

OCEANSIDE ECONOMIC DEVELOPMENT NEWS

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OCEANSIDE NEWS IS A PUBLICATION OF THE CITY OF OCEANSIDE'S ECONOMIC DEVELOPMENT DIVISION. OCEANSIDE NEWS IS DEDICATED TO BEING A STRONG PARTNER WITH BROKERS, DEVELOPERS, BUSINESSES, AS WELL AS BUSINESS LEADERS AND COMMUNITY LEADERS. WE WELCOME YOUR INPUT AND YOUR NEWSWORTHY INFORMATION FOR OUR PUBLICATION.

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HAPPY HOLIDAYS!



TOP 10 REASONS TO SHOP LOCAL THIS HOLIDAY SEASON

By doing your holiday shopping in Oceanside...

You provide **local economic stimulus**. More money is kept in the community when you purchase at locally-owned businesses. Buying local keeps sales tax revenue in Oceanside, which goes to fund important City services.

Non-Profits benefit. Local businesses donate more to local charities than non-local businesses.

You support **unique businesses that create character and prosperity**. The unique character of your local community is largely defined by the businesses that reside there, which plays a significant factor in your overall satisfaction with where you live and the value of your home and property.

Environmental Impact Is Reduced. Small local businesses usually set up shop in the town/village center, providing a centralized variety much friendlier to a community's walk score than out-of-town shopping malls. This generally means contributing less to sprawl, congestion, habitat loss, and pollution.

You help **local businesses create new jobs**. Small local businesses are the largest employers nationally. Plus, the more jobs you have in your local community, the fewer people will have to commute, which means more time and less traffic and pollution.

You'll receive better **customer service is better**. Local businesses often hire people with more specific product expertise for better customer service.

Local business owners will invest in the community. Local businesses owned by people in this community are less likely to leave and are more invested in the community's welfare and future.

You're supporting **competition and diversity, which lead to more consumer choices**. A marketplace of thousands of small businesses is the best way to ensure innovation and low prices over the long term.

(Featured on [The Local Good](#) by The local Parrot)

NOW OPEN



Toasted Gastrobrunch + Dinner, recently opened at 339 N. Cleveland St. They serve brunch daily until 3 p.m.; in the evening, the menu transitions to Sammy's Dinner.



Ryes and Grind, a West Coast Jewish delicatessen, recently opened at 236 S. Coast Hwy. in Downtown Oceanside.



Veterinary Urgent Care by Ethos opened at 2455 Vista Way, Ste K, in the El Camino North shopping center. The Ethos Vet team is available to treat dogs and cats suffering from various non-life-threatening conditions.



1Heart Caregiver Services recently opened at 3355 Mission Ave., Ste 113, in the Copperwood Courtyard. 1Heart Caregiver offers personalized senior care services.

COMING SOON

Sports Clip at 4263 Oceanside Blvd., Ste 102, in the Oceanside Marketplace & Business Center.

Speranza Dance Company, Inc. at 4263 Oceanside Blvd., Ste 200 in the Oceanside Marketplace & Business Center.

North County Pizza Inc. at 3516 Seagate Way, Ste 150, in the Seagate Corporate Center.

BUSINESS ASSISTANCE

For business-related information, contact Michelle Geller, Economic Development Manager at 760-435-3351 or mgeller@oceansideca.org

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IN THE SPOTLIGHT



Davies Eye Center has served the Oceanside community for 30-plus years with high-quality eye care. Dr. James Davies and Dr. Alexander Foster are highly knowledgeable, board-certified Ophthalmologists and use the most advanced ophthalmic technology.



Davies Eye Center is at 2124 S. El Camino Real #100 in Oceanside, right off the 78 freeway. Contact them at 760-729-7101 to schedule an appointment, or visit www.davieseye.com to book a no-obligation virtual consult to see if you're a candidate for cataract surgery or LASIK.



Davies Eye Center is the first premier eye care practice in North County to offer Rx Sight's Light Adjustable Lens Technology and provide individualized treatment for each patient they see to improve vision.



Would you like your business featured in a weekly **Oceanside Business Spotlight**? Each week we will spotlight an Oceanside business on our social media accounts. Contact us at osidebiz@oceansideca.org if you would like to be featured.

IN THE SPOTLIGHT



The Crimson Cake is a small, custom cake and dessert shop owned and operated by Pastry Chef Alicia Phoenix.



The Crimson Cake takes pride in creating products that are not just memorable for the design but also taste extraordinary. All their recipes are made from scratch with high-quality chocolate, cream, and butter. No mixes or buckets of pre-made frosting. The cakes are moist, the fruit is fresh, and the fillings and buttercream are lightly sweet. Also available are vegan and gluten-free products.



To see raw ingredients turn into works of art that bring smiles to their clients' faces is priceless, and is worth the hard work that goes into every cake, cupcake, pastry and cookie order. Each order is unique, and their clients are always invited to provide their thoughts and ideas to incorporate into the cake design.



The quality of product and design is what keeps their customers coming back again and again.



The Crimson Cake is located at 3830 Oceanic Dr, Ste 410. Request a quote, place an order, or save the date for an upcoming event, call 760-613-8973 or email directly to: thecrimsoncake@gmail.com www.crimsoncake.com

