



NEWS RELEASE

What's New in Oceanside Summer/Early Fall Edition:

New Discoveries Include STEM-Focused Surf Exhibit, First Michelin Star Restaurant, On-Pier Dining, Surf/Sky Dive Adventures, Set-Jet Romance and More

Oceanside, Calif.- July 20, 2023— Oceanside continues to captivate visitors with fun experiences from new museum exhibits that are educational and thought provoking to set-jetting packages, action-packed surf events, and exciting dining delights — including the city's first ever Michelin starred restaurant.

New For Families

STEM Focused “Science of Surfing” Exhibit

At the [California Surf Museum Oceanside](#), visitors can explore a fun new exhibit that highlights the many connections between science and the advancement of modern surfing. *Science of Surfing* is a new multi-media exhibit carefully curated to comply with STEM (Science, Technology, Engineering, and Math) and the California Next Generation Science Standards and is a learning tool for students from elementary school through high school and beyond. This entertaining and educational display highlights wave energy, tides, types of surf breaks and conditions as well as custodianship of our oceans, which is explained through a series of charts, diagrams, photographs, art, and the use of video monitors.

Mellano Farms Transitions to Pumpkin Patch

At [Mellano Farms](#), nestled in Oceanside’s scenic South Morro Hills agricultural district, late summer blooms with sunflowers and watermelon fields that transition to pumpkin patches, corn mazes, tractor rides and an array of autumn delights come fall. Families can enjoy the outside and experience the authentic workings of a real farm while embracing the spirit of any season.

‘Safe Beach Day’ Helps Visitors Plan Ahead and Boosts Shoreline Preservation Efforts

Families can better plan for a safe, fun and environmentally conscious beach day in Oceanside with [Safe Beach Day](#). Oceanside beaches are featured on the consumer-facing, web-based dashboard that offers up-to-date information on beach conditions, including waves, weather, riptides, safety hazards, events, and more. The program not only helps visitors but also

supports Oceanside's efforts in shoreline preservation by collecting valuable data on beach usage.

New in Arts & Culture

New Depression Era Painting Exhibit

Art for the People: WPA-Era Paintings from the Dijkstra Collection is the newest addition to the exhibit hall at the [Oceanside Museum of Art](#). On display through November 5, 2023, this private collection exhibition from North County San Diego collectors Sandra and Bram Dijkstra was created in collaboration with the Crocker Museum and The Huntington Library to celebrate the 90th anniversary of the Works Progress Administration (WPA), an unprecedented government project supporting artists during the Great Depression. The exhibit is a timely reminder of the role of the arts in society during times of economic turmoil.

Set-Jet Like the Bachelorette

To celebrate Oceanside's starring role in this season's "The Bachelorette," Mission Pacific Hotel is offering a "[Fantasy Suite](#)" package that includes a 20 percent discount on a stay in a Sanctuary Studio room along with a welcome bottle of wine and a spa amenity. Guests can create a truly unforgettable trip by adding on a holistic spa day at Sunny's Spa and Beauty Lounge, crafted libations at The Rooftop Bar and a prix-fixe four or eight course dinner paired with the best wine collection at CA MICHELIN Guide restaurant, Valle. Throughout the entire Bachelorette season, guests can gather on Monday evenings as The Rooftop Bar hosts Girls Night Out with light bites, Bachelorette-themed cocktails and special viewings of "The Bachelorette" set against sweeping views of the Pacific Ocean.

Candlelight Concerts at Historic Mission and Star Theatres

Visitors can immerse themselves in the enchanting ambiance of Oceanside's historic and iconic venues during mesmerizing [live musical](#), multi-sensory experiences illuminated by the soft glow of candlelight. As Mission San Luis Rey commemorates its 225th anniversary, its magnificent church becomes the stage for captivating concerts. In October, the spotlight shines on Vivaldi's timeless masterpiece, the Four Seasons, adding a touch of classical elegance to the evening. For a more contemporary twist, the Star Theatre, an architectural gem on Historic Highway 101 that reflects the iconic Googie style of the 1950s, presents upcoming concerts featuring the music of Queen and Taylor Swift. Concerts are featured throughout the year with dates and reservation information available at [Fever San Diego](#).

New in Outdoor, Sports and Adventure

Point Break Skydive and Surf Experience

Visitors can tap into their inner Johnny Utah with the new Point Break Oceanside Experience from [Whitlock Surf Industries](#) and [Go Jump Oceanside](#). This ultimate thrill-seeking adventure combines a breathtaking ocean view tandem jump sky dive session with a two-hour surf lesson

for a day of non-stop action and adventure. Participants also receive a T-shirt from each company to commemorate the experience. At \$349 per person, it's a great value for two of Oceanside's most popular activities.

Elite Surf Competitions Elevate Summer Fun

Surf fever reaches epic heights in Oceanside with the return of signature surf events that offer impressive displays of skill, passion and pure wave-riding joy. From Sept. 6-10, the [US Open Adaptive Surfing Champs](#) showcases the remarkable talent of para surfers, including hometown hero Liv Stone. From Sept. 22-24, the [Nissan Super Girl Surf Pro](#) brings the most talented US female surfers to Oceanside Pier for three days of thrilling surf and a spectator friendly surf village focused on female empowerment. Alongside these marquee events, Oceanside's summer surf line-up includes the Oceanside Longboard Surf Contest, Aug. 11-13, and World Body Surfing Championships, Aug. 19-20.

New for Foodies

Valle Earns First Michelin Star for Oceanside

[Valle](#), chef Roberto Alcocer's modern Mexican restaurant at the Mission Pacific Hotel in Oceanside, received its first Michelin star in the recently announced 2023 California Michelin guide. With this accolade, Valle becomes Oceanside's first and only Michelin-starred restaurant, as well as the only new restaurant in San Diego to receive a star this year. At Valle, Alcocer lends his distinct perspective on the region's food and wine to a seasonally inspired, California-sourced tasting menu served in an elevated setting, creating an intriguing juxtaposition of modern Mexican dining against the carefree energy of Oceanside's surf and skate community.

Dining Returns to Oceanside Pier with The Brine Box

Dining has returned to Oceanside Pier for the first time since the pandemic shutdowns with [The Brine Box](#). Offering a culinary experience steeped in innovation, sustainability, and the flavors of Oceanside, this exciting new venue makes its home in a kiosk adjacent to shuttered Ruby's diner and is the latest venture of O'side locals Davin and Jessica Waite. Anchored by their unwavering dedication to community, environment and culinary creativity, The Brine Box focuses on sustainable fish and chips-inspired dishes, presenting a menu that evolves with the seasons, highlighting the freshest ingredients available.

Adaptive Reuse Bring Character and Charm to South O Dining Scene

South O's latest culinary hotspot has reimaged 1950s coastal buildings into a captivating cluster of top-tier dining establishments known as the [Freeman Collective](#). Embracing the concept of adaptive reuse, this project showcases the existing architectural charm and unique neighborhood character while introducing an array of exceptional new eateries to Oceanside. Among the notable additions are Corner Pizza, Artifex Brewing, Home State, Blackmarket Bakery, Swagyu, Little Fox Cupcakes & Cones, and Northside Shack, offering a diverse and exciting culinary experience.

Pop-Up Speakeasies and Cocktail Bars

Oceanside continues to buzz with unique and exciting experiences for cocktail enthusiasts and social revelers alike. Joining Space Pad and Ladies Love Outlaws in the speakeasy space is PCH Sports Bar's "[The Ship](#)," a pirate themed cocktail hangout, and "[Rum Ration](#)," a tiki-inspired pop-up at Bagby Beer Company on Thursday evenings. Refined simplicity and amazing conversation are the focus of "The Lounge", a Japanese inspired craft cocktail venue the occupies a small space at Harney Sushi. Even the Oceanside Museum of Art is joining in on the trend with their periodic Street Level party pop-ups, combining music, delectable bites, and refreshing sips after dark.

For more about what's new in Oceanside, visit www.visit oceanside.org.

About Oceanside

Perfectly situated between metropolitan San Diego and Los Angeles, Oceanside is a quintessential California coastal escape that includes wide sandy beaches, a quaint New England-style harbor, historic wooden pier and charming bungalow neighborhoods. O'side (as locals affectionately call it) is a destination of discovery where visitors can explore everything from California history at the "King of Missions" to surf culture at the California Surf Museum and awe-inspiring sea life through exciting ocean adventures. This playful and fun destination thrives on taking recreation to the next level and boasts world-class surfing, skateboarding, bike riding, boating and even skydiving. A flourishing farm-to-table food and craft beer, wine and spirit scene reflects Oceanside's creative and entrepreneurial spirit, as do exciting arts and culture programs that earned Oceanside one of just 14 California Cultural District designations in 2017. Classically charming, eclectic and always genuine, Oceanside is an ideal place to stay and a true O'iginal. www.visit oceanside.org

About Visit Oceanside

Visit Oceanside Conference and Visitors Bureau is the official tourism marketing organization in Oceanside, Calif., promoting travel to the city for both leisure and group visitors. The organization influences about one-third of the \$568 million that is generated by visitor spending in Oceanside each year, which supports nearly 3,500 jobs. Visit Oceanside also operates one of the state's official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800) 350-7873 or visit www.visit oceanside.org.

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