

Measures of Success	Apr 2024 Rates	Apr 2025 Rates	Economic Vitality Goals				
			Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Office Vacancy Rate in Mountain View. (target 10%)	20.2%	18.7%	●	●	●		
Retail Vacancy Rate in Mountain View. (target 5-7%)	4.1%	1.5%	●	●		●	
Downtown Office Vacancy Rate. (target 10%)	25%	23.03%	●	●			
Downtown Retail Vacancy Rate. (target 5-7%)	8.5%	6.8%	●	●		●	
Percent growth in year over year sales Tax Receipts in the Downtown. (target 2%-4%)	-8.50%	-1.7%	●	●			
Number of unique visitors to Economic Development Business Resources page.	N/A	1,166		●		●	
Number of businesses assisted by Economic Development Small business trainings and webinars.	5	42		●		●	
Percent of Economic Development business resources translated into other languages	13%	15%	●	●	●	●	
Number of business establishments in downtown	334	TBD	●	●			
New business startups as a percentage of all businesses in the City (target 15-20%)	11%	12.4%		●	●	●	
Number of storefronts receiving design assistance for façade improvements or window activations	N/A	8	●	●		●	
Number of businesses receiving retention services by Economic Development staff	9%	11%		●	●	●	
Number of square feet supporting commercial/industrial activities (target 26 million sq. ft.)	29.1 million sq. ft.	29.1 million sq. ft.	●	●	●		
Percent of Economic Development assisted businesses receiving permit facilitation services	15%	12%	●	●	●	●	●

Source: Costar Analytics Submarket Reports (Q1 2025), Mountain View Business License (December 2024), HdL (Q4 2024), Economic Development team statistics.