

OCEANSIDE ECONOMIC DEVELOPMENT NEWS

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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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OCEANSIDE NEWS

WHAT'S NEW...



TARGET OCEANSIDE EAST is now open at 471 College Blvd. in the Mission Marketplace shopping center. This Target is a smaller version of the typical Target store which also includes a CVS Pharmacy and Starbucks. Target hired over 169 employees at this location.

In recent years **Mission Marketplace** has seen some great additions with Ross, PetSmart and Sprouts; other tenants include Big Lots, Rite Aid, Fitness 19, The Avenue and several places to eat like Ohana Hawaiian Bbq, Mountain Mikes Pizza and Victoria's Mexican Food. Also coming into the center next year will be Golden Corral.

Check out the Mission Marketplace website for upcoming events happening at the center: <http://missionmarketplaceoceanside.com/upcoming-events>



AVON HOTEL 1967



JEANETTE'S CLEANERS 2014



TODAY WITH BRICK EXPOSED

408 PIER VIEW WAY is getting a second life. Once known as The Schuyler Building, built in 1888, it was a prominent fixture in the early days of Oceanside. This building helped pave way for the growth we see today. Many changes have occurred throughout the years, such as being converted to a 3-story building, and various businesses like a hardware store, grocery store and dry cleaner. The 100+ year old building's brick exterior was covered in stucco for many years until it was recently purchased with a plan to restore the building back to its original charm to make way for a boutique hotel with a restaurant.

DEVELOPMENT SERVICES DEPARTMENT LAUNCHES OPENCOUNTER: ZONING A NEW VISUALIZATION TOOL OF THE CITY'S ZONING ORDINANCE

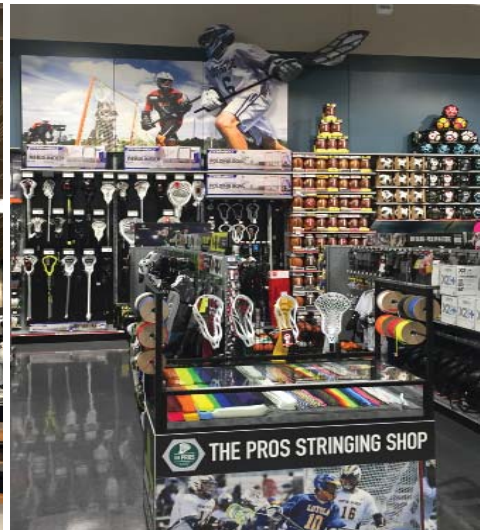
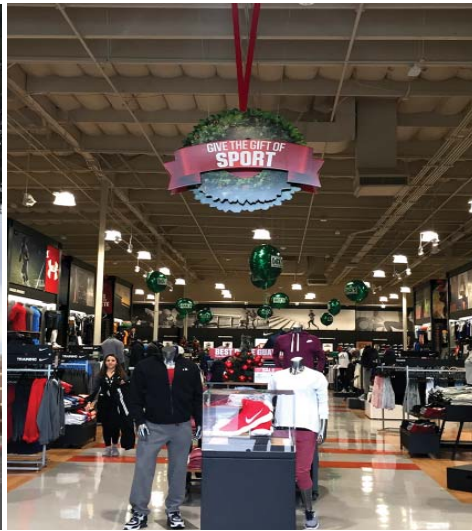
The City of Oceanside is excited to announce the launch of **OpenCounter: Zoning**, a web-based tool designed to help developers, brokers, and property owners research and explore site-specific zoning requirements based on the regulations of the City's Zoning Ordinance. The site is available at <https://oceanside.zoningcheck.com> and on the City of Oceanside website.

The new tool provides each applicant with a customized map of where their planned project is allowed to operate inside Oceanside City limits, and helps citizens, investors, and entrepreneurs understand where uses are allowed "by right," where they require staff, Planning Commission or City Council review, and where they are prohibited. In the past, this data was only available by manually cross-referencing the City's zoning map with the text from one of three different zoning ordinances.

This tool strives to make complex municipal regulations and processes easier to understand for everyday citizens. By moving some zoning inquiries online, the City is hoping to be able to provide faster, reliable, targeted feedback to the community 24/7. The new zoning tool also gives information to City staff that will provide a new level of insight into economic development trends in their community.

Developers, brokers and property owners will be interested in this easy, always accessible, informative new tool to assist in bringing business to Oceanside available at <https://oceanside.zoningcheck.com>.





NOW OPEN... DICK'S SPORTING GOODS is now open at 2160 Vista Way in the Pacific Coast Plaza shopping center.



Dija Mara is now open at 232 South Coast Hwy. in downtown Oceanside. Dija Mara features Balinese-inspired cuisine.



Northern Pine Brewery and That Boy Good BBQ Joint are now open at 326 North Horne St.



South O Luxe Beauty Lounge opened at 603 Vista Way in South Oceanside. www.southluxebeautylounge.com



Gelato-Go is now open at 212 North Coast Hwy. in Downtown Oceanside.



O'side Bakery is now open at 3815 Mission Ave. in the Mission Plaza Real shopping center. O'side Bakery serves breakfast and lunch, along with patisseries, cakes and baked goods.



China Fusion is now open at 4225 Oceanside Blvd., Ste B in the Rancho del Oro Gateway shopping center.

COMING SOON...

Old Navy and **Five Below** are coming to Pacific Coast Plaza shopping center located at 2170 - 2184 Vista Way.

Popeye's Chicken has leased 1715 Oceanside Blvd. in the Oceanside Town and Country shopping center.

OCEANSIDE BUSINESS SPOTLIGHT



Training, Education, Research and Innovation (TERI)

TERI INC. since its inception in 1980, TERI has grown to accommodate the needs of many while remaining true to founder Cheryl Kilmer's original goal- to improve the quality of life for children and adults with developmental and learning disabilities. Through support, advocacy, dedication, innovation, and resolve, Teri Inc. has brought opportunity and hope to countless individuals and families.

TERI specializes in serving individuals who have needs which cannot be met by other existing programs. This includes services to persons who have autism, intellectual disabilities, cerebral palsy, epilepsy, brain trauma, severe behavioral disorders, dual diagnoses, and learning disabilities. Based in San Diego, TERI has grown to serve over 600 children and adults with developmental disabilities and their families; and employs 400+ professional and paraprofessional staff.

TERI has been recognized as a model program in the State of California for the quality of services it provides to this population. As a private, non-profit 501(c)(3) California Corporation, the agency relies on donations from the community and foundations in order to continue to set the highest standards and ensure an uncompromised quality of life to this population.



TERI looks to the future by continuing its commitment to set new standards through establishing and operating model programs, conducting applied research in best practice procedures, and offering training and consultation to professionals, families, and other community members.

TERI Campus of Life is located at 251 Airport Rd. and TERI Learning Academy is located at 3225 Roymar Rd., Oceanside, CA 92054 www.teriinc.org





'TIS THE SEASON TO SHOP LOCAL EVENT

There are many reasons to shop local this holiday season: to support and help ensure the future of the local businesses you love, to keep more of the dollars you spend in our community and to find locally made gifts you won't find anywhere else, to name a few. Here's one more: When you shop local for the holidays in Oceanside, you get rewarded!

'TIS THE SEASON TO SHOP LOCAL is a fun, distinctly local holiday celebration inviting our community to explore Oceanside retail establishments and to shop local this holiday season. Starting on Small Business Saturday, Nov. 25, through Friday, Dec. 22, 2017, this unique and dynamic lineup of holiday programs and events will once again feature a shopping passport, a beer and wine tasting event, a makers fair offering 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.

'TIS THE SEASON TO SHOP LOCAL INCLUDES THE FOLLOWING PROGRAMS AND EVENTS:

SHOP LOCAL HOLIDAY PASSPORT PROGRAM

Nov. 25-Dec. 22

Shop local for the holidays and win! Whether you're a longtime O'sider or just visiting for a few days, pick up an official Shop Local Holiday Passport highlighting all participating Oceanside shops and brick-and-mortar businesses. Then take it with you when you shop this holiday season in the following regions of the city: Downtown, Harbor, Inland and South O. Shoppers earn one stamp for visiting any participating location listed on the passport and a second stamp for making a purchase of \$20 or more. After receiving 10 stamps, shoppers can enter the passport at MainStreet Oceanside and the locations listed on the back for a chance to win prizes. The passports will be available at all participating locations, which can be found on www.ShopLocalOceanside.com. Prize drawings will be held weekly.



SIP & SHOP DOWNTOWN OCEANSIDE

Nov. 25, 2-5 p.m.

Join us as we kick off 'Tis the Season to Shop Local with this walkable Downtown Oceanside shopping experience. On Small Business Saturday, enjoy tastings from your favorite Oceanside breweries and wineries while you explore downtown shops and listen to live holiday music. For \$15, Sip & Shop participants will receive a 3-ounce taste of local beer or 1-ounce taste of local wine at each designated Sip Stop, plus up to two Shop Local Holiday Passport stamps for ambitious shoppers who want to fill up their passports in one afternoon. Buy tickets at www.ShopLocalOceanside.com or at MainStreet Oceanside.

MERRY MAKERS FAIR

Nov. 25-26, 11 a.m.-5 p.m.

Discover an array of handcrafted and artisanal goods by local and area makers at this free, two-day holiday pop-up market. Held inside Artist Alley in Downtown Oceanside, shoppers can browse jewelry, adult and children's clothing, accessories, candles, art, paper goods, succulents, oils, glassworks and more while exploring Artist Alley shops and eateries. This event will include interactive shopping experiences such as henna tattoos and crafts.





'TIS THE SEASON WINDOW DECORATING CONTEST

Nov. 25-Dec. 22

Enjoy festive holiday window displays throughout Oceanside while you shop, as shops and businesses decorate their storefronts to the theme of 'Tis the Season. A panel of judges will view the displays from Dec. 1 to 7 and vote for a first, second and third-place winner.

HOLIDAY TREE LIGHTING CEREMONY & GIFT MARKET

Dec. 7, 5-9 p.m.

During this special Sunset Market, Oceanside will welcome the holiday season with a grand Holiday Tree Lighting Ceremony at 6 p.m. at Regal Cinema Plaza downtown. This annual holiday event will be filled with activities for the whole family. Children can visit with Santa Claus; create a craft; enjoy the zip line, bounce houses and games; or take a ride to the pier in a horse-drawn carriage.



ADDITIONAL HOLIDAY EVENTS IN OCEANSIDE INCLUDE:

- O'SIDE TURKEY TROT – NOV. 23, OCEANSIDE CIVIC CENTER
- IN YOUR NEIGHBORHOOD WITH LOU NILES BLOCK PARTY – NOV. 25, POUR HOUSE
- CHRISTMAS CONCERT – DEC. 1-2, OLD MISSION SAN LUIS REY
- THIRD ANNUAL TREE LIGHTING AND OCEANSIDE ART WALK – DEC. 1, SPRINGHILL SUITES
- CHANUKAH MENORAH LIGHTING CEREMONY – DEC. 12, CIVIC CENTER PLAZA
- SOUTH O WALKABOUT – DEC. 13, SOUTH O
- HOLIDAY GIFT MARKETS – DEC. 7, 14, 21, 28, SUNSET MARKET
- THE SOUTH MORRO HILLS HOLIDAY MERCATO – DEC. 9, BEACH HOUSE WINERY
- PARADE OF LIGHTS – DEC. 9, OCEANSIDE HARBOR
- "MIRACLE ON 34TH STREET" – DEC. 15-17, 22-23, THE BROOKS THEATRE

ABOUT 'TIS THE SEASON TO SHOP LOCAL

'Tis the Season to Shop Local is an annual holiday campaign to support local retail businesses and artisans by encouraging residents and visitors to shop local during the holiday season. The campaign is a partnership between MainStreet Oceanside, Visit Oceanside, City of Oceanside Economic Development and the Oceanside Chamber of Commerce. For more information, go to www.ShopLocalOceanside.com.



Did you know that sales tax contributes over **\$22 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**. 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.

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.