

CITY OF OCEANSIDE

ECONOMIC DEVELOPMENT

NEWS

DECEMBER
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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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The holiday season has arrived, and Oceanside is celebrating with festive opportunities to support the small businesses that make our community special. The “Tis the Season to Shop Local” campaign highlights the makers, boutiques, eateries, and service providers who bring authentic charm to our city. From handcrafted gifts to seasonal bites, every purchase made locally helps strengthen Oceanside’s economy and keeps our neighborhoods vibrant.



Throughout December, Oceanside will feature a variety of events designed to make shopping small, easy, and enjoyable. Join us for the annual tree lighting ceremony, experience the Parade of Lights as it illuminates the Oceanside Harbor, and celebrate the lighting of the Menorah as we honor the season together. In addition to these signature traditions, holiday markets, artisan pop-ups, shop-local promotions, and family-friendly activities invite residents and visitors to explore new businesses and revisit longtime favorites.

Stay tuned for more festive happenings throughout the month—follow us on our social media platforms at [@oceansidebiz](https://www.instagram.com/oceansidebiz) for updates on upcoming events and ways to support local this holiday season.

[‘Tis the Season to Shop Local in Downtown Oceanside](#) – Now till December 24. (Oceanside Holiday Passport – Check in at 10 or more participating businesses for a chance to win local prizes).

[Holiday Tree Lighting Ceremony](#)– December 4, 5-9 p.m.

[Sunset Markets Holiday Gift Market](#)- December 4, 11, and 18, 5-9 p.m.

[Oceanside Harbor Parade of Lights](#)- December 13, 7 p.m.

[Lighting of the Menorah](#)- December 15, 4-7:30 pm



PLACES TO SHOP-

HERE ARE SOME UNIQUE SHOPPING SPOTS IN OCEANSIDE-

PIERVIEW PLAZA/ARTIST ALLEY:

Flip Flop Shops Oceanside - 214 N. Coast Hwy, **Mystic Soul Ritual Shop** - 212 Artist Alley, Ste E, **Maddie Moon** - 212 Artist Alley, Ste D, **Anicca Collective** at 206 Artist Alley, Ste A, **The Flower Chapel** - 212 North Coast Hwy., Ste B/C, **Cigar Grotto Inc.** - 220 North Coast Hwy.

The Farmers Market on Thursdays from 9 a.m. – 1 p.m. - the corner of Pier View Way and N. Coast Hwy. and the **Sunset Market** from 5 p.m. – 9 p.m. at 401 Pier View Way.

DOWNTOWN- Grandeur - 215 N. Coast Hwy., **Pawn Inc. Oside** - 205 N Coast Hwy., **The Museum Store at OMA** - 704 Pier View Way, **Freeman Street Surf Studio** - 208 N. Freeman St., **Moonlight and Sage** - 707 Mission Ave., **In Oceanplace: Breeza Beachwear** - 401 Mission Ave., Ste. C130, **The Sunglass Corner** - 401 Mission Ave. **So Cal Trading Company** - 203 N Tremont St., **Little Louie's Gift Store** - 312 Mission Ave., **Asylum Surf Shop** - 310 Mission Ave., **The Coastsc** - 250 Mission Ave., **The Ozone** - 102 Mission Ave., in the Mission Pacific Hotel., **Jane & Evie's Used Books** - 323 N Coast Hwy., **Kindred Journeys** - 510 N Coast Hwy., **Peace Be With You Catholic Gift Shop** - 714 N. Coast Hwy., **Visit Oceanside** - 928 N. Coast Hwy., **UP Sports Oceanside Surf Shop** - 1411 N. Coast Hwy., **Chic Beads** - 1415 N. Coast Hwy., **Harbor Gift Shop** - 278 Harbor Dr., Unit 178.

DOWNTOWN MID COAST HIGHWAY- Previously On - 105 S Coast Hwy., **Goblin Shark Emporium** - 109 S Coast Hwy., **Evolve Skateboards** - 114 S. Coast Hwy., **Carrillo Pottery** - 309 S Coast Hwy., **BP Diamonds and Loans** - 322 S Coast Hwy., **The Rising Co** - 332 S Coast Hwy., **The James Brand** - 425 S. Coast Hwy., **Oceanside Art Collective** - 427 S. Coast Hwy., **101 Jewelers** - 403 Wisconsin Ave., Ste E, **Jett Rock Vintage** - 625 S. Coast Hwy., **MADSON** - 615 S. Tremont St., **Mostly E-Bikes** - 203 Wisconsin Ave.

TREMONT COLLECTIVE- Communal Coffee - 602 S. Tremont St., Ste 100, **Shoots OG** - 602 S. Tremont St., Ste 101, **Britxtton** - 602 S. Tremont St., Ste 102, **Bueno Wine Bar** - 602 S. Tremont St., Ste 103, **Atacama Surf Shop** - 602 S. Tremont St., Ste 104., **Adobe by Jess Vargas** at 407 Minnesota Ave., Ste 105.

SOUTH COAST HWY. AND BEYOND-

Alan's Bike Shop - 805 S. Coast Hwy., **Blue Dog Ride** - 909 S. Coast Hwy., **Plantology Café** - 913 S Coast Hwy., **Seaside Flowers & Gifts** - 1002 S Coast Hwy., **Art Magic Creative Studio** - 1012 S. Coast Hwy., Ste B2 **Sonora Refillery** - 1012 S Coast Hwy., Ste A, **Live the Gnar** - 1012 S. Coast Hwy., Ste B1, **Real Surf Shop** - 1012 S. Coast Hwy., Ste E, **The Surfboard Collective** - 1012 S. Coast Hwy., Ste I, **Heritage SKTBDS** - 1019 S. Coast Hwy., **KC Thrift Store** - 518 S. Coast Hwy., **Play It Again Sports** - Oceanside - 1220 S. Coast Hwy. In South Oceanside: **Sea Hive Marketplace** - 1555 S Coast Hwy., **SHEISGRACIELOU – The Cowboy Pillows Co** - 1617 S. Coast Hwy., **Ransack Vintage & Handcrafted** - 1639 S. Coast Hwy., Unit B, **Estate Sale Warehouse** - 1719 S Coast Hwy., **Municipal** - 1722 S. Coast Hwy., **The Frame House** - 1824 S. Coast Hwy., **Boom Boom Brazil** - 1828 S. Coast Hwy., **Plantplay Gardens** - 1839 S Coast Hwy., **Captain's Helm** - 1832 S Coast Hwy., **Surf Ride Boardshop** - 1909 S. Coast Hwy., **Oceanside Florist** - 1921 S. Coast Hwy., **Bob's Clock Shop** - 1931 S. Coast Hwy., **Zito Hat Co.** - 609 Vista Way, **Raw Rhythm Ceramics Studio** - 607 Vista Way.

OCEANSIDE BLVD. AND BEYOND-

Oceanside Antiques and Collectables - 1810 Oceanside Blvd., **The Comics Stronghold** - 1906 Oceanside Blvd Ste G, **Hollywood Sensation** - 3784 Mission Ave., Ste 148-324, **Sixes & Sevens Skateshop** - 4170 Oceanside Blvd., **MadStrange** - 1014 Mission Ave., **Omega Bicycle Shop** - 459 College Blvd., Ste 4, **California Style Clothing** - 115 N. El Camino Real, Unit B, to name just a few!

The Economic Development staff is available to assist with site selection, market data and other resources to help businesses locate, stay and grow in Oceanside. For more information, contact Michelle Geller, Economic Development Manager, at mgeller@oceansideca.org or (760) 435-3351.

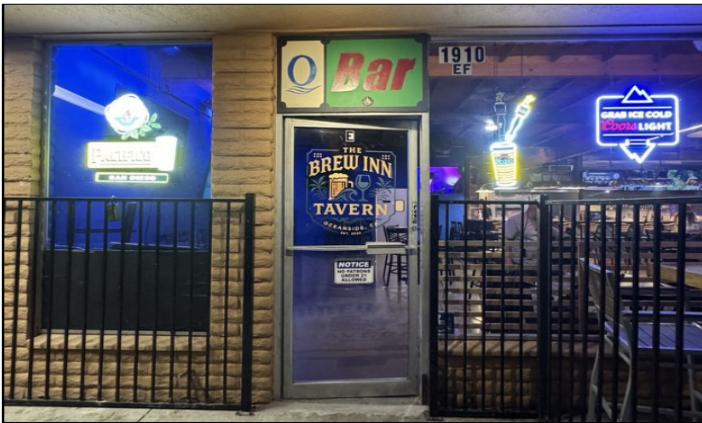
NEW BUSINESSES-



Guahan Grill at 515 Mission Ave. in Downtown Oceanside serving BBQ, traditional Chamorro dishes & draft beers.



Oceanside Art Collective, located at 427 S. Coast Hwy. in Downtown Oceanside, is a community-rooted art space, retail gallery, and creative workshop hub.



The Brew Inn Tavern, located at 1910 Oceanside Blvd., Ste F, is a sports bar offering a variety of drinks and comfort food.

COMING SOON-

OG Juice Company at 403 Wisconsin Ave., Ste H, serving fresh organic juices.

The Whiskey Bear Tavern, a Dungeons & Dragons inspired bar and eatery, is set to open in late September 2025 at 4263 Oceanside Blvd., Ste B107.

Pacific Beach Fish Shop is opening a new location at 236 South Coast Highway in Downtown Oceanside.



Esthetics by Melanie at 1930 S. Coast Hwy., Ste 206 offering facials, microdermabrasion, hydradermabrasion, waxing service, lash lifts, brow lamination and more.

dd's Discounts at 449 College Blvd. in the Mission Marketplace.

Key and Cleaver at 101 N. Coast Hwy. in Downtown Oceanside.

Would you like your business featured in a weekly Oceanside Business Spotlight? Each week we will spotlight an Oceanside business on our @oceansidebiz social media accounts. Contact us at: osidebiz@oceansideca.org if you would like to be featured.

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