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Ocean Beach Holiday Gift Guide



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Ocean Beach Holiday Gift Guide



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 busi-

nesses. 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)

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Ocean Beach Holiday Gift Guide



Cheers to Community Spirit: Crooked Tree IPA Unites Ocean Beach Breweries for a Cause

In a true testament to the collaborative and community-focused spirit of Ocean Beach, local breweries, including Pizza Port, OB Brewery, California Wild Ales, Kilowatt Brewing, Hodads Brewing, Thorn Street Brewing, Ketch Brewing, Chula Vista Brewing, and My Yard Live Beer Co., have joined forces to craft a special brew for a delicious cause - the Crooked Tree IPA.

Brewed with the original Red IPA recipe, the creation of Crooked Tree IPA brought together the expertise and passion of Ocean Beach's brewing elite. Led by head brewer Matt Palmer at Pizza Port OB, these local brewing maestros

poured their creativity into designing the recipe, resulting in a beer that captures the essence of the tight-knit surfing village.

"This project is a fantastic representation of the unity and camaraderie within the Ocean Beach brewing community. We all share a love for great beer and a commitment to giving back to the community that has embraced us," said Bill DeWitt, owner of California Wild Ales.

The collaboration allowed each brewery to contribute its unique touch to the original Red IPA recipe. From the hoppy notes, courtesy of Kilowatt Brewing, to the innovative twists brought by

OB Brewery, Crooked Tree IPA promises a flavor journey that reflects the diversity of Ocean Beach's brewing scene.

The brewing process unfolded at Pizza Port OB, where the talented team meticulously crafted each batch under the watchful eye of Matt Palmer. Pizza Port, nestled in the heart of Ocean Beach, provided the perfect setting for this collaborative endeavor.

As the brewing vats bubbled with anticipation, the brewers shared ideas, techniques, and a few laughs, embodying the close-

knit community spirit that defines Ocean Beach. The result is a beer that satisfies the palate and symbolizes the strength of community collaboration.

The sales from Crooked Tree IPA will support the 44th Annual OB Holiday Parade on December 2nd with this year's theme as "Santa's Disco Luau," organized by the OB Town Council.

Whether you're a local or a visitor, you can enjoy the delightful Crooked Tree IPA at various establishments throughout Ocean Beach. Restaurants, bars, and

breweries in the community are proud to serve this limited-edition brew, allowing you to savor a taste of Ocean Beach's brewing excellence while supporting a good cause.

So, when you savor a glass of Crooked Tree IPA, know it's more than just a beer; it's a sip of Ocean Beach's brewing excellence and a toast to community unity. Cheers to the brewers, the unique flavors of each local brewery, and the vibrant spirit of Ocean Beach that brings them all together!



Crooked Tree IPA. COURTESY PHOTO

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44th Annual OB Holiday Parade will hold Santa’s Disco Luau



OB Holiday Parade 2022.

PHOTO BY CHRISTIAN KELLY

By DAVE SCHWAB | THE BEACON

The Ocean Beach Town Council invites the community to join in cherished annual holiday celebrations including the OB Christmas tree, the OB Toy & Food Drive, the Holiday Auction & Party, and the eagerly awaited 44th Annual OB Holiday Parade on Saturday, Dec. 2 at 5:05 p.m. on Newport Avenue.

This series of neighborhood events has brightened the Peninsula for over 40 years. Each event, steeped in rich tradition and community spirit, is designed to spread joy and bring together neighbors, friends, and visitors in OB during the holiday season.

PARADE THEME

The parade theme for 2023, “Santa’s Disco Luau,” is set to be a lively and joyful celebration, showcasing the spirit of this distinctive beach community.

The parade will feature over 100 entries including unique and vibrant floats, local bands, com-

munity organizations like the OB Woman’s Club celebrating their 100th anniversary, local businesses, scout troops, and eclectic golf cart groups.

Of the selection of this year’s parade theme, OBTC president Corey Bruins noted: “We had a brainstorming meeting of our holiday committee and a couple of folks were thinking disco, and a couple of others were thinking luau – so we figured we’d put them together.”

Bruins added this year’s parade theme will be “expressed through our holiday artwork and T-shirts for the event, and will also be used as inspiration for our floats. Our hope is that each of the floats entered will incorporate the disco luau theme.”

PARADE VIPS

The list of notable parade attendees includes California State Assemblymember Tasha Boerner and District 2 Councilmember Dr. Jennifer Campbell. The VIP Deck at the Ocean Beach Hotel, presented by Cutwater, offers tickets

for \$75, with exclusive parade viewing, hosted cocktails, and appetizers. Tickets are available at obtc.link/vipdeck.

Bruins pointed out that the “energy” for this year’s parade is really high and that everyone is looking forward to “lots of floats, entries, and good spirits.” He suggested the OB Woman’s Club float will be “really special” as well, given that it is the club’s 100th anniversary. “We’re excited to see what they come up with,” he added.

EVENT’S GREATER PURPOSE

Of the parade event’s purpose, other than ushering in the year-end holidays, Bruins said: “OB is a community that likes to come together and celebrate. We like to remind each other how lucky we are to live in this great City and in this great neighborhood. And we do that every year through the OB Street Fair and Chili Cookoff and in June and the Fourth of July. The parade is the capstone to the year celebrating culture, art, and community, all of those great things.”

VOLUNTEER OPPORTUNITIES

The parade is a testament to the power of an engaged community, and OBTC is still looking for enthusiastic volunteers to help make this event a success. Interested individuals can sign up at obtc.link/volunteer.

COMMUNITY-POWERED

The OBTC extends a big thank you to this year’s sponsors: Cutwater, Submerge Church, Catrina Russel Real Estate, and Professional Maintenance Systems. The dedication of countless community members, contributing time, talent, and resources, is the backbone of the holiday initiatives.

HOLIDAY PARTY & AUCTION

Don’t miss the Holiday Party & Auction at The Holding Company on Dec. 7, which includes live and silent auctions, great food, and more. Also, be part of the Food & Toy Drive from Dec. 11-15, spreading holiday cheer on Dec. 16. Learn more about getting involved in all the OBTC holiday initiatives at obtc.link/holidays.

OB TOWN COUNCIL
HOLIDAY EVENTS:

- December 2
OB Holiday Parade
- December 2, 9, 16
Santa Experience at the OB Holiday Tree
- December 7
Holiday Auction & Party at THC
- December 11-16
Holiday Food & Toy Drive

PARADE ENTRIES

Vehicles for the Grand Marshal, Assembly member Tasha Boerner and District 2 Council member Jennifer Campbell, Friends of the OB Library, Silver Gate Elementary Unicycle Club, OB Woman’s Club, Ocean Beach Hotel, Cutwater Spirits, OB Elementary, Ocean Beach Milk Enthusiasts, OB vets, Ocean Beach People’s Food Co-op, The San Diego River Park Foundation, Submerge Church, OB Spaceman, Lighthouse Ice Cream, Half Hour Late Band, Warren-Walker Parent Auxiliary, Portuguese Community of San Diego, Point Loma High cheerleaders, OB Girl Scout Troop 4427 and Girl Scout Troops 4106, 4325, 4632, 2202, and 4901, High Tech Middle Media Arts, PLHS soccer, Cheer San Diego Extreme, Peninsula Youth Softball, Apt 4 Music, Ocean Dental Care, PLHS Vanguard, San Diego Gulls, San Diego Wooden Dinghy Lovers, Ross Bagurdes Turns 50, Cub Scout Pack 546, Peninsula Girl Scouts, Scouts BSA Troop 555 (girls), SD Peninsula Lions, OB Hardware, OB Parrot Pandemonium, Blue Wave Tae Kwon Do, Cameron Highlanders, Sunset Cliffs Surfing Association, San Diego Scooter Mob, Peninsula Surf Club, Friendly Sons of St. Patrick, Kai Elua, OMBAC, Irish Congress of Southern California, Renewal by Andersen, San Diego Broncos, Peace, Love & VDubs, Mitch’s Seafood, OB Run Club, Sunset Cliffs Animal Hospital, The Whittmore Family & Friends, Amys Daisies, Point Loma Youth Football Team, Sunset Garage, Samba Brazil San Diego, Sunset Clips, The Dancehouse, Taco Tour San Diego, The O.B. Mepod, Camplife Customs, THC Steam Machines softball, The Cool Bus float, Golf Carts of OB, Point Loma Golf Cart Club, Efficient Working Bodies, Inc., Canvas Services, Barona Racers, Dawson Wise Real Estate, Setting Sun Dojo, Nikki’s Band, Pups ‘N Boots, Dog Beach Dog Wash, Play Hard Dance Company, GA Coachworks, EZE Ryders Electric Bikes, Neighborhood Shenanigans, Ryan Family YMCA, Raise Da Woof Ocean Beach, Hoedown on the hill, Lawstache Law Firm, One Earth Recycling, OB Drum Circle Mundo Music, Ocean Beach Horseshoe Club, Corvette Owners Club of San Diego, OB Disco Holiday Golf Carts, Ocean Beach Speech, Krampus Krewe, Firefighter Aid, Friends of Friday Night Volleyball, OBTC, and San Diego Fire Rescue & Lifeguards.



OB TOWN COUNCIL

The object and purpose of the Ocean Beach Town Council is to express the will and represent the welfare of OB by:

- Providing a forum for discussion of community issues.
- Communicating the views and needs of the community to the appropriate agencies.
- Taking appropriate action on community issues.
- Promoting the general betterment and beautification of Ocean Beach.
- Fostering cooperative efforts among all community organizations and residents for their mutual benefit.

OBTC hosts public meetings on the fourth Wednesday of every month except November and December. Regular speakers include local leaders, political, business, and law enforcement representatives, as well as members from all corners of the Ocean Beach community. All are welcome.



HAPPY HOLIDAYS!

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OB Holiday Parade, Sat. December 2nd, 5:05 pm

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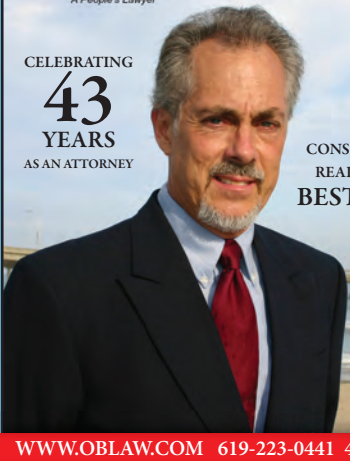
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OB Food & Toy Drive helps bring joy to families

By DAVE SCHWAB | THE BEACON

Ocean Beach Town Council is gearing up for its annual Food & Toy Drive spreading holiday cheer from now through Dec. 16.

‘Tis the season 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. 11-16.

The big goal this year, as every year, is to feed and provide presents for local families and seniors. Toward that end, OBTC partners with community groups and numerous volunteers to receive donations, package groceries, and wrap new toys for those in need of a little help during the holidays.

Planning and executing the OB Food & Toy Drive is a major undertaking, noted OBTC board member Shelly Parks, a social worker who’s participated with Jewish Family Service of San Diego and the Jacobs & Cushman San Diego Food Bank.

“We start planning around early October, getting the word out to families and seniors who may be in need this year reaching out to schools and senior centers and helping them apply for this (food and toy drive),” Parks said. “We also have it listed on our website so people can sign up on their own, or if they know of a family to be adopted.”

“It’s sort of all hands on deck,”



concurrent Cameron Reid, co-chair along with Parks of charitable food and gift giving sponsored each year by OBTC.

Noting the OB Food & Toy Drive benefits about 100 families and 50 seniors annually, Parks pointed out people living in the Peninsula are primarily served. But she added that OBTC “is pretty flexible” in extending the list of those served to include people living outside the area who may work in the Peninsula, or whose children attend school there.

Parks noted real estate offices and churches have a great track record of collecting food and toy donations for the yearly drive. She added the San Diego Food Bank and OB Kiwanis are always helpful as well in collecting toys and food for those in need.

“OB Kiwanis goes door-to-door collecting food from houses in neighborhoods throughout the Peninsula during November

through Dec. 8,” she said adding that collected food and toys are then funneled to the Masonic Lodge at 1711 Sunset Cliffs Blvd. for packaging and ultimate distribution starting on Dec. 10.

Volunteers then form a triage of sorts for goods flowing into the Masonic Lodge, getting everything ready by packing it up into care packages. That happens Monday through Thursday of that week. But the real show is the following day on Friday, where volunteers this year will package everything up and get ready for it to be delivered on Saturday, Dec. 16.”

“The morning of Dec. 16 from 8-10 a.m. is when volunteers deliver everything, all of the care packages, to families,” said Reid. “People come in with their cars, we load them up, give them an address and send them out. Families living out of their cars drive to us and pick it up themselves.”

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JOSHUA LIGHTCAP 5083 Santa Monica Ave., Suite 1A.

Of the donated food distribution, Parks noted some 30 or more volunteers nightly “help us (OBTC) all week including mother-son Teen Volunteers in Action and mother-daughter San Diego MADCAPS, both of which have chapters on the Peninsula.”

Parks said participating in the OB Annual Food & Toy Drive is a really moving experience, offering an example from last year. “We visited a senior who had lost his wife and was having a down time,” she said. “We stayed with that senior for 30 minutes while he opened a gift of ornaments he put on his tree. He talked about his wife and what they used to do on the holidays. It made me cry just to know there are so

many people in need this time of year.”

Regarding the toy drive with 15 donation stations throughout the Peninsula this year, Parks said all toys must be new, not used. “We prefer donated toys be unwrapped, so we can package them and get them to the right-age children,” Parks said adding “Another need we have is wrapping paper, which we go through a lot of.”

Help support the OB Food & Toy Drive with a generous donation to bring some additional holiday cheer to the needy in the OB community. Learn more about getting involved in all the OBTC holiday initiatives at obtc.link/holidays.



OB Holiday Parade, Sat. December 2nd, 5:05 pm
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Ocean Beach Christmas tree marks beginning of holiday season

By DAVE SCHWAB | THE BEACON

The iconic Christmas tree planted in the sand on Tuesday, Nov. 28, carries on the tradition of leaning a little to the left, mirroring the quirky bent of Ocean Beach.

“We never know until it goes in,” said Ocean Beach Town Council president Corey Bruins. “The community will welcome this year’s OB holiday tree, generously donated by a local neighbor. It will be established at the corner of Newport and Abbott. The official tree lighting is set for 5:05 p.m. on Dec. 2, igniting the start of the OB Holiday Parade.”

Bruins said several proposals for trees coming from outside the Peninsula were submitted for consideration this year. But he added this year’s tree, as always, “is carefully selected locally from trees already slated for removal, so we won’t be uprooting a perfectly good tree. This year’s tree is coming from the north side of town, so it won’t have far to travel.”

The 40-foot tall star pine tree is from a home in the 4600 block of Larkspur Street. The tree was planted 27 years ago after being used as a family’s Christmas tree.

Every year just before December, the chosen pine is conveyed to a pre-designated spot on the beach near OB Pier. “The tree gets cut down by arborists and, using a huge crane, it is hoisted onto a truck and driven down to Newport with the police coming out to make sure it’s done safely,” said Bruins. “Then the crane puts it in a hole in the sand at Newport and Abbott, moving it around to make sure it’s stable before it gets all decorated.”

Initial decorating of the Christmas tree starts in the morning and usually lasts into the early afternoon. “Students from OB Elementary decorate the tree with ornaments, then more decorations are added to make it look nice and pretty,” said Bruins who noted the decorated Christmas tree will remain up throughout December. “The tree stands as a reminder, all month long, of the neighborhood’s generosity and of the OB spirit,” he concluded.

The Ocean Beach holiday season kicks off this year on



Surfers walk past the Ocean Beach Christmas tree on Tuesday, Nov. 28, as workers begin adding decorations to the tree. PHOTO BY THOMAS MELVILLE

the evening of Dec. 2 with the lighting of the Christmas tree, which will usher in the 44th annual Ocean Beach Holiday Parade, this year themed “Santa’s Disco Luau,” 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.

ORIGIN OF OB’S CHRISTMAS TREE & PARADE

Mike James, one of the James Gang brothers of local printing fame, related the tale of how Ocean Beach’s first Newport Avenue Christmas tree got chosen to inaugurate the tree-planting tradition on the beach.

“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, “Rich began making phone calls to find out how someone could get a 60-foot tree. He finally found the people who 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 tree 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 kazoes 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 kazoes.”



HAPPY HOLIDAYS!

Join us this holiday season!

WONDERLAND OCEAN PUB

CHRISTMAS EVE | 11AM-5PM
CHRISTMAS DAY | 9:30AM-5PM
NEW YEAR'S EVE | 11AM-2AM
NEW YEAR'S DAY | 10AM-10PM

OB SURF LODGE

CHRISTMAS EVE | 8:30AM-2:30PM
CHRISTMAS DAY | 8:30AM-2:30PM
NEW YEAR'S EVE | 8:30AM-3PM
NEW YEAR'S DAY | 8:30AM-6PM

BLUE WATER SEAFOOD

CHRISTMAS EVE | 11:30AM-4PM
CHRISTMAS DAY | CLOSED
NEW YEAR'S EVE | 11:30AM-5PM
NEW YEAR'S DAY | 11:30AM-8PM

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