

OLD TOWN CHAMBER NEWS

oldtownsandiego.org

April 2023

@VisitOldTownSD

Cinco de Mayo: It's an Experiment—You're Part of It!

Big changes are coming to this year's Cinco de Mayo celebration May 5 - May 7:

- No street closures (except for the Harney Street Market)
- No stages on street
- \$10,000 marketing campaign promoting Cinco in Old Town
- Free print & digital materials for your business to help promote

The Old Town Promotions Committee and Board of Directors thought about this a lot, asking themselves, how can we create a more dynamic and engaging experience for visitors and more profits for businesses?

After careful consideration, the Board voted that in lieu of the traditional street festival, they would fund a \$10,000 marketing campaign to drive visitors to Old Town. This campaign features radio promotions, digital ads, social media ads, and more.

By letting our restaurants and cantinas take care of festivities at their locations on Friday the 5th, we can all focus on family-friendly fun on Saturday and Sunday.

To make this experiment work, we encourage every business—big or

small—to pitch in by (a) decorating their storefronts, (b) creating a reason to come into your store like an activity, demonstration, special offer, refreshments, or entertainment, and (c) using free Chamber-provided material to reach your existing customer base.

When the weekend experiment wraps up, we will be emailing you with a survey for feedback.

Thank you for your support and participation in this exciting new chapter for the annual Old Town Cinco de Mayo celebration. If you have any questions, do not hesitate to email alex@oldtownsandiego.org or call (619) 228-9340.

Sincerely,
Fred Grand, President



Promote Your Business for Cinco de Mayo on Social Media and the Web

Cinco de Mayo is just around the corner. This year, we want to make sure that everyone can easily find out about your sales, specials, and promotions for the holiday. That's why we are inviting you to share your Cinco de Mayo-related deals with us so that we can post them on cincodemayooldtown.com, oldtownsandiego.org, and [@VisitOldTownSD](https://www.facebook.com/VisitOldTownSD).

Please send us an email with the following information:

- Your business name
- The type of promotion you

are offering (e.g., discount, special menu, etc.)

- The dates of the promotion (if it doesn't apply to the entire week leading up to Cinco de Mayo)
- Any restrictions that apply to the promotion
- A high-resolution image that we can use to promote your deal on our websites.

We appreciate your contribution to this community-wide effort, and we're looking forward to working with you to make this Cinco de Mayo a great success for everyone involved.

Common Financial Mistakes Small Businesses Make: Tips to Avoid Them

Originally Published by the Small Business Development Center

It's time to organize your small business's finances — but where do you even begin? If you don't have a degree in finance or accounting, the task can seem daunting. Luckily, millions of entrepreneurs have walked this path before, and most common mistakes can be easily avoided with a little bit of awareness. Empower yourself with these small business tips to set your business up for longevity.

Scan to Read the Full Article on SBDC →



Legoland Debuts “Miniland San Diego”

Legoland California this week unveiled Miniland San Diego where 55 local landmarks are replicated in Lego form. And what representation of San Diego would be complete without Old Town San Diego! Check out the Casa de Estudillo, Whaley House, Fiesta de Reyes, and more—all made from LEGO!

A team of 70 master model builders created the exhibit, which includes five million bricks, a realistic 30-foot beach street, palm trees and more.



OT Urban Market Welcomes New Culinary Standouts

San Diego's Old Town Urban Market has a fresh injection of culinary creativity with the opening of two new businesses: Flor's Farm to Table and Barrio Donas. These establishments bring their unique flair to the bustling marketplace, offering a new spin on traditional Mexican cuisine.

The menu at Flor's Farm to Table is focused on brunch items, with a strong emphasis on Mexican flavors and ingredients. Some of the most popular dishes include the chilaquiles. Another standout dish is the red snapper, which features bacon, pico de gallo, spicy honey sauce, crispy onions, and blue cheese, on a bed of arugula.

Barrio Donas are made with high-quality ingredients and carefully crafted with traditional Mexican flavors like churro, abuelita, mazapan, jamaica, and arroz con leche. The donuts are soft, fluffy, and bursting with flavor, a testament to the care that goes into each handmade creation.

Single Use Plastic Reduction Ordinance In Effect Starting 4/1/23

The City of San Diego's Single Use Plastic Reduction Ordinance went into effect April 1, 2023.

Here's what you need to know:

- Most polystyrene foam containers are prohibited from distribution and sale. This includes food service ware such as bowls, plates, trays,

cups, lids, and other similar items, as well as egg cartons and meat trays.

- Single use plastic (and bio-plastic) straws and utensils may only be provided upon the request of the customer.

NOTE: Waivers are available for feasibility-based hardships, finan-

cial hardships and contractual requirements. There is an automatic waiver through March 31, 2024 for entities with gross income less than \$500,000 on most recent federal income tax filing.

To apply for a waiver, please email sdrecyclingworks@sandiego.gov.



Old Town San Diego Unites for Successful Clean Up Event

On March 25, the Old Town San Diego Chamber of Commerce and CalTrans, with the support of the Mormon Battalion Historic Site, organized the Old Town San Diego Clean Up event. Volunteers from across the city gathered to clean up and beautify public spaces, with tasks ranging from collecting litter to trimming tree branches and pulling weeds.

Over 60 volunteers turned out on the bright Saturday morning. Together, they collected over 180 bags of trash. "It is remarkable to see how much litter we were able to collect," said Patricia Fillet, Old Town resident and volunteer. "It's amazing what is possible when so many people come together."

Among the volunteers was a large contingent from the Church of Latter Day Saints. "It was wonderful to be here amongst the good people of Old Town," said Elder Mueller. "Our elders and sisters love the gift of service."

The energy and enthusiasm of the volunteers were contagious, and soon passersby were stopping to

offer their help and support. Together, the community members worked to beautify the area and make it a more enjoyable place for everyone to visit. By the end of the day, the participants felt a sense of pride and satisfaction in their work. They had made a significant difference in the appearance of the area, and they had done it together.

The organizers would like to extend a heartfelt thank you to all the volunteers who came out to support the Old Town San Diego Clean Up event. It was inspiring to see so many people give their time and effort to help make the community a better place. Your dedication and hard work have made a real difference in the appearance of the area, and we are grateful for your support.

"CalTrans is proud to partner with so many wonderful volunteers," said Diana Espina, CalTrans Facilities and Motorpool Manager. "Supporting and strengthening our communities is what it is all about."

Indigenous Advocate & Old Town Merchant, Martha Rodriguez, Honored as a Woman of Distinction



Martha Rodriguez, a fellow Chamber member, is a leader advocating for indigenous peoples' rights and owner of Kosay KumeYaay Market. At her store in Old Town San Diego State Historic Park you can find traditional art made by Native artisans in Baja California and San Diego County.

Rodriguez was honored as a Woman of Distinction in the City of San Diego during a ceremony hosted by Mayor Todd Gloria and Councilmember Jen Campbell on March 15, 2023.

Councilmember Campbell of Dis-

trict 2 visited Old Town San Diego to recognize Rodriguez on Friday, April 14, 2023. This recognition was given to Rodriguez for her remarkable contributions to the community and her dedication to promoting the rich culture and traditions of the KumeYaay people.

Rodriguez has been a prominent figure in the Old Town San Diego area for many years, and her market has served as a hub for Native American crafts, jewelry, and cultural artifacts. Councilmember Campbell's visit to the market was a testament to the significant impact that Rodriguez has had on the community and her ongoing efforts to promote cultural awareness and understanding.

Thank you Martha for your advocacy and congratulations on being recognized as one of San Diego's 2023 Women Of Distinction! Old Town San Diego is very proud of you!



Sign Up for Council District 2 Newsletter



Stay informed and connected with your community by signing up for the "Campbell Chronicles" - the official newsletter for Councilmember Dr. Jen Campbell of District 2 in San Diego. This newsletter will keep you up-to-date on the latest news, events, and initiatives happening in your

neighborhood, as well as important updates from City Hall. Don't miss out on this valuable resource - sign up now to receive the "Campbell Chronicles" directly in your inbox!

Scan the QR code above to sign up for the newsletter.

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

- **Design Committee** - Tuesday, May 2- 10am - 2383 San Diego Ave
- **Promotions Committee** - Tuesday, May 9- 10am - Café Coyote
- **Organization Committee** - Wednesday, May 10- 11:30am - Café Coyote
- **Board of Directors** - Wednesday, May 17 - 8:30am - Mormon Battalion Historic Site

[View Meeting Agendas & Minutes →](#)



Get It Done



Simple and easy to connect with the City:

- Report non-emergency problems
- Schedule appointments
- Obtain information

sandiego.gov/get-it-done
or download your mobile app today!
"Get It Done San Diego"



Download the Get It Done App & Get Results

Get It Done San Diego is the official app for reporting non-emergency problems to the City of San Diego. App users can report problems like potholes or graffiti and connect directly to the City's work tracking system.

Get It Done can be used to report problems related to City assets, making appointments for Passport services or to schedule time at the City's Household Hazardous Waste Materials drop-off facility. Do not use Get It Done for reporting emergencies or other time-sensitive issues. It can take up to 48 hours to review your report or request for appointment.

Get It Done is available on Apple and Android devices.

[Scan to Visit the Official City Website →](#)



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