

Ocean Beach MainStreet Association  
April 2022 Newsletter

*Happy Spring Ocean Beach!*

This Issue

<b>OBMA Board of Directors &amp; Staff</b>	<b>2</b>
<b>BOD &amp; Committee Meeting Schedule</b>	<b>3</b>
<b>April OBMA Sundowner</b>	<b>3</b>
<b>Welcome New OBMA Members</b>	<b>4</b>
<b>City Wide Scavenger Hunt</b>	<b>5</b>
<b>St. Paddy's O'Beach Party Recap</b>	<b>6</b>
<b>Annual OB Street Fair &amp; Chili Cook-Off</b>	<b>7</b>
<b>March Sundowner photos</b>	<b>8</b>
<b>Cabrillo Under the Stars Event</b>	<b>9</b>
<b>Friends of OB</b>	<b>10</b>
<b>Farmers Market 30th Anniversary</b>	<b>11</b>
<b>Sidewalk Vending Ordinance</b>	<b>12</b>
<b>Storefront Improvement Program</b>	<b>12</b>
<b>CARES Act Revolving Loan Fund</b>	<b>13</b>
<b>OBMA Committee Goals &amp; Updates</b>	<b>14</b>

**Happy Easter**  
on Sunday, April 17th

Ocean Beach MainStreet Association  
1868 Bacon Street, Suite A San Diego, CA 92107  
(619) 224-4906  
OceanBeachSanDiego.com

# OBMA Mission Statement & Board of Directors



## OCEAN BEACH MAINSTREET ASSOCIATION

### Mission Statement

To promote and support local business and economic vitality in the Ocean Beach Community.

### OBMA BOARD OF DIRECTORS

**Barbara Iacometti, President**

Details SalonSpa, Executive Committee Chair

**Mike Akey, 1st Vice President**

Pacific View Real Estate, Design Chair

**CC Summerfield, 2nd Vice President**

CC Summerfield Realtor, Promotion Chair

**Kyle Jaworski, Secretary**

Raglan Public House

**Mike Stifano, Treasurer**

Winstons, Finance Chair

**Gary Gilmore**

Gilmore Family Jewelers

**Craig Gerwig**

4864 Newport Avenue LLC

**Matt Kalla**

Matt Kalla Insurance Agency, Clean & Safe Chair

**Ron Marcotte**

Sign Diego

**Ken Moss**

Power Logic USA

**Joella Peregoy**

OB Business Center

**Shawnn Silverman**

Dirty Birds OB

**Beth Wright**

OB Barbershop, Economic Vitality Chair

**Daisy Santana**

Social Syndicate

### OBMA STAFF

**Denny Knox**, Executive Director

**Tracy Wagner**, Operations Manager

**Kristen Keltner**, Event & Program Manager

**Tricia Sommerville**, Coordinator Extraordinaire

**Christine Bush**, Office & Project Coordinator

**Dayna Cornell**, Office & Event Coordinator

### FARMERS MARKET MGMT & STAFF

#### Community Crops

**David Klaman**, Farmers Market Manager

**Farmers Market Team** - Tony & Richee

### MAD CONTRACTORS & CONTRACTORS

**Naturescape, Inc.** • EcoClean Services

**Brown Marketing** - PR Services

**Josh Utley** - Intrepid Network



**OB Certified  
Farmers Market**

**Every Wednesday  
4900 Blk Newport  
4pm - 8pm**



# Board & Committee Meeting Schedule

## OBMA COMMITTEE & BOARD MEETING SCHEDULE

Friday, 4/1 /22 at 8:30am

**Promotion Committee Meeting**

**Zoom**

*No Design Committee meeting this month*

**Design Committee Meeting**

**Zoom**

Tuesday, 4/12/22 at 8:30am

**Clean & Safe Committee Meeting**

**Zoom**

Wednesday, 4/13/22 at Noon

**Economic Vitality Committee Meeting**

**Zoom**

Wednesday, 4/13/22 at 1:00pm

**Finance Task Force Meeting**

**Zoom**

Thursday, 4/14/22 at Noon

**OBMA Board of Directors Meeting**

**OBMA Office or Zoom**

*Meet our newest board member!*

**Daisy Santana**

**Daisy Santana** is a California native and has called San Diego home for 9 years. After graduating with a degree in Journalism & Media Studies from San Diego State University, she joined [Social Syndicate](#) hospitality group and currently works out of their main office located in Ocean Beach, as well as four of their venues -Wonderland Ocean Pub, OB Surf Lodge, Blue Water Seafood, and La Doña. Daisy works with her creative team to support all 11 restaurants and bars under the Social Syndicate umbrella with any of their needs, focusing primarily on marketing and branding. When she's not working, Daisy enjoys spending time with her family and friends, traveling to new cities, and attending concerts.



*If you would like to attend a meeting, please contact Kristen Keltner at [Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com).*

## April Sundowner Event

**Join us for OBMA's April Sundowner**

**Thursday, April 28th at 5:30pm - Save the Date!**



*Additional details will be sent out via e-news!*

## Welcome New OBMA Member



### Camp Spirit

(703) 304-5838

@CampSpiritSD



### Junk MD

(858) 869-9448

JunkMD.com



### Christina Roger Photography

(619) 535-1550

ChristinaRogersPhotography.com



Coming Soon!

### Whomp Burger & Brew

WhompBurger.com



### Estate Sales of San Diego, Inc.

Connie Karsh

estatesalesofsandiego.com

619-962-1800

### Freshwater Exteriors

Gutter Cleaning & Repair

Window Cleaning & Pressure Washing

freshwaterexteriors@gmail.com

530-786-9349

## Around Town

# The Great San Diego Scavenger Hunt

New Date is **Saturday, June 18th**



**Local OB Businesses – Do you want to participate?**

**The event is taking place on Saturday, June 18th**

**We're looking for 5 local businesses who would like to be one of the Stops for the Scavenger Hunt participants.**

Ocean Beach MainStreet belongs to the BID Alliance of Business Improvement Districts throughout San Diego. Approximately 1200-1500 tickets will be sold for this city-wide Scavenger Hunt. Ocean Beach will be one of 10 neighborhoods involved in the Hunt.



**BID ALLIANCE**

If you are interested, please fill out this form which will register you to be one of the Stops. McFarland Promotions will contact you and set up your participation in this fun event.

**[Sign up here!](#)**

---

**Checkout California Wild Ales** amazing drone footage!

Good Vibes [@californiawildales](#). Delicious Beers. And an Excellent place to spend your OB afternoon. Stop by and send your tastebuds on an epic adventure. Huge shoutout to Aaron of [@aaronthomasmedia](#) for the amazing drone footage and video editing.

You can [view more of Aaron's work here on Vimeo](#).

[View Video at OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

# St. Paddy's O'Beach Party



## **St. Paddy's O'Beach Party Raises \$30,000 for Ocean Beach Main Street Association, The Peninsula Alliance** *Inaugural event brought in 5,000+ party goers over the weekend, La Doña won Best Guac in Ocean Beach*

**San Diego, CA (March 22, 2022)** – Following Saturday's all day event, the inaugural ["St. Paddy's O'Beach Party"](#) raised over \$30,000 for community partners Ocean Beach MainStreet Association and The Peninsula Alliance. The event organizers confirmed they plan to turn the beachside festival into an annual event.

Over 5,000 party-goers, dressed in head to toe green, gathered at the Ocean Beach Pier Parking Lot to enjoy live music from local DJs and bands, green beer, cocktails and a day full of St. Paddy's Day-themed games. The first-ever Guac Off featured samples from Ocean Beach's top restaurants and [La Doña](#) was crowned the "Best Guac in Ocean Beach".

"We had such a great time celebrating with the community at our St. Paddy's O'Beach Party," said Heather Hudson, the event's Director of Marketing and Partnerships. "Everyone in San Diego truly came out to support this first-ever event and we really felt the love. We can't wait to continue to celebrate the holiday in the most San Diego way while supporting nonprofits that work to keep OB thriving!"

"Ocean Beach MainStreet Association was so pleased to see the community out and about celebrating St. Paddy's Day OB style," said Kristen Keltner, Event and Program Manager of the [Ocean Beach MainStreet Association](#), an organization dedicated to building a thriving business district that fulfills the needs of the neighboring community and visitors alike. "We saw lots of old friends and new ones come out and enjoy the festivities."

To download images from the event, [click here](#).

For more information on St. Paddy's O'Beach Party, and to stay tuned for next year's event, please visit [StPaddysOBeachParty.com](#) or follow them on [Instagram](#) and [Facebook](#).

# 42nd Annual Street Fair & Chili Cook-Off



## 42nd Annual OB Street Fair & Chili Cook-Off

**Saturday, June 25, 2022  
10am to 8pm**

*Get ready for the most exciting event of summer in Ocean Beach!*

Take advantage of a great opportunity to get out in front of 50,000 plus potential customers by reserving your booth for the 2022 Street Fair.

**OBMA members receive 20% off vendor booth space.**

Reserve your booth space by reaching out to Tracy Wagner  
Tracy@OceanBeachSanDiego.com • (619) 224-4906

Many sponsorship opportunities are still available! Give us a call!



## Chili Cook-Off

*Contestants*



Chili Cook-Off [application](#) is now available online.

### Street Fair Committee Meetings

The Street Fair Committee will meet via Zoom usually the first Monday of every month.

Reach out to [Kristen@OceanBeachSanDiego.com](mailto:Kristen@OceanBeachSanDiego.com) to join this committee.

Next meeting is April 11th at 6pm!

# March Sundowner



FINANCE of AMERICA  
— MORTGAGE —



What a fun mixer at THC with team from Rest & Relax Real Estate and Finance of America!



The food was delicious as always from THC. If you missed this event, you missed a great networking opportunity. We had a wonderful turnout for a fabulous sunset! Many thanks to our hosts. See you in April!

**The next Sundowner will be Thursday, April 28th at OB Brewery.**



# Cabrillo Under the Stars Event



magical evening | after park hours |  
under the stars | supporting a great cause

**SATURDAY MAY 21, 2022**  
**6:30 - 10 PM**  
**CABRILLO NATIONAL**  
**MONUMENT**



**TICKETS**  
**EVENT INFO**  
**DONATE @ CNMF.ORG**

online auction

cork pull

tasting stations

Brought to you by Laub Family Trust



A FUNDRAISING AND TASTING EVENT  
BENEFITING  
CABRILLO NATIONAL MONUMENT  
FOUNDATION



## Friends of OB



### **Become a Friend of OB and support our eclectic beach community!**

Friends of OB is a collaboration of the Ocean Beach MainStreet Association and The Peninsula Alliance. Contributions made to Friends of OB will support the OBMA's Clean & Safe Program with the mission to inform our merchants and community members to promote a safe and clean environment throughout the Ocean Beach business districts.

#### **Goals of Friends of OB**

- ◆ Additional Sidewalk Power Washing each month—in process
- ◆ Replace Trash Receptacles on Newport Avenue
- ◆ 2022 Banners in the Newport & Sunset Cliffs Banner Districts—completed

[DONATE TODAY](#)

### **The Clean & Safe Committee has new goals for FY22!**

- ◆ Create an Ocean Beach MainStreet Association Ambassador program.
- ◆ Support local graffiti task force efforts throughout Ocean Beach .
- ◆ Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma Avenue and Voltaire Street.

# OB Certified Farmers Market



**The Ocean Beach Certified Farmers Market  
celebrates it's  
30th Birthday on May 11, 2022.**

The Ocean Beach MainStreet Association will celebrate with our new Farmers Market logo, Farmers Market Canvas Tote Bags, a raffle and more!

Do you have branded bags, swag or information you would like the OBMA to distribute for your business at the Information Booth.

*Contact us*

Hello@OceanBeachSanDiego.com | (619) 224-4906

# Sidewalk Vending Ordinance

## UPDATE



We wish we had more information for you. We are waiting to receive a list of the parts of the new Sidewalk Vending Ordinance that will be enforced by June 1, 2022 while we also wait to have the Coastal Commission review specific sections of the ordinance and make recommendations.

# Storefront Improvement Program



Great news that the  
**Storefront Improvement Program (SIP)**  
*is now accepting applications!*

Direct link to the [application](#)

**Economic Development**

### Storefront Improvement Program

Backlit Metal Signage- Logo Design Pending

Wood Cladding

Wood Clad "L" Configuration Shade Structure At Outdoor Dining- Horizontal Wood Lattice With Optional Vines Installed Between Wood "L"s.

New Exterior Wall Scones

Painted Logo Signage

Drought Tolerant Landscaping Along Sidewalk

#### Developing Your Business

- [Start, Expand & Finance Your Business Home](#)
- [Small Business Advisory Board](#)
- [Storefront Improvement Program](#)
- [Financing Your Business](#)
- [Seeking to Do Business With the City](#)

#### Contact Information

Economic Development  
619-236-6700  
[sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov)

[Storefront Improvement Program](#)

[City of San Diego Website](#)

# Employee Retention Tax Credit

**\$\$\$\$\$\$ ATTENTION OBMA MEMBERS! \$\$\$\$\$\$**

***Are you aware of the recent tax law changes from The CARES Act?***

The CARES Act has once again been amended by Congress and now allows small businesses in San Diego (and nationwide) to now be able to qualify for not only the PPP and the EIDL, but also the ERC - Employee Retention Tax Credit. It means businesses here in San Diego (and nationwide) can qualify for up to \$26,000 per eligible W2 employee through the ERC - Employee Retention Tax Credit, even if they received the PPP and/or the EIDL. It is a tax credit from the IRS, not a grant nor a loan. The ERC is pretty complicated, and the requirements have changed over time, so you may have heard different things that make you think small businesses can't benefit from it. I know it can sound too good to be true!

So, to put your mind at ease, I'd like to provide you with some external sources of reference about the ERC:

[IRS Website](#)

[Journal of Accountancy](#)

[Investopedia](#)

[U.S. Treasury Department](#)

New legislation allows businesses with 4-499 W2 employees to take advantage of all of them. Here are the mandatory qualifications to qualify for the ERC (Employee Retention Tax Credit) -- 1 of 4 need to have happened:

ERC qualifications:

1. 50% reduction in 2020 and 20% reduction for 2021
2. Revenue shut down or supply chain disruptions
3. Partial or full shutdown
4. Must have between 4-499 W2 employees

This is a Covid stimulus package for small businesses. They already got the PPP and/or the EIDL. Now come get the other half.

To see if you qualify: <https://ercspecialists.com/?fpr=christopher89>

For further information, please contact:

Chris Wolfe

San Diego ERC Specialist

Phone: 760-803-6188 or Email: [cwolfe3434@gmail.com](mailto:cwolfe3434@gmail.com)

This information was provided by Councilperson Jen Campbell's office.

# OBMA Committee Goals & Updates

**OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.**

**Committee Goals for Fiscal Year 2022 (July 2021—June 2022)**



## Design Committee

- New trash cans in the MAD
- Purchase new garland and bows for the holidays
- Put up holiday decorations in November, take them down in January
- Design and install new banners in January 2022
- Complete phase 36 and 37 of tile project
- Maintain market lights along Newport Avenue
- Paint five electrical boxes and maintain currently painted boxes

## Promotion Committee

- Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- American Express's Shop Small
- Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet
- Redesign Online Member Directory
- Dog Beach Puzzle – design and market
- Holiday Ornament – design and market
- OB Holiday Gift Guide with the Beacon
- Design new Farmers Market Logo
- Street Fair Logo 2022

## Economic Vitality Committee

- Update the Online Business Directory
- Find a resolution for closing the public parking lots in Ocean Beach
- Send out survey in Jan. 2022 to our membership regarding their outlook for the New Year, and what They would like OBMA to focus on in 2022

## Clean & Safe Committee

- Create an Ocean Beach MainStreet Association Ambassador program
- Support local graffiti task force efforts throughout Ocean Beach .
- Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma Avenue and Voltaire Street.