



Ocean Beach MainStreet Association October 2008 NEWSLETTER

BOARD OF DIRECTORS

- Michael Akey, President**
Pacific View Real Estate
- Julie Klein, 1st Vice President**
Julie Designs
- Heather Clarke, 2nd Vice President**
Union Bank
- Cordelia Mendoza, Secretary**
Cottage Antiques
- Mike Stifano, Treasurer**
Winston's
- David Smedley**
Smedley, Gallagher & Gee, LLP
- Yvonne Cruz**
Surf'n Sea Wetsuits
- Gary Gilmore**
Gary Gilmore Goldsmith
- Dave Martin**
*Shades Oceanfront Bistro and
Crave's Cafe*
- Barbara Iacometti**
Details Salon & Spa
- Mark Schlesinger**
Beach Area Tax Service
- Beth Turner**
Jungle Java
- Craig Gerwig**
Newport Avenue Antique Center
- Kelly Patri**
Bone Appetit Ocean Beach Pet Supply

STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Programs Manager**
- David Klamam & Community Crops,
Market Managers**

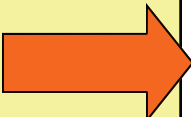


October Meeting Calendar

Fri. Oct. 3	8:30am	Promotion Committee
Tue. Oct. 7	8:30am	Design Committee
Wed. Oct. 8	8:30am	Finance Committee
Wed. Oct. 8	12 noon	Economic Restructuring Committee
Thur. Oct. 9	12 noon	OBMA Board Meeting
Mon. Oct. 20	8:30am	Clean OB Committee Newport Ave. Antique Center
Tue. Oct. 21	8:30am	Crime Prevention Committee

All meeting held in the OBMA office unless otherwise noted.

**Don't forget the
OBMA Awards Celebration**



Special Edition

The OBMA Annual Report

Letter from the President

Dear Friends of OBMA,

Every year I am amazed by what a grassroots group can accomplish. To start, I would like to thank all the volunteers who helped the OBMA accomplish its goals of promoting local business: this year we brought a record number of people to Ocean Beach to eat, shop, and stay at our local businesses.

In light of trying economic times, the OB business community has done an incredible job in promoting and ensuring support of our local economy. From hiring OB-local staff to serving local food (and everything in between), our merchants continue to remind everyone that OB is a great place to eat, stay, shop, and play.

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Photo by Rebecca Saffran

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**Ocean Beach MainStreet Association's
2008 Annual OBMA Awards Celebration**

Please join us for a "howling" good time honoring those who do so much for our business community and Ocean Beach.

OCTOBER 23, 2008 * 6:00 - 8:30PM

PT. LOMA MASONIC CENTER, 1711 Sunset Cliffs Boulevard

Event sponsored by Union Bank Ocean Beach branch.
Halloween spirits & light buffet dinner.
Awards presented at 7:15pm.

**OBMA
CELEBRATING 30 YEARS!**

SAVE THE DATE

Ocean Beach Farmers Market

Every Wednesday
4pm to 8pm

Fresh vegetables, fruit,
flowers, jams and jelly,
plus fresh baked goods not to mention all the
other fun things at the OB Farmers Market!



Letter from The President continued from page 1

Thanks to our volunteers, numerous OBMA-sponsored events contributed to those efforts by bringing up to 70,000 people to OB's shopping districts during the events. Such events include the award winning weekly OB Farmers Market, Annual Street Fair, and Annual Fireworks (to name just a few).

Amid our achievements, however, we also had some sadness. This year we lost Priscilla McCoy and Rich James. Both played major roles in developing the local character, culture, and traditions of Ocean Beach. Priscilla volunteered for the OBMA for many years and also contributed much time and effort to the OB Planning Board and the OB Historical Society.

Rich was an amazing artist, and reminders of him will always be present throughout OB. Thanks to Janis Ambrosiani, Rich's commemorative community mural has been installed on the wall outside Bravo's Mexican Bistro on the corner of Newport Ave. and Bacon.

Looking ahead, please join us for these events:

- Friday, October 3rd, 9pm, at your favorite local bar. Bars throughout OB will be celebrating the premier of *The Ex List*, a CBS comedy-drama based and filmed in OB.

General Committee Info:

◆ **ORGANIZATION:** (Executive Officers ONLY)
Meets as needed.

◆ **FINANCE COMMITTEE:**
Meets the Tuesday before the Board Meeting at 8:30 am.
OBMA Office. Mike Stifano, Chairperson

◆ **DESIGN COMMITTEE:**
Meets the first Tuesday of the month at 8:30 am
OBMA Office. Barbara Iacometti, Chairperson

◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:30 am
OBMA Office. Cordelia Mendoza, Chairperson

◆ **ECONOMIC RESTRUCTURING:**
Meets the 2nd Wednesday of the month at 12 Noon
OBMA Office. Heather Clarke, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**
is an Economic Restructuring subcommittee.
Meets the 3rd Tuesday of the month at 8:30am.
Julie Klein, Chairperson
Remember, report all crimes to 531-2000. Your Call Counts!
The Graffiti Hotline is 525-8522 or local 226-8613

If you would like to join one of our committees,

please contact us

at 224-4906. It is always more fun
to be involved in your community!



- Saturday, October 11th, 10am to 7pm, for our annual OB Oktoberfest, by the Pier; and
 - Thursday, October 23rd, 6pm, at the Point Loma Masonic Center, 1711 Sunset Cliffs Blvd., as we celebrate OBMA's 30th Anniversary and honor those who achieved extraordinary things this past year.
- As we move into our 30th year and celebrate OB's 120th year in existence, please continue to support local business, and have a wonderful Holiday season.

Warmest wishes,

Mike Akey, OBMA President

OB Jazz Fest was a Huge Success!!



Photo by Rebecca Saffran

What a great music event! By all accounts, this was the best and biggest crowd we have had for the OB Jazz Fest and we couldn't be happier.

Many thanks to Supervisor Greg Cox and City Councilman Kevin Faulconer for their Jazz Week proclamations presented on stage to Mark DeBoskey (Jazz 88 Station Manager) and our very own Rich Grosch (Board of Trustees San Diego Community College District).

OBMA ANNUAL REPORT

JULY 2007 – JUNE 2008

Our Mission is to find a unique balance of economic development within a neighborhood setting and, through special events, to contribute to the health, welfare and pride of our coastal community!

This has been another wonderful year for the Ocean Beach MainStreet Association. Our active committees have accomplished so much. We have had many changes and improvements over the last fiscal year beginning with our Special Events.

SPECIAL EVENTS THAT WERE HELD:

(A year in review from July 2007 thru June 2008)

Weekly OB Farmers Markets: A terrific weekly event that brought thousands of visitors and shoppers to the commercial district every week. We received the "Best Farmers Market" Award from San Diego Magazine in 2007. You may have seen many film crews at the OB Farmers Market over the course of the year. We've become quite the spot to film. Many thanks to Seth's Chop Shop and Starbucks who donated their parking lots for the event along with Jeff Fagen from Rock Paper Scissors.

4th of July Ocean Beach Fireworks off the Pier: Another spectacular display and a continuation of our commitment to ongoing community events.

3rd Annual OB Jazz Festival: A unique partnership between Jazz88 and the OBMA that brought a great music event to the Ocean Beach Pier parking lot. We almost met capacity in the venue which is gratifying to all who worked on the event.

1st Annual OB Oktoberfest: What a great event! In the past, the OBMA, OB Community Foundation and the Hoy Hoy Boys, originally held this event in Dusty Rhodes Park. This was the first time we brought this event to the OB Pier parking lot and grassy area at the foot of Newport Ave. It was very well received. We had tons of volunteers manning the entrance and all had fun.

OBMA Awards Celebration: Union Bank generously hosted and underwrote this lively and well-attended event held at the Masonic Center that honored those who made significant contributions to this organization and the community. Due to the San Diego County wildfires, most of our elected representatives could not attend, however City Councilman Kevin Faulconer and County Supervisor Greg Cox took time out of their busy schedules to drop in for part of the fun. Mayor Jerry Sanders (who is really an Obecian at heart) was there in spirit even if he couldn't attend. Our newest employee, Rebecca Saffran produced a terrific cd of

the year's activities which we ran all night on the movie screen.

OB Restaurant Walk: OBMA co-hosted this event for the OB Tree Committee (OB Town Council). Local restaurants participated in this sold out event!

Holiday Toy & Food Drive: We again formed a partnership with the OB Tree Committee to help with this important effort.

29th Annual Ocean Beach Street Fair & Chili Cook-Off Festival: This event proved that 145 volunteers can make terrific things happen. The community lost Rich James, our local artist who designed all of our street fair community murals. Janis Richmond Ambrosiani and Rich's other friends came together and helped the community paint the new mural in honor of Rich's life.

SPECIAL PROJECTS & SMALLER EVENTS FROM 2007-2008

Keep OB-eautiful Campaign: The OBMA has worked with Surfrider San Diego to bring attention to keeping Ocean Beach clean.

Ocean Beach Tile Project: Completed phase 8 and 9. We have worked for years to put away enough funds to fix broken and missing tiles.

Co Hosted the Mayoral Candidates Debate on Beach Area Issues: Joined with 9 other beach area organizations to hold a debate between mayoral candidates.

Nick's At the Beach hosted the OBMA Mixer: Great food, drinks and a terrific turnout. Mayor Sanders came by to say hi to all the merchants.

Decorated the Street for the Holidays: With the help of Sunset Cliffs Surfing Association, the downtown business district was decorated with new bows.

Point Loma High School Foundation and Alumni Association: The OBMA assisted this great organization with recycling cell phones, empty laser and jet print cartridges to benefit their programs.

2007-2008 OB Local Business Directory: This was the second year of distribution for the Directory. We often hear that people refer to the directory as their "bible" for the community. What a nice complement! We are working on the 2009-2010 Directory as we speak.

Newport Avenue Maintenance Assessment District The OBMA continues to manage the Newport Ave. MAD, financed by property owners fronting on Newport Ave.

Last year we . . .

Created the Clean OB Committee to oversee the work in the district. Because of their recommendations, volunteers wear special vests identifying themselves as helping to keep OB clean.

Emptied 39 trash cans 5 and sometimes 6 days per week
Painted all 39 trash cans

Emptied 40 silver cigarette ash cans twice a week in the downtown area

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Continued from page 3

- Power washed the sidewalks as often as financially possible usually 6 times per year.
- Power washed the sidewalks in the 4900 block every week after the Farmers Market.
- Maintained the planter beds around the palms
- Repaired fencing around palms
- Swept the gutters and sidewalks four times per week
- Repaired and replaced electrical boxes on lamp posts

The following goals of the Association are reflected in the work done by our outstanding committees:

- Improve the physical appearance of the commercial district.
- Build coalitions of diverse partners to meet the Association's goals.
- Offer promotional and marketing assistance.
- Strengthen the commercial district's economic base.
- Address quality of life issues.

OUR COMMITTEES WORK FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

Volunteers serve on all of our committees along with our staff.

Promotion Committee:

- Developed major marketing and promotional campaigns for summer special events and winter Holiday activities. Ran monthly ads promoting the Farmers Market and shopping locally. Ran event ads in The Beacon, Union Tribune, Reader, and CityBeat.
- Promoted Ocean Beach as a destination and a "great place to shop, dine and stay" through our newly designed rack cards distributed throughout San Diego and up to Orange County. Ran ads and calendar of events in *San Diego This Week*, *101 Things to Do in San Diego*, *The Visitors Guide*, and *the San Diegan*.
- Organized and promoted the Storefront Decorating Contest as well as distributed OB Holiday Advertising Package to members.
- Published and circulated 12 issues (485 of each issue) of the OBMA newsletter.
- Continued distributing the 2007-2008 OB Local Business Directory . . . the most successful directory to date, with many improvements and the most ads ever sold.
- Continued our Keep OB-eautiful! Campaign.
- Developed monthly Email Blasts designed to promote upcoming events and to make announcements. Two member businesses were featured in each email blast.
- Provided cross marketing for members through Business Announcements in the newsletter and on the website.
- Published all the names of local businesses who received "Best of" votes in newspapers, magazines and online . . . We had many local businesses mentioned.

Photo
by
Joe Ewing



- Monitored and recommended changes to the OBMA Website. Developed a totally new look for our OBStreet-Fair.com website which launched in May. Continued to reinvent our regular website OceanBeachSanDiego.com to keep up with technology. The committee also worked provide an advertising for local businesses. Many of our local businesses took ads out on the site and have been very happy with the number of hits and the ability of customers to click on their websites.

Economic Restructuring Committee:

- Made available statistical data about Ocean Beach to each member of the association who requests it. (Available electronically or in printed form.)
- Reviewed 3rd Annual Jazz Festival surveys. Made recommendations regarding the 4th Annual OB Jazz Festival.
- Organized the OBMA Awards Celebration
- Performed all the pre-event work for the OB Restaurant Walk for the OB Tree Committee
- Developed an annual workplan - included revisiting the Tile Project, reviewing the OB Local Consumer Survey and notifying members of issues that could affect them.
- Reviewed parking issues with the OB Planning Board
- Sent letters telling restaurants and bars about SDG&E's offer of rebates for low usage food service equipment.
- Reviewed and promoted the PROW (Public Right of Way also known as the Café Seating ordinance)
- Established the Clean OB Sub-committee to monitor the work done in the MAD

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**SHOP LOCAL
AND IMPROVE THE ECONOMY!**

**How much of your shopping dollar is retained
in your community?**

6 cents of every dollar spent with a Big Box retailer is retained/recirculated in a community.

Source: Rocky Mountain Institute

20 cents of every dollar spent with a chain store is retained/recirculated in a community.

Source: Small Business Administration

60 cents of every dollar spent with a sole proprietorship is retained/recirculated in a community.

Source: Small Business Administration. Reprinted from Barbara Wold, Professional Speaker's email.

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Design Committee:

- Reviewed and made recommendations for plant and irrigation replacement/maintenance and streetscape changes. Paid special attention to planter box issues.
- Encouraged recycling and conservation of efforts in the business district. Looked for ways to go solar and to encourage more recycling. Implemented recycling plan for all special events.
- Started on a long term plan to rehab Veteran's Plaza. Provided needed repairs to existing medallions.
- Provided the Design Guideline Brochure. Brochures are available online or in printed form from the OBMA Office.
- Replaced worn pole banners and hired a new company to store and install banners and holiday decorations.
- Continued to work on solutions for the street sign clutter and general disrepair of signage in the commercial district. Photographed all broken signage and damaged street equipment and presented 99 pages of needed repairs to the City of San Diego Traffic Division.
- Worked on the "Keep OB-eautiful!" campaign with Promotion Committee.
- Completed two more phases of the Tile Project and worked to find solutions to problems encountered.
- Started the Historic Plaque project identifying 7 local sites. Worked with OB Historical Society and OB Community Foundation on this project.

Crime Prevention Sub-Committee:

- Networked with all agencies including police, lifeguards, and Parks and Rec.
- Worked closely with law enforcement to use police resources available to Ocean Beach. The number of police officers declined and we fought for every hour that we had coverage in Ocean Beach.
- Oversaw Police Trailer and allocated funds for maintenance of the restroom inside and trailer rental. Volunteers cleaned the trailer on a regular basis. This partnership with SDPD showed that we are part of the solution to solving crime in OB.
- Worked with SDPD for traffic & crowd control on 4th of July, Labor Day and Memorial Day.
- Reviewed, discussed transient related crimes.
- Provided incident report forms for OBMA members to report criminal activity. Assisted SDPD with numerous criminal activity complaints from local residents and businesses.
- Worked with Graffiti Task Force by providing photos and incident reports
- Established the Email Warning List which allows merchants to sign up to be notified of criminal activity in the community.
- Addressed problems with oversized vehicles
- Worked as liaison with residents on crime issues.

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Ocean Beach MainStreet Association

STATEMENT OF ACTIVITIES

July 2007 - June 2008

ORDINARY INCOME	
BID Assessments-reimbursements	25,487.19
Contributions	23,270.00
Grants	34,256.40
LMD—reimbursements	61,900.33
Events/Projects Income	266,240.56
Associate Member Dues	7,827.00
PROW Fee	425.00
Promo Products Sales	13,364.78
Web & Newsletter Advertising	10,262.00
Interest Income	<u>2,785.62</u>
TOTAL INCOME	445,818.88
EXPENSE	
Organization	80,653.22
LMD	61,900.33
Events/Projects	188,023.29
Marketing/Promotion	<u>82,041.66</u>
TOTAL EXPENSE	412,618.50
NET ORDINARY INCOME	33,200.38
OTHER EXPENSE	
Depreciation	<u>-2,892.00</u>
NET INCOME	<u>\$30,308.38</u>

Draft pending yearly audit

STATEMENT OF FINANCIAL POSITION

As of June 30, 2008

ASSETS	
Current Assets	
Checking/Savings—Unencumbered	47,745.12
Encumbered	45,305.42
Accounts Receivable	38,379.39
Other Current Assets	<u>18,977.46</u>
Total Current Assets	\$150,407.39
Fixed Assets	
Office Furniture & Equipment	19,029.03
Leasehold Improvements	1,107.47
Accumulated Depreciation	<u>-9,249.00</u>
Total Fixed Assets	\$10,887.50
Other Assets	
Security Deposit	<u>600.00</u>
TOTAL ASSETS	\$161,894.89
LIABILITIES & EQUITY	
Current Liabilities	
Accounts Payable	9,353.39
Credit Cards	3,109.22
Deferred Income	370.00
Payroll Liabilities	<u>2,903.22</u>
Total Current Liabilities	\$15,735.83
Equity	
Unrestricted Net Assets	115,850.68
Net Income	<u>30,308.38</u>
TOTAL LIABILITIES & EQUITY	\$161,894.89

Draft pending yearly audit

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- Liaison with District Attorney's Office, City Attorney's Office, District 2 City Councilman's Office as well as community resources and other business districts.

Finance Committee:

- Reviewed all financial issues and monthly financial statements before each Board Meeting.
- Discussed and reviewed unusual expenses and/or special needs.
- Sought advice and made changes to accounting that would accommodate the Association's growth.
- Switched from cash to accrual basis
- Provided a comprehensive budget for the organization
- Created mechanism to save money for regular maintenance, replacement costs, and emergency needs.
- Assisted with a full audit by accredited accounting firm.

Organization Committee:

- Employee reviews
- Steering the association
- Plans for the long term future of the organization
- Reports to the National Trust on our Mainstreet program.

We are grateful that even in tough economic times, we have new businesses investing in OB and our established businesses are upgrading and adding value to their businesses. So yes, it was another terrific year. We are very thankful to our 14 volunteer Board of Directors, all our committee members, event volunteers and merchants who donated goods and services to make Ocean Beach a greater

place to live, work and play.

It is hard to believe that this organization will be celebrating its 30th year anniversary during this fiscal year.. We are looking forward to another prosperous and enjoyable year in our favorite community. Thanks for all your hard work and involvement in Ocean Beach.

*Warmly,
Denny Knox, Executive Director*



OB Canine Carnival, Oct. 26th

OB Rec Center from 10-4pm

The Parade will start around 2pm

Contact Sioux at 619-339-0001

OceanBeachKiwanis@gmail.com

NEWPORT NIGHTS

**ON THE LAST
SATURDAY
OF EACH MONTH
ALONG NEWPORT AVE**



NewportNights.org

**Attention all
OB Bars, Shops &
Restaurants!
If you have TVs,
please air the pilot episode of The Ex List at
your establishment!!!**

The new CBS show The Ex List airs on Friday, **Oct. 3rd** at **9pm**. Hang a banner, turn your TVs to Channel 8 CBS and help make this new series a huge success. The show is filmed in Ocean Beach, uses the name "Ocean Beach" and features all kinds of places in Ocean Beach. We want to help you participate in this opportunity for national exposure.



Call us at 619-224-4906 and tell us what you are doing on Oct. 3rd at 9pm.

**2009-2010 OB Local
Business Directory**

You have **4** terrific opportunities to **Promote Your Business!**

Remember, over **23,000** copies will be printed. 13,000 of those copies are delivered door to door.

The deadline is **Oct. 15, 2008**.

Please don't miss out!

This has been a terrific tool for our residents and visitors alike.

Call the OBMA Office for more information:

619-224-4906

Forms were mailed to all 92107 businesses.

If you haven't received your forms please call us today



MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website or drop by the office.

Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you having a big sale or anniversary?

Are you changing your hours or adding a new product line?

Families struggling to balance tight budgets with a desire for fun need look no further than **Point Loma Nazarene University's** Fall Festival, planned for October 18, from 10am to 2:30pm for a day filled with free entertainment, food and adventure. PLNU and event sponsors are extending an invitation to the entire community to enjoy a day of food, fun and festivities on the university's spectacular ocean-side campus.

Activities include: Ice cream social; Hayrides; a pumpkin patch; historical tours; Pony rides; puppet shows; bounce houses; climbing wall; Musical performances; plein air painting demonstration; Wellness area featuring massage; a karate demonstration; Electronics recycling drive (computers, cell phones, TVs and batteries); Community booths featuring university groups and local nonprofits; Women's and men's soccer games held at 11:30 a.m. and 2 p.m.; Scooter giveaway, donated by *Point Loma Scooter 2* p.m. (must be present to win). Food will be available for purchase at many vendors' booths and the "Taste of Bartell Hotels" will be offering free food samples. Bartell Hotels is the presenting sponsor of Fall Festival, and Bank of America is a major sponsor. For more information and to reserve your spot at the ice cream social, visit www.pointloma.edu/FallFestival or call (619) 849-2388. Event takes place rain or shine.

The Pearl Hotel in Point Loma is proud to be a part of the OB Main-Street Association. They value the support of Ocean Beach and Point Loma residents! Get an instant \$40 off a room rate just for being a local . . . www.ThePearlSD.com. Check out their website for nightly events. 1410 Rosecrans St., San Diego, CA 92106. 619-226-6100 Kim Parker, Sales & Marketing Coordinator.

Please come and join us on October 9th at 6:00pm on **Point Loma Avenue for our Open House**. Many are not aware that there is a thriving small business district south of Newport Avenue in Ocean Beach. We are located between Sunset Cliffs Blvd and Ebers Street. The merchants in this area invite you to come and visit our businesses to experience what we have to offer. **Sunset Cliffs Pilates** will be offering Pilates demonstrations, and free complimentary session sign ups, offering spin, mat and per-



Many Thanks to **Levi Jones** at **US Bank** for helping the **OB Community Foundation** secure the use of the white wall at the corner of Newport Ave and Sunset Cliffs Blvd. Also, we would like to thank **Tony**



from **Pt. Loma Landscaping** and **Claudia** from **OB Services** for making the landscaping possible in front of the wall.

Welcome New OBMA Members

Hollie Meads

4976 Newport Ave. (Rock Paper Scissors)
270-562-1956

Jewelry

Hodad's Jr Catering

5010 Newport Ave.
619-818-2243

Catering

Sarah Hintz

4976 Newport Ave. (Rock Paper Scissors)
619-957-1133

Resale Clothing

The Pearl Hotel

1410 Rosecrans St., San Diego, Ca 92106
619-226-6100 reservations@thepearlisd.com

Hotels/Lodging & Restaurants

Nova Custom Homes

619-546-9579

nova_chb@yahoo.com

Contractors & Construction

sonal training. Enjoy demos of Thai massage or an Autumn Hand Scrub followed by warm paraffin at **Peak Performance Holistic Therapies** also offering acupuncture, massage, facials and many more services. You can grab a coffee and dessert at **Java Beach** offering full coffee service daily with a lite breakfast and lunch menu.

Or sit back and enjoy the view at the **Inn at Sunset Cliffs** with recently remodeled rooms! Come take a look at **Trendsetters Hair Salon**. The salon has been newly remodeled, offering full service in hair care and nails.

Please come and join us – see what we are all about!

For more information contact: Sunset Cliffs Pilates – 619-

224-3309 – Maria; Peak Performance – 619_222-5559 – Danae; Java Beach – 619-523-6304 – Heather; Trendsetters Salon – 619-223-0289 – Clarena; Inn at Sunset Cliffs – 619-222-7901 - Sharie.

OB LIBRARY CELEBRATES ITS 80TH YEAR

Come join in the 80th Anniversary of the **OB Library**. The ceremony will begin at 11 am on Saturday, Oct. 18th with the Music of the "Zzymzy Quartet" at the Library. The Program will begin at 12 noon with brief remarks from Mayor Jerry Sanders, Councilman Kevin Faulconer and County Supervisor Greg Cox. **ABBIT THE AVERAGE**, a magician, will present a program for children.

FREE COMMUNITY CLEANUP AND RECYCLING EVENT

Saturday, **October 25, 2008** from **8am to 1pm** at Abbott Street (exit and enter off of West Point Loma Blvd.) More Info call Officer Anthony Evans at 858-627-3315. Sponsored by City of San Diego, Environmental Services & Dog Beach Dog Wash.



Ocean Beach MainStreet Association
 PO Box 7990, San Diego, CA 92167
Office: 1868 Bacon Street, Suite A
 San Diego, CA 92107
 619-224-4906, Fax 619-224-4976
 www.OceanBeachSanDiego.com
 Email: obbid@nethere.com

Partially funded by the City of San Diego Small Business Enhancement Program



HAPPY HALLOWEEN



OceanBeachSanDiego.com . . . For all your information!

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REMEMBER THE FUN?
OBMA
AWARDS CELEBRATION
OCTOBER 23, 2008
6pm to 8:30pm

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Ocean Beach Oktoberfest 2008

O.B. Oktoberfest
 Saturday, Oct. 11, 10 am to 8:30 pm
 Where Newport Avenue meets the beach

O.B. Butt Toss
 9 am Register Only

Beer Tasting & Breweries Tasting competitions
 Inspire your friends and influence people!

THE WORLD FAMOUS SAUSAGE TOSS!
 Win \$15,000 in cash & prizes

FREE SHUTTLE BUSES every 30 min. from PB to OB and back. Noon - 8pm
 Pickup at 710 Beach Blvd, 710 Sunset Business - Call (619) 224-4906 for more information

FREE SIDES
 The Bavarian Beer Garden Band
 Cash'd Out
 Vegetation
 Knights of Monte Carlo
 Danielle La Pirelli and the Masses
 Sweet Tooth - Bateka Bear!

www.OBoktoberfest.com

WEEKENDS ARE BUSY IN OB!
 THERE'S ALWAYS
 SOMETHING TO DO!

Don't Miss the
Ocean Beach Antique District's

OCTOBER Sales Event
& HUGE Parking Lot Sale on Sunday!

Saturday, October 11th & Sunday October 12th
10:00 AM until 6:00 PM
ALL WEEKEND LONG until it's gone!

ENTER TO WIN A Shopping Spree In EVERY SHOP!

This is the weekend to come treasure hunting as you'll find bargains everywhere. In every shop, even on the sidewalks!

4800 & 4900 Blocks of Newport Avenue

For more info or to reserve a **FREE** vendor space (with a \$50.00 refundable deposit) on **Sunday: 619-222-8686**

antiquesinsandiego.com