

OLD TOWN CHAMBER NEWS

oldtownsandiego.org

March 2023

@VisitOldTownSD

Spring into Action at the Old Town Clean Up Event!

On Saturday, March 25, the Old Town San Diego Chamber of Commerce and CalTrans will host the Old Town San Diego Clean Up as part of the statewide event, Clean California Community Days 2023. This event is an opportunity for residents and employees of Old Town San Diego to come together and make a positive impact on the community.

The Old Town San Diego Clean Up is an opportunity for participants to give back to the community by cleaning up

litter and beautifying public spaces. The event will start at 8:00 AM and will run until 12:00 PM. Participants will be provided with gloves, trash bags, and litter pickers to assist in the cleanup efforts.

To participate in the Old Town San Diego Clean Up Event, participants are encouraged to register in advance. Please visit our website, email info@oldtownsandiego.org or call (619) 228-9340 for more information. We look forward to seeing you there!



Garra Day & Youth/Social Pow Wow

Get ready to celebrate the life and legacy of a remarkable Native American leader at the annual Antonio Garra Day on March 18, 2023 from 11am-4pm, hosted by the Pala Band of Mission Indians and First San Diego Courthouse, Inc. in Old Town San Diego State Historic Park.

The day's activities will include cultural performances, traditional bird singers, and a variety of ed-

ucational exhibits that showcase the life and times of Antonio Garra and the Cupeño people.

The Youth & Social Pow Wow is a cultural event that celebrates the rich ancestral history of various Native Tribes organized by the San Diego Unified School District's Native American Education Program. The event takes place on March 18 from 10am to 8pm at the Ballard Parent Center.

Discover Top Tours & Attractions for Free with the Hometown Pass Program

San Diego County residents can explore the city's top tours and attractions for free through the Historic Tours of America Hometown Pass Program. The program offers free admission to Old Town Trolley Tours, San Diego SEAL Tours, and the Whaley House Day Tour when accompanied by a full fare adult paid guest.

The Old Town Trolley Tour takes visitors on a journey through the city's past, exploring historic sites, landmarks, and neighborhoods, while the San Diego SEAL Tour combines a land and sea adventure with a narrated tour of

the bay. The Whaley House Day Tour is a fascinating look into San Diego's haunted history, exploring the history and alleged ghostly inhabitants of one of America's most haunted homes.

To participate in the program, residents must sign up in advance, present their pass and a valid photo ID at the ticket booth, and purchase accompanying adult guest tickets at a Historic Tours of America tour or attraction ticket booth or by calling (866) 753-7975. The Hometown Pass Program offers a lifetime pass.

Maximizing Your Marketing Budget: Social Media Influencers Can Help Your Business

In recent years, social media influencers have become a popular and effective way for businesses, restaurants, and retail stores to reach a wider audience and increase their brand awareness. Social media influencers are individuals who have a significant following on social media platforms like Instagram, YouTube, and TikTok, and who have the ability to influence the purchasing decisions of their followers.

Many businesses, restaurants, and retail stores have started to recognize the value of hiring social media influencers to promote their products or services, and if you're a business owner in Old Town San Diego, the Chamber of Commerce can provide you with a list of influencers who have previously worked in the area.

Contact (619) 228-9340 or email alex@oldtownsandiego.org for more information.



Join The Honest Garden Book Club

Nestled in the heart of Old Town San Diego is a hidden gem for book lovers: The Honest Garden Book Club. It is a community of passionate readers who come together to discuss and explore their favorite books.

The club meets at 9am on the second Saturday of every month at Garden Coffee, located at 2611 Congress St. Members gather in a cozy corner of the outdoor café which provides a welcoming atmosphere for book lovers to come together and share their passion for reading.

[@thehonestgardenbookclub](https://www.instagram.com/thehonestgardenbookclub)



Remembering Juana Machado

The Machado y Silvas Museum in Old Town San Diego State Historic Park is hosting a temporary exhibit in honor of Juana Machado Alipás de Wrightington, also known as the Florence Nightingale of Old Town San Diego.

Juana was born in 1814 at the San Diego Presidio, and her life spanned the Spanish, Mexican, and American periods. She dedicated her life to serving the people of San Diego by utilizing her skills in traditional and modern medicine as well as serving as a godmother, foster mother, and trilingual translator. The exhibit features artifacts and documents that provide insight into her life as a nurse, midwife, and translator.

The exhibit is open daily throughout March from 10am to 5pm, and admission is free. Visitors can learn about Juana's remarkable life and contributions to San Diego's history, as well as her compassionate and caring nature. This temporary exhibit is a must-see for anyone interested in the history of San Diego or the contributions of women in history.

Safe & Clean Committee Meeting 3/24

We are excited to announce that the Safe & Clean Committee is organizing a meeting on Friday, March 24 at 10:30am, and we would like to encourage you to attend. The meeting is being organized by the Old Town San Diego Chamber of Commerce and will be held at the Mormon Battalion Historic Site.

The Safe & Clean Committee is

dedicated to ensuring that our community remains safe and clean for everyone to enjoy. At this meeting, we will discuss ways to improve safety and cleanliness in our neighborhood, and we welcome your ideas and input.

This is an excellent opportunity to get involved in the community and make a positive difference in our neighborhood. We encourage

everyone to attend, whether you are a business owner or resident to Old Town San Diego.

Please mark your calendars for Friday, March 24 at 10:30am and plan to join us at the Mormon Battalion Historic Site. We look forward to seeing you there!

Questions? Please email alex@oldtownsandiego.org.



Spring Celebrations are Coming: Are You Ready to Book Large Groups?

As we gear up for the spring season, the Old Town San Diego Chamber of Commerce is planning to promote reservations, specials, and events during the upcoming Easter, Mother's Day, Cinco de Mayo, graduation, and Father's Day celebrations. We believe that these occasions will bring in a significant number of visitors and locals to our community, and we want to ensure that everyone has a memorable and enjoyable experience.

To make this possible, we kindly request that you share contact information for reservations and large groups with Chamber Staff at alex@oldtownsandiego.org or by calling (619) 228-9340. This will help us better coordinate and manage the influx of inquiries that we anticipate during these busy times, and enable us to assist visitors and locals in planning their celebrations.

If you have an upcoming event, special, or sale that you want to share with the community, we

encourage you to submit your information to us. By doing so, you will have the opportunity to be featured on our website and social media and reach a wider audience.

Please include the following information in your email:

- Name of your business
- Date(s) of the event/special/sale
- Description of the event/special/sale
- Any relevant links (e.g. website or social media pages)
- Photos or PDFs

As a valued member of the Old Town San Diego Chamber of Commerce, your support and partnership are crucial to our continued success. By sharing this information, you will be contributing to the promotion and success of our community, which benefits us all.

We look forward to working with you to make these upcoming celebrations a grand success.

Volunteers Needed for Old Town Visitors Center

Dear Friends,

I am writing to ask for your help with a very important project that I believe you would be perfect for. As you may know, our community is home to a beautiful visitors center that serves as a hub for tourists and locals alike. It is a place where people can learn about the history, culture, and natural beauty of our area, and it is an integral part of Old Town San Diego.

Unfortunately, the visitors center has been struggling to find enough volunteers to keep it running smoothly. We are in need of dedicated, passionate people like you to help us greet visitors and provide information.

If you are interested in volunteering at the visitors center, please let me know. There are a variety of shifts available, so you can choose the days and times that work best for you. We especially need help on Tuesdays, Wednesdays, Fridays, Saturdays, and Sundays. There are two shifts available: Morning (9am-12pm) and Afternoon (1pm-4pm).

Your help would mean so much to us and to the thousands of people who visit the visitors center each year. Thank you for considering this opportunity to give back to our community.

If you would like to sign up, or have any questions, please contact Alex Ward, Executive Director, at (619) 228-9340 or email alex@oldtownsandiego.org.

Sincerely,
Fred Grand
President, *Board of Directors*



Free Small Business Assistance with SBDC



The San Diego & Imperial Small Business Development Center (SBDC) Network is primarily funded by the U.S. Small Business Administration via a cooperative agreement and the California Governor's Office of Business and Economic Development via grants.

San Diego and Imperial Valley SBDC services provided to assist you in starting, growing, and succeeding with your small business. Services offered span topics including accounting, marketing, human resources, technology security, manufacturing, distribution, and finance. Review more business topics below, and request expert training as well as one-on-one assistance from our experienced advisors and trainers.

Discover the range of San

More information: sdivsbdc.org.

Advertise with the Chamber

Advertising with the Chamber can provide businesses with access to a targeted audience, enhanced credibility, networking opportunities, community support, and cost-effective advertising. All of these benefits can help businesses to attract new customers and grow their businesses.

There are several advertising opportunities available:

- Flyers, Posters, Guides, and Videos in Visitors Center
- www.oldtownsandiego.org
- Special event sponsorships

For more information, contact alex@oldtownsandiego.org.

Upcoming Meetings

- **Promotions Committee** - Tuesday, March 14 - 10am - Café Coyote
- **Board of Directors** - Wednesday, March 15 - 8:30am - Mormon Battalion Historic Site
- **Safe & Clean Committee** - Friday, March 24 - 10:30am - Mormon Battalion Historic Site
- **Parking Advisory Committee** - Monday, March 27 - 10:30am - 2383 San Diego Ave
- **Design Committee** - Tuesday, April 4 - 10am - 2383 San Diego Ave

[View Meeting Agendas & Minutes →](#)



Outdoor Business Grant with City of San Diego

Spaces as Places is the City of San Diego's program to allow outdoor dining and other community gathering spaces in the public right-of-way. As part of a pilot project started in 2023, the City of San Diego's Economic Development Department (EDD) will be providing grants up to \$20,000 to eligible businesses following the Spaces as Places program guidelines for expanding business operations outdoors into the public right-of-way.

EDD will be prioritizing businesses located in underserved communities for these grants. Grants may be awarded in phases, and can cover the costs of design, permitting and construction of projects.

Goal

The Outdoor Business Grant program supports businesses working to create outdoor dining spaces that contribute to the enjoyment of the public environment. It also seeks to prioritize projects in underserved communities.

This grant is being offered as a pilot program through the end of the current fiscal year, June 30, 2023.

[Learn More About this City Program →](#)



Get In Touch

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Contact Information

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