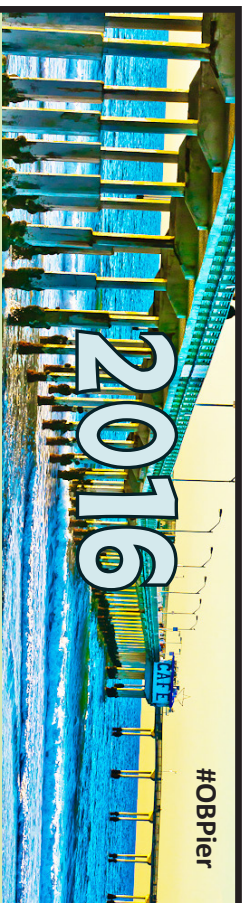


OCEAN BEACH 2016 YEAR OF THE PIER

Farmers Market <i>(OB MainStreet Association)</i>	Every Wed. <i>(4-7pm winter, 4-8pm summer)</i>
OB Kite Festival & Parade <i>(Kiwanis Club of Ocean Beach)</i>	May 7
OB Exposed! Photographic Exhibit & Contest <i>(OB Historical Society)</i>	May 20
OB Street Fair & Chili Cook-Off Festival <i>(OB MainStreet Association)</i>	June 25
OB Fireworks off the Pier <i>(OB MainStreet Association)</i>	July 4
OB Craft Fairs <i>(OB Town Council)</i>	Aug. 6, 20
Pier Pancake Breakfast <i>(OB Town Council)</i>	TBD
OB Craft Fairs <i>(OB Town Council)</i>	Sept. 3, 24
Mike Hardin (Bossman) Day <i>(OB MainStreet Association)</i>	Sept. 30
OB Pier Fishing Derby <i>(Kiwanis Club of Ocean Beach)</i>	TBD
OB Oktoberfest <i>(OB MainStreet Association)</i>	Oct. 7, 8
OB Brat Trot <i>(OB Community Foundation)</i>	Oct. 8
OB Craft Fairs <i>(OB Town Council)</i>	Oct. 15, 22
OB Halloween Carnival at Rec. Center <i>(OB Recreation Center)</i>	Oct. 29
OB Restaurant Walk <i>(OB Town Council & OB MainStreet Association)</i>	Nov. 8
OB Craft Fairs <i>(OB Town Council)</i>	Nov. 12, 26
OB Holiday Tree Auction <i>(OB Town Council)</i>	Dec. 1
OB Holiday Parade <i>(OB Town Council)</i>	Dec. 3
OB Craft Fairs <i>(OB Town Council)</i>	Dec. 3, 10, 17, 24
OB Food & Toy Drive <i>(OB Town Council)</i>	3rd week of Dec.

Dates subject to change - please check www.OceanBeachSanDiego.com for up-to-date information.



OCEAN BEACH MAINSTREET ASSOCIATION

Web Ads

medium rectangle - \$450 / 6 months
large square - \$600 / 6 months
Contact:
Susan James - susan@OceanBeachSanDiego.com
619-224-4906

Special Announcements

FREE for Members
OBVA Website, Social Media, Newsletter
Contact:
Isabel Clark - isabel@OceanBeachSanDiego.com
619-224-4906

Newsletter Inserts

\$60
+ provide 375 inserts (subject to change)
Contact:
Claudia Jack - 619-224-4906

Sundowners - Attend and/or Host

4th Thursday of the month (generally)
5:30pm - 7:30pm
Contact:
Isabel Clark - isabel@OceanBeachSanDiego.com
619-224-4906

Discounted rates for members for: Farmers Market, Special Events, Cooperative Advertising

Contact:
Denny Knox - info@OceanBeachSanDiego.com
619-224-4906

ADVERTISER/PR CONTACTS

For more information on advertisement & PR support:


Brown Marketing Strategies
Shannon Brown - 619-546-5390 shannon@brownmarketingstrategies.com

To contact the reps directly:

The Peninsula Beacon - Peninsula Visitor's Guide & Farmers Market Special Section
Mike Fahney - 858-270-3103 x 107 mikefahney@sdnews.com
San Diego CityBeat
Kevin Hellman - 619-281-7526 x 103 kevinh@sdcitybeat.com
Passport to San Diego, Inc.
sales@passport-sd.com
U-T San Diego/DiscoverSD.com
Kevin Pham - 619-293-1589 kevin.pham@utsandiego.com
The Reader
Stephen Hatch - 619-206-7545 shatch@sandiegoreader.com
Point Loma About Town Magazine
Robin Deryckere - 619-665-6927 robinderyckere@gmail.com
Pacific San Diego Magazine
David Perloff - 619-296-6300 david@pacificsandiego.com

SOCIAL MEDIA

Facebook Twitter Yelp Google+ YouTube LinkedIn Pinterest Instagram

 Ocean Beach MainStreet Association
1868 Bacon Street, Ste. A • San Diego, CA 92107 • 619-224-4906 • info@OceanBeachSanDiego.com
www.OceanBeachSanDiego.com

2016 OBMA Annual Marketing Breakfast

BRAND EQUITY

KNOW IT • BE IT • PROMOTE IT

BRAND EQUITY: Value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself

KNOW IT

How to identify your brand

- Do you have a theme?
- Characteristics of your brand
- What do you want your brand to be?

BE IT

How to create brand culture with your employees

- Meet with employees to go over brand culture, policies, procedures, etc.
- Make sure your employees are on board with your brand
- Style guide (dress code, marketing guidelines, logo use, language, etc.)

PROMOTE IT

How to integrate your culture into your marketing efforts

- Digital and online marketing
- Partnerships with local non-profits, fundraisers, etc.
- Capitalize on Ocean Beach special events and the Farmers Market
- Utilize OBMA marketing services (advertising, website, social media newsletter, etc.)

2016 OBMA Annual Marketing Breakfast
BRAND EQUITY
KNOW IT • BE IT • PROMOTE IT

COMPANY PROFILE WORKSHEET

Business name: _____

Person attending: _____

What is your brand? _____

What does your brand stand for? _____

What is your company culture to support your brand? _____

How do you market your brand and company culture? _____

How do others perceive your brand? _____

Exclusive **MARKETING OPPORTUNITIES** **FOR OBMA MEMBERS**

SPECIAL ANNOUNCEMENTS (FREE for members)

We are happy to publicize your special announcements (sales, specials, new products, events, initiatives, and other news) in our printed newsletter (distributed to 500+ member businesses and posted online), on our website (nearly half a million page views per year), and through our social media channels (over 5,000 followers on Facebook alone). To submit an announcement, use our online form at oceanbeachsandiego.com/forms/have-announcement or email the details to isabel@oceanbeachsandiego.com.

NEWSLETTER INSERTS (\$60 fee)

Reserve an insert space in our printed monthly newsletter (mailed/emailed to 500+ members and posted online) and provide 375 copies of your 8.5-inch by 11-inch flyer or ad printed on no heavier than 20-pound (standard) paper by the 15th of the previous month. Spaces fill quickly! To reserve a spot, call Claudia in the OBMA office: 619-224-4906.

WEBSITE ADVERTISING (\$450-\$600 per 6 months)

Ads rotate on all pages of the OBMA website (nearly half a million page views per year). We will work with you or with your artist to design ads for your business. You may provide us with photos, text, and contact info for the ad. To get started, contact Susan in the OBMA office: susan@oceanbeachsandiego.com / 619-224-4906.

SUNDOWNERS (ATTEND and/or HOST!)

Monthly networking events provide an opportunity to socialize and connect with other local businesses. Hosting or co-hosting a Sundowner is a fun way to create a positive impression of your business within the OBMA community. Sundowners are generally held on the fourth Thursday of the month from 5:30 p.m. to 7:30 p.m. Spaces fill quickly! To host a Sundowner, contact Isabel in the OBMA office: isabel@oceanbeachsandiego.com / 619-224-4906.

TOURIST INFO CENTER

OBMA members are welcome to provide literature that we pass along to visitors and residents in our office. Drop off your material at 1868 Bacon Street, Suite A.

MORE →

COMMUNITY MURAL PROJECT

Community murals are created at the annual OB Street Fair and installed on buildings around town. The OBMA installs and maintains the murals and hosts the information and mural map on our website. Having a mural on your building draws customers right to your door! For more information, contact the office: info@oceanbeachsandiego.com / 619-224-4906

FARMERS MARKET

OBMA members are encouraged to take advantage of the weekly OB Farmers Market. Most member businesses are eligible for priority booth space rental at the market to reach our 5,000+ weekly market visitors with their products and/or services. For businesses near the market who don't rent booths, we recommend capitalizing on the increased foot traffic by creating inviting displays and offering market-specific specials.

SPECIAL EVENTS (fees vary)

We provide numerous opportunities to capitalize on a range of special events from throughout the year. Sponsor a stage or named area at our annual Street Fair or sponsor a table or contribute a raffle prize at our annual Awards Celebration. Take advantage of discounted rates on booth space rentals for major events. Opportunities vary throughout the year. Look out for email updates or contact the OBMA office for the most current available opportunities: info@oceanbeachsandiego.com / 619-224-4906

COOPERATIVE ADVERTISING (fees vary)

Opportunities for our members to create an advertising presence for a low cost in major publications, such as the San Diego Visitors Guide, vary throughout the year. Contact the office for the most current available opportunities: info@oceanbeachsandiego.com / 619-224-4906

STAY IN TOUCH

We are constantly developing new marketing opportunities for our members. Be sure to read our emails and newsletters, and stay tuned to our website and social media channels for the latest announcements!

www.OceanBeachSanDiego.com

Facebook: Ocean Beach MainStreet Association [facebook.com/OBMA92107](https://www.facebook.com/OBMA92107)

Twitter: @OceanBeachCA

Instagram: @ob_92107

LinkedIn: Ocean Beach MainStreet Association



We Know Your Market

Where the Sun Sets on San Diego

The Ocean Beach San Diego website boasts over half a million pageviews each year. This is a 10% increase from the previous year. Our Street Fair & Chili Cook-Off section saw a 41% increase in pageviews.

Website visitors come to our website for many different reasons, but the one reason all visitors come to our site is because they are interested in what Ocean Beach has to offer. This means you have the opportunity to leverage our site's traffic to get in front of your potential customers.

Top 5 Metro Locations in California

	Sessions
San Diego	123,683
Los Angeles	39,013
Chula Vista	5,253
El Cajon	4,663
San Francisco	4,609
TOTAL	177,221

#1 Region: California



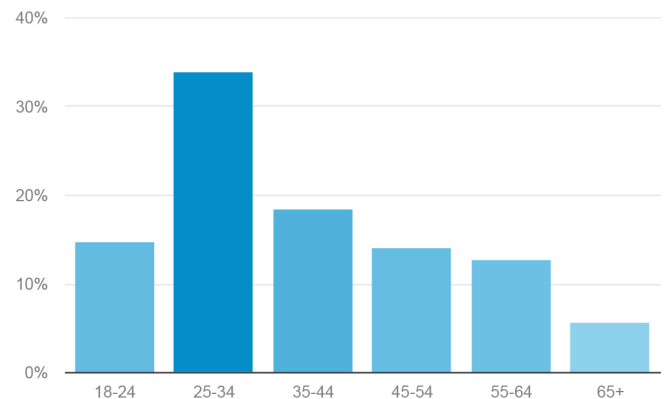
Online Statistics

Pageviews	546,764
Unique Pageviews	452,376
% of New Site Visitors	72.70%
Pages Viewed Per Session	1.79
Average Session Duration	1:32

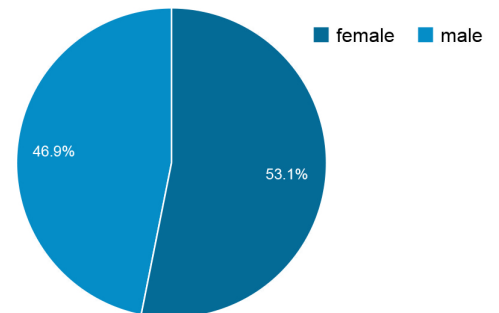
Interests: In-Market Segment 57.89% of total sessions

Travel/Hotels & Accommodations	4.57%
Employment	3.32%
Real Estate/Residential Properties	2.70%
Travel/Air Travel	2.30%
Dating Services	2.05%

Age: 49.85% of total sessions



Gender: 53.06% of total sessions





Web Ad Placement

The screenshot shows the website's navigation menu (Attractions, Stay, Shops, Eateries, Resources, Calendar, Media) and a featured event banner for the Ocean Beach 36th Annual Street Fair & Chili Cook-off. Below the banner is the 'OB Calendar' for the week of September 13, 2015, listing events like 'Sea Sky Fun: Fitness at Inn at Sunset Cliffs' and 'Open Mic Night at Te Mana Cafe'. Three large green boxes labeled 'YOUR AD HERE' are placed over the calendar table. At the bottom, there are three smaller ad spots for 'Local Calendar', 'OB Events', and 'Business Directory'. A footer section contains links for 'UPCOMING EVENTS', 'LOCAL NEWS', and 'UPCOMING EVENT NOTIFICATIONS', along with a 'SUBSCRIBE' button. The footer also includes contact information and social media links.

Looking for even more exposure for your business? Advertising on OceanBeachSanDiego.com is available only to OBMA members. Years of experience, hard work, and proven success go into letting the world know about Ocean Beach and all it has to offer through our website.

AD RATES

Ad	Price
Large Square	\$600 for 6 months
Medium Rectangle	\$450 for 6 months

All ads rotate on all sub-pages. Large Square ads appear above Medium Rectangle ads on all sub-pages; Large Square ads also appear on the front page.

Formats

FILE REQUIREMENTS
.GIF, .JPEG, .PNG, or .PSD,
Max File Size ≤ 30 kilobytes

Link

When submitting ads, please specify where your banner ad should link.

Additional Info

We will work with your artist or with you to design ads for your business. You may provide us with photos, text, and contact info for the ad. Contact us if you have questions.

Questions?

Contact us any time.

Phn (619) 224-4906
info@oceanbeachsandiego.com

1868 Bacon St., #A
San Diego, CA 92107

Open: M-F 10am-4pm



OCEAN BEACH MAIN STREET ASSOCIATION

OBMA COMMITTEES

Committee participation is open to all OBMA members. To join, simply show up at the meeting. If you'd like to be reminded about upcoming meetings, please let the OBMA office know: info@oceanbeachsandiego.com or 619-224-4906. All committee meetings except Crime Prevention are held at the OBMA office at 1868 Bacon St.

ECONOMIC RESTRUCTURING COMMITTEE



Meets: noon, 2nd Wednesday of each month

Chair: Gary Gilmore, Gilmore Family Jewelers

Mission: To promote the best use of existing building, natural, and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment, and cost analysis studies.

Projects:

- Manage Public Right of Way (PROW) program
- Work with City of San Diego to resolve issues with parking restrictions
- Notify representatives about issues that have a negative effect on small businesses
- Make recommendations to OBMA Board about issues pertaining to small business survival and growth

CRIME PREVENTION COMMITTEE



Meets: 8:30am, 3rd Tuesday of each month, locations vary (contact OBMA office for the next meeting location)

Co-chairs: Julie Klein, Julie Designs, and Mary Orem, Morland Properties

Mission: To educate merchants and promote a safe and clean environment throughout the Ocean Beach business districts.

Projects:

- OB Security Program
- Provide a forum for merchants and community members to discuss issues related to crimes and the prevention of crimes in Ocean Beach
- Coordinate with other local groups, including local law enforcement and OB community partner organizations, on crime and quality of life issues and campaigns
- Educate members and community about reporting issues

DESIGN COMMITTEE



Meets: 8:30 a.m., 1st Tuesday of each month

Chair: Mike Akey, Pacific View Real Estate

Mission: To identify and develop programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

Projects:

- OB Tile Project
- Community Mural Project
- Utility box painting program
- Holiday decorations (bows, garlands)
- Entryway/Newport Ave banners
- Manage landscaping, street cleaning, trash, and other design elements of the Newport Avenue Maintenance Assessment District

PROMOTION COMMITTEE



Meets: 8:30 a.m., 1st Friday of each month

Chair: Tevia Oskin, Active Visitation

Mission: To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events and promoting the business districts.

Projects:

- Ocean Beach merchandise (t-shirts, tote bags, games)
- Advertising and marketing, including arranging cooperative advertising opportunities
- Promotional print pieces such as brochures, maps, and directories
- Print and email newsletters
- Public relations
- OceanBeachSanDiego.com website and web ads
- Maintain social media presence
- OB Web Cam
- Business Development Series workshops
- Sundowners

FINANCE COMMITTEE



Meets: 8:30 a.m., the Wednesday before the Board of Directors meeting on the 2nd Thursday of each month

Chair: Mike Stifano, Winstons

Mission: To ensure financial viability for Ocean Beach MainStreet Association.

Projects:

- Review all OBMA financials each month prior to OBMA Board meeting
- Provide guidance to the full Board for all financial & accounting goals
- Participate and develop and maintain an adequate, fiscally sound budget
- Review annual audit

For more information about any of the Ocean Beach MainStreet Association committees, please contact us at info@oceanbeachsandiego.com or 619-224-4906 or stop by the office at 1868 Bacon St.