Downtown Association
Mountain View

ANNUAL REPORT
2025

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 City's fiscal year commencing July 1, 2025 and ending June 30, 2026. Additionally, this report highlights activity and accomplishments of the past year since the submission of the previous report, from August 2024 to July 2025.

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 Events and Marketing Director Marisol Melara, 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 8, 2025, by Marisol Melara, President of the Advisory Council of the Mountain View Downtown Business Association, and Events and Marketing 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 continues to grow and develop. Several new businesses have opened, including retail as well as restaurants. The City's improvement efforts, including festive string lighting, activations such as corn hole and mini-golf, continue to be popular and make Castro Street more inviting and engaging. Weekends and evenings are particularly active. However, workdays remain challenging for many restaurants, a number of storefronts remain closed, 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. Several of these factors were outlined in the February Downtown Retail Vacancy Report, commissioned by the City.

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

- Keeping current storefronts in business and encouraging their growth
- Making it easier and more attractive for new businesses to open in downtown
- 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:
    - Downtown Precise Plan updates
    - Economic Vitality Strategy as it applies to Downtown

Accomplishments and Performance Over Past Year

NEW ACCOMPLISHMENTS OF NOTE

- Executed the Bunny Hop (April), a new holiday-themed event and promotion specific to downtown. Event was well attended and well received by the public and the merchants.
- Social media videos/reels were created to spotlight several downtown businesses. Owners spoke about their business offerings, history, challenges, and relationship to the community.
- Worked to attract more business and attention to the less visited lower section of Castro Street by facilitating a meeting between the City, property owner (Prometheus) and mid-block tenants of the 600 block, resulting in plans to improve lighting and activation for the patio and walkway between Starbucks and Mediterranean Grill House.
- Ribbon cuttings performed for four businesses, two that had grand openings (Johnny & Sanny's, MadeBy Maker Studio) and two celebrating expansions (Mediterranean Grill House and Monte Carlo Niteclub and Restaurant).
- Provided a special booth at the 2024 Art & Wine Festival to promote downtown's history, highlighted by photos and books donated by the Mountain View Historical Association.

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.

Marketing and Promotion

- Art & Wine Festival (Sept) continues to highlight and promote traffic to local downtown businesses as part of the overall event, including a special "local discovery" section on the map and website and encouraging businesses to have event-themed offers or displays.
- Executed existing holiday-themed events and promotions specific to downtown including Halloween on Castro (October) and The Great Elf Hunt (December and January). Events were well attended and well received by the public and the merchants.
- In June 2025, the Taste of Mountain View included 18 merchants, and attracted 500 attendees. More food choices were offered
- For the second straight year, in February 2025 (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.
- 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.
- 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, obtaining notable 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

- Assist City in the promotion of its Downtown facade and furniture improvement grants.
- 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 2026

The continuing actions and activities noted above remain important components of the work plan for FY 2026. Additionally, we plan to undertake the following, some of which were deferred from 2025:

New Events
- With the sale of Steins Beer Garden, the popular **Oktoberfest** celebration (one of the largest events downtown) is now being handled entirely by the DBA/Chamber of Commerce. The event usually attracts about 10,000 attendees, and is second only to Art & Wine in terms of budget and logistics. This year it will be expanded in scope and be held in the 500 block of Castro in October to increase accessibility and visibility, promote visits to downtown and its local businesses, and increase community engagement.
- In September, we will hold the **"Meet & Greet on Castro Street"** event to allow local businesses to tell their stories and connect with the community, as well as directly inform City Council and Staff on key issues. Approximately 25 businesses will be represented and will have short introductory videos shown. Four businesses will be featured on a moderated panel. Attendance is free and expected at 150 members of the public, city staff, and elected officials. The proceedings will also be videotaped by KMVT and posted on the web for wider viewing.

Marketing and Promotion
- 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
- In partnership with the City, educate and help guide businesses with ADA compliance and avoiding costly lawsuits, including re-launch of an ADA / CASPs inspection program as a preventative measure.
- Continue to work with the City on a vacancy strategy, including implementing recommendations made in the Downtown Retail Vacancy Report (produced by The Retail Coach consulting firm and presented to Council in February 2025).
- Continue to work with the City to refine the permitting process.

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.
- Continue to examine 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 June 30, 2025)				
	Actuals		Forecast	
	2024	2025 YTD	2025	2026
Revenue				
Assessments	$46,164.00	$52,000.00	$52,000.00	$58,000.00
Taste of Mountain View	$25,119.61	$2,600.00	$19,160.00	$20,000.00
Oktoberfest	N/A	$0.00	$205,000.00	$210,000.00
Total Revenue	**$71,283.61**	**$54,600.00**	**$276,160.00**	**$288,000.00**
Expenditures				
Taste of Mountain View	$11,400.14	$10,018.87	$11,816.00	$13,000.00
Oktoberfest	N/A	$0.00	$200,000.00	$205,000.00
Contractor Pay	$3,585.00	$1,650.00	$3,500.00	$3,500.00
Salaries	$45,719.62	$25,089.20	$50,000.00	$52,000.00
Website & Social Media	$5,579.94	$3,049.01	$6,100.00	$6,300.00
Total Expenses	**$66,284.70**	**$39,807.08**	**$271,416.00**	**$279,800.00**
NET INCOME/LOSS	$4,998.91	$14,792.92	$4,744.00	$8,200.00

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.
- The addition of Oktoberfest was taken on late in the year, after the initial Chamber budget had been set. Thus, estimates above are based on Steins numbers from previous years, adjusted more conservatively to account for the fact that this is the Chamber's first time running the event, and to account for additional costs that Steins would have normally absorbed (such as staffing). Estimates for 2026 are likewise conservative, and may be adjusted based on 2025 results.
- 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:

40% of the Chamber Membership Events and Marketing Director and President of the DBA (Marisol Melara)
10% of the Chamber CEO (Peter Katz)
10% of the Chamber Membership Director (Priscilla Hernandez)
10% of the Chamber Business and Community Development Specialist (Jesse Cupp)

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)

	0-2999 sq ft	3000-7999 sq ft	8000 sq ft.+
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
HAPPY LAMB HOT POT	102 CASTRO ST	REST	200	150	350
VASO AZZURRO RISTORANTE	108 CASTRO ST	REST	200	125	325
VIDA MV LP DBA VIDA	110 CASTRO ST	REST	200	150	350
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
BLUE LINE PIZZA	146 CASTRO ST	REST	200	125	325
AMARIN THAI CUISINE	147 CASTRO ST	REST	200	125	325
MONTA VISTA CAPITAL MANAGEMENT	147 CASTRO ST 3RD FL	OFFICE	50	25	75
MK1	148 CASTRO ST A1	RETAIL	150	75	225
OSO SEMICONDUCTOR	148 CASTRO ST B1	OFFICE	50	25	75
BESPOKELABS AI INC	148 CASTRO ST B2	RETAIL	150	75	225
RAMEN IZAKAYA YU-GEN	152 CASTRO ST	REST	200	125	325
Q T FAM INC	153 CASTRO ST	REST	200	150	350
ARTA FINANCE INC	153 CASTRO ST 200	OFFICE	50	50	100
VERGESENSE	153 CASTRO ST 300	OFFICE	50	50	100
FISH WITH YOU CA LLC	156 CASTRO ST	REST	200	125	325
DOPPIO ZERO	160 CASTRO ST	REST	200	125	325
CASTRO HEIGHTS/171 CASTRO PROPERTY	169 CASTRO ST 2	RETAIL	150		150
CASTRO HEIGHTS/171 CASTRO PROPERTY	169 CASTRO ST 3	RETAIL	150		150
CASTRO HEIGHTS/171 CASTRO PROPERTY	169 CASTRO ST 4	RETAIL	150		150
CASTRO HEIGHTS/171 CASTRO PROPERTY	169 CASTRO ST 5	RETAIL	150		150
CASTRO HEIGHTS/171 CASTRO PROPERTY	169 CASTRO ST 6	RETAIL	150		150
HALALSTREET XINJIANG CUISINE	174 CASTRO ST	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	191 CASTRO ST	REST	200	150	350
DOCYT INC	191 CASTRO ST FL2	RETAIL	150	100	250
AGAVE MEXICAN BISTRO	194 CASTRO ST	REST	200	150	350
FLOW SPECIALTY INSURANCE INC	196 CASTRO ST A	OFFICE	50	25	75
ACTIVELOOP/SNARK AI	196 CASTRO ST C	OFFICE	50	25	75
VELOCITY SOFTWARE	196 CASTRO ST D	OFFICE	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
POKEWORKS	211 CASTRO ST	REST	200	125	325
MAISON ALYZEE CORP	212 CASTRO ST	REST	200	125	325
CYBERHAVEN	215 CASTRO ST 2	RETAIL	150	125	275
OX9 LANZHOU HANDPULLED NOODLES	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
ANNEAL INC	236 CASTRO ST 1	RETAIL	150	75	225
CROSSFILL INC	238 CASTRO ST 201	RETAIL	150	75	225
YONGQIANG-MV INC/SUSHI ARASHI	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
THERAPY STORES INC	250 CASTRO ST	RETAIL	150	75	225
OPAL NIGHTCLUB CORP	251 CASTRO ST	RETAIL	150	100	250
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	OFFICE	50	75	125
ROBERT CHANG AGENCY	257 CASTRO ST 105	OFFICE	50	25	75

CYH INC	257 CASTRO ST 105	OFFICE	50	25	75
KLF	257 CASTRO ST 105	OFFICE	50	25	75
FACIAL TOWN	257 CASTRO ST 106	RETAIL	150	75	225
CAR AND TRUCK REGISTRATION LLC	257 CASTRO ST 108	RETAIL	150	75	225
CAR AND TRUCK REGISTRATION	257 CASTRO ST 110	RETAIL	150	75	225
S S G I	257 CASTRO ST 201	OFFICE	50	25	75
AMERICAN VACATION TRAVEL AGENT	257 CASTRO ST 204	OFFICE	50	25	75
JENNIFER RAYA GONZALEZ INSURANCE	257 CASTRO ST 209	RETAIL	150	75	225
FRACTA	257 CASTRO ST 210	RETAIL	150	75	225
TRUVA/IMMUNA	257 CASTRO ST 214	RETAIL	150	75	225
CENTRL INC	257 CASTRO ST 215	OFFICE	50	25	75
LAMAMED SOLUTIONS INC	257 CASTRO ST 216	OFFICE	50	25	75
SIMPLESOFT INC	257 CASTRO ST 220	OFFICE	50	25	75
MOUNTAIN VIEW SERVICE CENTER	257 CASTRO ST 222	OFFICE	50	25	75
TERRA HOLDINGS	257 CASTRO ST 224	RETAIL	150	75	225
BC CHICKEN SAN JOSE LLC DBA BONCHON	260 CASTRO ST	REST	200	125	325
FURNITURE & ART	262 CASTRO ST	RETAIL	150	75	225
KJLINK INTERNATIONAL INC	268 CASTRO ST	OFFICE	50	25	75
ACTION PROPERTIES INC	268 CASTRO ST	OFFICE	50	25	75
DKRT INC	268 CASTRO ST	OFFICE	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
WE FASHION SAMPLE SALE	275 CASTRO ST	RETAIL	150	100	250
STEALTHMODE LLC	277 CASTRO ST	RETAIL	150	75	225
STARTREE INC	278 CASTRO ST	OFFICE	50	50	100
GMI CLOUD US INC	278 CASTRO ST	RETAIL	150	125	275
MADEBY MAKER STUDIO	279 CASTRO ST	RETAIL	150	100	250
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
INORBIT	285 CASTRO ST	RETAIL	150	75	225

MANTRA INDIA	288 CASTRO ST	REST	200	125	325
ASH SHOPS S CORP/ICE CREAM KWEEN	292 CASTRO ST	REST	200	125	325
NICK THE GREEK	298 CASTRO ST	REST	200	125	325
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	150	100	250
BLOOMSGIVING	301 CASTRO ST 100	RETAIL	150	75	225
CREATIFY LAB INC	301 CASTRO ST 150 & 200	RETAIL	150	100	250
GROQ INC	301 CASTRO ST 200	OFFICE	50	50	100
NEW MONGOLIAN BBQ	304 CASTRO ST	REST	200	125	325
PARIS BAGUETTE	315 CASTRO ST	REST	200	125	325
BOOKS INC	317 CASTRO ST	RETAIL	150	100	250
DEDUCTIVE AI INC	321 CASTRO ST 202	OFFICE	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
CREATIFY	331 CASTRO ST 200	RETAIL	150	75	225
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
AVA'S DOWNTOWN MARKET	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	OFFICE	50	25	75
FOUR CONNECTIONS ORIENTAL MEDICINE	341 CASTRO ST D	OFFICE	50	25	75
JST ACUPUNCTURE	341 CASTRO ST D	OFFICE	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	OFFICE	50	75	125
PRECISE CUTS BARBER	357 CASTRO ST 6	RETAIL	150	75	225
CHI THUAN NGUYEN BARBER	357 CASTRO ST 6	RETAIL	150	75	225

CHELSIE RAMOS	357 CASTRO ST 6	RETAIL	150	75	225
APEX BLENDS BARBER	357 CASTRO ST 6	RETAIL	150	75	225
SACRED SHEARS	357 CASTRO ST 6	RETAIL	150	75	225
PRETTY IN SHEARS	357 CASTRO ST 6	RETAIL	150	75	225
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	OFFICE	50	25	75
AROSA/LIVHOME INC	372 CASTRO ST	RETAIL	150	75	225
HOLISTIC ACUCARE LLC	375 CASTRO ST	RETAIL	150	75	225
VEE COSMETICS	380 CASTRO ST	RETAIL	150	75	225
LUDWIG'S BIERGARTEN	383 CASTRO ST	REST	200	175	375
M.DESIGNS ARCHITECTS	384 CASTRO ST	OFFICE	50	25	75
TISHMAN SPEYER PROPERTIES	400 CASTRO ST	OFFICE	50		50
CASCAL	400 CASTRO ST	REST	200		200
DYNATRACE LLC	401 CASTRO ST 2ND FL	OFFICE	50		50
ID ME INC	401 CASTRO ST 3RD FL	RETAIL	150		150
PEET'S COFFEE INC	420 CASTRO ST	REST	200		200
PLAYCO GLOBAL INC	421 CASTRO ST	OFFICE	50		50
SWEETGREEN	440 CASTRO ST	REST	200		200
SIC-MOUNTAIN BAY PLAZA LLC	444 CASTRO ST	OFFICE	50		50
HARNESS	444 CASTRO ST	RETAIL	150		150
THOUGHTSPOT INC	444 CASTRO ST 1000	OFFICE	50		50
RESOURCES CONNECTION LLC	444 CASTRO ST 1110	RETAIL	150		150
THE BOSTON CONSULTING GROUP INC	444 CASTRO ST 150	OFFICE	50		50
SENTINELONE INC	444 CASTRO ST 4TH FL	OFFICE	50		50
CREDIT SESAME	444 CASTRO ST 500	OFFICE	50		50
MATX INC	444 CASTRO ST 600	RETAIL	150		150
MEGAGON LABS INC	444 CASTRO ST 720	OFFICE	50		50
SBI HOLDINGS USA	444 CASTRO ST 730	OFFICE	50		50
ALPHONSO INC	444 CASTRO ST 800	RETAIL	150	125	275

ZEROMATTER TECHNOLOGIES INC	444 CASTRO ST 900	RETAIL	150		150
CASA LUPE MEXICAN RESTAURANT	459 CASTRO ST	REST	200		200
CASA LUPE RESTAURANT	459 CASTRO ST	REST	200		200
YAKINIKU GENZA LLC	475 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	OFFICE	50		50
THE PERMANENTE MEDICAL GROUP	565 CASTRO ST	OFFICE	50		50
WELLS FARGO CLEARING SERVICES LLC	599 CASTRO ST	OFFICE	50		50
THE SOBRATO ORGANIZATION	599 CASTRO ST 400	OFFICE	50		50
SOBRATO CONSTRUCTION CORP	599 CASTRO ST 400	RETAIL	150		150
SOBRATO BUILDERS INC	599 CASTRO ST 400	RETAIL	150		150
QUORA INC	605 CASTRO ST 1ST-4TH FL	OFFICE	50		50
FLUENCE ENERGY LLC	605 CASTRO ST 3RD FL	RETAIL	150		150
PREG MVCC LP	650 CASTRO ST	RETAIL	150		150
MORGAN STANLEY SMITH BARNEY LLC	650 CASTRO ST 105	OFFICE	50		50
MEDITERRANEAN GRILL HOUSE	650 CASTRO ST 110	REST	200		200
THE UPS STORE 1847	650 CASTRO ST 120	RETAIL	150		150
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	OFFICE	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
ALTO NEUROSCIENCE INC	650 CASTRO ST 450	OFFICE	50		50
GIOVANNA'S FINE JEWELER	655 CASTRO ST 1	RETAIL	150		150
PRODIGAL TECHNOLOGIES INC	655 CASTRO ST 2	OFFICE	50		50

SKYLARK HEALTH LLC/SH MASSAGE	655 CASTRO ST 7&8	RETAIL	150		150
SKYLARK MASSAGE LLC	655 CASTRO ST 8	RETAIL	150		150
STARBUCKS COFFEE #5663	750 CASTRO ST	REST	200		200
UPLANDME INC	785 CASTRO ST C	RETAIL	150		150
SPANGLER MORTUARIES INC	799 CASTRO ST	OFFICE	50		50
MOUNTAIN VIEW FUNERAL & CREMATION	805 CASTRO ST	OFFICE	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
FLEUR DE LIS FLORIST	841 CASTRO ST	RETAIL	150		150
EVODYNE ROBOTICS ACADEMY	881 CASTRO ST	OFFICE	50		50
KHUU DENTISTRY	889 CASTRO ST	OFFICE	50		50
KHUU DERMATOLOGY	889 CASTRO ST	OFFICE	50		50
GINGKO FURNITURE JC FURNITURE LLC	903 CASTRO ST	RETAIL	150		150
DAVID GLOBAL LLC/MEAT HOUSE	701 W EVELYN AV A	REST	200	125	325
MONOLETS INC	701 W EVELYN AV B	OFFICE	50		50
SAVVY CELLARS WINE	750 W EVELYN AV	RETAIL	150		150
CONFLUENT INC	899 W EVELYN AV	OFFICE	50		50
BENJAMIN WANG DDS	682 VILLA ST A	OFFICE	50		50
SILICON VALLEY CUSTOM HOMES	682 VILLA ST C1	RETAIL	150		150
SMITH DEVELOPMENT GROUP LLC	682 VILLA ST G	OFFICE	50		50
AT-BAY	701 VILLA ST	OFFICE	50		50
SEASONS NOODLES & DUMPLING INC	702 VILLA ST	REST	200		200
KELLY'S HEALING MASSAGE	714 VILLA ST	RETAIL	150		150
LOVE GLOW	720 VILLA ST	RETAIL	150		150
CHI & QIN INC	726 VILLA ST	RETAIL	150	75	225
SALON FINESSE	732 VILLA ST	RETAIL	150		150
EYEBROW THREADING & MAKEUP	732 VILLA ST	RETAIL	150		150
CAFE86 MOUNTAIN VIEW	738 VILLA ST	REST	200		200
HAPPY LEMON	742 VILLA ST	REST	200		200
BELLA ON VILLA SALON	744 VILLA ST	RETAIL	150		150

SUGAR SPA	746 VILLA ST	RETAIL	150		150
PLAN A INC	759 VILLA ST A	OFFICE	50		50
LIEW DESIGN INC	759 VILLA ST D	OFFICE	50		50
CRYSTAL READINGS	831 VILLA ST	RETAIL	150		150
PRINCE FEN GUIZHOU CUISINE SERVICE	841 VILLA ST	REST	200		200
ORBIT & RUST	845 VILLA 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
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
NEXT LEVEL BOARD GAME CAFE	888 VILLA ST	RETAIL	150		150
R&S MOUNTAIN PLAZA LLC	888 VILLA ST	OFFICE	50		50
SILICON THERMAL INC	888 VILLA ST 110	OFFICE	50		50
CODA PROJECT INC	888 VILLA ST 4	OFFICE	50		50
KDB SILICON VALLEY LLC	888 VILLA ST 500	OFFICE	50		50
EXAFUNCTION INC	900 VILLA ST	OFFICE	200		200
CHEZ T J INC	938 VILLA ST	REST	200		200
LEGALZOOM INC	954 VILLA ST	OFFICE	50		50
BETTERHELP COMPILE INC	990 VILLA ST	RETAIL	150		150
FLUTTERFLOW INC	607 W DANA ST A	RETAIL	150		150
MIDTOWN ECOMMERCE LLC	607 W DANA ST E	OFFICE	50		50
THREAD THEORY	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
YELLOWBRICK DATA INC	660 W DANA ST	OFFICE	50		50
YUAN MING ACUPUNCTURE CLINIC INC	676 W DANA ST	OFFICE	50		50
BOYA MA	676 W DANA ST	OFFICE	50		50

MILLET HEALTH SPA	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	OFFICE	50		50
ELEGANCE HAIR SALON	696 W DANA ST	RETAIL	150		150
A HEALTH CENTER MEDICAL GROUP	696 W DANA ST	OFFICE	50		50
TANDOORI JUNCTION	698 W DANA ST	REST	200		200
ALBERTO'S	736 W DANA ST	REST	200		200
KAKAROTO JAPANESE RESTAURANT	743 W DANA ST	REST	200		200
SHP DANA LLC	747 W DANA ST	RETAIL	150		150
NATURE MAGIC ACUPUNCTURE	762 W DANA ST	OFFICE	50		50
E & W NATURAL WAY	762 W DANA ST	RETAIL	150		150
NANCY ANN GEE ATTORNEY AT LAW	774 W DANA ST	OFFICE	50		50
298 CASTRO PARTNERS LLC	812 W DANA ST	OFFICE	50		50
RESEMBLE AI	812 W DANA ST	RETAIL	150		150
ESSENCE SALON	826 W DANA ST	RETAIL	150		150
MOVING OPTIMAL CHIROPRACTIC	838 W DANA ST	OFFICE	50		50
WELL HEALTH ACUPUNCTURE	838 W DANA ST	OFFICE	50		50
ZOETIC WELLNESS ACUPUNCTURE LLC	838 W DANA ST	RETAIL	150		150
FASHION CUTS AND BARBER SHOP	844 W DANA ST	RETAIL	150		150
LA ESPUELA MEXICAN FOOD INC	854 W DANA ST	REST	200		200
DEAR SEOUL	951 W DANA ST	RETAIL	150		150
SULBING CAFE	975 W DANA ST	REST	200		200
AERA TECHNOLOGY INC	707 CALIFORNIA ST	OFFICE	50		50
HUY THANH DO DDS INC/DBA DEN	756 CALIFORNIA ST B	OFFICE	50		50
756 CALIFORNIA LLC	756 CALIFORNIA ST B	OFFICE	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	OFFICE	50		50
BLACK DUCK SOFTWARE INC	800 CALIFORNIA ST 300	RETAIL	150		150
STAMPLI INC	800 CALIFORNIA ST FL 2	OFFICE	50		50

FENWICK & WEST LLP	801 CALIFORNIA ST	OFFICE	50		50
CVS/ PHARMACY	850 CALIFORNIA ST	RETAIL	150		150
TIKTOK US DATA SECURITY INC	250 BRYANT ST	OFFICE	50		50
ANOKI INC	200 BLOSSOM LN FLOOR 3	OFFICE	50		50
SUPERHOT HOTPOT & KOREAN BBQ	210 HOPE ST	REST	200		200
LAIMA LLC	210 HOPE ST 101	RETAIL	150		150
W-SPA	278 HOPE ST A	RETAIL	150		150
RON IKEBE REALTOR	278 HOPE ST B	RETAIL	150		150
KOI PROPERTY MANAGEMENT	278 HOPE ST B	RETAIL	150		150
INSTITUTE OF VOICE/QUEEN OF GAYA	278 HOPE ST E	RETAIL	150		150
EVEREST SYSTEMS INC	280 HOPE ST 2ND FL	OFFICE	50		50
PACIFIC BELL	305 HOPE ST	OFFICE	50		50
DATAPELAGO INC	100 VIEW ST 102 & 106	OFFICE	50		50
STUDY COM	100 VIEW ST 202	OFFICE	100		100
TOTAL					**50,950**

Downtown Business Association Advisory Council

(as of July 31, 2025)

Kaycee Aull, 1 Oz Coffee
Jean Boulanger, Red Rock Coffee
David Castaneda, Pokeworks
Vanessa Choeuk, Stocks & Blondes Salon
Majed Fakhouri, Crepevine
Anaya Gamow, East West Books
Nancy Gee, Law Office of Nancy Gee
Cari Gillette, Books Inc.
Ron Ikebe, Ron Ikebe Realtor
Karen Monaghan, St. Stephens Green
Juan Origel, Ava's Market
Ryan Polakiewicz, Rootstock Wine Bar
Gisela Qasim, Ludwig's Biergarten
Junaid Qurashi, M.Designs Architects
Marina Savinovic, Monte Carlo