



OCEAN BEACH
MAINSTREET
ASSOCIATION



OCTOBER 2023 NEWSLETTER



October 6th & 7th
OB Pier Parking Lot

IN THIS EDITION

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Newsletter sponsored by

Edward Jones
MAKING SENSE OF INVESTING
See page 8

Ocean Beach MainStreet Association
1868 Bacon Street, Suite A • San Diego, CA 92107 • OceanBeachSanDiego.com

OBMA Mission Statement & Board of Directors



OCEAN BEACH
MAINSTREET
ASSOCIATION



Our Mission

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

Carter Moss
Submerge Church

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Ron Marcotte
Consultant

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

Daisy Santana
Social Syndicate

Shawnn Silverman
Dirty Birds OB

Beth Wright
OB Barbershop

[Board Agenda & Meeting Minutes>](#)

OBMA TEAM

Denny Knox, Executive Director

Tracy Wagner, Operation Manager

Kristen Keltner, Event & Program Manager

Dayna Cornell, Office & Farmers Market Coordinator

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, Farmers Market Manager

Farmers Market Team - Tony & Richee

MAD CONTRACTORS & CONTRACTORS

Naturescape, Inc.

Ecoclean Services

Centric Marketing - PR Services

Intrepid Network, Inc.—Multimedia Services



Every Wednesday • 4 PM to 8 PM
4900 Block Newport Avenue

Lets be social!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

Hybrid meetings are available at the OBMA office or zoom unless otherwise noted.

.....

Tuesday, 10/3/2023 at 9:00 am
Design Committee Meeting

Friday, 10/6/2023 at 9:00 am
Promotion Committee Meeting

Tuesday, 10/10/2023 at noon
Clean & Safe Committee Meeting

Wednesday, 10/11/2023 at noon
Economic Vitality Meeting

Wednesday, 10/11/2023 at 1:00 pm
Finance Task Force Meeting

Thursday, 10/12/2023 at noon
OBMA Board of Directors Meeting

.....

Reach out to OB MainStreet Association Office if you would like to join a committee.

(619) 224-4906

Tracy@OceanBeachSanDiego.com

NEW MEMBER



Neurogen NOW

(619) 990-5516

NeurogenNOW.com

Health & Specialty Services

[OB Online Member Directory>](#)

For a list of all OBMA members, checkout the OBMA's OB Online Member Directory.

ICONIC BAR FOR SALE



Cheswicks, a mainstay of the OB Community for 40+ years is for sale. With a unique grandfathered 48 alcohol license, this is an exciting opportunity for a new owner.

For more information contact:

fpolese@tripentpower.com

OBMA ANNUAL MEETING

Join us for the FY24 Annual Meeting

**This meeting is a hybrid meeting
In person at OBMA office**

1868 Bacon Street, Suite A

Zoom • [Click link here>](#)

2024 BANNERS ARTWORK

Call for Art Submissions

Each year the OBMA selects a theme for the Ocean Beach and Sunset Cliffs Banner Districts. Our theme for 2024 is High Tides & Good Vibes. We are seeking artwork featuring High Tides & Good Vibes in Ocean Beach.

[Click here for more info>](#)

Ocean Beach
Oktoberfest



**Friday & Saturday,
Oct 6-7th**

MARK YOUR CALENDARS!

THE WILDEST OKTOBERFEST IN SAN DIEGO IS COMING BACK FOR 2 DAYS OF FESTIVITIES INCLUDING A MR. & MS. OKTOBERFEST COMPETITION, STEIN HOLDING CONTEST, BRAT EATING AND MORE.

IN THE 21+ BEER GARDEN YOU CAN ENJOY A CLASSIC GERMAN BREW OR LOCAL BEER, WINE & SPIRITS. PLUS LIVE MUSIC FROM BOTH LOCAL AND NATIONALLY TOURING ARTISTS INCLUDING AFROMAN, BALLYHOO!, PAGING THE 90S, BAND OF GRINGOS AND MORE.

FOOD | BEER | LIVE MUSIC | CONTESTS

VIP TIX ON SALE NOW: WWW.OBOKTOBERFEST.COM

OB will be lively with thousands of people visiting our town to celebrate OB Oktoberfest. Please let the OBMA know if you have any fun things going on that weekend, so we can include them our marketing campaign.

[Email us the details by clicking here>](#)

SEPTEMBER SUNDOWNER

Such a fun evening networking at OB Brewery for the September Sundowner event.
Many thanks to Scott & his team for hosting the event!



Next Sundowner at Homes by CC
October 26, 2023 at 5:30 PM

OB Pier Renewal Project • Veterans Plaza

OB Pier Renewal Project

At the project's 3rd community meeting on September 9, the City of San Diego presented 3 preliminary design options for the pier. The City is continuing to ask the public for input on the design.

[OB Pier Renewal Project Meeting](#)
[September 9, 2023](#)



Provide your feedback on the three preliminary design concepts for a potential Ocean Beach Pier replacement. Your input will help shape the preferred design concept that will be unveiled in early 2024. Please use the link below to give your input by taking the community survey on Ob Pier Alternatives.

[SURVEY>](#)

Veterans Plaza

Well we never thought the day would come, but it did! On September 28th the City of San Diego began the re-sodding project of Veterans Plaza. They have told us the project will take several months.

We can't wait to see all that pretty green grass available for the community and tourists to enjoy!

Thank you to City Park & Rec staff!



OBMA Committee Goals

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 2024 (July 2023—June 2024)

Clean & Safe Committee

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Define Ambassador Program goals and increase number of volunteers
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance

Design Committee

- ◆ Purchase, paint, and install ten new trash receptacles in MAD
- ◆ Provide the City of SD with needed information to replace dated parking signage on Newport Ave.
- ◆ Install updated wayfinding signage throughout Ocean Beach
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2024
- ◆ Paint five electrical boxes and maintain currently painted electrical boxes
- ◆ Create a plot map of the BID denoting the location of light poles and trash receptacles

Economic Vitality Committee

- ◆ Complete Who We Are & What We Do project
- ◆ Update OB Online Business Directory
- ◆ Establish membership goals
- ◆ Create SOP for new member onboarding
- ◆ Create SOP to engage current OBMA members
- ◆ Set-up auto renewal through credit card processing company for membership dues
- ◆ Send out annual survey

Promotion Committee

- ◆ Promote Who We Are & What We Do
- ◆ Promote updated OB Online Business Directory
- ◆ Create Shop Local OB event on Shop Small Saturday
- ◆ Create OB Holiday Gift Guide with Peninsula Beacon
- ◆ Design & market OBMA merchandise
- ◆ Design & market holiday ornament
- ◆ Create Street Fair & Chili Cook-Off logo
- ◆ Design & market new board game

[Click here for detailed committee information>](#)

OceanBeachSanDiego.com

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> edwardjones.com | Member SIPC

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Yield to call*

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- Interest paid semiannually
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Financial Advisor

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San Diego, CA 92107
619-223-8357

* Yield effective 09/28/2023, subject to availability and price change. Yield and market value may fluctuate if sold prior to maturity, and the amount you receive from the sale of these securities may be more than, less than or equal to the amount originally invested. Bond investments are subject to interest rate risk such that when interest rates rise, the prices of bonds can decrease and the investor can lose principal value. Any bond called prior to maturity may result in reinvestment risk for the owner of the bond.



OCEAN BEACH
MAINSTREET
ASSOCIATION



ANNUAL REPORT

A look back at FY23 & looking forward to FY24

Annual Meeting

October's Board of Directors Meeting
October 12, 2023 at noon

OBMA Annual Report

Message from OBMA President Barbara Iacometti



The Ocean Beach MainStreet Association celebrated our eclectic beach town with street banners highlighting various pictures taken by local professional and amateur photographers. The banners and our theme for this past year was Ocean Beach Where the Sunsets in San Diego. Ocean Beach truly is a beautiful place to watch a sunset, shop, dine, play, stay or live. OBMA's top priority is to promote our business districts and ensure visitors and community members alike experience all Ocean Beach has to offer. We are proud to work on behalf of our BID and Associate members each and everyday.

About Ocean Beach MainStreet Association

The Ocean Beach MainStreet Association includes 495 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 Banner Districts along with the City of San Diego's Public Right of Way Program (PROW).



OCEAN BEACH
MAINSTREET
ASSOCIATION



CALIFORNIA
MAIN STREET



OBMA Board of Directors Organization Committee

Chairperson: Barbara Iacometti, Details Salon Spa
Meets the 2nd Thursday of each month • Noon

Committee Purpose

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

FY2023 Accomplishments:

- ◆ Managed 4 employees in the office and 2 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 and hosted the Annual OBMA Awards Celebration.
- ◆ Managed the OB Business Improvement District and the Newport Avenue MAD.
- ◆ Managed Special Events: 52 weekly Farmers Markets, OB Street Fair & Chili Cook-Off, OB Oktoberfest and St. Paddy's O'Beach Party events.
- ◆ Directed staff to maintain accurate records of all members and to inform non-members of potential benefits.
- ◆ OBMA maintained office hours Monday-Friday.
- ◆ Completed DEI annual training.
- ◆ Provided complete financials and completed annual audit.

FY2024 Goals & Priorities

- ◆ Continue to provide business resources to our members.
- ◆ Fully support the work of the OBMA's committees and financial task force.
- ◆ Maintain OBMA office hours 5 days per week.
- ◆ Complete annual DEI training
- ◆ Complete annual audit.

[Board Meeting Agenda & Minutes](#)

OBMA Annual Report

FINANCE TASK FORCE

Meets the Wednesday before the Board Meeting • 1pm
Chairperson, Mike Stifano • Winstons

FY2023 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.
- ◆ Paid down Small Business Association EIDL loan.
- ◆ Participated in developing and maintaining an adequate, fiscally sound budget.

FY2024 Goals & Priorities

- ◆ Compare Profit and Loss statements to budget estimates on a quarterly basis.
- ◆ Continue to pay down EIDL loan.
- ◆ 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.



Photo by Frame & Style
OB Brewery on Newport Avenue

CLEAN & SAFE COMMITTEE

Meets 2nd Tuesday of each Month • Noon
Chairperson, Matt Kalla • Matt Kalla Insurance

Committee Purpose

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

Rolls & Responsibilities:

- ◆ Co-manage Ambassador Program w/ OB Town Council
- ◆ Co-manage the Sidewalk Beautification Initiative with Design Committee
- ◆ Continue good working relationship with SDPD and local community partners
- ◆ Communicate with City of San Diego Park & Recreation Department
- ◆ Report issues on City property through Get It Done app
- ◆ Ensure OBMA members are up-to-date on their Letters of Agency with the City
- ◆ Maintain Doggie Poop Bag Dispensers in Business Improvement District

FY2023 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 programs, projects, and initiatives.
- ◆ 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.
- ◆ Reported hundreds of incidents to the City of San Diego through the Get-It-Done app, emails, and phone calls.
- ◆ Distributed Letter of Agency (LOA) information to our members and provided technical assistance as needed.
- ◆ Power washed Newport Avenue a minimum of once per month, along with an increased power washing during the summer months.
- ◆ Covered on average 25+ graffiti incidents in the MAD each month.
- ◆ Restocked over 6000 doggie poop bags.
- ◆ Maintained trash receptacles in the MAD.
- ◆ Organized and hosted Earth Day Community Clean-Up focusing on the Business Improvement District, along with two other community clean-ups.

Continued on page 4

OBMA Annual Report

CLEAN & SAFE COMMITTEE CONT.

- ◆ 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
- ◆ Organized and oversaw the launch of the Downtown Ocean Beach Ambassador Program.
- ◆ Provided valuable input on the OBMA's Sidewalk Beautification Initiative.

FY2024 Goals & Priorities

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Define Ambassador Program goals and increase number of volunteers
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance



District 2 Councilperson Jennifer Campbell joined us for a community clean up in August 2022.



DESIGN COMMITTEE

Meets 1st Tuesday of each Month • 9 am
Chairperson, Mike Akey • Pacific View Real Estate

Design Committee Purpose

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.

Rolls & Responsibilities:

- ◆ Co-manage Maintenance Assessment District (MAD) with E.V. Committee
- ◆ Co-manage the Sidewalk Beautification Initiative with Clean & Safe Committee
- ◆ Manage and create the Ocean Beach murals
- ◆ Manage Ocean Beach & Sunset Cliffs Banner Districts
- ◆ Manage Ocean Beach Wayfinding Signage
- ◆ Administer the Ocean Beach Tile Project
- ◆ Manage the Ocean Beach Utility Box Project
- ◆ Oversee Ocean Beach holiday decorations including installation and breakdown
- ◆ Maintain market lights along Newport Avenue

FY2023 Accomplishments:

- ◆ Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- ◆ Managed the Ocean Beach Tile Project along Newport Avenue and installed 300 tiles.
- ◆ Designed and installed two new community murals.
- ◆ Displayed holiday decorations 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.
- ◆ Maintained and covered up graffiti on existing community murals.
- ◆ Assembled new holiday bows and garlands and installed street light decorations through the downtown business district during the holidays.
- ◆ Designed and installed street banners featuring images from local professional and amateur photographers.

Street Banners

Ocean Beach Where the Sunsets in San Diego.



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OBMA Annual Report

DESIGN COMMITTEE CONT.

FY2024 Goals & Priorities

- ◆ Purchase, paint, and install ten new trash receptacles in MAD
- ◆ Provide the City of San Diego with needed information to replace dated parking signage on Newport Avenue
- ◆ Install updated metal wayfinding signage throughout Ocean Beach
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2024
- ◆ Paint five electrical boxes and maintain currently painted electrical boxes
- ◆ Create a plot map of the Business Improvement District denoting the location of light poles and trash receptacles



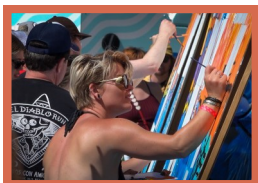
Ocean Beach Tile Project
OBMA installed 300 tiles in FY23 throughout downtown Ocean Beach along the 4800-5000 blocks of Newport Avenue.

Two Community Murals were created at the 43rd Annual OB Street Fair & Chili Cook-Off. Thank you to our sponsors Think Blue San Diego and Submerge Church.



Think Blue San Diego's mural featured above.

[Learn more about Think Blue San Diego.](#)



ECONOMIC VITALITY COMMITTEE

Meets 2nd Wednesday of each Month • Noon
Chairperson, Beth Wright • OB Barbershop

Economic Vitality Committee Purpose

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

Roles & Responsibilities:

- ◆ Co-manage Maintenance Assessment District (MAD) with Design Committee
- ◆ Manage relationships with the Maintenance Assessment District and property owners
- ◆ Provide OBMA members with resources such as but not limited to City funding sources and grant opportunities through e-news and website blog
- ◆ Provide members with updated Storefront Improvement Program opportunities
- ◆ Host Business Improvement Series
- ◆ Monthly review of new businesses
- ◆ Provide members with information from California Main Street and Main Street America
- ◆ Manage City of San Diego's Public Right of Way (PROW) program permits
- ◆ Oversee grant opportunities for the organization
- ◆ Discuss, review, and notify our elected representatives about issues of great concern to small business

FY2023 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 Outdoor Business opportunities program, Spaces As Places.
- ◆ 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 .
- ◆ Held the annual MAD meeting in May 2023.
- ◆ Managed the Maintenance Assessment District (MAD)

Continued on page 6

OBMA Annual Report

ECONOMIC VITALITY COMMITTEE CONT.

FY2024 Goals & Priorities

- ◆ Complete Who We Are & What We Do project
- ◆ Update OB Online Business Directory
- ◆ Establish membership goals
- ◆ Create SOP for new member onboarding
- ◆ Create SOP to engage current OBMA members
- ◆ Set-up auto renewal through credit card processing company for membership dues
- ◆ Send out annual survey



PROMOTION COMMITTEE

Meets 1st Friday of each Month • 9 am
Chairperson, CC Summerfield • Homes by CC

Promotion Committee Purpose

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.

Roles & Responsibilities

- ◆ Collaborate with businesses to promote Ocean Beach
- ◆ Encourage locals and visitors alike to Shop, Dine, Play, Stay and Live in OB
- ◆ Provide direction for print advertising including weekly and monthly ads, along with visitor guides
- ◆ Oversee OBMA's website OceanBeachSanDiego.com
- ◆ Establish best practices for social media and e-news distribution
- ◆ Provide design ideas for Ocean Beach Banners
- ◆ Promote special events and weekly OB Farmers Market
- ◆ Collaborate with multimedia service and public relations companies
- ◆ Produce annual marketing breakfast
- ◆ Design and market OB branded merchandise

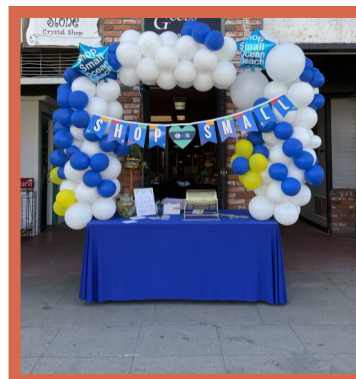


The promotion committee designed the 43rd Annual OB Street Fair & Chili Cook-Off logo.

PROMOTION COMMITTEE CONT.

FY2023 Accomplishments:

- ◆ Promoted Ocean Beach shopping, dining, and lodging in OB.
- ◆ Produced OBMA Annual Awards celebration.
- ◆ 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 OB Holiday Pier ornament.
- ◆ 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.
- ◆ Designed and marketed new merchandise including: 2022 holiday ornament, canvas tote bags with the pier logo and holiday tree logo and OB playing cards.



Continued on page 7

OBMA Annual Report

PROMOTION COMMITTEE CONT.

- ◆ Created the Ocean Beach Holiday Gift Guide in the Beacon.
- ◆ 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.
- ◆ Hosted 9 monthly member networking Sundowner events.

FY2024 Goals & Priorities

- ◆ Promote Who We Are & What We Do
- ◆ Promote updated OB Online Business Directory
- ◆ Create Shop Local OB event on Shop Small Saturday
- ◆ Create OB Holiday Gift Guide with Peninsula Beacon
- ◆ Design & market OBMA merchandise
- ◆ Design & market holiday ornament

Ocean Beach MainStreet Association
(619) 224-4906
OceanBeachSanDiego.com

Wednesdays • 4 PM - 8 PM
4900 Block Newport Ave
Downtown Ocean Beach

The OBMA provided our members with numerous cooperative advertising opportunities throughout FY23.

COMMUNITY PARTNERSHIPS

Our Community Partners

We want to acknowledge all of our community partners who make valuable contributions to Ocean Beach. 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, Paper Moon Music, Community Crops, Point Loma Rotary Club, Submerge Church, Water's Edge Faith Church and Newbreak Church.

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

SPECIAL EVENTS

The Ocean Beach MainStreet association organizes and manages the weekly Ocean Beach Certified Farmers Market, Annual Ocean Beach Street Fair & Chili Cook, OB Oktoberfest and St. Paddy's O'Beach Party events.



Funds raised through special events support OBMA's programs, projects and initiatives.



A huge thank you to our volunteers!

OBMA Annual Report

MAD Assessments - Estimated for FY2024

Fund balance carry forward	\$	47,252.02
FY2024 MAD assessments		85,496.00
General Benefits - non assessment		<u>6,012.08</u>
TOTAL	\$	138,760.10
Operating Expenses:		
Landscaping Improvements & Activities		121,104.58
City Admin		3,443.00
Special Lighting District		4,284.00
Contingency reserve		<u>9,928.52</u>
TOTAL	\$	138,760.10

Total estimated LFF = 3,580*

4800 - 5000 Blocks of Newport Avenue



FY2024 Proposed Assessments with CPI of 7.29%. 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 \$23.88 x 25' (linear feet) = \$597.50 per year. There will be no change in boundaries of the Newport Avenue Maintenance District for FY24.

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 or via zoom in May of each year.

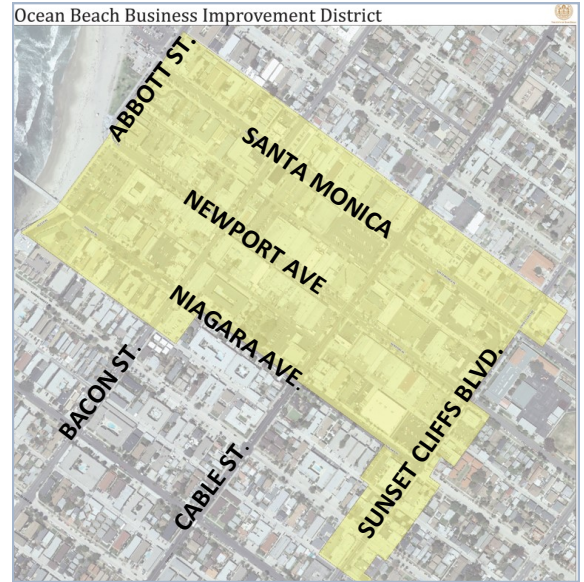
FY2023 accomplishments:

- ◆ 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

FY2024 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
- ◆ Install ten new trash cans in the MAD.
- ◆ 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.**



FY2024 BID Assessments for the Ocean Beach Business Improvement District

FY2024 BID Assessments are estimated to be \$27,500. 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
<i>Category A is for retail businesses</i>
Category B:
Zone 1=\$70
Zone 2=\$55
<i>Category B is non-retail businesses.</i>

- BID Assessments help pay for clean & safe projects, organization, beautification efforts, and promotion/marketing expenses for the Association. The annual BID assessments for FY24 are estimated to be \$27,500. The estimated total of OBMA expenditures for FY23 are estimated at \$1,099,225. BID assessments cover approximately 2.5% 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 from FY24 to FY25.
- 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
 June 30, 2023

ASSETS

CURRENT ASSETS:	
Cash	\$ 438,749
Accounts receivable	18,300
Assessment receivable	13,612
Grant receivable	41,471
Prepaid insurance	4,355
Inventories	<u>16,349</u>
Total current assets	532,836
PROPERTY AND EQUIPMENT (at cost):	
Equipment and furniture	39,057
Computer equipment	7,162
Leasehold improvements	10,950
Website	7,250
Accumulated depreciation	<u>(45,430)</u>
Total property and equipment	18,989
OTHER ASSETS: Security deposit	<u>800</u>
TOTAL ASSETS	<u>552,625</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:	
Accounts payable	\$ 48,198
Credit card payable	10,000
Payroll liabilities	2,383
Accrued compensation	14,994
Sales tax payable	1,225
Long term liability*	<u>3,940</u>
Total current liabilities	80,740
LONG TERM LIABILITIES:	
SBA EIDL loan	<u>142,579</u>
TOTAL LIABILITIES	<u>223,319</u>
NET ASSETS:	
Net assets without donor	
Restriction/non-designated	<u>329,306</u>
Total net assets	329,306
TOTAL LIABILITIES AND NET ASSETS	552,625

*Current portion of long term liability

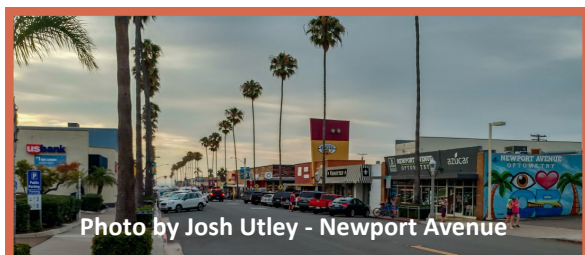


Photo by Josh Utley - Newport Avenue

Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
 July 1, 2022 - June 30, 2023

**FY24
 Budget**

REVENUES AND OTHER SUPPORT:		
Assessment Income-BID	\$ 24,234	27,500
Grant Income	76,221	81,470
MAD Agreement	74,742	121,104
Contributions & Sponsorships	44,393	47,800
Special Events Income	764,709	777,700
Membership Dues & PROW	6,015	9,500
Promotion Items Income	44,176	43,500
Interest Income	3,444	6,000
Net assets placed into restriction:		
Released from restrictions	-	
Total revenues and other support	1,037,934	1,114,574
EXPENSES:		
Organization	178,147	161,010
Clean & Safe	43,935	34,835
Improvements	125,176	120,612
MAD Expenses	74,742	121,104
Marketing	163,408	178,595
Farmers Market	160,699	175,209
Street Fair	224,880	233,270
Oktoberfest/St. Paddy	56,889	74,590
Total expenses	1,027,876	1,099,225
Change in net assets	10,058	
NET ASSETS - BEGINNING	<u>332,363</u>	
PRIOR PERIOD ADJUSTMENT	(13,115)	
NET ASSETS - ENDING	<u>329,306</u>	

Audited financials were performed by Andres Garcia from Bonk, Cushman, Eagle & Garcia in mid September 2023.



Photo by Frame & Style
 Beach Sweets on Newport Avenue