

OCEANSIDE 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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UNDER CONSTRUCTION...



NORTH BEACH PROMENADE - LOT 23

North Beach Promenade - Lot 23, located at Pier View Way and Cleveland St. has started construction. The project is a five story, 438-space parking structure with 52 residential units and 9,400 sq. ft. of retail. It will also have a 4,200 sq. ft. public plaza.



CLEVELAND ST. LOFTS - ARTIST RENDERING

Cleveland Street Lofts has started grading on their 10 condo unit mixed-use project located at 314 Cleveland St. in Downtown Oceanside. See artist rendering to the left.

El Camino Real Memory Care is moving along construction on their two story, 32,616 sq. ft. facility. The El Camino Real Memory Care facility is a specialized senior living community that serves the changing needs of those with memory loss. The facility will offer 48 private and semi-private accommodations. The memory care facility is located at 2108 El Camino Real.



RECENTLY OPENED BUSINESSES...

GF Properties - Lot 18, now called **PIERSIDE**, celebrated their ribbon cutting ceremony. Pierside, is a mixed-use project consisting of 66 apartments, 164 underground parking spaces and 10,085 sq. ft of retail. Beach Hut Deli has started tentat improvements for their deli.



ACE Hardware is now open at 263 South Coast Highway in Downtown Oceanside.



Elena's Cafe French Crepes is open at 511 Pier View Way in Downtown Oceanside. Elena's serves sweet and savory crepes for breakfast and lunch.



clothe+arrow, All Ye Citizens & Furrow Floral is a free-spirited boho chic online and pop-up boutique located at 1817C South Coast Hwy. in "South O" that sells beautiful clothing, jewelry, flowers, handmade and vintage goods from over 25 local vendors!



Brown Cup Cafe and Lounge is now open at 402 North Coast Hwy. in Downtown Oceanside. Brown Cups serves coffee, breakfast and lunch items.



El Chapin Guatemalan Cuisine is now open at 3753 Mission Ave. in the Mission Camino strip center.

COMING SOON...

Play It Again Sports will be moving into 1220 S. Coast Hwy., a 4,700 sq. ft. building that was the former Baja Body Athletic Club. Play It again Sports is currently working on their tenant improvements.

The Pasta Lab has leased 401 Mission Ave. Ste. C120 in Oceanplace Cinemas complex in Downtown Oceanside.

Staton Optical will be moving into 2405 Vista Way in the El Camino North shopping center.

West Pac Group has leased 3820 Oceanic Dr. in the Oceanic Business Park.

Tapioca Express has leased 4225 Oceanside Blvd. in the Rancho del Oro Gateway shopping center.

Escape Gameroom has leased 2401 Vista Way in the El Camino North shopping center.

Style Nails is moving into 2641 Vista Way, Ste B in the El Camino North shopping center.

OCEANSIDE BUSINESS SPOTLIGHTS...



SITE OF THE MONTH



For Sale - Rare ±17,365 SF commercial storefront on one of Downtown Oceanside's most prominent corners. North Coast Hwy. and Pier View Way.

Ocean views.

Expansive commercial and residential zoning.

Prime location West of I-5 in the heart of Downtown Oceanside redevelopment area, just steps to Oceanside's 3.5 miles of public beaches and Oceanside Pier.

10 minute walk / 3 minute drive to the Oceanside Transit Center providing access to AmTrak, Coaster, Sprinter and bus commuting options.

Easy I-5 access via Mission Ave.

For more information call Peter Curry at 760-431-4238 or peter.curry@custwake.com.

Olli Salumeria, an organic salami manufacturer that was founded by two friends in Virginia, rose to fame when Oprah Winfrey featured the salami on "Oprah's Favorite Things." Olli Salumeria has been making their very tasty salami at their 90,000 sq. ft. facility in Pacific Coast Business Park and has made Oceanside the Corporate Headquarters for the company.

Olli Salumi is available at Costco, Wholefoods, and locally at Frazier Farms. They also make products for Ralphs under the private selection brand.

In 2016, Olli introduced a dessert line named **Sweetaly Dolceria** which has been in production for only three months. Sweetaly Dolceria offers handmade Italian deserts like Chocolate Mousse and Tiramisu in single serving sizes. These desserts can be found at Roma, Wholefoods and will soon be available at Costco.

Oceanside is a proud partner with Olli and Sweetley Dolceria and we look forward to more fresh organic foods to be produced by the company in the future. www.oli.com www.sweetaly.us



Mellano & Company has come a long way since its humble beginnings when Giovanni Mellano first immigrated here in 1925. Today, Mellano & Company farms more than 375 acres in Oceanside and Carlsbad. Mellano & Company produces year-round, and more than seven million bunches of flowers and foliage in the perfect, temperate climate of Oceanside.

Mellano & Company has produced signature crops such as ranunculus and myrtle for 30 years and continues to excel with these established crops along with new ones such as decorative peppers. Mellano & Company takes pride in the exceptional quality of their flowers and foliage.

Produced under the care of two PhDs and a Master-level Horticulturalist, their crops are grown under the most advanced scientific and environmentally-responsible conditions. Mellano & Company adhere to strict post-harvest guidelines, ensuring the utmost in freshness and quality. Fresh from the harvest, their flowers and foliage are packed, pre-cooled and prepared for shipment daily. Mellano & Company uses more than 20,000 sq. ft. of on-site computer monitored refrigeration with pre-cooling capacity of over 350 boxes per hour.

Mellano & Company is located in South Morro Hills and partnered with the City of Oceanside on the recent Agritourism Study. www.mellano.com



Hydranautics is one of the global leaders in membrane technology. Since their inception in 1963, they have committed to the highest standards of technology research, product excellence and customer satisfaction.

Hydranautics entered the Reverse Osmosis (RO) membrane field in 1970 and are now one of the most respected and experienced companies in the industry. Hydranautics was acquired by Nitto Denko Corporation, Japan in 1987 and have become a part of Nitto Global Membrane Division (GMD).

Hydranautics was the first membrane manufacturer to meet the high-quality standards of ISO 9001 Quality System Certification. Both Hydranautics and Nitto take pride in setting industry standards for technical excellence and product quality, and have welcomed the opportunity to respond to the most challenging water treatment requirements.

This Oceanside company is a strong partner that provides the membranes for the Mission Basin Groundwater Purification Facility here in Oceanside, which is a desalting treatment facility that provides 15% of the city's water supply.



OneSource Distributors is a major supplier of electrical parts, solar parts and panels, automation controls and industrial supplies located at 3951 Oceanic Drive in the Oceanic Business Park in #Oceanside. No need to travel to San Diego, OneSource Distributors can supply all of your electrical needs and has will call and counter sales available at their Oceanside facility.

OneSource Distributors also offers online ordering of parts, and if ordered by 5 pm, parts can be shipped to your site the next morning. OneSource Distributors is a wholesale distributor of a full range of products and tools from specialty cable to solar equipment, and is an authorized Allen-Bradley and Rockwell Automation distributor.

Oceanside is proud to have OneSource Distributors in town. Please "shop local" if you need electrical supplies or equipment: www.1sourcedist.com.

'Tis the Season to Shop Local is a new holiday campaign launching on Saturday, November 26, inviting the community to explore Oceanside retail establishments and to inspire shopping local this holiday season. This unique and dynamic line-up of holiday programs and events features a shopping passport, a wine and beer tasting event, a makers fair featuring handcrafted goods, and a tree lighting celebration — all amid decorated shop windows, the glow of holiday lights and the cheerful sounds of live holiday music and carolers.

The two-weekend holiday extravaganza includes:

Shopping Passport

November 26-December 4
Various Locations

Shoppers will receive a passport highlighting all of the participating Oceanside retail establishments. As customers visit each of the retail locations, they will receive a stamp on their passport. Additional stamps can be earned if merchandise is purchased. After receiving 10 stamps, the customer is able to enter their passport into an opportunity drawing for a chance to win prizes. The passports will be available at the participating retail locations.

Merry Makers Fair

November 26-27 and December 2-4, 11am-6pm
409 Mission Ave Ste 130, Oceanside, CA 92054

The Merry Makers Fair is a pop-up vendor showcase featuring over 15 artisanal businesses that will have creative, hand-crafted products ranging from paper goods, succulent art, jewelry, handmade clothing and accessories, etc.

Sip & Shop Downtown Oceanside

November 26, 1pm-4pm
Downtown Oceanside

Complementing the holiday shopping atmosphere is a special Sip & Shop event, providing beer and wine tasting inside participating retail establishments. Each tasting ticket will allow up to seven sips at various locations. Participating beer and wine sponsors include: Bagby Beer Co., Beach House Winery, Belching Beaver Brewery, Breakwater Brewing Co., Legacy Brewing Company, Golden Coast Mead, Stone Brewing, and Oceanside Ale Works.

'Tis the Season Window Decorating Contest

November 25-December 25

Enhancing the holiday cheer in Oceanside is the inaugural 'Tis the Season Window Decorating Contest. Retail and dining establishments will decorate their store fronts to the theme of "Tis the Season." A panel of judges will visit the participating locations from December 1-4 and cast their votes for a 1st, 2nd, and 3rd place winner. The winners will be announced during the MainStreet Oceanside morning meeting on Tuesday, December 6. The holiday window displays will remain visible until December 25.

Additional Holiday Events in Oceanside:

Oceanside Holiday Tree Lighting – Thursday, December 1

Oceanside Art Walk – Friday, December 2

Holiday Sunset Gift Market – Every Thursday, December 1, 8, 15, 22, and 29

6th Annual Christmas Concert at Mission San Luis Rey – December 2 and 3

Parade of Lights at Oceanside Harbor – Saturday, December 10

Miracle on 34th Street Production at the Brooks Theatre – December 16-18

Chanukah Menorah Lighting Ceremony at the Oceanside Civic Center Plaza – December 28

About 'Tis the Season to Shop Local

This campaign is a joint collaboration between the City of Oceanside, MainStreet Oceanside, Oceanside Chamber of Commerce, and Visit Oceanside.

For more information or to view a complete list of participating businesses and Merry Maker Fair vendors, go to www.ShopLocalOceanside.com



Did you know that sales tax contributes over **\$20 Million** to the General Fund each year? **By shopping local**, you are reinvesting your money in Oceanside to fund city services and **make Oceanside a stronger community**. Attached is information about 'Tis the Season to Shop Local, a **new holiday shopping campaign launching Saturday, November 26**. This season and all year long, support Oceanside by shopping local.

Here's what happens when you "shop local."

1. More of your money will be kept in your local economy

For every \$100 you spend at locally owned businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.

(Source: Civic Economics – Andersonville Study of Retail Economics)

2. You embrace what makes your community unique

You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?

3. You create local jobs

Local businesses are better at creating higher-paying jobs for your neighbors. When you shop locally, you help create jobs for teachers, firemen, police officers, and many other essential professions.

4. You help the environment

Buying from a locally owned business conserves energy and resources in the form of less fuel for transportation and less packaging.

5. You nurture community

Local business owners know you, and you know them. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

6. You conserve your tax dollars

Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify your community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong— in your community!

7. You create more choice

Locally owned businesses pick the items and products they sell based on what they know you like and want. Local businesses carry a wider array of unique products because they buy for their own individual markets.

8. You took advantage of their expertise

You are their friends and neighbors, and locally owned businesses have a vested interest in knowing how to serve you. They're passionate about what they do. Why not take advantage of it?

9. You invested in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.

10. You made your community a destination

The more interesting and unique your community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

Source: Independent We Stand.