

OLD TOWN CHAMBER NEWS

oldtownsandiego.org

December 2023

@VisitOldTownSD

A Night of Lights & Harmony - Tree Lighting on 12/7

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 Museum complex.

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.

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!



Long-Awaited Community Gateway Sign Receives City Approval

After years of planning and anticipation, the City of San Diego has officially approved the plan for the Old Town San Diego Gateway Sign, marking a monumental moment for this beloved historical district. Funded by a generous grant from the County of San Diego, this project aims to commemorate the area's cultural significance and enhance its identity.

Located near the intersection of San Diego Avenue and Twiggs Street, this impressive structure will span San Diego Avenue, welcoming visitors to the district

with style and grace. Designed to be visually striking yet respectful of the area's historic charm, the sign will serve as a beacon, guiding visitors to the heart of Old Town San Diego.

This ambitious project has been years in the making. It was initiated as a collaborative effort between Chamber leaders and community members who shared a vision of creating a memorable gateway to Old Town San Diego. Countless hours of planning, designing, and fundraising were invested in bringing this project to fruition.

Montgomery Steppe Joins County Board of Supervisors for District 4



Monica Montgomery Steppe was sworn in Tuesday joining the San Diego County Board of Supervisors.

Montgomery Steppe will represent the Fourth Supervisorial District for the

remainder of the current term ending in January 2027.

"We know that today marks a momentous occasion in our county's history, filled with promise, filled with hope and filled with progress," Supervisor Montgomery Steppe said. "As I stand before you, deeply humbled and immensely grateful, I am acutely aware of the weight of responsibility and the honor to be chosen by the people as the first Black woman to serve on the San Diego County Board of Supervisors in the history of this county. I am truly honored."

Celebrate the Magic of Christmas with Free Concerts at Mormon Battalion Historic Site

The holiday season is a time for coming together, cherishing traditions, and spreading the warmth of love and joy. What better way to celebrate this magical time of the year than by attending the free Christmas concerts at the Mormon Battalion Historic Site? Mark your calendars for three enchanting evenings of music and merriment on Saturday, December 2nd, Friday, December 15th, and Friday, December 22nd, all starting at 7:00 pm.

Christmas is a time for families to come together and create lasting memories. These concerts are the perfect family-friendly event. Bring your loved ones, young and old, and share in the joy of the season. The Mormon Battalion Historic Site welcomes families with open arms, and the concerts provide an excellent opportunity to bond and make this holiday season truly memorable.



Fueling Hope: Old Town's 2023 Food Drive

The Old Town San Diego Chamber of Commerce is thrilled to announce the return of our annual food drive, running through December 8, 2023.

Our aim is to bolster the local food pantry within the heart of Old Town Community Church. This year, we're igniting the spirit of giving to light up the lives of families right here in our community.

Excitement is building, and our donation bins will be popping up at various businesses across the community, including the Old Town Visitors Center at 4010 Twiggs Street.

Join us on this journey, and let's light up Old Town with generosity and love! The grand finale awaits on December 8, 2023, right after the annual "Las Posadas" event in Heritage County Park.

Antonio Garra Day set for Sat, March 16, 2024

The Pala Band of Misson Indians is proud to announce the next Antonio Garra Day-- Saturday, March 16, 2024 held in Old Town San Diego State Historic Park.

Antonio Garra was a Native American Patriot who fought for Southern California and Northern Baja tribal rights and sovereignty. He was illegally executed on January 10, 1852, by the citizens of California during a mass anti-Native American hysteria. When Garra was asked to state any last words, he replied, "Gentlemen, I ask your pardon for all my offenses and expect yours in return."

This event is a celebration of Garra's life and others who fought to secure the future of the California Indians during the post-California Mission era. Join them for the testimonies given in celebration of his life.



Take Home an Old Town San Diego LED Sign

Category6LED, an innovative sign company in Solana Beach, has made a name for itself by seamlessly blending the timeless charm of classic neon style with cutting-edge LED technology.

Their iconic community sign replicas not only serve as exquisite decorative art pieces but also encapsulate the very essence of the communities they represent.

Category6LED's Iconic Community Collection already includes beloved landmarks such as the signs in Carlsbad, North Park, and Little Italy.

In a recent and thrilling development, Category6LED proudly announced the forthcoming addition of an LED sign for Old Town San Diego, expanding the Iconic Community Collection's tribute to the rich history and communal spirit of the San Diego region.

These new signs are available for purchase online at category6led.com or in-person at local retailer, La Paloma, located at 4010 Twiggs Street.

Everyone's invited, so bring your enthusiasm and your friends!

The thrill of making a difference awaits you! Every contribution counts, and even the smallest gesture can turn the tide.

If your business is interested in hosting a donation box, please call (619) 228-9340 or email alex@oldtownsandiego.org for more information.



65TH ANNUAL

Las Posadas

From 1953 to 2023: The Enduring Legacy of ‘Las Posadas’ in Old Town San Diego

In the heart of Old Town San Diego, a cherished Christmas tradition has been bringing joy and cultural significance to the community for nearly seven decades. The tradition of hosting “Las Posadas” in this historic neighborhood began in 1953, and it continues to thrive, with the 65th Annual Las Posadas set to take place on Friday, December 8, 2023, at the picturesque Heritage County Park. This article explores the origins and significance of this event while inviting readers to participate in the upcoming 2023 celebration.

A Mexican Christmas Tradition in Old Town:

In 1953, the residents and merchants of Old Town San Diego embarked on a unique and heartwarming Christmas celebration rooted in Mexican tradition. This festive event was conceived as a community project, led by a committee of dedicated merchants and civic leaders, all eager to share the rich heritage of Las Posadas with the local community.

Las Posadas is a beloved Mexican Christmas tradition that reenacts the arduous journey of Joseph and Mary in search of lodging in

Bethlehem before the birth of Jesus. In Old Town, this tradition took on a special significance as it provided a way to both celebrate the holiday season and honor the Mexican cultural heritage that is deeply ingrained in the area’s history.

The Heartwarming Posadas Ritual:

The heart of the Las Posadas celebration in Old Town involved a touching reenactment of Joseph and Mary’s journey. A group of children, dressed as Mary and Joseph, would embark on a nightly procession through Old Town, knocking on doors and asking for a night’s lodging, just as the biblical couple had done. Each night, they would be turned away at several stops, mirroring the challenges faced by Joseph and Mary in their search for shelter.

The Posada processions, which began at 5:30 pm each evening, captured the spirit of empathy and generosity as the community came together to portray the events of that fateful night. As the children made their rounds, residents and shopkeepers played their roles by denying the young couple’s requests, creating a poignant atmosphere that drew

participants and onlookers alike into the heart of the story.

A Joyous Conclusion:

The Las Posadas tradition in Old Town San Diego extended through December 23, providing a wonderful opportunity for the community to come together and celebrate the holiday season in a unique and meaningful way. On the final evening of the Posadas, the children gathered at one of the neighborhood’s restaurants for a Piñata party, adding an extra layer of festivity to the occasion. This joyful event allowed everyone to join in the celebration, breaking open piñatas filled with treats and spreading laughter and cheer.

The 65th Annual Las Posadas in 2023:

Join us in rekindling a cherished tradition as we proudly present the 65th Annual Las Posadas in Old Town San Diego on Friday, December 8, 2023, at the picturesque Heritage County Park. The festivities will commence at 7:00 pm, offering neighbors and friends a unique opportunity to immerse themselves in a time-honored celebration that echoes with centuries-old Mexican traditions and the warmth of the holiday season.

Presented in collaboration by the Old Town San Diego Chamber of Commerce, Old Town Trolley Tours, and the Mormon Battalion Historic Site, this event reverberates with community spirit and historical reverence, offering an immersive glimpse into the journey of Mary and Joseph in Bethlehem. As we look forward to this milestone 65th Annual Las Posadas celebration, we invite all to join us in honoring the past, celebrating the present, and forging new memories that will carry the spirit of Las Posadas forward for generations to come.



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, December 12 - 10am - Café Coyote
- **Organization Committee** - Wednesday, January 10 - 11:30am - 2383 San Diego Ave
- **Board of Directors** - Wednesday, December 6 - 4pm - Café Coyote

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
- Special event sponsorships

For more information, contact 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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