

OCEANSIDE

ECONOMIC DEVELOPMENT NEWS

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OCEANSIDE ECONOMIC DEVELOPMENT NEWS

OCEANSIDE NEWS IS A PUBLICATION OF THE CITY OF OCEANSIDE'S ECONOMIC DEVELOPMENT DIVISION. OCEANSIDE NEWS IS DEDICATED TO BEING A STRONG PARTNER WITH BROKERS, DEVELOPERS, BUSINESSES, AS WELL AS BUSINESS LEADERS AND COMMUNITY LEADERS. WE WELCOME YOUR INPUT AND YOUR NEWSWORTHY INFORMATION FOR OUR PUBLICATION.

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CONSTRUCTION UPDATE



OCEANSIDE BEACH RESORT: The North Hotel has topped out. DPR has poured the pool deck on level 6 and the roof on level 7. Interior and exterior framing is ongoing from P-1 to level 4. The South Hotel will be pouring level 3 next week, and projected topping out will be in February 2020.



The 22,206 sq. ft. **Aldi** located at 4251 Oceanside Blvd. in the Rancho Del Oro Gateway shopping center is now open. Developers Resource Companies, Inc. has over 36,000 sq. ft. available for lease next to Aldi.



Burlington is now open at 2425 Vista Way in the El Camino North shopping center.



Eve Vegan Eats Oceanside is now open at 507 North Coast Hwy. in Downtown Oceanside.



Mindful Rejuvenation is now open at 717 Pier View Way in Downtown Oceanside. Mindful Rejuvenation is a holistic outpatient rehab facility.



Ikigai Artifacts is now open at 212 Artist Alley, Ste D. in Downtown Oceanside. Ikigai specializes in body jewelry, plugs, hangers, weights, standard size earrings and more!



Arrowood Fairways Kitchen & Bar is now open at 5201 Village Dr. in the Arrowood Golf Course.



Peace of heART is now open at 825 South Coast Hwy. Peace of HeART expressions is a new art studio and gallery that offers instruction in fine arts, crafts, and DIY.



Verizon is now open at 201 N. Coast Hwy. in Downtown Oceanside.



Regal Theatre is now open at 431 College Blvd. in the Mission Marketplace shopping center.

COMING SOON...



Bliss Tea & Treats is coming soon to 301 Mission Ave., Ste 101 in Downtown Oceanside.



Booze Brothers Brewing Co. is coming soon to 606 Mission Ave. next to **Rosewood Kitchen** in Downtown Oceanside.



Spine Zone has leased 5,400 sq. ft. at 1828 Oceanside Blvd. in the Fraziers Farms market center. Spine specialists help relieve back and neck pain while minimizing the need for surgery, prescription drugs or injections.

Breakfast Mug has leased 1,950 sq. ft. at 1401 S. El Camino Real in the Loma Alta Station. Serving breakfast and lunch.

Mostly E-Bikes has leased 2,265 sq. ft. at 203-205 Wiscosin Ave. Mostly E-bikes is relocating from their current location at 625 S. Cleveland St.

UEI College has leased 42,000 sq. ft. at the Oceanside Plaza. UEI trains students for jobs as medical/dental assistants, auto techs, or in the building trades.

Wayfair has leased 79,023 sq. ft. at 1291 Rocky Point Dr. in the Pacific Coast Collection Phase II.

BUSINESS SPOTLIGHT...



Signs for San Diego was established in 2010. They offer solutions for many sign and advertising challenges including: cut vinyl letters, ADA signs, banners, way finding, sidewalk A-Frame, lobby signs, dimensional letters, trade show, monument, channel letters, sign cabinets, vehicle graphics, and yard signs. Signs for San Diego's trained experts are qualified to create any and all types of graphics and signage for your business needs. Whether you're just moving in or looking for a company branding makeover, they will work with you to effectively promote your business by strategizing the most effective way to represent your brand and making that a reality!



Signs for San Diego is located at 3800 Oceanside Dr., Ste 113. Phone: 760-730-5118 or email: Service@SignsforSanDiego.com. Website: www.signsforsandiego.com.



FYI...

QUIET ZONE UPDATE... The contractor continues to work on additional items identified by the Federal Railroad Administration (FRA) and California Public Utilities - State of California (CPUC). Upon completion, City staff will submit a second Notice of Establishment that will allow follow up site visits by the FRA and CPUC. FRA and CPUC acceptance will allow NCTD to program a Quiet Zone into their operating system. Full project implementation is expected in early 2020.

STAFFING UPDATE...



Meet The City's New Economic Development Manager: Michelle Geller

Michelle has 17 years of experience working in local government, with specific emphasis in economic development and communications. She served as the economic development manager for the City of Escondido for the last three years, where she worked collaboratively with the other cities in the North County region through the Innovate78 partnership. Her interests and expertise include attracting new businesses, helping to grow existing businesses and serving as a liaison to the business community. Michelle has been an Oceanside resident since 2007. Contact Michelle Geller at: 760-435-3351 or email: mgeller@oceansideca.org.



TOP 10 REASONS TO SHOP LOCAL...

“Going local does not mean walling off the outside world. It means nurturing locally owned businesses which use local resources sustainably, employ local workers at decent wages and serve primarily local consumers. It means becoming more self-sufficient and less dependant on imports. Control moves from the boardrooms of distant corporations and back into the community where it belongs.” – Michael H. Shuman, author of the book *Going Local*.

1. Local Economic Stimulus. When you purchase at locally owned businesses, more money is kept in the community because locally-owned businesses often purchase from other local businesses, service providers and farms. Purchasing local helps grow other businesses as well as the local tax base.

2. Non Profits Receive Greater Support. Local business owners donate more to local charities than non-local owners.

3. Unique Businesses Create Character & Prosperity. The unique character of your local community is defined in large part by the businesses that reside there, and that plays a big factor in your overall satisfaction with where you live and the value of your home and property.

4. Environmental Impact Is Reduced. Small local businesses usually set up shop in the town/village center, providing a centralized variety that is much friendlier to a community's walk score than out of town shopping malls. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

5. Most New Jobs Are Provided By Local Businesses. Small local businesses are the largest employers nationally. Plus the more jobs you have in your local community, the less people are going to have to commute which means more time and less traffic and pollution.

6. Customer Service Is Better. Local businesses often hire people with more specific product expertise for better customer service.

7. Local Business Owners Invest In Community. Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's welfare and future.

8. Public Benefits Far Outweigh Public Costs. Local businesses require comparatively little infrastructure and more efficiently utilize public services.

9. Competition And Diversity Leads To More Consumer Choices. A marketplace of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

10. You Matter More. We talk a lot about exerting influence with your purchasing choices, or “voting with your wallet.” It's a fact that businesses respond to their customers but your values and desires are much more influential to your local community business. To read more about going local check out Ecolocalizer, a great site that provides news, ideas and inspiration to “Think globally, act locally.” From <http://www.thelocalparrot.com/>