

# South County Business News

*A publication of South County Chambers of Commerce—creating partnerships and opportunities that ensure South County businesses prosper*



July 2021  
Volume 61, Issue 7

## A celebration of in-person meetings and events



**Jocelyn Brennan**  
President | CEO  
South County Chambers of Commerce

We are thrilled to be back to in-person meetings and events! Seeing our members face to face and having those meaningful conversations is so valuable. We know that some people may not be ready for in-person gatherings yet, so we still offer an option to call in to most meetings by phone.

On June 17 there was a sense of celebration in the air at our first in-person event in over a year: The State of South County breakfast on the rooftop at Inn at the Pier. We also enjoyed our first in-person mixer at Vespera Resort on Pismo Beach on June 23. Both of these outdoor events of-



**Our first in-person event since last March: The State of South County breakfast on the rooftop at Inn at the Pier on June 17.**

fered us beautiful weather and amazing ocean views.

We are really excited about businesses opening up again, and one of the industries that was hit the hardest is venues/events.

More announcements: July 15 is the reopening of The Great American Melodrama in Oceano, and tickets are available now to see their opening show. The Clark Center for the Performing Arts is reopening as well, and they are now managing Stone Soup Music Festival, Food, & Street Fair. Save the dates for August 28-29 to enjoy this outdoor event in

Grover Beach. The new Exploration Discovery Center in Grover Beach, a fun place to bring the kids to inspire them to discover, explore, and dream, will have a soft opening on July 3 followed by a grand opening later this summer. The summer concerts are back in Arroyo Grande and Grover Beach starting July 4. And don't forget about Big Ditch Market in the Village of Arroyo Grande on the first Fridays of July (July 2), August (August 6), and September (September 3) from 4-8 pm for shopping, music, food trucks, and fun.

See more local events on this page in the righthand column.

## Business of the Month: Avila Bay Athletic Club & Spa

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Avila Bay Athletic Club & Spa as the Business of the Month for July. The club was nominated for their strict adherence to COVID safety protocols to keep their members safe.

Avila Bay Athletic Club & Spa is a full-service fitness tennis and swim club that incorporates a state-of-the-art fitness facility.



Located in the beautiful Avila Valley, they offer over four resort-like, tropical acres for all of your health and wellness needs.

Their members enjoy glittering ozone-filtered swimming pools and hot tubs, seven lighted tennis courts, state-of-the-art fitness facilities, cutting-edge group fitness/wellness classes, and healthy fresh food in the on-site cafe.

Avila Bay Athletic Club & Spa is a wonderful place to hold events, too. They also have their own Avila Bay Wine Club.

They are located at 6699 Bay Laurel Place in Avila Beach. Call (805) 595-7600 for details.

### UPCOMING CHAMBER EVENTS

#### Thursday, July 1:

**Nipomo Business Meeting**  
8:30 to 9:30 am  
Nipomo Chamber office

#### Wednesday, July 7:

**Nipomo Mixer & Cowork**  
**Space Open House**  
5 to 7 pm  
Nipomo Chamber office

#### Thursday, July 8:

**South County Chambers**  
**Ambassador Meeting**  
8 to 9 am

**Quintessa Coffee Roasters**

#### Tuesday, July 13:

**Pismo Beach**  
**Business Meeting**  
11 am to 12 noon  
SeaCrest OceanFront Hotel

#### Thursday, July 15:

**Arroyo Grande**  
**Business Meeting**  
8:30 to 9:30 am  
The Agrarian Hotel

#### Friday, July 16:

**Grover Beach**  
**Business Meeting**  
12 noon to 1 pm  
at GBeatZ, 675 W. Grand

#### Wednesday, July 21:

**Chamber Breakfast**  
7:30 to 9 am  
Fin's Bar & Grill patio

#### Thursday, July 22:

**Membership Coffee**  
9 to 10 am  
Location to be announced

#### Friday, July 23:

**Governmental Affairs**  
**Committee Meeting**  
8 am to 9:15 am via Zoom

#### Wednesday, July 28:

**Membership Mixer**  
5-7 pm  
The Agrarian Hotel

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Please RSVP for all events  
on our Chamber website

## Update from Supervisor Lynn Compton, District 4: Oceano, Nipomo, and Arroyo Grande

Hi everyone! It was so nice to see many of your smiling faces at the South County Chamber event last month. After a year of lock-downs, it is extremely nice to be able to visit in person once again. As the year is in mid-swing, we are quite busy at the Board of Supervisors having just come out of our annual budget hearings for the 2021-2022 Budget cycle. This year was a little more challenging than most, as we were trying to mitigate the effects of the COVID-19 impact on our residents. The budget book can be found online [here](#). Besides recommendations, it contains a lot of interesting information about the County. It includes information about the top 20 employers, median household income, median home price and much more and general information on our county and statistics. As we have witnessed, the last 15 months have been unpredictable both in terms of the health of our residents and the impacts of this crisis to the various departments. Protective orders from the Governor's office have resulted in decreased consumer spending in some of our im-

portant business sectors, and this decrease has greatly impacted our revenues, both here and at the state level. While we have indeed received assistance from both the State and Federal government, we are aware that this assistance is a one-time event and cannot possibly address all of the budget deficiencies that have resulted from the virus.

With the cost of responding to the COVID-19 emergency and the anticipated shortfall of expected revenues, the Board of Supervisors modified the budget in order to be prudent. The lack of sales tax revenue, hotel tax revenue, and government revenue has resulted in an estimated shortfall of over \$25 million dollars to the original county budget. The Board of Supervisors and County administrators worked hard to address the expected shortfall early and worked to ensure we maintained the maximum level of service possible for our county residents.

The original budget for FY 2021-22 was close to \$700 million. The budget funds almost 50 County departments

and the almost 3000 employees who serve the citizens of our county. Our budget priorities are first and foremost to meet our legal mandates and meet our debt service requirements. Our short-term priorities include: Homelessness (including detox and rehabilitation services), COVID-19 pandemic responses, housing, and economic development. Our long-term priorities are public safety (we did not cut any funding to this area) and the maintenance of our roads/bridge systems.

People often ask me where the money comes from for the budget and where it goes. Of the almost \$700M million dollar proposed budget, approximately 45% is revenue coming from the state and federal government. Most of that money is for specific mandated programs, many being health and welfare programs. 34% of the county's revenues come from taxes, including property tax, sales tax, hotel occupancy tax, and a few others. I think it is important to know that 61% of your property taxes go to your local

**Continued on page 10**

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## Update from Supervisor Dawn Ortiz-Legg, District 3: Avila Beach, Grover Beach, Pismo Beach, and San Luis Obispo

Hello South County Business Community! It has been a fast-paced return to "normal" these past few weeks. As Supervisor Compton wrote, the Board of Supervisors adopted the 2021-22 budget on June 14th. The next day, June 15th, the Board discussed and agreement on conceptual ways to invest SLO County's American Rescue Plan Act funds.

The consensus was to divide \$54.9 million dollar into the three allowable categories: Public Health, Restoration of Government Services and Water/Sewer/Broadband infrastructure.

It is important to note about receiving one time funding of this size. The allowable funding guidelines were established by the Federal Government; the funds will be made available to qualifying organizations through a "competitive" award process; and there

must be oversight and transparency to ensure proper expenditures.

The largest amount has been designated for "Public Health" at \$30 Million, where investments will be spread throughout the community at \$14M, Business, Non-profits, and child-care at \$9M, Housing and Homeless is \$6M and overall administration of executing these funds at \$1M.

Restoration of Government Services is a \$10M allocation. This category is designed to help restore county services that were cut or severely impacted due to Covid-19 pandemic.

The Water, Sewer and Broadband category is the type of infrastructure investment allowed under ARPA rules. This grouping was provided \$15M to invest throughout the county.

Supervisor Debbie Arnold and I were appointed to a sub-committee to deter-

mine how the ARPA funds are responsibly spent in these categories and equally shared among the hardest hit businesses and individuals in our County. Our sub-committee, along with County staff, and local business leaders and community advocates, will define a process to carefully determine qualifications and "competitive" award process I mentioned. All eyes will be upon this process.

Speaking of helping small businesses, recently the County of San Luis Obispo Board of Supervisors officially announced the successful completion of the Small Business Grant Program. The program is part of the Road to Recovery initiative to bring financial support to the small business community negatively impacted by COVID-19. By funding this

**Continued on page 10**

## Arroyo Grande News

Hello Chamber Partners:

It is such a positive time to be writing to you this month. Independence Day is upon us. It is one of my very favorite holidays: when we gather as friends and family and celebrate what we all have in common as Americans. In an era when there are so many things that divide us, this is the one time we are All One. How special is that?!

I saw many of you at the State of the South County event a couple of weeks ago. As I presented the State of the City of Arroyo Grande, five minutes went by so quickly that I didn't get to finish my update. I am so pleased to report that Arroyo Grande has approved a structurally balanced budget yet again. Even though Covid has presented once-in-a-lifetime challenges, we got many important things done: the Bridge Street Bridge renovation, Ikeda Field ADA improvements, Olohan Alley repaving project, Housing Element Update, Circulation Plan Update, HASLO Project approval, and more. We

also specifically set our minds to helping our businesses during the shutdown, including approving no-cost encroachment permits for parklets, parking lot use, street closures, business assistance grants, Covid Superstar Awards, and more. We felt it was more important than ever to not only remove governmental barriers to business success, but we set out to give cash assistance and support. We successfully partnered with the Chambers to administer some of these programs as well. Our partnership with you all is stronger than ever.

If there is one thing we learned from this extraordinary experience, it's that when we work together with the business community as a team with a purpose, we can not only weather storms but we can thrive. I am so proud of our leadership, our staff, and our businesses for innovating, persevering, and team-building through this challenging time. Kudos to all.

**Caren Ray Russom**  
Mayor, City of Arroyo Grande

### Welcome new Chamber members:

Envoy Mortgage

- Filthy Filly's BBQ Food Truck & Catering
- Foundation for the Performing Arts Center
- Higher Way Travel
- Jimmy Paulding for County Supervisor
- Mike's Record Rack

## Grover Beach News

Summer and the heat have arrived in Grover Beach and the South County. As we take a moment to enjoy all the businesses being open and hugging people that we may not have seen in person for many months, I wanted to take a moment to reflect on where Grover Beach is at.

I see a City with a great, hardworking staff that put together a strong, balanced budget. We continue to provide the essential services as well as the day-to-day services to our residents, businesses and visitors. We also have a very robust capital improvement program so be prepared to see lots of good work

happening around the city! We will be completing installation of the 16th Street play equipment and look forward to a ribbon cutting ceremony on August 3rd in conjunction with the Police Department's Annual Night Out event. In that same vicinity, the City will be upgrading the sports court area of Mentone Basin Park and keeping the basin open to the public. Additionally, we have several street repair projects either underway, including a light maintenance overlay project on numerous streets and a complete street reconstruction occurring on 10th Street/Manhattan/Seabright and Trouville. For more infor-

mation on street projects, visit [here](#) for weekly updates. I could go on and on about other projects – such as Skate Park upgrades, road work, street light improvements, water and sewer line upgrades, to name just a few – so, yes, please be on the lookout for a city improvement project near you!

If you want to learn more about the City's budget and the Capital Projects program – it can be found [here](#). Enjoy the summer, enjoy the outdoors, enjoy your families and know that - "We Got This"...#GBtogether

**Jeff Lee**  
Mayor, City of Grover Beach

## Pismo Beach News

The Fourth of July fireworks show on the pier is back! We are delighted that we can continue this fine tradition again post pandemic. The show starts at 9 PM and of course, there will be no fog getting in the way so visibility will be perfect! Our hotels continue to see strong demand for lodging as it did during the pandemic. Rates have risen as a result and downtown is as busy as ever.

Our Council approved paid parking on a portion of Price Street at our last Coun-

cil meeting. The purpose is to ensure that customers can find a place to park. The paid parking begins at noon until 6 PM on Friday and 10 AM to 6 PM Saturday and Sunday. Those are the times when visitors are likely to take over the parking on Price and head to the beach which leaves our businesses on Price Street with no place for their customers to park. The paid parking extends from Pomeroy Avenue to San Luis Avenue.

Paid parking is a means to manage parking and the rates are adjusted to ensure that at least 15% of the spaces are available. People will pay for parking either with their time (looking for a space) or their money. All of the revenue collected goes back to improving parking and circulation efforts.

• • •

**Ed Waage**  
Mayor, City of Pismo Beach



## Recent Ribbon Cuttings



### Congrats, CoastHills Credit Union!

Congrats to Founding Level Chairman's Circle Chamber member CoastHills Credit Union on their ribbon cutting to celebrate the grand reopening of their Nipomo branch. After considering feedback from their Nipomo customers, who said they prefer an in-person experience versus using the Interactive Teller Machines (ITMs), CoastHills recently renovated their Nipomo branch to remove the ITMs and add a teller line. They also recently welcomed a new branch manager. Their Nipomo branch is located at 542 W Tefft St. For more information, please call (805) 733-7600.

### Congrats, Vespera Resort on Pismo Beach!

We celebrated a ribbon cutting with Platinum Level Chairman's Circle Chamber member, Vespera Resort on Pismo Beach. Embodying an upscale beach house-inspired design, Vespera Resort offers a fun, active, and stylish escape for guests to relax, unwind, and enjoy the best of Pismo Beach.

Their spacious, residential-style guest rooms and suites make you feel like you're in your own private beach house, enjoying the surrounding surf, sky, and sand. Most rooms provide oversized bathrooms and oceanview balconies. Their on-site restaurant, Somerset Grill Pismo Beach, serves market-fresh, regionally-inspired, classic seaside cuisine from their showcase open kitchen. Vespera Resort on Pismo Beach is located at 147 Stimson Ave. For more information, visit [vesperapismo.com](http://vesperapismo.com), or call (805) 773-1011.



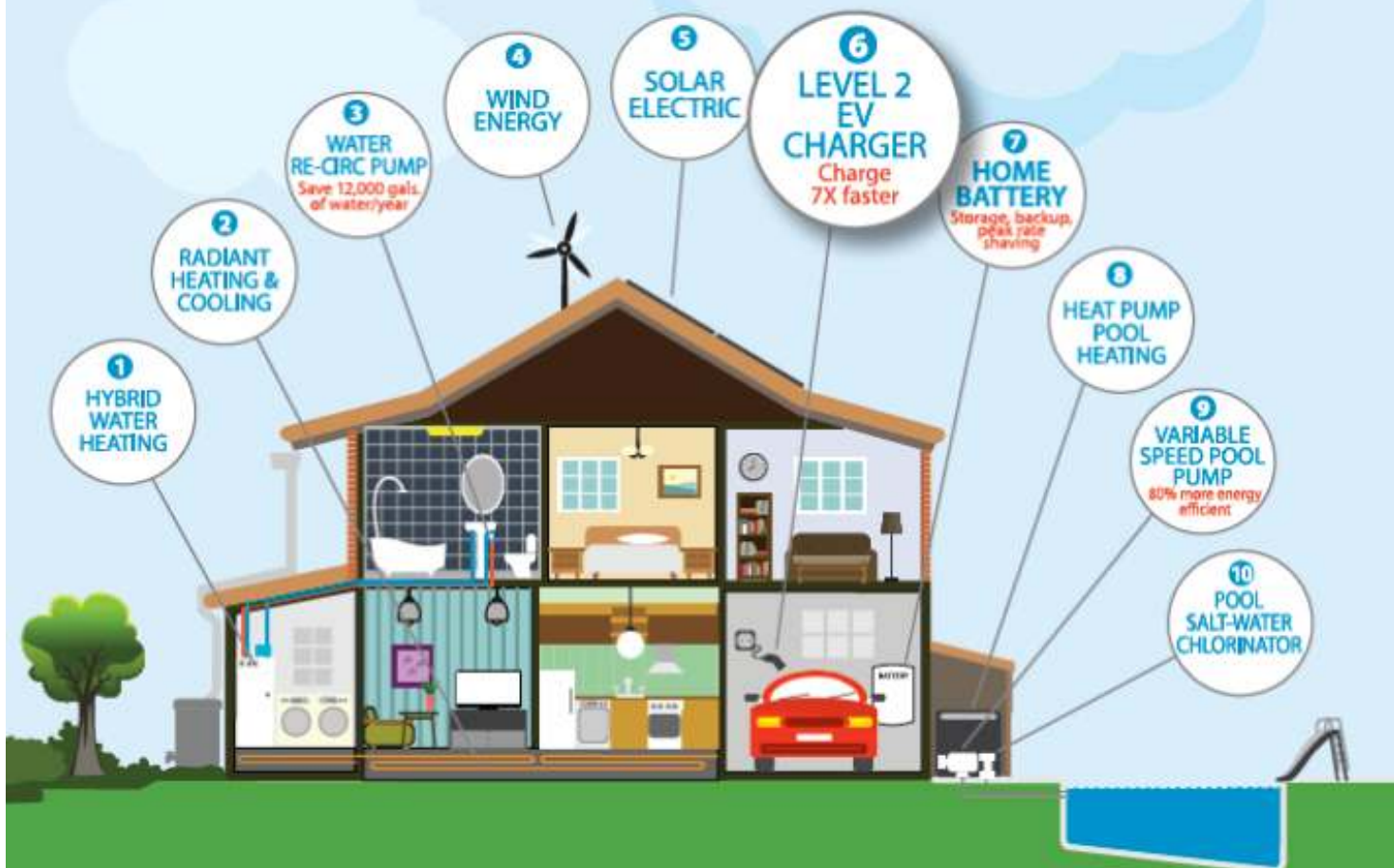
### Congrats, Vai Athletica!

We celebrated a ribbon cutting with new Chamber member Vai Athletica at our Chamber office in Arroyo Grande. Based in Arroyo Grande, Vai Athletica was started by three women with a shared goal to enhance and improve women's athletic wear. Their product, a utility-based sports bra, provides four main functions to hold essential items and keep your day hands free. Their sports bra is suited for every lifestyle regardless of activity level. Vai Athletica sports bras are available online and also locally at The Natural Toolbox in the Pismo Beach Premium Outlets. Their locally made trucker hats—available online—support a local woman-owned business and over 10% of each sale benefits a local cancer recovery center. Vai Athletica hosts live Instagram Interviews every month with local, small-business owners especially women-owned businesses. For more information, visit [vaiathletica.com](http://vaiathletica.com), or call (805) 400-3123.

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# SOLARPONICS



## Recent Ribbon Cuttings



### Congrats, Arroyo Grande Community Hospital!

We celebrated a ribbon cutting with Chairman's Circle Chamber member Arroyo Grande Community Hospital to commemorate their new emergency department. In recognition of this accomplishment, hospital staff, physicians, volunteers, board members, donors, and South County Chambers of Commerce were invited to attend the ceremony in the hospital's Legacy Garden. The new addition, which altered the façade of the hospital, features 20 private treatment rooms compared to the 11-bed ward and semi-private rooms that previously existed. There is also a specialized exam room and a remodeled lobby.

### Congrats, SLO Happy Homes!

Shannon Bowdey is a Realtor and Listing Agent who serves all of SLO County with real estate needs. Her SLO Happy Homes | Keller Williams Realty Central Coast office is located at 350 James Way in Pismo Beach. For more information, please visit [slohappyhomes.com](http://slohappyhomes.com), or call (805) 458-5870.



### Congrats, Geriatric Care Management and Dementia Consulting!

Alexandra is a Geriatric Care Manager (GCM), a health and human services specialist who helps families who are concerned about and caring for older relatives. She is an experienced guide and resource for families of elders with chronic needs, including helping those suffering from Alzheimer's disease, Parkinson's, or general frailty and dependence. As a credentialed gerontologist and certified GCM who has worked with elders for 20 years, Alexandra says families are often unprepared and unaware as to what to do. For more information, please visit [alexandramorrisgcm.com](http://alexandramorrisgcm.com), or call (805) 441-7550.





## Recent Ribbon Cuttings

### Congrats, Ride Nipomo Equestrian Trail Alliance!

Ride Nipomo Equestrian Trail Alliance is a nonprofit organization dedicated to promoting equestrian interests on the Central Coast. Their goal is to work together with hikers, bikers, and equestrians to save our trails for future generations. For more information, visit [ridenipomo.com](http://ridenipomo.com), or call (805) 710-1361.





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3PM - 5PM

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## 'Visit Grover Beach' tourism campaign launched June 30

GROVER BEACH — The City of Grover Beach, in partnership with South County Chambers of Commerce, just released a new website, logo, and social media channels to promote Grover Beach tourism.

The new tourism brand, Visit Grover Beach, showcases the unique community, businesses, recreational opportunities, and attractions to visitors who are considering Grover Beach as a destination in their Central Coast travels.

"Last year the City Council approved a business expansion and attraction strategy to continue achieving a resilient and diverse economy in Grover Beach," said Grover Beach City Manager Matt Bronson. "The Chamber and City identified tourism and tourism-related businesses as a priority sector along with specialized construction including engineering and architecture, technology companies, and businesses that require a broadband fiber network, cannabis, and ancillary businesses."

"We are very excited to launch tourism marketing for Grover Beach at a time



when COVID restrictions are lifting and businesses and events are finally reopening to serve more tourists," said South County Chambers of Commerce President/CEO Jocelyn Brennan. "Grover Beach is underrepresented in the tourism space, so this is a perfect opportunity to heighten awareness of this unique community in South San Luis Obispo County."

Lovely Day Adventure Company—a local, creative consulting agency—developed the website, logo, and social media for Visit Grover Beach after working with a stakeholder group representing multiple industries that reflected the diverse community of Grover Beach. The

stakeholder group comprised of Grover Beach businesses in the lodging, retail, restaurant, salon, and personal service sectors. In addition, the Mayor, City Manager, and a City Councilmember participated along with staff of South County Chambers of Commerce. The Grover Beach City Council reviewed and approved the tourism marketing campaign plan for Visit Grover Beach at their meeting on June 28.

The Visit Grover Beach website highlights things to do, places to stay, food options, shopping opportunities, local art, and events. There are fun itineraries available to plan a day in Grover Beach such as thrift store hunting, family fun, "cannabliss" tours, and food/drink possibilities. There is also a special Spotify playlist for Visit Grover Beach that captures the Grover Beach vibe. More attractions and features will continue to be added.

Please share and stay connected with Visit Grover Beach via their website and social media channels.

### Kathleen Parker, EA

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## PET GROOMING APPOINTMENTS NOW AVAILABLE

We are excited to announce the launch of our new grooming department led by our team member, Sarah. Sarah has worked as a professional dog groomer for seven years and says it is her passion in life to keep dogs cute, healthy, and happy. A lifelong animal lover, she always treats every animal as if they were her very own. Grooming appointments with Sarah start July 7. Please book today to reserve your spot.



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## Shoppers can now earn bonus gift cards in the Buy Local program

GROVER BEACH — When a shopper or diner spends \$100 or more at Grover Beach small businesses (in the retail, restaurant, brewery, winery, fitness, and salon/personal services sectors), they can upload their receipts and select from a list of 29 participating Grover Beach businesses to receive a gift card for \$25—and now the Chamber will also add a surprise bonus gift card. To claim the gift cards, shoppers need to upload their receipts totaling \$100 or more to [southcountychambers.com](https://southcountychambers.com) and choose their preferred gift card. The selected gift card, and the bonus gift card, will be mailed to the recipient within one to two weeks. Receipts can be uploaded here.

Local residents and visitors can now choose from among 29 different free gift cards to participating Grover Beach businesses by shopping, dining, and supporting salon/personal care as well as fitness services in Grover Beach. These gift cards will be available as supplies last.

Shoppers can choose free \$25 gift cards from among these 29 participating businesses (while supplies last):

- 8575 Perfetto Caffè
- Bittersweet Brewing Company
- Brass & Needle Beauty Bar
- Chameleon Style for the Home
- Exfoliate Skin Therapy
- First Class Seconds
- Fuego
- Grand Inspirations Home Furnishings & Decor
- Grover Station Grill
- Julia's Juice Bar
- La Casita Mexican Restaurant
- Let's Wing It
- Mike's Record Rack
- Monarch Grove Winery
- Nan's Pre-Owned Books
- Pardon My French Bakery
- Red Bee Coffee
- Rib Line by the Beach
- Salt & Stone Salon (formerly Tutta Bella Salon)
- Second Chances Resale Store
- Shamrock Thrift Shop
- Shear Elegance
- Studio 150
- Studio 805 Salon
- Surfside Deli
- The Spoon Trade
- Trinity Cyclery
- Umi Sushi Pacifica
- Yamato

Due to the overwhelming success of the Grover Beach Buy Local gift card program, the new limit for redemption amounts is \$200 in gift cards (for \$800 worth of receipts).

In partnership with the South County Chambers of Commerce, the City of Grover Beach launched the #BuyLocal program in February 2021 as part of their ongoing efforts to stimulate the economy, retain local jobs, and help small businesses recover and thrive. To date the program has resulted in over \$200K of spending in Grover Beach small businesses. The program will end by July 31st.

For further details, please visit [southcountychambers.com](https://southcountychambers.com), or call (805) 489-1488.

### District 4 Update from page 2

school district. The County retains 23 cents on each dollar for county services.

Of our expenditures, 40% goes to our Health & Human Services division (\$276M), 27% goes to our Public Protection division (Sheriff, Probation, etc.), 9% goes to Land Based Services (\$63K), and 5% is usually reserved for contingencies.

With the cost of responding to the COVID-19 emergency, and the anticipated shortfall of expected revenues, the county made cuts to the budget and may need to make more as the year goes on. The lack of sales tax revenue, hotel tax revenue, and government revenue has resulted in an estimated shortfall of over \$32 million dollars to the original county budget. The Board of Supervisors and County Administration are working hard to address this expected shortfall early and ensure the maximum level of service possible for the county citizens.

While this has been a challenging year thus far, we are in the process of putting together some financial programs to assist all the small businesses that are struggling out there. Stay tuned for more updates from me on this subject.

I appreciate the difficult sacrifices made by our local businesses these last few months and look forward to our businesses being able to safely reopen. For questions regarding the ongoing safe reopening and COVID-19 in our county, please visit [readyslo.org](https://readyslo.org). It has certainly been a challenging one, and I know many of us are eager to return to normal.

Again, thank you for all each and every one of you do to support our community. It is an honor to serve you all. As always, please don't hesitate to call my office if you have any questions or concerns about anything related to the County.

Respectfully,  
**Lynn Compton**  
 Chairman of the Board of Supervisors  
 District 4 Supervisor

### District 3 Update from page 2

program before the American Rescue Plan Act was signed into law, the County took a preemptive step at delivering local relief dollars to the community.

The Small Business Grant Program originally earmarked \$50,000 in micro-grants for small businesses in unincorporated areas. Due to demand, this was extended to \$82,000 and helped 50 business, all under 50 employees, at different award levels.

This grant program was done with the tremendous help from the Workforce Development staff as they provided the needed resources to create, review and authenticate all the applications. I am very grateful to Dawn Boulanger and her staff at the Workforce Development Board for their expertise assisting in this process. In closing, I know the County Board of Supervisors wants to ensure wise and fair investment throughout the County and help the business community and working families to rebound better than ever.

Respectfully,  
**Dawn Ortiz-Legg**  
 San Luis Obispo County  
 District 3 Supervisor



*Join us for a Kickoff Event!*

JIMMY  
**PAULDING**  
FOR SUPERVISOR

**Saturday,  
July 31st  
2-5pm  
Heritage  
Square Park  
Arroyo Grande**

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**MID-YEAR UPDATE**



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255 COUNTRY CLUB DR. IN SAN LUIS OBISPO**

Please join us for a long-awaited chance to catch up with  
colleagues, friends, and partners over tasty bites and libations  
in the beautiful setting of the San Luis Obispo Country Club.

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Senior Vice President

Senior Business Development Officer  
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[Hillary.Olson@1stcapitalbank.com](mailto:Hillary.Olson@1stcapitalbank.com)

PATTY GRIFFIN GLOBA  
Senior Vice President

Senior Loan Officer  
CALIFORNIA STATEWIDE CDC  
[patty@calstatewide.com](mailto:patty@calstatewide.com)



**MID-YEAR UPDATE  
ON SMALL BUSINESS  
LENDING**

**SBA: WHAT'S NEW  
& WHAT'S NEXT**

**PLEASE RSVP  
BY JULY 6TH  
to Hillary Olson**

[Hillary.Olson@1stcapitalbank.com](mailto:Hillary.Olson@1stcapitalbank.com)

**(530)220-4613**

## New Chamber Member Highlights



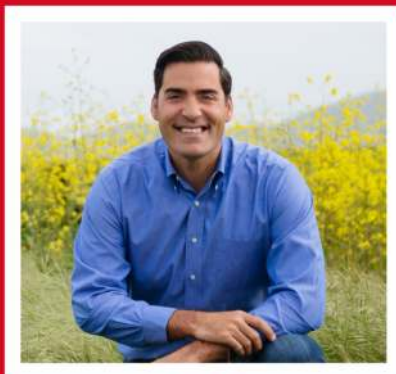
**Fernando Granados**  
Loan Originator Assistant | NMLS # 1974165  
805.635.8381 (c)  
805.369.6370 (o)

### Welcome to the Chamber, Envoy Mortgage!

As a dedicated mortgage professional, Fernando's goal is to fulfill your dreams of homeownership. Based in South County, he works for Envoy Mortgage—a company that offers some of the most competitive rates in the mortgage industry and provides impeccable service from start to close. Fernando is committed to delivering each borrower a hassle-free mortgage experience by providing breakthrough technology, transparent communication, unparalleled turn-times, and around-the-clock attention to your loan. For more information, please contact Fernando at (805) 635-8381.

### Welcome, Filthy Filly's BBQ Food Truck & Catering!

Welcome to the Chamber, Filthy Filly's BBQ! They serve delicious Santa Maria-style barbecue with a Filthy Filly's twist. Filthy Filly's food truck will be on site at our Nipomo Membership Mixer and Cowork Space Open House on July 7 from 5 to 7 pm. The location is our Chamber office in Nipomo at 239 W. Tefft St. Santa Maria-style barbecue meal options will be available for purchase from Filthy Filly's BBQ onsite food truck. Guests of Chamber members are welcome to attend. Please RSVP for the Nipomo Membership Mixer and Cowork Space Open House on the Chamber website. To reach Filthy Filly's, please call (805) 723-5095 or visit [filthyfillys.com](http://filthyfillys.com).



**JIMMY PAULDING**  
FOR SUPERVISOR

### Welcome, Jimmy Paulding!

Jimmy Paulding, an Arroyo Grande resident who is running for District 4 County Supervisor, recently joined the Chamber as a new member. A South County native, Jimmy is currently serving as an Arroyo Grande City Councilmember. He also manages Paulding Law, a local law practice, where he practices in the fields of estate planning and business law. For more information about Jimmy Paulding and his campaign, please visit [jimmypaulding.org](http://jimmypaulding.org).



## CCCE UPDATES



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- Commercial & Ag Customers are eligible for up to five 3CE vehicle incentives per business

### CHARGE YOUR RIDE



- \$295K in available funding
- Includes rebates for related electric updates or panel replacement

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[3Cenergy.org/energy-programs](http://3Cenergy.org/energy-programs)

### ONLINE FINANCIAL RESOURCES



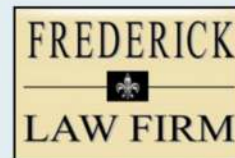
- Enrolled customers continue receiving CARE/FERA/AMP/HEAP and Medical Baseline discounts
- Emergency Rental and Utility Assistance programs available for customers

**LEARN MORE HERE**  
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## New Chamber Member Highlights



### Welcome to the Chamber, Foundation for the Performing Arts Center!

In partnership with the City of San Luis Obispo and Cal Poly, the Foundation provides essential funding for the Performing Arts Center in San Luis Obispo, a place of great beauty and pride for our entire community. They also support the School Matinee Programs, which bring thousands of children to live performances every year. Their contribution to the PAC comes from the support of people and businesses in our community. Business partners receive numerous benefits for clients and employees and prominent recognition. By becoming a Business Partner, your company will help the Foundation ensure that arts and culture thrive in our region. Your business will reach the Central Coast's many arts patrons. For more information, please visit [fpacslo.org](http://fpacslo.org).

### Welcome, Mike's Record Rack!

Welcome to the Chamber, Mike's Record Rack of Grover Beach! Owner Mike Leming has been in the record and music business for over 40 years. He's always on the lookout for collections to buy and uses his extensive experience to find great buys through various suppliers to pass on to his customers. He buys vinyl, CDs, and tapes in good condition. His store features new and used records, CDs, cassettes, guitars, and more. Their grand opening celebration is scheduled for Saturday, July 3, from 10 am to 6 pm. There will be musical performances by Terry Lawless (11 am to 2 pm) and Natalie Haskins (3 pm to 5 pm). Mike's Record Rack is located at 201 W. Grand Ave. in Grover Beach. For more information, please visit [mikesrecordrackgb.com](http://mikesrecordrackgb.com), or call (805) 202-8027.



### Welcome, Higher Way Travel!

Higher Way Travel is a full-service, 420-forward travel agency created to help elevate the experience of tourists attending various cannabis events. Over the past decade, the founders, April and Bobby, have attended countless cannabis events and embarked on numerous adventures together. Now, this cannabis power couple are putting their years of experience with travel and marijuana events to work for you—offering itineraries and friendly, personalized customer service to ensure that your trip to your chosen cannabis event, vacation, or destination is hassle-free. For details, visit [higherwaytravel.com](http://higherwaytravel.com).





#### **COMPREHENSIVE TREATMENT FOR VETERANS**

Solid Rock Recovery is dedicated to service of those who actively, or in the past have served our Country. Our caring, dedicated, and experienced team of professionals specialize in behavioral health, addiction recovery and substance abuse related treatment.

#### **SUPERIOR CARE, TREATMENT & THERAPIES**

Using proven methods and customized treatments, developed over years of practice, our Medical, Clinical, Therapeutic and Counseling teams stand ready to walk you through this positive, life-changing experience: step-by-step.

#### **TREATMENT YOU CAN TRUST**

Solid Rock Recovery works **EXCLUSIVELY** with our Veterans, Active Duty Service Members and First Responders – ensuring both the clinical treatment, and physical environment promote **RECOVERY** in a way that understands the unique challenges faced by our target population.

#### **People First**

Client care, Client needs, and Client recovery – always come first. Our commitment to a customized treatment experience promotes success.

#### **A Positive Environment**

Commitment to quality in the clinical, and environmental care sets Solid Rock Recovery apart from others in the industry.

#### **Great Service**

Unsurpassed by any other facility is the customer service, quality care and commitment to your recovery that is found at Solid Rock Recovery.

#### **The Highest Quality Care**

A premium is always placed on the education, experience and desire brought to our clients by a dedicated and caring technical, clinical and medical team.

#### **Improving the Quality of Life**

A life in **RECOVERY** is a life improved, period. While being clean and sober does not fix every problem, it allows us the opportunity to meet challenges head-on, and together, create solutions.

#### **Leading the Way in Excellence**

Our goal is to exemplify treatment modalities, practices and processes that set the industry standards.



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WELLNESSCENTER

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## The Great American Melodrama reopens in mid July

The wait may have been long, but that makes reuniting all the more sweet. With the recent steps forward in the state's reopening process, The Melodrama is pleased to announce they are reopening on July 15th.

After 15 long months, they get to return to what they do best: making a room full of the best patrons in the world laugh themselves silly.

They have three stellar shows lined up to fill the rest of your year with fun, and they will open this season with Comedy Tonight, a two-act vaudeville revue filled with puns, parodies, song, and dance starring some of your Melodrama favorites. Jam packed with laughter at every turn, Comedy Tonight will have you rolling in your seat. This will only be a two-act, two-hour evening.

For more information on upcoming shows, ticket sales, and their health/safety guidelines, please visit their website at [americanmelodrama.com](http://americanmelodrama.com).



### Nipomo Membership Mixer & Cowork Space Open House

WEDNESDAY, JULY 7, FROM 5 TO 7 PM  
239 WEST TEFFT ST. IN NIPOMO



RSVP AT [SOUTHCOUNTYCHAMBERS.COM](http://SOUTHCOUNTYCHAMBERS.COM), OR CALL (805) 489-1488.



CHAMBER EVENT

# BEACHSIDE BREAKFAST

*Meet us at Fin's Bar & Grill in Grover Beach for a delicious breakfast, networking opportunities, and a county tourism update from Visit SLO CAL*

**WEDNESDAY, JULY 21**

**7:30 AM TO 9 AM**

**25 W. GRAND AVE.**



This Chamber event include breakfast and coffee served by Fin's Bar & Grill. Music and sound will be provided by Epic Entertainment. RSVPs are required and no walk-ins can be admitted. Since space is limited, RSVP early at [southcountychambers.com](http://southcountychambers.com), or call (805) 489-1488. Registration is \$25 for members of South County Chambers of Commerce and \$35 for nonmembers.





## Fireworks booth fundraiser for business recovery efforts

Thank you to our Chamber members, ambassadors, and Board members who generously volunteered their time at our fireworks booth in the Grover Beach Vons parking lot. All proceeds will help our efforts in supporting local businesses.

Booth hours for the week of July 1-4 (while supplies last):

- July 1 — 9 am to 7 pm
- July 2 — 9 am to 9 pm
- July 3 — 9 am to 9 pm
- July 4 — 9 am to 9 pm

**Volunteers from left:**  
**Peggy Hoobery, Cosimo Allegretta, Frank Schiro, Linda Vleit, and Josh Hoobery (Peggy's grandson).**



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Wednesday, July 28, from 5 to 7 pm  
325 E. Branch St. in Arroyo Grande



# MEMBERSHIP *Mixer* at The Agrarian Hotel

Join us in the Village of Arroyo Grande for networking, wine, and appetizers at The Agrarian Hotel. Food will be served by Mason Bar and Kitchen, and music will be provided by Epic Entertainment. This event is for members of South County Chambers of Commerce. Tours of the hotel and meeting spaces will be available.

To attend, please RSVP at  
[southcountychambers.com](http://southcountychambers.com),  
or call (805) 489-1488.

**MASON**  
BAR AND KITCHEN





## Spend \$100+ in Grover Beach, and choose from dozens of free \$25 gift cards.

Gift cards to 29 local businesses (two of them shown below) are included in the #BuyLocal program.



**SCAN HERE FOR MORE INFO  
ABOUT THE BUY LOCAL  
GIFT CARD PROGRAM**



## Thank you, renewing Chamber members!

Gracie Jiu-Jitsu Nipomo  
Loker Law, APC  
Essence Beauty Supply & Salon  
FOODJETS SLO County  
9Round Kickboxing  
Lisa Hensley- Arbonne Independent Consultant  
Eternity Telecommunications  
Douglas Elliman Real Estate- Greg Moore  
The Luffa Farm  
Truly Gifted  
GPS  
Fissori Real Estate Team  
Systems and Marketing Solutions  
New Beginnings Community  
Church of the Nazarene  
Lapp, Fatch, Myers & Gallagher  
Friends of the Arroyo Grande Library  
Taco Bell (Engen Enterprises, Inc.)  
Glenn Martin Company  
Verdin  
Sierra Body Shop LLC  
Breakaway Tours Wine and Events

Grace Central Coast: Grace5Cities Campus  
Keller Williams - Keenan- Carter Group  
Sunshine & Reign Photography  
5 Cities Swim School  
Lets Wing It, Inc.  
Vista Lago Adventure Park  
Green Clean Machine  
Shannon Bowdey-SLO Happy Homes-Keller Williams Realty Central Coast  
Lovely Day Adventure Company  
RISE San Luis Obispo County  
United Way of SLO County  
VCA Animal Hospitals Inc  
Rotary Club of Grover Beach-Five Cities  
The Villages of San Luis Obispo  
Farrell Smyth Inc a Real Estate Company  
Inn at the Cove  
The Grand Bouquet Florist Inc  
Miner's ACE Hardware in Grover Beach and Arroyo Grande

— We appreciate your support!

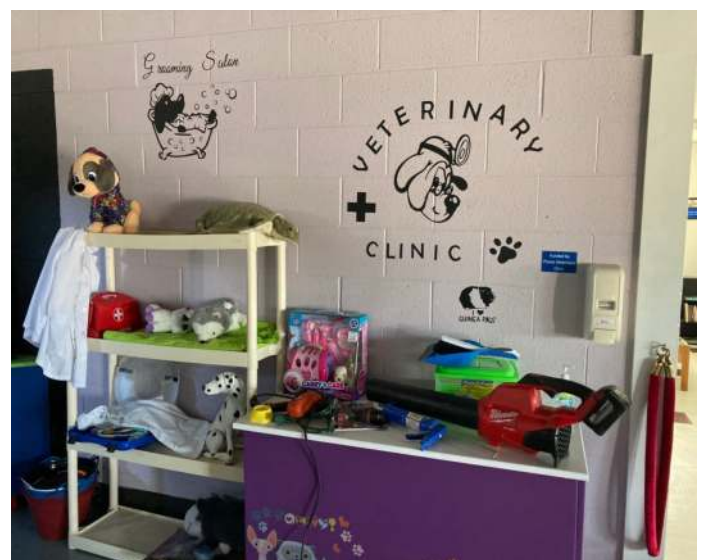




## Exploration Discovery Center nears grand opening

The Exploration Discovery Center is thrilled to announce they are getting so close to opening their Grover Beach location. Over the coming weeks they will be posting some sneak peaks on their Facebook page (be sure to follow them to get the details). They also will be having a soft opening starting on July 3rd from 10am-7pm. Grand Opening details will be announced soon.

All exhibits are now finished in the Exploration Discovery Center. The water activity and the Egyptian pyramid were very last. The aquaponics is stocked with two turtles and 40 koi fish. The Music Hut is full with toy instruments to play with including a roll-out piano to step on. They are happy to provide a safe, fun, and interactive environment for kids to explore, dream, and discover the world. Visit them at 867 Ramona Ave. in Grover Beach.



# #love4local



# Chamber Board of Directors, Staff, & Ambassadors

## Board of Directors:

Jill Quint  
Quintessa Coffee Roasters  
**Chairperson**

Tony Goetz  
The Casitas of Arroyo Grande  
**Immediate Past Chairperson**

Nicole Moore  
SeaCrest Oceanfront Resort  
**Vice Chairperson**

Michael Specchierla  
SLO County Office of Education  
**Treasurer**

Jeff Chambers, Tommy Hilfiger  
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Dignity Health/AG Hospital

Mary Gardner  
SLO Regional Transit Authority

Shari Barnhart  
Mechanics Bank, Arroyo Grande

Rudy Stowell  
Pure Bliss Spa

Frank Schiro  
Mason Bar and Kitchen  
Rooster Creek Tavern

Ty Ortiz  
Central Coast Party Factory

Ron Reilly  
Garing, Taylor, & Associates

Kim Banks, BBSI

Kristen Palera, Inn at the Pier

Tiffany Terra  
Home Instead Senior Care

**Chamber Staff:**  
Jocelyn Brennan, President I CEO  
jocelyn@southcountychambers.com

Ligia Zavala  
Chief Operations Officer  
ligia@southcountychambers.com

Holly Leighton  
Marketing & Tourism  
holly@southcountychambers.com

Megan Leininger, Manager  
California Welcome Center (CWC)  
megan@southcountychambers.com

Maggie Villegas  
Visitor Services Assistant at CWC

Marty Imes, Executive Director  
of Leadership South County  
marty@southcountychambers.com

Michelle Lea, Bookkeeper

**Chamber Ambassadors:**  
Kai Lynch  
Guild Mortgage Company  
**Chairperson**

Kassi Dee  
Nan's Pre-owned Books  
Kassi's Book Hive  
**Vice Chairperson**

Linda Vleit  
Linda Vleit Insurance Services

Lettie Fuller  
Mechanics Bank in Grover Beach

Sue MacCagno  
Associate member

Mary Ishikawa  
Allstate Suncoast  
Insurance Services

Kris Sinay  
Garing, Taylor & Associates

Shannon Bowdey  
Keller Williams Realty CC

Grace Lemos  
Achievement House Inc

Kimberley Victor  
Mary Kay Cosmetics  
Fashions for a Purpose

Cosimo Allegretta  
FoodJets SLO County

Arlene Gee  
Gee Consulting

Kim Banks, BBSI

Samantha Coelho, C&H Storage  
Balanced Beauty Boutique

Tara Hoffman  
Tara's Mobile Footcare

Vanessa Pronge  
Norwex Sales Consultant

Erika Weber, VTC Enterprises

Donna Milne, 1st Capital Bank

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## Nominate a Business of the Month

Local businesses contribute to our economy, provide jobs, and demonstrate leadership. Many of these local leaders also invest time and money by giving back to our community. This deserves recognition and celebration. For this reason, South County Chambers of Commerce recognizes a *Business of the Month*.

### The SCCC Business of the Month Criteria:

1. The business is a current SCCC Member in good standing.
2. They conduct responsible, ethical business in South San Luis Obispo County: Avila Beach, Pismo Beach, Grover Beach, Oceano, Arroyo Grande, or Nipomo.
3. They contribute significantly to the local economy and/or the local workforce.
4. They have demonstrated leadership in the business community.

The business of the month is recognized in the South County Chambers (SCCC) newsletter, on social media, and on the radio. The SCCC Business of the Month is an automatic nominee for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards at Villa Loriana later this fall. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

\*\*\*

Please help us by nominating a local company for *business of the month*. Visit [southcountychambers.com](http://southcountychambers.com), and click on the *Resources* tab to nominate a business—it could even be your own.



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Phone: (805) 489-1488  
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## MEMBERSHIP COFFEE

THURSDAY, JULY 22, FROM 9 - 10 AM  
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