

OCEAN BEACH
MAINSTREET
ASSOCIATION

2022 OCTOBER NEWSLETTER

&

ANNUAL REPORT



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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

CC Summerfield, 2nd Vice President

CC Summerfield Realtor

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

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Joella Peregoy

OB Business Center

Daisy Santana

Social Syndicate

Shawnn Silverman

Dirty Birds OB

Beth Wright

OB Barbershop

OBMA TEAM

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

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

Centric Marketing - PR Services

Intrepid Network, Inc.—Multimedia Services



**OB Certified
Farmers Market**

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



BID ALLIANCE



**MAIN STREET
AMERICA**



Friends of OB

OBMA Meeting Schedule & Member News

OBMA MEETING SCHEDULE

No Design Meeting in October

Design Committee Meeting

Friday, 10/7/2022 at 8:30am

Promotion Committee Meeting

Tuesday, 10/11/2022 at noon

Clean & Safe Committee Meeting

Wednesday, 10/12/2022 at noon

Economic Vitality Meeting

Wednesday, 10/12/2022 at 1:00pm

Finance Task Force Meeting

Thursday, 10/13/2022 at noon

OBMA Board of Directors & OBMA Annual Meeting

All meetings are on zoom except for the BOD Meeting, which is available via zoom or at the OBMA office.

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



Reminder OBMA's website has a member resources blog with tools & resources.

OCEANBEACHSANDIEGO.COM



Happy Halloween

MONDAY, OCTOBER 31ST



OCTOBER SUNDOWNER

Thursday, October 27nd
5:30pm

...

2069 Ebers Street

Hosted by:

Newbreak Church
& Dirty Birds

FOOD • DRINKS • RAFFLE

More details will be sent out soon.



Welcome New Member!

Tea The Eternal Art
4966 Santa Monica Avenue, Suite C
TheEternalArt.com

OBMA Sundowner

September's OBMA Sundowner hosted by:

Ocean Beach Business Center, Anamaya Vintage Store, Crest Coffee, OB Mindful Goods, OBMG Art Studio, Ohana On The Go, Seth's Chop Shop, The Healing Collective and The Philosopher's Stone was a ton of fun in the OB Mall!



Fun Fact: Mike Knox and Mike James were the first two Presidents of the OBMA.

Ocean Beach Business Center is now open in the OB Mall



The Ocean Beach Business Center (OBBC) moved to their new location at 4967 Newport Avenue, Suite 12 (aka the Newport Avenue Mall). OBBC offers the same great services, including but not limited to FedEx Shipping, US Postal Service, Print & Document Services, UPS Authorized Shipper Outlet, Package Drop-Offs, International Shipping, and more.

[Check out their website for contact information and full list of services.](#)

Ocean Beach Oktoberfest

Ocean Beach Oktoberfest

San Diego's
Wildest
Oktoberfest!



Friday, Oct 7th

4 PM - 11:30 PM
In the 21+ Beer Garden (\$10 entry)

- 4:20 PM - 420 Happy Hour
LIVE Pro Wrestling presented by OB Rattle House +
2-for-1 drinks + featured non-medicated CANN cocktail
- 6:00 PM - Half Hour Late
- 7:30 PM - Women's Stein Contest
- 8:00 PM - Stranger
- 9:30 PM - Men's Stein Contest
- 10:00 PM - Paging the 90s

vip tickets

NEW! Now offering VIP tickets | \$49
Includes: Expedited First Entry + Admission
A custom one-liter "OB Oktoberfest" stein
filled with 2 beers

Access to an exclusive VIP area with a bar,
lounge, and upgraded restrooms

AVAILABLE AT: OBOKTOBERFEST.COM

Saturday, Oct 8th

10 AM - 11:30 PM
In the 21+ Beer Garden (\$10 entry)

- 10:00 AM - Cornhole Tournament
- 11:00 AM - OB Liquid Brunch
Drag Show hosted by *Mariam T.*
+ the first 500 people get a donut + a shot of Jager Cold Brew
- 1:00 PM - Brat Eating
- 1:30 PM - Lords of the Satellite
- 2:30 PM - Balloon Blow
- 3:00 PM - Electric Waste Band
- 4:00 PM - Mr. & Ms. Oktoberfest
- 4:45 PM - The Aggrolites
- 6:00 PM - Beer Belly Competition
- 6:30 PM - CAPYAC
- 8:00 PM - Women's Stein Contest
- 8:30 PM - Vokab Kompany
- 9:00 PM - Men's Stein Contest
- 10:00 PM - Band of Gringos

Artisan, Craft & Food Fair

Sat, Oct 8th | 10 AM - 11 PM
Veterans Plaza Park | All Ages



A portion of our proceeds benefits our community partners; The Ocean Beach Mainstreet Association and The Peninsula Alliance

OBOKTOBERFEST.COM

Ocean Beach Clean-Ups



Ocean Beach
Saturday Oct 1, 2022
9:00AM to 11:00AM
Veterans Park
(at the corner of Abbott and Newport)

beach clean up

SURFRIDER FOUNDATION
SAN DIEGO COUNTY

OCEAN BEACH
MAINSTREET ASSOCIATION

SDVOTE
COUNTY OF SAN DIEGO
REGISTRAR OF VOTERS

WARREN-WALKER SCHOOL

Come and join the Pt Loma Rotary, the students, teachers, and parents of **Warren-Walker School**, local merchants and the concerned citizens of **Ocean Beach** in "Clean the Beach Day". **Help protect our ocean, waves and beaches by participating in this public cleanup hosted by Surfrider Foundation.** What better way to encourage good stewardship of our natural resources, spend time with your family and friends, and most of all show your children the importance of community service and involvement. Reusable bags, buckets, gloves and grabber will be available for those that do not have their own supplies. Wear comfortable clothes, closed toe shoes, hat and sunscreen. Don't forget your reusable cup or bottle to stay hydrated (single-bottles are highly discouraged) Any question call **Robert Cenko (619) 318-9762** (or your organizations point of contact.)

Point Loma Rotary Club

San Diego Blood Bank
8:00 am - 1:30 pm
Sign up to Donate Blood

RIDE THE POINT
Jim Krause Memorial Ride



OBMA COMMUNITY CLEANUP

Sponsorship Opportunities

The Ocean Beach MainStreet Association through our Friends of OB program, coordinates a quarterly cleanup with a focus on the business districts including downtown OB, north OB and south OB.

Our next OBMA Community Clean-Up will be in winter. If you're interested in sponsoring a clean-up reach out to Kristen@OceanBeachSanDiego.com or call (619) 224-4906



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.

DONATE TODAY

A flyer for a power-washing event. It features a light blue background with water droplets and waves. The text includes the Ocean Beach MainStreet Association logo, the event title "Power-Washing" in a script font, and the details: "POWER-WASHING 5000 BLOCK NEWPORT AVE MONDAY, OCTOBER 3RD 3AM-6AM". At the bottom, it states "Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association." and provides contact information: "(619) 224-4906 • info@OceanBeachSanDiego.com".

OCEAN BEACH MAINSTREET ASSOCIATION

Power-Washing

POWER-WASHING

5000 BLOCK NEWPORT AVE

MONDAY, OCTOBER 3RD

3AM-6AM

Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association.
(619) 224-4906 • info@OceanBeachSanDiego.com

New Trash Cans in MAD

OBMA has installed 2 new trash cans which are located at the corner of Newport & Bacon and Newport and Cable. We're testing out these new trash cans. We've determined some pros and cons. If you have any feedback let us know.

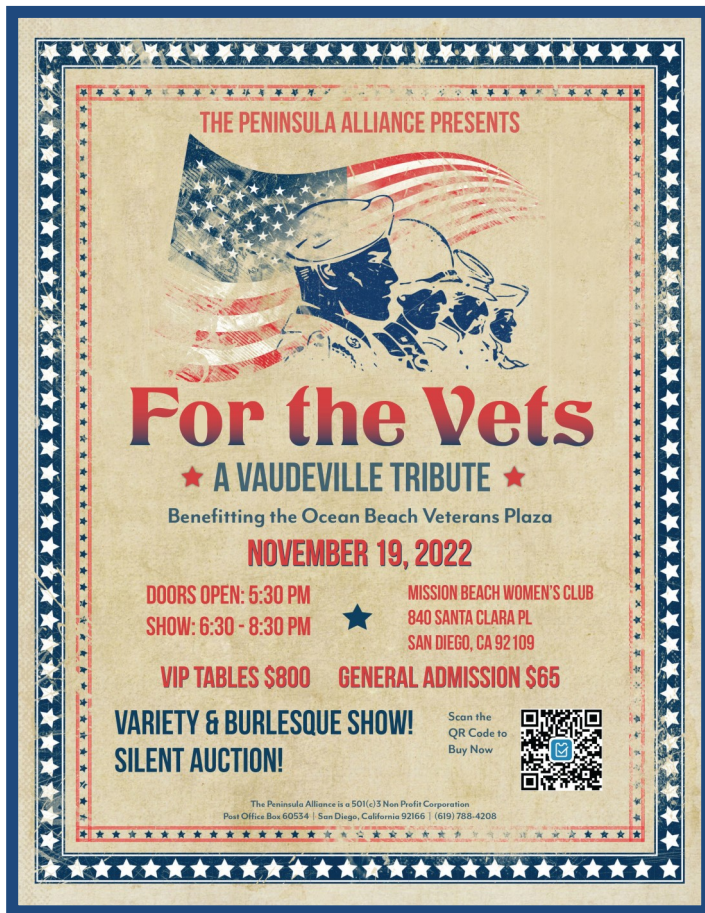
One of our goals for FY23 is to replace all the trash cans in the MAD once we find a good option for our beach town.



Reminder! Use the City of San Diego's Get It Done App to report graffiti, encampments, broken curbs, and more that are on City property.

Get It Done link.

New Veterans Plaza . Ocean Beach Tile Project



All the major organizations in Ocean Beach are helping.

You can help too!

We're looking for gift certificates from local businesses for the silent auction as part of the fundraising efforts for the new Veterans Plaza! Give Tracy Wagner or Denny Knox a call at (619) 224-4906 or email

Tracy@OceanBeachSanDiego.com.

Join in the fun! Help raise lots of \$\$\$ for the New Veterans Plaza.

OBVeteransPlaza.org



Ocean Beach Tile Project

We are now offering tiles for phase 38 which will be installed this winter.

Tiles make a great holiday gift!

Tile Project Information & Order Form

Holidays in Ocean Beach

OB Holiday Decorations

Holiday decorations will be going up the week before Thanksgiving.
The OBMA is refurbishing the Happy OB Holiday swags with bright new lights!



Taste of Ocean Beach

Save the Date

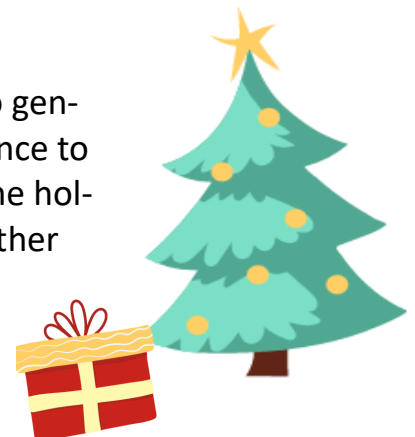
Tuesday, November 15, 2022

The Ocean Beach Town Council in partnership with the Ocean Beach MainStreet Association will host the Annual Taste of Ocean Beach on Tuesday, November 15, 2022.

There will be a free trolley with multiple stops to the restaurants and breweries from Newport Avenue to Voltaire Street to Sunset Cliffs Blvd. and more. Proceeds support the OB Food and Toy Drive.

OBMA will be reaching out to restaurants soon asking for you to generously support this time-honored event which provides assistance to over 150 local families, individuals and Seniors in need during the holidays, as well as the beloved OB Holiday Parade and Tree, and other OB Town Council initiatives.

[Visit OBTownCouncil.org](http://OBTownCouncil.org) for a full list of holiday events!



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 2023 (July 2022—June 2023)



Clean & Safe Committee

The Clean & Safe Committee's purpose is to educate merchants and promote a safe and clean environment throughout the Ocean Beach Business District

Goals & Projects

- Increase Friends of OB program support
- Establish an OBMA Ambassador Program for the BID area
- Quarterly OBMA Community Clean Up
- Decrease graffiti in Ocean Beach
- Full compliance in filling out LOAs
- Communicate with City of San Diego's Park and Rec regarding sanitizing the beach parking lots on a regular basis.
- Report items which need to be addressed by the City of San Diego through Get It Done App
- Keep good working relationships with SDPD and local community groups.
- Clarify Sidewalk Vending Ordinance

MAD Sidewalk Power-Washing

Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association.



The 4900 and 5000 block of Newport Avenue was power-washed in September.

The 5000 block of Newport Avenue will be power-washed on Monday, October 3, 2022 between 3am and 6am.

Committee meetings are the 2nd Tuesday of each month @ noon | Chairperson: Matt Kalla

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 2023 (July 2022—June 2023)



Design Committee

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

Goals & Projects

- Purchase and install new trash receptacles in the MAD
- Refurbish Happy OB Holiday Swags
- Put up holiday decorations in November & take them down in January
- Design and install new banners in January 2023
- Maintain market lights along Newport Avenue
- Complete phase 37, 38 and 39 of the Ocean Beach Tile Project
- Paint five electrical boxes and maintain currently painted boxes
- Replace dated parking signage on Newport Avenue



Holiday Decorations

OBMA is refurbishing the holiday swags!

The “Happy OB Holiday” swag in the 4900 block and the two accompanying swags on the 4800 and 5000 block are getting spruced up for the holidays with bright new bows and shiny bright lights. They will be ready just in the nick of time for the Ocean Beach Town Council Holiday Parade.

Trach Cans in MAD

New Trash Cans in MAD

OBMA has installed 2 new trash cans which are located at the corner of Newport & Bacon and Newport and Cable. We’re testing out these new trash cans. *See page 7 for an image.*

Committee meetings are the 1st Tuesday of each month @ 8:30am | Chairperson: Mike Akey

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 2023 (July 2022—June 2023)



Economic Vitality Committee

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.

Goals & Projects

- Complete Who We Are & What We Do project
- Update the Online Business Directory
- New member onboarding procedures and outreach
- Outreach to current OBMA members to get them more involved in our organization
- Find a resolution for closing the parking lots in Ocean Beach
- Create and sent out survey in March 2023 to our membership regarding their outlook for the New Year and what they would like from the OBMA organization
- Manage the Maintenance Assessment District



OBMA Online Business Directory

OBMA Online Business Directory

Maximize OBMA tools to grow your business. Refresh your listing with new features and tools including the ability to include an image of your business or logo, along a description and social media links.

The OBMA team will be sending detailed information in the month of October.

Committee meetings are the 2nd Wednesday of each month @ noon | Chairperson: Beth Wright

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 2023 (July 2022—June 2023)



Promotion Committee

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.

Goals & Projects

- Complete Who We Are & What We Do project
- Redesign Online Member Directory
- OBMA merchandise—design and market
- Create Shop Local/Shop OB event (formerly Small Business Saturday)
- Create OB Holiday Gift Guide with Peninsula Beacon
- Holiday ornament—design and market
- Street Fair & Chili Cook-Off Logo for 2023
- Provide space for local non-profits to participate in Farmers Market.



Farmers Market Booth for Non-Profits

OBMA now has space for local non-profits at the Farmers Market each Wednesday.

Reach out to Dayna Cornell

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



OBMA Website Fun Facts

OBMA's Website receives over 500K plus view each year!



Committee meetings are the 1st Friday of each month @ 8:30 am | Chairperson: CC Summerfield



OCEAN BEACH
MAINSTREET
ASSOCIATION



ANNUAL REPORT

*A look back at FY22
and looking forward to FY23.*

Annual Meeting

October's Board of Directors Meeting

October 13, 2022 at noon

OBMA Annual Report

Message from OBMA President Barbara Iacometti



The Ocean Beach MainStreet Association's top priority is to promote and support local business and economic vitality in our eclectic community. As the president of the OBMA I am so pleased our businesses are looking towards a bright future. I am ready for the next phase for Ocean Beach, where the sun sets on San Diego which will be our theme for this coming year's Annual Awards Celebration. I hope to see you soon.

About Ocean Beach MainStreet Association

The Ocean Beach MainStreet Association includes over 515 BID and Associate Members governed by 14 volunteer Board of Directors members (elected from the general membership), including 5 volunteer Executive Committee positions (appointed by the board). The OBMA is a member of the Business Improvement District Alliance and is designated as a National MainStreet program by the National Trust for Historic Preservation and the California Main Street. OBMA manages the Ocean Beach Business Improvement District and the Newport Avenue Maintenance Assessment District. OBMA oversees and administers the Newport Avenue and Sunset Cliffs Blvd. Banner Districts along with the City of San Diego's Public Right of Way Program (PROW).

Our Community Partners

We want to acknowledge all of our community partners who make valuable contributions to Ocean Beach and make living here even more fun. Thank you to OB Town Council, The Peninsula Alliance, OB Community Foundation, OB Planning Board, OB Historical Society, OB Community Development Corporation, Sunset Cliffs Surfing Association, OB Woman's Club, Peninsula Lions Club, Surfrider SD, OB Kiwanis, Friends of Dog Beach, Friends of the Ocean Beach Library, Point Loma Association, Rock and Roll San Diego, Community Crops, Point Loma Rotary Club, Water's Edge Faith Church and Newbreak Church.

Also a special thanks to Josh at Intrepid Network, Shannon at Brown Marketing (Centric), Randy at Naturescape Inc., and Marc at EcoClean. We also want to thank our many volunteers who make the magic happen!

OBMA Board of Directors Organization Committee

To promote and support local businesses and economic vitality in the Ocean Beach community.

Chair: Barbara Iacometti, Details Salon Spa. Meets the 2nd Thursday of each month at noon at the OBMA office and Zoom for public meeting. Meets as needed for executive meetings.

FY2022 accomplishments: (July 1, 2021 to June 30, 2022)

- Managed 5 employees in the office and 3 employees for OB Farmers Market.
- Hosted 48 regularly scheduled meetings and 7 additional special event meetings.
- Directed staff to attend meetings with groups including the BID Alliance, City of San Diego, OB Town Council, OB Planning Board and Friends of Library.
- Completed all requirements to remain a member in good standing with California Main Street and National Trust for Historic Preservation (National Mainstreet Program).
- Managed/Hosted a scaled down version of the Annual OBMA Awards Celebration.
- Managed the OB Business Improvement District and the Newport Avenue MAD.
- Managed Special Events: 52 weekly Farmers Markets; the OB Street Fair & Chili Cook-Off;
- Directed staff to maintain accurate records of all members and to inform non-members of potential benefits.
- OBMA maintained office hours as an essential service for the entire year.

FY2023 goals/priorities:

- Fully support the work of the OBMA's committees.
- Maintain OBMA office hours 5 days per week.
- Rebrand the OB Farmers Market.
- Continue to provide business resources to our members.



OCEAN BEACH
MAINSTREET
ASSOCIATION



OBMA Annual Report

FINANCE TASK FORCE

Meets the Wednesday before the Board meeting at 1pm at the OBMA office or Zoom Meeting.

Chair: Mike Stifano - Winstons

FY2022 accomplishments:

- Reviewed all the financials each month prior to the full OBMA Board meeting.
- Worked with Batten Accountancy on a monthly basis.
- Assisted staff with unexpected expenditures/ challenges and other financial issues.
- Provided monthly guidance to the full Board for all financial /accounting goals.
- Reviewed the annual audit.
- Directed staff to keep reserves for emergencies.
- Managed the Small Business Association EIDL loan for \$150,000.
- Participated in developing and maintaining an adequate, fiscally sound budget.

FY2023 goals/priorities:

- Compare Profit and Loss statements to budget estimates on a quarterly basis.
- Review the annual audit.
- Review annual form 990 and submit
- Maintain solid financial footing for the organization.
- Find resources to support the work of OBMA committees.



OCEAN BEACH
MAINSTREET
ASSOCIATION

Power-Washing

POWER-WASHING
4800 BLOCK NEWPORT AVE
MONDAY, AUGUST 15TH
4AM-6AM

Power-washing services provided by Eco Clean and funded by the Ocean Beach MainStreet Association.
(619) 224-4906 • info@OceanBeachSanDiego.com

CLEAN & SAFE COMMITTEE

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

Chair: Matt Kalla, Matt Kalla Insurance

Meets the 2nd Tuesday of each month at noon at the OBMA Office or Zoom Meeting.

FY2022 accomplishments:

- Provided a forum for merchants and interested parties to discuss issues related to crime and the prevention of crimes in Ocean Beach.
- Managed the Friends of OB program, which is a collaboration of the OBMA and The Peninsula Alliance a 501c3. Contributions made to Friends of OB support the OBMA's Clean & Safe program.
- Continuous outreach to our elected officials on behalf our members regarding the need for an enforceable Sidewalk Vending Ordinance to be put in place in the City of San Diego.
- Continued regular communication with local SDPD community officers to address issues specific to Ocean Beach.
- Continuous written requests were made to the City of San Diego's Park & Rec. department to sanitize the Pier Parking Lot on a regular schedule to address the urine and human waste.
- Reported hundreds of incidents to the City of San Diego through the Get-It-Done app, emails, and hone calls.
- Worked with the City of San Diego's storm water department to address and fix the broken curb at the northeast corner of Newport Ave. & Bacon St.
- Distributed Letter of Agency (LOA) information to our members.
- Power washed a minimum of one block each month on Newport Ave.
- Covered on average 50+ graffiti incidents in the MAD each month.
- Restocked over 1000 doggie poop bags.
- Maintained trash cans in the MAD. Painted over graffiti on lids, repainted the bases, and sanitized the inserts.
- Hosted two community clean-ups focusing on the Business Improvement District.
- Worked with our community partners the SDPD, Park & Rec., City Attorney, City Council, OB Planning Board, OB Town Council, OB Library, Newbreak Church, Water's Edge Faith Community Church, Service Kings Home Services, and Rest & Relax Realty.

CLEAN & SAFE COMMITTEE CONT.

FY2023 goals/priorities:

- Increase Friends of OB program support
- Clarify Sidewalk Vending Ordinance
- Establish an OBMA Ambassador Program
- Quarterly OBMA Community Clean Up
- Decrease graffiti in Ocean Beach
- Full compliance in filling out LOAs and posting signage
- Find resolution regarding sanitizing the beach parking lots on a regular basis.
- Report items which need to be addressed by the City of San Diego through Get-It-Done App
- Keep good working relationships with SDPD and local community groups.



DESIGN COMMITTEE

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.

Chair: Mike Akey, Pacific View Real Estate
Meets the 1st Tuesday of each month at 8:30 a.m. at the OBMA office or Zoom Meeting.

FY2022 accomplishments:

- Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- Managed the Ocean Beach Tile Project along Newport Ave. Installed 154 new tiles and replaced 40 tiles. Established a relationship with a new engraver.
- Designed and installed two new community murals.
- Designed and installed street banners (featuring images of the OB Pier), which were installed along Sunset Cliffs and Newport Ave.
- Displayed holiday mid-November thru the first week of January.
- Managed utility box painting program throughout Ocean Beach and touched up boxes throughout the year.
- Maintained the market lighting along the 4800, 4900 and 5000 block of Newport Ave.
- Assembled new holiday bows and garlands and installed street light decorations through the downtown business district during the holidays.
- Replaced 4 Dogi Pot poop bag containers with support from The Peninsula Alliance.
- Maintained and covered up graffiti on existing community murals.

FY2023 goals/priorities:

- Purchase and install new trash receptacles in the MAD
- Refurbish Happy OB Holiday swags
- Put up decorations for the holiday season
- Design and install new banners in January 2022
- Maintain market lights along Newport Avenue
- Complete phase 37, 38 and 39 of tile project
- Paint new electrical boxes & maintain existing boxes
- Replace dated parking signage on Newport Ave.



OBMA Annual Report

ECONOMIC VITALITY COMMITTEE

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 districts, including business retention, business recruitment, and cost-analysis studies.

Chair: Beth Wright, OB Barbershop

Meets the 2nd Wednesday of each month at noon at the OBMA Office or Zoom Meeting.

FY2022 accomplishments:

- Provided members with resources through e-news and our online member resources blog.
- Sent out survey to membership regarding their outlook for the New Year, and what they would like OBMA to focus on in 2022.
- Managed the City of San Diego's PROW program which allow certain businesses to use part of the public right of way directly in front of their business.
- Continued to educate merchants on the City of San Diego's and Temporary Outdoor Business permit process and Spaces As Places program.
- Provided our members with Storefront Improvement Program information and assistance.
- Discussed, reviewed, and notified our elected representatives about issues of great concern to small businesses.
- Researched best practices for OBMA's online business directory .
- Continued dialogue about resolution to closing the parking lots in Ocean Beach during the posted closed times.
- Held the annual MAD meeting in May 2022.
- Managed the Maintenance Assessment District (MAD).

FY2023 goals/priorities:

- Complete Who We Are & What We Do project
- Update the Online Business Directory
- New member onboarding procedures & outreach
- Outreach to current OBMA members to get them more involved in our organization
- Find a resolution for closing the parking lots in Ocean Beach
- Send out survey in to our membership regarding their outlook for the New Year, and what they would like the OBMA to focus on in 2023
- Manage the Maintenance Assessment District

PROMOTION COMMITTEE

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 and local businesses throughout Ocean Beach.

Chair: CC Summerfield, Homes by CC Realtor

Meets the 1st Friday of each month at 8:30 am at the OBMA office or Zoom Meeting.

FY2022 accomplishments:

- Promoted Ocean Beach shopping, dining, and lodging in OB.
- Produced a scaled down Annual Awards Celebration for the OBMA Annual Awards winners.
- Communicated consistently to our 4500 e-news subscribers, which includes both members and the community.
- Designed and produced marketing items to sell year-round to raise additional funds for beautification projects and maintenance repairs in the commercial areas of Ocean Beach.
- Worked with Josh Utley, Intrepid Network, to manage and continue to upgrade our website.
- Posted to multiple forms of social media to promote local businesses and activities in the community, including our special events.
- Produced and distributed OBMA newsletters monthly, which is posted on our website on the 1st of each month.
- Commissioned the design of the Dog Beach puzzle and subsequent marketing items.
- Commissioned the design of the OB Holiday ornament.
- Updated the Farmers Market Logo.
- Celebrated and marketed the OB Certified Farmers Market 30th Birthday .
- Promoted Shop Local OB in conjunction with Shop Small to encourage shopping in OB for the holiday season.
- Placed numerous ads in a variety of publications, both online and in print including the UT, Peninsula Beacon, Point Loma-OB Monthly, San Diego Visitor's Guide, PassPort San Diego, and others.
- Commissioned new Dog Beach logo.
- Created canvas tote bags with the Farmers Market logo and Dog Beach logo.



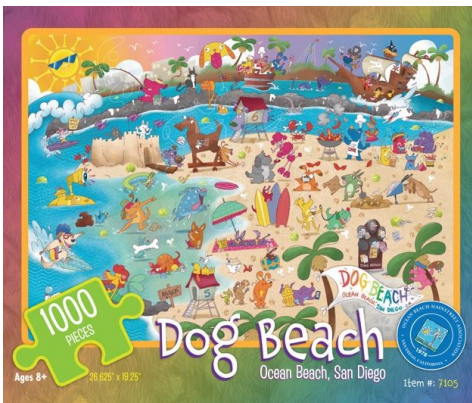
OBMA Annual Report

PROMOTION COMMITTEE CONT.

- Created the Ocean Beach Holiday Gift Guide in the Beacon.
- Created year around OB Street Fair & Chili Cook-off logo
- Continued to work with Centric organize OBMA's marketing efforts and assist in promoting programs, special events, and unique occurrences through all types of media.

FY2023 goals/priorities:

- Complete and promote Who We Are & What We Do project
- Redesign Online Member Directory
- Create Shop Local Saturday event
- Create OB Holiday Gift Guide with the Beacon
- OBMA merchandise – design and market
- Holiday ornament – design and market
- Create Street Fair & Chili Cook-Off logo
- Local non-profit booth at OB Farmers Market



California's most eclectic beach town

SHOP



DINE



PLAY



STAY



Ocean Beach MainStreet Association

619-224-4906

OCEANBEACHSANDIEGO.COM



OCEAN BEACH
MAINSTREET
ASSOCIATION



The Peninsula Beacon Visitor's Guide is distributed throughout San Diego to promote visitors to visit OB!

OBMA Annual Report

MAD Assessments - estimated for FY2023

Fund balance carry forward	\$ 4,000
FY2023 MAD assessments	79,687
General Benefits - non assessment	7,240
TOTAL	\$90,927

Operating Expenses:

Landscaping Improvements & Activities	74,949
City Admin	3,187
Contingency reserve	12,791
TOTAL	\$90,927

Total estimated LFF = 3,580*

4800 - 5000 Blocks of Newport Avenue

FY2023 Proposed Assessments with CPI of 6.35%. Each property owner from 4800 Newport Ave thru 5000 Newport Ave contributes to the fund per year. For example, a 25' property storefront will pay $\$22.26 \times 25'$ (linear feet) = \$556.50 per year. There will be no change in boundaries of the Newport Avenue Maintenance District for FY23.



MAD – Newport Avenue Maintenance Assessment District

Property owners agreed back in 1990 to be assessed annually to specifically ensure that the Newport Avenue corridor is maintained. Our MAD is managed by the OBMA Board of Directors and the office staff and is represented by the Economic Vitality Committee, which meets annually with stakeholders at the OBMA office in May of each year (by ZOOM in 2020 -2022).

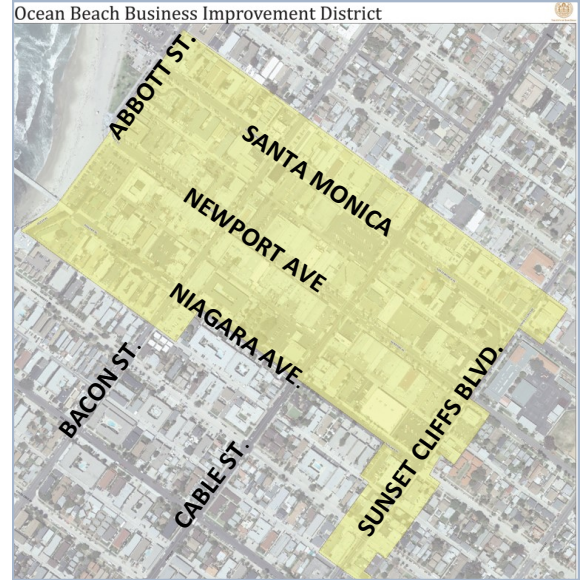
FY2022 accomplishments:

- Reported broken street lights, 9 instances of broken sidewalks, 45 instances of broken lamp bases, 3 instances of damaged street signs, and 4 instances of broken curbs.
- Removed over 300 stickers, cleaned or covered over 375 instances of graffiti
- Emptied trash cans daily and disposed of over 4100 trash bags from 29 trash bins.
- Cleaned, disinfected and treated for pests all 29 trash bins monthly
- Swept over 3600 linear feet of sidewalks and gutters twice weekly
- Maintained four Dog Poop Bag Dispensers within NAMAD - business sponsored program. OBMA provided 21,000 poop bags for the dispensers.
- Planter foliage trimmed bi-annually
- Repaired multiple leaks in aging irrigation system

FY2023 goals & priorities:

- Fabricate and install secure cover plates for acorn light base electrical access panels
- Follow up with City on repairs to damaged acorn light bases
- Replace all old trash bins with new units that limit scavenging and the mess that results
- Continue to improve upon the cigarette butt issues.
- Maintain sidewalk power cleaning at one block per month on a rotating basis. Will be supplemented by FriendsOfOB.org fundraising efforts.
- Report & replace faded street parking signs along Newport Ave.

Many thanks to our contractors who make sure that Newport Avenue looks good even with our limited budget. **Naturescape Inc** and **Ecoclean**.



FY2023 BID Assessments for the Ocean Beach Business Improvement District

FY2023 BID Assessments are estimated to be \$26,500. There have been no changes to the District boundaries or the District rates since 1989. Please see the BID address ranges and annual charges chart below:

BID ADDRESS RANGES & CHARGES:

STREET NAME	ADDRESS RANGE	BID ZONE
Newport Avenue	4800 – 5099	Zone 1
Narragansett Ave	4783 – 4819 (odd)	Zone 2
Niagara Avenue	4781 – 4825 (odd)	Zone 2
Niagara Avenue	4975 – 5099 (odd)	Zone 2
Niagara Avenue	4796 – 5098 (even)	Zone 2
Santa Monica Ave	4800 – 5099	Zone 2
Sunset Cliffs Blvd	1769 – 1976	Zone 2
Cable Street	1850 – 1976	Zone 2
Bacon Street	1821 – 1976	Zone 2
Abbott Street	1901 – 1969 (odd)	Zone 2

Category A:

Zone 1=\$90
Zone 2=\$65
Category A is for retail businesses

Category B:

Zone 1=\$70
Zone 2=\$55
Category B is non-retail businesses.

- BID Assessments help pay for clean & safe projects, organization, beautification efforts, and promotion/marketing expenses for the Association. The annual BID assessments for FY23 are estimated to be \$26,500. The estimated total of OBMA expenditures for FY23 are estimated at \$974,301. BID assessments cover approximately 2.7% of annual costs.
- OBMA receives BID Assessments in monthly deposits from the City. OBMA pays for the expenses and submits a report and proof of expenses to the City for each month. We anticipate a surplus in assessment funds of \$1000 rolling over to FY2023 from FY2022.
- We currently have approximately 338 BID members (located within the BID boundaries) shown on the City Office of the Treasurer's BID list. We estimate that the actual audited list will be less at approximately 328.

If you have any questions please call Denny at 619-224-4906.

OBMA Annual Report

Ocean Beach MainStreet Association STATEMENT OF FINANCIAL POSITION As of June 30, 2022	
CURRENT ASSETS	
Cash	453,840
Accounts Receivable	21,425
Assessments Receivable	18,126
Grants Receivable	22,931
Inventory Asset	17,420
Prepaid Insurance	<u>4,268</u>
TOTAL CURRENT ASSETS	538,010
PROPERTY & EQUIPMENT	
Equipment & Furniture	27,076
Computer equipment	7,162
Website	7,250
Leasehold Improvements	10,950
Accumulated Depreciation	<u>(42,680)</u>
TOTAL PROPERTY EQUIPMENT	9,758
OTHER ASSETS	
Security Deposits	<u>800</u>
TOTAL ASSETS	<u>584,568</u>
LIABILITY AND NET ASSETS	
Accounts Payable	40,941
Credit Cards Payable	9,599
Direct Marketing Fee Payable	118
Sales Tax Payable	1,067
Accrued PTO	<u>14,337</u>
TOTAL CURRENT LIABILITIES	66,062
Long Term Liabilities	
SBA EIDL/ loan	<u>150,143</u>
TOTAL LIABILITIES	216,205
TOTAL NET ASSETS w/o Donor Restrictions	<u>332,363</u>
TOTAL LIABILITIES & NET ASSETS	<u>584,568</u>
<i>Unaudited Financials</i>	

Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES July 1, 2021 - June 30, 2022		Projected FY2023 BUDGET
INCOME		
BID Assessments	22,523	26,500
Grant Income	94,040	79,464
MAD Assessments	68,175	74,929
Contributions	1,601	7,000
Special Events Income	717,045	757,200
Memberships, PROW	10,830	13,720
Promo/Marketing	50,312	57,200
Sponsorship Income	26,750	43,500
Web/Newsletter ads	150	1,800
Interest Income	<u>553</u>	<u>600</u>
TOTAL REVENUE	<u>991,979</u>	<u>1,061,913</u>
EXPENSES		
Organization	132,623	133,098
Capital Imp/Repair/Proj	78,071	105,631
Clean & Safe	20,214	33,533
Promotion/Marketing	149,975	158,935
MAD Expenses	68,175	78,778
Events	<u>404,355</u>	<u>464,326</u>
TOTAL EXPENSES	<u>853,413</u>	<u>974,301</u>
Change in net assets	138,566	
NET ASSETS - BEGINNING	<u>193,797</u>	
NET ASSETS - ENDING	<u>332,363</u>	
<i>Unaudited Financials</i>		

Audited financials will performed by Andres Garcia from Bonk, Cushman, Eagle & Garcia in mid October 2022.

