



# ANNUAL REPORT

## 2023



Photo by Magali Gauthier, *Mountain View Voice*

**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) as specified in the Agreement signed June 25, 2021 between the Chamber and the City of Mountain View (the “Agreement”) and 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, 2024 and ending December 31, 2024. Additionally, this report highlights activity and accomplishments of the past year since the submission of the previous report, from September 2022 to August 2023.

Per the Agreement, 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 Kira Pascoe, 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 September 7, 2023, by Kira Pascoe, 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

While the pandemic has waned, consumer behavior continues to react and evolve, and some trends - such as remote work and outside dining - appear destined to continue for the foreseeable future. Additionally, inflation continues to cause expenses to rise, causing even more challenges for our small businesses. Many merchants are also making adjustments to new ordinances regarding use of outdoor space, sustainability, and other items.

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
- Partnerships and advocacy with the City to improve conditions and processes, especially with regards to street cleanliness, crime, loitering, beautification, remodeling and improvements
- Partnership and advocacy with the City to deal with empty storefronts
- Preparing for the PedMall and new patio license requirements

## Accomplishments and Performance Over Past Year

### NEW ACCOMPLISHMENTS OF NOTE

- In September 2022, the Art & Wine Festival was redesigned 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 offering of special menus. This approach will be expanded in September 2023
- In November 2022, held a DBA “Open House” where ten business owners/general managers gave presentations to the public and City leaders to further connect with the community and encourage policy changes by telling their stories, personalizing their business, and providing perspective on the issues they face. Over 50 attendees including members of the City Council.
- At the end of 2022, to promote end of year shopping, and first quarter of 2023, a traditionally slow period for merchants, executed new holiday-themed events and promotions specific to downtown, including Halloween on Castro (October), The Great Elf Hunt and Santa Thon (December), REEL Love (an online contest for Valentine’s Day), and Find the Clover (St. Patrick’s Day). These activities increased traffic, visibility, social media buzz, and community engagement.
- In January 2023, a month-long campaign was launched to donate a percentage of participating downtown merchant’s sales to Community Services Agency (CSA) by more publicly demonstrating downtown businesses’ support, commitment, and connection to Mountain View at large.
- In June 2023, specific store owners/general managers were spotlighted and quoted in a feature story on the state of Downtown by the [Mountain View Voice](#).
- In July 2023, ribbon cutting was held at Limón Peruvian Restaurant, featuring local and international leaders (including the Consul General of Peru) as well as food and music. Well attended and owners reported increased ongoing patronage.
- Throughout 2023, in partnership with the City, have been facilitating the implementation of new sustainability guidelines, especially regarding compostable food containers, plates and utensils.

- During Q2 and Q3 2023, rebranded the Universal Gift Card to “I Love Mountain View” gift card, a service that remains cost-free to businesses and integrates easily with their existing point-of-sale operations, and increased marketing and outreach. These efforts resulted in a significant growth in the number of participating downtown businesses from 10 to 18, and city-wide from 18 to 38. Purchase and redemption rates have remained strong.

## **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***

- Held highly successful Taste of Mountain View with more merchants and deeper engagement than last year, resulting in more foot traffic and awareness. Exceeded goals of attendees, merchant participation, and income. Merchant satisfaction based on surveys, financial data and interviews was very high.
- Effectively integrated downtown merchants into other major events and activities (such as the Tech 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 Shopping Map of Downtown. This past year, 5000 hard copies were printed and distribution increased 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. Several businesses were featured in the Mountain View Voice, Palo Alto Weekly and the 650. TV coverage also obtained from ABC Channel 7 and Chinese TV.
- 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 Vitality team to strategize, coordinate efforts, trade information, and raise issues, and bi-monthly meetings with the Assistant City Manager/Community Development Director.
- Continue to support the City’s existing and developing strategic plans with relevance to Downtown including the Economic Vitality Strategy, Matrix Study, and Small Business Initiative, providing input, outreach, education, and implementation assistance.
- 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. Held direct conversations with the various City departments on plans for the Pedestrian Mall, parking and



transportation, permits and fees, street cleaning and maintenance, public works improvements such as lighting, dealing with unhoused individuals, security and theft, and ADA compliance. Surveys and interviews performed on a regular basis, with return rates ranging from 25-150 DBA members (out of approximately 200).

- 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, such as key contact information, compliance guidelines, Q&As 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***

- Development of a new toolkit to help businesses use social media. Two downtown businesses were specifically selected to inform research and to serve as ongoing “case studies”.
- Outreach and personal touch via live visits, email, newsletters, eBlasts, printed collateral, and phone remains very strong. Direct contact has been made with over 200 downtown businesses.
- Collaboration between businesses on common issues, shared promotions, and special tools such as coupons and gift cards has increased.
- 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 2024. Additionally, we plan to undertake the following, some of which were deferred from 2023:

### ***Marketing and Promotion***

- In Q3 and Q4 2023, work with Mountain View Historical Association to provide more photos and information about downtown, including empty storefront windows and a special booth at the Art & Wine Festival.
- In September 2023, in partnership with the City, implement new reusable beer cup program at the Art & Wine Festival to further support sustainability guidelines.
- In October 2023, in partnership with Steins and Ludwig’s, bring the Oktoberfest celebration back to downtown.
- In Q4 2023, create promotional video to highlight visiting and shopping downtown
- In May 2024, in partnership with Mountain View Fire Department, assist in planning and promotion of a downtown parade celebrating the 150th anniversary of MVFD.
- Reimage and relaunch DBA’s web resources, and incorporate into high traffic sites such as [ilovemv.org](http://ilovemv.org) and [chambermv.org](http://chambermv.org)
- 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.
- Work with the City to refine the permitting process.
- Assist businesses with ADA compliance and avoiding costly lawsuits. At the State level, advocate on behalf of legislation such as SB 585 that enables small businesses to address issues

related to ADA compliance without having to go to court. On the local level, work with the City to implement an ADA / CASPs inspection program.

- Work with the City on a vacancy strategy, including consideration of a concierge/fast track system for prospective buyers/tenants, activation of empty window spaces, and 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***

- In Q4 2023, deliver a new toolkit to help businesses use social media. Two downtown businesses were specifically selected to inform research and to serve as ongoing “case studies”.
- In October 2023, 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.
- Begin campaign with DBA members to automatically make all downtown businesses entry-level Chamber members, with full benefits provided at that level - including online and offline listings, advertising, seminars, trainings, and other valuable services. Chamber membership fee would be waived in lieu of BIA fees so that the business would not have to write two checks or support two different organizations.

**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).

<b>Mountain View Downtown Business Association</b>					
<b>(as of July 31, 2023)</b>					
		<b>Actuals</b>		<b>Forecast</b>	
		<b>2022</b>	<b>2023 YTD</b>	<b>2023</b>	<b>2024</b>
<b>Revenue</b>					
Assessments		42,643	44,798	44,798	39,775
Taste of Mountain View		57,036	32,650	32,650	35,000
<b>Total Revenue</b>		<b>99,679</b>	<b>77,448</b>	<b>77,448</b>	<b>74,775</b>
<b>Expenditures</b>					
Taste of Mountain View		28,758	14,060	14,060	20,000
Contractor Pay		20,820	13,680	16,000	14,000
Salaries		54,313	32,667	56,000	58,520
Website & Social media		5,070	2,867	6,000	8,000
<b>Total Expenses</b>		<b>108,961</b>	<b>63,274</b>	<b>92,060</b>	<b>100,520</b>
<b>NET INCOME?LOSS</b>		<b>(9,282)</b>	<b>14,174</b>	<b>(14,612)</b>	<b>(25,745)</b>

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 (Kira Pascoe)
  - 10% of the Chamber CEO (Peter Katz)
  - 15% of the Chamber Marketing Manager (Marisol Melara)
- The DBA is still operating at a loss. The Chamber will absorb this cost for now, however a priority remains to find additional revenue opportunities.

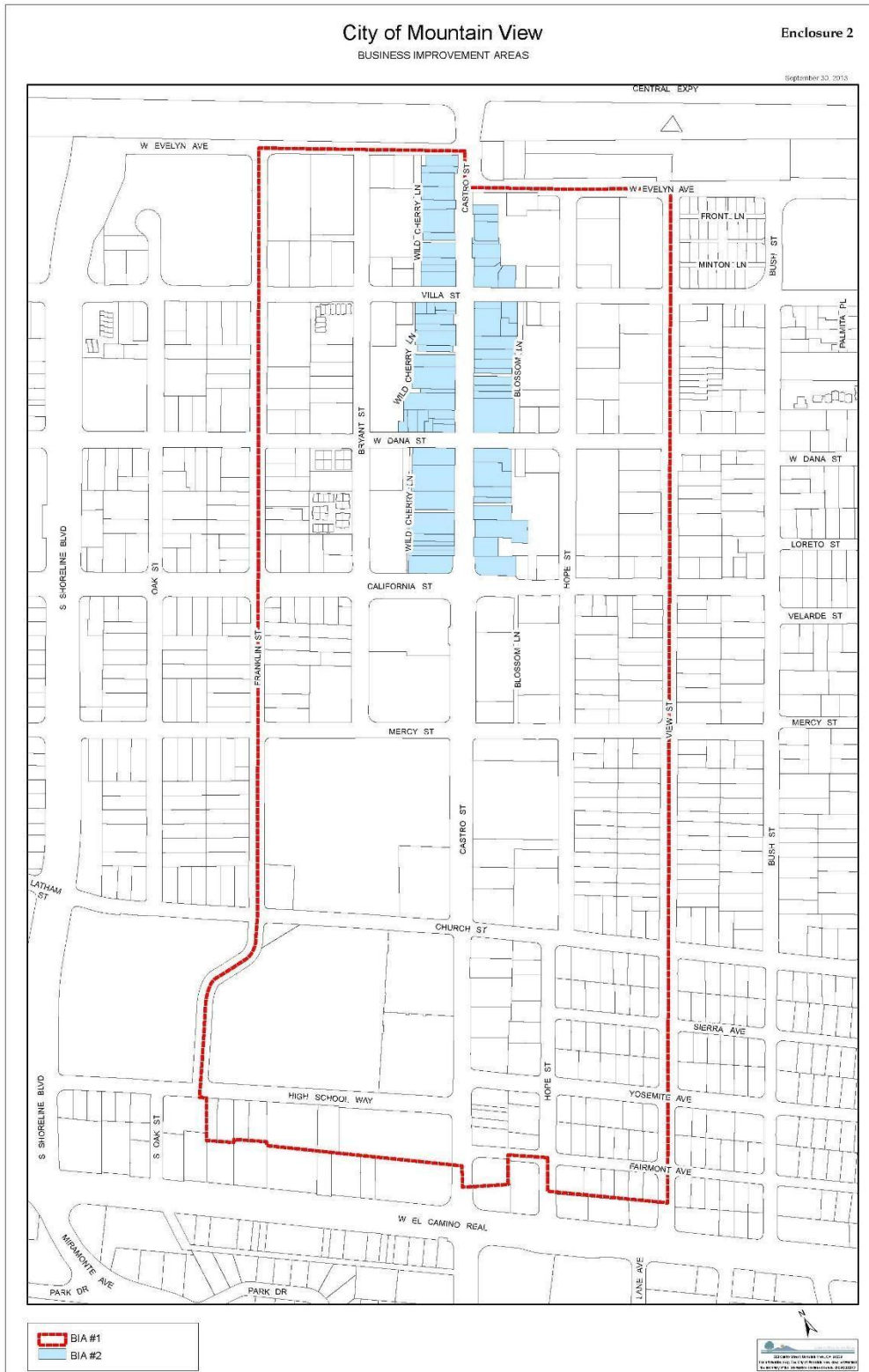
Per Law, requirement E (noted under item 6 on Page 3), the amount of any surplus or deficit revenues to be carried over from a previous fiscal year is zero.

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 18.04.030 (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

Name	Address	BID TYPE	BIA #1 Amount	BIA #2 Amount	BID TOTAL
BENJAMIN WANG DDS	682 VILLA ST A	BIDPRO	50.00		50.00
BRENDAN T MCNALLY PSYCHOTHERAPY SERVICES	257 CASTRO ST 208	BIDPRO	50.00	25.00	75.00
SILICON VALLEY CUSTOM HOMES	682 VILLA ST C1	BIDRET	150.00		150.00
YIH-LOING HONG DDS	682 VILLA ST F	BIDPRO	50.00		50.00
CONFLUENT INC	899 W EVELYN AV	BIDPRO	50.00		50.00
AMICI'S EAST COAST PIZZERIA	760 CASTRO ST 790	BIDRST	200.00		200.00
FENWICK & WEST LLP	801 CALIFORNIA ST	BIDPRO	50.00		50.00
SENTINELONE INC	444 CASTRO ST 4TH FL	BIDPRO	50.00		50.00
YELLOWBRICK DATA INC	660 W DANA ST	BIDPRO	50.00		50.00
SMITH DEVELOPMENT GROUP LLC	682 VILLA ST G	BIDPRO	50.00		50.00
EAST WEST BOOKSHOP	324 CASTRO ST	BIDRET	150.00	125.00	275.00
THE PERMANENTE MEDICAL GROUP	555 CASTRO ST	BIDPRO	50.00		50.00
QUORA INC	605 CASTRO ST 1ST-4TH FL	BIDPRO	50.00		50.00
RISTORANTE DON GIOVANNI	235 CASTRO ST	BIDRST	200.00	150.00	350.00
DES-LIAM ENTERPRISES INC	241 CASTRO ST	BIDRST	200.00	150.00	350.00
ELEGANCE HAIR SALON	696 W DANA ST	BIDRET	150.00		150.00
AT-BAY	701 VILLA ST	BIDPRO	50.00		50.00
BYTEDANCE INC	250 BRYANT ST	BIDPRO	50.00		50.00
GROQ INC	400 CASTRO ST FL 6	BIDPRO	50.00		50.00
ADDEPAR INC	787 CASTRO ST	BIDPRO	50.00		50.00
STARBUCKS COFFEE #5663	750 CASTRO ST	BIDRST	200.00		200.00
DANA STREET ROASTING CO	744 W DANA ST	BIDRST	200.00		200.00
TRANSERA CORPORATION DBA TEA ERA	271 CASTRO ST	BIDRST	200.00	125.00	325.00
DANA ORIENTAL MARKET	800 CALIFORNIA ST 120	BIDRET	150.00		150.00
RON IKEBE REALTOR	278 HOPE ST B	BIDRET	150.00		150.00
GIOVANNA'S FINE JEWELER	655 CASTRO ST 1	BIDRET	150.00		150.00
CAFÉ TERRACE	975 W DANA ST	BIDRST	200.00		200.00

ALPHONSO INC	331 CASTRO ST 200	BIDPRO	50.00	25.00	75.00
SEASONS DUMPLINGS	702 VILLA ST	BIDRST	200.00		200.00
CASCAL	400 CASTRO ST	BIDRST	200.00		200.00
MONTE CARLO INC	228 CASTRO ST	BIDRST	200.00	175.00	375.00
SERENDE CORP CAFE BAKLAVA	341 CASTRO ST	BIDRST	200.00	125.00	325.00
E & W NATURAL WAY	762 W DANA ST	BIDRET	150.00		150.00
JULIEQ'S HAIR & NAILS	951 W DANA ST	BIDRET	150.00		150.00
HAIR BY HEINZ	617 W DANA ST	BIDRET	150.00		150.00
VEE COSMETICS	380 CASTRO ST	BIDRET	150.00	75.00	225.00
ARUBA SALON	825 CASTRO ST	BIDRET	150.00		150.00
THERAPY STORES INC	250 CASTRO ST	BIDRET	150.00	75.00	225.00
HONG KONG BAKERY	210 CASTRO ST	BIDRST	200.00	125.00	325.00
AERA TECHNOLOGY INC	707 CALIFORNIA ST	BIDPRO	50.00		50.00
ALBERTO'S	736 W DANA ST	BIDRST	200.00		200.00
SNAP INC DBA SNAPCHAT INC	444 CASTRO ST	BIDPRO	50.00		50.00
NEW MONGOLIAN BBQ	304 CASTRO ST	BIDRST	200.00	125.00	325.00
MEDITERRANEAN GRILL HOUSE	650 CASTRO ST 110	BIDRST	200.00		200.00
STUDY COM	100 VIEW ST 202	BIDPRO	50.00		50.00
KELLY'S HEALING MASSAGE	714 VILLA ST	BIDRET	150.00		150.00
MT VIEW - BEAN SCENE CAFE	500 CASTRO ST	BIDRST	200.00		200.00
CASA LUPE MEXICAN RESTAURANT	459 CASTRO ST	BIDRST	200.00		200.00
NEEVA	100 VIEW ST 102	BIDPRO	50.00		50.00
SITE FOR SORE EYES	650 CASTRO ST 150	BIDRET	150.00		150.00
THE SOBRATO ORGANIZATION	599 CASTRO ST 400	BIDPRO	50.00		50.00
LA MONIQUE'S NAIL SALON	650 CASTRO ST 175	BIDRET	150.00		150.00
THE BOSTON CONSULTING GROUP INC	444 CASTRO ST 150	BIDPRO	50.00		50.00
SIGHT OPTOMETRY PC	369 CASTRO ST	BIDRET	150.00	75.00	225.00
BUSHIDO RESTAURANT	156 CASTRO ST	BIDRST	200.00	125.00	325.00
WORKATO INC	215 CASTRO ST 300	BIDPRO	50.00	75.00	125.00
STAMPLI INC	191 CASTRO ST FL 2	BIDPRO	50.00	50.00	100.00
HUMU INC	100 VIEW ST 100-1 &112	BIDPRO	50.00		50.00
ST STEPHENS GREEN	223 CASTRO ST	BIDRST	200.00	125.00	325.00

PLAYCO GLOBAL INC	421 CASTRO ST	BIDPRO	50.00		50.00
DYNATRACE LLC	401 CASTRO ST 2ND FL	BIDPRO	50.00		50.00
JANE'S BEER STORE	720 VILLA ST	BIDRET	150.00		150.00
AVAS DOWNTOWN MARKET & DELI	340 CASTRO ST	BIDRET	150.00	125.00	275.00
CASA FELIZ INC DBA AGAVE	194 CASTRO ST	BIDRST	200.00	125.00	325.00
OLYMPUS CAFFE AND BAKERY	135 CASTRO ST	BIDRST	200.00	125.00	325.00
TUBULAR LABS INC	153 CASTRO ST 3RD FL	BIDPRO	50.00	50.00	100.00
HANAMARU CORPORATION DBA NAMI NAMI	240 CASTRO ST	BIDRST	200.00	125.00	325.00
AXESS CLEANERS INC	650 CASTRO ST 185	BIDRET	150.00		150.00
THE PIZZA ALLIANCE 3 LLC DBA BLUE LINE PIZZA	146 CASTRO ST	BIDRST	200.00	125.00	325.00
SALON FINESSE	732 VILLA ST	BIDRET	150.00		150.00
ASIAN BOX	142 CASTRO ST	BIDRST	200.00	125.00	325.00
FIESTA DEL MAR TOO	735 VILLA ST	BIDRST	200.00		200.00
DOPPIO ZERO	160 CASTRO ST	BIDRST	200.00	125.00	325.00
OREN'S HUMMUS MOUNTAIN VIEW LLC	126 CASTRO ST	BIDRST	200.00	125.00	325.00
EYEBROW THREADING MOUNTAIN VIEW	357 CASTRO ST 4	BIDRET	150.00	75.00	225.00
HAPPY LEMON	742 VILLA ST	BIDRST	200.00		200.00
STUDY COM	655 W EVELYN AV	BIDPRO	50.00		50.00
MEGAGON LABS INC	444 CASTRO ST 720	BIDPRO	50.00		50.00
GEOMAGICAL LABS INC	100 VIEW ST 200	BIDPRO	50.00		50.00
THOUGHTSPOT INC	444 CASTRO ST 1000	BIDPRO	50.00		50.00
ALEXANDER'S PATISSERIE	209 CASTRO ST	BIDRST	200.00	150.00	350.00
BELLA ON VILLA SALON	744 VILLA ST	BIDRET	150.00		150.00
MAGNITE CTV INC	200 BLOSSOM LN 3RD FL	BIDPRO	50.00		50.00
CENTRL INC	257 CASTRO ST 215	BIDPRO	50.00	25.00	75.00
TRANSFORM FITNESS	319 CASTRO ST	BIDPRO	50.00	25.00	75.00
SUGAR SPA	746 VILLA ST	BIDRET	150.00		150.00
MORGAN STANLEY SMITH BARNEY LLC	650 CASTRO ST 105	BIDPRO	50.00		50.00
WELLS FARGO CLEARING SERVICES LLC	599 CASTRO ST	BIDPRO	50.00		50.00



LUMINOUS COMPUTING INC	278 CASTRO ST	BIDPRO	50.00	75.00	125.00
POKE BAR	340 CASTRO ST	BIDRST	200.00	125.00	325.00
ACRYL DATA INC	148 CASTRO ST B20	BIDPRO	50.00	25.00	75.00
LA ESPUELA MEXICAN FOOD INC	854 W DANA ST	BIDRST	200.00		200.00
THE PERMANENTE MEDICAL GROUP	565 CASTRO ST	BIDPRO	50.00		50.00
EUREKA RESTAURANT GROUP LLC DBA EUREKA!	191 CASTRO ST	BIDRST	200.00	150.00	350.00
PLAN A INC	759 VILLA ST A	BIDPRO	50.00		50.00
POKEWORKS	211 CASTRO ST	BIDRST	200.00	125.00	325.00
FORMAGRID INC DBA AIRTABLE	153 CASTRO ST	BIDPRO	50.00	50.00	100.00
EXCELLENT NAILS	821 CASTRO ST	BIDRET	150.00		150.00
EASY FOODS COMPANY INC	299 CASTRO ST	BIDRET	150.00	100.00	250.00
SPANGLER MORTUARIES INC	799 CASTRO ST	BIDPRO	50.00		50.00
EVEREST SYSTEMS INC	280 HOPE ST 2ND FL	BIDPRO	50.00		50.00
LIEW DESIGN INC	759 VILLA ST D	BIDPRO	50.00		50.00
QBB	216 CASTRO ST	BIDRST	200.00	125.00	325.00
CRYSTAL READINGS	831 VILLA ST	BIDRET	150.00		150.00
BC CHICKEN SAN JOSE LLC DBA BONCHON	260 CASTRO ST	BIDRST	200.00	125.00	325.00
PEET'S COFFEE INC	420 CASTRO ST	BIDRST	200.00		200.00
SAGE CAPITAL MANAGEMENT	843 CASTRO ST	BIDPRO	50.00		50.00
MAISON ALYZEE CORP	212 CASTRO ST	BIDRST	200.00	125.00	325.00
UPLAND ME INC	756 CALIFORNIA ST	BIDPRO	50.00		50.00
WILLIAM MASTON ARCHITECT & ASSOC	384 CASTRO ST	BIDPRO	50.00	50.00	100.00
MANTRA INDIA	288 CASTRO ST	BIDRST	200.00	125.00	325.00
KHUU DERMATOLOGY	889 CASTRO ST	BIDPRO	50.00		50.00
1 OZ COFFEE LLC	650 CASTRO ST 130	BIDRST	200.00		200.00
CITY DOLLS	833 VILLA ST	BIDRET	150.00		150.00
KPOT & GRILL	475 CASTRO ST	BIDRST	200.00		200.00
ESSENCE SALON	826 W DANA ST	BIDRET	150.00		150.00
ACTION PROPERTIES INC	268 CASTRO ST	BIDPRO	50.00	25.00	75.00
SNC ENTERPRISE DBA VITALITY BOWLS	650 CASTRO ST 140	BIDRST	200.00		200.00
INORBIT	293 CASTRO ST	BIDRET	150.00	75.00	225.00

BOOKS INC	317 CASTRO ST	BIDRET	150.00	100.00	250.00
PRINCE FEN GUIZHOU CUISINE SERVICE LLC	841 VILLA ST	BIDRST	200.00		200.00
PARIS BAGUETTE	315 CASTRO ST	BIDRST	200.00	125.00	325.00
Q T FAM INC	153 CASTRO ST	BIDRST	200.00	150.00	350.00
VELOCITY SOFTWARE	196 CASTRO ST D	BIDPRO	50.00	25.00	75.00
ORBIT & RUST	845 VILLA ST	BIDRET	150.00		150.00
VC DEVELOPMENT GROUP	650 CASTRO ST 120-211	BIDRET	150.00		150.00
SUPERHOT HOTPOT & KOREAN BBQ	210 HOPE ST	BIDRST	200.00		200.00
KJLINK INTERNATIONAL INC	268 CASTRO ST	BIDPRO	50.00	25.00	75.00
VERDE TEA & ESPRESSO BAR	852 VILLA ST	BIDRST	200.00		200.00
CREDIT SESAME	444 CASTRO ST 500	BIDPRO	50.00		50.00
SAKOON MV INC	357 CASTRO ST 1&2	BIDRST	200.00	150.00	350.00
PACIFIC BELL	305 HOPE ST	BIDPRO	50.00		50.00
DANDIES BARBER AND BEARD STYLIST	357 CASTRO ST 7	BIDRET	150.00	75.00	225.00
STOCKS OF BLONDES SALON	282 CASTRO ST	BIDRET	150.00	125.00	275.00
LUDWIGS	383 CASTRO ST	BIDRST	200.00	125.00	325.00
PHO TO CHAU 999 INC	853 VILLA ST	BIDRST	200.00		200.00
YUAN CORPORATION DBA QUEEN HOUSE	273 CASTRO ST	BIDRST	200.00	125.00	325.00
MSF GROUP LLC DBA KAKAROTO JAPANESE RESTAURANT	743 W DANA ST	BIDRST	200.00		200.00
SIMPLESOFT INC	257 CASTRO ST 220	BIDPRO	50.00	25.00	75.00
KHUU DENTISTRY	889 CASTRO ST	BIDPRO	50.00		50.00
TISHMAN SPEYER PROPERTIES	400 CASTRO ST	BIDPRO	50.00		50.00
FACE N BODY	278 HOPE ST A	BIDRET	150.00		150.00
FOUR CONNECTIONS ORIENTAL MEDICINE INC	341 CASTRO ST D	BIDPRO	50.00	25.00	75.00
MOUNTAIN VIEW OPTOMETRY AND CONTACT LENS CLINIC	495 CASTRO ST	BIDRET	150.00		150.00
RAMEN IZAKAYA YU-GEN	152 CASTRO ST	BIDRST	200.00	125.00	325.00
DEEPSIM INC	257 CASTRO ST 205	BIDPRO	50.00	25.00	75.00
DKRT INC	268 CASTRO ST	BIDPRO	50.00	25.00	75.00
GELATO CLASSICO ITALIAN ICE CREAM	241 CASTRO ST B	BIDRST	200.00	125.00	325.00

HAPPY LAMB HOT POT	102 CASTRO ST	BIDRST	200.00	150.00	350.00
SOBRATO CONSTRUCTION CORP	599 CASTRO ST 400	BIDRET	150.00		150.00
SOBRATO BUILDERS INC	599 CASTRO ST 400	BIDRET	150.00		150.00
SEVENTH HOUSE HAIR LLC	282 CASTRO ST	BIDRET	150.00	75.00	225.00
MONTA VISTA CAPITAL MANAGEMENT LLC	147 CASTRO ST 3RD FL	BIDPRO	50.00	25.00	75.00
WINK BEAUTY INC	854 VILLA ST	BIDRET	150.00		150.00
IMAGINE HAIR SALON	857 VILLA ST	BIDRET	150.00		150.00
STEALTHMODE LLC	277 CASTRO ST	BIDRET	150.00	75.00	225.00
AMERICAN VACATION TRAVEL AGENT	257 CASTRO ST 204	BIDPRO	50.00	25.00	75.00
IMAGINE ALTERATIONS	857 VILLA ST	BIDRET	150.00		150.00
CVS/ PHARMACY	850 CALIFORNIA ST	BIDRET	150.00		150.00
RED ROCK COFFEE	201 CASTRO ST 1	BIDRST	200.00	150.00	350.00
RONNIE P T	857 VILLA ST	BIDRET	150.00		150.00
3 KINGDOMS INC	134 CASTRO ST	BIDRST	200.00	150.00	350.00
TEASPOON	134 CASTRO ST	BIDRST	200.00	150.00	350.00
ROOTSTOCK WINE BAR	331 CASTRO ST 100	BIDRST	200.00	125.00	325.00
S S G I	257 CASTRO ST 201	BIDPRO	50.00	25.00	75.00
SAVVY CELLAR WINES INC DBA SAVVY CELLAR/THE CROSSING	750 W EVELYN AV	BIDRET	150.00		150.00
VASO AZZURO LLC DBA VASO AZZURRO RISTORANTE	108 CASTRO ST	BIDRST	200.00	125.00	325.00
SIC-MOUNTAIN BAY PLAZA LLC	444 CASTRO ST	BIDPRO	50.00		50.00
HUY THANH DO DDS INC/DBA DEN	756 CALIFORNIA ST B	BIDPRO	50.00		50.00
AFURI RAMEN + DUMPLING	124 CASTRO ST	BIDRST	200.00	125.00	325.00
YUAN MING ACUPUNCTURE CLINIC INC	676 W DANA ST	BIDPRO	50.00		50.00
YIFANG MOUNTAIN VIEW	143 CASTRO ST	BIDRET	150.00	125.00	275.00
BAY BRIYANIS	698 W DANA ST	BIDRST	200.00		200.00
LAMAMED SOLUTIONS INC	257 CASTRO ST 216	BIDPRO	50.00	25.00	75.00
NANCY ANN GEE ATTORNEY AT LAW	774 W DANA ST	BIDPRO	50.00		50.00
LE BOULANGER	650 CASTRO ST 160	BIDRST	200.00		200.00
COMMUNITY CARE ED SERVICES	694 W DANA ST	BIDPRO	50.00		50.00
NATURE MAGIC ACUPUNCTURE	762 W DANA ST	BIDPRO	50.00		50.00
HAPPY FEET FOOT SPA	858 VILLA ST	BIDRET	150.00		150.00

FASHION CUTS AND BARBER SHOP	844 W DANA ST	BIDRET	150.00		150.00
LAW OFFICES OF MARLA HOEHN	650 CASTRO ST 120-420	BIDPRO	50.00		50.00
MOUNTAIN VIEW FUNERAL & CREMATION	805 CASTRO ST	BIDPRO	50.00		50.00
SOPHIA TANG ACUPUNCTURE & HERBS	341 CASTRO ST D	BIDPRO	50.00	25.00	75.00
ROBERT CHANG AGENCY	257 CASTRO ST 105	BIDPRO	50.00	25.00	75.00
TIYAS TOUCH	692 W DANA ST	BIDRET	150.00		150.00
MARUYAMA	859 VILLA ST	BIDRST	200.00		200.00
ARBO WORKS INC	153 CASTRO ST 2ND FL	BIDRET	150.00	100.00	250.00
CYH INC	257 CASTRO ST 105	BIDPRO	50.00	25.00	75.00
KIRIN CHINESE RESTAURANT	485 CASTRO ST	BIDRST	200.00		200.00
KLF	257 CASTRO ST 105	BIDPRO	50.00	25.00	75.00
MOUNTAIN VIEW SERVICE CENTER	257 CASTRO ST 222	BIDPRO	50.00	25.00	75.00
KATSU	859 VILLA ST	BIDRST	200.00		200.00
BLOOMSGIVING	301 CASTRO ST 100	BIDRET	150.00	75.00	225.00
756 CALIFORNIA LLC	756 CALIFORNIA ST B	BIDPRO	50.00		50.00
J&S SALON	607 W DANA ST G	BIDRET	150.00		150.00
UDON MUGIZO	180 CASTRO ST	BIDRST	200.00	125.00	325.00
HUMMUS MEDITERRANEAN KITCHEN	185 CASTRO ST	BIDRST	200.00	125.00	325.00
B AND Y GIFT SHOP	361 CASTRO ST	BIDRET	150.00	75.00	225.00
ARI FOOD SYSTEM INC	357 CASTRO ST 3A	BIDRST	200.00	125.00	325.00
PURECHAIR SPA INC	860 VILLA ST	BIDRET	150.00		150.00
GRANITE PEAK HOLDING INC	785 CASTRO ST A	BIDPRO	50.00		50.00
ANTHONY HAIR DESIGNS	951 W DANA ST	BIDRET	150.00		150.00
JENNY CHEUNG OD	650 CASTRO ST 150	BIDPRO	50.00		50.00
CENTER TAILOR & ALTERATION	257 CASTRO ST 101	BIDRET	150.00	75.00	225.00
NEXT LEVEL BOARD GAME CAFE	888 VILLA ST	BIDRET	150.00		150.00
ARENA SJ LLC	251 CASTRO ST	BIDRST	200.00	150.00	350.00
SILICON THERMAL INC	888 VILLA ST 110	BIDPRO	50.00		50.00
BIGPANDA INC	888 VILLA ST 300	BIDPRO	50.00		50.00
KDB SILICON VALLEY LLC	888 VILLA ST 500	BIDPRO	50.00		50.00

JST ACUPUNCTURE	762 W DANA ST	BIDPRO	50.00		50.00
GINGKO FURNITURE JC FURNITURE LLC	903 CASTRO ST	BIDRET	150.00		150.00
298 CASTRO PARTNERS LLC	812 W DANA ST	BIDPRO	50.00		50.00
WARM DAY SPA	692 W DANA ST A	BIDRET	150.00		150.00
ASH SHOPS DBA ICICLES	292 CASTRO ST	BIDRST	200.00	125.00	325.00
BEYOND THREADS LLC	275 CASTRO ST	BIDRET	150.00	100.00	250.00
ECCO INC THE FIREPLACE ELEMENT	345 CASTRO ST	BIDRET	150.00	125.00	275.00
UME TEA	220 CASTRO ST	BIDRST	200.00	125.00	325.00
STEINS BEER GARDEN	895 VILLA ST	BIDRST	200.00		200.00
ZHANG LIANG MALA TANG	246 CASTRO ST	BIDRST	200.00	125.00	325.00
ART FRAME STUDIO	257 CASTRO ST 100	BIDPRO	50.00	75.00	125.00
GHOST LOCOMOTION INC	900 VILLA ST	BIDPRO	50.00		50.00
FACIAL TOWN	257 CASTRO ST 110	BIDRET	150.00	75.00	225.00
VIDA MV LP DBA VIDA	110 CASTRO ST	BIDRST	200.00	150.00	350.00
EVODYNE ROBOTICS ACADEMY	881 CASTRO ST	BIDPRO	50.00		50.00
MASA SUSHI JAPAN	650 CASTRO ST 180	BIDRST	200.00		200.00
FURNITURE & ART	262 CASTRO ST	BIDRET	150.00	75.00	225.00
CHEZ T J INC	938 VILLA ST	BIDRST	200.00		200.00
ANKANG ACUPUNCTURE CLINIC INC	800 CALIFORNIA ST 120	BIDPRO	50.00		50.00
AMARIN THAI CUISINE	147 CASTRO ST	BIDRST	200.00	125.00	325.00
MOVING OPTIMAL CHIROPRACTIC	838 W DANA ST	BIDPRO	50.00		50.00
STUDIO MV	825 CASTRO ST	BIDRET	150.00		150.00
CREPEVINE	300 CASTRO ST	BIDRET	150.00	125.00	275.00
LA FONTAINE RESTAURANT	186 CASTRO ST	BIDRST	200.00	125.00	325.00
WELL HEALTH ACUPUNCTURE	838 W DANA ST	BIDPRO	50.00		50.00
BETTERHELP COMPILE INC	990 VILLA ST	BIDRET	150.00		150.00
LIMON	800 CALIFORNIA ST	BIDRST	200.00		200.00
			30,350.00	9,425.00	39,775.00
					39,775.00





# Downtown Business Association Advisory Council

(as of August 31, 2023)

Kaycee Aull, 1 Oz Coffee  
Jean Boulanger, Red Rock Coffee  
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  
Yeraldin Rivera, Asian Box

