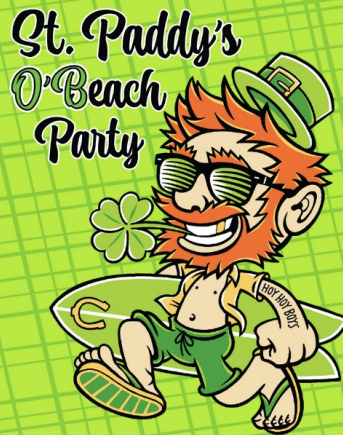


Ocean Beach MainStreet Association March 2022 Newsletter



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Happy St. Patrick's Day
on Thursday, March 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

Kyle Jaworski, Secretary

Raglan Public House, Clean & Safe Co-Chair

Mike Stifano, Treasurer

Winstons, Finance Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Promotion Chair

Gary Gilmore

Gilmore Family Jewelers

Craig Gerwig

4864 Newport Avenue LLC

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Co-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

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 Klamann, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc. • EcoClean Services

Brown Marketing—PR Services

Josh Utley, Intrepid Network



Every Wednesday

4900 Block of Newport Avenue

4pm—8 pm

Board & Committee Meeting Schedule

OBMA COMMITTEE & BOARD MEETING SCHEDULE

Tuesday, 3/1/22 at 8:30am
Design Committee Meeting
Zoom

Friday, 3/4/22 at 8:30am
Promotion Committee Meeting
Zoom

Tuesday, 3/8/22 at 8:30am
Clean & Safe Committee Meeting
Zoom

Wednesday, 3/9/22 at Noon
Economic Vitality Committee Meeting
Zoom

Wednesday, 3/9/22 at 1:00pm
Finance Task Force Meeting
Zoom

Thursday, 3/10/22 at Noon
OBMA Board of Directors Meeting
OBMA Office or Zoom

If you would like to attend a meeting, please contact Kristen Keltner at Kristen@OceanBeachSanDiego.com.

March Sundowner Event



OCEAN BEACH
MAINSTREET
ASSOCIATION

OBMA
SUNDOWNER

Thursday, March 24th
5:30pm

The Holding Company
5046 Newport Ave.

Hosted by

Christie Romano
Rest & Relax Real Estate

The Holding Company

Erik Petersen
Finance of America Mortgage



*Bring your business card for the free drawing.
\$5 for the 50/50 Drawing!*

Open to all OBMA members and their key employees.

Welcome New OBMA Member

Aj George 
Resimercial

AJ George, Inc.

(310) 913-7913

www.AJGeorge.com



Frame & Style Photography

(619) 844-9392

www.FrameandStyle.com



Sand & Sea Realty

(619) 840-6683

www.SandandSeaRealty.com

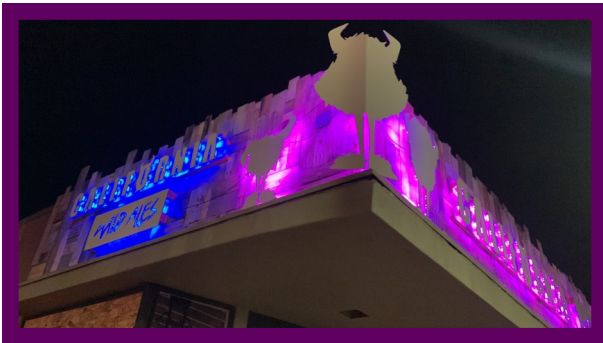
Changes to your business!

Please contact the OBMA with changes to your business information
by calling (619) 224-4906.

Around Town



Thank you, Tony Cohen for volunteering to paint over the graffiti on the OBMA building.



California Wild Ales lights up Newport Avenue with their new colorful storefront lights.



Great news! **Hugo's Cocina Mexican Food** will be staying open to serve delicious food to Ocean Beach.

[Read all about it in the San Diego Community News!](#)



***Office Space Available on
Santa Monica Avenue***

Tired of working from home? Small office for rent on Santa Monica Ave, private bathroom.

A great office to get away from home and work quietly. Located on Santa Monica Avenue near the post office this 460 square foot office is available for immediate occupancy. The office has a private bathroom and is secluded inside a gated courtyard. It is available for month to month rental, but we are hoping for a long-term tenant. Tenant pays for electricity, no parking available, \$1,000.00 per month.

Contact Eric at 760-774-4677 or Lisa at 858-488-1666

St. Paddy's O'Beach Party

Saturday, March 19th



A new event coming to Ocean Beach!

St. Paddy's O'Beach Party will be a one day event that brings thousands of people to downtown Ocean Beach to enjoy a 5K run, cornhole tournament, live music, beer garden, and Shopping Local in Ocean Beach.

Event Information

Seeking businesses to participate in the **Cornhole Tournament!**

Do you, a team member, friend, or one of your regulars want to represent your business in the Corned Beef Innovational Cornhole Tournament?

Click below for details!

SAT, MARCH 19TH
10:30 AM - 2:30 PM

St. Paddy's
O'Beach
Party

SPONSORED BY
noodle bag

FIRST 16 TEAMS
TO REGISTER GET A
FREE NOODLE BAG

Corned Beef Invitational

CORNHOLE

TOURNAMENT

32 TEAMS | PRIZES | DRINKS

1ST PLACE: CUSTOM BOARD SET

\$40 PER TEAM INCLUDES: (2) ENTRANCE TICKETS, (2) DRINKS,
(4) TICKETS FOR FRIENDS TO CHEER YOU ON! (\$80 VALUE)

SPACE IS LIMITED | REGISTER TODAY

42nd Annual Street Fair & Chili Cook-Off

OB Street Fair & Chili Cook-Off

Mark your calendars!

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 booth space.

Reserve your booth space by reaching out to Tracy Wagner

Tracy@OceanBeachSanDiego.com • (619) 224-4906



Chili Cook-Off

Contestants



Chili Cook-Off application is now available online.

Street Fair Committee Meetings

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

Reach out to Kristen@OceanBeachSanDiego.com to join this committee.

February Sundowner

A huge thank you to our sponsors for hosting the OBMA's February Sundowner!



The next Sundowner will be Thursday, March 24th at The Holding Company.

OBMA Community Clean Ups

Community Clean Ups

Thank you to everyone who came out to clean up OB's business district on Friday, February 18th.



A huge thank you to our sponsors!



City Wide Scavenger Hunt



BID ALLIANCE



Local OB Businesses – Do you want to participate!

The event is taking place on Saturday, May 21st.

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.

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!](#)

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.

Sidewalk Vending Ordinance

UPDATE

Proposed City of San Diego Sidewalk Vending Ordinance

We had a good turnout for the ED&IR Council Committee hearing on February 9th.

The City Council meeting is on Tuesday, March 1, 2022.

If you would like to speak at the City Council meeting about the proposed ordinance, we suggest that you make sure you have read the proposed ordinance and that you have read [State Senate bill 946](#).

Bill 946 authorized a local authority (like the City Council) to, by ordinance or resolution, adopt additional requirements regulating the time, place and manner of sidewalk vending, as specified, if the requirements are directly related to objective health, safety, and welfare concerns.

[City Council Agenda](#)

City Council Meeting

Tuesday, March 1, 2022

10am

<https://sandiego.zoomgov.com/j/1614863189>

[Proposed Sidewalk Vending Ordinance](#)

Read the proposed Sidewalk Vending Ordinance.

....

If you have questions please contact Denny Knox

(619) 224-4906

Info@OceanBeachSanDiego.com

Storefront Improvement Program



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

Link to the [SIP website](#)
Direct link to the [application](#)

A screenshot of the City of San Diego's Storefront Improvement Program website. The page has a blue header with "Economic Development" in white. Below the header is a navigation bar with several menu items. The main content area features a large image of a storefront improvement project for a business named "VENERI SIGNAGE". The image shows a modern building facade with wood cladding, a large vertical sign, and an outdoor dining area. Callouts point to various features: "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", and "Drought Tolerant Landscaping Along Sidewalk". To the right of the image is a sidebar with the heading "Developing Your Business" and a list of links: "Start, Expand & Finance Your Business Home", "Small Business Advisory Board", "Storefront Improvement Program", "Financing Your Business", and "Seeking to Do Business With the City". Below this is "Contact Information" for Economic Development, with the phone number 619-236-6700 and the email address sdbusiness@sandiego.gov.

[Storefront Improvement Program](#)
[City of San Diego Website](#)

CARES Act Revolving Loan Fund

Update from the City of San Diego CARES Act Revolving Loan Fund

The City of San Diego Economic Development Department is actively managing a loan product that may benefit your members: the CARES Act Revolving Loan Fund (RLF). Loan amounts range from \$25k-\$95k with a 3% interest rate and 6 month interest and payment free period. Funds will primarily be available through the first quarter of 2022.

I have provided a very brief description of the intent of the loan below, and a link to our website for additional information that may be helpful in sharing with businesses in your district.

[CARES Act Revolving Loan Fund
City of San Diego Website](#)

The purpose of the CARES Act Revolving Loan Fund (CARES Act RLF) is to provide economic assistance to City of San Diego or City of Chula Vista businesses impacted by the COVID-19 pandemic. The loans are intended to help entrepreneurs adapt their business models to operating under pandemic restrictions and changing safety guidelines, there by promoting economic resilience and job retention or creation. Loan consideration will be given to qualified small businesses based on the availability of funds. Qualified businesses must meet program guidelines and underwriting criteria and submit all required information and supporting documentation. The CARES Act RLF is being administered by the City of San Diego Economic Development Department. The funds are not intended to be used as emergency assistance and cannot be applied toward working capital costs such as rent or payroll.

Businesses operating in the City of San Diego's low- and moderate-income areas or businesses classified as part of the region's base sector industries will receive priority and expedited service in the loan process. (Base-sector businesses are those that make, sell or offer products or services to customers primarily OUTSIDE the San Diego region.



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.