

# OLD TOWN CHAMBER NEWS

oldtownsandiego.org

March 2024

@VisitOldTownSD

## Lend a Hand at the 2024 Community Clean Up!

The Old Town San Diego Chamber of Commerce and Caltrans District 11 are proud to announce the 2024 Community Clean-Up Event. This initiative aims to bring together community members, local businesses, and volunteers to beautify our neighborhood and promote environmental sustainability.

The event will be held on Saturday, March 23, 2024, from 8:00 AM to 12:00 PM.

In the spirit of community and stewardship, this event invites all Old Town residents and surrounding community members to participate in a day dedicated to cleaning up our streets, parks, and public spaces. By joining forces, we can make a significant impact on our local environment, enhancing the beauty and appeal of Old Town for residents and visitors alike.

**Meeting Location:** 4015 Twiggs St.

### Activities:

Trash and debris removal, landscaping, graffiti removal, and more.

**Supplies:** All cleaning supplies and equipment will be provided.



We are calling on volunteers of all ages to lend a hand in our clean-up efforts.

To register as a volunteer, please email [info@oldtownsandiego.org](mailto:info@oldtownsandiego.org) or sign up at [JustServe.org](https://www.justserve.org).

## Save the Date for the 2024 Fiesta Cinco de Mayo



Mark your calendars and dust off your sombreros because the much-anticipated Fiesta Cinco de Mayo is back in Old Town!

This annual celebration is set to ignite the streets with vibrant colors, irresistible aromas, and

lively music. With a weekend-long extravaganza packed full of food, music, and family-friendly activities, there's something for everyone at this beloved event.

For decades, Fiesta Cinco de Mayo has been a beacon of cultural celebration, drawing in thousands of visitors eager to immerse themselves in the rich tapestry of Mexican heritage. And in 2024, the festivities promise to be bigger and better than ever before.

Learn more at [OldTownSanDiego.org](https://OldTownSanDiego.org)!

## A Day of Remembrance and Honor: Antonio Garra Day 2024

Old Town San Diego witnessed an extraordinary gathering this year on Antonio Garra Day, deeply rooted in the spirit of remembrance, education, and celebration of Native American heritage.

The event, dedicated to the memory of Leroy H. Miranda, Jr., Abel Silvas, and all Native American patriots who have fought for rights and recognition, offered a poignant reflection on the past and a hopeful gaze towards the future.

The day was punctuated by

impactful speeches from notable individuals, each contributing their unique perspectives to the rich tapestry of the event. State Assemblymember James Ramos, distinguished as the first and only Native member of the California legislature, addressed the crowd with a message of resilience and the importance of continuing the fight for justice and sovereignty. His presence underscored the strides made toward representation and the challenges that lie ahead for Native American communities.

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## Storefront Improvement Program

The Storefront Improvement Program (SIP) revitalizes building facades visible to customers, neighboring merchants and residents. The City of San Diego provides free professional design assistance and financial incentives to small business owners who wish to make a creative change to and improve the curb appeal of their storefronts.

This program is set up to help small businesses create and implement a plan for improving their street-facing appearance. Program steps start with an eligible applicant completing the online application. Next, the City works with applicants to create a design plan, considering the budget and goals of the project. Once a design plan is finalized, the applicant can begin the installation of the agreed upon design elements. The final step is to submit all expense documentation for reimbursement.

For more information please email [sdbusiness@sanidiego.gov](mailto:sdbusiness@sanidiego.gov).



## Join the Celebration: Become a Vendor at the Cinco de Mayo Mercado

Old Town is abuzz with excitement as it prepares to host the vibrant and culturally immersive Cinco de Mayo Mercado.

Calling upon vendors to participate in this celebratory occasion, the Mercado offers a unique opportunity to showcase your products and be part of a cherished cultural tradition.

Participating in the Cinco de Mayo Mercado as a vendor is simple. Follow the QR code below to fill out the vendor application form. Provide details about your products, brand, and how you plan to contribute to the festive ambiance of the event.



## Preserving History and Enriching Experiences: Boosters of Old Town

Old Town San Diego State Historic Park is a treasure trove of history and cultural richness. Ensuring that this invaluable heritage remains alive and accessible to all is the primary mission of the Boosters of Old Town, working hand in hand with the park's dedicated staff.

As the official cooperating association for the State Historic Park, the Boosters is a 501(c)3 nonprofit corporation dedicated to advancing the park's educational and interpretive activities.

Their strategic objectives encompass a range of initiatives, from promoting educational outreach to supporting the conservation and development of the park's rich history. By collaborating with the state and other stakeholders, the Boosters seek to ensure that the park remains a vibrant hub of historical exploration and discovery for generations to come.

As part of their fundraising, the Boosters operate the park gift shop at the Robinson-Rose Visitors Center.

For more information, including how to donate or become a member of Boosters of Old Town, please visit [www.boostersofoldtown.com](http://www.boostersofoldtown.com).

## Resources for Businesses: Homelessness Assistance

Businesses are integral parts of their communities, and their actions (or inactions) regarding homelessness can impact community relations.

Engaging in initiatives to address homelessness can enhance goodwill and foster positive relationships with local residents and stakeholders.

Following the QR code below, you will find a curated list of essential resources and impactful initiatives aimed at addressing the challenges faced by individuals experiencing homelessness.





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Retired Judge Howatt, who has dedicated significant research into the Antonio Garra Trial and the establishment of Antonio Garra Day, provided attendees with a historical context that enriched the understanding of Garra's legacy. His exploration into the past judicial missteps and the recognition of Antonio Garra Day as a corrective measure highlighted the journey towards acknowledging historical injustices and striving for reconciliation.

Perhaps most moving was the speech given by Marlene Dusek, a 7th generation descendant of Antonio Garra himself. Dusek's connection to Garra brought a deeply personal element to the day, bridging past and present through her family's story. Her words were a powerful reminder of the legacy that continues through generations, inspiring attendees with a message of resilience and hope.

Adding to the emotional depth of the event were the mesmerizing performances of Bird Songs by the Cahuilla Singers, Pal A'tingve Singers, and other groups. These

traditional melodies resonated with the attendees, serving as a beautiful expression of cultural preservation and the enduring spirit of the Native American communities.

The event's significance was further solidified by the recognitions it received from the California Legislature, highlighting the importance of Antonio Garra Day not only as a day of remembrance but also as an affirmation of the ongoing efforts to honor Native American history, culture, and rights.

This year's Antonio Garra Day served as a powerful reminder of the strength found in unity, the importance of cultural heritage, and the enduring impact of individuals like Antonio Garra. It was a day where history was honored, voices were heard, and the community came together to celebrate the indomitable spirit of Native American patriots. Through speeches, songs, and shared experiences, the event left a lasting impression on all who attended, reinforcing the commitment to remember, educate, and advocate for the rights and recognition of Native American communities.

## Chamber Board Votes to Create New Map & Guide for Old Town

This forthcoming publication will serve as the official map for our beloved community, offering comprehensive and up-to-date information about our esteemed businesses, attractions, and services. We firmly believe that a reliable guide is indispensable for both residents and visitors to navigate and fully immerse themselves in the unique tapestry of Old Town.

In the coming weeks, Chamber staff will begin meeting with members to provide more information on how businesses can participate in and advertise within the new map and guide. We believe that this presents an excellent opportunity for your business to gain visibility and attract more customers within our vibrant community.

It is imperative to highlight that the profits generated from this map and guide will be reinvested directly back into our community. These funds will play a pivotal role

in supporting an array of initiatives, including special events, marketing endeavors, and crucial improvements aimed at enriching the overall experience of Old Town San Diego.

Furthermore, we are delighted to announce that the map will serve as a direct conduit, connecting visitors to the wealth of online resources available on the Chamber and community's official website, [www.oldtownsandiego.org](http://www.oldtownsandiego.org). This seamless integration of offline and online resources will undoubtedly enhance the accessibility and utility of the map for all.

We are steadfast in our commitment to ensuring that this new map and guide not only serves as a valuable resource but also embodies the essence and vibrancy of Old Town San Diego. Should you have any inquiries, please do not hesitate to reach out to us at (619) 228-9340 or email [alex@oldtownsandiego.org](mailto:alex@oldtownsandiego.org).





## Sign Up for Community Newsletters

Attention Chamber members! Community 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 →



Monica Montgomery  
Steppe, County  
Supervisor District 4 →



Toni Atkins, State  
Senate District 39 →



Chris Ward, State  
Assembly District 78 →



## Upcoming Meetings

- **Parking Advisory Committee** - TBD
- **Safe & Clean Committee** - TBD
- **Marketing Committee** - Tuesday, March 12 - 10am - Café Coyote
- **Executive Committee** - Wednesday, March 13 - 11:30am - 2383 San Diego Ave
- **Board of Directors** - Wednesday, March 20 - 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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