

# OLD TOWN CHAMBER NEWS

[oldtownsandiego.org](http://oldtownsandiego.org)

April 2024

@VisitOldTownSD

## Get Ready for the 2024 Fiesta Cinco de Mayo!

Picture yourself strolling through the historic streets of Old Town, where every corner is alive with the sounds of mariachi bands, the sizzle of street food, and the laughter of families coming together to celebrate.

On May 4th and 5th, the heart of San Diego will pulsate with the spirit of Mexico, offering an experience that will tantalize the senses and create cherished memories for years to come.

One of the highlights of the Fiesta Cinco de Mayo is the vibrant artisan street mercado, where local craftsmen showcase their talent and creativity. Whether you're searching for handcrafted jewelry, colorful textiles, or unique souvenirs to take home, you'll find a treasure trove of artisanal delights waiting to be discovered.

But the festivities don't stop there! Multiple stages will host live entertainment throughout

the weekend, featuring traditional dance performances, captivating storytelling, and toe-tapping music that will have you dancing in the streets. And for the little ones, there are activity booths galore, offering face painting, arts and crafts, and interactive games.

The 2024 Fiesta Cinco de Mayo is not just an event; it's an experience that celebrates the vibrant spirit and rich heritage of Mexico. It's a time to come



together with friends and family.

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

## Natasha, Pierre & The Great Comet of 1812 Comes to Cygnet Theatre



Prepare to be swept away into the tumultuous world of 19th-century Russia as Cygnet Theatre proudly presents the West Coast Premiere of "Natasha, Pierre & The Great Comet of 1812."

From April 10th to May 19th,

2024, audiences will have the opportunity to immerse themselves in this electrifying production, set to captivate hearts and minds alike.

Adapted from Leo Tolstoy's epic masterpiece, "War and Peace," this innovative electropop opera transports audiences to a scandalous chapter of Russian history. Crafted by the visionary Dave Malloy, who serves as both the composer and lyricist, the show promises a mesmerizing fusion of music, drama, and spectacle.

## Taste of Old Town Announced for September 12, 2024

We're thrilled to announce that the highly anticipated Taste of Old Town event is making its grand return on September 12th, 2024. Mark your calendars and join us for a day filled with delectable dishes, delightful drinks, and unforgettable experiences. Whether you're a seasoned foodie or simply looking to savor the flavors of our vibrant community, this event promises to tantalize your senses and leave you craving more.

Gather your friends, family, and fellow food enthusiasts for a day filled with culinary delights and

community spirit. As you wander through the charming streets of Old Town, you'll discover hidden gems, meet passionate chefs, and create memories that will last a lifetime. With live music to set the mood and activities for all ages to enjoy, the Taste of Old Town is more than just a food festival—it's a celebration of everything that makes our neighborhood unique.

So mark your calendars, bring your appetite, and join us on September 12th for an unforgettable experience that's sure to tantalize your taste buds and leave you craving more.

## What is a Letter of Agency?

The City recommends that property owners complete a Letter of Agency form with the San Diego Police Department (SDPD).

This form allows SDPD officers to act as agents for the owner of private property, specifically for purposes of enforcing laws against any person(s) found on the property without the owner's consent or without lawful purpose.

This is an extremely useful tool and is strongly recommended for vacant properties, vacant lots, businesses or any properties upon which public nuisance activities and/or crimes may occur. Per California Penal Code section 602, this form must be renewed every 12 months to be effective.

Please submit the completed form via email or to your neighborhood police station. In conjunction with this form, it is strongly suggested (although not required) that the property display a sign indicating:

- a Letter of Agency has been filed with SDPD;
- the address of the property;
- the words "No Trespassing"; and
- the property manager and/or a contact information to share issues.

The sign should be no less than 18" X 24", ideally have a font legible from the nearest public street, and not be readily accessible to vandals. Signs should be evenly spaced throughout the surrounding property boundaries covered by the Letter of Agency.

A sign indicating a Letter of Agency is on file with SDPD, including the address of the property, is necessary for SDPD to confirm the validity of the Letter of Agency and respond accordingly.

## Volunteer for Fiesta Cinco de Mayo!

Fiesta Cinco de Mayo is on Saturday, May 4, and Sunday, May 5, 2024.

As we come together to celebrate and share the spirit of Cinco de Mayo, we are calling on you, our valued community members, to lend your time, talents, and passion to make this year's festival an unforgettable experience.

To sign up for volunteering, please email [info@oldtownsandiego.org](mailto:info@oldtownsandiego.org). Whether you can spare a few hours or the whole weekend, your contribution will be greatly appreciated.

Let's come together to make Fiesta Cinco de Mayo 2024 a spectacular celebration of culture, community, and connection. Thank you in advance for your generosity, spirit, and support!

## Old Town San Diego State Historic Park Announces Concession Opportunity For Historic Retail Store

The California Department of Parks and Recreation (State Parks) is accepting proposals from businesses to provide operations for historic retail store services to visitors at Old Town San Diego State Historic Park (OTSDSHP) in San Diego.

Proposals will be accepted from April 5 through June 17, 2024, for a 5-year concession contract, with a department option to extend the term an additional five years, for the operation of historic retail store services for the public. A copy of the department's Request for Proposals (RFP) is available for download at [parks.ca.gov/concessions](https://parks.ca.gov/concessions).

To support interested parties with details about this opportunity, State Parks will be holding a pre-proposal meeting on Thursday, April 25 at 3 p.m. at OTSDSHP.

**WHAT:** Optional Pre-Proposal Meeting for Historic Retail Store Services

**WHEN:** 3 – 5:30 p.m., Thursday, April 25, 2024

**WHERE:** Colorado House (old Wells Fargo Museum location) in OTSDSHP 2733 San Diego Ave., San Diego, CA 92110

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## Attend the Next Safe & Clean Meeting

Chamber members are invited to attend the next meeting of the Safe & Clean Committee on Friday, April 26 at 8:30am at the Mormon Battalion Historic Site, 2510 Juan St.

Maintaining the safety and cleanliness of our community is crucial, and your participation is invaluable in achieving this goal. Representatives from our various government partners will be in

attendance to give updates.

Join us to receive an update on on-going projects, a robust discussion on current challenges, and the opportunity to connect with partners.

If you are unable to attend, feel free to submit topics of discussion or community concerns to [info@oldtownsandiego.org](mailto:info@oldtownsandiego.org).





## 2024 Old Town Community Clean-Up Event: A Resounding Success

The Old Town San Diego Chamber of Commerce and Caltrans District 11 proudly hosted the 2024 Community Clean-Up Event on Saturday, March 23. This initiative brought together community members, local businesses, and volunteers to beautify our neighborhood.

The event exemplified the spirit of community and stewardship as residents and surrounding community members joined forces to clean up our streets, parks, and public spaces. Through collective efforts, we aimed to make a significant impact on our local environment, enhancing the beauty and appeal of Old Town for residents and visitors alike.

Activities included trash and debris removal, landscaping, graffiti removal, and more. Thanks to the generous support of our partners and sponsors, all cleaning supplies and equipment were provided, ensuring volunteers were equipped to tackle the tasks at hand.

Special thanks are extended to Caltrans District 11 for their invaluable partnership and support. Their commitment to community engagement and environmental preservation played a pivotal role in

the success of our clean-up efforts.

Volunteers of all ages answered the call to action, demonstrating their dedication to the betterment of our community. Their participation not only contributed to the physical clean-up but also fostered a sense of pride and connection among its members.

The event was a resounding success, thanks to the dedication and enthusiasm of everyone involved. As we reflect on the impact of this initiative, we are reminded of the power of community collaboration in creating positive change.

For those who missed out on this year's event, we encourage you to stay tuned for future opportunities to get involved. Together, we can continue to make a difference in preserving the beauty and vitality of Old Town San Diego.

Thank you to everyone who contributed to making the 2024 Community Clean-Up Event a memorable and impactful experience. Your efforts are truly appreciated and make a lasting difference in our community!

# Advertise in the Old Town Map & Guide

We are thrilled to announce the upcoming Official Old Town Map & Guide, an essential resource for residents and visitors alike who wish to explore the charm and richness of our historic Old Town.

Will serve as the official map for our beloved community, offering comprehensive and up-to-date information about our businesses, attractions, and services.

300,000 maps will be distributed year round by Certified Folder guaranteeing placement at key locations stretching from Oceanside to San Ysidro, including visitor centers, the airport, waterfront, hotels, and more.

We invite you to take

advantage of this unique advertising opportunity to promote your establishment and reach a diverse audience eager to discover the treasures of Old Town. By featuring your business in our guide, you'll increase visibility, attract new customers, and contribute to the vitality of our beloved neighborhood.

Don't miss out on this chance to be prominently featured in the Official Old Town Map & Guide. Secure your advertising space today and join us in celebrating the spirit of our historic district.

For more information and to reserve your space, please click the link below or contact [alex@oldtownsandiego.org](mailto:alex@oldtownsandiego.org) or (619) 228-9340.

Scan to Learn More about Map & Guide →



# 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

- **Marketing Committee** - Tuesday, April 9 - 10am - Café Coyote
- **Parking Advisory Committee** - Tuesday, April 9 - 1pm - Via Zoom
- **Executive Committee** - Wednesday, April 10 - 11:30am - 2383 San Diego Ave
- **Board of Directors** - Wednesday, April 17 - 8:30am - Mormon Battalion Historic Site
- **Safe & Clean Committee** - Friday, April 26 - 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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