

# OLD TOWN CHAMBER NEWS

oldtownsandiego.org

October 2023

@VisitOldTownSD

## Día de Los Muertos Celebration to Light Up Old Town

Old Town San Diego is proud to announce its annual Día de Los Muertos celebration, a vibrant and culturally rich event that draws thousands of visitors each year. This year's festivities promise to be more enchanting than ever before, with a lineup of exciting activities and traditions that will captivate visitors of all ages.

### Ofrenda (Altar) Tours:

Día de Los Muertos comes to life with two distinct types of ofrenda (altar) tours each honoring loved ones and important members of our community. Whether you prefer to stroll at your own pace or to join a guided tour, Old Town offers unique and immersive experiences to commemorate this special occasion.

### Weekend Mercado:

Prepare to be amazed at our Weekend Mercado, where you can shop for incredible art and crafts on Saturday, October 28, and Sunday, October 29, 2023. This two-day extravaganza will be held along San Diego Avenue and Harney Street, offering visitors a unique shopping experience. Families can also enjoy a variety of activities throughout the weekend. Market hours are: Saturday from 10am to 5:30pm and Sunday from 10am to 4:30pm.

### Old Town San Diego State Historic Park:

Throughout the weekend, visitors are invited to explore our historic museums, showcasing altares de muertos (altars of the dead) created by local artists in honor of influential Old Town citizens. Engage in hands-on activities and sign up for a sugar skull painting workshop. In the Plaza de Las Armas, San Diego artists will create art celebrating the diverse communities that have shaped Old Town throughout the centuries.

We encourage visitors to honor their loved ones by contributing their names to the Community Altar located in the Plaza de Las Armas. This project is made possible through the State of California's Arts in Parks program, a partnership between the California Department of Parks and Recreation and the California Arts Council. Join us on Saturday, October 28, from 11am to 9pm, and Sunday, October 29, from 11am to 5pm, for a journey through history and art.

### Special Screening of "Coco":

The San Diego Public Library is delighted to present a free community screening of Disney Pixar's beloved film "Coco" in Old



Town San Diego State Historic Park's Plaza de Las Armas on Saturday, October 28, at 7pm. Gather with friends and family for a heartwarming cinematic experience under the stars.

### "La Experiencia" at Fiesta de Reyes:

Visit Fiesta de Reyes from October 1 through November 2 to enjoy the wonder of La Experiencia! Featuring professional face painters, captivating art demonstrations, live entertainment, and both traditional and contemporary altars on display. Wander through this charming plaza in Old Town San Diego State Historic Park on Thursday through Sunday for

live mariachi music and beautiful folklorico dancers.

### Annual Procession:

The centerpiece of our celebration, the traditional candlelit procession, will take place on Thursday, November 2, 2023. This free event, which has become a cherished tradition in our community, will commence at sundown in front of the Immaculate Conception Church, situated at the intersection of San Diego Ave and Twiggs St. The procession will wind its way down San Diego Ave to El Campo Santo, marking the beginning of this memorable evening. Join us for this awe-inspiring event with the kickoff at 6:00pm.



## Holiday Magic at Tree Lighting Ceremony

Join us for an evening of sparkling lights and melodious harmony on Thursday, December 7, 2023, from 7:00 to 8:30 PM at the historic Whaley House complex (2476 San Diego Ave).

Old Town San Diego Chamber of Commerce and Old Town Trolley Tours are thrilled to usher in our historic community's holiday season with the annual Christmas Tree Lighting Ceremony.

In a cherished tradition of community and celebration, we proudly present an evening featuring an amazing lineup of two distinguished choral groups—enthusiastic students from San Diego Academy in National City and local-favorite, the Mormon Battalion Historic Site ensemble.

Don't miss Pastor Alex Achacoso from Old Town Community Church as our special guest speaker for the evening. A revered figure in our community, Pastor Alex will share inspiring words of hope and the true essence of the festive season.

Prepare to be enthralled as the evening air is filled with joyous renditions of holiday classics. Savor hot cocoa and fresh holiday treats as you and your family countdown to the spectacular moment when we officially welcome the holiday season.

Enjoy history, culture, and old-fashioned cheer at this year's Christmas Tree Lighting Ceremony in Old Town San Diego!

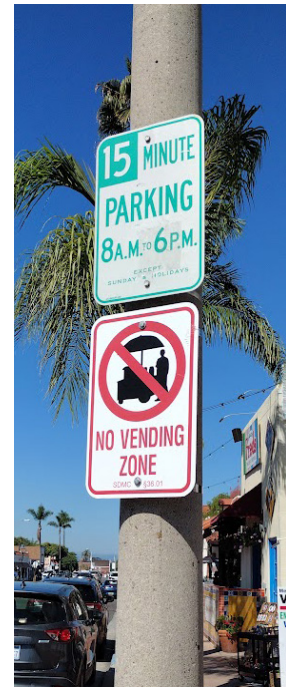
## Bolt Brewery Takes Root in Old Town

Bolt Brewery, already renowned for its two successful locations in San Diego County, has recently opened its doors in Old Town San Diego. Located at 2547 San Diego Ave, Bolt has taken over the space formerly home to Hungry's Kitchen.

Founded by Clint Stromberg, Bolt has made a name for itself in the craft beer industry for its commitment to quality, creativity, and community engagement. With a passion for brewing exceptional beers and creating memorable experiences, Bolt Brewery has become a beloved local favorite since its inception.

With a diverse menu featuring Mexican classics, burgers, sandwiches, killer entrees, and soups and salads, this new venture promises to be an exciting addition to the thriving culinary and craft beer landscape of the area.

## New “No Vending” Signs Installed



In our ongoing efforts to preserve the charm and ambiance of this iconic community, the City of San Diego has installed “No Vending Signs” along San Diego Avenue, stretching from Twiggs Street to Conde Street.

In this part of Old Town, it is against the municipal code for vendors to operate under any circumstances. If you encounter someone violating this rule, please report the offender through the “Get It Done” app on your mobile device.

The Chamber would like to thank Councilmember Jen Campbell, her staff, and the Mayor's office for all of their assistance with obtaining and installing the new signage.

## Chamber to Partner with CBS/KFMB for Winter Promotions

The Old Town Chamber's Promotions Committee has selected CBS/CW stations to promote Old Town November-January when the tourist season is over to sustain our business with the support of local San Diegans.

Please consider joining our collective effort to attract

attention to Old Town and grow your business through the power of television. Two packages are available to meet your budgetary needs and our committee will cover the expense of any new production.

Please reach out to Sheri Kowalke at [skowalke@cbs8.com](mailto:skowalke@cbs8.com) or (858) 997-5757.





## A Historic Celebration: Whaley House Staff Honored with Proclamations

In a momentous celebration of history and heritage, the Whaley House Museum staff received not one but two prestigious proclamations on October 5, 2023, marking a significant milestone in the annals of Old Town San Diego.

The staff of the Whaley House Museum, an iconic landmark nestled in the heart of Old Town San Diego, gathered with pride and reverence to commemorate the 200th Birthday of Thomas Whaley. This event, aptly named "Thomas Whaley Day," witnessed a heartwarming recognition from both the City of San Diego and the Old Town San Diego Chamber of Commerce.

**A Legacy of Entrepreneurial Spirit**  
The Whaley House Museum, known for its rich history and its association with Thomas Whaley, a true visionary of his time, has been a cornerstone of Old Town San Diego. Thomas Whaley, born in New York, on October 5, 1823, defied the odds by establishing his home and business in a location that had previously served as gallows. His remarkable

journey led to the construction of the first brick-made house in San Diego, setting a new standard in architectural innovation.

Despite facing personal tragedies within the walls of the Whaley House, Thomas Whaley's indomitable spirit and entrepreneurial drive prevailed, leaving a legacy that continues to captivate visitors from around the world.

Honoring a Historic Landmark  
The Whaley House, now managed by Historic Tours of America, has become a cultural touchstone and a hub for those fascinated by history and the paranormal. Drawing in over 100,000 visitors annually, the museum has earned its place as California's Historical Landmark No. 65. This recognition speaks volumes about the enduring allure of the Whaley House and its enduring significance.

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## Taste of Old Town 2023: A Recipe for Success

We are thrilled to announce the resounding success of the 2023 Taste of Old Town event, an annual celebration of the vibrant culinary scene and rich cultural heritage of our beloved Old Town San Diego.

The 2023 Taste of Old Town drew an incredible response from both locals and visitors alike. We are delighted to report that we sold a total of 185 tickets, a testament to the event's growing popularity and the outstanding contributions of our participating restaurants and volunteers.

Our participating restaurants outdid themselves once again, offering a delectable array of dishes that showcased the diverse flavors of Old Town San Diego. The event allowed attendees to savor everything from traditional Mexican cuisine to modern fusion

dishes, all while soaking in the rich historical atmosphere of our historic district.

We extend our heartfelt thanks to the dedicated volunteers from Soroptimist International, who played a crucial role in ensuring the smooth operation of the event. Their warm smiles and efficient check-in process set the tone for a welcoming and enjoyable experience for all our guests.

As we continue to strive for excellence, we welcome any and all feedback from our community members and participants. Your insights and suggestions are invaluable to us as we work towards making each year's event even more memorable and enjoyable. Please call (619) 228-9340 or email alex@oldtownsandiego.org.





## Sign Up for Community Newsletters

Attention Chamber members! We have an exciting opportunity for you to stay informed. By signing up for newsletters from our local political representatives, you can gain valuable insights into the decisions and policies that directly impact our business community. These newsletters provide a convenient and timely way to receive updates on upcoming legislation, economic development initiatives, and community events.



Jen Campbell, City  
Council District 2 →



Toni Atkins, State  
Senate District 39 →



Chris Ward, State  
Assembly District 78 →



## Upcoming Meetings

- **Design Committee** - TBD - 2383 San Diego Ave
- **Parking Advisory Committee** - TBD - Via Zoom
- **Promotions Committee** - Tuesday, November 14 - 10am - Café Coyote
- **Organization Committee** - Wednesday, November 8 - 11:30am - 2383 San Diego Ave
- **Board of Directors** - Wednesday, October 18 - 8:30am - Mormon Battalion Historic Site

View Meeting Agendas & Minutes →



## 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](http://www.oldtownsandiego.org)
- Special event sponsorships

For more information, contact [alex@oldtownsandiego.org](mailto:alex@oldtownsandiego.org).

## 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 →



## Get In Touch

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