



ANNUAL REPORT

2024



Submitted by
The Mountain View Chamber of Commerce

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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) 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, 2025 and ending December 31, 2025. Additionally, this report highlights activity and accomplishments of the past year since the submission of the previous report, from September 2023 to August 2024.

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)

The DBA is guided by an Advisory Council rather than a formal Board of Directors. The Advisory Council meets monthly, under the direction of Chamber Membership Director Priscilla Hernandez, with a focus on strategic planning and tactical execution. It also provides a strong advocacy voice and is a disseminator of information to the rest of the downtown.

Submitted on August 14, 2024, by Priscilla Hernandez, President of the Advisory Council of the Mountain View Downtown Business Association, and Membership Director of the Mountain View Chamber of Commerce. Input and review also provided by the DBA Advisory Council, the Board of Directors of the Chamber of Commerce, and members of City staff.

Situational Overview

Downtown Mountain View as a whole has recovered fairly well from the pandemic. The additions by the City of attractive and standardized outdoor seating areas, festive string lighting, activations such as corn hole and foosball, and more stylized street barriers have made Castro Street more inviting and engaging. Increased and thoughtful police engagement has made the area safer than many other communities. Weekends and evenings are particularly active. However, workdays remain challenging for many restaurants, a number of storefronts remain closed, retail shops have declined, and urban issues such as cleanliness, petty theft, and unhoused individuals impact a good deal of the street's vibrancy. Additionally, the speed, ease and cost with which new owners and tenants can get through the permitting process remains a barrier to growth and vitality.

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

- Keeping current storefronts in business and encouraging their growth
- Attracting more visitors to downtown, and in particular increasing traffic into storefronts
- Providing exposure and means for business owners to tell their stories
- Partnerships and advocacy with the City to improve conditions and processes, as well as the design and implementation of plans and strategies including:
 - New patio license requirements
 - Downtown Precise Plan updates
 - Economic Vitality Strategy as it applies to Downtown

Accomplishments and Performance Over Past Year

NEW ACCOMPLISHMENTS OF NOTE

- In September 2023, the Art & Wine Festival was redesigned and expanded to make restaurants in the 100-300 blocks a deliberate and highlighted component of the event, including promotion, inclusion in signage and wayfinding tools, and extending the presence of festival vendor booths. Most business owners reported increases in sales that were notably higher than during previous years' festivals. The new patio requirements will allow further expansion of this approach in September 2024.
- Created a special booth at the Art & Wine Festival to promote downtown's history, highlighted by photos and books donated by the Mountain View Historical Association.
- In partnership with the City, have continued to facilitate the implementation of new sustainability guidelines, especially regarding compostable food containers, plates and utensils. For the 2023 Art & Wine Festival, only reusable glass products were used for wine, and a pilot program was run to use reusable plastic cups for beer sales (R-Cups). For the 2024 festival, reusable aluminum beer cups will be used.
- In Q4 2023, in partnership with the City, delivered a new toolkit to help businesses use social media. Three downtown businesses were specifically selected to inform research, and were provided with additional, customized templates and content. They are also serving as ongoing "case studies".
- Executed holiday-themed events and promotions specific to downtown, including Halloween on Castro (October) and The Great Elf Hunt (December). Additionally, in partnership with Steins

Beer House, the popular Oktoberfest celebration successfully returned to downtown (October). These activities increased sales, traffic, visibility, social media buzz, and community engagement.

- In February 2024, a traditionally slow time for our merchants, a special double-spread ad campaign for downtown small businesses was created for the Los Altos Town Crier.
- In May 2024, in partnership with Mountain View Fire Department (MVFD), assisted in planning and promotion of a downtown parade celebrating the 150th anniversary of MVFD. Downtown businesses were encouraged to participate with special offers for attendees.
- In Q2 2024, promotional videos were created to promote visiting and shopping downtown, with several downtown businesses specifically highlighted. Two videos are living permanently on the Chamber website homepage and the iLoveMV.org homepage.
- In June 2024, the sold-out Taste of Mountain View was expanded from 17 participating businesses to 19, and attracted over 600 attendees.

CONTINUING ACTIONS AND ACTIVITIES

Staffing and Leadership

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

Marketing and Promotion

- Effectively integrated downtown merchants into other major events and activities (such as the Technology Showcase and the Multicultural Festival) with coupons, goodie bag inserts, and signage
- Artists Mountain View continues to be hosted monthly at Red Rock Coffee to promote aspiring local artists, facilitate opportunities for public display, and bring more vitality to downtown. Two booths are being provided at the Art & Wine Festival for greater exposure.
- Continue to maintain a strong social media presence, including use of a dedicated contractor. Postings occur at a minimum of five times a week.
- Continue to publicize downtown businesses and promote foot traffic with a printed and online Community Guide & Business Directory, featuring a detailed and updated Shopping Map of Downtown and highlighting specific downtown points of interest. 5000 hard copies are printed and distributed to more than 75 strategic locations.
- Continue to pitch stories to local press and make introductions to local businesses to get media coverage on events, mentions for Castro Street, and quotes/spotlights for specific businesses.
- Continue to produce fliers, posters and other collateral as needed.

Advocacy and City Relations

- DBA (as part of the Chamber) has weekly meetings with the Economic Development team to strategize, coordinate efforts, trade information, and raise issues.
- Continue to support the City's existing and developing strategic plans with relevance to Downtown, including the updating of the Downtown Precise Plan and Economic Vitality Strategy.
- Continue to be the voice of downtown on city initiatives, including elevating issues and concerns to key city staff that are both broad in scope as well as specific to individual businesses, and

advocate for changes that improve the economic vibrancy of downtown. Hold direct conversations with the various City departments and present at public meetings on their behalf.

- The Advisory Council and DBA mailing lists continue to be highly effective dispersion points for City messages, directives, and general information directed to downtown. Special informative collateral have been created in both printed and electronic versions.
- Continue to help the City refine its new website to facilitate the ease with which a business can successfully understand, navigate, and complete permit processes.
- Continue to represent the interests of DBA members on the Downtown Committee.

Operations and Direct Business Assistance

- Outreach and personal touch via live visits, email, newsletters, eBlasts, printed collateral, and phone remains very strong. Direct contact is maintained with over 200 downtown businesses.
- Collaboration between businesses on common issues, shared promotions, and special tools such as coupons and gift cards remains strong.
- In partnership with the City, regular surveys to determine needs, issues, and situational changes have been performed (as well as policy-related outreach noted above).

Additional Plans for FY 2024

The continuing actions and activities noted above remain important components of the work plan for FY 2025. Additionally, we plan to undertake the following, some of which were deferred from 2024:

Marketing and Promotion

- In Q3 and Q4 2024, work with Mountain View Historical Association to provide more photos and information about downtown, including displays in empty storefront windows and an interactive booth at the Art & Wine Festival.
- Reimage and relaunch DBA's web resources, and incorporate into high traffic sites such as ilovemv.org and chambermv.org
- Promote existing public art as well as incorporate more public art to increase vibrancy of the street and attract more visitors.

Advocacy and City/County Relations

- Assist City in the promotion of its Downtown facade and furniture improvement grants.
- Continue to work with the City to refine the permitting process.
- In partnership with the City, educate, and help guide businesses with ADA compliance and avoiding costly lawsuits, including implementation of an ADA / CASPs inspection program as recommended in the Economic Vitality Strategy.
- Continue to work with the City on a vacancy strategy, including the use of the Small Business Ambassador program to support prospective buyers/tenants, activation of empty window spaces, and explore appropriate incentives and/or penalties for highly specific egregious lengths of vacancy.
- 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.

Operations and Direct Business Assistance

- Invite Neighborhood Associations and community members to the monthly DBA meeting to continue building stronger relationships, share concerns, further understanding, and work on win-win scenarios.

- Hold another “Meet Our Merchants” presentation to allow local businesses to tell their story and connect with the community, as well as directly inform City Council and Staff on key issues.
- Reexamine and validate the value proposition of the DBA and the Chamber with downtown businesses to ensure they are being served optimally and billed appropriately. This may involve automatically making all downtown businesses entry-level Chamber members, as well as looking at alternatives to a BIA (such as a Property Based Improvement District (PBID)).

Budget

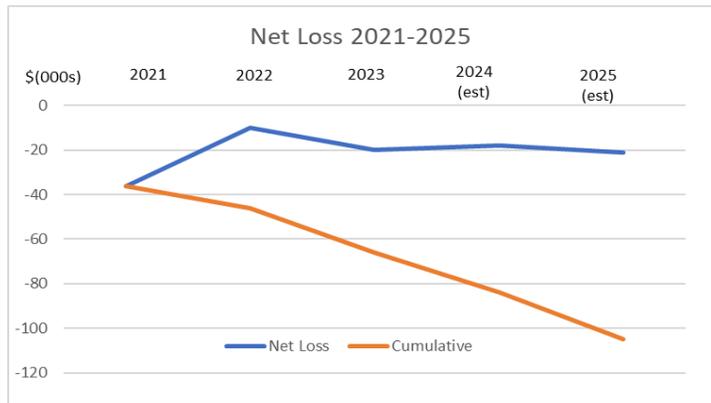
As the DBA is leveraging the Chamber’s wider range of resources and offerings, many of the line items below reflect percentages of the Chamber’s revenue and expenses. Note that the Chamber’s fiscal year maps to the calendar year (January 1 to December 31).

Mountain View Downtown Business Association				
(as of July 31, 2024)				
	Actuals		Forecast	
	2023	2024 YTD	2024	2025
Revenue				
Assessments	45,030	46,164	46,164	47,000
Taste of Mountain View	35,150	25,120	25,120	26,000
Total Revenue	80,180	71,284	71,284	73,000
Expenditures				
Taste of Mountain View	16,515	11,400	11,400	12,000
Contractor Pay	22,635	10,680	14,000	15,000
Salaries	56,000	32,638	55,950	57,774
Website & Social Media	5,465	3,363	8,000	9,000
Total Expenses	100,614	58,081	89,350	93,774
NET INCOME/LOSS	(20,434)	13,203	(18,067)	(20,774)

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.
- Regarding salaries, a percentage of each Chamber staff member’s time is being allocated to support the DBA. The sum of these staff costs, including payroll, insurance, and other human resource expenses, is entered on this line. Time allocation is as follows:
 - 45% of the Chamber Membership Director and President of the DBA (Priscilla Hernandez)
 - 10% of the Chamber CEO (Peter Katz)
 - 15% of the Chamber Marketing Manager (Marisol Melara)

- The DBA is still operating at a loss at a rate of approximately \$20,000 per year. The Chamber is absorbing this cost for now, however a priority remains to find additional revenue opportunities. The graph to the right shows the trend from 2021 (the year the Chamber assumed management of the DBA) through projections for 2024 and 2025.



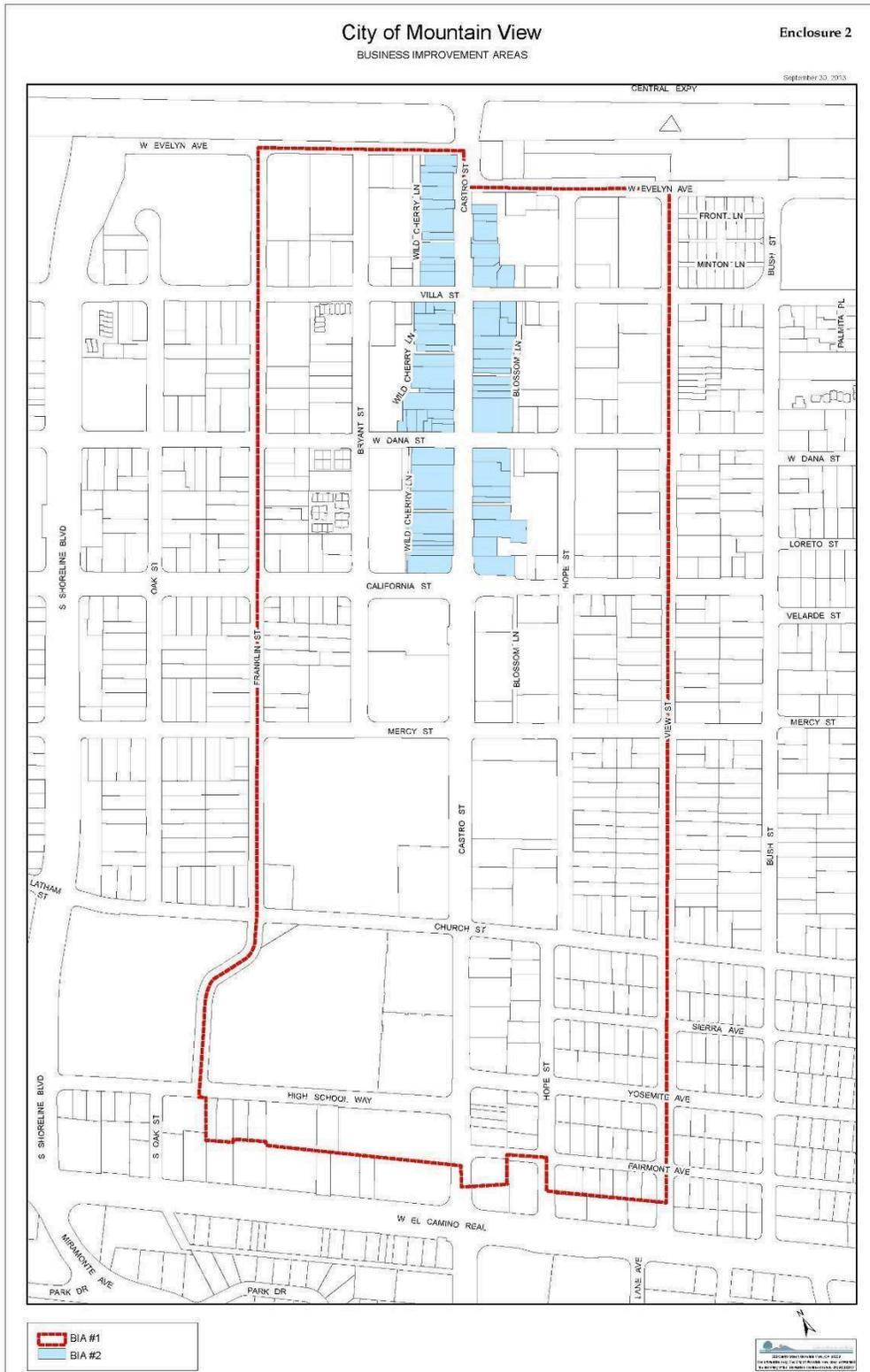
Per Law, requirement E (noted under item 6 on Page 3), the amount of any surplus or deficit revenues to be carried over from a previous fiscal year is zero.

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 A (noted under item 6 on Page 3), there are no proposed changes to the assessment fee or structure.

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

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

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

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

Definitions of Business Types in the Downtown Business Improvement Area

Retailers and Restaurants

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

Service Businesses

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

Professional Businesses

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

Additional clarification on business definitions will be defined according to Section 18.2 (Definitions) of the Mountain View Municipal Code. No business types are exempt from fees.

Fee Structure

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

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

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

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



List of Businesses

BUSINESS NAME	STREET ADDRESS	TYPE	BIA 1	BIA 2	TOTAL
500 MOUNTAIN VIEW LLC	100 VIEW ST	PROF	50		50
HUMU INC	100 VIEW ST 100-1 & 112	PROF	50		50
NEEVA	100 VIEW ST 102	PROF	50		50
STUDY COM	100 VIEW ST 202	PROF	50		50
HAPPY LAMB HOT POT	102 CASTRO ST	REST	200	150	350
VASO AZZURRO LLC DBA VASO AZZURRO RISTORANTE	108 CASTRO ST	REST	200	125	325
VIDA MV (has left Downtown)	110 CASTRO ST	REST	200	150	350
NIKUYA STEAK HOUSE (JOYOUS CUISINE)	124 CASTRO ST	REST	200	125	325
LANTINGXU ONE	124 CASTRO ST	REST	200	125	325
OREN'S HUMMUS MOUNTAIN VIEW LLC	126 CASTRO ST	REST	200	125	325
3 KINGDOMS LLC	134 CASTRO ST	REST	200	150	350
OLYMPUS CAFFE AND BAKERY	135 CASTRO ST	REST	200	125	325
ASIAN BOX	142 CASTRO ST	REST	200	125	325
YIFANG MOUNTAIN VIEW	143 CASTRO ST	RETAIL	150	125	275
THE PIZZA ALLIANCE 3 LLC DBA BLUE LINE PIZZA	146 CASTRO ST	REST	200	125	325
AMARIN THAI CUISINE	147 CASTRO ST	REST	200	125	325
MONTA VISTA CAPITAL MANAGEMENT LLC	147 CASTRO ST 3RD FL	PROF	50	25	75
DRUMWAVE	148 CASTRO AV A1	PROF	50	25	75
ACRYL DATA INC	148 CASTRO ST B20	PROF	50	25	75
RAMEN IZAKAYA YU-GEN	152 CASTRO ST	REST	200	125	325
Q T FAM INC (FU LAM MUM)	153 CASTRO ST	REST	200	150	350
FORMAGRID INC DBA AIRTABLE	153 CASTRO ST	PROF	50	50	100
ARTA FINANCE INC	153 CASTRO ST 200	PROF	50	50	100
VERGESENSE	153 CASTRO ST 300	PROF	50	50	100
TUBULAR LABS INC	153 CASTRO ST 3RD FL	PROF	50	50	100
FISH WITH YOU CA LLC (formerly Bushido)	156 CASTRO ST	REST	200	125	325
DOPPIO ZERO	160 CASTRO ST	REST	200	125	325
AMARIN THAI CUISINE #1 INC	174 CASTRO ST 176	REST	200	150	350
UDON MUGIZO	180 CASTRO ST	REST	200	125	325
HUMMUS MEDITERRANEAN KITCHEN	185 CASTRO ST	REST	200	125	325
LA FONTAINE RESTAURANT	186 CASTRO ST	REST	200	125	325
EUREKA RESTAURANT GROUP LLC DBA EUREKA!	191 CASTRO ST	REST	200	150	350
DOCYT INC	191 CASTRO ST FL2	RETAIL	150	100	250
TRESTIERRAS LLC (AGAVE)	194 CASTRO ST	REST	200	150	350
FLOW SPECIALTY INSURANCE INC	196 CASTRO ST A	PROF	50	25	75

VELOCITY SOFTWARE	196 CASTRO ST D	PROF	50	25	75
RED ROCK COFFEE	201 CASTRO ST 1	REST	200	150	350
ALEXANDER'S PATISSERIE	209 CASTRO ST	REST	200	150	350
HONG KONG BAKERY	210 CASTRO ST	REST	200	125	325
SUPERHOT HOTPOT & KOREAN BBQ	210 HOPE ST	REST	200		200
POKEWORKS	211 CASTRO ST	REST	200	125	325
MAISON ALYZEE CORP	212 CASTRO ST	REST	200	125	325
WORKATO INC	215 CASTRO ST 300	PROF	50	75	125
QBB	216 CASTRO ST	REST	200	125	325
UME TEA	220 CASTRO ST	REST	200	125	325
ST STEPHENS GREEN	223 CASTRO ST	REST	200	125	325
MONTE CARLO INC	228 CASTRO ST	REST	200	175	375
RISTORANTE DON GIOVANNI	235 CASTRO ST	REST	200	150	350
REACTOR SOFTWARE INC	236 CASTRO ST 201	PROF	50	25	75
YONGQIANG-MV INC	240 CASTRO ST	REST	200	125	325
DES-LIAM ENTERPRISES INC	241 CASTRO ST	REST	200	150	350
GELATO CLASSICO ITALIAN ICE CREAM	241 CASTRO ST B	REST	200	125	325
ZHANG LIANG MALA TANG	246 CASTRO ST	REST	200	125	325
BYTEDANCE INC	250 BRYANT ST	PROF	50		50
THERAPY STORES INC	250 CASTRO ST	RETAIL	150	75	225
ARENA SJ LLC (OPAL)	251 CASTRO ST	REST	200	150	350
ACTIVE OXYGEN METHOD	252 CASTRO ST	RETAIL	150	75	225
AOM MASSAGE LLC	252 CASTRO ST	RETAIL	150	75	225
CENTER TAILOR & ALTERATIONS INC	257 CASTRO ST	RETAIL	150	75	225
ART FRAME STUDIO	257 CASTRO ST 100	PROF	50	75	125
ROBERT CHANG AGENCY	257 CASTRO ST 105	PROF	50	25	75
CYH INC	257 CASTRO ST 105	PROF	50	25	75
KLF	257 CASTRO ST 105	PROF	50	25	75
FACIAL TOWN	257 CASTRO ST 110	RETAIL	150	75	225
S S G I	257 CASTRO ST 201	PROF	50	25	75
AMERICAN VACATION TRAVEL AGENT	257 CASTRO ST 204	PROF	50	25	75
DEEPSIM INC	257 CASTRO ST 205	PROF	50	25	75
BRENDAN T MCNALLY PSYCHOTHERAPY SERVICES	257 CASTRO ST 208	PROF	50	25	75
EXAFUNCTION INC	257 CASTRO ST 210	PROF	50	25	75
TRUVA	257 CASTRO ST 214	RETAIL	150	75	225
CENTRL INC	257 CASTRO ST 215	PROF	50	25	75
LAMAMED SOLUTIONS INC	257 CASTRO ST 216	PROF	50	25	75
SIMPLESOFT INC	257 CASTRO ST 220	PROF	50	25	75

MOUNTAIN VIEW SERVICE CENTER	257 CASTRO ST 222	PROF	50	25	75
BC CHICKEN SAN JOSE LLC DBA BONCHON	260 CASTRO ST	REST	200	125	325
FURNITURE & ART	262 CASTRO ST	RETAIL	150	75	225
ACTION PROPERTIES INC	268 CASTRO ST	PROF	50	25	75
KJLINK INTERNATIONAL INC	268 CASTRO ST	PROF	50	25	75
DKRT INC	268 CASTRO ST	PROF	50	25	75
TRANSERA CORPORATION DBA TEA ERA	271 CASTRO ST	REST	200	125	325
YUAN CORPORATION DBA QUEEN HOUSE	273 CASTRO ST	REST	200	125	325
STEALTHMODE LLC	277 CASTRO ST	RETAIL	150	75	225
STARTREE INC	278 CASTRO ST	PROF	50	50	100
W-SPA	278 HOPE ST A	RETAIL	150		150
RON IKEBE REALTOR	278 HOPE ST B	RETAIL	150		150
EVEREST SYSTEMS INC	280 HOPE ST 2ND FL	PROF	50		50
STOCKS OF BLONDES SALON	282 CASTRO ST	RETAIL	150	125	275
SEVENTH HOUSE HAIR LLC	282 CASTRO ST	RETAIL	150	75	225
SHEAR DESIRE SALON	282 CASTRO ST	RETAIL	150	75	225
MANTRA INDIA	288 CASTRO ST	REST	200	125	325
ASH SHOPS S CORP (QWEEN ICE CREAM)	292 CASTRO ST	REST	200	125	325
INORBIT INC	293 CASTRO ST	RETAIL	300	150	450
EASY FOODS COMPANY INC	299 CASTRO ST	RETAIL	150	100	250
CREPEVINE	300 CASTRO ST	RETAIL	150	125	275
SHP CASTRO LLC	301 CASTRO ST	RETAIL	300	100	400
BLOOMSGIVING	301 CASTRO ST 100	RETAIL	150	75	225
GROQ INC	301 CASTRO ST 200	PROF	50	50	100
NEW MONGOLIAN BBQ	304 CASTRO ST	REST	200	125	325
PACIFIC BELL	305 HOPE ST	PROF	50		50
PARIS BAGUETTE	315 CASTRO ST	REST	200	125	325
BOOKS INC	317 CASTRO ST	RETAIL	150	100	250
TRANSFORM FITNESS	319 CASTRO ST	PROF	50	25	75
EXAFUNCTION	321 CASTRO ST 200	PROF	50	50	100
DEDUCTIVE AI INC	321 CASTRO ST 202	PROF	50	25	75
EAST WEST BOOKSHOP	324 CASTRO ST	RETAIL	150	125	275
HEALING HANDS REIKI LLC	324 CASTRO ST	RETAIL	150	75	225
ROOTSTOCK WINE BAR	331 CASTRO ST 100	REST	200	125	325
ALPHONSO INC	331 CASTRO ST 200	PROF	50	25	75
CREATIFY	331 CASTRO ST 200	RETAIL	150	75	225
AVA'S DOWNTOWN MARKET & DELI	340 CASTRO ST	RETAIL	150	125	275
POKE BAR	340 CASTRO ST	REST	200	125	325

SIMPLY SABOR EVENTS & CATERING	340 CASTRO ST	REST	200	125	325
CREATIVE COLLECTIVE OF SV	340 CASTRO ST	REST	200	125	325
MEXKOR INC	340 CASTRO ST	RETAIL	150	125	275
SERENDE CORP CAFE BAKLAVA	341 CASTRO ST	REST	200	125	325
SOPHIA TANG ACUPUNCTURE & HERBS	341 CASTRO ST D	PROF	50	25	75
FOUR CONNECTIONS ORIENTAL MEDICINE INC	341 CASTRO ST D	PROF	50	25	75
ECCO INC THE FIREPLACE ELEMENT	345 CASTRO ST	RETAIL	150	125	275
OCEAN ONE SEAFOOD	357 CASTRO ST	REST	200	125	325
SAKOON MV INC	357 CASTRO ST 1&2	REST	200	150	350
KUMO AI INC	357 CASTRO ST 200	PROF	50	75	125
ARI FOOD SYSTEM INC	357 CASTRO ST 3A	REST	200	125	325
DANDIES BARBER & BEARD STYLIST	357 CASTRO ST 7	RETAIL	150	75	225
B AND Y GIFT SHOP	361 CASTRO ST	RETAIL	150	75	225
SIGHT OPTOMETRY PC	369 CASTRO ST	RETAIL	150	75	225
WILLIAM MASTON ARCHITECT & ASSOC	372 CASTRO ST	PROF	50	25	75
P W CLINIC INC (Valley Health & Acupuncture)	375 CASTRO ST	RETAIL	150	75	225
VEE COSMETICS	380 CASTRO ST	RETAIL	150	75	225
LUDWIGS	383 CASTRO ST	REST	200	125	325
MOGUL STONES INC (M DESIGN)	384 CASTRO ST	PROF	50	25	75
TISHMAN SPEYER PROPERTIES	400 CASTRO ST	PROF	50		50
CASCAL	400 CASTRO ST	REST	200		200
DYNATRACE LLC	401 CASTRO ST 2ND FL	PROF	50		50
PEET'S COFFEE INC	420 CASTRO ST	REST	200		200
PLAYCO GLOBAL INC	421 CASTRO ST	PROF	50		50
SIC-MOUNTAIN BAY PLAZA LLC	444 CASTRO ST	PROF	50		50
THOUGHTSPOT INC	444 CASTRO ST 1000	PROF	50		50
RESOURCES CONNECTION LLC	444 CASTRO ST 1110	RETAIL	150		150
MATX INC	444 CASTRO ST 1210	RETAIL	150		150
THE BOSTON CONSULTING GROUP INC	444 CASTRO ST 150	PROF	50		50
SENTINELONE INC	444 CASTRO ST 4TH FL	PROF	50		50
CREDIT SESAME	444 CASTRO ST 500	PROF	50		50
MEGAGON LABS INC	444 CASTRO ST 720	PROF	50		50
MOUNTAIN VIEW DENTAL CARE	451 CASTRO ST	PROF	50		50
CASA LUPE MEXICAN RESTAURANT	459 CASTRO ST	REST	200		200
KPOT & GRILL	475 CASTRO ST	REST	200		200
KIRIN CHINESE RESTAURANT	485 CASTRO ST	REST	200		200
MV KIRIN HOUSE INC	485 CASTRO ST	REST	200		200

MOUNTAIN VIEW OPTOMETRY & CONTACT LENS CLINIC	495 CASTRO ST	RETAIL	150	150
MT VIEW - BEAN SCENE CAFE	500 CASTRO ST	REST	200	200
THE PERMANENTE MEDICAL GROUP	555 CASTRO ST	PROF	50	50
THE PERMANENTE MEDICAL GROUP	565 CASTRO ST	PROF	50	50
WELLS FARGO CLEARING SERVICES LLC	599 CASTRO ST	PROF	50	50
SOBRATO CONSTRUCTION CORP	599 CASTRO ST 400	RETAIL	150	150
SOBRATO BUILDERS INC	599 CASTRO ST 400	RETAIL	150	150
THE SOBRATO ORGANIZATION	599 CASTRO ST 400	PROF	50	50
QUORA INC	605 CASTRO ST 1ST-4TH FL	PROF	50	50
FLUENCE ENERGY LLC	605 CASTRO ST 3RD FLOOR	RETAIL	150	150
FLUTTERFLOW INC	607 W DANA ST A	RETAIL	150	150
MIDTOWN ECOMMERCE LLC	607 W DANA ST E	PROF	50	50
WINDOWS & BEYOND INTERIORS	607 W DANA ST F	RETAIL	150	150
J&S SALON	607 W DANA ST G	RETAIL	150	150
SUSHI TOMI RESTAURANT	607 W DANA ST H	REST	200	200
HAIR BY HEINZ	617 W DANA ST	RETAIL	150	150
MORGAN STANLEY SMITH BARNEY LLC	650 CASTRO ST 105	PROF	50	50
MEDITERRANEAN GRILL HOUSE	650 CASTRO ST 110	REST	200	200
LAW OFFICES OF MARLA HOEHN	650 CASTRO ST 120-420	PROF	50	50
1 OZ COFFEE LLC	650 CASTRO ST 130	REST	200	200
SNC ENTERPRISE DBA VITALITY BOWLS	650 CASTRO ST 140	REST	200	200
SITE FOR SORE EYES	650 CASTRO ST 150	RETAIL	150	150
JENNY CHEUNG OD	650 CASTRO ST 150	PROF	50	50
LE BOULANGER	650 CASTRO ST 160	REST	200	200
LA MONIQUE'S NAIL SALON	650 CASTRO ST 175	RETAIL	150	150
MASA SUSHI JAPAN	650 CASTRO ST 180	REST	200	200
WASHMIX INC	650 CASTRO ST 185	RETAIL	150	150
GIOVANNA'S FINE JEWELER	655 CASTRO ST 1	RETAIL	150	150
PRODIGAL TECHNOLOGIES INC	655 CASTRO ST 2	PROF	50	50
SKYLARK HEALTH LLC	655 CASTRO ST 7&8	RETAIL	150	150
STUDY COM	655 W EVELYN AV	PROF	50	50
YELLOWBRICK DATA INC	660 W DANA ST	PROF	50	50
YUAN MING ACUPUNCTURE CLINIC INC	676 W DANA ST	PROF	50	50
BOYA MA	676 W DANA ST	PROF	50	50
BENJAMIN WANG DDS	682 VILLA ST A	PROF	50	50
SILICON VALLEY CUSTOM HOMES	682 VILLA ST C1	RETAIL	150	150
YIH-LOING HONG DDS	682 VILLA ST F	PROF	50	50

SMITH DEVELOPMENT GROUP LLC	682 VILLA ST G	PROF	50		50
SPA 21	688 W DANA ST	RETAIL	150		150
TIYAS TOUCH	692 W DANA ST	RETAIL	150		150
WARM DAY SPA	692 W DANA ST A	RETAIL	150		150
COMMUNITY CARE ED SERVICES	694 W DANA ST	PROF	50		50
ELEGANCE HAIR SALON	696 W DANA ST	RETAIL	150		150
BAY BIRYANIS	698 W DANA ST	REST	200		200
AT-BAY	701 VILLA ST	PROF	50		50
DAVID GLOBAL LLC	701 W EVELYN AV A	REST	200	125	325
MONOLETS INC	701 W EVELYN AV B	PROF	50		50
SEASONS NOODLES & DUMPLING INC	702 VILLA ST	REST	200		200
AERA TECHNOLOGY INC	707 CALIFORNIA ST	PROF	50		50
KELLY'S HEALING MASSAGE	714 VILLA ST	RETAIL	150		150
JANE'S BEER STORE (now closed)	720 VILLA ST	RETAIL	150		150
GREAT VAPE LLC	720 VILLA ST	RETAIL	150		150
CHI & QIN INC	726 VILLA ST	RETAIL	150	75	225
SALON FINESSE	732 VILLA ST	RETAIL	150		150
FIESTA DEL MAR TOO	735 VILLA ST	REST	200		200
ALBERTO'S	736 W DANA ST	REST	200		200
CAFE86 MOUNTAIN VIEW	738 VILLA ST	REST	200		200
HAPPY LEMON	742 VILLA ST	REST	200		200
MSF GROUP LLC DBA KAKAROTO JAPANESE RESTAURANT	743 W DANA ST	REST	200		200
BELLA ON VILLA SALON	744 VILLA ST	RETAIL	150		150
DANA STREET ROASTING CO	744 W DANA ST	REST	200		200
SUGAR SPA	746 VILLA ST	RETAIL	150		150
STARBUCKS COFFEE #5663	750 CASTRO ST	REST	200		200
SAVVY CELLAR WINES INC DBA SAVVY CELLAR/THE CROSSING	750 W EVELYN AV	RETAIL	150		150
HUY THANH DO DDS INC/DBA DEN	756 CALIFORNIA ST B	PROF	50		50
756 CALIFORNIA LLC	756 CALIFORNIA ST B	PROF	50		50
PLAN A INC	759 VILLA ST A	PROF	50		50
LIEW DESIGN INC	759 VILLA ST D	PROF	50		50
AMICI'S EAST COAST PIZZERIA (now closed)	760 CASTRO ST 790	REST	200		200
E & W NATURAL WAY	762 W DANA ST	RETAIL	150		150
NATURE MAGIC ACUPUNCTURE	762 W DANA ST	PROF	50		50
JST ACUPUNCTURE	762 W DANA ST	PROF	50		50
NANCY ANN GEE ATTORNEY AT LAW	774 W DANA ST	PROF	50		50

GRANITE PEAK HOLDING INC	785 CASTRO ST A	PROF	50		50
ADDEPAR INC	787 CASTRO ST	PROF	50		50
SPANGLER MORTUARIES INC	799 CASTRO ST	PROF	50		50
LIMON MOUNTAIN VIEW INC	800 CALIFORNIA ST 100	REST	200		200
DANA ORIENTAL MARKET	800 CALIFORNIA ST 120	RETAIL	150		150
ANKANG ACUPUNCTURE CLINIC INC	800 CALIFORNIA ST 120	PROF	50		50
STAMPLI INC	800 CALIFORNIA ST FL 2	PROF	50		50
FENWICK & WEST LLP	801 CALIFORNIA ST	PROF	50		50
MOUNTAIN VIEW FUNERAL & CREMATION	805 CASTRO ST	PROF	50		50
298 CASTRO PARTNERS LLC	812 W DANA ST	PROF	50		50
EXCELLENT NAILS	821 CASTRO ST	RETAIL	150		150
ARUBA SALON	825 CASTRO ST	RETAIL	150		150
STUDIO MV	825 CASTRO ST	RETAIL	150		150
ESSENCE SALON	826 W DANA ST	RETAIL	150		150
CRYSTAL READINGS	831 VILLA ST	RETAIL	150		150
CITY DOLLS	833 VILLA ST	RETAIL	150		150
MOVING OPTIMAL CHIROPRACTIC	838 W DANA ST	PROF	50		50
WELL HEALTH ACUPUNCTURE	838 W DANA ST	PROF	50		50
ZOETIC WELLNESS ACUPUNCTURE LLC	838 W DANA ST	RETAIL	150		150
PRINCE FEN GUIZHOU CUISINE SERVICE LLC	841 VILLA ST	REST	200		200
SAGE CAPITAL MANAGEMENT	843 CASTRO ST	PROF	50		50
FASHION CUTS AND BARBER SHOP	844 W DANA ST	RETAIL	150		150
ORBIT & RUST	845 VILLA ST	RETAIL	150		150
CVS/ PHARMACY	850 CALIFORNIA ST	RETAIL	150		150
VERDE TEA & ESPRESSO BAR	852 VILLA ST	REST	200		200
PHO TO CHAU 999 INC	853 VILLA ST	REST	200		200
WINK BEAUTY INC	854 VILLA ST	RETAIL	150		150
LA ESPUELA MEXICAN FOOD INC	854 W DANA ST	REST	200		200
IMAGINE HAIR SALON	857 VILLA ST	RETAIL	150		150
HAPPY FEET FOOT SPA	858 VILLA ST	RETAIL	150		150
KATSU	859 VILLA ST	REST	200		200
PUREHAIR SPA INC	860 VILLA ST	RETAIL	150		150
EVODYNE ROBOTICS ACADEMY	881 CASTRO ST	PROF	50		50
NEXT LEVEL BOARD GAME CAFE	888 VILLA ST	RETAIL	150		150
R&S MOUNTAIN PLAZA LLC	888 VILLA ST	PROF	50		50
SILICON THERMAL INC	888 VILLA ST 110	PROF	50		50
CODA PROJECT INC	888 VILLA ST 4	PROF	50		50
KDB SILICON VALLEY LLC	888 VILLA ST 500	PROF	50		50

KHUU DENTISTRY	889 CASTRO ST	PROF	50	50
KHUU DERMATOLOGY	889 CASTRO ST	PROF	50	50
STEINS BEER GARDEN	895 VILLA ST	REST	200	200
CONFLUENT INC	899 W EVELYN AV	PROF	50	50
GINGKO FURNITURE JC FURNITURE LLC	903 CASTRO ST	RETAIL	150	150
CHEZ T J INC	938 VILLA ST	REST	200	200
ANTHONY HAIR DESIGNS	951 W DANA ST	RETAIL	150	150
SHAZLEENA J HAIR	951 W DANA ST	RETAIL	150	150
K BEAUTY SALON	951 W DANA ST	RETAIL	150	150
LEGALZOOM INC	954 VILLA ST	PROF	50	50
BETTERHELP COMPILE INC	990 VILLA ST	RETAIL	150	150
TOTAL				45875



Downtown Business Association Advisory Council

(as of July 31, 2024)

- Jeff Ackerman, Steins Beer Garden
- Kaycee Aull, 1 Oz Coffee
- Jean Boulanger, Red Rock Coffee
- Vanessa Choeuk, Stocks & Blondes Salon
- Elly Enriquez, Asian Box
- Majed Fakhouri, Crepevine
- Karen Gammow, East West Books
- Nancy Gee, Law Office of Nancy Gee
- Cari Gillette, Books Inc.
- Shelbie Hammersmith, Rootstock Wine Bar
- Ron Ikebe, Ron Ikebe Realtor
- David Lin, Fraternal Order of Eagles
- Karen Monaghan, Stephens Green
- Juan Origel, Ava's Market
- Angela Pace, Blue Line Pizza
- Marina Savinovic, Monte Carlo

