2017

Ocean Beach Events

25th Year of the OB Farmers Market



	FAKMEKS MAKKE I
Farmers Market	Every Wed.
(OB MainStreet Association)	(4-7pm winter, 4-8pm summer)
★ Farmers Market 25th Anniversary Celebration	May 10
★ Farmers Market 25th Anniversary Celebration	May 17
OB Kite Festival & Parade (Kiwanis Club of Ocean Beach)	May 13
OB Exposed! <i>Photographic Exhibit & Contest</i> (OB Historical Society)	May 19
OB Street Fair & Chili Cook-Off Festival (OB MainStreet Association)	June 24
OB Fireworks off the Pier (OB MainStreet Association)	July 4
OB Craft Fairs (OB Town Council)	Aug. 12, 26
Pier Pancake Breakfast (OB Town Council)	TBD
OB Craft Fairs (OB Town Council)	Sept. 23
Mike Hardin (Bossman) Day (OB MainStreet Association)	Sept. 30
OB Pier Fishing Derby (Kiwanis Club of Ocean Beach)	TBD
OB Oktoberfest (OB MainStreet Association)	Oct. 6, 7
OB Brat Trot	Oct. 7
(OB Community Foundation)	
OB Craft Fairs (OB Town Council)	Oct. 14, 21
OB Halloween Carnival at Rec. Center (OB Recreation Center)	Oct. 28
OB Restaurant Walk (OB Town Council & OB MainStreet Association)	Nov. 14
OB Craft Fairs (OB Town Council)	Nov. 4, 18
OB Holiday Tree Auction (OB Town Council)	Nov. 30
OB Holiday Parade (OB Town Council)	Dec. 2
OB Craft Fairs (OB Town Council)	Dec. 2, 9, 16, 23
OB Food & Toy Drive	3rd week of Dec.
(OB Town Council)	
Dates subject to change - please check www.OceanBeachSanDiego.com for u	up-to-date information.



Web Ads medium rectangle - \$450 / 6 months large square - \$600 / 6 months Contact: Susan James - susan@OceanBeachSanDiego.com 619-224-4906

Newsletter Inserts \$60 + provide 375 inserts (subject to change) Contact: Claudia Jack - 619-224-4906

Contact:

619-224-4906

Megan Maher, PR & Communication Coordinator Brown Marketing Strategies, Inc. | Full-Service Marketing Agency (619) 546-5390 | megan@brownmarketingstrategies.com | www.BrownMarketingStrategies.com

Alicia Shapiro, Owner & Marketing Consultant Aliro Marketing | Social Media Marketing Management & Consulting (619) 203-1565 | alicia.shapiro@aliromarketing.com | www.aliromarketing.com

Josh Utley, President & CEO Intrepid Network Inc. | Multimedia Services & Business Solutions (619) 929-0762 | josh@intrepidnetworkinc.com | www.intrepidnetworkinc.com

Access the handouts and slides from today's presentation at: oceanbeachsandiego.com/resources/local-news/obma-member event-social-media-workshop-business-development-series



Ocean Beach MainStreet Association

Special Announcements FREE for Members OBMA Website, Social Media, Newsletter Contact: Isabel Clark - isabel@OceanBeachSanDiego.com 619-224-4906 Sundowners - Attend and/or Host

4th Thursday of the month (generally) 5:30pm - 7:30pm Contact: Isabel Clark - isabel@OceanBeachSanDiego.com 619-224-4906

Discounted rates for members for: Farmers Market, Special Events, Cooperative Advertising

Denny Knox - info@OceanBeachSanDiego.com

Social Media Workshop - April 25, 2017 **Instructor Contacts**



Ocean Beach MainStreet Association

1868 Bacon Street, Ste. A • San Diego, CA 92107 • 619-224-4906 • info@OceanBeachSanDiego.com www.OceanBeachSanDiego.com

January	February	March	April	Мау	June	July	August	September	October	November	December
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1-New Year's Day 16 - Martin Luther King, Jr. Day Blood Donor Month Mentoring Month National Hobby Month Financial Wellness Mo. Get A Balanced Life Mo. Get Organized Month Family Fitness Month New Year's Resolution Mo.	2 - Groundhog Day 5 - Super Bowl 14 - Valentine's Day 20 - Presidents' Day 28 - Mardi Gras Carnival Heart Disease Awareness Month Black History Month Children's Dental Mo.	12 - Daylight Savings Begins 17 - St. Patrick's Day 20 - 1st Day of Spring Reading Awareness Mo. Women's History Mo. National Nutrition Mo.	1 - April Fools' Day 14 - Good Friday 16 - Easter 10-18 Passover 22 - Earth Day 28 - Arbor Day Earth Month National Volunteer Mo. Financial Literacy Month Spring Cleaning NFL Draft The Masters	Holidays 5 - Cinco de Mayo 14 - Mother's Day 20 - Armed Forces Day 29 - Memorial Day Kentucky Derby Events Stanley Cup Fever Wedding Season Nat'l Golf Month Nat'l Hamburger Mo. Nat'l Hamburger Mo. Nat'l Military Appreciation Month National Pet Month	- Green (Federal Holidays) 14 - Flag Day 18 - Father's Day Graduations NBA/NHL Playoffs Wimbleton LGBT Pride Month National Safety Month Great Outdoors Month International Surf Music Month National Oceans Month	& Blue Red - Observance 4 - Independence Day/4th of July National Ice Cream Mo. National Grilling Month National Hot Dog Mo. Dog Days of Summer Comic-Con Independent Retailer Month Tour de France National Parks & Recreation Month	Actional Inventor's Mo. Happiness Happens Month American Adventures Month Back To School	4 - Labor Day September 11th Back To School Cont'd Self Improvement Mo. Baby Safety Month College Savings Month Fall Hat Month International Strategic Thinking Month National Coupon Mo. National Organic Harvest Month	9 - Columbus Day 31 - Halloween Adopt A Dog Month Class Reunion Month Global Diversity Awareness Month Pizza Month Positive Attitude Month Self-Promotion Month Vegetarian Month National Crime Prevention Month	5 - Daylight Savings Ends 7 - Election Day 11 - Veterans Day 23 - Thanksgiving 24 - Black Friday 25 - Small Business Sat. 27 - Cyber Monday Aviation History Month NoSHAVEmber Nat'l Scholarship Mo.	7 - Pearl Harbor Remembrance Day 25 - Christmas 12-20 - Hanukkah 26-Jan. 1 - Kwanzaa 31 - New Year's Eve National Tie Month Nat'l Write A Business Plan Month
GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S) Marketing Theme	GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S)	GOAL(S)
Marketing Theme	Marketing Theme	Marketing Theme		Marketing Theme	Marketing Theme	Marketing Theme	Marketing Theme	Marketing Theme	Marketing Theme	Marketing Theme	Marketing Theme
Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online	Advertising / Online
Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials	Activities / Specials
Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost	Budget / Actual Cost
Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.	Total Sales for Mo.
2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017