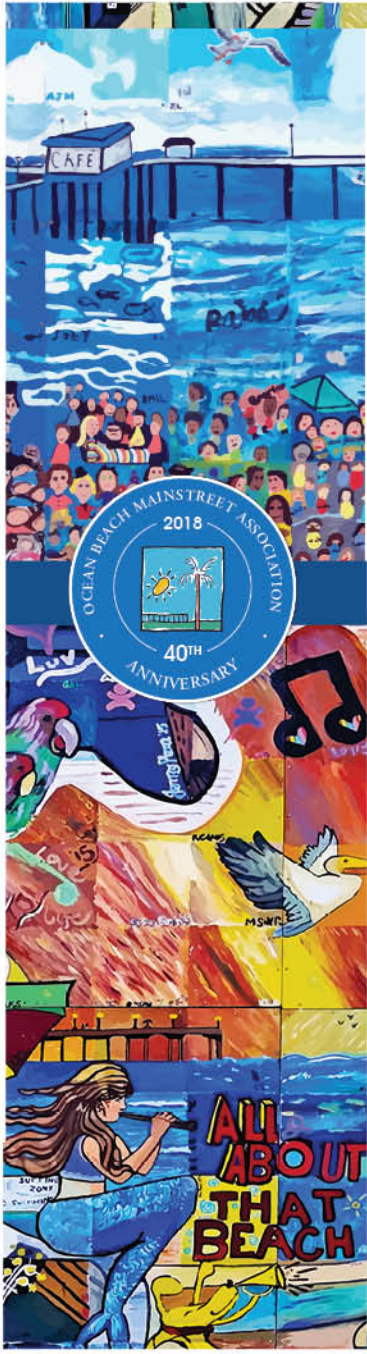


OCEAN BEACH MAINSTREET ASSOCIATION

October 2018 Newsletter - ANNUAL REPORT EDITION



PLEASE JOIN US FOR A VERY SPECIAL OBMA SUNDOWNER

1978	1979	1982	1984	1985	1986	1989	1990	1992	1993
BEGINNINGS	BANDING TOGETHER	EARLY DAYS	OCEAN BEACH STREET FAIR	REVITALIZATION	DESIGN AND DEVELOPMENT	BUSINESS IMPROVEMENT DISTRICT	NEWPORT AVENUE TILE PROJECT	FARMERS MARKET	PUBLIC ARTWORKS

Celebrating 40 Years

OF SERVICE TO THE BUSINESS COMMUNITY IN OCEAN BEACH

Thursday, October 25
5:30-7:30pm at Culture Brewing
4845 Newport Avenue

HOSTED BY



WITH FOOD FROM



OPEN TO ALL OBMA MEMBERS AND KEY EMPLOYEES

REMEMBER TO BRING A BUSINESS CARD FOR THE RAFFLE AND \$5.00 FOR OUR 50/50 OPPORTUNITY DRAWING!

Meet Other Local OB Businessowners/Managers at a Fun Mixer!

COME HELP US CELEBRATE OUR 40TH BIRTHDAY!

Throughout the month of October, Culture Brewing (4845 Newport Avenue) will feature the Ocean Beach MainStreet Association as the Artist of the Month. Then on October 25, all OBMA members are invited down to the brewery for a special edition of the monthly Sundowner mixer. Members will receive limited-edition membership pins and can mingle with other OBMA members. The event will feature a large Ocean Beach logo photo mosaic made of hundreds of smaller photos of our beautiful neighborhood, OB memorabilia, a video presentation highlighting milestones of the organization, and a timeline of OBMA's growth and community involvement since 1978.

OCTOBER MEETING SCHEDULE

Meetings are held at OBMA office unless otherwise noted.

- Oct. 2 - Tue - 8:30am - Design Meeting
- Oct. 5 - Fri - 8:30am - Promotion Meeting
- Oct. 10 - Wed - 8:30am - Finance Meeting - CANCELLED
- Oct. 10 - Wed - 12:00pm - E.V. Meeting
- Oct. 11 - Thurs - 12:00pm - Board Meeting
- Oct. 16 - Tues - 8:30am - Clean & Safe*

*Clean & Safe Meeting held at Raglan

- Oct. 25 - Thursday - 5:30 pm - Sundowner*

*at Culture Brewing

OCEAN BEACH



CLEAN & SAFE PROGRAM

THE OCEAN BEACH CLEAN & SAFE PROGRAM

The new Ocean Beach Clean & Safe Program will prioritize public safety as well as act quickly to eliminate blighted areas and beautify the neighborhood. The end result is to create a safe and inviting district that fosters community pride while also supporting economic vitality. A cleaner environment and a security presence will benefit residents, visitors, and businesses alike. For more information, and to find out how to support the Clean & Safe Program, please visit the OBMA website at oceanbeachsandiego.com.

ANNUAL REPORT



OBMA MISSION STATEMENT:

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

BOARD OF DIRECTORS:

- Barbara Iacometti, President**
Details Salon Spa, Exec. Comm. Chair
- Michael Akey, 1st Vice President**
Pacific View Real Estate, Design Chair
- CC Summerfield, 2nd Vice President**
CC Summerfield Realtor
- Mike Stifano, Treasurer**
Winstons, Finance Chair
- Kyle Jaworski, Secretary**
Raglan Public House
- Gary Gilmore**
Gilmore Family Jewelers, EV Chair
- Dave Martin**
Clever San Diego, Inc.
- Craig Gerwig**
C&S Investments, Inc.
- Matt Kalla**
Matt Kalla Insurance Agency
- Tevia Oskin**
Active Visitation, Promotion Chair
- Ron Marcotte**
Sign Diego
- Beth Wright**
OB Barbershop
- Carol Connaughton**
CVS Pharmacy

STAFF:

- Denny Knox**, Executive Director
- Claudia Jack**, Office Assistant
- Tracy Wagner**, Project Manager
- Nicole Ueno**, Programs & Media Manager

FARMERS MARKET STAFF:

- David Klamman - Community Crops**
- Market Managers:**
Marna, Tony, Richee and Tim

MAINTENANCE ASSESMENT DISTRICT STAFF:

- Oil Stain Cleaning Company**
- Naturescape, Inc.**

LEARN MORE BY VISITING
OceanBeachSanDiego.com



A MESSAGE FROM OBMA PRESIDENT BARBARA IACOMETTI

The Ocean Beach MainStreet Association's mission is to promote and support local business and economic vitality in the Ocean Beach community. Our Annual Report is a chance to look back at our accomplishments and look ahead to our goals and plans for the future.

This organization is driven by volunteerism; our all-volunteer Board of Directors, volunteer committee members, and special event volunteers all work together (with support from OBMA staff) on a wide variety of programs, projects, and events. A huge THANK YOU to all the incredible volunteers who support OBMA's work! You can help us achieve our goals by getting involved – all our members are welcome to participate! Learn more about each committee's projects in this issue's Annual Report section. To join a committee, simply show up at the meeting. We would like to see you there. Thank you for another great year and for the opportunity to continue my service as President of the OBMA Board of Directors!

Barb Iacometti, OBMA President
Owner, Details SalonSpa

ABOUT OCEAN BEACH MAINSTREET ASSOCIATION

The Ocean Beach MainStreet Association includes over 500 BID and Associate Members governed by 14 volunteer Board of Directors members (elected from the general membership), including 5 volunteer Executive Committee positions. The OBMA is a member of the San Diego Business Improvement Alliance and is designated as a National MainStreet program by the National Trust for Historic Preservation and the California Main Street Alliance. OBMA manages the Ocean Beach Business Improvement District and the Newport Avenue Maintenance Assessment District.

OUR COMMUNITY PARTNERS

We want to acknowledge our community partners, all of whom make valuable contributions to Ocean Beach and make living here even more fun. Thank you to OB Town Council, OB Community Foundation, OB Planning Board, OB Historical Society, OB Community Development Corporation, OB Scholarship Fund, Sunset Cliffs Surfing Association, OB Woman's Club, Peninsula Lions Club, Surfrider SD, OB Kiwanis, Friends of Dog Beach, PL Masonic Center, OB Sunset Cleanup Crew, CSI-OB, Friends of the Ocean Beach Library, Pt Loma Association, and Peninsula Chamber of Commerce.

WELCOME NEW MEMBERS

Bancroft Pet Shop

1874 Bacon Street
San Diego, CA 92107
619-458-9181
bancroftpets.com
Pet Supplies

Run for Cover Bookstore

4912 Voltaire Street
San Diego, CA 92107
619-228-9497
runforcoverbookstore.com
Books

Sunset Cliffs Pilates & Fitness

4720 Point Loma Avenue
San Diego, CA 92107
619-224-3309
sunsetcliffspilates.com
Pilates, Spin, Yoga, Aerial Yoga

The Art of Clearing

760-215-0232
Professional Organizer

Please contact us with any changes
at 619-224-4906

Point Loma Rotary Club

1011 Anchorage Lane
San Diego, CA 92106
pointlomarotary.com
Non-Profit, Community Group

Champion Charter Bus San Diego

1272 Scott Street
San Diego, CA 92106
619-629-0453
championcharterbus.com
Transportation

ANNUAL REPORT

OBMA BOARD OF DIRECTORS:

Provides direction and vision for the OBMA; Meets the 2nd Thursday of each month, at noon at the OBMA office

FY2018 accomplishments:

- Managed 4 employees in the office and 4 employees for OB Farmers Market.
- Hosted 60 regularly scheduled meetings and 18 additional special event meetings.
- Directed staff to attend 25 meetings with groups including the BID Foundation and City of San Diego staff members.
- Completed all requirements to remain a member in good standing with California Main Street Alliance and National Trust for Historic Preservation (National Mainstreet Program).
- Managed the Annual OBMA Awards Celebration and Annual Meeting.
- Managed the OB Business Improvement District and the Newport Avenue MAD.
- Managed Special Events – 52 Farmers Markets, OB Street Fair & Chili Cook-Off Festival, and OB Oktoberfest – with a determined effort to hire and use local services and products for all of our events.
- Directed staff to maintain accurate records of all members and to inform non-members of the potential opportunities.
- 8 Board Members, 3 staff members, and 1 consultant attended the California Main Street Alliance conference in Monterey for networking and educational sessions.
- Authorized financial contributions to OB Scholarship Fund, Friends of the OB Library, and OBTC's Food and Toy Drive.

FY2019 goals/priorities:

- Fully support the work of OBMA's committees.
- Celebrate the 40th Anniversary of the OBMA.

FINANCE COMMITTEE:

Chair: Mike Stifano, Winstons – Treasurer, OBMA Board; Meets the Wednesday before the Board meeting at 8:30 a.m. at the OBMA office

FY2018 accomplishments:

- Reviewed all the financials each month prior to the full OBMA Board meeting.
- Assisted staff with unexpected expenditures/challenges and other financial issues.
- Provided guidance to the full Board for all financial / accounting goals.
- Directed staff to keep reserves for emergencies.
- Participated in developing and maintaining an adequate, fiscally sound budget.
- Compared Profit and Loss statements to budget estimates on a quarterly basis.
- Reviewed the annual audit.

FY2019 goals/priorities:

- Maintain solid financial footing.
- Find resources to support the work of OBMA committees.

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. Chair: Gary Gilmore, Gilmore Family Jewelers – OBMA Board Member; Meets the 2nd Wednesday of each month at the OBMA Office

FY2018 accomplishments:

- Managed 57 PROW permits, which allow for certain business uses in the public right-of-way.
- Discussed, reviewed, and notified our representatives about issues that concerned small businesses.
- Made recommendations to the OBMA Board about issues pertaining to small business survival and growth.
- Promoted the Storefront Improvement Program from the City of San Diego.
- Produced the Annual OBMA Awards Celebration and Annual Meeting.
- Assisted in all the groundwork for the OB Town Council's Ocean Beach Restaurant Walk in November.
- Managed issues related to the Newport Avenue Maintenance Assessment District.

FY2019 goals/priorities:

- Advocate at City to change street sweeping times to more amenable/convenient options for surrounding businesses (BID, MAD, and other).
- Promote OB Security Program to secure more funding and expand program hours - new logo and focus.
- Select and install trash can replacements (MAD).
- Select and install cigarette butt receptacles (MAD; could expand into BID/other areas).
- Complete crib replacements (MAD).
- Address animal poop issues throughout commercial districts.

MARK YOUR CALENDAR for the 2018 OB Oktoberfest on Friday, October 12, and Saturday, October 13! Held at the OB Pier parking lot (\$5 entry, 21+) and adjacent grassy area (Saturday only, FREE and all-ages)

NEW THIS YEAR! For the first time ever, local Ocean Beach breweries have come together to create a unique collaboration beer to celebrate Oktoberfest. Don't miss the OB Brewfest on Saturday October 13 from 11am-2pm. Buy your tickets at oceanbeachsandiego.com



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. Chair: Tevia Oskin, Active Visitation – OBMA Board Member; Meets the 1st Friday of each month at 8:30 a.m. in the OBMA office.

FY2018 accomplishments:

- Promoted Ocean Beach shopping, dining, and lodging in OB.
- Assembled and distributed over 550 visitor packets with local information, maps, and brochures.
- Co-hosted 9 OBMA Sundowners with local businesses and restaurants/caterers for the benefit of those businesses and the opportunity for our OBMA members to network.
- Upgraded and continued to financially support the OB beach webcam, located atop the OB Hotel.
- Produced a successful Business Development Series workshop for the Annual OBMA Marketing Breakfast.
- Communicated consistently through e-blasts to over 4200 subscribers.
- 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.
- Hosted holiday Storefront Decorating Contest project to encourage festive décor at participating businesses.
- Contracted with Josh Utley, Intrepid Network, to manage and continue to upgrade our website.
- Wrote and published approximately 137 special interest stories about local merchants during the year.
- Posted to multiple forms of social media to promote local businesses and activities, including our special events.
- Mailed 24 member inserts in monthly newsletters.
- Produced, printed, and distributed 375 OBMA newsletters monthly. Emailed an additional 475 newsletters and posted all newsletters and inserts on the OBMA website.
- Placed dozens of ads in a variety of publications both online and in print including the UT, CityBeat, Peninsula Beacon, San Diego Visitor's Guide, Pt. Loma-OB Monthly, PassPort San Diego, and others. Negotiated for discounted or free advertising space for local participating merchants.
- Hired Brown Marketing Strategies to organize OBMA's marketing efforts and assist in promoting programs, special events, and unique occurrences through all types of media.
- Collaborated with KyXy for 4th of July fireworks simulcast.
- Celebrated Small Business Saturday with a special event along Newport Ave. and a three-week business promotion, "Passport to OB" that included 25 businesses throughout the entire Ocean Beach area.
- Distributed the remainder of the 2017-2018 OB Local Business Directory. 14,000 total copies were distributed locally.

FY2019 goals/priorities:

- Continue to celebrate the 40th Anniversary of Ocean Beach MainStreet Association.
- Celebrate Small Business Saturday and the Shop Small campaign.
- Produce and distribute 20,000 copies of the 2018-2019 OB Local Business Directory.
- Produce holiday ornament celebrating the OB Mermaid.
- Produce the Annual Awards Celebration in January 2019.

PUBLIC SAFETY COMMITTEE:

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

Co-chairs: Kyle Jaworski – Raglan, OBMA Board, Matt Kalla – Matt Kalla Insurance Agency, OBMA Board, & CC Summerfield – OBMA Board; Meets the 3rd Tuesday of each month at 8:30 a.m. at Raglan.

FY2018 accomplishments:

- Continued the OB Security Program and raised enough funds for the program to be renewed every six months.
- Continued to work with local SDPD and City Attorney's office to resolve issues of specific criminal behavior.
- Provided a forum for merchants and interested parties to discuss issues related to crimes and the prevention of crimes in OB.
- Distributed over 500 Police Authorization forms to businesses.
- Reported hundreds of Graffiti tags throughout the community.
- Cleaned areas in the commercial districts that were particularly nasty.

FY2019 goals/priorities:

- Promote the OB Clean & Safe Program.
- Address illegal drug activity in light of new cannabis regulations.
- Explore solutions to issue of solicitations in traffic medians.
- Meet with SDPD on a regular basis to continue open dialogue.

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 – 2nd VP, OBMA Board Meets the 1st Tuesday of each month at 8:30 a.m. at the OBMA office.

FY2018 accomplishments:

- Managed the OB Tile project along Newport Ave., adding 145 new tiles and replacing 115 damaged tiles.
- Purchased and assembled new holiday bows and garlands and installed street light decorations throughout the downtown business district; removed and stored all decorations after the holiday season.
- Managed the holiday decoration refurbishing and installation.
- Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).

DESIGN COMMITTEE (continued)

- Hired out tree trimming along the side streets as needed.
- Managed utility box painting program throughout OB.
- Worked with local graphic designer to produce new colorful street banners, which were installed along Sunset Cliffs Blvd. and Newport Ave., celebrating Ocean Beach attractions.
- Managed the installation of three community murals and refurbished existing murals.
- Managed Business Improvement District sign at Newport Ave. and Sunset Cliffs Blvd.

FY2019 goals/priorities:

- Trim palm trees on side streets (within the BID).
- Select and install cigarette butt receptacles.
- Design and install new street banners for January–November 2019.
- OB Mural Project – update brochure, place current murals, create 3 additional murals, and ID locations for the 2019 murals.
- OB Tile Project – complete 2 installations in 2018.
- Refurbish holiday decorations and install.

FY19 BID Assessments for the Ocean Beach Business Improvement District

- FY19 BID Assessments are estimated to be \$25,000. There have been no changes to the District boundaries or the District rates. Please see the BID address ranges and annual charges chart.



- BID Assessments will help pay for promotion/marketing expenses for the Association. The FY19 OBMA budget for promotion/marketing is \$209,154. Only \$25,000 of those expenses will be covered by BID Assessments.

- We anticipate a surplus in assessment funds of \$1,000 rolling over to FY18.

- We currently have approximately 267 BID members (located within the BID boundaries).

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	Category B
ZONE 1 \$90.00	\$70.00
ZONE 2 \$65.00	\$55.00

Category A is for retail businesses.
Category B is for non-retail businesses

MAD Assessments -

FY18 MAD assessments*	\$69,696
General Benefits	7,240
TOTAL	\$82,580

Total estimated LFF = 3,580

*FY19 Proposed Assessments with CPI (1.96%). 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 \$19.4683 x 25' (linear feet) = \$486.71 per year.

There is no change in boundaries of the Newport Avenue Maintenance District for FY19.



4800 - 5000
Blocks of
Newport Ave.

MAD – Newport Avenue Maintenance Assessment District

Property owners agreed to be assessed annually to specifically ensure that the Newport Avenue corridor is maintained. Our MAD is managed by the office staff and is represented by the Economic Vitality Committee, which meets annually with stakeholders at the OBMA office in May.

FY2018 accomplishments:

- Reported 7 broken acorn lights, 1 broken water main cover, 2 instances of broken sidewalks, 2 instances of broken traffic lights, 3 instances of damaged street signs, and 3 instances of broken curbs.
- Removed over 500 stickers, cleaned or covered over 150 instances of graffiti
- Collected and disposed of over 4465 trash bags
- Cleaned, disinfected and treated for pests 31 trash bins
- Cleaned and painted 31 trash bins and 60 crib curbs with new color to make graffiti remediation and touch-up easier and cheaper
- Swept over 1.3 million linear feet of sidewalks and gutters
- Sourced, installed, and maintained 12 new cigarette butt receptacles
- Worked with SD Park & Rec to install and maintain the first Dog Poop Bag Dispenser within NAMAD
- Worked with OBMA to create and maintain a business-sponsored Dog Poop Bag Dispenser Program within NAMAD
- Performed Service Satisfaction Survey of NAMAD constituents and published results
- Created and provided documentation and digital mapping of street sweeping times within the BID
- Dealt with influx of dozens of shared bikes and scooters
- Continued to perform trash collection and disposal and cleaning services through the worst Hepatitis outbreak in the United States in over 30 years
- Planter foliage trimmed bi-annually
- Replaced 18 plants in planters
- Added 6 new silver-toned cribs around palm trees
- Repaired multiple leaks in irrigation system

FY2019 goals & priorities:

- Fabricate and install secure cover plates for acorn light base electrical access panels
- Repair more crumbling acorn light bases
- Replace old trash bins with new units that limit scavenging and the mess that results
- Continue crib replacement program
- Work with businesses to limit single-use plastics
- Continue to improve upon the cigarette butt issues.

Many thanks to our two major contractors who make sure that Newport Avenue looks good even with our very limited budget.

Contracts with the following companies through 10-31-19:

Oil Stain Cleaning Company for Trash & Sidewalk Cleaning.

Naturescape Landscaping for the Landscaping and Crib Replacements

ANNUAL REPORT

Ocean Beach MainStreet Association STATEMENT OF FINANCIAL POSITION As of June 30, 2018		Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES July 1, 2017 - June 30, 2018	
CURRENT ASSETS		INCOME	
Cash	64,124	BID Assessments	22,391
Cash-Board Designated	50,857	Grant Income	78,305
Accounts Receivable/Grants Red	64,738	MAD Assessments	77,506
Inventory Asset	12,253	Contributions	24,753
Prepays and undeposited funds	<u>11,428</u>	Special Events Income	606,825
TOTAL CURRENT ASSETS	203,400	Memberships, Prow	15,590
PROPERTY & EQUIPMENT		Promo/Marketing	24,813
Equipment & Furniture	35,171	Interest Income	<u>20</u>
Website	11,759	TOTAL REVENUE	850,203
Leasehold Improvements	13,692	EXPENSES	
Accumulated Depreciation	<u>-37,986</u>	Organization	126,081
TOTAL PROPERTY EQUIPMENT	22,636	Capital Imp/Repair/Projects	43,350
OTHER ASSETS		Public Safety	82,232
Security Deposits	<u>800</u>	Promotion/Marketing	177,467
TOTAL ASSETS	226,836	MAD Expenses	77,506
LIABILITY AND NET ASSETS		Farmers Market	131,886
Accounts Payable	18,188	Fireworks	31,215
Credit Card Payable	2,018	Street Fair	164,917
Deferred Income & Sales Tax Payable	857	Other events	<u>18,646</u>
Accrued PTO	<u>6,634</u>	TOTAL EXPENSE	853,300
TOTAL CURRENT LIABILITIES	27,697	NET ORDINARY INCOME	(3,097)
EQUITY		OTHER EXPENSES	
Unrestricted net assets	139,128	Depreciation	<u>(4,080)</u>
Temporarily restricted net assets	67,188	NET INCOME	(7,177)
Net Income	<u>(7,177)</u>		
TOTAL NET ASSETS	199,139		
TOTAL LIABILITIES & NET ASSETS	226,836		
	<i>Draft pending annual audit</i>		<i>Draft pending annual audit</i>

Ocean Beach MainStreet Association FY19 BUDGET for the period July 1, 2018 to June 30, 2019	
INCOME	
BID Assessments	25,000
Organization	26,100
MAD Assessments	69,696
Other Non-MAD improvements	15,889
Public Safety Program	47,020
Special Events Income	651,195
Promo/Marketing	82,150
Interest Income	<u>20</u>
TOTAL REVENUE	\$ 917,070
EXPENSES	
Organization	127,073
Capital Imp/Repair/Projects	42,803
Public Safety	84,289
Promotion/Marketing	209,154
MAD Expenses	69,696
Special Events expenses	<u>343,745</u>
TOTAL EXPENSE	\$ 876,760
NET INCOME	\$ 40,310

ANNOUNCEMENTS



CONGRATULATIONS TO OB BREWERY!

Ocean Beach Brewery stole the show at this year's Great American Beer Festival, winning a gold medal for B.Right on Pale Ale while also taking home the coveted Small Brewpub & Small Brewpub Brewer of the Year award. Excellent news! Congrats!

MAKE YOUR MARKETING AND BRANDING SOAR!

Roger Bresnan, a resident of OB for over 3 decades is your go-to source for everything printed. A sales rep with Eagle Print Dynamics, Roger and the Eagle Team can give you free personal marketing and branding advice, and implement the ideas into tangible marketing and branding pieces. Eagle has provided marketing services for businesses like yours for almost 40 years. Eagle specializes in everything you need to grow your business including:

- Full Color Printing
- Promotional Products
- Embroidered and Silkscreened Apparel
- Signs, Banners, A-Frames, etc.
- Labels, NCR & Laser Forms, Tags, Binders
- Graphic Design

Call Roger today to arrange your no-hassle, non-selling meeting on how to make your marketing soar! Roger can be reached at 858.505.0700 Ext 304

EAGLE
Print Dynamics
eagle411.com
858.505.0700

Make Your Marketing SOAR
Printing • Promotional Products
Branded Apparel • Signage

2018 COMMUNITY MURALS INSTALLED

Two out of three of the 2018 Community Murals painted at this year's OB Street Fair have been installed! The first to be hung was the "Art & Music" mural at OB Elementary. The mural hangs along Santa Monica Ave., near the garden, a depicts woodland animals playing music and creating art pieces. The second mural, "OB Rocks" is hung along the wall of Bravo's parking lot at Newport and Bacon Streets, a replacement for the mural that was hung there in 2000 and grew damaged beyond repair. The third mural, the "OB Mermaid" will be hung this month on the side wall of OB Laundry on Cable Street. Huge thanks to Janis Ambrosiani for designing and producing these awesome community art pieces, and thank you to all those who came out at OB Street Fair to paint a square!



SHOP SMALL SATURDAY

We are working on an exciting new campaign to celebrate our unique small businesses and drive lots of customers to Ocean Beach this holiday season! Our Shop Small Event on November 24th will be focused on celebrating the unique & artistic culture of OB, placing several interactive art installations from local artists throughout the community, along with live music and dance performances. Then for the next two weeks, shoppers will be encouraged to participate in a fun OB treasure hunt in the business district! A Business Development Workshop will be held in October for local merchants to find how to be involved and capitalize on the event. Stay tuned!

CICLODIAS COMING TO OCEAN BEACH

San Diego's annual "Open Streets" celebration is coming to Ocean Beach! CicloOBias (aka CicloSDias), is a FREE open streets celebration on Sunday, October 21st! The event features car-free streets and 15,000 people who are expected to attend this city-wide community celebration.

Organized by the San Diego County Bicycle Coalition, CicloSDias is a public event that promotes active living and healthy communities. Open Street Celebrations temporarily close streets to automobile so that people may use them for healthy and fun physical activities like walking, jogging, biking and dancing.

WHEN:

Sunday, October 21, 2018
10:00AM-3:00PM*



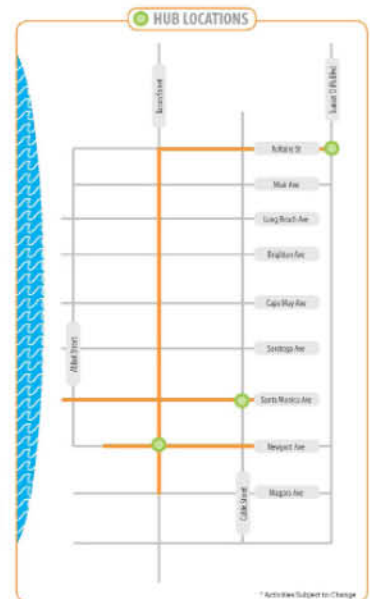
Sunday, October 21st
10:00am - 3:00pm

San Diego's Only FREE Open-Street Event for all non-motorized transportation types. Explore all Ocean Beach has to offer! LIVE MUSIC, SHOPPING, FOOD, KIDS ACTIVITIES. FUN FOR ALL AGES!

www.CiclosDiasSD.com

[/ciclosdias](https://www.facebook.com/ciclosdias)

#CicloOBias #CarFreeOB
#OpenStreetsRockOB
#OpenStreetsRock



*Streets will be closed to cars and there will be no parking along the route. Please inform your employees to arrive to work by biking or walking that day or park or be dropped off outside the route. Pre event, no parking notice signs will be in place 72 hours in advance of the event. Towing will occur for any remaining cars early on Sunday, October 21st.



Ocean Beach MainStreet Association

PO Box 7990 San Diego, CA 92107

Office: 1868 Bacon Street Suite A

San Diego, CA 92107

www.OceanBeachSanDiego.com

email: info@OceanBeachSanDiego.com

phone: 619-224-4906

Ocean Beach Mainstreet Association is partially funded by the City of San Diego Small Business Enhancement Program.



OCEAN BEACH



CLEAN & SAFE PROGRAM



INSIDE THIS EDITION:

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Small Business Finance

San Diego Small Business Collaborative Loan

You're not alone. We're here to help every step of the way.

The Ocean Beach MainStreet Association is working in partnership with CDC Small Business Finance to offer our OB merchants an opportunity to secure a 5% fixed interest rate loan that can be used for capital equipment, business expansion, tenant and storefront improvements, and job creation (up to \$24,000). Start-ups are eligible with no capital injection required, and business advising is a free service before, during and after funding, with a personal business and finance planning consultant that will help you every step of the way to support your success.

Loan Amounts \$50,000 - \$300,000

For more information, please contact the OBMA office at 619-224-4906.

The City of San Diego's Economic Development Department has many programs and local partners dedicated to helping businesses thrive and expand. Check out our website. Contact us.

Let's Get Busy!

Zoning Portal

Learn where you can locate your business in the City of San Diego.

FIND A SITE

Permits Portal

See which permits you need to start or expand your business.

CHECK MY PERMITS

Need service? Get It Done

www.sandiego.gov/get-it-done

Use the Get It Done website or app to report and get service for non-emergency issues such as graffiti, potholes, streetlights, sidewalks, traffic signals, abandoned vehicles and dumping.

Get It Done

Download the App!



[Terms of Service](#)

Top Online Services



[72-hour Vehicle Violation](#)



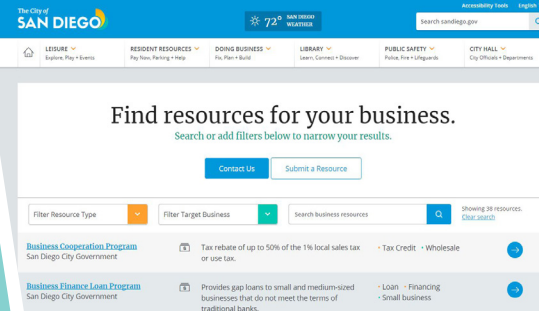
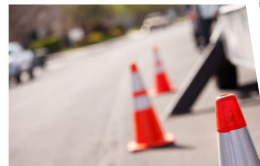
[Curb/Cutter](#)



[Dead Animal](#)



[Graffiti](#)



Expanding your business? Visit OpenCounter™

<http://business.sandiego.gov>

Access the award-winning OpenCounter online business portal to plan, site and learn about permits and fees for launching and expanding a business in the City.

Want business advice? Business Resource Matcher

www.sandiego.gov/business-resources

Find loans, tax credit programs, consultants, mentors, networking opportunities and services to help your business succeed.



Economic
Development

STRENGTHENING BUSINESSES



Free Bike Racks and Installation

TrafficOps@sandiego.gov
www.sandiego.gov/bicycleprogram

Think: Sustainability. The City's Bicycle Program installs bike racks for free in the public right-of-way to encourage bicycling. Get a free rack in front of your business.

Business Finance Loan Program

www.sandiego.gov/economic-development/business/financing

Do you own a small or medium-sized business, want to expand and need capital but can't meet the terms of a traditional bank? Get \$25,000-\$500,000 in gap financing from the City.



AleSmith Brewery

Storefront Improvement Program

www.sandiego.gov/storefront

Get free professional design assistance and rebates up to \$16,000 for enhancing curb appeal. Eligible City businesses have a street-level, street-facing storefront, a valid City business tax certificate and fewer than 26 employees.