

OCTOBER 2024 NEWSLETTER



Save the Dates!
Friday, October 11th
& Saturday, October 12th
Details on page 4

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OBMA Mission Statement & Board of Directors



OCEAN BEACH
MAIN STREET
ASSOCIATION

Our Mission

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

OBMA BOARD OF DIRECTORS

Barbara Iacometti, President
Hair Stylist, Executive Committee Chair

Mike Akey, 1st Vice President
Pacific View Real Estate

CC Summerfield, 2nd Vice President
CC Summerfield Realtor

Kyle Jaworski, Secretary
K & S Worldwide, LLC

Mike Stifano, Treasurer
Winstons, Finance Chair

Travis Doroski
James Gang Printing

Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Carter Moss
Submerge Church

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

Daisy Santana
Social Syndicate

Shawnn Silverman
Dirty Birds OB

Beth Wright
OB Barbershop

OBMA TEAM

Denny Knox, Executive Director

Tracy Wagner, Operations 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

[Board Agenda & Meeting Minutes>](#)

Lets be social!



OBMA Meeting Schedule & Member News

MEETING SCHEDULE

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

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Tuesday, 10/1/2024 at 9:00am
Design Committee Meeting

Tuesday, 10/1/2024 at noon
Clean & Safe Committee Meeting

Wednesday, 10/2/2024 at noon
Economic Vitality Committee Meeting

Friday, 10/4/2024 at 9:00am
Promotion Committee Meeting

Wednesday, 10/9/2024 at 1:00 pm
Finance Task Force Meeting

Thursday, 10/10/2024 at noon
OBMA Board of Directors Meeting

Reach out to Tracy Wagner
Tracy@OceanBeachSanDiego.com for meeting
information details and zoom links.

Tracy@OceanBeachSanDiego.com if you would
like **us to add you to a committee.**

WELCOME NEW MEMBERS

**Education First
International Language Campus**
3455 Kenyon Street
(619) 501-3027
[@efSanDiego](#)

Harumama Ramen + Buns
4741 Voltaire Street
(619) 269-3780
[HarumamaSD.com](#)

OB [Local Online Directory](#)>



Using AI for Small Business Workshop

We had a great workshop and received some great tips & tricks from Beth Wright our Economic Vitality Committee Chairperson and Alicia Shipiro with Aliro Marketing and AI News.



Checkout the workshop on YouTube

[AI Workshop Video](#)>



OB Oktoberfest

Mark your calendars. Thousands of people will be visiting OB on October 11th & 12th to celebrate OB Oktoberfest AND SHOP, DINE, PLAY & STAY in Ocean Beach!

Sponsored by Jägermeister



Ocean Beach
Oktoberfest



Bigger and Better than Ever!
DOUBLE THE BEACHFRONT SPACE | 2 STAGES | LIVE MUSIC | DJs
CONTESTS | BEER | FOOD | COCKTAILS

Friday, Oct 11th
4 PM - 11:30 PM
On the Jägermeister Main Stage

Saturday, Oct 12th
12 PM - 11:30 PM
On the Jägermeister Main Stage

4:00 PM - 2-for-1 Beers!
Celebrate the Oktoberfest way with 2-for-1 beers from 4-6 PM

4:20 PM - Sandollar
5:30 PM - Pretzel Toss
6:00 PM - Electric Waste Band
7:15 PM - Brat Eating Contest
7:45 PM - Mickey Avalon
9:00 PM - Men & Women's Stein
10:00 PM - Ricky G's Vintage Boutique

Electronica Stage:
DJ Unite | Kaipora | Cutsnake | Gabe Vega

11:00 AM - Cornhole Tournament
12:00 PM - 2-for-1 Beers!
Celebrate the Oktoberfest way with 2-for-1 beers from 12-2 PM

12:00 PM - Three Legged Dog
1:00 PM - Pretzel Toss
1:30 PM - Fresh Veggies
2:45 PM - Warrior Stein
3:15 PM - Daring Greatly
4:15 PM - Mr. & Ms. Oktoberfest
5:00 PM - High Tide Society
6:15 PM - Joey Chestnut x Jägermeister
GUINNESS WORLD RECORDS™ Toasting Attempt

6:45 PM - Jakobs Castle
8:00 PM - Brat Eating Contest
8:30 PM - SunSquabi
9:45 PM - Men & Women's Stein
10:30 PM - Band of Gringos

Electronica Stage:
DJ Girth | DJ Green T | Freshcobar
Rybo | Ofier | Tara Brooks | Afromantis | WE

vip tickets
Includes: Entrance, a Custom one-liter "OB Oktoberfest" mug filled with 2 beers, Access to TWO expanded VIP areas, Sky Bar Experience, Upgraded restrooms, and Priority re-entry.
AVAILABLE AT: OBOKTOBERFEST.COM



A portion of proceeds benefits our community partners; The Ocean Beach Mainstreet Association and The Peninsula Alliance

OBOKTOBERFEST.COM

OBoktoberfest.com

Ambassadors • Community Clean Up • Meet the Rangers

Join the OBMA on Saturday, October 12th

10AM to noon

VETERANS PLAZA PARK

Community Clean Up, meet your downtown Ocean Beach Ambassadors
& local Park Rangers.



Meet your downtown Ocean Beach Ambassadors!

Thank you to our community clean up sponsors...



Sunset Cliffs Auto Show Recap



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.



OCEAN BEACH
MAINSTREET
ASSOCIATION

[Event Website](#)



OB Restaurant Walk—New Date!



TASTE OF
OCEAN BEACH

Tuesday, October 22, 2024
5-9pm

TIX HERE



Restaurant Walk \$45

Enjoy Restaurants, Breweries & Wine Bars, OB Vibe

Scan the QR Code or purchase tickets at <https://tinyurl.com/OBCFTaste2024>

Register to VOLUNTEER 



All proceeds benefit the Ocean Beach Community Foundation (OBCF), bringing community events to OBceans including: Taste of OB, Holiday Parade & Tree, Holiday Auction & Party, and the Food & Toy Drive.

In partnership with OB MainStreet Association

OBMA members if you would like to sign up to participate or have questions, please reach out to Tracy Wagner (619) 224-4906 or Tracy@OceanBeachSanDiego.com

[Restaurants interested in participating—click here>](#)

FREE E-WASTE RECYCLING EVENT

The OBMA will be hosting a
FREE electronic recycling event for our members

Tuesday, November 19, 2024

8AM—Noon

LOCATION

Air Garage

1858 Cable Street



Sponsored by



JunkMD.com

Holiday Decorations • Shop Small • OBeachy Bingo



HOLIDAY DECORATIONS • SATURDAY, NOVEMBER 16

Join the Ocean Beach MainStreet Association and install garland & bows throughout downtown Ocean Beach!

Each year the OBMA and volunteers like you put garland & bows throughout the downtown business district for the holiday season.

More details and meeting location will be sent out in early November.

[Volunteer Sign Up](#)



SHOP SMALL OCEAN BEACH • SATURDAY, NOVEMBER 30

Save the date! Ocean Beach MainStreet Association will celebrate Shop Small Ocean Beach on Saturday, November 30, 2024 from 10AM-4PM.



OBEACHY BINGO

NOVEMBER 30—DECEMBER 20, 2024

COMING TO STORES & RESTAURANTS NEAR YOU!

The flock of parrots is growing from 48 to 96 furry parrots throughout Ocean Beach.

If you would like to participate in OBeachy Bingo please email Kristen Keltner—Kristen@OceanBeachSanDiego.com

#OBHOLIDAYS

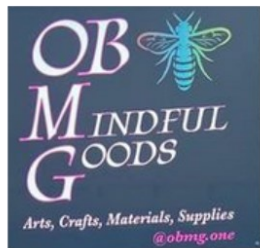
September Sundowner

Fun Sundowner event at the OB Mall!



September Sundowner

There was a lot of support from the OB Mall and their friends from around town!
Thank you to all the amazing businesses who made the Sundowner so fun.



The Philosopher's
Stone and Crystal Shop



ALCHEMY



Above: Radio Bingo



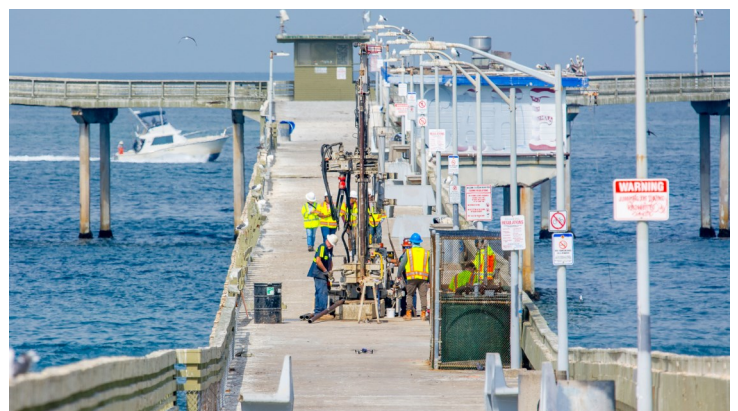
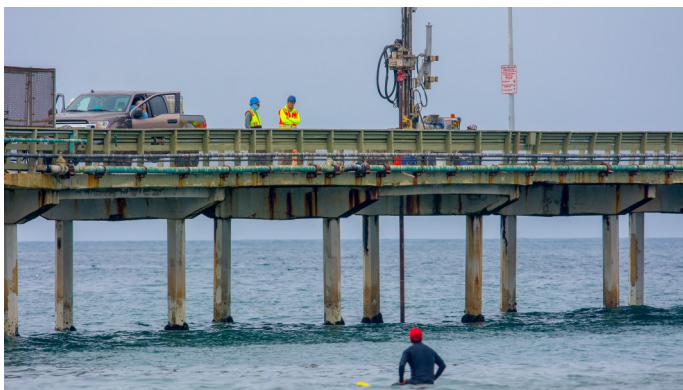
Ocean Beach Pier Renewal Project



OB Pier Task Force Members

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

Thank you to photographer, Jim Grant for capturing a photo 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. The next community meeting will be coming up soon to bring us all up to speed on the environmental review, the pier assessment, and map out the path going forward.



[OB Pier Renewal Project Update](#)>

Day of the Dog

— EVENT INFO —

WHERE

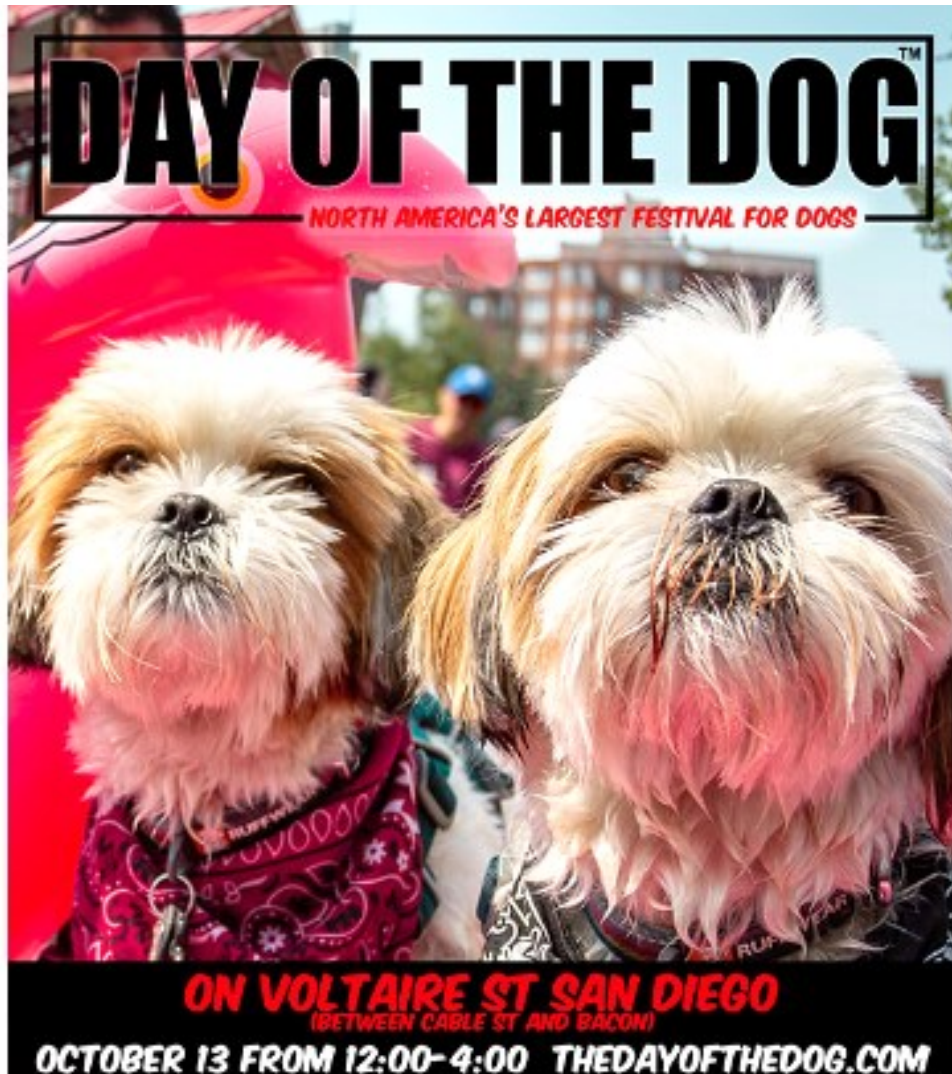
VOLTAIRE ST (between cable
and bacon)
SAN DIEGO

WHEN

OCTOBER 13, 2024
SUN - 12:00-4:00

ADMISSION

FREE &
PET FRIENDLY!



TheDayOfTheDog.com>

OB Community Foundation • Seeking a Crooked Tree



The OB Community Foundation is Seeking a Crooked Tree

As an OB resident you probably know that each year we put up and decorate an iconic crooked tree in the sand at the end of Newport Avenue for the holiday season. What you might not know is that those trees are donated from OB neighbors on the peninsula every year.

We look for trees that pose a risk to the landowner, necessitating its removal. The OB Community Foundation pays for the cutting, removal by crane, and transportation of the tree from a local property to its final place of glory standing tall (and hopefully a little crooked) at the beach. We are on the hunt to find a property owner to donate this year's tree.

For 2024, we are planning to cut and install the tree on Tuesday, December 3. But the logistical planning takes a while to ensure we have all of our vendors (tree cutting, crane operator, flatbed truck, scissor lift, City of San Diego beach team, and fence installation) lined up for that special day. We need to **finalize our tree selection soon!**

If you are interested in **donating a tree on your property** this year, **please reach out to us as soon as possible** at Shelly@OBCommunityFoundation.org. If it might be right for you in the future, please let us know and we will add you to our future tree contacts list.

[OB Community Foundation.org](https://OBCommunityFoundation.org)>

OB Hardware Celebrated 105 Years

Great article in the Beacon

OB Hardware Celebrated 105 Years

One of the last independent, family-owned hardware stores in San Diego, the mom-and-pop shop at 4871 Newport Avenue held a customer and community appreciation event on Sunday, Sept. 22. They had live music, free activities, limited-edition merchandise, and more.

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.

Purchased in 2021 by Jenae and Joe Kuchman, this family-run shop has stood the test of time with a local following and community support. Of how she and Joe got involved in the hardware trade, Jenae Kuchman said, "The store had been for sale for quite some time and we were interested in owning our own business. We wanted to explore the opportunity."

[SDNews.com](https://www.sdnnews.com)>



[OB Hardware Facebook Page](https://www.facebook.com/obhardware)>

Ocean Beach Mural Project

44th Annual Ocean Beach Street Fair produced two beautiful community murals!



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

4827 Newport Avenue



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

4905 Newport Avenue

OceanBeachSanDiego.com/MuralProject

A few announcements

Graffiti on Dumpsters around town

Ever wonder about all those graffiti-covered dumpsters all over town? If you want to address the situation, file a Get It Done report with the City by taking pictures of the dumpsters and then copying the email to our Council office CD2 to forward to Environmental Services Department. Get It Done does not have a graffiti on dumpsters section so it is important to include pictures of the dumpsters. According to Randy Reyes from the Mayor's office, The San Diego Municipal Code does explicitly state the following regarding this topic: SDMC 66.0126(d) states that refuse containers must be in good condition.

Website Accessibility

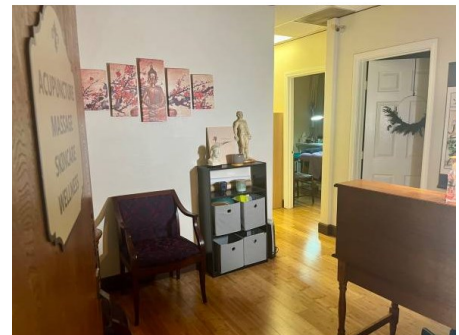
Information for Private and Public Businesses and Organizations

[Link to information on OBMA's Member Blog](#)

Rental Available

Beautiful Treatment Room Available for Rent in OB
Santa Monica Ave, San Diego, CA 92107

[More info here>](#)



Office Rental • Santa Monica Avenue

A great office to get away from home and work quietly. Located on Santa Monica Avenue near the post office this 460 square foot office is available for immediate occupancy. The office has a private bathroom and is secluded inside a gated courtyard. It is available for month to month rental, but we are hoping for a long-term tenant. Tenant pays for electricity, no parking available, \$1,200.00 per month.



OB Local Online Business Directory

Ocean Beach

Local Online Business Directory

The Ocean Beach MainStreet Association has updated our OB Local Online Business Directory with updated photos. We also added as much information to each members profile as possible, such as links to your website, social handles, images, and a 300 character description.

However, we were unable to locate all this information for every member. We encourage you to checkout the OB Local Online Business Directory and view your profile. If you need to make changes/updates you can do so by completing the OBMA Business Member Information form.

Maximize this great marketing tool to grow your business! Refresh your listing with new features and tools including the ability to include an image of your business or logo, along with a description and social media links.

A few fun facts about the OBMA Website & OB Online Business Directory:

In 2021 OceanBeachSanDiego.com had over 500K page views

- 82% were New Site Visitors
- 18% were Returning Visitors
- People living throughout California, Arizona, Texas, Washington and Nevada were the top visitor's to the directory

New OB Online Business Directory features include:

- 300 character description
- Social media handles and a photo of your business

Need help completing the form or just want to say hello, please reach out to Tracy Wagner at (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

[OB Local Online Business Directory](#)

[Update your profile by clicking here!](#)

OceanBeachSanDiego.com



Letter of Agency • Public Right of Way Permits

Letter of Agency

We continue to urge our merchants and property owners to fill out their LOAs so that SDPD has some ability to move campers off your private property. With all the recent crimes in the area, we need to all do our part to get our community back to normal. Letter of Agencies are valid for one calendar year, so make sure to renew every 365 days.

As a reminder, the Clean & Safe Committee meets at noon on the 2nd Tuesday of each month. If you would like to join in, please contact Tracy@oceanbeachsandiego.com for hybrid meeting information.

[Apply for LOA](#)

Public Right of Way Permits

Public Right of Way Enhancement/Use Program (PROW)

The requirement of a PROW is now necessary after three-year non enforcement period due to COVID. Signage can only be in front of your business establishment and cannot be in front of a neighboring business or on the corner of an intersection.

What Is The PROW?

The PROW is a program that allows merchants more leeway and enlivens the pedestrian experience in our district by allowing merchants to use the sidewalks in front of their businesses for outdoor displays of merchandise, placement of A-frame signs, and outdoor cafés without railings without getting cited by the City's Code Compliance department.

Why Do We Need The PROW?

Signs, including A-frames, portables, and temporaries, are not permitted within the public right of way – except under the PROW Program. In other words, without this program businesses would not be allowed to place anything on the sidewalks. That is why your compliance is necessary for Ocean Beach businesses to continue to participate in this program. It is important to note that this does not give merchants a carte blanche to overtake their sidewalk. There are regulations which must be strictly enforced for this program to succeed. The good part about this is that the City is not involved in licensing merchants to use the sidewalk and charging costly fees. Before this program, outdoor dining required a permit and the placement of a metal barricade to separate tables and chairs from the sidewalk. The permits and the railings were costly. Thus, Merchants were effectively prohibited from placing chairs and tables outside their businesses. Also prohibited were the placement of signs on the sidewalk and display of goods and products outside their businesses.

Who Administers The PROW?

The City of San Diego PROW program is administered by the Ocean Beach MainStreet Association for a modest fee (\$78 per year) and is enforced by the City's Code Compliance Department. An annual permit is issued for display. Contact Tracy Wagner at the OBMA office with any questions or concerns • (619) 224-4906 or Tracy@OceanBeachSanDiego.com.

[Download PROW Packet](#)



OCEAN BEACH
MAINSTREET
ASSOCIATION



ANNUAL REPORT

A look back at FY24 & looking forward to FY25

Annual Meeting
October's Board of Directors Meeting
October 10, 2024 at noon

OBMA Annual Report

Message from OBMA President Barbara Iacometti



Ocean Beach MainStreet Association is happy to present our Annual Report. We hope you will find it informative and helpful. This last year our main theme was High Tides and Good Vibes as evidenced by our banners. This coming year our theme will be Discover OB to help us all celebrate all the good things about our eclectic beach town. Our board and staff members work together with our many committees to promote Ocean Beach as a great place to shop, dine, play, stay and live. I'd like to remind you all that our OBMA Sundowners held most months offer a wonderful chance to network with other members. We are all proud to work on behalf of our Business Improvement District members and Associate members to bring exciting opportunities and experiences to the business community.

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.

FY2024 Accomplishments:

- ◆ Managed 4 employees in the office and 2 employees for OB Farmers Market.
- ◆ Hosted 48 regularly scheduled meetings and 6 additional special event meetings.
- ◆ Directed staff to attend meetings with groups including the BID Alliance, City of San Diego, OB Community Foundation, 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 and OB Oktoberfest
- ◆ 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

FY2025 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

FY2024 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.

FY2025 Goals & Priorities

- ◆ Compare Profit and Loss statements to budget estimates on a quarterly basis.
- ◆ Continue to pay down EIDL loan.
- ◆ Engage CPA to perform Annual Financial Review
- ◆ 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
Shoppers on the 4800 block of Newport Avenue

CLEAN & SAFE COMMITTEE

Meets 1st Tuesday of each Month • Noon
Chairpersons, Matt Kalla • Matt Kalla Insurance
Carter Moss • Submerge Church

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 with OB Community Foundation and Love Thy Neighborhood
- ◆ Co-manage the Power Washing efforts in the MAD with the 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

FY2024 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 of our members regarding enforcement of Sidewalk Vending Ordinance by 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 on a regular basis.
- ◆ Covered on average 25+ graffiti incidents in the MAD each month.
- ◆ Added an additional 10 trash cans to the MAD.
- ◆ 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

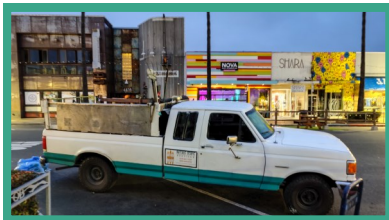
OBMA Annual Report

CLEAN & SAFE COMMITTEE CONT.

- ◆ Worked with our community partners the SDPD, Park & Rec., City Attorney, City Council, OB Planning Board, OB Community Foundation, OB Library, Submerge Church, and St. Peter's by the Sea.
- ◆ Restocked over 5000 doggie poop bags.
- ◆ Continued to grow downtown Ocean Beach Ambassador Program.

FY2025 Goals & Priorities

- ◆ Increase awareness and donations for Friends of OB Program
- ◆ Grow Ambassador Program and increase business awareness
- ◆ Highlight and promote businesses who align with keeping OB Clean & Safe
- ◆ Bi-annual OBMA Community Clean Up with sponsorship support
- ◆ Clarify Sidewalk Vending Ordinance and Enforcement



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 Banner District
- ◆ Manage Ocean Beach Wayfinding Signage & Palm Tree Motifs
- ◆ 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

FY2024 Accomplishments:

- ◆ Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- ◆ Purchased and installed 10 new trash cans in the MAD.
- ◆ Painted existing MAD trash cans in the MAD, along with the planter curbs.
- ◆ Updated OBMA storefront with new awning and mural.
- ◆ Managed the Ocean Beach Tile Project along Newport Avenue and installed 322 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.
- ◆ Assembled new holiday bows and garlands and installed street light decorations through the downtown business district during the holidays.
- ◆ Designed and installed street banners highlighting High Tides & Good Vibes in Ocean Beach.
- Facilitated and supported new banners on Voltaire Street in North OB.



Continued on page 5

OBMA Annual Report

DESIGN COMMITTEE CONT.

- ◆ Refurbished the market lighting along the 4800, 4900 and 5000 block of Newport Ave.
- ◆ Maintained and covered up graffiti on existing
- ◆ Completed two community murals

FY2025 Goals & Priorities

- ◆ Install OB Online Directory signage throughout the BID
- ◆ Update palm tree motifs in the Business Improvement District
- ◆ Design new banners and install in January 2025
- ◆ Continue to oversee electrical box beautification program: Audit all electric boxes, paint five electrical boxes this fiscal year, and maintain currently painted electrical boxes
- ◆ Update a plot map of the Business Improvement District denoting the location of light poles and trash receptacles
- ◆ Continue to follow up with City of San Diego regarding replacement signage on Newport Avenue.



Ocean Beach Tile Project
OBMA installed 322 tiles in FY24 throughout downtown Ocean Beach along the 4800-5000 blocks of Newport Avenue.

Two Community Murals were created at the 44th Annual OB Street Fair & Chili Cook-Off.
 Thank you to our sponsor Ocean Beach Woman's Club.



Community mural celebrating the OB Woman's Club's 100th Anniversary. Located at US Bank.



Community mural celebrating High Tides & Good Vibes in OB. Located at Mallorys

ECONOMIC VITALITY COMMITTEE

Meets 1st 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

FY2024 Accomplishments:

- ◆ Provided members with resources through e-news and our online member resources blog.
- ◆ 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.
- ◆ 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.
- ◆ Held the annual MAD meeting in May 2024.
- ◆ Managed the Maintenance Assessment District (MAD)
- ◆ Completed the OB Online Business Directory Project and updated OBMA's members profiles with descriptions, photographs, and links to social media.



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ECONOMIC VITALITY COMMITTEE CONT.

FY2025 Goals & Priorities

- ◆ Host a free shredding event in October 2024 for our members
- ◆ Host one Business Development Sessions per quarter
- ◆ 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
- ◆ Complete Who We Are & What We Do project utilizing Aliro Marketing

PROMOTION COMMITTEE

Meets 1st Friday of each Month • 9 am
 Chairperson, CC Summerfield • Homes by CC
 Joella Peregoy, OB Business Center

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 44th Annual OB Street Fair & Chili Cook-Off logo.



PROMOTION COMMITTEE CONT.

FY2024 Accomplishments:

- ◆ Promoted Ocean Beach shopping, dining, and lodging in OB.
- ◆ Produced OBMA Annual Awards celebration.
- ◆ Communicated consistently to our 3750 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 Utey, 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.
- ◆ Commissioned the design of the OB Holiday Ornament.
- ◆ Promoted Shop Local OB in conjunction with Shop Small to encourage shopping in OB for the holiday season.
- ◆ Produced OBeachy Bingo to encourage shopping locally in OB throughout 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 year around parrot logo for merchandise.
- ◆ Designed and marketed new merchandise including: 2024 holiday ornament, shot glass, and additional OB hats.



Surfing Parrot Holiday Ornament.



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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 8 monthly member networking Sundowner events.

FY2025 Goals & Priorities

- ◆ Promote Who We Are & What We Do
- ◆ Video content with team members, committee chairs, and board members
- ◆ Increase our digital marketing
- ◆ We can use text to audio, use video content with voice over
- ◆ 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 puzzle



HIGH TIDES & GOOD VIBES



SHOP



DINE



PLAY



STAY



OB Farmers Market
Every Wednesday 4 pm - 8 pm



The OBMA provided our members with numerous cooperative advertising opportunities throughout FY24.

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 Community Foundation, The Peninsula Alliance, 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, Community Crops, Point Loma Rotary Club, Submerge Church and St. Peter's by the Sea.

Also a special thanks to Josh Uteley 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 Ocean Beach an amazing place to work, live, play and stay! The Ocean Beach MainStreet Association organizes and manages the weekly Ocean Beach Certified Farmers Market, Annual Ocean Beach Street Fair & Chili Cook-Off and OB Oktoberfest.

SPECIAL 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 FY2025

Fund balance carry forward	\$	13,225
FY2025 MAD assessments		89,557
General Benefits - non assessment		<u>6,131</u>
TOTAL	\$	108,913
Operating Expenses:		
Landscaping Improvements & Activities		92,411
City Admin		3,500
Special Lighting District		3,502
Contingency reserve		<u>9,500</u>
TOTAL	\$	108,913

Total estimated LFF = 3,580*

4800 - 5000 Blocks of Newport Avenue



FY2025 Proposed Assessments with CPI of 4.75%. 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 \$25.02 x 25' (linear feet) = \$625.50 per year. There will be no change in boundaries of the Newport Avenue Maintenance District for FY25.

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.

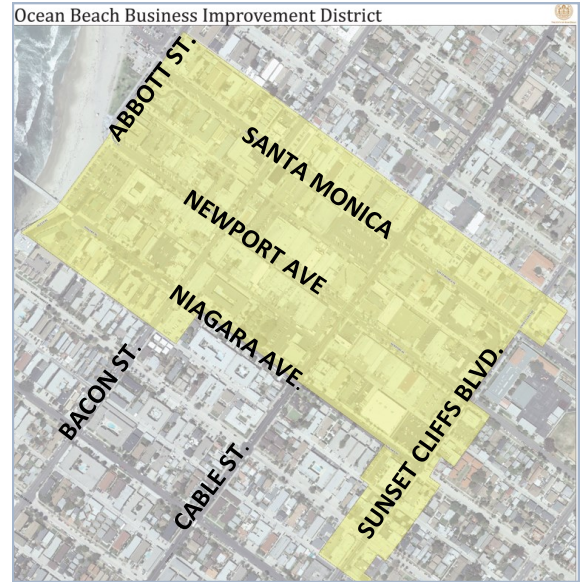
FY2024 accomplishments:

- ◆ 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

FY2025 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.**



FY2025 BID Assessments for the Ocean Beach Business Improvement District

FY2025 BID Assessments are estimated to be \$23,724. 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
Category A is for retail businesses
Category B:
Zone 1=\$70
Zone 2=\$55
Category B is non-retail businesses.

BID Assessments help pay for clean & safe projects, organization, beautification efforts, and promotion/marketing expenses for the Association. The annual BID assessments for FY25 are estimated to be \$23,724. The estimated total of OBMA expenditures for FY25 are estimated at \$1,124,828.

- BID assessments cover approximately 2.1% 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 to FY25 to FY26.
- We currently have approximately 339 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 332.

OBMA Annual Report

Ocean Beach MainStreet Association
STATEMENT OF FINANCIAL POSITION
 June 30, 2024

ASSETS	
CURRENT ASSETS:	
Cash	\$ 547,251
Accounts receivable	28,483
Assessment receivable	22,928
Grant receivable	13,280
Prepaid insurance	4,391
Inventories	<u>13,765</u>
Total current assets	630,098
PROPERTY AND EQUIPMENT (at cost):	
Equipment and furniture	41,407
Computer equipment	8,537
Leasehold improvements	10,950
Website	7,250
Accumulated depreciation	<u>(47,287)</u>
Total property and equipment	20,857
OTHER ASSETS: Security deposit	<u>800</u>
TOTAL ASSETS	<u>651,755</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:	
Accounts payable	\$ 40,418
Deferred Revenue	8,000
Credit card payable	4,626
Payroll liabilities	13,536
Accrued compensation	8,785
Sales tax payable	1,438
Long term liability*	<u>3,819</u>
Total current liabilities	80,622
LONG TERM LIABILITIES:	
SBA EIDL loan	<u>138,759</u>
TOTAL LIABILITIES	<u>219,381</u>
NET ASSETS:	
Net assets without donor	
Restriction/non-designated	<u>432,374</u>
Total net assets	432,374
TOTAL LIABILITIES AND NET ASSETS	651,755



Photo by Josh Utley - Newport Avenue

Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
 July 1, 2023 - June 30, 2024

		FY25 Budget
REVENUES AND OTHER SUPPORT:		
Assessment Income-BID	\$ 23,298	23,724
Grant Income	87,859	115,851
MAD Agreement	101,382	92,411
Contributions& Sponsorships	68,727	81,000
Special Events Income	796,095	781,100
Membership Dues & PROW	6,078	7,345
Promotion Items Income	46,145	49,000
Interest Income	13,968	14,800
Net assets placed into restriction:		
Released from restrictions	-	-
Total revenues and other support	1,143,552	1,165,231
EXPENSES:		
Organization	170,055	177,582
Clean & Safe	42,936	33,136
Improvements	116,736	111,739
MAD Expenses	101,382	92,411
Marketing	149,745	199,107
Farmers Market	189,754	197,170
Street Fair	227,486	260,514
Oktoberfest	42,390	57,493
Other Events	-	1,800
Total expenses	1,040,484	1,130,952
Change in net assets	103,068	
NET ASSETS - BEGINNING	<u>329,306</u>	
NET ASSETS - ENDING	<u>432,374</u>	

OBMA will file current 990 tax forms in mid-October 2024.

Financial Review will be performed by Andres Garcia from Bonk, Cushman, Eagle & Garcia in October 2024.



Photo by Frame & Style
 Shop, Dine, Play, Stay & Live in Ocean Beach!