

Attachment 3



**Mountain View
Central Business Association**



**Business Improvement Area
Annual Report 2017**

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I. BUSINESS IMPROVEMENT AREA 2017 SUMMARY REPORT

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 2017 is \$190,800.

The operating budget for 2018 is \$200,685.

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 - 2017 Board of Directors



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.

2017 brought some challenges in the events being offered. Event costs have continued to increase, particularly special event insurance. Due to the rising costs the CBA made the decision to discontinue selling beverages at Thursday Night Live. The Beer Walk organization also chose not to bring back their event to Mountain View.

With every challenge there is an opportunity for learning and growth. We are embracing the challenges and continuing to evolve with the demands. We look forward to what's ahead!



DOWNTOWN EVENTS:

A La Carte & Art Festival: On May 6 & 7, 2017, the CBA concluded its 21st year of the A La Carte & Art Festival. The fun, community event serves as CBA's largest fundraiser for the year. It continues to be financially stable and well received by the community.



Wine Walk: Thursday, August 10 marked the 5th 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: The event was so popular that it is now officially an annual THING! Kids 12 and under haunt the streets of downtown while looking for the pumpkin posters directing them to yummy treats from participating businesses. Monte Carlo produces the most spooktacular haunted house, not to be missed! This hauntingly good time will take place on Saturday, October 28, 2017 from 1:00pm – 4:00pm!



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 4.



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 2,100 visitors per week with 4,300 page views per week.



Social Media: The CBA continues to maintain Facebook and Google + pages under Mountain View Central Business Association. Our Facebook fan base has grown to 776 followers from around the world (75% women, 24% men). Google+ continues to be an important part of our social media mix. For the months of July - September, we had 9.72k views (4.11k from Search and 5.64 from Map).

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

Coffee with the Mayor: Coffee with Honorable Mayor Rosenberg took place on Wednesday, March 8 at Opal Lounge. This annual event connects the current Mayor & City Staff with our downtown business owners. The group discussed issues impacting the downtown businesses, such as minimum wage, parking demands and rent increases. This is a great opportunity for all to meet and 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.

California Main Street Alliance Annual Conference: This year the CBA sent its Executive Director to Monterey to learn about what’s happening in other downtowns. Our very own downtown was used as an example of what a successful restaurant draw looks like! Food is today’s anchor tenant. Restaurant sales have surpassed grocery sales. 80% of Americans are unsure what’s for dinner until 4pm. Food is retail....so use it to your advantage! This was just a “taste” of the knowledge shared at this event....pun intended.



II. 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.



III. ACCOMPLISHMENTS AND GOALS

2017 ACCOMPLISHMENTS

Community Events:

- Sponsored the 21st annual A La Carte & Art festival on May 6 & 7
- Hosted the 5th annual Wine Walk on August 10
- Coordinate and promote Halloween Trick-or-Treating downtown on October 28
- Promote the annual Holiday Open House event on December 4

Executive Committee:

- Compile year-end report for Council
- Develop 2018 Action Plan and Budget
- Nominations for 2018 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 Coffee with the Mayor event
- Host annual Wine Walk event
- Coordinate Holiday Open House
- Manage and update Facebook and Google + accounts
- Coordinate Halloween Trick-or-Treating downtown
- Attend annual California Main Street Alliance Conference

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 meet 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



2018 GOALS

Community Events:

- Sponsor 22nd annual A La Carte & Art May 5 & 6
- Sponsor Holiday Open House
- Sponsor annual Wine Walk
- Sponsor Halloween Event

Executive Committee:

- Compile year-end report for Council
- Develop 2019 Action Plan and Budget
- Nominations for 2019 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
- Rebrand and host Coffee with the Mayor event to “The State of the Downtown”
- Continue to create and encourage “cross promotions” between businesses
- Research and discuss implementation of a downtown specific app

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



IV. FINANCIAL STATEMENT

		Actual	Estimated	Proposed
		2016	2017	2018
REVENUE				
EVENTS REVENUE				
	A La Carte & Art	131,990	133,711	135,000
	Thursday Night Live	6,498	0	0
	Wine Walk	17,366	13,173	17,500
	Beer Walk	1,453	0	0
TOTAL EVENTS REVENUE		157,307	146,884	152,500
Assessments		48,243	43,756	48,025
Downtown Guide payment from the City			2,000	
Interest Income		162	160	160
TOTAL REVENUE		205,712	192,800	200,685
EXPENSES				
EVENTS EXPENSE				
	A La Carte & Art	93,031	103,375	100,000
	Thursday Night Live	5,835	0	0
	Wine Walk	9,662	9,000	8,500
	Beer Walk	0	0	0
	Halloween	313	250	300
	Holiday Open House	150	150	150
TOTAL EVENTS EXPENSE		108,991	112,775	108,950
Advertising/Promotions: Guide & Website		7,046	2,000	3,500
Contract Labor-Social Media		2,820	1,200	1,800
Employee Benefits		7,785	6,555	6,600
Insurance		1,000	1,000	1,100
Legal & Accounting		4,125	2,500	2,500
Miscellaneous		737	250	500
Office Supplies & Equip.		1,152	400	500
Relations		182	200	250
Rent & Utilities		9,686	9,686	9,686
Salaries - Director		56,385	57,811	57,811
Telephone & Internet		1,958	1,960	1,950
Taxes, Payroll & Property		3,084	3,100	3,100
TOTAL EXPENSES		204,951	199,437	198,247
RESERVES AT END OF YEAR		761	-6,637	2,438

* The 2016 Assessment revenue has been adjusted. The original amount received was \$55,699. Business refunds totaling \$7,456 are being processed. Refunds are due to discrepancy in the fee category.



V. BID ASSESSMENT LISTING



**Attachment 4
Business Improvement Areas - 2017**

<u>BUSINESS NAME</u>	<u>NUMBER</u>	<u>STREET NAME</u>	<u>SUITE</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Lifesite	200	Blossom Lane		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
Lifesite	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
Shiva's Indian Restaurant	800	California Street		REST	\$200	\$150	\$350
Greenchef	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
Chemila 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
Golgi/Openmind	147	Castro Street	2	PROF	\$50	\$25	\$75

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Newsela	148	Castro Street	B1	PROF	\$50	\$25	\$75
Saavn	148	Castro Street	A1	PROF	\$50	\$25	\$75
Blue Otter	148	Castro Street	B20	PROF	\$50	\$25	\$75
Stella.AI (People Prodigy Inc)	148	Castro Street		PROF	\$50	\$25	\$75
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
MV Lock & Key	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	Ste. D	PROF	\$50	\$25	\$75
Red Rock Coffee	201	Castro Street		REST	\$200	\$125	\$325
Highway Media	201	Castro Street	3rd Flr	PROF	\$50	\$50	\$100
Odd Fellows	206	Castro Street		PROF	\$50	\$50	\$100
Alexander's Patisserie	209	Castro Street		REST	\$200	\$125	\$325

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Hong Kong Bakery	210	Castro Street		REST	\$200	\$125	\$325
Pokeworks	211	Castro Street		REST	\$200	\$125	\$325
Drunken Lobster	212	Castro Street		REST	\$200	\$125	\$325
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	\$125	\$325
Monte Carlo	228	Castro Street		REST	\$200	\$175	\$375
Don Giovanni Restaurant	235	Castro Street		REST	\$200	\$150	\$350
Mervyn's	236	Castro Street		REST	\$200	\$125	\$325
Teaspoon	236	Castro Street		REST	\$200	\$125	\$325
Kappo Naminami	240	Castro Street		REST	\$200	\$125	\$325
Molly Magees	241	Castro Street		REST	\$200	\$150	\$350
Gelato Classico	241	Castro Street	Ste. B	REST	\$200	\$125	\$325
Shalimar Sizzle	246	Castro Street		REST	\$200	\$150	\$350
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
A&J Coture	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

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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
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
Celential Inc	257	Castro Street	211	PROF	\$50	\$25	\$75
Celential Inc	257	Castro Street	214	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	215	PROF	\$50	\$25	\$75
Summa Therapeutics Inc	257	Castro Street	216	PROF	\$50	\$25	\$75
Kubiki Inc	257	Castro Street	218	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	219	PROF	\$50	\$25	\$75
Simplesoft Inc.	257	Castro Street	220	PROF	\$50	\$25	\$75
Mountain View Service Center	257	Castro Street	222	PROF	\$50	\$25	\$75
NCA Health	257	Castro Street	223	PROF	\$50	\$25	\$75
Terra Holdings	257	Castro Street	224	PROF	\$50	\$25	\$75
Bonchon	260	Castro Street		REST	\$200	\$125	\$325
West Valley Music	262	Castro Street		RETAIL	\$150	\$75	\$225
Action Properties	268	Castro Street		PROF	\$50	\$25	\$75
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
Current Business	275	Castro Street		RETAIL	\$150	\$100	\$250
Eclo Inc.	277	Castro Street		PROF	\$50	\$50	\$100

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Endicia	278	Castro Street		PROF	\$50	\$75	\$125
Boutique 4	279	Castro Street		RETAIL	\$150	\$100	\$250
Icicles	282	Castro Street		PROF	\$50	\$25	\$75
In Step	285	Castro Street		RETAIL	\$150	\$100	\$250
Park Ballachi	288	Castro Street		REST	\$200	\$125	\$325
Pushcart Creamery	292	Castro Street		REST	\$200	\$125	\$325
Art Frame Studio	293	Castro Street		RETAIL	\$150	\$75	\$225
Rocket Fizz	298	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
Books Inc.	301	Castro Street		RETAIL	\$150	\$125	\$275
New Mongolian BBQ	304	Castro Street		REST	\$200	\$125	\$325
Tap Plastics Inc.	312	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	200	PROF	\$50	\$50	\$100
La Panotiq Bakery Café	331	Castro Street	100	REST	\$200	\$125	\$325
Ava's Downtown Market & Deli	340	Castro Street		RETAIL	\$150	\$125	\$275
Poke Bar	340	Castro Street		REST	\$200	\$125	\$325
Omelette House	340	Castro Street		REST	\$200	\$125	\$325
Four Connections Oriental Medicine	340	Castro Street	D	RETAIL	\$150	\$125	\$275
Café Baklava	341	Castro Street		REST	\$200	\$125	\$325
Global Beads	345	Castro Street		RETAIL	\$150	\$125	\$275
Rumble Fish	357	Castro Street	34	REST	\$200	\$125	\$325
Sakoon	357	Castro Street		REST	\$200	\$150	\$350
Raybeam Solutions	357	Castro Street	200	PROF	\$50	\$25	\$75

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Facial Town Beauty Salon	357	Castro Street	4	PROF	\$50	\$25	\$75
Tiya's Touch	357	Castro Street	6	PROF	\$50	\$25	\$75
Ideal Holidays	357	Castro Street	7	PROF	\$50	\$25	\$75
Mountain View Tea Village & Gallery	361	Castro Street		RETAIL	\$150	\$100	\$250
Studio 364	364	Castro Street		PROF	\$50		\$50
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
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
Blackstorm Labs	429	Castro Street		PROF	\$50		\$50
Sweet Greens	440	Castro Sreet		REST	\$200		\$200
SIC-Mountain Bay Plaza	444	Castro Street		PROF	\$50		\$50
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
Alphagraphics	444	Castro Street	110	RETAIL	\$150		\$150
Posh Bagel	444	Castro Street	120	REST	\$200		\$200
Audacy Space Connected	444	Castro Street	122	PROF	\$50		\$50
Answers.com	444	Castro Street	200	PROF	\$50		\$50
The Swig Company	444	Castro Street	302	PROF	\$50		\$50

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Trip Actions, Inc.	444	Castro Street	303	PROF	\$50		\$50
SOASTA	444	Castro Street	400	PROF	\$50		\$50
Red Hat Inc	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
Red Hat Inc	444	Castro Street	800	PROF	\$50		\$50
Recruit Institute of Tech	444	Castro Street	900	PROF	\$50		\$50
Milestone Systems, Inc.	444	Castro Street	916	PROF	\$50		\$50
HealthPocket Inc	444	Castro Street	917	PROF	\$50		\$50
Pure Storage Inc.	444	Castro Street	1100	PROF	\$50		\$50
Red Hat Inc	444	Castro Street	1110	PROF	\$50		\$50
500 Start Ups	444	Castro Street	1200	PROF	\$50		\$50
Mtn. View Dental Care	451	Castro Street		PROF	\$50		\$50
Yoga Belly	455	Castro Street		PROF	\$50		\$50
Casa Lupe	459	Castro Street		REST	\$200		\$200
Current Business	461	Castro Street		PROF	\$50		\$50
Current Business	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

**Attachment 4
Business Improvement Areas - 2017**

<u>BUSINESS NAME</u>	<u>NUMBER</u>	<u>STREET NAME</u>	<u>SUITE</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Kaiser Foundation Health Plan	565	Castro Street		PROF	\$50		\$50
Wells Fargo Bank	590	Castro Street		PROF	\$150		\$150
Yoga is Youthful	590	Castro Street		PROF	\$50		\$50
Mahalo Bowl	650	Castro Street		REST	\$200		\$200
Pure Storage Inc.	650	Castro Street	100	PROF	\$50		\$50
Morgan Stanley Smith Barney	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
Current Business	650	Castro Street	130	REST	\$200		\$200
Site for Sore Eyes/Stirling Vision Care	650	Castro Street	150	RETAIL	\$150		\$150
State Farm Insurance	650	Castro Street	155	PROF	\$50		\$50
Le Boulanger	650	Castro Street	160	REST	\$200		\$200
La Monique's Nail Salon	650	Castro Street	175	PROF	\$50		\$50
Masa Sushi	650	Castro Street	180	REST	\$200		\$200
aXess Cleaners	650	Castro Street	185	RETAIL	\$150		\$150
TOTVS Labs	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
CareSkore	655	Castro Street	2	PROF	\$50		\$50
Current Business	655	Castro Street	3	PROF	\$50		\$50
Current Business	655	Castro Street	4	PROF	\$50		\$50
Current Business	655	Castro Street	5	PROF	\$50		\$50
Current Business	655	Castro Street	6	PROF	\$50		\$50

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Business Improvement Areas - 2017**

<u>BUSINESS NAME</u>	<u>NUMBER</u>	<u>STREET NAME</u>	<u>SUITE</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
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		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
Current Business	843	Castro Street		PROF	\$50		\$50
Current Business	873	Castro Street		REST	\$200		\$200
Geoterrestrial Inc.	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
Tiny Hideaways	211	Hope Street	375	PROF	\$50		\$50
Current Business	278	Hope Street	A	PROF	\$50		\$50
Ron Ikebe Realtor	278	Hope Street	B	PROF	\$50		\$50
Current Business	278	Hope Street	C	PROF	\$50		\$50
Skyport Systems	280	Hope Street		PROF	\$50		\$50
Pacific Bell	305	Hope Street		PROF	\$50		\$50
Human Longevity Inc	100	View Street	100	PROF	\$50		\$50
Polyvore	100	View Street	101	PROF	\$50		\$50
Simon-Kucher & Partners LLC	100	View Street	102	PROF	\$50		\$50
Boomerang	100	View Street	106	PROF	\$50		\$50
Boomerang	100	View Street	107	PROF	\$50		\$50
Boomerang	100	View Street	108	PROF	\$50		\$50

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Business Improvement Areas - 2017**

<u>BUSINESS NAME</u>	<u>NUMBER</u>	<u>STREET NAME</u>	<u>SUITE</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Boomerang	100	View Street	109	PROF	\$50		\$50
Boomerang	100	View Street	110	PROF	\$50		\$50
Boomerang	100	View Street	111	PROF	\$50		\$50
Boomerang	100	View Street	112	PROF	\$50		\$50
Hello Network	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
Atlassian	100	View Street	204	PROF	\$50		\$50
Alcorn Immigration Law	682	Villa Street	E	PROF	\$50		\$50
Dr. Wang DDS	682	Villa Street	A	PROF	\$50		\$50
Lawrence Yih-loing Hong, DDS	682	Villa Street	F	PROF	\$50		\$50
Oncircle Inc.	701	Villa Street	2nd Flr	PROF	\$50		\$50
Dome9 Security	701	Villa Street		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		PROF	\$50		\$50
Fiesta Del Mar Too	735	Villa Street		REST	\$200		\$200
Current Business	738	Villa Street		RETAIL	\$150		\$150
Tapioca Express	740	Villa Street		REST	\$200		\$200
Perfect Salon	744	Villa Street		PROF	\$50		\$50
Sugar Spa	746	Villa Street		RETAIL	\$150		\$150
Liew Design	759	Villa Street	D	PROF	\$50		\$50
Plan A Inc.	759	Villa Street	A	PROF	\$50		\$50
Information Arts, Inc.	759	Villa Street	B	PROF	\$50		\$50
Information Arts, Inc.	759	Villa Street	C	PROF	\$50		\$50

**Attachment 4
Business Improvement Areas - 2017**

BUSINESS NAME	NUMBER	STREET NAME	SUITE	TYPE	BID 1	BID2	BID TOTAL
City Dolls Hair Salon	833	Villa Street		RETAIL	\$150		\$150
Song Pa Korean Cuisine	841	Villa Street		REST	\$200		\$200
Orbit & Rust Salon	845	Villa Street		RETAIL	\$150		\$150
Verde Tea Café	852	Villa Street		REST	\$200		\$200
Pho To Chau	853	Villa Street		REST	\$200		\$200
Face-N-Body	854	Villa Street		PROF	\$50		\$50
Imagine Alterations	857	Villa Street		RETAIL	\$150		\$150
Imagine Hair Salon	857	Villa Street		RETAIL	\$150		\$150
Happy Feet Foot Spa	858	Villa Street		PROF	\$50		\$50
Ryowa Noodle House	859	Villa Street		REST	\$200		\$200
Top Over Base Nail Salon	860	Villa Street		PROF	\$50		\$50
Agent.AI	888	Villa Street	3	PROF	\$50		\$50
Camille's Hair Design	888	Villa Street		PROF	\$50		\$50
Allure Salon	888	Villa Street #100		RETAIL	\$150		\$150
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
Manage.com Group Inc.	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	A	PROF	\$50		\$50
Hair by Heinz	617	W. Dana Street		PROF	\$50		\$50

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Business Improvement Areas - 2017**

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La Beauty Skin Care	619	W. Dana Street		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	1	PROF	\$50		\$50
Luxuray Skin Care	692	W. Dana Street		PROF	\$50		\$50
Path to Wholeness	692	W. Dana Street		PROF	\$50		\$50
Christen Daniel	692	W. Dana Street	A	PROF	\$50		\$50
Heal-Transition-Transform	692	W. Dana Street	A	PROF	\$50		\$50
Winter Borg	692	W. Dana Stree	A	PROF	\$50		\$50
Buen Viaje Travel	694	W. Dana Street		PROF	\$50		\$50
Community Care Ed. Services	694	W. Dana Street		PROF	\$50		\$50
Chiropractic Performance Center	694	W. Dana Street	A	PROF	\$50		\$50
Movement Chiropractic and Wellnes	694	W. Dana Street	A	PROF	\$50		\$50
Elegance Hair Salon	696	W. Dana Street		RETAIL	\$50		\$50
Shalala	698	W. Dana Street		REST	\$200		\$200
Current Business	705	W. Dana Street	A	PROF	\$50		\$50
GTS Automotive	705	W. Dana Street		RETAIL	\$150		\$150
Downtown Smog Center	705	W. Dana Street	C	RETAIL	\$150		\$150
Alberto's	736	W. Dana Street		REST	\$200		\$200
Niji Sushi	743	W. Dana Street		REST	\$200		\$200
Dana Street Roasting Co.	744	W. Dana Street		REST	\$200		\$200
Star Modern Furniture	747	W. Dana Street		RETAIL	\$150		\$150
E&W Natural Way	762	W. Dana Street		RETAIL	\$150		\$150
Nancy Gee, Attorney	774	W. Dana Street		PROF	\$50		\$50
Gee Realty	786	W. Dana Street		PROF	\$50		\$50

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<u>BUSINESS NAME</u>	<u>NUMBER</u>	<u>STREET NAME</u>	<u>SUITE</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
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	1	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	2	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	3	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	4	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	5	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	6	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	7	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	8	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	9	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	10	PROF	\$50		\$50
Subway Sandwich	701	W. Evelyn Avenue	A	REST	\$200		\$200
Cinova	701	W. Evelyn Avenue	B	PROF	\$50		\$50
Omega Tech	727	W. Evelyn Avenue		PROF	\$50		\$50
Glooko	733	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
AIO Medicine	867	W. Evelyn Avenue		PROF	\$50		\$50
Boston Consulting	899	W. Evelyn Avenue		PROF	\$50		\$50
23 and Me	899	W. Evelyn Avenue		RETAIL	\$150		\$150

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Glooko	899	W. Evelyn Avenue		PROF	\$50		\$50
TOTAL					\$36,700	\$10,725	\$48,025