



ANNUAL REPORT

2023/2024



A California Main Street Program

Over the past 23 years, MainStreet Oceanside has strategically influenced Downtown Oceanside. We are dedicated to self-sustainability through our enterprises and partnerships that support our high-level operations. Our team of 31 employees works to maintain a clean, safe district and organizes activities that encourage community members and tourists to engage with our downtown businesses and unique attractions.

Our annual events, such as the Taste of Oceanside, Shop Local Oceanside, Taste of Spring, and Oceanside Independence Parade, foster community camaraderie and promote local brick-and-mortar stores. The Beach Services program, Sunset Market, and Farmers Market operate year-round, supporting our daily operations. The Downtown Oceanside Property and Business Improvement District funds our clean and safe program, allowing us to manage 27 square blocks in Downtown Oceanside's heart.

We're thrilled that Art that Excites is gaining momentum, with five art projects already completed in Downtown Oceanside. We've also partnered with the North County Transit District to develop a placemaking art project at the Oceanside Transit Center tunnel. As MainStreet Oceanside's new CEO, I'm committed to making downtown businesses a priority, advocating for their needs and striving to make ours the best downtown district in the region.

Special thanks to our annual partners who have contributed to MainStreet Oceanside's success over the years. We greatly appreciate our Board of Directors for their guidance and hard decision-making, and our four standing Committees for continuously improving our events and programs. We encourage you to continue supporting our organization by engaging with our staff and contributing your time through one of our Committees.

– Gumaro Escarcega, CEO of MainStreet Oceanside



ABOUT MAINSTREET OCEANSIDE

MainStreet Oceanside had its beginnings in the Downtown Business Association, formed in the early 1990s as a loosely organized group of businesspeople who met on a regular basis to discuss common concerns. By the end of the decade, as business conditions improved, the group decided to elevate the Downtown Business Association to a more organized approach to downtown issues and applied for state recognition as a certified California Main Street city. Official status was granted to the organization in July 2000.



BOARD OF DIRECTORS

The MainStreet Oceanside Board of Directors consists of a combination of downtown business/property owners and downtown residents as specified by our bylaws. Board members are elected to a three-year term in an annual election of the dues-paying district members.

Mary Ann Thiem, MSO Vice Chair - Downtown Resident

Chad Marentette, MSO Treasurer - Financial Advisor-Edward Jones

David Schulz, MSO Secretary - Star Theatre Co.

Marc Karren - Location Matters Inc.

Gustavo Santiago - Alfredo's Mexican Food

Azalea Maes - Flowers by Azalea

Tom DeMooy - Realtor™

ADVISORS

Michelle Geller - City of Oceanside

Scott Ashton - Oceanside Chamber of Commerce

Tim Scott - Division Chief, Oceanside Fire Department

Taurino Valdovinos - Assistant Chief, Oceanside Police Department

Leslee Gaul - Visit Oceanside

EXECUTIVE STAFF

Gumaro Escarcega - Chief Executive Officer

Angie Leonard - Chief Financial Officer

ADMINISTRATIVE STAFF

Mary Jo Canaletti - Human Resources Manager

Analyne Holland - Finance Coordinator

Bobbie Mills - Business Support Administrator

EVENTS

Shawn Callahan - Logistics Supervisor

Jacqueline Pelayo - Market Administrative Coordinator

Haley Riggi - Sales & Events Coordinator

Adam Ruiloba - Market Coordinator

MARKETING

Jasmine Delfin - Marketing Coordinator

DTOPBID

Garrison Young - Clean & Safe Manager

CONSULTANT

Kim Heim - Director, Special Projects

BUDGET BREAKDOWN

How is MainStreet Oceanside funded?

Initially funded by a financial commitment from the City of Oceanside, MainStreet Oceanside is a completely self-supporting non-profit corporation. Revenues are earned by the organization through the operation of the Farmers Market, the Sunset Market and the Beach Services Program. Revenues are supplemented with advertising sales, membership dues, grants, sponsorships and donations. Grants and donations to the separate Main Street Foundation help to fund the Independence Day Parade each year.

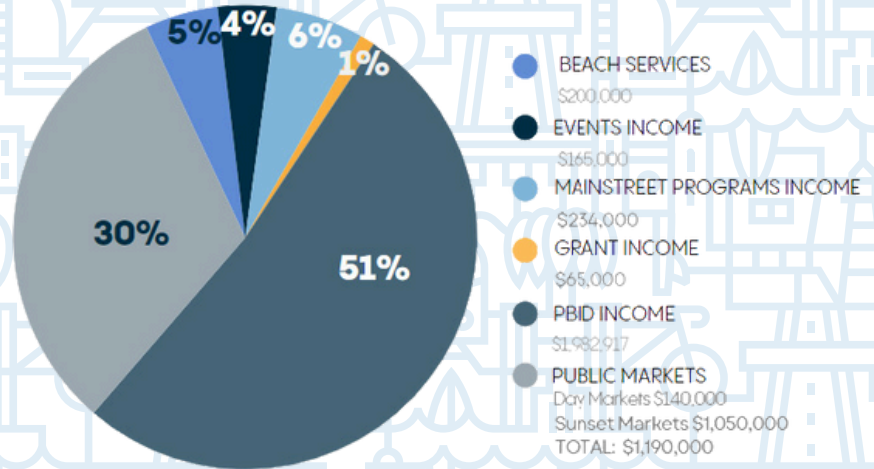
2023 RETREAT REPORT

On 30 May 2023, MainStreet Oceanside hosted a retreat at Coomber Craft Wines. The event included 24 participants, made up of the MainStreet Oceanside executive team, staff, committee members, advisors, and local partners.

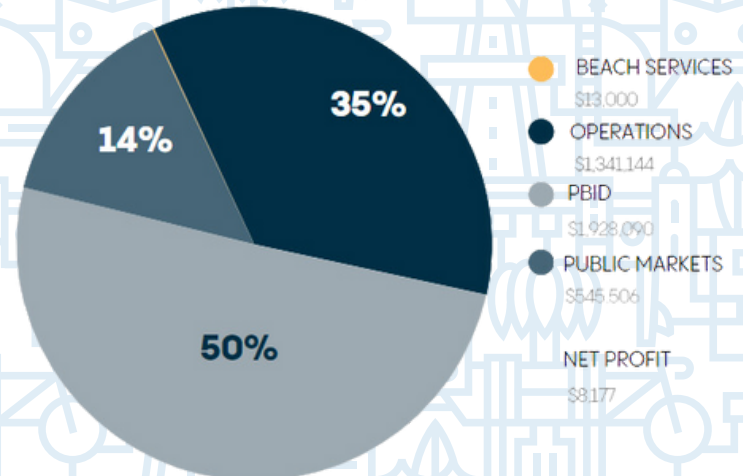
Attendees were divided into four teams to facilitate discussions on stakeholder feedback, specific opportunities, programs, and initiatives related to MainStreet Oceanside's future. The objective was to gather insights, evaluate ideas, identify sources of assistance and potential resistance, and consider the organization's trajectory over the next five years. These discussions aimed to help MainStreet Oceanside identify what it needs to be mindful of and prepare for in the future.

The four-hour session began with a three-question check-in for each team. It concluded with a celebration of the progress that has been made and a desire to sustain momentum in the years ahead, leading up to the envisioned future of 2028.

23-24 BUDGET INCOME



23-24 BUDGET EXPENSES



Introduction to the Entrepreneurship Pipeline Program

MainStreet Oceanside has partnered with the MiraCosta College School of Business to educate students and community members on entrepreneurship. The program offers MiraCosta College students the opportunity to sell at the Sunset Market during the off-peak season. Additionally, a new agreement allows them to set up at the Farmers Market, using market visitor feedback to refine their products.

The program also includes educational classes designed to support entrepreneurial endeavors. These cover topics such as starting a new business, obtaining a food permit, and understanding the process of complying with state, county, and city regulations.

Our goal is to foster inclusivity and collaboration, encouraging residents to open their own storefronts in the future. To this end, we partner with the local Small Business Development Center (SBDC), local makers, and business professionals interested in educating our community.

PROGRAMS

The Four Point Approach

MainStreet Oceanside practices the "Four Point Approach," a unique economic development tool developed by the National Trust for Historic Preservation. This discipline provides the foundation for local revitalization by leveraging local assets – from cultural and architectural heritage to local enterprises and community pride. Each "approach" is overseen by a committee made up of local businesspeople and residents – Organization, Promotion, Design and Economic Restructuring.

Downtown Oceanside Property and Business Improvement District (DTOPBID)

Developed by a growing coalition of property owners, the Downtown Oceanside Property and Business Improvement District (DTOPBID) is a benefit assessment district whose main goal is to provide improvements, maintenance, and activities which constitute and convey a special benefit to assessed parcels.

This approach has been used successfully in other cities throughout the country to provide special benefits to property owners, namely increased sales, attraction of new tenants, increased occupancies, and specifically increased property values.

Art that Excites

Since 2018, Art that Excites has produced four art projects in Downtown Oceanside. These include three painted murals and a mosaic mural, featuring works from regional and Oceanside artists. This community-led program has seen over \$50,000 invested in the arts, with contributions from community donors, organizations, sponsors, business fundraising support, property owners, and MainStreet Oceanside.

The program has directly involved over 10,000 community members, who participated by selecting their favorite mural or assisting artists in assembling the mural piece by piece. The community selected the fifth mural for the parking structure at Seagaze Drive and Cleveland Street. This selection process received over 5,500 total votes, with Jonny Pucci emerging as the winner. The art installation is due to be completed by July 2024.

Downtown Ambassador Program

The Downtown Ambassador Program is a volunteer-led initiative in partnership with Visit Oceanside and the City of Oceanside. It offers a place for visitors to receive recommendations on dining, entertainment, and shopping in Oceanside. The program sets up a canopy from Tuesday to Saturday, 11 am to 3 pm, where visitors can pick up dining guides, visitor guides, local magazines, and promotional materials from local businesses and partners. The Ambassador Program benefits from over 250 volunteer hours provided by more than 30 volunteers, supporting our partners' tourism efforts.

Kiosk Program

The Downtown Oceanside Kiosk Program offers businesses the chance to advertise to the numerous visitors downtown receives yearly. We oversee four kiosks: the Oceanside Transit Center, the free parking structure at Cleveland Street and Seagaze Drive, the east end of the underpass, and the northeast corner of Pacific Street and Pier View Way. The program allows members to purchase ad space or listings for as low as \$360 up to \$1,900. This initiative is an effective tool to guide our visitors towards downtown businesses. It showcases our popular restaurants and retailers for visitors to explore, dine, and enjoy during their visit to Downtown Oceanside.

Beach Services

MainStreet Oceanside's Beach Services Program contracts with carefully selected vendors to provide a variety of services at the beach all summer long, including food and beverages, water sports equipment rentals, bicycle rentals, surf instruction and more. Select services are available daily or on weekends year-round.

Since 2006, MainStreet Oceanside has contracted with the City of Oceanside to bring these much-needed services to the 1,000,000+ visitors to the beach area surrounding the Oceanside Pier. All services and activities are provided in a manner that is sensitive to existing land uses, promotes public safety and accessibility for all beach visitors,

Farmers Market

The Oceanside Morning Farmers Market is hosted every Thursday from 9 a.m. to 1 p.m. year-round. Having operated for over 30 years, it was originally managed by the City of Oceanside. The management was later handed over to MainStreet Oceanside to oversee every week. Mark Bendixen currently manages the market.

As of November 2023, the layout of the Farmers Market was revamped, and Freeman Street was incorporated with retail and food vendors. This market attracts about 100 vendors weekly and contributes approximately \$125,000 annually to our operating budget.

The Farmers Market sees a surge in vendor participation during the summer season. It attracts farmers, ready food, artisan bread, unique artisans, and makers to entertain tourists and locals.



Discover Downtown Magazine

Discover Downtown Magazine is published three times a year, with The Osider partnering with MainStreet Oceanside to edit our content and design the magazine's layout, creating a vibrant publication. The magazine showcases local business stories, annual events, sponsors, and unique narratives from Downtown Oceanside. We print 20,000 copies, out of which we mail 18,000 to Oceanside residents. The remaining copies are distributed to our local hospitality partners. Discover Downtown Magazine serves to spotlight MainStreet Oceanside, enticing locals to visit our district for dining, shopping, and entertainment.

Osider Eats Dining Guide

The Osider Eats Dining Guide is a local brochure showcasing all the food and beverage businesses in the district. It serves as an excellent tool for our hospitality partners to guide visitors to dining options in the area. Annually, we print 10,000 copies and distribute them up to three times a year, targeting areas with a high concentration of visitors.

Monthly MainStreet Morning Meeting

The Monthly MainStreet Morning Meeting is held on the first Tuesday of each month at 8:30 am. This event draws residents, businesses, representatives of elected officials, and local leaders for an informative session. It's an opportunity for local investors, community groups, and organizers to educate and inform attendees. We also invite the community to share their concerns about projects in Downtown Oceanside and beyond. On average, we have 50 attendees each month.

ANNUAL EVENTS

Taste of Spring

Taste of Spring reminisces on the flavors of Taste of Oceanside but with a refreshing springtime twist. Formerly known as "Mother's Day Is Sweet," Taste of Spring has evolved into a cherished local tradition, drawing the community with incredible bites and sips. In 2023, the event was a resounding success, with tickets selling out rapidly as residents and visitors alike eagerly anticipated its return. Featuring an impressive lineup of 33 vendors representing Oceanside's vibrant food and beverage scene, it offered attendees a range of sweet and savory delights.



This year, Taste of Spring partnered with SALT Condominiums, aiming to not only showcase the city's culinary offerings but also to attract newcomers, fostering a sense of community and encouraging them to make Oceanside their forever home. This family-friendly event, set against the backdrop of the charming Downtown District, is a celebration of community spirit and local pride, inviting attendees to savor the flavors of spring while supporting the businesses that make Oceanside thrive.

Oceanside Independence Parade

Downtown Oceanside bustles with activity every summer during the annual Independence Parade. This event allows attendees to witness dozens of community groups in a festive procession celebrating Hometown Heroes.

The parade starts at North Coast Highway and Wisconsin Avenue intersection, moving north on Coast Highway to Civic Center Drive. Spearheaded by the US Marine Corps and US Navy Band, it includes diverse groups representing Oceanside's rich cultural mix. Participants include military personnel, firefighters, elected officials, vintage VW bus enthusiasts, LGBTQ+ community groups, the lively Oceanside Rollerskaters, and many more. This ensures a true representation of Oceanside's vibrant community.

The Independence Parade is one of Oceanside's biggest events, attracting locals and visitors who line the streets to marvel at the remarkable floats.



Taste of Oceanside

Taste of Oceanside, a sell-out annual event held in October, invigorates the city from Wisconsin Avenue to Sportfisher Drive. Taste of Oceanside is an eagerly anticipated annual event, known for selling out every year. In October, attendees fill the city from Wisconsin Avenue to Sportfisher Drive, generating a palpable excitement throughout the town. Curious onlookers often ask, "What's going on?" or "What is everyone doing?" To allow attendees to explore more businesses, MainStreet Oceanside extended the event by 30 minutes in 2023, accommodating visits to the 55 stops.

Starting in 2023, MainStreet Oceanside introduced an organic food recovery system for all annual events by providing a recycling bin, a landfill bin, and a food waste bin at each stop. MainStreet Oceanside only provided organic options for food sampling. Event sponsor Green Oceanside provided stainless steel sporks and cups. The uniquely embossed Taste of Oceanside sporks and cups prevented over 20,000 plastic utensils and more than 7,000 two-ounce to four-ounce plastic cups from ending up in landfills.





'Tis the Season to Shop Local

'Tis the Season to Shop Local is a unique, local holiday celebration that encourages our community to support Oceanside retail businesses this festive season. The event runs from Small Business Saturday through the first two weeks in December. Featured in this award-winning lineup of holiday activities are a shop-and-win event, Sip & Shop Downtown Oceanside with local breweries and wineries, the Merry Makers Fair showcasing handmade goods, and the Holiday Tree Lighting Ceremony & Gift Market. All activities are underscored by the sparkle of holiday lights and the joyful sounds of live holiday music and carolers.

In 2023, MainStreet Oceanside secured a permit for Pier View Way from Coast Highway to Freeman Street, increasing the number of vendors at the Merry Makers Fair from 54 to 77!



Downtown Oceanside District

Since 2000, MainStreet Oceanside (MSO) has been the acting Downtown Business Association for downtown businesses. As an accredited Main Street Program, MSO implements a four-point approach to shape Downtown Oceanside.

The Design Committee's notable program, Art That Excites, has completed four murals so far, representing a public art investment of over \$50,000. The Economic Development Committee created the Ambassador Program and a business recruitment brochure. They have also conducted a market analysis to improve our business mix.

The Promotion Committee has produced three signature events to engage the public with our local businesses. These include the Taste of Spring, which sold out with 500 tickets, and Taste of Oceanside, which typically sells out to 1,200 ticket holders and features a VIP event that attracts 130 attendees at the Oceanside Museum of Art.

Shop Local Oceanside was created in partnership with the City of Oceanside and the Oceanside Chamber of Commerce to promote local businesses during the holiday season. The Organization Committee has been rejuvenated and is working on strengthening our policies, bylaws, and procedures to support our organization's future.

Through this four-point approach, we activate the 84 square blocks within the downtown district, always striving to keep our businesses active.

Moreover, MainStreet Oceanside has developed new branding guidelines for Downtown Oceanside. The brand features an icon logo and a color palette that identifies seven subdistricts within the downtown district. These are the Oceanside Pier District, Mission District, Mid-Mission District, North Coast District, South Coast District, Harbor District, and Municipal District.

The aim of this branding is to encourage businesses to support our branding efforts through their marketing outlets. We want to make our district a destination, highlighting the vibrancy that each subdistrict has to offer to both locals and visitors.



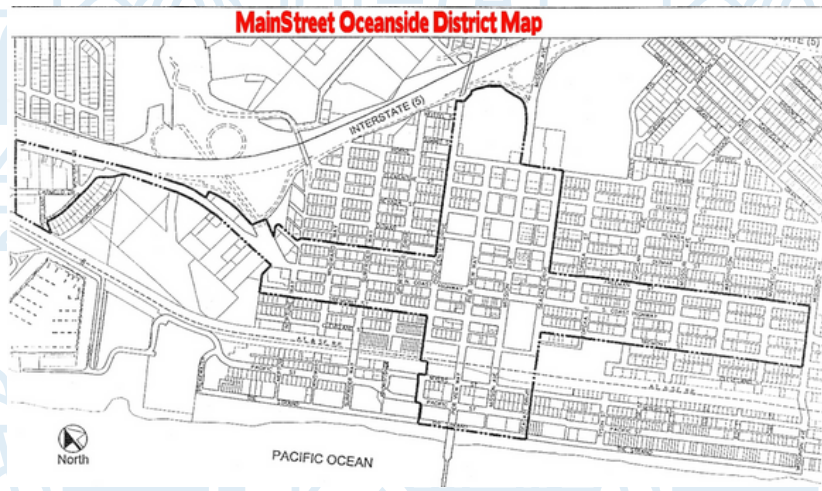
Oceanside Sunset Market

The family-friendly Thursday Night Sunset Market has been a staple since 2007, hosting 200 street vendors who serve both tourists and locals weekly. This event encourages visitors to extend their stay in local hotels, positively impacting our city's TOT funds.

Attracting between 8,000 to 12,000 attendees, the Sunset Market contributes \$1.2 million dollars to MainStreet Oceanside. Recognized as the best operating night market in San Diego County, it is appreciated by vendors for its organization.

The market features live music at the main stage, activities for kids and families, local maker vendors, a ready food aisle, and a variety of hot food options. It also provides startup businesses with a low capital investment opportunity to test their products before deciding to open a brick-and-mortar business. Businesses such as Guahan Grill and One Love Cuisine started at the Sunset Market and now operate brick-and-mortar establishments. Other businesses, like Sunshine Japanese Café and Fat Boy Pizza, use the market to promote their physical locations.

Additionally, our information booth distributes marketing material from our partners and members. Over 200 attendees stop by to pick up the latest magazines, dining guides, visitor guides, Oceanside Chamber of Commerce Best of Oceanside, and business flyers.



MANY THANKS TO OUR SPONSORS



San Diego County Supervisor Jim Desmond's Office



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SDGE™



INTRODUCING OUR NEW DOWNTOWN BRAND



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