

YEAR IN REVIEW 2024

High Tides & Good Vibes in Ocean Beach



OCEAN BEACH
MAINSTREET
ASSOCIATION

Chris Mannerino

Welcome New Members

In 2024 the Ocean Beach MainStreet Association welcomed these new members!

- **Peninsula Hearing & Balance**
- **Chronic Buddha Clothing**
- **Team Logic IT**
- **Mission Real Estate, Inc.**
- **Prism Potion**
- **Skyhawks San Diego**
- **Elegant Outdoor Shade Design**
- **Nicole Assef, Realtor**
- **One Oak Jewelry**
- **Roseville Barber Company**
- **Valkyrie Yoga**
- **Adventures in Montessori OB**
- **Love Thy Neighborhood**
- **Accurate Accounting**
- **Biz Boomin Inc.**
- **Origin Modern Health and Wellness**
- **Simple Botanicals**
- **Education First Intl. Language Campus**
- **Harumama Ramen + Buns**
- **BCreative Content**
- **Learning Curve Educational Therapy**
- **Miracle Berries Happen, LLC**
- **Wakefield Properties**
- **Official Ocean Beach**
- **Resurrection Church OB**
- **Tacos Tortas & More**

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President

Wakefield Properties, Executive Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate

Carter Moss

Submerge Church

CC Summerfield, 2nd Vice President

CC Summerfield Realtor

Ken Moss

Power Logic USA

Kyle Jaworski, Secretary

K & S Worldwide, LLC

Joella Peregoy

OB Business Center

Mike Stifano, Treasurer

Winstons, Finance Chair

Daisy Santana

Social Syndicate

Craig Gerwig

4864 Newport Avenue LLC

Shawnn Silverman

Dirty Birds OB

Matt Kalla

Matt Kalla Insurance Agency

Beth Wright

OB Barbershop



Annual Awards Celebration

January 25, 2024

St. Peter's by the Sea

Ocean Beach Banners

The Ocean Beach Banners celebrating High Tides & God Vibes were installed in January 2024.



JANUARY

OB Holiday Decorations

The OB Holiday Decorations came down on Saturday, January 13, 2024 with the help of over 40 volunteers.



JANUARY

Notice from the City of San Diego in January 2024

The City of San Diego will do a complete assessment of the pier once the high tides and storms have subsided. The purpose of the assessment is to figure out how to shore up the pier for the time being. It is unlikely that the pier will reopen for the public.



Photos taken by Josh Utley

Annual Marketing Breakfast

**Annual Marketing Breakfast
February
St. Peter's by the Sea**



*The Ocean Beach MainStreet Association
invites you to the 2024 Business Development Series event.*



Annual Marketing Breakfast

Leap into 2024

Hop to it! Take your Customer Engagement & Service to the next level!

**Tuesday, February 29, 2024 • 7:30am - 10:00am
St. Peter's by the Sea • 1371 Sunset Cliffs Blvd**

**Registration & light breakfast will be served at 7:30am,
followed by a presentation from Joon Han founder of Better San Diego and Q&A.**

All OBMA members and their key employees are welcome to attend this free event.



RSVP to Info@OceanBeachSanDiego.com or call (619) 224-4906.
If you forget to RSVP, come anyway!

**Coffee & Breakfast provided by the OBMA.
OB Beans • Nico's Taco Shop • OB Smoothie**



Annual Marketing Breakfast

We hopped to it and discussed taking customer service and engagement to the next level!

Joon Han with Better San Diego presented to our membership about how to 'Actually Win Word of Mouth', be engaged with your customers in an authentic way and explained the Net Promoter Score in an easy way to understand.



VOLTAIRE STREET BANNER DISTRICT

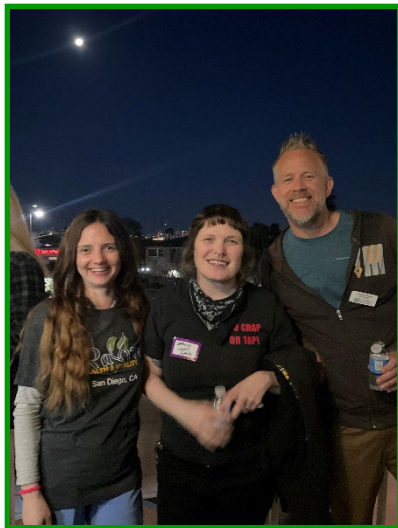
February 2024

Voltaire Street Banners were installed between Bacon and Froude.

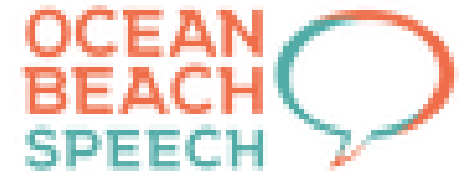
Great job by Aaron Null with Vervor Shop for spearheading the efforts to create a more vibrant experience for the business district on Voltaire Street. OBMA contributed \$2,600 to the banner program along with donations from area merchants.



FEBRUARY SUNDOWNER



MARCH SUNDOWNER



APRIL



OCEAN BEACH
MAINSTREET
ASSOCIATION



B EARTH DAY CLEAN UP

SATURDAY • APRIL 20, 2024

10 AM | Veterans Plaza Park

THANK YOU TO OUR SPONSORS!



DETAILS @ [OCEANBEACHSANDIEGO.COM](https://oceanbeachsandiego.com)

APRIL



— SAN DIEGO COUNTY SUPERVISOR —
TERRA
LAWSON-REMER
— DISTRICT 3 —



We Are Your Concierge Real Estate Company



APRIL SUNDOWNER



MAY

Thank you to everyone who joined the OBMA and many community partners for Supervisor Terra Lawson-Remer's Meet & Greet.

Congratulations to Robert Cinko for the proclamation he received from the Supervisor in honor of his volunteer work in the community.

— SAN DIEGO COUNTY SUPERVISOR —
TERRA
LAWSON-REMER
DISTRICT 3



MAY SUNDOWNER





OB STREET FAIR & CHILI COOK-OFF

44th Annual
OB Street Fair
& Chili Cook-Off

Saturday
June 22, 2024





CHILI COOK-OFF WINNERS

2024 CHILI COOK-OFF WINNERS!

Amateur Division • Judges Award

1st Place: Taste Buds

2nd Place: Monica Dewitt with California Wild Ales

Amateur Division • People's Choice

1st Place: Monica Dewitt with California Wild Ales

2nd Place: Feline Fire and the Green Spice Squad

3rd Place: Taste Buds

Hottest Chili

Trippin Hot Chili

OB Spirit Award

Grate Full Chili

Restaurant Division • Judges Award

1st Place: Pizza Port

2nd Place: Wonderland Ocean Pub

Restaurant Division • People's Choice

1st Place: Wonderland Ocean Pub





WING EATING CONTEST

2024 Dirty Birds Wing Contest Winners!

Eating Contest winners!

Wing Eating Champion:

Casey Evans

[Dirty Birds Ocean Beach](#)

Runner Up:

Travis Doroski

[James Gang Printing](#)

Most Money Raised:

Avery Jacoby

[Allied Gardens Tang Soo Do Karate Academy](#)

Kenny Cruze

[Wonderland Ocean Pub](#)

Total funds raised for OBMA programs & projects - \$9,428.00





BURGER EATING CONTEST

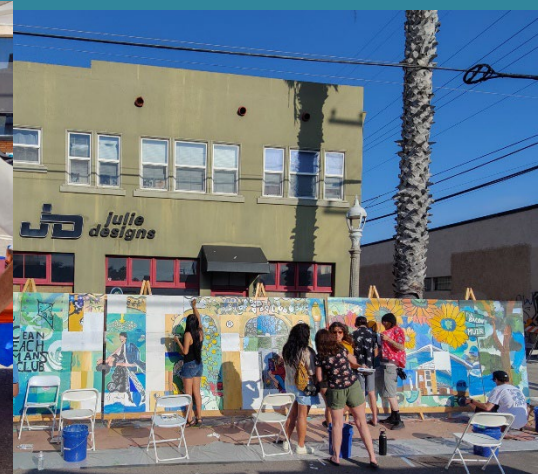




COMMUNITY MURAL PROJECT

2024 COMMUNITY MURALS

The community created two bright & colorful murals. One celebrating the Ocean Beach Woman's Club 100th Anniversary and the other highlighting our theme for 2024: High Tides & Good Vibes in Ocean Beach.



MURAL PROJECT

The murals from the 44th Annual OB Street Fair & Chili Cook-Off were installed in August & September 2024.



The 2024 mural celebrating the Ocean Beach Woman's Club's 100th Anniversary is in the US Bank Parking Lot.

Location • 4827 Newport Avenue



The second 2024 mural celebrating High Tides & Good Vibes in Ocean Beach is located in Mallorys parking lot.

Location • 4905 Newport Avenue

AUGUST SUNDOWNER

August's Sundowner was hosted by
Gallagher, Bolander, Smedley, LLP.

We had so much fun zero pictures
were taken. Epic fail!

There were a record-breaking number of
raffle items – twenty-one to be exact.

GALLAGHER

BOLANDER

SMEDLEY

LLP

TRUST & ESTATES ATTORNEYS



OCEAN BEACH
MAINSTREET
ASSOCIATION



**THURSDAY
AUGUST 22, 2024
5:30PM**

SUNDOWNER

Hosted by

**Gallagher, Bolander, Smedley, LLP
1951 Cable Street**

Open to OBMA Members and key employees.

Bring your business card for the raffle!



SUNSET CLIFFS AUTO SHOW

2ND Annual Sunset Cliffs Auto Show

Saturday
September 7, 2024

The Sunset Cliffs Auto Show was a huge success on Saturday, September 7th. Point Loma Avenue was bustling on this historically hot day. This family friendly event showcased close to 100 automobiles, live music, free giveaways, raffles, and more.



SEPTEMBER SUNDOWNER AT OB MALL



The Philosopher's
Stone and Crystal Shop



ALCHEMY



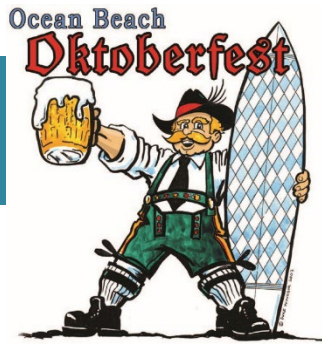
REEF
BREAK
CONSULTING

OhanaGo
Mobile Notary Public



Stella Rosenblatt





OB OBTOBERFEST

**Thousands of people visited Ocean Beach on October 11-12, 2024.
We expanded the event footprint to join the Pier Parking Lot & Veterans Plaza.**



Local photographer, Jim Grant captures a world record attempt at most people toasting at the Oktoberfest in Ocean Beach.

OCTOBER SUNDOWNER



SunsetClippz





December Sundowner

CENTRIC



SHOP • DINE • PLAY • STAY • LIVE

Our Promotion Committee helped spread the word that Ocean Beach is the perfect place to Shop, Dine, Play, Stay & Live while enjoying High Tides & Good Vibes.

Ocean Beach was featured on the front cover of Travel Magazine in the spring 2024, along with this ad highlighting OB.



SHOP DINE PLAY STAY



OB Farmers Market • Wednesdays • 4 pm - 8 pm



[OceanBeachSanDiego.com](https://www.OceanBeachSanDiego.com)
(619) 224-4906



SHOP • DINE • PLAY • STAY • LIVE

Our Promotion Committee helped spread the word that Ocean Beach is the perfect place to Shop, Dine, Play, Stay & Live while enjoying High Tides & Good Vibes.

Ocean Beach was featured in the Peninsula Beacon's OB Community Map and San Diego Visitor's Guide.

WEDNESDAYS • 4PM-8PM



**Enjoy the afternoon & evening in OB!
Certified Farmers Market
& Shop Local in OB**

4900 Block Newport Ave • Ocean Beach, CA 92107

OCEANBEACHSANDIEGO.COM



HIGH TIDES & GOOD VIBES

SHOP



DINE



PLAY



STAY



OB Farmers Market
Every Wednesday 4 pm - 8 pm



OCEAN BEACH
MAINSTREET
ASSOCIATION



OceanBeachSanDiego.com

SHOP • DINE • PLAY • STAY • LIVE

Our Promotion Committee helped spread the word that Ocean Beach is the perfect place to Shop, Dine, Play, Stay & Live while enjoying High Tides & Good Vibes.

The OBMA partnered with the Peninsula Beacon to produce the OB Holiday Gift Guide & Social Media Campaign.

Find the perfect gift for the Obecian in your life!

OB HOLIDAY GIFTS



OB Tree Ornament
\$25.00



Pier Pint Glass
\$6.50



OBeanies
\$15.00



Tote Bags
\$16.50

Ocean Beach MainStreet Association
1868 Bacon Street • (619) 224-4906 • OceanBeachSanDiego.com
Thank you for supporting OBMA's programs, projects & initiatives.



'Tis the Season to Shop Local OB

Our Promotion Committee reminded people to shop local first during the holiday season.

Multiple advertisements appeared in the Peninsula Beacon and Point Loma-OB Monthly.



'Tis The Season to Shop Local

Join the OB MainStreet Association
& Shop Local this holiday season!

November 25th thru December 20th

OBeachy Bingo
NEW fun holiday tradition!

Pick up an OBeachy Bingo card at the OB MainStreet,
OB Business Center or OB Farmers Market Info Booth.

*Play OBeachy Bingo for the chance to win fun OB inspired prizes.
No purchase required. Details online at OceanBeachSanDiego.com*

**SHOP LOCAL
OCEAN BEACH**

OCEAN BEACH



MAINSTREET
ASSOCIATION

Shop Small Saturday • November 25th • 10 am to 3 pm

To celebrate Small Business Saturday, shoppers who provide the OBMA Welcome Booth with \$50 or more in receipts from purchases made that day at Ocean Beach businesses will have the chance to win various OB gift cards. **#ShopSmallSaturday #ShopLocalOB**



Ocean Beach MainStreet Association
1868 Bacon Street • (619) 224-4906 • OceanBeachSanDiego.com

'Tis the Season to Shop Local OB

Our Promotion Committee reminded the community to shop local first during the holiday season.

'Tis the Season Social Media Campaign on Facebook & Instagram



oceanbeachca

Following ▾

Message



220 posts

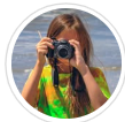
6,977 followers

450 following

Ocean Beach MainStreet Association

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

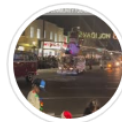
oceanbeachsandiego.com/resources/local-news/ob-gift-guide + 4



Discover OB



Membership



OB Holidays



Dining



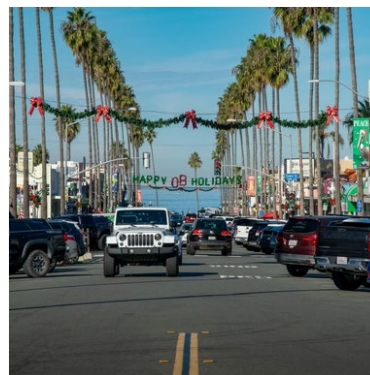
Merchants



OB Pier



Farmers Market





SHOP LOCAL SATURDAY

Shop Small Saturday kicked off the holiday season!

Saturday, November 30th

Locals and visitors alike who spent \$50 of more in Ocean Beach on Small Business Saturday spun the wheel and won one of 500 prizes.



OBEACHY BINGO

Our flock of OB Parrots grew to 96 in 2024, and we disturbed hundreds of bingo cards.

There were 36 OBeachy Bingo Winners who won an array of local OB swag and gift cards!



OCEAN BEACH
MAINSTREET
ASSOCIATION

OBeachy

B I N G O

2	6	11	20	23
4	8	14	19	21
5	10	FREE	17	24
1	9	15	18	22
3	7	12	16	25

OceanBeachSanDiego.com



Holiday Decorations

The OBMA installed the OB Holiday Decorations throughout downtown OB on November 16th.

A huge thank you to all the volunteers who came out to help spread holiday cheer.



Holiday OB Holidays & Banners



The Happy OB Holidays swags went up in mid-November.

The OB Holiday Banners went up in early November.



OCEAN BEACH PIER RENEWAL PROJECT



PHOTO: JOSH UTLEY

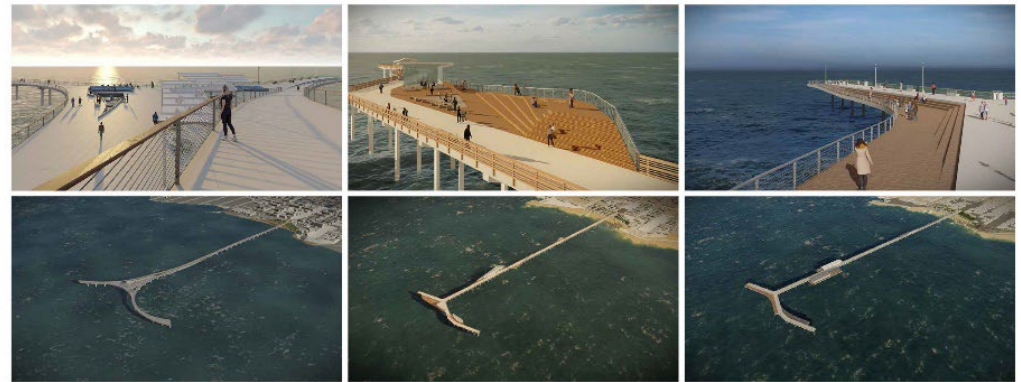
OCEAN BEACH PIER RENEWAL PROJECT

Ocean Beach Pier Renewal Community Workshop #4

Preferred design concept for a potential
Ocean Beach Pier replacement will be unveiled

The City of San Diego unveiled the potential design concept for the new pier on April 6th.

The OB Pier Renewal Project held the final OB Pier Renewal Project meeting for the community on October 12, 2024, highlighting and addresses final feedback from the community.



During this workshop, the City of San Diego and its consultants will present the preferred design concept for a potential Ocean Beach Pier replacement.

The preferred design concept was created based on public input of the three preliminary design concepts that were presented in September 2023.

Saturday, April 6th, from 2pm to 5pm

The presentation will begin at 2:15pm, followed by interactive workshops.

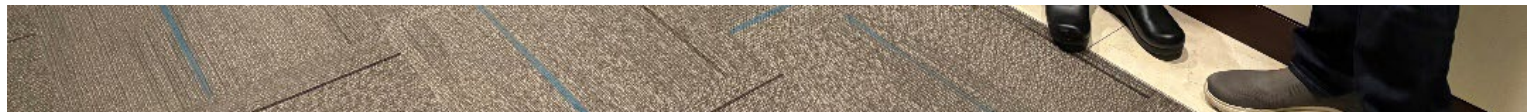
Liberty Station Conference Center
2600 Laning Road, San Diego, CA, 92106

OCEAN BEACH PIER RENEWAL PROJECT

**Pier Renewal
Project**
June 2024



Ocean Beach Pier Working Group with City of San Diego Staff



OCEAN BEACH PIER RENEWAL PROJECT

Pier Renewal Project Working Group

September 2024

Andrea Schlageter, Stu Seymour, Randy Reyes, Manny Reyes, Elizabeth Schroth-Nichols, Denny Knox, Nicole Ueno, Mark Winkie, & Ralph Teyssier.





OB Pier September 2024

Photographer Jim Grant captures photos of the engineers taking core samples by drilling through the pier into the ocean floor.

This is the continuation of the Pier Renewal Project which is ongoing.

VETERANS PLAZA GRASS PROJECT



Progress in January 2024

The fence came down on March 26, 2024.



On September 28, 2023, the City of San Diego began the re-sodding project of Veterans Plaza

MAIN STREET AMERICA

The OBMA received our renewed Main Street America accreditation in July 2024.



MAIN STREET AMERICA
and
California Main Street

certify that
Ocean Beach MainStreet Association

has been recognized as a
2024 Affiliate Program
for meeting the standards of performance in 2023



Erin Barnes
President & CEO
Main Street America



Hannah White
Chief Impact Officer
Main Street America

OB MERCHANDISE

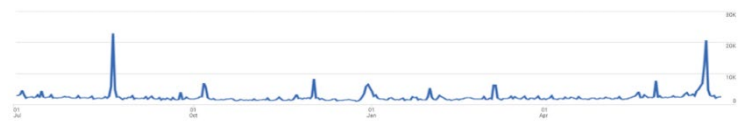
The OBMA produced these fun new merch items in 2024.



OBMA Website Report

OceanBeachSanDiego.com had over 800K views in FY24

Views 856K | Eventcount 2.6M | Views | % Change from Previous Year | Avg. Engagement Time



OBMA Website Insights July 1, 2023 - June 30, 2024

Channels (by session)	Views (total pages viewed)	Sessions	Users
	856,672 (+23%)	554,550 (+26%)	327,227 (+10%)
Users by City 	Attractions & Annual Events Top pages ranked by number of views: #1 Farmers Market, #2 Sunset Cliffs, #3 OB Street Fair & Chik Cook-Off, #4 OB Pier, #5 Dog Beach, #6 Oktoberfest, #7 Kivans Kite Festival, #7 Lighthouse, #9 Beaches, #10 Sunset Cliffs Auto Show, #11 Dusty Rhodes Park, and #11 Taste of OB 277,144 VIEWS 9% Change 0:36 Avg. Engagement Time	Beach Cam, Photos, & Videos The second streaming camera with a view of up Newport Ave has added significant value to the "Beach Cam". Six new photo albums were added along with four new videos. Eight creative slide were designed and added. 281,874 VIEWS 116% Change 1:39 Avg. Engagement Time	Local Business Directory Accessed from the OBMA website using the search field or main menu navigation as well as directly through search engine results. Available categories: Dining, Shopping, Visit, Services, and Community Resources. 63,972 VIEWS 1% Change 0:43 Avg. Engagement Time
User Acquisition 	News, Parking, Maps, & Groups The OBMA website offers many resources. Within the last twelve months the following content was added to the website: 103 local news posts, 22 blog posts, 12 newsletters. This content is also distributed through social media. 67,454 VIEWS 25% Change 0:29 Avg. Engagement Time	Home Screen 2023 Saw the first large increase in traffic to the home page. This combined with an unknown event in August of 2022 accounted for roughly an addition 200K in views. Eight new pages and three webforms were added to the site. 90,822 VIEWS 84% Change 0:26 Avg. Engagement Time	Online Shop Holiday shopping and annual events are the Online shop's most active times of year with visitors purchasing gifts, event goers buying tickets, and vendors paying booth fees. 20 new products were added to promote Ocean Beach. 33,211 VIEWS 22% Change 1:00 Avg. Engagement Time
Screen resolution 			

OCEAN BEACH TILE PROJECT

In 2024 we installed three phases of the Ocean Beach Tile Project along Newport Avenue.

Phases 40,41 & 42

We installed 92 new tiles and 72 replacement tiles.



MAINTENANCE ASSESSMENT DISTRICT

Naturescape Services emptied the 35 trash cans on Newport Avenue daily.



Naturescape Services



OB AMBASSADORS

OBMA Workshops in 2024

County Grant Workshop

January 10, 2024



Storefront Improvement Program Workshop

March 13, 2024



Using AI for Small Businesses Workshop

September 11, 2024



SUNSHINE COMPANY CELEBRATES 50 YEARS



OB HARDWARE 105TH ANNIVERSARY

OB Hardware celebrated their 105 Anniversary on September 22, 2024.

Opened in 1919, the old-fashioned hardware store carries just about everything you could need for your home or garden. The list includes tools, gardening, plumbing, and electrical supplies, along with paints.

A cornerstone within the beach community for the past 105 years, OB Hardware employs local staff and is homegrown right down to its everyday hardware and household items. There is also a custom screen shop and organic gardening space in the rear.



OB WOMAN'S CLUB CELEBRATES 100 YEARS

The Ocean Beach Woman's Club celebrated their 100 Year Anniversary with a year full of activities, parties, & fundraisers.



The OB Woman's Club vendor booth at the OB Street Fair & Chili Cook-Off • June 22, 2024

NEW OWNERS FOR TWO ICONIC BARS

Two Iconic Bars in Ocean Beach changed ownership in the spring of 2024.

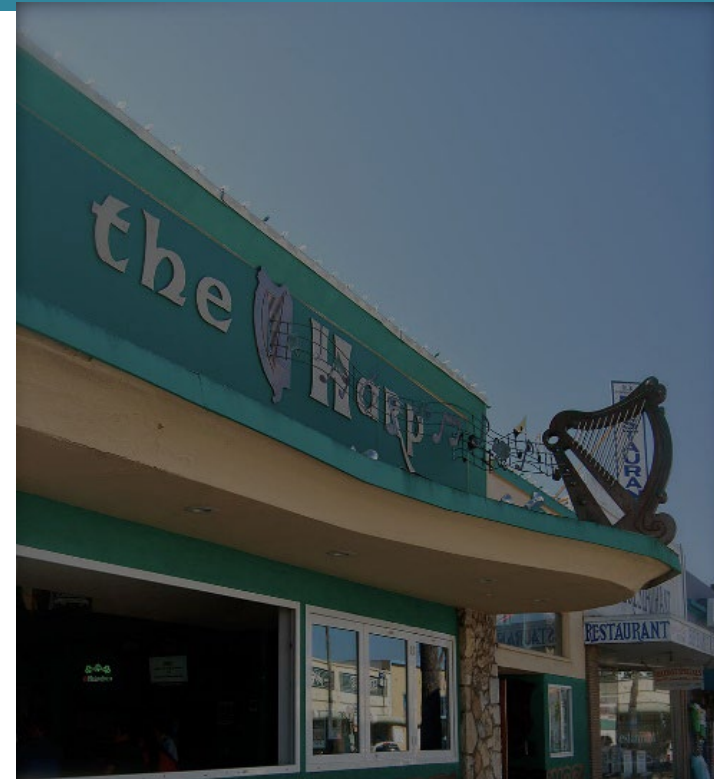
The Harp

The Harp welcomed news owners Miles Doughty, Jeremy Diem, Steve Ashton, and Tyson Younger Green and two other locals. The new owners quickly upped the music scene in Ocean Beach.

Cheswicks

Cheswicks was purchased by Kustom Kulture.

The new owners changed the name and created a new vibe with colorful colors and an updated interior.



THANK YOU TO ALL OUR VOLUNTEERS!





VOLUNTEERS

Teamwork makes the dream work!

IN MEMORIUM

The Ocean Beach Community celebrated Claudia Jack's life and her many contributions to the OBMA & our community at the Bali Hai on September 5, 2024.

