### **DOWNTOWN AT-A-GLANCE**

DEMOGRAPHICS			
	1 Mile	3 Miles	5 Miles
Population	18,861	71,447	152,762
Projected Population (2020)	20,073	75,474	162,731
Households	7,321	23,747	52,278
Average Household Size	2.7	2.7	2.6
Median Age	36.4	34.0	36.6
Average Household Income	\$74,461	\$76,934	\$83,220
Median Home Value	\$528,200	\$479,110	\$456,887

TRAFFIC COUNTS	Avg. Daily Traffic Counts
N Coast Highway & Mission Avenue	20,434
N Coast Highway & Pier View Way	17,931
S Coast Highway & Seagaze Drive	16,300
Mission Avenue & Nevada Street	13,778

2016 VISITOR SPENDING BY COMMODITY	(\$ Million)
Dining: 34%	100.6
Accommodations: 30%	87.7
Retail Sales: 16%	48.5
Arts and Entertainment: 13%	37.9
Groceries: 4%	11
Transportation: 3%	8.6

<sup>\*</sup>Overall Destination Spending \$294 Million



### YOUR PARTNERS IN DEVELOPMENT



www.mainstreetoceanside.com



www.ci.oceanside.ca.us



www.visitoceanside.org





www.innovate78.com

### FOR MORE INFORMATION

#### MainStreet Oceanside

Gumaro Escarcega 760.754.4512 ext. 102 Gumaro@mainstreetoceanside.com MainstreetOceanside.com

\*The information on this brochure was combined from different data sources. Although deemed reliable, the content is not guaranteed and is subject to change without notice.



## DIVERSE COMMUNITY





## UNPRETENTIOUS VIBE



ENTREPRENEURIAL SPIRIT



# **Employee Population**

49,628



\$84,344

**Median Home** Value \$557,500



**Average Age** 36



### Life in OCEANSIDE, CALIFORNIA

Where commerce meets the coast. The innovative energy. cultural expression and flourishing food & brew scene are being recognized as economic drivers in this SoCal hotspot.

Proud locals and year-round visitors flock to this beachfront commercial district and revitalizing downtown scene. We invite you to join our collaborative culture and be inspired by our coastal lifestyle - where you can grow your business and immerse yourself in oceanfront living full of family-friendly recreation. Coming soon – 58,000 sq ft of retail and restaurant space in development!

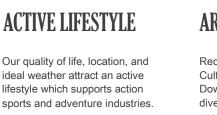
### **BUSINESS COMMUNITY**

Oceanside is a leader in the collaborative culture of San Diego North County; combining a diverse, disciplined workforce with the

support of local government and business support agencies. We welcome businesses of all sizes into the downtown region to supply the demand of year-round consumers and join the region's fastest growing business sectors including:

- Action Sports
- . Craft Brewing
- . Hospitality & Tourism
- Biotechnology

- . Restaurants & Retail
- Agribusiness
- Manufacturing
- . Life Sciences



Bike to work? The City of Oceanside is recognized by the League of American Bicyclists as a Bicycle Friendly Community.

- Cameron Fitness
- **Endurance House**
- iFly Indoor Skydiving
- Goat Hill Park
- Linksoul
- · Meric Spearfishing + Freediving
- Muscle Max
- · Pure Watersports
- · Vital Climbing Gym
- Wheel Fun Rentals

### ARTS AND CULTURE

Recently awarded a California Cultural District distinction, Downtown Oceanside offers a diverse blend of classic and modern space; a mix of museums, live theatres and cultural venues, along with the community's Oceanside Mural Initiative program, gives artisans and collectors a welcoming space to create, exhibit and retail.

- · Artist Alley
- · Cadence Dance Project
- · California Surf Museum
- · Farmer's Market
- · Linksoul Lab
- · Oceanside Museum of Art
- · Sea Hive Marketplace
- Sunset Market
- · Sunshine Brooks Theater

Recurring signature events and

citywide sporting tournaments are

a powerful economic driver for the

city; attracting both residents and

visitors to explore the walkable

downtown district while enjoying

these family-friendly experiences

· Bike the Coast/Taste the Coast

· IRONMAN 70.3 Oceanside

· Oceanside Valentine's Week

Oceanside Film Festival

· O'side Turkey Trot

 Sunset Market · Supergirl Pro

· Soccer Tournaments

· Taste of Oceanside

Star Theatre







our locals making LTH a destination for vibrancy and unique creations from chef, Daniel Elliott"

"Our success is owed to

- Gabe Hogan, Owner Local Tap House & Kitchen

"I credit Harney Sushi,

Burger House for starting the food movement and we came in and pulled it further south down Coast Hwy. Oceanside is the last affordable costal community in Southern California. The beaches are beautiful, the people are very supportive of small businesses and the weather speaks for itself. Our first investment was paid back within 1 year.'

-Roddy Rogers, Owner The Flying Pig Pub & Kitchen





"We decided to open our first Ace store in downtown Oceanside because it is an up and coming area. There are still reasonable leases available and it's bringing new and interesting business to the area. The locals and other small businesses are very supportive and enthusiastic for new places to shop. The new building projects are bringing more tourism, more shoppers and more walkers to Downtown."

-Michelle Pike, Owner Ace Hardware



for all ages.

· Art Walks

The flourishing and diverse culinary scene ranges from fastcasual to "flip-flop fine dining". It's a draw for family-owned, creative gastro pubs attracting popular Chefs creating coastal-inspired, farm fresh fare.

- · Bagby Beer Company
- Barrel Republic
- Breakwater Brewing
- Holme Estate Cellars Tasting
- Local Tap House & Kitchen
- Petite Madeline French Bakery

### **CULINARY SCENE**

- · 333 Pacific

- Flying Pig Pub + Kitchen,

- Miller's Table
- Rim Talay
- Ty's Burger House