 75
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
Current Business (formerly MV Lock)	171	Castro Street		RETAIL	\$ 150	\$ 75	\$ 225
Amarin Thai Cuisine	174	Castro Street		REST	\$ 200	\$ 150	\$ 350
Jehning Family Lock Museum	175	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Shabuway	180	Castro Street		REST	\$ 200	\$ 125	\$ 325
EAGLES	181	Castro Street		PROF	\$ 50	\$ 25	\$ 75
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
Human Longevity Inc.	191	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Hippo Insurance	191	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Agave (DBA Casa Felize)	194	Castro Street		REST	\$ 200	\$ 150	\$ 350
Baydin Inc.	196	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Cyberjack Inc.	196	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Velocity Software	196	Castro Street		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

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Jiff Inc. (Castlight Health)	215	Castro Street	2nd Flr	PROF	\$ 50	\$ 50	\$ 100
Skyport Systems	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	\$ 150	\$ 350
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		REST	\$ 200	\$ 125	\$ 325
Shabuway	246	Castro Street		REST	\$ 200	\$ 125	\$ 325
Youplus Inc	247	Castro Street	112	PROF	\$ 50	\$ 25	\$ 75
Therapy	250	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Opal	251	Castro Street		REST	\$ 200	\$ 150	\$ 350
Art Frame Studio	257	Castro Street	100	RETAIL	\$ 150	\$ 75	\$ 225
Butterflies Children's Store	257	Castro Street	101	RETAIL	\$ 150	\$ 75	\$ 225
Bocek & Associates CPA	257	Castro Street	102	PROF	\$ 50	\$ 25	\$ 75
Chhabra Law Firm	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
Mavin	257	Castro Street	107	PROF	\$ 50	\$ 25	\$ 75
KLF Partners	257	Castro Street	108	PROF	\$ 50	\$ 25	\$ 75
National Travel	257	Castro Street	110	PROF	\$ 50	\$ 25	\$ 75
Pulsra Inc.	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

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
URX Mobile Systems	257	Castro Street	206	PROF	\$ 50	\$ 25	\$ 75
Veriphyr	257	Castro Street	208	PROF	\$ 50	\$ 25	\$ 75
Tricella Inc.	257	Castro Street	209	PROF	\$ 50	\$ 25	\$ 75
Kubiki Inc	257	Castro Street	210	PROF	\$ 50	\$ 25	\$ 75
Care on Call	257	Castro Street	211	PROF	\$ 50	\$ 25	\$ 75
Alt-S Media	257	Castro Street	214	PROF	\$ 50	\$ 25	\$ 75
Current Business	257	Castro Street	215	PROF	\$ 50	\$ 25	\$ 75
Current Business	257	Castro Street	216	PROF	\$ 50	\$ 25	\$ 75
Kubiki Inc	257	Castro Street	218	PROF	\$ 50	\$ 25	\$ 75
Veriphyr	257	Castro Street	219	PROF	\$ 50	\$ 25	\$ 75
Simplesoft	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
Kjlink International Inc.	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
The Inokyo Experience	275	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Eclo Inc.	277	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Endicia	278	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Boutique 4	279	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Treats on Castro	282	Castro Street		RETAIL	\$ 150	\$ 75	\$ 225
In Step	285	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Mantra India	288	Castro Street		REST	\$ 200	\$ 125	\$ 325
Icicles	292	Castro Street		REST	\$ 200	\$ 125	\$ 325
Levels	293	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Rocket Fizz	298	Castro Street		RETAIL	\$ 150	\$ 125	\$ 275
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 Street		REST	\$ 200	\$ 125	\$ 325
Books Inc.	317	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Transform Fitness	319	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Plutus Financial Inc.	321	Castro Street		PROF	\$ 50	\$ 75	\$ 125
Alphonso Inc.	321	Castro Street		PROF	\$ 50	\$ 75	\$ 125
Peel Technologies Inc	321	Castro Street		PROF	\$ 50	\$ 75	\$ 125
East West Bookshop	324	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Cloudon Inc.	331	Castro Street		PROF	\$ 50	\$ 50	\$ 100
Le Plonc	331	Castro Street		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
Four Connections Oriental Medicine	340	Castro Street		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		REST	\$ 200	\$ 125	\$ 325
Sakoon	357	Castro Street		REST	\$ 200	\$ 150	\$ 350
Raybeam Solutions	357	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Apprente	357	Castro Street	200	PROF	\$ 50	\$ 25	\$ 75
Facial Town Beauty Salon	357	Castro Street	4	PROF	\$ 50	\$ 25	\$ 75
Tiya's Touch	357	Castro Street	6	PROF	\$ 50	\$ 25	\$ 75
Dandie's Barber Shop	357	Castro Street	7	PROF	\$ 50	\$ 25	\$ 75
Ideal Holidays	357	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Mountain View Tea Village & Gallery	361	Castro Street		RETAIL	\$ 150	\$ 100	\$ 250
Studio 364	364	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Maru Ichi	368	Castro Street		REST	\$ 200	\$ 125	\$ 325

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
Bierhaus	383	Castro Street		REST	\$ 200	\$ 125	\$ 325
Matson Architect	384	Castro Street		PROF	\$ 50	\$ 25	\$ 75
Cascal Restaurant	400	Castro Street		REST	\$ 200		\$ 200
Tishman Speyer Properties	400	Castro Street		PROF	\$ 50		\$ 50
Scratch	401	Castro Street		REST	\$ 200		\$ 200
Pure Storage Inc.	401	Castro Street		PROF	\$ 50		\$ 50
Peet's Coffee	420	Castro Street		REST	\$ 200		\$ 200
Game Closure	421	Castro Street		PROF	\$ 50		\$ 50
Game Closure	429	Castro Street		PROF	\$ 50		\$ 50
Sweet Greens	440	Castro Sreet		REST	\$ 200		\$ 200
Bank of America	444	Castro Street	100	PROF	\$ 150		\$ 150
Fenwick & West LLP	444	Castro Street	101	PROF	\$ 50		\$ 50
Infer	444	Castro Street	109	PROF	\$ 50		\$ 50
Current Business (formerly Alphagraphics)	444	Castro Street	110	RETAIL	\$ 150		\$ 150
Current Business (formerly Posh Bagel)	444	Castro Street	120	REST	\$ 200		\$ 200
The Swig Company	444	Castro Street	122	PROF	\$ 50		\$ 50
Answers.com	444	Castro street	200	PROF	\$ 50		\$ 50
Current Business (formerly The Swig Company)	444	Castro Street	302	PROF	\$ 50		\$ 50
Trip Actions	444	Castro Street	304	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
Wave One Inc.	444	Castro Street	703	PROF	\$ 50		\$ 50
Kasisto	444	Castro Street	707	PROF	\$ 50		\$ 50
Headspin Inc.	444	Castro Street	720	PROF	\$ 50		\$ 50
Lily AI	444	Castro Street	800	PROF	\$ 50		\$ 50

**Downtown Mountain View
Business Improvement Areas 2018**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Recruit Institute of Tech	444	Castro Street	900	PROF	\$ 50		\$ 50
Milestone Systems, Inc.	444	Castro Street	916	PROF	\$ 50		\$ 50
Red Hat Inc	444	Castro Street	917	PROF	\$ 50		\$ 50
500 Start Ups	444	Castro Street	1000	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	1110	PROF	\$ 50		\$ 50
Yoga Belly	455	Castro Street	1200	PROF	\$ 50		\$ 50
Game Closure	457	Castro Street		PROF	\$ 50		\$ 50
Casa Lupe	459	Castro Street		REST	\$ 200		\$ 200
Game Closure	461	Castro Street		PROF	\$ 50		\$ 50
Game Closure	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
Kaiser Permanente	555	Castro Street		PROF	\$ 50		\$ 50
The Permanente Medical Group	565	Castro Street		PROF	\$ 50		\$ 50
Wells Fargo Bank	590	Castro Street		PROF	\$ 150		\$ 150
Yoga is Youthful	590	Castro Street		PROF	\$ 50		\$ 50
Pure Storage Inc.	599	Castro Street		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 Bowls	650	Castro Street	140	REST	\$ 200		\$ 200
Site for Sore Eyes/Stirling Vision Care	650	Castro Street	150	RETAIL	\$ 150		\$ 150

**Downtown Mountain View
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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
Current Business	650	Castro street	210	PROF	\$ 50		\$ 50
Current Business	650	Castro Street	220	PROF	\$ 50		\$ 50
Pure Storage Inc.	650	Castro Street	260	PROF	\$ 50		\$ 50
Current Business	650	Castro street	283	PROF	\$ 50		\$ 50
Current Business	650	Castro street	351	PROF	\$ 50		\$ 50
Current Business	650	Castro street	420	PROF	\$ 50		\$ 50
Quora	650	Castro Street	450	PROF	\$ 50		\$ 50
Giovanna's Fine Jewelry	655	Castro Street	1	RETAIL	\$ 150		\$ 150
Aaron Builders	655	Castro Street	2	PROF	\$ 50		\$ 50
Current Business	655	Castro Street	3	PROF	\$ 50		\$ 50
Aaron Builders	655	Castro Street	4	PROF	\$ 50		\$ 50
Vault 12	655	Castro Street	5	PROF	\$ 50		\$ 50
Aaron Builders	655	Castro Street	6	PROF	\$ 50		\$ 50
Current Business	655	Castro Street	7	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		RETAIL	\$ 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

**Downtown Mountain View
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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
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
Super Hot Hot Pot Korean BBQ	210	Hope Street		REST	\$ 200		\$ 200
Current Business	211	Hope Street		PROF	\$ 50		\$ 50
Ron Ikebe Realtor	278	Hope Street		PROF	\$ 50		\$ 50
PlanetScale	278	Hope Street	E	PROF	\$ 50		\$ 50
Finclusion Labs, Inc./Wetrust.io	278	Hope Street	A	PROF	\$ 50		\$ 50
Skyport Systems	280	Hope Street	B	PROF	\$ 50		\$ 50
Pacific Bell	305	Hope Street	C	PROF	\$ 50		\$ 50
Wag!	100	View Street	100	PROF	\$ 50		\$ 50
Mulesoft	100	View Street	101	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
Boomerang	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
Pixelbury	100	View Street	204	PROF	\$ 50		\$ 50
Study.com	100	View Street	203	PROF	\$ 50		\$ 50
Dr. Wang DDS	682	Villa Street	A	PROF	\$ 50		\$ 50
Lawrence Yih-loing Hong, DDS	682	Villa Street	E	PROF	\$ 50		\$ 50

**Downtown Mountain View
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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Dome9 Security	701	Villa Street	F	PROF	\$ 50		\$ 50
Current Business	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
Myst Escape	726	Villa Street		PROF	\$ 50		\$ 50
Salon Finesse	732	Villa Street		RETAIL	\$ 150		\$ 150
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		PROF	\$ 50		\$ 50
Plan A Inc.	759	Villa Street		PROF	\$ 50		\$ 50
Information Arts, Inc.	759	Villa Street	D	PROF	\$ 50		\$ 50
Information Arts, Inc.	759	Villa Street	A	PROF	\$ 50		\$ 50
Healing Crystals, Psychic, Cards, Reiki	831	Villa Street		PROF	\$ 50		\$ 50
City Dolls Hair Salon	833	Villa Street	B	RETAIL	\$ 150		\$ 150
Sweethoney Dessert	841	Villa Street	C	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
Happy Feet Foot Spa	856	Villa Street		PROF	\$ 50		\$ 50
Imagine Alterations	857	Villa Street		RETAIL	\$ 150		\$ 150
Imagine Hair Salon	857	Villa Street		RETAIL	\$ 150		\$ 150
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		PROF	\$ 50		\$ 50
Camille's Hair Design	888	Villa Street		PROF	\$ 50		\$ 50
Allure Salon	888	Villa Street #100	3	RETAIL	\$ 150		\$ 150

**Downtown Mountain View
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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Silicon Thermal	888	Villa Street #110		PROF	\$ 50		\$ 50
LaserLike	888	Villa Street #200		PROF	\$ 50		\$ 50
Singhal	888	Villa Street #200		PROF	\$ 50		\$ 50
Maginatics/EMC	888	Villa Street #210		PROF	\$ 50		\$ 50
BigPanda	888	Villa Street #300		PROF	\$ 50		\$ 50
Arimo	888	Villa Street #400		PROF	\$ 50		\$ 50
Cape Analytics Inc.	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
Trans Video	990	Villa Street		PROF	\$ 50		\$ 50
Credit Sesame	607	W. Dana Street		PROF	\$ 50		\$ 50
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
Sequoia Retail Systems	660	W. Dana Street		PROF	\$ 50		\$ 50
Yuan Ming Acupuncture Clinic	676	W. Dana Street		PROF	\$ 50		\$ 50
logDNA	688	W. Dana Street		PROF	\$ 50		\$ 50
Luxuray Skin Care	692	W. Dana Street		PROF	\$ 50		\$ 50
Path to Wholeness	692	W. Dana Street	1	PROF	\$ 50		\$ 50
Christen Daniel	692	W. Dana Street		PROF	\$ 50		\$ 50
Heal-Transition-Transform	692	W. Dana Street		PROF	\$ 50		\$ 50
Winter Borg	692	W. Dana Stree	A	PROF	\$ 50		\$ 50
Buen Viaje Travel	694	W. Dana Street	A	PROF	\$ 50		\$ 50
Community Care Ed. Services	694	W. Dana Street	A	PROF	\$ 50		\$ 50
Chiropractic Performance Center	694	W. Dana Street		PROF	\$ 50		\$ 50
Movement Chiropractic and Wellnes	694	W. Dana Street		PROF	\$ 50		\$ 50

**Downtown Mountain View
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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
Elegance Hair Salon	696	W. Dana Street	A	RETAIL	\$ 150		\$ 150
Shalala	698	W. Dana Street	A	REST	\$ 200		\$ 200
Story Tree	705	W. Dana Street		PROF	\$ 50		\$ 50
GTS Automotive	705	W. Dana Street		RETAIL	\$ 150		\$ 150
Downtown Smog Center	705	W. Dana Street	A	RETAIL	\$ 150		\$ 150
Alberto's	736	W. Dana Street		REST	\$ 200		\$ 200
Niji Sushi	743	W. Dana Street	C	REST	\$ 200		\$ 200
Dana Street Roasting Co.	744	W. Dana Street		REST	\$ 200		\$ 200
Star Modern Furniture	747	W. Dana Street		RETAIL	\$ 150		\$ 150
E&W Natural Way	762	W. Dana Street		RETAIL	\$ 150		\$ 150
Nancy Gee, Attorney	774	W. Dana Street		PROF	\$ 50		\$ 50
Gee Realty	786	W. Dana Street		PROF	\$ 50		\$ 50
Vida Health	812	W. Dana Street		PROF	\$ 50		\$ 50
Essence Salon	826	W. Dana Street		RETAIL	\$ 150		\$ 150
Debra K. Hotter, CPA	838	W. Dana Street, Ste. B		PROF	\$ 50		\$ 50
Turner & Townsend	838	W. Dana Street, Ste. B		PROF	\$ 50		\$ 50
Optom Eyes	840	W. Dana Street		RETAIL	\$ 150		\$ 150
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
Yang Yang Acupuncture	655	W. Evelyn Avenue		PROF	\$ 50		\$ 50
Study.com	655	W. Evelyn Avenue	2	PROF	\$ 50		\$ 50
Subway Sandwich	701	W. Evelyn Avenue	9	REST	\$ 200		\$ 200
Cinova	701	W. Evelyn Avenue	10	PROF	\$ 50		\$ 50
Omega Tech	727	W. Evelyn Avenue	A	PROF	\$ 50		\$ 50
Glooko	733	W. Evelyn Avenue	B	PROF	\$ 50		\$ 50
Alpine Oral Tech	745	W. Evelyn Avenue		PROF	\$ 50		\$ 50
Fast Repair	747	W. Evelyn Avenue		RETAIL	\$ 150		\$ 150
Saavy Cellar Wines	750	W. Evelyn Avenue		REST	\$ 200		\$ 200

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BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
AIO Medicine	867	W. Evelyn Avenue		RETAIL	\$ 150		\$ 150
23 and Me	899	W. Evelyn Avenue		RETAIL	\$ 150		\$ 150
Glooko	899	W. Evelyn Avenue		PROF	\$ 50		\$ 50
TOTAL					\$37,600	\$11,075	\$ 48,675