

SPECIAL EDITION! HOLIDAY PARADE , EVENTS & SHOPPING GUIDE



PENINSULA BEACON

PENINSULA BEACON SPECIAL EDITION THURSDAY, NOVEMBER 30, 2017

SELLER WANTS IT SOLD!
Open Sat & Sun 1-4 - 3113 Xenophon

CALL LANZ
619-564-6355
CA BRE#01883404

THE CORREIA GROUP
Pacific Sotheby's INTERNATIONAL REALTY

OCEAN BEACH HOLIDAY PARADE

SATURDAY, DECEMBER 2ND • 5:05 PM



ashleywdesign.com

SHOP & WIN

SHOP SMALL
OCEAN BEACH

PASSPORT TO OCEAN BEACH
Shop, Dine, & Win!

Show your love for OB businesses by visiting as many locations as you'd like for a special punch (no purchase necessary)! When you've done collecting punches, turn in your card to any participating business to be entered to win fabulous prizes from Ocean Beach merchants! Cards must be received by Wednesday, December 20. Complete contest details are available at ShopLocalOB.com!

Tanaka Sandwich 4870 Highway Avenue, #100	Reel Fish Tavern 4260 Newport Avenue, #100	OB Peppers & Poppers 4260 Newport Avenue, #100	Light House Ice Cream 5009 Newport Avenue	Shed from the Sun 5009 Newport Avenue, #2	Curly Arts 4363 Solana Street, #A
Ocean Beach Mainstreet Association 1868 Bacon Street, #A	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100
OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100	OB Business Center 4870 Solana Avenue, #100

Don't miss the annual Ocean Beach Holiday Parade and festivities Saturday, December 2. Parade kicks off at 5:05 pm on Newport Avenue. In the spirit of everything OB, this year's theme is 'California Dreaming in the Season of Love'. Be sure to Shop OB local and complete your "Passport Card" to WIN great prizes! Stop by any participating businesses to pick up your card! For more info go to shoplocalOB.com or oceanbeachsandiego.com

PLAY & STAY



Shop Local • Stay Local • Play Local

1868 Bacon Street, Suite A San Diego, CA 92107 (619) 224-4906
www.OceanBeachSanDiego.com



Wednesdays - Starts at 4PM



Sebastian Crowley and Jennifer Lucas kiss on Newport Avenue before last year's OB Holiday Parade. (Below) An under-the-sea-themed float from last year's parade.

PHOTOS BY THOMAS MELVILLE (above), MIKE MCCARTHY (below)

38TH ANNUAL OB HOLIDAY PARADE CELEBRATES **California Dreamin' in the Season of Love**

By DAVE SCHWAB | THE BEACON

Last year, the Ocean Beach Holiday Parade featured the wedding float of OB Planning Board chair John Ambert.

By contrast, this year's 38th annual parade is themed "California Dreamin' in the Season of Love." It will commemorate the 50th anniversary of the Summer of Love, which spearheaded the anti-war and free speech movements in California, including OB at that time.

How more OB could it be?

In 2017, there's something new to protest in the beach community. And it is likely that the "No Target In OB" Christmas parade float will be an event highlight.

OB parade volunteer Spencer Higgs hinted that the "No Target" float entry will be something not to miss.

"We've got a really fun concept that's going to engender the classic Ocean Beach vibe, while also spread-



OB HOLIDAY PARADE

When: Saturday, Dec. 2, 5:05 p.m.

Where: The parade will begin at Newport Avenue and Ebers Street, head west to the foot of Newport, then will turn down Abbott ending at lifeguard tower.

ing awareness to help keep Target Express out," said Higgs. "We're going to outfit a pickup for the main piece, surrounded by supporters on foot, walking, dancing, waving, and generally being merry OBecians, encouraging bystanders to join along as they please. Classic, eco-friendly, communal... very OB."

But, added Higgs: "We need help bringing it to life. We would like anyone who's interested in helping out, or being part of the parade, to join us to discuss roles and other creative ways of building off our idea. Spread the word on social media. Do what you can to help us make this a great addition to the parade."

Local musicians donate North Folk Island Pine for OB's Christmas tree

By BART MENDOZA | THE BEACON

One of Ocean Beach's most beloved traditions, the raising of the annual Christmas tree at the foot of Newport Avenue, proved to be a little more difficult than usual this year. Thankfully, two local musicians, singer-songwriter Kimm Rogers and producer Jeff Berkley, have come to the rescue, donating a 45-foot-tall North Folk Island Pine tree located in their shared back yard.

"It wasn't easy this time out," said Claudia Jack of the Ocean Beach Main Street Association, who has helmed the annual search for a tree for the past 23 years. "We usually have everything taken care of nine months in advance, but a month ago we still didn't have a tree. We called around and of course, something like what we are looking for costs a lot of money."

Luckily, the OBMA put up a bulletin and four trees were offered up quickly, even better, they were in the area, saving on shipping costs. For Rogers, it was fortuitous timing.

"During last winter's storms I became concerned that the tree might fall over as it leans," Rogers said. "I called an arborist for a consult, thinking maybe we could find a way to preserve it and anchor it. However, the arborist was very concerned that the

'This has worked out wonderfully for everyone.'

CLAUDIA JACK
OF OCEAN BEACH MAIN STREET ASSOCIATION

roots of the tree were undermining the foundation of the adjacent apartment, so he said it needed to come down."

The tree will be cut down, "taken right over the roof of the house and delivered to the foot of Newport Avenue on Nov. 28," said Jack. She notes it's no easy task moving something that large. "There will be some maneuvering to do, but there is a base already at the location to slip the tree into, so that makes that part a little easier."

Decorations will be put up during three days. "We will be putting up 100 ornaments and tons of lights," Jack said. Meanwhile on Nov. 30, local school kids will get to decorate the bottom half of the tree with their own homemade ornaments. The tree will be up through Jan. 3.

While the situation is a win for everyone, with OB getting a free tree and saving on removal costs, Rogers notes it's sad to lose such a big tree.

"The loss of any tree is hard. We need them to breathe. They give life. I will miss it tremendously. However, it will be a good thing for the nearby apple tree. It was in the shade of the pine and now it will do much better," she said.

The tree itself was planted in 1997 by previous tenants of the house, CBS News 8 photojournalist Charles Landon and his wife, Sheila Ferris.

"It started out as a four-foot-tall live Christmas tree that we planted following that year's holiday," he said. "We are so pleased that it's going to be repurposed once more for the same use."

Landon plans to shoot a story on the day. "We will be following the tree's journey and showing it on air. Our family are still OB residents, and this tree was planted before our children were born," Landon said. "We're excited about the whole thing."

"This has worked out wonderfully for everyone," Jack commented. "I'm amazed that we were able to get everything done in such a short amount of time."

For her part, Rogers is proud to be able to donate the tree and in the spirit of Christmas, give back to her community. "In the literal sense, it's the biggest gift we have ever given," she laughed.



The 45-foot-tall OB Christmas tree is placed on the beach at the end of Newport Avenue on Tuesday morning.
PHOTO BY JOSH UTLEY

Book Now!
858-633-SONG (7664)
Bob Peace
Acoustic Guitar & Vocals, Holiday Parties
& Intimate Gatherings, Sounds Like
Van Morrison, John Mayer, Jack Johnson
www.bobpeacemusic.com
info@bobpeacemusic.com

All Souls' Episcopal Church Annual Christmas Home Tour and Marketplace

All Souls' Episcopal Church would love to welcome you to its annual Christmas Home Tour and Marketplace. Saturday, December 2, from 10:00-4:00, the Tour can be a whole day of fun in beautiful Point Loma! Organize groups from your neighborhoods — book clubs, church, garden groups, work or service colleagues, family and friends! For the first time, a special reserved ticket price for purchases of ten or more at \$25.00 each makes attending even easier! Of course, single presale tickets remain \$30.00 each (\$35.00 on the day of the event).

The All Souls' Christmas Home Tour is a surprisingly fun, robust and welcoming experience! On church grounds, an expanded Marketplace offers delightful opportunities to turn towards festive planning and holiday readiness, with gift or decoration choices that include handmade treasures and home-cooked treats to fill Christmas stockings or the feast table! Gourmet food trucks, a coffee cart and local artisans join the event this year, rounding out an already sumptuous tea! Touring the very special James Hubbell stained-glass adorned church, and the newly acquired contemporary abstract pieces from the recent Icons in Transformation exhibit, as well as five uniquely appealing Point Loma homes are

highlights of this community celebration.

Distinctive residences shine with unique histories, captivating views and festive decor to pique all our imaginations! Which home will tantalize us with St. Nicolas Cookies' fresh-baking delectable aroma? Which one will showcase a creative contemporary designer's comprehensive remodel of a 1913 treasure? Which will treat you to expansive Pacific panoramas or spectacular San Diego Harbor and skyline views? Each home, around each corner, enchants visitors with imaginative design, spectacular vistas or peeks into the many ways a family makes a house a home, and a home becomes a Christmas showcase!

All Souls' Episcopal Church Annual Christmas Home Tour & Marketplace Event

Saturday, Dec. 2nd, 10 a.m.-4 pm.
1475 Catalina Blvd., Point Loma
(619) 223-6394
office@allsoulspointloma.org

For more information or tickets,
allsoulspointloma.org/hometour

ALL SOULS'
EPISCOPAL CHURCH

PRESENTS THE 66TH ANNUAL

Point Loma Christmas

home tour

SATURDAY DECEMBER 2ND, 2017 | 10AM – 4PM
1475 Catalina Blvd. (619) 223-6394

<p>EVENT TICKETS:</p> <p>\$30</p>	<p>DAY OF EVENT:</p> <p>\$35</p>	<p>PURCHASE TICKETS AT:</p> <p>All Souls' Church, Ace Hardware, Walter Andersen Nursery, or online at www.allsoulspointloma.org/hometour</p>
--	---	--

SPECIAL: Buy 10 and only pay \$25 each!

Marketplace & Food Trucks 10am – 4pm | Tea 1 – 4pm

Exchange ticket for tour map Nov. 26th – Dec. 2nd from 9am – 4pm at:
All Souls' Church 1475 Catalina Blvd. San Diego, California 92107

Shopping local reduces stress, induces smiles

By DAVE SCHWAB | THE BEACON

Small Business Saturday (Nov. 25) is over, but the spirit of giving it engenders will carry through the entire year-end holidays. And both Peninsula communities, Point Loma and Ocean Beach, have lots going on to attract Yuletide shoppers this year.

With the holiday season already here, the importance of shopping local and supporting neighborhood merchants striving for success in today's ever-evolving marketplace cannot be overstated.

While the information age and the

internet are drawing customers away online, there's still huge value — and an entertaining personal experience — to be had shopping old-fashioned, with pavement-pounding browsing of brick-and-mortar establishments.

The importance of shopping local is borne out in statistics. According to the federal Small Business Administration, small businesses, so-called "mom and pops," defined in the United States as having fewer than 25 full-time employees with annual wages below \$50,000, employ more than half our nation's working class.

One hot spot in this year's Peninsula holiday shopping season is Point Loma Village, where small businesses are teaming up to host a Holiday Stroll on Canon Street with guess who: a special guest, Santa.

This holiday season, these three local Point Loma businesses are giving back to their shared community in three unique ways:

Beer-and-Food

• Dec. 13 – Festive Beer-and-Food Speakeasy: Barons Market at 4001 W. Point Loma Blvd. invites craft beer and

food lovers for an evening filled with good cheer. Guests can mingle among stockrooms and loading docks to enjoy Black Market Brewing's refreshing craft beer. All of the proceeds from the event will go to food banks in San Diego and Temecula.

Help rescue animals

• Dec. 6, 13, 20, and 27 – Holiday Edition Woofers: Every Wednesday, The Wine Pub at 2907 Shelter Island Drive, donates 10 percent of each guest's check to Animal Rescuers Without Borders. This year, The Wine

Pub serves up gourmet holiday food for guests while pups enjoy treats from a gourmet doggie menu — all for a good cause.

Jingle bell fun

• Dec. 9 – Jingle Bell Fun Run: Bay City Brewing Co. will host a fundraiser for the Arthritis Foundation this month leading up to December's Jingle Bell Fun Run, the nation's largest holiday 5k run fighting arthritis. Bay City is inviting community members

SEE SHOP Page 5



EVERYTHING YOU WANT FOR CHRISTMAS IS IN OCEAN BEACH - SHOP LOCAL

Happy Holidays!

3685 Voltaire St.
San Diego, CA 92106

619-223-5229

johncoastalsage@yahoo.com

25% OFF

**Entire Store...
Plants,
Gifts, Toys,
Garden Supplies**

With coupon, good until Dec. 31, 2017
(one per customer)

Retail/Office Hours: Mon.-Sat. 10am-3pm



HAPPY
OB HOLIDAYS!
SHOP LOCAL
STAY LOCAL
PLAY LOCAL

OCEANBEACHSANDIEGO.COM



**Use Your
Flex & Insurance
Benefits
by the
End of the Year!**

Contact Lens Package

- Complete Eye Exams
- All follow up visits
- Six month supply of disposable
- Contact Lens Care Kit

\$156

**COMPLETE
OCULAR HEALTH
EVALUATION
including exam
for glasses**

\$58

**COMPLETE
OCULAR HEALTH
EVALUATION
Including exam for
glasses & contacts**

\$88

NEWPORT AVENUE OPTOMETRY

Dr. Eli Ben-Moshe & Associates

www.NewportAveOptometry.com

4822 Newport Avenue
(619) 222-0559

Santa Clause is coming to Super Max!

Free Photos

for all and each kid gets a

Free Toy!

while supplies last

Wednesday, December 6, 4-7pm
Wednesday, December 13, 4-7pm

plus up to
75% OFF
selected merchandise

SAVE ON ALL YOUR HOLIDAY NEEDS:
Toys, Christmas Cards, Wrapping, Decorations and more!



SUPERMAX

**4991 NEWPORT AVE.
(619) 221-2941**

CORNER OF BACON OPEN FROM 8AM TO 10PM DAILY



SHOP

CONTINUED FROM Page 4

to join them in celebrating the holidays with a cold one in hand.

Passport to OB

As always, Ocean Beach and its tight-knit merchant community is all in on the holiday season. The community's business improvement district, Ocean Beach MainStreet Association (OBMA), celebrated Small Business Saturday in a big way with a sand sculpture and other festivities, kicking off its nearly month-long promotional Passport to OB contest to encourage people to shop local.

The almost month-long contest, a centerpiece of OBMA's holiday shopping campaign this year, continues until Wednesday, Dec. 20. A Shop Small OB Passport furnishes customers with a card with the names of 26 participating OB merchants on it, that they can then get punched for a chance at a future drawing.

"The more businesses you visit and get your card punched at, the better your odds are for winning a prize," said Isabel Clark of OBMA. "Then people turn in their cards and the drawing is held. Participating businesses will have gift cards and other really cool things you can win."

Passport participants include: Abbott Street Market, Apple Tree

Supermarket, Arizona Cafe, Beach Sweets, Bone Appetit, Car's Jars, Crystal Visions, Details SalonSpa, James Gang Printing Company, Lighthouse Ice Cream, OB People's Organic Food Market, Ocean Beach Business Center, Pat's Liquor, Pirate's Cove Tiki Port, Raglan Public House, Reset Float Therapy, Shot From The Hart Photography, South Coast Surf Shop, South Coast Wahines, Sunset Clippis, Swanky Sugar, Synergy, Thistle Garden Floral Home, Tony's, Sunshine Co. Saloon and OBMA.

"Ocean Beach has so many great local shops and restaurants," said Denny Knox, OBMA executive director. "We're really excited to create exposure for the variety of retail, din-

ing and services offered in our community to entice people to come to OB to shop small."

"This is the first year we've done this on this scale, really doing a big push," pointed out Clark adding, "Hopefully, it will become an annual thing and we can expand it next year."

Here are a few more Peninsula small businesses and what they're doing special for the holidays:

Educational toys

• See/Saw, 3028 Canon St.: offers the finest assortment of educational play and imagination goods for baby and kids to Point Loma Village made with organic cotton, non-toxic dyes and inks, wood and recycled BPA-free

plastic. For more information the boutique, visit shopseesawkids.com.

Party space

• Wee Gather, 3030 Canon St.: is a stylish event space for (mostly) kid-centered parties, pop-ups, workshops, and community. For more information, visit www.weegather.com.

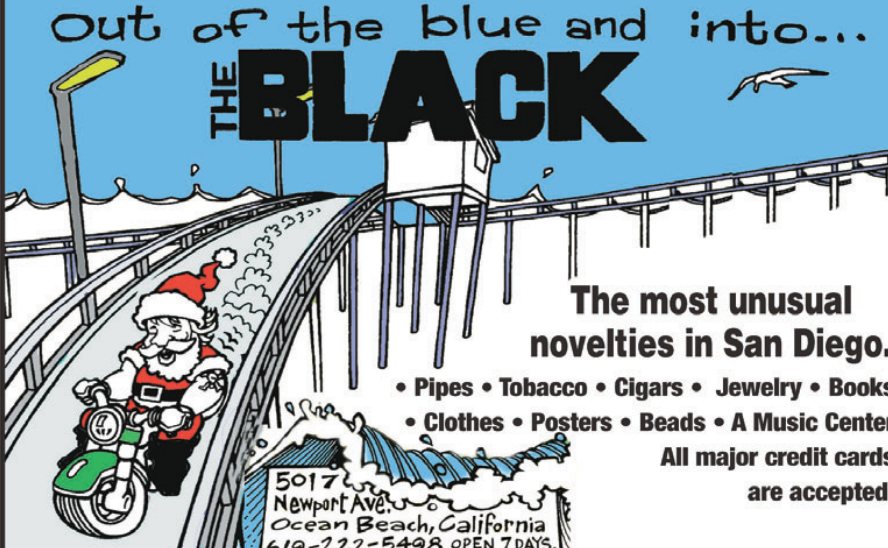
Healthful pet food

• Good Dog Pet Outfitters, 3034 Canon St.: provides vibrant, human-grade whole foods for your feathered and furred friends. The boutique features products such as health foods for pets, healing supplements for every

SEE SHOP Page 6

PEACE + LOVE + JOY + OB

Out of the blue and into...
THE BLACK



The most unusual novelties in San Diego.

- Pipes • Tobacco • Cigars • Jewelry • Books
- Clothes • Posters • Beads • A Music Center

All major credit cards are accepted.

5017 Newport Ave.
Ocean Beach, California
619-222-5498 OPEN 7 DAYS

ALWAYS ACCURATE

INCOME TAX & BOOKKEEPING

- Year-round Tax Service • Notary Public
- Bookkeeping & Payroll



Stacey Thayer

(619) 225-9571

4869 SANTA MONICA AVENUE, SUITE C

SAN DIEGO, CA 92107

Next to the Post Office



WE'RE BACK ON NEWPORT!!

JAMES GANG

COMPANY
Since 1976

4851 NEWPORT AVE., SAN DIEGO, CA 92107

619.225.1753 WWW.JAMESGANGPRINTING.COM

GRAND Re-Opening
Sat. Dec 2nd

1-6 color Custom Apparel Screenprinting & Full Color Direct to Garment Digital Printing for:
Your Business, School, Organization, Club or Team.
Full Service Digital & Offset Printing, Cards, Posters, Flyers, Brochures, Booklets and MORE!!

OB Holidays
2017 EVENTS

NOVEMBER 1, 8, 15, 22, 29
Farmers Market • Starts at 4pm

NOVEMBER 11, 25
Craft Fair at Newport and Abbott St.
• 9am-4pm

NOVEMBER 14
OB Restaurant Walk • 5-9pm

NOVEMBER 18
Toy Drive collection boxes arrive in OB restaurants and businesses

NOVEMBER 25
Shop Small Business Saturday
Shop local on November 25 and see the giant sand sculpture at the beach. Then get your Shop Small OB Passport at the OBTC Craft Fair – good through December 20th. More info: ShopLocalOB.com

NOVEMBER 28
OB Christmas Tree arrives • 11am

NOVEMBER 29
Help decorate the OB Tree • 9am

NOVEMBER 30
* Local kids decorate the OB Tree with Santa
* OB Holiday Auction at Sunshine Company • 5:30-9pm. 21+ with ID. Great prizes, exciting auctioneers. To donate auction items, email info@obtowntncouncil.org.

DECEMBER 1-15
Online voting for OB Storefront Decoration Contest. More info: [Facebook.com/OBMA92107](https://www.facebook.com/OBMA92107)

DECEMBER 2, 9, 16, 23
Craft Fair at Newport and Abbott St. • 9am-4pm (9am-2pm on 12/2 & 12/23). Featuring Santa from 11am-1pm.

DECEMBER 2
38th Annual OB Holiday Parade on Newport Ave., from Sunset Cliffs Blvd. to the beach. Lighting of the OB Tree will begin the parade. • 5:05pm (OB Time)

DECEMBER 6, 13, 20, 27
Farmers Market • Starts at 4pm

DECEMBER 11-15
Food and Toy Drive at Masonic Hall, 1711 Sunset Cliffs Blvd. Volunteer and bring a donation. • 5-9pm

DECEMBER 15
Holiday Homes Decoration Contest • 6pm. The best dressed 92107 holiday homes will be judged. More info: (619) 316.3403 or mikeakey@cox.net

DECEMBER 16
Food and Toy Drive distribution to seniors and families from Masonic Hall, 1711 Sunset Cliffs Blvd. • 9am

OB Tree comes down on January 3

Design by Ashley Lewis • ashleylewisdesign.com

obtowntncouncil.org 888.615.3518 @obtowntncouncil
oceanbeachsandiego.com 619.224.4906 @oceanbeachca @OBMA92107

SHOP
OBWHEN YOU SHOP SMALL
AT INDEPENDENT, LOCALLY
OWNED BUSINESSES,

52%

OF WHAT YOU SPEND
STAYS RIGHT IN YOUR
COMMUNITY,
SUPPORTING LOCAL
ORGANIZATIONS AND SERVICES



SHOP

CONTINUED FROM Page 5

stage of growth and development, items made from organic cotton, wool doggie duds, an assortment of leashes and harnesses for sport and fun, and toys, toys, toys. Visit www.gooddogpetoutfitters.com.

This trio of Village shops are teaming up to throw a holiday block party Saturday, Dec. 9, from 1 to 4 p.m., for folks to check off their list a couple to-do's while giving back to smaller businesses.

The family-friendly party on the corner of Cañon and Rosecrans streets, will feature Santa Claus arriving from the North Pole and entering Wee Gather with a "Ho, Ho, Ho!" Also, tickets will be available to pur-

Women checks out the deals during Small Business Saturday in Ocean Beach last week.

PHOTO BY JOSH UTLEY

chase for photos with Santa.

The block party will also offer discounts at the three retail shops, festive face painting, pop-up shops from local crafters, home-made peppermint coffee and more.

The Holiday Stroll on Cañon Street presents an alternative shopping option to big-box chains and online retail giants. Nothing says "Happy Holidays," like supporting local businesses while mingling with neighbors," say promoters.

"Plus, where else can you get shopping, pictures with Santa and a place to drop your kids off while you shop all in one place?"

Founded in 1978, the Ocean Beach Main-Street Association is comprised of area merchants and professionals dedicated to building a thriving business district that fulfills the needs of the neighboring community and visitors alike. Learn more at www.OceanBeachSanDiego.com or www.shoplocalob.com.



Holiday Gift Guide

Decorate your **Tree** with a **touch of OB**

2017 ornament - \$25 each or 2 for \$40
(past years are available as well)

Celebrating the *Farmers Market 25th Anniversary*

The ornament is two sided.

Farmers Market Tote Bag - \$15 each



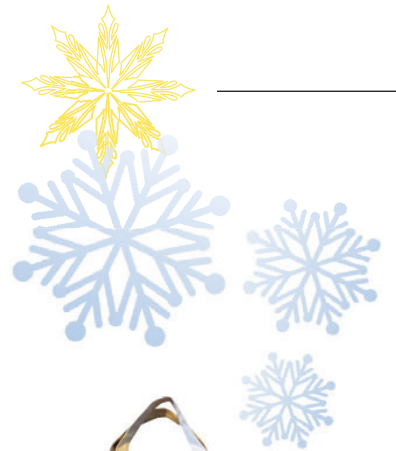
Available online and at OBMA office:
1868 Bacon St., Suite A • 619-224-4906
www.oceanbeachsandiego.com



Front



Back



Be a part of the **OCEAN BEACH**

Holiday Gift Guide



Beautiful full-color section published in the Peninsula Beacon and sent to over 20,000 homes. Includes photo and logo, description or text.

Runs in the December 7th, 14th and 20th issues.
4 different sizes available, starting as low as \$175.

Call Mike to book your ad today!

858.270.3103 x117 • 858.337.8546 Cell • MikeFahey@sdnews.com





OB Storefront Decorating Contest is back!

The OBMA Storefront Decorating Contest is back! Enjoy the festive displays at Ocean Beach businesses, and make your voice heard in the People's Choice competition. Vote for your favorite holiday storefront by liking their photo at facebook.com/OBMA92107. Voting starts Friday, December 1, at 5:00 p.m. and is open until Friday, December 15, at 5:00 p.m.



PEACE + LOVE + JOY + OB

OB Holiday Parade: Saturday December 2nd, 5:05pm



Season's Greetings!

We Specialize
in all auto body work
& insurance work

Over 36 Years
in OB!

Formerly at
1955 Bacon St.
Randy Green

VOTED #1 AUTOBODY SHOP!

4856 VOLTAIRE STREET
SAN DIEGO, CA 92107
(619) 223-1232
FAX 223-0820
obab1@sbcglobal.net

READERS CHOICE AWARDS 2016

DREAMGIRLS

20% off

**TOTAL PURCHASE
IN STORE ONLY**

NOT VALID ON GIFT CARDS
OFFER ENDS JAN 31ST 2018

DOG BEACH DOG WASH

4933 Voltaire Street, Ocean Beach
619-523-1700
www.dogwash.com

HOURS: 8am to 8pm, 7 days a week
Open Christmas: 8 am to 1 pm

- Do-it-yourself washing, drying & grooming with top quality products
- Holiday Bandanas for Hanukkah, Solstice, Christmas & Kwanzaa
- Wide selection of canine floating toys, holiday squeakers, soft cuddly toys, and plenty of ropes and chews
- Gift Cards for dog lovers plus games, puzzles and collar safety lights

Please help with the Dog Beach Holiday Clean-up: Saturday Dec. 9th 9am-11am

Organic Grocery, Bulk, Produce & Deli

Ocean Beach
PEOPLE'S Organic Food Market

4765 Voltaire St. San Diego, 92107

For all of your
Holiday baking...
People's Food Market
has the the **Organic**
ingredients you need!

Open Daily
8 a.m. - 9 p.m.
(619) 224-1387

www.obpeoplesfood.coop

Supplements, Herbs, Essential Oils

Bodycare, Books, Candles & Gifts

Sunset Garage

General Automotive Repair
Including

State Certified Smog Inspections - Safety/New Buyers Inspections
Factory Service Maintenance Performed - Complete Tune-up Service
Major Engine Overhaul - Cooling Systems - Diagnostic Codes - Brakes

Visit us at www.sunsetgarageob.com
619-224-2929 • 1946 Bacon St. Ocean Beach

READERS CHOICE AWARDS 2016
#1 Best Auto Repair

HOLIDAY SPECIAL
10% OFF ANY SERVICE
our already low, low prices
(with coupon - expires 1-10-17)

Happy Holidays!

**HAPPY
HOLIDAYS
FROM THE**

**PENINSULA
BEACON**

EVERYTHING YOU WANT IS IN OB!

OCEAN BEACH MERCHANTS:

Encourage Everyone to Shop Small, Shop Local, Shop OB for the holidays

Advertise your business in the Beacon's Holiday Sections

DECEMBER 7th

Shop OB for the Holidays
Ocean Beach Gift Guide
Holiday Greetings

DECEMBER 14th

OBMA Cover Page
Shop OB for the Holidays
Ocean Beach Gift Guide
Holiday Greetings

DECEMBER 20th (Wed.)

Shop OB for the Holidays
Ocean Beach Gift Guide
Holiday Greetings
New Year's Happenings

For additional information or questions regarding advertising contact

Mike Fahey at 858-270-3103 ext 117, 858-337-8546 (cell) or email mikefahey@sdnews.com



CHRISTMAS SPIRIT! Local volunteers showed up to help decorate Newport Avenue and enjoyed a celebratory breakfast at Margarita's.

Planning a holiday get together for family, friends, or business?



Nati's Mexican Restaurant is the perfect spot to hold your holiday luncheon. Whether dining indoors or on their patio, they can accommodate up to 50 people and their reasonably priced menu fits everyone's budget. Margaritas, cocktails, and beers available. Ask about their party menu designed specifically for large groups. Take-out is also available for your party at

home or at your office. They also have gift certificates and t-shirts. Established in 1960 and located at 1852 Bacon St., they are only one block from the OB pier. (619) 224-3369. Ample parking available.

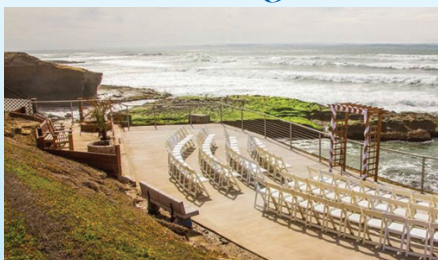
Nati's has been voted #1 in OB for 9 years in a row. Isn't it time to make them part of your holiday tradition?

HAPPY HOLIDAYS

from all of us at

THE INN AT SUNSET CLIFFS

Best Oceanfront Hotel in San Diego



Enjoy the spectacular view from our Terrace Patio

- 24 room hotel with new upgrades overlooking the Pacific
- Variety of room types • Heated outdoor swimming pool

Waterfront ceremonies with oceanfront receptions & ocean views.

Private events-parties, cocktail hours, dinners and more!

San Diego's Best Kept Secret!

- Close to San Diego Zoo & SeaWorld • Environmentally friendly
- Wi-Fi offered throughout the hotel • Local vibe with a relaxed atmosphere

CERTIFICATE OF EXCELLENCE AWARD



The only hotel in the area to win 5 consecutive years!
Top 1% of Businesses Worldwide



1370 Sunset Cliffs Blvd • San Diego

www.innatsunsetcliffs.com • 619.222.7901



NATI'S MEXICAN FOOD

FELIZ NAVIDAD - HAPPY HOLIDAYS!

The Holiday Season is here and Nati's is here to help. We can help you plan that Holiday get together, large or small. We have a separate dining room available for large party luncheons, and our take-out items make your home entertaining easy. Our great food, great drinks and reasonable prices will make your event a hit.

Holiday gifts...how about a Nati's Gift Certificate, available in all denominations.

Join us for dinner before or after the Parade.



Cocktails • Plenty of Parking
Candlelight Dining • Heated Garden Patio



BEST OVERALL RESTAURANT
2009 • 2010 • 2011
2012 • 2013 • 2014
2015 • 2016 • 2017



1852 Bacon Street (at Niagara) Ocean Beach 619-224-3369



A Local Favorite!

Lucy's Tavern

YOUR NEIGHBORHOOD BAR



Join us for the Holidays! WATCH FOOTBALL HERE!

MORE TAPS! Now with 37 beers on tap featuring your favorite craft brews

Live Bands

Every Friday and Saturday Night

Pool Tournament Every Monday at 7pm



HAPPY HOUR - EVERYDAY 4-7PM

WELL DRINKS: \$3.25 ALL PITCHERS \$1.50 OFF

MARGARITAS \$4.25 Check out our other Daily Specials!

7 TVS • 5 PLASMA TVS

3 POOL TABLES • FOOSBALL • SHUFFLEBOARD

Now Accepting Most Credit Cards

4906 Voltaire St. (corner of Voltaire & Cable) Ocean Beach



Voted Best Bar

Celebrating 24 Years

Don't Miss the Farmer's Market

Every Wednesday from 4pm-7pm on the 4900 block of Newport Avenue between Cable & Bacon Street in the heart of OB! Locally grown produce, fresh flowers, baked goods, art, music and more!

Holiday Dining in Ocean Beach



Whatever you're hungry for, you'll find it in OB. Ocean Beach offers more than 90 restaurants, entertainment and lodging venues. Plus, you'll find catering and banquet venues for all your holiday parties!



Celebrate the Holidays

FLAVOR BURST

LIGHTHOUSE ICE CREAM
5059 NEWPORT AVE
O.B. 619.222.8600
OPEN 11:00AM - 10:00PM

NEWPORT PIZZA & ALE HOUSE

STOP IN FOR A CHRISTMAS BEER!

Hoppy Holidays!
OPEN CHRISTMAS EVE 11AM-7PM
OPEN CHRISTMAS DAY AT NOON
Open New Year's Day

24 CRAFT BEERS ON TAP • 100 BOTTLED BEERS
PIZZA BY THE SLICE • FREE DELIVERY IN OB WWW.OBPIZZASHOP.COM

READERS CHOICE AWARDS
2017 VOTED #1 BEST PIZZA & BEER SELECTION
A CONSISTENT WINNER

5050 NEWPORT AVE. • OCEAN BEACH • 619.224.4540



HAPPY HOLIDAYS TO YOU!
From all of us at the
OB BREW CREW
Join us for the Parade!

Host your Holiday Party
with us for the Best View in OB!

One of San Diego's Best Ocean views from our 3rd story Patio

OCEAN BEACH BREWERY
OBBREWINGCO.COM • 619-955-8053 • 5041 NEWPORT AVE.

MERRY OCEAN BEACH KABOB CHRISTMAS

Middle Eastern Cuisine

Let us cater your Holiday Party or Events!
UP TO 300

20% OFF CATERING
FOR 50 OR MORE With coupon. Expires 1-10-18

Call for Details & Pricing and to reserve a date
619-222-9700

Happy Hour Tues & Thurs 11am-11pm
\$3 Sculpins by Ballast Point

- Kabobs • Shawarma
- Hummus • Baba Ghanoush
- Falafels • Beer & Wine

12 allocated Beers on Tap

Try our new Ribeye Kabobs

Plus Salads, Desserts & More!
Open Everyday 11am-11pm
(619) 222-9700 | www.ObKabob.com
4994 Newport Avenue #A | Ocean Beach (Next to Starbucks)

READERS CHOICE AWARDS
BEST RESTAURANTS
Voted #1 Best Mediterranean

Bring your family down to Ocean Beach this Holiday Season!
Enjoy great food and great music by the ocean for the holidays.

**OB Tannenbaum**

Volunteers help place the 45-foot-tall Ocean Beach Christmas tree on the beach at the end of Newport Avenue on Tuesday morning.

PHOTO BY JOSH UTLEY

VOTE FOR YOUR FAVORITE RETAIL BUSINESS OR SERVICE!



sdnews.com/readerschoice_bcn • Deadline is January 5th



SHOP
OB

TECH THE HALLS



VIRTUALLY THE HOTTEST GIFT THIS SEASON!

Save 20%* on Zeiss VR One Headset at TechOutfitters, Point Loma's technology source. We sell tech gear and provide expert service and repair for all of your electronic devices. *While supplies last.

techoutfitters.com • 619.906.5872 • 1302 Rosecrans St.
(On the corner of Dickens St, next to Sushi Lounge)

20% OFF!

**FEATURED PRODUCT:
ZEISS VR ONE HEADSET**

WISHING YOU
A MERRY CHRISTMAS &
A NEW YEAR FILLED WITH
PROSPERITY & SUCCESS!

from
EAPORT
REALTORS
BILL & MARTI KLEES

EcoLux
INTERIORS

HAPPY HOLIDAYS
Great to see you at my home on the tour.
Thanks for coming!

We were honored to be Voted
San Diego ASID 2016
An Award Winner for:
**Kitchen
Master Bath & Whole Home**

Suzi O'Brien 619 964-7716
www.EcoLuxInteriors.com

NKBA
The Kitchen & Bath Professionals

AMERICAN SOCIETY OF INTERIOR DESIGNERS
ASID

BEST INTERIOR DESIGN
Certified Green Builder

25 YEARS IN PACIFIC BEACH

**WE
DELIVER!**

NOBLE FIRS
NORDMAN FIRS
GRAND FIRS
FRASER FIRS
DOUGLAS FIRS

**5' TO 8'
DOUGLAS FIRS
\$39.99**

WREATHS
MISTLETOE
GARLAND
FIREPROOFING
TABLE TOPS

10% OFF ANY TREE

with this ad.

not valid in conjunction with any other offer

CHRISTMAS TREE COUNTRY

870 Garnet Avenue at Bayard Street (In Pacific Beach)

(858) 483-0329 • PBChristmasTreeCountry.com

Open Daily November 24th – December 25th 2017

Monday - Friday 10AM to 10PM • Saturday & Sunday 8AM to 10PM

PARADE

CONTINUED FROM Page 2

To participate in the Target float, email spencerhiggs@gmail.com.

There will also be a special addition to the parade this year. OB Town Council is honored to have Taylor Winston, the Ocean Beach resident who acted so heroically during the Las Vegas shooting, as the grand marshal of the OB Holiday Parade. Not only did Taylor save lives during the shooting by acting quickly to transport the injured to a hospital, he continues to be a voice for victims by raising money for the Las Vegas Victims Fund.

"The annual OB Holiday Parade is one of the most special events in Ocean Beach. It is the only parade that is 100 percent volunteer-driven, and this year we are honored to host our local hero Taylor Winston as the grand marshal of the parade," said Marcus Turner, OBTC vice president. "Winston exemplifies everything that it means to be a true Obecian, in coming together and celebrating life, family, and peace."

The parade is one of the most unique and colorful Yuletide events in San Diego and will kick off the holiday season in style at 5:05 p.m. The historic Newport Avenue business district will be lined with awe-inspiring floats, a fleet of classic cars, Celtic bagpipers, marching bands, community leaders, and children on unicycles – there is something to entertain everyone.

One of the charms of this parade is that spectators can get a good view of it anywhere along Newport Avenue.



Granular marketing

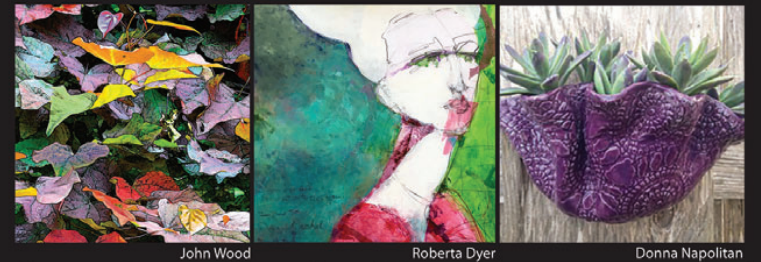
A sand sculpture at the foot of Newport Avenue was created last Saturday to help promote Small Business Saturday and shopping local in Ocean Beach.

PHOTO BY DANIEL HERNANDEZ

Merry Christmas
from all of us at
Catalina Realty

CATALINA REALTY
Serving The Point Since 1950 619.987.1970 Sales & Property Management

POINT LOMA ARTISTS ASSOCIATION ANNUAL ART SHOW & SALE



Saturday ♦ Dec. 2 ♦ 10 ~ 3
NEW LOCATION
3215 Tennyson Street
Point Loma

Event canceled if rain.



La Playa Books
used, new and antiquarian books

1026 Rosecrans St.
San Diego, CA 92106
(619) 226-2601

OPEN
Tuesday to Sunday
10 am - 5 pm

UPCOMING EVENTS

12/9
Holiday
Storytelling with
Write Out Loud

12/10
Holiday Open
House
& Benefit

12/15
Huge Vintage
Book Sale

12/18
Open Monday for
Extra Shopping

see more events at
LaPlayaBooks.com

"In The Pocket" so to speak!

Great 2BD/ 2BA Condo steps to the Village. Newer construction, just under 1,100 sq. feet, roof-top-deck w/ Bay & City views, hard wood flooring, granite counter tops and two secure underground parking spaces. Offered at a great price of \$610,000.



PENDING



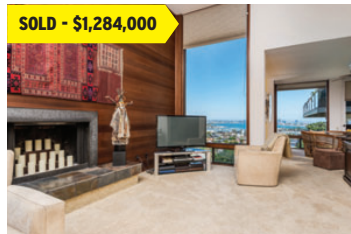
3111 Orleans East

Single level remodeled home in gated community. 3BD/2BA, over-sized 2 car attached garage, just under 1,900 sq. feet, attention to detail through-out and central local. \$715,000



Robert Tripp Jackson
619.987.1970
BRE#01201478

Serving The Point Since 1950



SOLD - \$1,284,000

3310 Martinez St

Contemporary 3BD/2.5BA picture post card view home.

CATALINA REALTY

Sales & Property Management

Rain on New Year's Day?

Your Jewelry Purchases could be **FREE!**

(Now *that's* a happy New Year!)

If it rains on New Year's Day,
your holiday gift purchases from
A.L. Jacobs and Sons Jewelers
could be **FREE.**

See our website for full details and rules.

OPEN
7 DAYS
A WEEK
Till Christmas



A.L. Jacobs and Sons

JEWELERS/GEMOLOGISTS SINCE 1937

ALJacobsAndSons.com

1055 Rosecrans St.
In the Heart of Point Loma Village
(619) 955-5007



A hand-painted San Diego ornament.

Local Holiday Bazaar showcases area artisans, retailers

By LUCIA VITI | THE BEACON

Liberty Station will “Salute the Season” with an incredible array of festive events including the Local Holiday Bazaar on Sunday Dec. 3 from 11 a.m. to 5 p.m. The curated pop-up market, hosted by Jodie Alonso Jade Spalding, co-founders

of The Local Bazaar, will showcase 100 artisan and local retail and specialty businesses.

Artisans and specialty boutiques from the Peninsula will spotlight an eclectic mix of handmade and vintage jewelry, hand-poured candles, home décor, fashion and accessories as well as products “not handmade.”

A jam-packed shopper's paradise, featured under one roof, plans to “entertain the entire family” with live music, ‘make and take’ stations, a free photo booth and a free children's do-it-yourself craft table.

Hosts Alonso and Spalding tout Local Bazaar's successful history of event marketing, including the Hol-

iday Bazaar now in its second year. The idea was born and bred from the English duo “craving” an open market common throughout Europe.

“We craved – and created – a San Diego holiday market similar to what can be found in Europe,” said Alonso. “Liberty Station's Holiday Bazaar is a market where you find a bit of everything, and not just handmade or vintage. Local and simply just fabulous items have a spot.”

The British team will present “a mix of stylish, fun and creative vendors boasting of special talents.” Spalding promises a variety of items to ensure “we're not half full of the same thing.” Point Loma favorites include Wild Hearts & Halos – designer headbands – and Paper Tales, a craft paper and art supply store.

“We're so excited to share Paper Tales with Liberty Station's Holiday Bazaar,” said Michelle Magarian White, owner of Paper Tales. “The local market will give shoppers a chance to see a mini version of the products sold in our shop.”

Paper Tales, a boutique paper and art supply store, is among the many one-stop shopping plots. Designer papers, scrapbooks, journals, tags, charms and vintage furniture and sundries will be among many “perfect gifts.” And the do-it-yourself craft store promises its customers the guidance for crafting gifts for those who think “they have the time or the talent.”

“Paper Tales will show those who don't believe they have the time or the talent to craft a gift how easy it really is!” continued White. “The Local Holiday Bazaar is a wonderful venue for a small business niche like Paper Tales to reach customers who may not know who we are. The event is an invaluable opportunity for us.”

Vendors are handpicked by Alonso and Spalding.

“We work endlessly to hand-pick, support and promote local vendors to build awareness of local brands,” added Alonso.

San Diego's Ashley Wagner will perform Christmas holiday classics from the likes of Frank Sinatra and Ella Fitzgerald. And of course, Santa Claus will be taking gift orders.

The first 160 adult shoppers will receive a free beer from the Tap Truck. Enjoyable edibles will be found on the “Monster Trucks” offering sweets and treats including Meka Coffee, Hey Sugar Cookies, hot chocolate and Italian sodas.

Vendors will showcase their wares at the Corky McMillin Event Center, a stone's throw away from the outdoor ice skating rink.

“Transforming into a holiday spectacle, Liberty Station invites San Diegans to partake in the joy of the season,” said Marco LiMandri, executive director of the Liberty Station Community Association.

Barons market
SIMPLY GOOD FOOD. SIMPLY GOOD PRICES.

MONTH OF A MILLION MEALS
HELP US...HELP FEEDING SAN DIEGO
DONATE IN-STORE TODAY!

<p>Organic LACINATO, GREEN, RED KALE</p> <p>97¢ Each</p>	<p>NAVEL ORANGES</p> <p>2 lbs for \$1</p>	<p>Organic RED AND GOLD BEETS</p> <p>\$1.97 Bunch</p>
<p>Organic FUJI & GALA APPLES</p> <p>\$1.47 lb</p>	<p>Organic MINI RAINBOW CARROTS</p> <p>2 for \$3</p>	<p>Organic WHITE & CRIMINI MUSHROOMS</p> <p>\$2.99 8oz pkg</p>
<p>TROPICAL MANGOS</p> <p>77¢ Each</p>	<p>LONGHORN ST. LOUIS STYLE PORK RIBS</p> <p>\$9.99 lb</p>	<p>Local INCREDIBLE QUICHE LORRAINE</p> <p>\$11.99 10inch</p>
<p>STRAUS ORGANIC CHOCOLATE MILK</p> <p>\$4.49 +crv 32oz</p>	<p>CHEESE OF THE WEEK DRUNKEN GOAT CHEESE THIS IS A SPANISH GOAT'S MILK CHEESE THAT'S SOAKED IN RED WINE FOR A FEW DAYS, MAKING THE RIND A GORGEOUS PURPLE. IT'S SLIGHTLY SWEET, FRUITY AND CREAMY A DEFINITE CROWD-PLEASER.</p>	
<p>GARCIA BAQUERO SPANISH CHEESE PLATE</p> <p>\$5.99 5.2oz</p>	<p>In our Freezers! JULIAN'S RECIPE GARLIC & BUTTER BAGUETTES</p> <p>\$3.99 12.3oz</p>	<p>NANCY'S ORGANIC KEFIR</p> <p>\$4.99 32oz</p>
<p>CUCINA & AMORE WAFER ROLLS</p> <p>\$4.99 14.1oz</p>	<p>MULAY'S HOT SAUSAGE</p> <p>\$8.99 15oz</p>	
<p>DON'T FORGET...</p> <p>Dried Cranberries.....\$3.99/lb Fluegge XL Eggs.....\$1.69 Doz Health Valley Cream of Mushroom Soup.....\$2.99/14.5oz Good Health Apple Chips.....\$2.99/2.5oz Roland Rosemary Flatbread.....\$2.69/8oz Mrs. Meyer's Lavender Handsoap.....\$4.59/12.5oz</p>		
<p>BEER CORNER</p> <p>Sierra Nevada Celebration Fresh Hop IPA.....\$9.99+crv 6pk Port Brewing Santa's Little Helper Imperial Stout.....\$14.99+crv 4pk Belching Beaver Hoppy Hoppy Night IPA.....\$13.99+crv 4pk New Belgium Accumulation White Ipa.....\$8.99+crv 6pk 21st Amendment Fireside Chat Winter Spiced Ale.....\$9.99+crv 6pk Modern Times Nitro Black House Stout.....\$11.99+crv 4pk</p>		
<p>WOODSTOCK FARMS ORGANIC PETITE PEAS</p> <p>\$2.69 10oz</p>		

Point Loma
4001 W. Point Loma Blvd.
1 Blk. W. of Midway Dr. (619) 223-4397

Rancho Bernardo
11828 Rancho Bernardo Road
In the Mercado (858) 485-8686

Temecula
31939 Rancho California Road
Corner of Meadows Pkwy. (951) 693-1111

Wildomar
32310 Clinton Keith Rd.
1 Blk. W. of I-15 (951) 609-9200

Alpine
1347 Tavern Road
In the Alpine Creek Town Center (619) 445-5600

Murrieta
40545 California Oaks Road
In the California Oaks Shopping Center (951) 200-8700

North Park
3231 University Ave
1 Block West of 805 (619) 814-5555

Hours: Everyday 8 AM to 9 PM (except holidays)
Limited Quantity on Some Items.
Not Responsible for Misprints

baronsmarket.com

Prices Effective 11-29-17 - 12-5-17