



Holiday Gift Guide 2022 of Ocean Beach

OB Holiday Parade Section inside!

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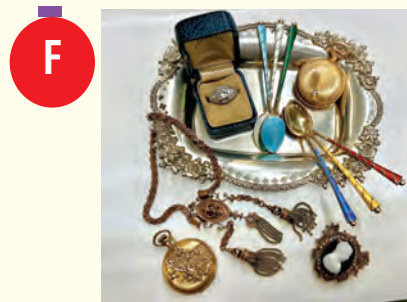
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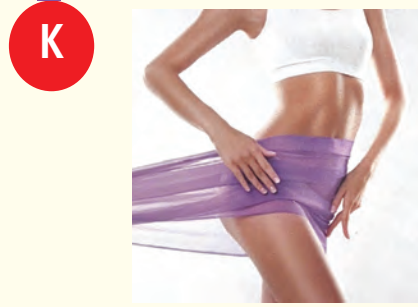
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2022 Holiday Gift Guide of Ocean Beach



SHOP LOCAL: Buying gifts in Ocean Beach matters

BECOME AN ADVOCATE

It's easier than ever to find a local movement supporting shopping locally. Joining one is even easier. Shopping local is even more crucial now than ever, as so many small businesses try to survive after the pandemic.

In most cases, the best way to show love for your local business is to buy from them. The holidays are a great time to give back to your small business community by spending your dollars there.

But what happens when you go beyond the purchase? How much can you achieve by becoming an actual voice in the conversation promoting the act of shopping locally into the mainstream?

JOIN THE MISSION

Community-focused organizations, like Ocean Beach Merchants Association (OBMA) are continually seeking volunteers to help get the word out on their efforts. Choosing to devote your time or resources toward the overall growth of the small business landscape can have a big impact on your community.

Individuals looking for everything from clothing to home improvement services to office supplies can look to small businesses to fill those needs:

- Ocean Beach has unique and personalized gifts that you can't find anywhere else.
- Look for small businesses for any and all

of your shopping needs. Chances are items sold by big box retailers also are sold by small businesses. When the options are the same or similar, purchase from a small business instead of its big box competitor.

- Readily provide recommendations of small businesses with which you have done business. Too often people are quick to complain about places that have failed them, but those same people don't think to say kind words about companies that went above and beyond. Share great experiences on social media or through word of mouth.

- Talk to small business owners first if you have an issue. It's tempting to go directly to social media to complain about something, but such complaints can have a dire impact. Always take issues to the manager or business owner first to see if a resolution can be reached. A manager may not be aware of an issue at all. Give small businesses a chance to make it right before taking things public.

- If you own a small business, rely on other small businesses to fulfill your needs.

Small businesses have experienced unprecedented setbacks due to COVID-19. By supporting small businesses, communities can help them regain stable footing.

Find local businesses through the OBMA directory at OceanBeachSanDiego.com or reach out to OBMA at 619-224-4906 and they will point you in the right direction. (In a world that doesn't answer the phone-we do. Think of us as the OB Concierge)



Gifting from the Heart of OB!

Ocean Beach businesses offer a wonderful section of local, meaningful gifts for the holidays!

Friends and family will appreciate that you took the time to give them gifts that not only bring you the joy of giving, but which support the community and businesses that make Ocean Beach one of a kind!



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Runs in the December 16th issue

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‘Jingle All The Waves’ at this year’s Ocean Beach Holiday Parade



By DAVE SCHWAB | THE BEACON

The theme for this year’s 43rd annual Ocean Beach Holiday Parade is “Jingle All The Waves,” which kicks off Saturday, Dec. 3 at 5:05 p.m. with the lighting of the community’s Christmas tree followed by the 90-minute parade with more than 100 floats and entries.

The community pulls out all the stops each year for its holiday extravaganza. It does everything from brewing its own signature craft brew to finding and planting its own Christmas tree at the beach at the foot of Newport Avenue, to implementing its annual parade, and toy and food drives.

All of the many Yuletide events are planned and executed by OB Town Council, which also handles

the annual Christmas tree selection, ensuring the chosen tree is transported to, planted in, and decorated on the beach.

Brewers from major San Diego breweries get together every year to create a collaboration holiday beer, Crooked Tree IPA, that will be served around Ocean Beach during December. The beer is named after the traditional Christmas tree in Ocean Beach that famously leans to the left no matter what.

“We’ve got all the usual suspects in terms of parade floats and entries,” said Corey Bruins, president of Ocean Beach Town Council “We’re excited to see what they come up with.”

Bruins noted a crowd-pleasing float from last year entered by OB Milk Enthusiasts, is back this year

for a return engagement, along with other popular local floats. “The Ocean Beach Hotel and San Diego Woodies floats are always exciting,” Bruins pointed out adding, “The Friends of the OB Library will be out again this year, as well as the Point Loma High School Music Program.”

Added Bruins: “It is also always good to see firefighters carrying Santa, who will be riding on their fire truck. Firefighters and lifeguards take turns carrying Santa every year. We’ve also got a lot of golf carts coming out for the parade, which is very OB and a lot of fun.”

The parade runs from Sunset Cliffs Boulevard down Newport Avenue, turning the corner at Abbot Street where entries will be reviewed by judges. Parade entries

will be judged based on the following categories: Best Use of Lights, Best OB Spirit, Most Unusual, Best Kids Group, Best Performance, Best Live Music, and Best Overall.

One of the charms of OB’s annual holiday parade is that spectators can get a good view of it anywhere along Newport Avenue from Sunset Cliffs Boulevard to Veterans Plaza and around the corner down from Abbott Street to Santa Monica Avenue. To enjoy the parade as much as possible, come early and take in the day, urge OBTC and Ocean Beach MainStreet, the community’s business improvement district.

Parade grand marshals this year are Chris and Jo Perego, owners of Ocean Beach Business Center. “They lead the parade,” noted Bruins adding OBTC, which stages the

event, is an all-volunteer-run organization. He pointed out it takes over 100 volunteers to run the parade.

“It takes months of planning and preparation working with the City to make sure this parade goes smoothly,” said Bruins. “We’re coming down the final stretch and we’re really excited about it.”

OBTC EVENT SCHEDULE

Crooked Tree IPA Brewing began on Nov. 5.
Holiday tree arrived on Nov. 29.
Santa at the Christmas tree: Dec. 3, 10, 17.
Holiday Parade and VIP Deck: Dec. 3.
Holiday Auction and Party: Dec. 8.
Food and Toy Drive: Dec. 12-16.
Food and Toy Drive Delivery: Dec. 17.



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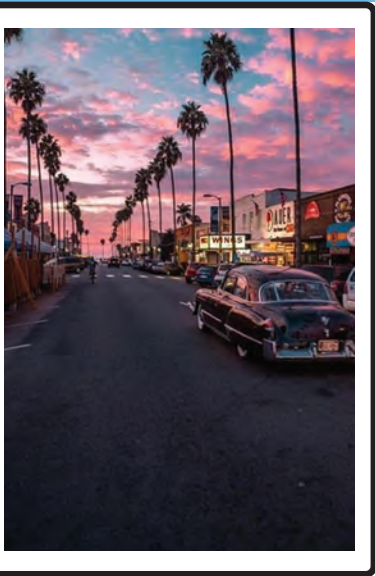
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Annual OB Food & Toy Drive helps families and seniors

By DAVE SCHWAB | THE BEACON

It's that time of year again when schools, churches, and a host of community volunteers pool their resources to conduct the annual OB Food & Toy Drive benefiting needy families and seniors throughout the Peninsula during the week of Dec. 12-17.

"It's sort of all hands on deck, like past years," said Cameron Reid, co-chair along with Stacie Woehrle, of charitable food and gift giving sponsored each year by Ocean Beach Town Council. OBTC works with community groups and volunteers to package a week's worth of groceries, care packages, and new gifts and toys for the needy during the holidays.

"We typically start about July thinking about logistics and sponsorships," said Woehrle of planning for the annual event. "Thankfully, this year we have Shelly Parks, who works for the Jacobs & Cushman San Diego Food Bank, join our committee. She has really brought a lot to the table as far as resources and the ability to procure food."

Reid noted the annual drive is back again this year at the Masonic Center at 1711 Sunset Cliffs Blvd. He said they have a "lofty" goal again this year of "helping at least 150 families and seniors."

That is accomplished, Reid said, via dialogue with and access to local schools and churches. "Over



the last two weeks, we've been rolling out toy collection boxes across the Peninsula, along with collecting on our website, for people who want to participate," he said.

Woehrle said honorable mention goes to Stasi McAteer, who has been helping her on the toy side of the drive to "get the word out that there are families that need assistance, as well as a need for people donating."

Due to COVID, Woehrle pointed out that "we only take new, unwrapped toys to pass on to people. We look at the (donated) items and decide which families, which children, they should go to."

To stage the food and toy distribution, Reid noted OB Kiwanis distributes fliers and grocery sacks door-to-door throughout the Peninsula.

"They (Kiwanians) tag 3,000 to 5,000 houses the first week of December," he said starting the day

after the parade (Dec. 3) and returning a week later on Dec. 10 to collect bags of food left on front porches. "It makes it easy for everyone to donate," Reid said adding, "We also get food from the San Diego Food Bank and Grocery Outlet."

Of how they find needy families and seniors, Reid noted: "We work closely with local schools, churches, and the YMCA to sign up people. We don't turn away anyone as long as they sign up."

Woehrle said the week of Dec. 12-17 sees donated items, food and toys, flowing into the Masonic Lodge "from various churches, schools, and private people. We (volunteers) form a sort of triage for food and toys that come in, get everything ready to start packing it up into care packages. That happens on Monday through Thursday. But the real meat-and-potatoes is on Friday, where we package everything and get ready for it to

OB FOOD & TOY DRIVE:

The OB Tree Committee annually sponsors the OB Food and Toy Drive that serves local families and seniors in need each year during the holiday season. The group assembles care packages and new gifts and toys for those in need of help. Volunteers spend a week meeting to sort toys and food and get them all delivered. If you'd like to donate to the OB Food and Toy Drive or volunteer your time, contact the OB Town Council through their website.

DESIGNATED TOY DONATION STATIONS:

- Pruett Realty (1845 Sunset Cliffs Blvd.)
- Diane Sullivan Realty/Anne Herrin Compass (1021 Rosecrans St.)
- Newbreak Church (2069 Ebers St.)
- Water's Edge Faith Community (1984 Sunset Cliffs Blvd.)
- Mysterious Galaxy Bookstore (3555 Rosecrans St Suite 107)
- Ocean Beach Business Center (4876 Santa Monica Ave.)
- Matt Kalla Insurance (4148 Voltaire St.)
- OB MainStreet Association (1868 Bacon St.)
- CrossFit OB (1811 Sunset Cliffs Blvd.)

be delivered on Saturday, Dec. 17."

"The morning of Dec. 17 from 8-10 a.m. is when volunteers pretty much deliver everything, all of the care packages, to families," added Reid. "People come in with their cars, we load them up, give them an address and send them to the other side of the hill. Families living out of their cars, drive to us and pick it up themselves. Unfortunately, there are a lot of those people – more than ever before."

Woehrle said people can donate by going to www.obtowncouncil.org and clicking on food and toy

drive. The website also lists the locations of all toy collection boxes.

The best thing about OBTC's annual Food & Toy Drive is that it is all homegrown, noted Woehrle. "Over the past 20 years, it has been locals assisting people on the Peninsula," she said. "So it's a real grassroots effort with no corporate sponsors. It's boots on the ground, everyone giving what they can to make sure families and seniors, our neighbors and neighborhoods, are remembered and cared for and thought about for the holidays."



OB Holiday Parade, Sat. December 3rd, 5:05 pm

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Ocean Beach's crooked Christmas tree a community tradition

By DAVE SCHWAB | THE BEACON

Nothing is as quintessentially Ocean Beach as its left-leaning Christmas tree mirroring the quirky bent of the coastal community.

Every year turning the corner into December, a crane is used to transplant a huge pine tree from somewhere in the area to the beach near the pier.

"The tree comes from a home in OB, and this year we moved it down on Tuesday, Nov. 29, and put it in the ground," said Corey Bruins, president of Ocean Beach Town Council, who added, "We're excited because it's going to be fun to get it all decorated, a process that starts around 7 a.m. and takes into the early afternoon."

As usual, police escorted the truck carrying the tree through the community to the foot of Newport Avenue, where a sleeve, or manhole in the sand, had been uncovered and cleaned out, especially for it.

Once the tree was settled and placed into the sleeve, it was time to put the electrical wiring in place and add the lights, topping it with a star. Soon to follow were blown-up beach ball decorations hung on the tree.

Every year on a Saturday after the tree is planted, this year on Dec. 3, children from local schools will make their annual pilgrimage there to see Santa from 9 a.m. to noon. They will add their own hand-made ornaments to hang on the tree.

The Ocean Beach holiday season kicks off this year on the evening of Dec. 3 with one of the most beloved traditions in San Diego, the lighting of the Christmas tree on the beach at the foot of Newport Avenue. Now in its 43rd year, the tree's shining moment, its lighting at 5:05 p.m. that night, ushers in the annual Ocean Beach Holiday Parade, this year themed "Jingle All The Waves," with more than 10,000 attendees drawn to partake in the festivities.

Bruins pointed out that the Christmas tree planting ritual in OB dates back to the five James brothers – Ron, Rich, Greg, Mike, and Pat – whose family founded the James Gang Graphics company on Newport Avenue in



1976. They were the ones who brought down the first Christmas tree from Mt. Shasta.

"At some point, we started sourcing the tree locally," noted Bruins adding, "We have trees already in the queue that need to be cut down because they're in a dangerous position on their property, or have a root system that is tearing up the sidewalks. We're always looking for local trees that are going to come down anyway, so as not to have to transport it far in order to keep the cost (of moving) down."

ORIGIN OF OB'S CHRISTMAS TREE & PARADE

Mike James, who currently is involved in Luminosity, a long-term project to find a viable high-tech alternative to launching Fourth of July fireworks from aging OB Pier, related the tale of how the community's very first Newport Avenue Christmas tree got chosen to inaugurate the tree-planting tradition on Newport.

"One evening, in the fall of 1980, my brothers Ron and Rich were having a few beers at the Sunshine Company Saloon," said James noting that earlier that year, Ocean Beach had its first community-supported Fourth of July Fireworks Festival. "The brothers began talking about what could be done to continue that positive community spirit for the upcoming Christmas holidays," James said. "Rich mentioned the famous Christmas tree at Rockefeller Center (in New York City) and thought maybe OB could have its own community Christmas tree."

Added James: "The story goes that at first, they talked about a 20-foot tall tree. Then, as more beer was consumed, the proposed tree grew, so by the end of the night it became a 60-foot tall tree."

The next morning said James, continuing the narrative, "Rich began making phone calls to find out how someone could get a 60-foot tree. He finally found the people that supplied Disneyland with their giant Christmas tree and made an order. A committee was formed and money was raised to pay for the tree and the lights by mainly selling commemorative T-shirts."

"To save cost, Rich talked his friend Kenny into taking his semi truck to Mt. Shasta to pick up the tree," said James. "They returned to Ocean Beach with a stunning 70-foot Star Pine to grace the beach at the foot of Newport Avenue."

Which is almost – but not quite – the end of James' story.

"A few days after the tree had arrived, Rich went to numerous bars up and down Newport and handed out kazooos to his many friends," he said. "They then assembled in front of Pacific Shores, and Rich then led them down the middle of the street to the tree, while they hummed Christmas carols on their kazooos."

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