

OCEANSIDE

ECONOMIC DEVELOPMENT NEWS

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OCEANSIDE ECONOMIC DEVELOPMENT NEWS

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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gO'SIDE EV SHUTTLE SERVICE IS BACK



The **gO'side electric vehicle shuttle program** serving Downtown Oceanside will officially return on Monday, July 3. The five-passenger electric shuttles will run Monday through Wednesday from Noon to 10 p.m. and Thursday through Sunday from 10 a.m. to 10 p.m. during Oceanside's "high season" May through November, with adjusted hours from December through April based on demand.

Shuttles can be hailed via the "**Ride Circuit**" smartphone app, choosing "Oceanside" as the location. A fare of \$3 per rider will be charged, with a cap of \$6 for groups of more than two riders.



Last year, the City of Oceanside contracted with Circuit to run a pilot EV shuttle program using American Rescue Plan Act (ARPA) funds. The revived program is funded through a partnership between the City of Oceanside, **San Diego Association of Governments (SANDAG)**, and **Visit Oceanside**. The Downtown Oceanside service area covers Oceanside Harbor south to Vista Way in the area west of Interstate 5, with the East Side neighborhood and Country Club Lane added.

More information is available at ridegoside.com.

NOW OPEN-



The Original Kebab recently opened at **224 N. Coast Hwy.** in Downtown Oceanside, serving Mediterranean food.



Artifex Brewing Company opened at **1940 S. Freeman St. Suite 102** in the Freeman Collective.



Modern Airsoft recently relocated to **3833 Plaza Dr.** in the Tri City Crossroad center, selling airsoft guns, gear and accessories.



CVS is now open at **501 Mission Ave.** in the Downtown Oceanside.



The Habit Burger Grill, which includes a drive-thru, is open at **1870 Rancho del Oro Rd.** in the Arroyo Verde center.



Evaga Lounge recently opened at **1906 Oceanside Blvd.** in the Oceanside Village Square shopping center, serving Mexican food, cocktails and great music.

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IN THE SPOTLIGHT - BESTAROO



Bestaroo's founder Lavinia Lobo's journey into the baby/kid's industry started in 2005 when her first son was born, and she couldn't get enough of all the adorable baby gear out there. Lavinia started off designing fun and functional diaper bags. Little did she know, that was just the beginning of her adventure.

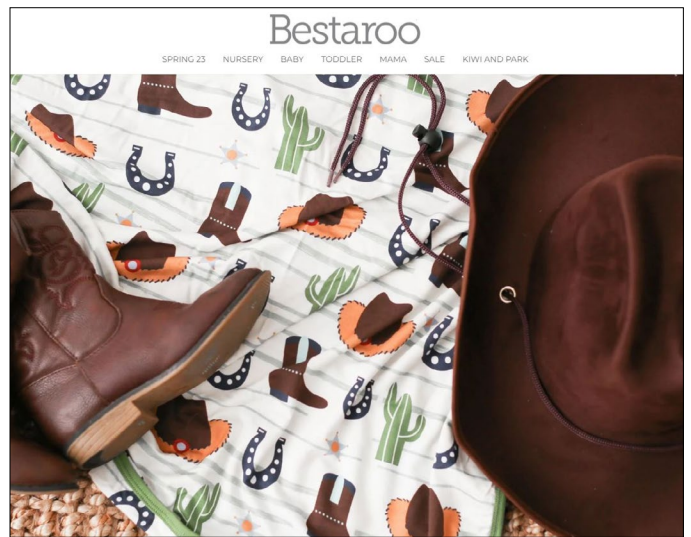


Fast forward to 2010, and Lavinia's life has taken a turn. Now with a 5-year-old, a newborn, and newly single, she then transitioned from diaper bags to apparel. And that's when Bestaroo was born!

As a mom, she knows how important it is to dress little ones in high-quality, safe clothes—using only the finest materials, including super soft bamboo and modal, which are gentle on your baby's delicate skin, eco-friendly, and naturally hypoallergenic.



At Bestaroo, they're all about family, fun, and whimsy - it keeps them forever young! And who doesn't love talking about skating dogs, guitar-playing gorillas, and unicorns?



So, cuddle up with your little one in their cozy Bestaroo jammies, and enjoy those magical moments!

www.bestaroo.com

Bestaroo headquarters is located at 2605 Temple Heights Dr., Ste F

IN THE SPOTLIGHT- ESSENCE METALS



Since 1986, **Essence Metals**, a woman-owned and family-operated facility, has worked with the high-end hospitality, retail and residential world with true old-world craftsmanship and attention to detail. They produce custom fixtures and hardware, fire arts, antique reproduction, sculptures, and various metal finished in-house. Essence Metals prides itself on delivering exceptional work at competitive prices.



Geographically they have worked on projects from Hawaii to New Jersey, with most of their work being done in Southern California and Nevada. Essence maintains a small and efficient shop and looks forward to helping you with your next architectural metal need.



Essence Metals has had the privilege of working on projects with Caesars Palace, Wynn Casino, M Casino, City Center, Grand Wailea, Disney, Faena Miami, Grand Wilshire, Uber, etc., in the hospitality arena. They also have worked on Prada: Rodeo Drive, Louis Vuitton: Rodeo Drive, YSL, Tiffany's, Harry Winston, Christofel: Rodeo Drive, etc., in the retail arena and many custom homes throughout the US.



Essence Metals is located at 320 Via del Norte.
www.essencemetals.com/impressum

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



The City of Oceanside looks forward to helping more businesses open and expand in 2023. Economic development staff is available to assist with site selection, market data and other resources to help businesses locate, stay and grow in Oceanside. For more information, contact Michelle Geller, Economic Development Manager, at mgeller@oceansideca.org or (760) 435-3351.