



9.10.2022

City of San Mateo City Council
330 West 20th Avenue
San Mateo, CA 94403

Dear Mayor Bonilla and City of San Mateo Council Members,

I am writing on behalf of Prometheus Real Estate Group, a property owner and business owner based here in San Mateo. We have been doing business in the Downtown Business Improvement Area ("DBIA") for many years, and I am writing to express our support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

Our firm's properties and the commercial tenants we work with have benefited from the services provided by DSMA. We strongly believe it is important for DSMA to continue to be able to provide services that support business throughout the downtown to ensure a strong, clean, and safe environment with which all can thrive.

We understand that the proposed fee structure is more equitable as it considers the changes throughout downtown San Mateo and reflects the benefits received by businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for enhancement and expansion of services.

We urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,

A handwritten signature in black ink, appearing to read "Jonathan Stone", with a long horizontal line extending to the right.

Jonathan Stone
Senior Director of Development
Prometheus Real Estate Group, Inc.
1900 South Norfolk Street, Suite 150, San Mateo, CA 94403



Joe Sully
Third Ave Center
60 E. Third Ave
San Mateo, Ca.
September 23, 2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Members:

I have been a property owner in the Downtown Business Improvement Area ("DBIA") for 40 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").


I have been involved with the DSMA since it's inception, it has benifited the downtown with the services, events, marketing, promoting and helping to keep the area clean and safe.

Over the years we have had many dedicated people involved in keeping the service in place. There is only so much a volunteer group of property and business owners can do without supportive funding.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,

Joe Sully





October 1, 2022

Frame Platform, Inc.
A wholly owned subsidiary of Nutanix, Inc.
318 South B Street
Suite 7
San Mateo, CA 94401

City Council – City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

RE: Endorsement of DSMA Fee Modification

Council Members,

I am writing today to add our company's support for the DSMA's proposed rate modification.

Frame Platform, Inc. ("Frame", a wholly owned subsidiary of Nutanix, Inc.) has been in downtown San Mateo for over 6 years. Our company was initially attracted to the downtown because of its unique combination of central location, proximity to public transportation, and the multitude of amenities. The downtown makes positive impacts on our employees because it has continued to be a clean and vibrant area.

As an upstairs business, Frame realizes that we have a responsibility to equitably share the expense of keeping downtown San Mateo relevant. Our company would pay more in fees in this proposal, but we realize that we have not paid our fair share to support the DSMA's efforts.

I would like to urge the City Council to continue its support the DSMA and the DSMA's Fee Modification.

Sincerely,

James Whitley
Frame Platform, Inc.



ALL
ABOUT
PARKING

9/14/2022

City Council City of San Mateo
330 West 20th Ave,
San Mateo, CA 94403

Dear Council Members,

All About Parking has been doing business in the Downtown San Mateo Business Area for 20 years. In addition, our headquarter offices have been located in the area for the past 5 years. I am writing to express our full support for the new fee structure proposed by the Downtown San Mateo Association (DSMA).

The DSMA is a vital organization to downtown visitors and businesses alike. They provide much needed additional cleaning services (over and above what the city provides), and they provide website SEO and advertising for all businesses under the purview of the DSMA. The current fee structure is disproportionate to the types of businesses that currently reside in San Mateo, and we are in full support of the proposed changes.

We understand that the proposed fee structure is more equitable as it considers the various types of businesses in Downtown San Mateo. It also helps to ensure the viability of the DSMA by providing additional funding that is required for enhanced and expanded services and community building events.

We urge you to move forward with the decision to update the fee structure to the DSMA proposed model.

Sincerely,

Roy Nickolai
Roy Nickolai (Sep 23, 2022 10:09 PDT)

Roy Nickolai, CEO, All About Parking, Inc.

LifeMoves

181 Constitution, Menlo Park, CA 94025, and
415 Second Avenue, San Mateo, CA 04401

City Council

City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:


LifeMoves has operated The Vendome Housing Program in the Downtown Business Improvement Area ("DBIA") for many years, and I am writing to express full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

LifeMoves has been welcomed as a DSMA member, even though we house the City's most disenfranchised individuals within the district. It is important for DSMA to continue to be able to provide services that support non-profits like LifeMoves.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,


Brian Greenberg, Ph.D.
VP/Programs and Services
LifeMoves



Lew Cohen <bstreetbooks@gmail.com>

DSMA Letter of Support

1 message

robert anderson [REDACTED]

Fri, Sep 30, 2022 at 2:40 PM

To: Lew Cohen [REDACTED]

City Council
City of San Mateo
330 West 20th Ave.
San Mateo, Ca 94403

Dear Council Members,

I have served on the DSMA Board for nine years and was a past DSMA President for two years. Through the years the DSMA has been an integral part of Downtown San Mateo. Our Downtown has changed over the years but the DSMA's fee structure has remained the same which has resulted in our organization's revenue stream remaining flat. The proposed fee restructuring will update the changes in Downtown and will result in a more equitable funding source and ensures that the DSMA can continue to serve local businesses. The additional revenue will also allow the DSMA to hire an Executive Director and plan for more public events in the Downtown district.

I urge you to move forward with the decision to update the fee structure to the proposed model as outlined.

Sincerely,

Robert Anderson
DSMA Board Member

Colleen Rafferty
Christensen & Rafferty Fine Jewelry
100 S. Ellsworth Ave
Suite 607
San Mateo, CA 94401
October 2, 2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

I have been doing business in the Downtown Business Improvement Area ("DBIA") for 49 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

I have personally benefited from the services provided by DSMA, especially from community activities, downtown cleaning, beautification, social media posts and community news letters that brings potential clients to my business. It is important for DSMA to continue to be able to provide services that support business owners like myself.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,


Colleen Rafferty



Lew Cohen <bstreetbooks@gmail.com>

Fwd: Letter of DSMA Support

1 message

Downtown San Mateo <dsmateam@gmail.com>

Sun, Oct 2, 2022 at 12:53 PM

To [REDACTED]

----- Forwarded message -----

From: **Rafat Haddad** <threebeescoffee@yahoo.com>

Date: Fri, Sep 30, 2022 at 3:25 PM

Subject: Letter of DSMA Support

To: dsmateam@gmail.com <dsmateam@gmail.com>

Dear City Council Member,
City Of San Mateo
330 W. 20th Ave
San Mateo CA 94403

3 Bees Coffee has been in business for 20+ years. I, Rafat Haddad, have been involved in the downtown and the reason for this letter is to show my full support for the new fee structure that is designed and approved by the Downtown San Mateo Association.

From my own experience, I did not realize how important and valuable the DSMA has been to me personally and my business until I joined the board of the DSMA in my early start of the cafe in 2002. I believe that I can speak on behalf of number of downtown business owners in regards of the DSMA.

I believe the new changes in the proposed formula would treat all businesses equally and does not put the burden only on small and store front businesses. I hope the new proposal would allow the DSMA do more promotions as well as events to keep the Downton more vibrant.

I fully support the proposal and advise the city council members to approve the new fee structure requested by the DSMA Board.

Best regards
Rafat Haddad
3 Bees Coffee
224 E 3rd Ave
San Mateo, CA 94401
650 344-2339

Nancy Bee
China Bee Restaurant
31 S B Street
San Mateo, CA 94401
8/19/2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

Our family has been doing business in the Downtown Business Improvement Area ("DBIA") for 30 years, and I am writing to express our full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

We have personally benefited from the services provided by DSMA. It is important for DSMA to continue to be able to provide services that support business owners like our family.

We understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo and reflects the benefits received by businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for enhancement and expansion of services.

We urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,

A handwritten signature in black ink, appearing to be 'Nancy Bee', with a long horizontal flourish extending to the right.

Nancy Bee

September 30th, 2022

Atlas
209 Second Avenue,
San Mateo, CA 04401

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

Atlas skateboard store has been operating steadily inside the Downtown Business Improvement Area ("DBIA") for 15 + years, and I am writing to express full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

With open arms, the DSMA has welcomed us for then entire time we have been in business. While others sometimes pre judge, or discriminate against skateboarding, the DSMA has been quite the opposite. I do think the DSMA is a valuable asset to Downtown San Mateo.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

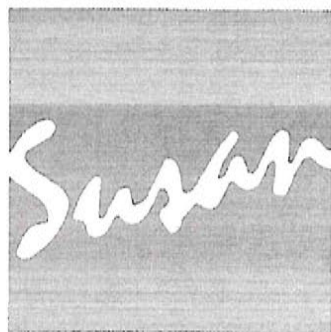
I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,



Ryan Motzek

Co-Owner/Creative Director
Atlas



SUSAN UZUNOGLU ■

EUROPEAN
BEAUTY THERAPY ■

200 BEN FRANKLIN CT. ■
SAN MATEO, CA 94401

(650) 579-1717 ■
susan@susaneurobeauty.com ■

City Council
City of San Mateo
330 W. 20th Ave
San Mateo CA 94403

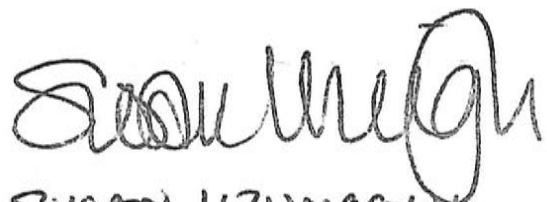
Dear Council Members,

I have been doing business in the Downtown Business Improvement Area (DBIA) for 37 years and would like to express my full support for the new fee structure proposed by the DSMA.

I believe the structure to be more equitable as it considers the changes in downtown San Mateo and reflects the benefits received by the businesses in the DBIA and ensures the visibility of the DSMA, providing additional funding necessary for the expansion and enhancement of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely


SUSAN UZUNOGLU

Jennifer Chen

From: Patrice Olds
Sent: Sunday, October 9, 2022 9:15 AM
To: City Council (San Mateo); Jennifer Chen
Subject: FW: Proposed BID Rate Schedule for Downtown San Mateo

-----Original Message-----

From: Wendy Klein [REDACTED]
Sent: Friday, October 7, 2022 11:14 AM
To: Clerk <cityclerk@cityofsanmateo.org>
Subject: Proposed BID Rate Schedule for Downtown San Mateo

Dear Patrice:

My name is Wendy Klein and I am the co-owner of Nandi Yoga - just received the newsletter from the Downtown San Mateo Association that included the proposed rate increases.

In general we are supportive of their mission although we have seen virtually none of the investment here on the fringe of San Mateo - its focus is really on downtown San Mateo.

What we are VERY opposed to is a proposal based on number of employees - we are a business that has a large number of employees each working 1-2 hours a week - so on an FTE basis we might have 3-4 employees which would pay \$200 a year (3x what we are paying now) - but under their proposal, we would pay \$850 a year or more then 12x what we are paying now - that is totally unacceptable to us.

Further, we have been very hard hit by COVID - we have operated for the past 2.5 years at a significant deficit - and are just starting to see people come back. We've had to make some tough decisions on cutting costs in order to keep our yoga teachers on staff and are simply not in a position where we can easily cover an increase of these fees now. (By the way, a lot of yoga studios have permanently closed because of COVID so we are grateful we are still in business but it's been a very tough time).

If the city is going to make the changes to the rates and use employees as the deciding factor, I suggest you either need to put an FTE equivalent in your proposed structure or leave Nandi as a retail business since we sell clothes and yoga props. Further, the "Employee" definition is also not the right definition because there are a large number of companies with 50-200 people working who are all contractors - so they would pay zero \$200 under your proposal as well - there is a lack of fairness in this model.

We did give this feedback to the consultant that DSMA is using as well.

Please let me know if you require additional information or need me to come in for the meeting.

Regards,

Wendy Klein
Co-Owner, Nandi Yoga
[REDACTED]

