

May 6, 2025

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,



Catherine A Levitt
Branch Manager – Vice President
Tri Counties Bank

May 3, 2025

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives. DSMA has also supported my business since its launch at the end of last year and I would not be able to have my business operating at the capacity that it is without DSMA's support. DSMA is more than just an association, they are part of the community that brings value to the San Mateo area.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,
Dr. Justin Y. Shin
Owner
The Cupping Box
240 Main Street San Mateo, CA 94401
415-851-1415



Downtown San Mateo Association <hqdsma@gmail.com>

DSMA Letter of Support

1 message

robert anderson <[REDACTED]>
To: Downtown San Mateo Association <hqdsma@gmail.com>

Sat, May 3, 2025 at 10:36 AM

San Mateo City Council
[330 W. 20th Avenue](#)
[San Mateo, CA 94403](#)

Dear City Council Members,

The Downtown San Mateo Association (DSMA) has continued to be a crucial part of our vibrant Downtown. I have witnessed first hand how the DSMA has enhanced the vibrancy and appeal of our downtown district through effective community engagement, marketing and civic partnership. The DSMA has organized numerous local downtown events which have brought thousands of people to the district over the past year. These events have increased foot traffic in the area and added to the customer patronage of our local businesses and restaurants.

The DSMA has a proven track record of bringing energy and collaboration to our downtown community. I strongly urge you to approve this renewal of the Downtown Business Improvement Area.

Sincerely,

Robert Anderson
DSMA Board Member
Downtown Resident

May 4, 2025

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives. This year, new banners are showcased on the north end of B street.

It's a small detail, but very meaningful to our little piece of San Mateo.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefitting both businesses and residents. As San Mateo residents, we continue to enjoy yearly community events such as Boos on B, La Posadas, and Boba Day! But the added bonus is that as business owners, we definitely appreciate the extra foot traffic that these community events bring. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,

Lorry Morales
Manager
La Pinata Mexican

April 30, 2025

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives.

I reside in San Mateo and have participated in events organized by The Downtown San Mateo Association both as an individual as well as business sponsors. I really love the events and how it brings the community together.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,



Cathy (You-Chen) Tao, DDS MS
Orthodontist/Practice owner
Florian Orthodontics





Downtown San Mateo Association <hqdsma@gmail.com>

letter

Michele Lefante Perkins [REDACTED]
To: Downtown San Mateo Association <hqdsma@gmail.com>

Wed, Apr 23, 2025 at 8:36 PM

San Mateo City Council
[330 W. 20th Avenue](#)
[San Mateo, CA 94403](#)

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,
Michele Lefante Perkins
Owner
Renew Salon

5/1/25

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear Members of the City Council,

I am writing to express my strong support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association (DSMA) has played a crucial role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives.

Over the past year, DSMA has continued to bring energy and collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to approve its renewal.

Sincerely,



OWNER



May 2, 2025

San Mateo City Council
330 W. 20th Avenue
San Mateo, CA 94403

Dear City Council Members,

I am passing along this letter to show my support for the renewal of the Downtown Business Improvement Area. The Downtown San Mateo Association has played a leading role in enhancing the vibrancy and appeal of our downtown district through its effective community engagement, marketing, and civic partnership initiatives. People are starting to see just how great downtown San Mateo can be with the recent efforts and we need to continue to support them to see it flourish even more.

Over the past year, DSMA has continued to bring energy and thoughtful collaboration to our community, benefiting both businesses and residents. The DSMA's efforts are essential for maintaining a thriving downtown, and I urge you to please approve its renewal.

Sincerely,

David Hunsaker
Owner
Fogbird