

# OCEANSIDE: KEEPING IT O'ORIGINAL SOUTHERN CALIFORNIA



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## WELCOME TO OCEANSIDE!

Oceanside offers a variety of fun neighborhoods to explore, each with its own unique offerings and coastal vibe.

**Downtown Oceanside:** The heart of Oceanside, downtown is a hub for coastal train travel and includes the historic wooden pier and beach strand, inspired beach resorts and a variety of popular dining venues, many with sidewalk seating. It is also home to the Arts and Cultural District with historic theaters, museums, artists alley and a weekly street market.



**South Morro Hills:** This rural farming community in northeast Oceanside includes a working vineyard and coastal winery, flower fields, and farms growing a variety of produce. Many chefs source produce directly from South Morro Hills farmers. The area also offers agritourism experiences to the public such as seasonal U-pick opportunities and holiday mercados.



**Oceanside Harbor:** A quaint, New England style harbor with a charming village of shops and dining venues where visitors can enjoy views of yachts and harbor activity. Activities abound from surfing and kayaking to whale watching, fishing and sunset sails.



**Oceanside Design District:** Located along Coast Highway adjacent to downtown, this area is a hot spot for dining and co-op retail venues housed in repurposed old buildings and warehouse conversions. Visitors will find breweries, distilleries, gastro pubs, surfboard companies, a state-of-the-art bouldering gym and even a Michelin-caliber restaurant.



**South O:** Located at the southern tip of Oceanside, this quirky and fun neighborhood is affectionately referred to as South O by locals. Enjoy one-of-a-kind vintage and artisan shops, craft breweries and superb dining from sustainable vegan to zero-waste sushi. There's also a vintage bowling alley and San Diego's only Audubon nature center.

## O'ARTS

As one of just 14 cities to be named a "California Cultural District," Oceanside boasts an exciting and emerging arts and culture scene. Visitors can explore California history at Mission San Luis Rey, then feel the "stoke" at the California Surf Museum where the roots of surf and beach culture come to life through exciting displays. Then there's the Oceanside Museum of Art, which is a cultural jewel in downtown featuring exciting contemporary art exhibits. An annual film festival, live theater productions, high-impact public art, annual cultural celebrations and a monthly art walk add to the city's rich artistic expression and makes Oceanside a stimulating destination for all.



## NEWS AND HIGHLIGHTS:

- Artwork at the **Mission Pacific Hotel** and **Seabird Resort** was curated entirely by the **Oceanside Museum of Art**.
- Architecture buffs appreciate the historic **Star Theater's** authentic 1950s Googie design as well as Oceanside's three **Irving Gill designed buildings**.
- Each Thursday, thousands flock to Oceanside for the **Farmers Market** and **Sunset Market** abundant with artists, craftsmen and musicians.
- Oceanside's self-guided **mural tour** features more than a dozen works of art throughout the city.
- **Arcade Tattoo** doubles as a museum honoring folk-art tattooing.
- The new "**Love the O**" interactive sculpture at Oceanside Harbor will allow visitors to leave a personal love lock and create opportunities for dramatic, fun photos as the sun is captured at sunset in the sculpture's open-heart center.
- Visitors can explore historical points of interest through guided and self-guided **walking tours hosted by the Oceanside Historical Society**.





## NEWS AND HIGHLIGHTS:

- **Carla and Linda's Walking Food Tours** are a great way to experience Oceanside's foodie neighborhoods with tour options that include stops at multiple venues plus fun community history.
- The Balinese-inspired **Dija Mara** is one of just five restaurants in San Diego to be named to Michelin's Bib Gourmand list. Meanwhile, the Baja-modern **Valle** at Mission Pacific Hotel and the Japanese-fusion **Matsu** are both in pursuit of a coveted Michelin star.
- Named best new restaurant in 2020 by San Diego magazine, **The Plot** offers a fully plant-based, responsibly sourced menu and a zero-waste business model, focusing on total utilization of fresh, clean ingredients.
- Dining elevated is easy to do in Oceanside with the addition of rooftop venues—**CocoCabana** at the Brick Hotel and Mission Pacific Hotel's **Rooftop**—where it's all about views and vibe.
- Revel in Oceanside history at venues such as **Blade 1936**, which is housed an Irving Gill-designed building that was the original home of the Blade Tribune newspaper, or **The Switchboard**, where its name and décor pay homage to the building's important role as a communications center for switchboard operators during WWII.
- Visitors can enjoy movie nostalgia and a handmade "High Pie"—a hand pie featuring seasonal fruit—at the restored **Top Gun House**, which was featured in the original 1986 blockbuster.



## DINE O'SIDE

Oceanside has emerged as one of San Diego's most exciting destinations for culinary pursuits. The combination of longstanding agricultural roots and a creative, entrepreneurial spirit has blossomed into a farm-to-table culinary scene that centers on fresh, hyper-local ingredients and independent, chef-driven style. Artisanal menus shaped by seasonal produce and locally sourced ingredients can be enjoyed at a diverse array of culinary hotspots that are perfectly suited to the town's "flip flop fine dining" beach lifestyle. Supporting the restaurants is a vibrant agricultural scene that includes organic farms producing everything from avocados and berries to coffee, tomatoes, wine, nuts, grapes, vegetables and more.



## O'SIDE SIPS

Visitors craving local flavor won't go thirsty in Oceanside. The city boasts a booming craft beverage scene that includes craft breweries, wine tasting rooms, coffee and tea shops, a distillery and everything in between. More than a typical ale trail, the O'side Sips program helps visitors navigate where to whet their whistles with details on each venue, a map to plot out their routes, access to exclusive discounts and rewards points for fun prizes.



BEER



COCKTAILS



WINE



JUICE AND TEA



COFFEE

## NEWS AND HIGHLIGHTS:

- **Beach House Winery** is an award-winning coastal vineyard, winery and tasting room and the first "Vineyard at the Sea" in Oceanside.
- Located on the western end of San Diego's "**Hops Highway**," Oceanside boasts over a dozen microbreweries and craft beer tasting rooms.
- Award-winning local beers include **Bagby Beer's Sweet Ride**, **Breakwater Brewing's Rye Dawn Brown Ale** and **Craft Coast's Beeria Brown Ale**.
- **Waverider Helicopter's Wine Country Tour** transports guests inland for a one-of-a-kind wine tasting adventure.
- Oceanside Adventures' monthly **Wine Sunset Cruise** is the perfect combination of sea life watching, spectacular sunsets and local wine tasting.
- Award-winning **Pacific Coast Spirits** specializes in small batch "grain to glass" artisan spirits at its Coast Highway tasting room and farm-to-table restaurant.
- Adjacent to the Oceanside Airport, the new **Hangar 76** serves as a production site and tasting room for **Carruth Cellars**, San Diego's largest urban winery, and the brewing facility and tasting room for the new **Tipping Pint Brewing Co.**
- **Urbn Wtr Company** sells local alkaline water, treated via a 13-step process that encourages hydration and detoxification in the body.



## NEWS AND HIGHLIGHTS:

- **The Green Room Hotel** is a 1950s-era 12-room motel in South Oceanside that has been given a second life as a modernized bungalow-style boutique hotel.
- In the downtown district, **The Brick Hotel**, has reimagined a historic 1888 three-story building into a modern boutique hotel with 10 guest rooms, a ground-floor restaurant and rooftop bar and lounge.
- **The Fin Hotel** has a rich and vibrant history going back to the 1920s and retains much of its historic charm including the original grand staircase, vintage signage and Tiffany windows.
- Newly opened, **Tremont Collective** is an inspired warehouse conversion and home to nine businesses including the flagship retail experience for homegrown label **Brixton**.
- The character of the past shines through at former auto drag shop **Master's Kitchen & Cocktails** as well as **Local Tap House**, which was previously a small grocery.
- **The Rising Co** is a co-op located in a repurposed 1930s era gas station that features goods from local artisans, while **SeaHive Marketplace** and **Captain's Helm** are popular destinations for vintage finds.
- **The Top Gun House** is a meticulously restored 1800s Queen Anne Cottage that was featured in the 1986 movie and today graces the courtyard of Mission Pacific Hotel.



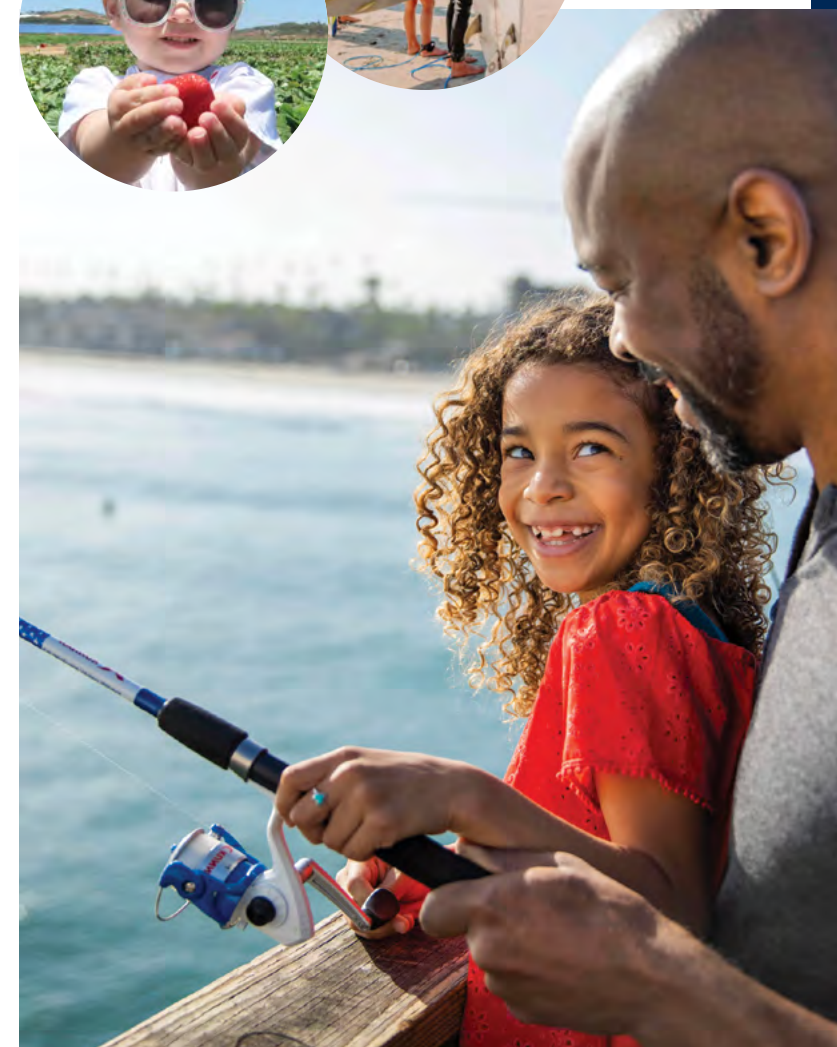
## REPURPOSED AND REIMAGINED

Oceanside often takes the repurpose and reimagine approach to self-improvement. Throughout the city, existing spaces are being reinvented and infused with new life. The result is beautiful, character-driven spaces that tell the story of Oceanside's past while also celebrating its exciting future. And this attitude doesn't just apply to buildings. Oceanside is filled with shops and retail experiences that honor the vintage and artisan craftsmanship of bygone eras, while finding new purposes for items with a past.



## O'SIDE LOVES GROMS

From beach bonfires to skate parks and great waves, Oceanside is a perfect destination for families with kids of all ages from toddler to teen. The miles of sandy beach, wide variety of outdoor activities, stimulating cultural attractions and central location close to San Diego's top theme parks, such as LEGOLAND California and San Diego Zoo Safari Park, make Oceanside an ideal home base for any family vacation.



## NEWS AND HIGHLIGHTS:

- Oceanside's **Seabird Resort** and **SpringHill Suites Marriott** feature family-friendly rooftop pools with ocean views and comfortable loungers.
- No need to worry about packing beach gear! **The Beach Rambler** at Pier Beach and **Beach Genie** at Oceanside Harbor provide it all from beach chairs to umbrellas, games and more.
- **The Little Seabirds** program at the Seabird Resort features daily activities from scavenger hunts to art projects as well as a kids club.
- **Oceanside Adventures** whale watching cruises leave daily from Oceanside Harbor and are a great way to spot whales, dolphins and other sealife all year long.
- Kids can rent a pole from the pier bait shop and drop a line (no permit required) to try their hand at fishing for the catch of the day.
- Skateboard enthusiasts can often rub elbows with pros at one of Oceanside's **six legendary skateboard parks**.
- Cruising along the strand in a surrey bike is a fun pastime for all ages, as is the relatively-flat, 9-mile **San Luis Rey bike path** that is completely car-free.
- **Mellano Farms** in South Morro Hills offers strawberry picking and other seasonal agri-fun where young ones have fun getting their hands dirty.
- Monthly Free Family Art Days at **Oceanside Museum of Art** allow participants to create their own keepsakes plus enjoy free admission to the museum.



## NEWS & HIGHLIGHTS:

- The USA Surf Team (as well as the US Olympic Surf Team) train regularly at **Oceanside Harbor beach**.
- **The California Surf Museum** features surf pro Bethany Hamilton's shark bitten surfboard that is part of a "courageous inspiration" exhibit dedicated to her comeback from the life-changing event.
- **Surf Ride** is a flagship, family-owned Oceanside surf shop established in 1974.
- **"Shaper's Alley"** features dozens of companies related to surfboard manufacturing including **Arctic Foam**, the leading supplier of foam blanks utilizing "green" algae technology.
- **Chemistry, Linden, JS Industries** and **Takayama** surfboards are all made in Oceanside.
- **Sticky Bumps** surf wax, **Raen** sunglasses, **Tracker** skateboarding trucks and **Brixton** hats and apparel all have roots in Oceanside.
- Teen surf prodigy, **Caitlin Simmers**, hails from Oceanside.
- Visitors can learn to surf from numerous companies including **Whitlock Surf Experience**, **Surf Ride Lessons** and **Learn to Rip**.
- Prestigious surf events held in Oceanside include the **Super Girl Surf Pro**, **World Bodysurfing Championships**, **US Open Adaptive Surfing Contest** and **Oceanside Longboard Surf Contest**.



## CALI'S CAPITAL OF SURF

The surf lifestyle has always been an integral part of the Oceanside experience. Not only is Oceanside home to world-renowned surfers, but also many beloved surf brands, surf shops, shapers and manufacturers. This birthplace of board culture has some of the most consistent surf on the West Coast and numerous Oceanside surf schools that cater to all ages and abilities. Oceanside is an official training location of USA Surfing and is home to the California Surf Museum, considered one of the premier surf museums in the country.



## RECREATION & WELLNESS THERAPY

Oceanside is made for those who enjoy active and wellness centered vacations. Whether looking to compete as an elite athlete, check off a bucket list experience or simply have a fun time enjoying the natural surroundings, Oceanside is truly a magnet for adventurous and recreational-minded travelers.



## NEWS & HIGHLIGHTS:

- Oceanside's **Boats 4 Rent** rents kayaks, SUPs and other watercraft for enjoying in the calm, flat harbor waters.
- Deep sea fishing charters leaving from **Oceanside Harbor** are a fun option for everyone from first timers to fishing pros.
- Operating out of Oceanside Airport, **Go Jump Oceanside** offers the only coastal skydiving in Southern California.
- Hop aboard **Waverider Helicopters** for a surf check flight or sunset aerial tour along the coast.
- Golf takes on a uniquely Oceanside flavor at **Goat Hill Park** with coastal greens that are flip-flop friendly and challenging too.
- **Ride Oside's** coastal scavenger hunt on candy colored fat tire scooters is a great way to get to know Oceanside while soaking up the outdoor vibe.
- Cross learning to skateboard off the bucket list with **Mission Pacific Hotel's** 90-minute adult skate lessons from pros like **Neal Mims**.
- Enjoy some hang time at **Vital Climbing Gym**, a state-of-the-art bouldering gym.
- Noteworthy Oceanside athletic events include **Race Across America**, **Beach Soccer Championships**, **Oceanside Ironman 70.3**, **O'side Turkey Trot** and **Labor Day Pier Swim**.
- When it's time to recharge, **Sunny's Spa and Beauty Lounge** at Seabird Resort features a range of massage, bodywork and beauty therapies.





## ON THE RISE: NEW AND FUTURE

Oceanside has experienced an unprecedented period of growth and reinvention over the past decade. The result is a fresh landscape for visitors to enjoy that emphasizes the town's coastal beauty, history, entrepreneurial spirit and quirky Oside vibe. And there's no end in sight. On the horizon are several more exciting projects that promise to add to Oceanside's reputation as one of San Diego's coolest beach towns.



### NEW BEACH RESORTS

The **Seabird Resort** and the **Mission Pacific Hotel** opened in spring 2021 and enjoy a prime location overlooking Oceanside's historic wooden pier and beach. The sister properties make up one of the largest beachfront developments along the San Diego coastline in over a decade and bring relaxed luxury to Oceanside's coast.

- The adjacent resorts offer guests a combined 387 guestrooms – most with water-facing views – as well as a variety of dining experiences, ocean view pools, meeting spaces, public gardens and artwork curated by the **Oceanside Museum of Art**.
- A highlight of the project is the incorporation of the city's historic **Top Gun House**, which was fully restored and opened as a dessert venue.
- The adult-oriented **Mission Pacific** features a laid back, bohemian-chic vibe, a rooftop pool and bar, and **Valle**, the first stateside restaurant of celebrated Guadalupe Chef Roberto Alcocer.
- The **Seabird Resort** boasts a relaxed, estate-by-the-beach vibe, a rejuvenating spa and family friendly programming just steps from the sand.

### PIER PLAZA IMPROVEMENTS

The first phase of the **Pier Plaza Improvement Project** was completed in 2022 and has created a more beautiful and dynamic pier area with updated restrooms, native landscaping, preservation of historic buildings, improved beach access and enhanced police, lifeguard and operations facilities. The City is currently discussing plans for a second phase that will address updates to portions of the pier, historic beach amphitheater and the beach community center.

### BRICK HOTEL

The Brick Hotel, opened summer 2022, has reimaged a historic 1888 downtown building into a modern boutique hotel that is ideally located near the beach, museums, theaters, restaurants and the popular Thursday-night Sunset market. Owned by a local Oceanside family, the 133 year-old property was lovingly and diligently restored over a five-year span with the original brick façade re-exposed and preserved. The 10-room hotel features an outdoor café, cocktail lounge and access to neighboring Stone Brewery beer garden, along with a ground floor restaurant and a rooftop bar with stunning ocean and downtown views.

### OCEAN KAMP

Targeting a 2024 opening, **Ocean Kamp** will be a resort community three miles from the coast that is anchored around a 6.5-acre wave lagoon. The project will include a hotel, a conference center, retail stores and restaurants, rock climbing walls, pools with lazy river, bike trails, fitness center, yoga pavilion, a spa, soccer area, zipline, open space and more.

### FREEMAN COLLECTIVE

Opening late 2022, **Freeman** collective will transform two iconic buildings in South O into a social destination with seven unique food, beverage and shopping options.

### COAST HIGHWAY VISION AND STRATEGIC PLAN

Oceanside's stretch of the **historic 101** will be thoughtfully reimaged into a pedestrian-friendly destination with a series of neighborhood nodes and generously landscaped avenues.

### COASTAL RAIL TRAIL

The planned expansion of the **Coastal Rail Trail** via the **Loma Alta Creek Bridge Project** will increase coastal access for pedestrians and cyclists as well as improve wetland habitat.

### AGRITOURISM STRATEGIC PLAN

The **Agritourism Strategic Plan** will help preserve and cultivate urban and rural farming opportunities, while increasing engagement and appreciation for the farming community through hands-on experiences for visitors.

### BUENA VISTA LAGOON RESTORATION

Plans are underway to restore the lagoon to a natural saltwater inlet with tides that flow in and out.





## FOR MORE INFORMATION, PLEASE CONTACT:

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