



Downtown San Mateo Association FY 2020-21 Annual Report

June 15, 2020



- Downtown San Mateo - More Restaurants Open for Takeout & Delivery!** FREE PARKING DOWNTOWN

Kazanka Green Kitchen	250 S 5th St	(855) 398-6112
Mex-Mex	11am-11pm	
Sajj Mediterranean	251 East 3rd Ave	(850) 274-0150
Mex-Mex	11am-11pm	
MEXICAN		
Chorizo Tacos	726 E 8th St	(850) 343-8498
Mex-Mex	11am-10pm	
El Rinconato Cochaco	85 N W 52nd St	(850) 347-1393
Mex-Mex	8am-6pm	
La Nayaeta Tacos	600 E 3rd Ave	(850) 347-5414
Mex-Mex	8am-11:30pm	
Las Palmas Tacos	694 E 4th Ave	(850) 343-9825
Mex-Mex	11am-10pm	
Mic Taco Man	203 E. 4th	(850) 342-7064
Todays, 11am-11:30pm		
Pocho V Tacos	365 E 4th Ave	(850) 343-4123
Mex-Mex	11am-10pm	
Tacos Al Vapor	602 E E 4th Ave	(850) 344-9936
Tues-Open	8am-6pm	

Seguete Los Castores	Mon-Tues (11am-6pm)	(666) 695-2932
Tapiaria Los Pinos	Mon-Tues (11am-5pm)	(666) 347-8790
OTHER ASIAN		
Atsio	234 S. 9th	(666) 362-4506
Beat of Burma	Tues-Thurs 14pm-Fri/Sat 4pm-6pm	
Bonchon	146 E. 3rd Ave.	656-235-0239
C Food Chuan	Mon-Tues 11am-7:30pm	
C Food Chuan	220 S. 9th	(666) 456-3110
C Food Chuan	Mon-Tues (11:30am-9pm)	
Federa Sertao Garden	291 S. 8th	(666) 695-6668
Federa Sertao Garden	7 Days (1pm-6pm)	
Goa Kitchen	1350 S. 9th	(666) 445-7585
L & L Hawaian Barbecue	Mon-Thurs (11am-2:30pm/Sat 10am-5pm)	
L & L Hawaian Barbecue	54 S. 2nd	(666) 347-8895
L & L Hawaian Barbecue	Mon-Fri (11am-9pm/Sat 12-3pm)	

Thangpao Palace	015-31 3rd Ave	(602) 548-5489
Thangpao Palace	015-31 (11am-11pm)	Sun-Sat (13-4pm)
Thangpao Palace	015-31 (11am-11pm)	(602) 342-4401
TRADITIONAL AMERICAN		
3 Pigs	11 25th & Grand	(602) 342-3434
Big Wheel Restaurant	301 2nd Ave	(602) 342-2336
Donaghy's Cafe	1000 N. Sunnyside	(602) 625-1888
San Antonio Prime	174 3rd Ave	(602) 500-9118
swedish		
1st and 2nd	1000 N. Sunnyside	(760) 755-6500
Third Ave. Sports Bar	77 E 77 2nd Ave	(602) 340-8272
Youth 164	164 S. 8th St.	(602) 340-6164
Voghter	Tum-Sun, 4:20-7:30	
	222 E 4th	(602) 695-2727
	1000 N. Sunnyside	
VIETNAMESE		
Ben Tre	213 2nd Ave	(602) 506-6688
Central Market	1000 N. Sunnyside	(602) 625-1888
Goat Viet	517 S 8th St	(602) 375-8121
Grand Hotel	1000 N. Sunnyside	(602) 477-4754
Quoc Viet	111 23rd Ave	(602) 342-4401
Thanh Binh	310 S 2nd Ave	(602) 331-4121

Businesses Temporarily Closed

The following places are currently closed due to the health order. If you wish to support them during this difficult time, please consider purchasing a gift card or contacting the business directly.

Ajzen Ramen Aurora	Gyo-Kaku Japanese SBO Pacific Catch
Chicken Pao Yee ExpoStar ChuanXiao's	Shirokita WanNai
Gong Cha	

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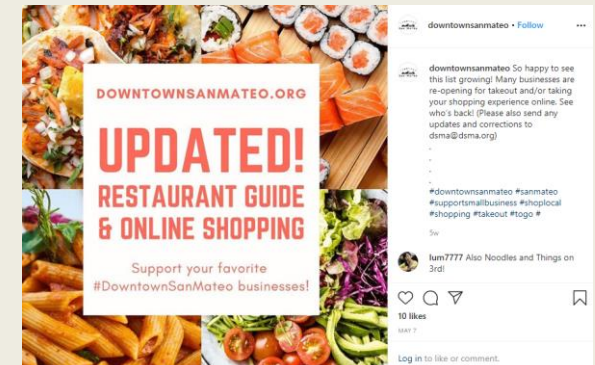
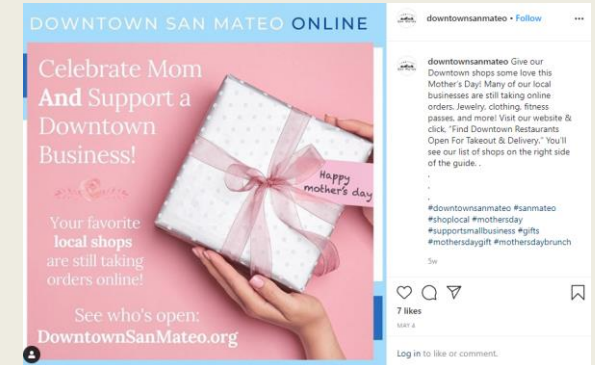
FY 2019-20 DSMA Accomplishments

- Proactively supported Downtown businesses during crisis
- Produced eight weekly 2-page ads in Daily Journal advertising open businesses during the COVID event
- Completed successful financial review by CPA firm
- Collaborated on Downtown events – September Nights, La Fiesta, Holiday Train, & Martin Luther King Day
- Updated and distributed 3,000 Downtown Restaurant Guides
- Explorer Magazine two-page ad was distributed to 15,000 rooms in 75 hotels across the Bay Area
- Continued work on assessment equity issue



DSMA Goals for FY 2020-21

- Continue to support businesses during the COVID-19 Event
- Inform businesses and the public to the changes in Downtown through social media and print ads
- Provide Downtown beautification and cleanliness
- Develop an improved website to promote Downtown
- Collaborate with City Council and City staff on downtown issues
- Reduce operation costs for businesses by a 50% reduced assessments



DSMA Challenges

- The COVID-19 Event
 - What we know now as businesses try to reemerge
 - The uncertainty of the rest of 2020
- Downtown cleanliness
 - Litter
 - Homelessness
 - Garbage containers
- DSMA strategic focus
 - Equitable assessment distribution amongst Downtown businesses
 - Recruit active Board Members



FY 2020-21 Budget Review

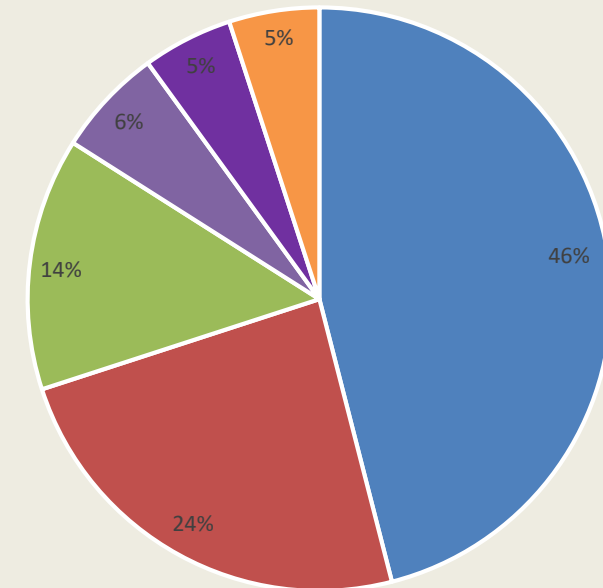
FY 2020-21 Estimated Annual Assessment: **\$75,450 (decrease of 60%)**

FY 2020-21 Estimated Expense: **\$175,450 (decrease of 26%)**

Management and Administration: 5%

Program Activities: 95%

- Cleaning Crew – 46%
- Marketing – 24%
- Website – 14%
- Contingency – 6%
- Other Programs – 5%



■ Cleaning ■ Marketing ■ Website ■ Contingency ■ Administration ■ Other



Q&A