

South County Business News

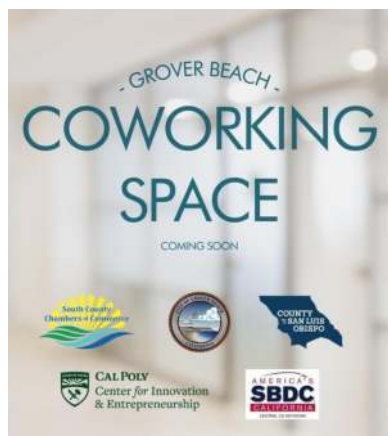
A publication of South County Chambers of Commerce—creating partnerships and opportunities that ensure South County businesses prosper



February 2022
Volume 62, Issue 2

Cowork space opening in Grover Beach

GROVER BEACH — South County Chambers of Commerce is opening a new cowork space soon in Grover Beach in partnership with the Cal Poly Center for Innovation & Entrepreneurship (CIE) Small Business Development Center (SBDC), the City of Grover Beach, and the County of San Luis Obispo. Office space is available for lease through the South County Chamber of Commerce. Currently the space has a commitment to house an aerospace and aeronautics incubator program from its location at 391 Front St.—just a short walk from the “West End” of Grand Avenue with its shopping and restaurants, the beach boardwalk, and the



monarch butterfly grove.

“We are delighted to welcome this new coworking and incubator space to Grover Beach,” said Grover Beach Mayor Jeff Lee. “This innovation hub will bring additional

jobs and economic vitality to our community, and we thank the Chamber, the County, and Cal Poly Center for Innovation & Entrepreneurship for their partnership on this space.”

“We are witnessing the start of a tremendous and transformative opportunity for our region, especially Grover Beach, thanks to the vision and leadership of all the partners involved,” said San Luis Obispo County District 3 Supervisor Dawn Ortiz-Legg.

The cowork space will feature private offices, open desk seating, high-speed fiber optic internet service, and a conference room with audio/visual capabilities. Free business workshops and programs will be offered at

Continued on page 16

UPCOMING CHAMBER EVENTS (IN-PERSON MEETINGS UNLESS OTHERWISE INDICATED)

Thursday, February 3:

Nipomo Business Meeting
8:30 to 9:30 am
Nipomo Cowork/Chamber
office at 239 W. Tefft St.

Tuesday, February 8:

Pismo Beach
Business Meeting
11 am to 12 noon
SeaCrest Oceanfront
Hotel in Pismo Beach

Thursday, February 10

Ambassadors meeting
8 to 9 am
Deltina Coffee Roasters
in Oceano

Wednesday, February 16:

Chamber luncheon
11:30 am to 1 pm
Vespera Resort on Pismo
Beach ballroom

Thursday, February 17:

Arroyo Grande Business
Meeting 8:30 to 9:30 am
via Zoom
Please RSVP to receive
the Zoom login

Friday, February 18:

Grover Beach Business
Meeting 12 noon to 1 pm
GBeatZ at 675 W. Grand
Ave. in Grover Beach

Wednesday, February 23:

Membership Mixer at
Mason Bar & Kitchen in
the Arroyo Grande Village
5 to 7 pm

Friday, February 25:

Governmental Affairs
meeting via Zoom
8 to 9:15 am
Please RSVP to receive
the Zoom login

February Business of the Month: Nipomo Recreation Association

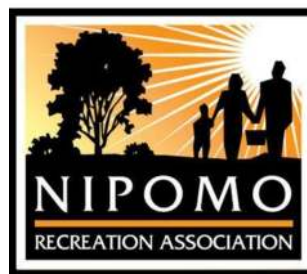
The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Nipomo Recreation Association as the Business of the Month for February 2022.

Nipomo Recreation is a non-profit 501(c)3 organization which has served the community of Nipomo and surrounding areas since 1989. The original Nipomo Recreation Center, located on Frontage Road, was created and constructed solely through community fundraising and support. Their mission is to enhance the quality of life for all residents of the Greater Nipomo area by providing diverse and quality recreation programs, services, athletic opportunities, and facilities in direct response to the needs

of Nipomo.

Nipomo Recreation has many programs that benefit the Nipomo community. They offer special events throughout the year, youth basketball league, before- and after-school care, they team up with Lucia Mar Unified School District with the Bright Futures program, Little Bits Preschool & Toddler Center, and much more. They provide service for families of children ages six weeks through eighth grade.

Their Kids Club is a fun and safe place families can drop their children and feel confident that they are taken care of. Kids Club is open when families need it most: before and after school. When coming to the program the kids will have an opportunity to participate in fun games, sports, and activities. This is a time that



kids can finish their homework which will allow them to have more time to spend with family at night.

Nipomo Recreation's CEO/Executive Director Jeff Long received the Ken Talley Youth Service Award for 2020-2021 for his service to youth in South County. Jeff was recognized at the Chamber's Annual Dinner in October 2021.

For more details about Nipomo Recreation Association, visit nipomorecreation.com.

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

Last week at our Board of Supervisors meeting, the Board voted unanimously to move forward and award local contractor JJ Fisher Construction the final \$2.6M bid for construction of the Nipomo Skate Park. JJ Fisher Construction is using California Skate Parks Company as their subcontractor for the skate park features. CA Skate Parks is very experienced throughout the country and internationally for skate parks.

Additionally, we authorized a \$1.5M internal loan to complete this project. You may have seen the construction equipment recently showing up on the property to start the physical process of moving the underground gas lines.

This project, located in the Nipomo Community Park, was originally designed by a world-renowned skateboard design expert (Stantec), after having several community workshops and much input from skaters, kids, parents, teachers, design experts, etc. in 2018. In 2020 the construction documents, environmental compliance, permits, and engineering were completed and in 2021 the funding and bids were solicited.

The original engineer's estimate for this project was around \$1.45M. This estimate was later revised by the engi-



neer (escalated) to be \$1.76 and recently bids were received. The bids ranged from \$2.4 to \$2.7 which were higher than what the engineer had projected construction to cost. Thus, Parks prepared and submitted (approved by BOS a few weeks ago on 12/7/21) two grant submittals to the State of California for the gap in funding (both are for approximately \$2.5M).

Last week, after unanimous approval from the Debt Advisory Committee, our County Executive Officer, and the Parks Director, we voted unanimously as a Board to support a bridge loan so that construction can proceed given this gap in funding due to the recent inflationary

costs of construction. I want to thank my colleagues Supervisors Debbie Arnold, Bruce Gibson, Dawn Ortiz-Legg and John Peschong for supporting our community and our local kids.

Should the County eventually be awarded the additional grant monies we applied for (and we believe we are strong contenders), then the bridge loan we voted on last week will be paid back earlier than scheduled.

The bottom line is that the project is moving along with lots of behind-the-scenes work leading us to this point.

Lynn Compton
San Luis Obispo County
District 4 Supervisor

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

Hello South County Chamber members: Here are a few updates on goings on in the County and District 3.

First SLO County Library News: With an eye toward cost-efficient, modern, and locally focused library services, the County of San Luis Obispo Public Libraries will be withdrawing from the Black Gold Cooperative Library system July 1.

Made up of seven library systems, Black Gold has provided a way for Central Coast libraries to share the cost of an online catalog, technology infrastructure, and collections. As the biggest financial contributor to Black Gold, the County of SLO Public Libraries has strongly advocated for reduced costs and improved local customer experience, but it has been consistently outvoted by the Black Gold Administrative Council on proposed improvements.

"Unfortunately, the time has come that other jurisdictions, for various reasons, cannot move forward, and—more importantly—are not permitting our jurisdiction to grow and meet the needs of our patrons," said the Library's director, Chris Barnickel.

The Library is confident that it can meet its patrons' needs without relying on other Black Gold Library Cooperative libraries. It will continue to offer a robust print collection, eBooks and other streaming and digital services. By transitioning to a cost-efficient separate catalog, it will use its savings to enhance local services, build better collections, and boost network security measures.

"The landscape of libraries has changed over the years and SLO is in a position to meet the needs of our pa-

trons by reinvesting our funds locally," said Barnickel.

As SLO Libraries will not be a member of Black Gold, County residents may obtain a library card from any Black Gold member library beginning July 1.

Visit SLOLibrary.org to sign up for a library card and to find more information about the Library's forthcoming service model.

District Three Public Service Appointment Opportunities:

The County has a wide range of commissions and committees for the public to serve. Your participation can impact decisions taken by the Board of Supervisors. Currently, we have two positions open, however, to be considered, you need to live in District 3.

Continued on page 8

Arroyo Grande News

As we move full-steam ahead into 2022 I want to lead us in with hope and positivity. We have a lot to be grateful for, even as we continue to face the latest COVID surge. We will withstand this one as one community, as we always do, stronger than ever.

In Arroyo Grande we have a busy few agendas coming up that may interest you. First, like most cities, we are transitioning to districted elections for 2022. This will likely result in four districts, one for each Council member seat, and then an at-large Mayor. We will be looking at and approving the maps in the next few Council meetings. These are big decisions so please let us know what you think about where the lines are drawn.

We will be revisiting our fireworks ordinance, our vacation rental/short-term

rental ordinance, and our ADU ordinance in the next few meetings. We are also in the midst of the protest period about water/wastewater rate increases (there is a link to the protest process on the city's webpage).

We are also about to disseminate grants to very deserving nonprofits via our Community Service Grant program. It's a busy agenda list.

As always, I welcome your input on any and all matters. My email is crayrussom@arroyogrande.org.

I wish you the very best as we face the challenges of 2022. My door/inbox/phone is always open to you if you need help or have input.

...

Caren Ray Russom
Mayor, City of Arroyo Grande

Welcome new Chamber members:

Sherwin-Williams
in Grover Beach

Advanced Eyecare Central
Coast Optometry in Pismo
Beach—Platinum Level
Chairman's Circle member

Camp Fire Central Coast

Four Point Home Inspection

Stacy L. Inman,
Attorney at Law

Bonnie Mogan with Wells
Fargo Home Mortgage

St. Barnabas Thrift Shop
in Grover Beach

Grover Beach News

And now it's February and we are "officially" starting the third year of a global pandemic—wow! But enough about COVID, let's talk about some stuff that is about to happen in Grover Beach as we continue to work through other issues.

First, as announced at the Chamber breakfast, the City of Grover Beach is partnering with the County and the Chamber to open up a co-work space at 391 Front Street. This is something that we have been working on for a number of years and it is exciting to see it come to fruition. The space will feature private

offices, open seating, a conference room with audio/visual capabilities and is directly connected to the City's high-speed fiber optic network. We look forward to having an open house and a ribbon cutting as the location opens its doors so that we can celebrate this space with you, the County, the Chamber, the Cal Poly Center of Innovation and Entrepreneurship, and the SBDC.

On a more somber note, Grover Beach, like many other places, is seeing an increase in homeless activity. As a wise man reminded me the other day, we are dealing with the local impacts of a socie-

tal problem involving housing, substance abuse, mental health, and other factors. Cities didn't create homelessness but we are dealing with the impacts and attempting to provide compassionate solutions for those who can be helped while ensuring order so that residents and visitors can enjoy our public spaces. We're doing this under legal constraints that require having shelter spaces or other places for homeless individuals to go in order to enforce our camping ordinances.

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Pismo Beach News

We reached a significant milestone for Central Coast Blue (CCB), a partnership between Arroyo Grande, Grover Beach and Pismo Beach to recycle water. All three cities have agreed on a cost-sharing agreement. Arroyo Grande has already approved the agreement and Grover Beach and Pismo Beach will soon follow. The agreement also includes the formation of a Joint Powers Authority among the cities to own and operate the project. Pismo Beach will be responsible for constructing the project.

With the extended drought, CCB is more important than ever. We have applied for federal and state grants and we are hopeful and optimistic that we will receive significant funding from those sources to reduce the ultimate cost of the recycled water.

Our Council held a goal-setting meeting in late January to update our goals. We will continue to move forward with a new fire station and an expanded police station. We will also resurface or repave a significant portion of city streets. Un-

fortunately, estimated costs for capital projects have increased along with delays in delivery of some materials. The good news is that we have seen increased revenues.

We are making progress on updating our General Plan and Local Coastal Plan. It has been a comprehensive project especially since the LCP portion requires approval of the Coastal Commission.

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Ed Waage
Mayor, City of Pismo Beach



RECENT RIBBON CUTTING

Congrats to the new Sherwin-Williams paint store in Grover Beach

We celebrated a ribbon cutting last month with new Chamber member Sherwin-Williams in Grover Beach. Their store offers exceptional-quality paint, paint supplies, and stains to bring your ideas to life. Their local team is available to answer any paint questions. Founded in 1866, Sherwin-Williams has spent the last 155+ years creating a legacy of growth, creativity, and innovation to meet the needs of their dedicated workforce and growing global customer base.



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'Buy Local' gift card program launches February 1

GROVER BEACH — The popular Buy Local gift card program is starting this week in Grover Beach. Starting February 1, when a shopper spends \$100 or more at a Grover Beach small business (in the retail, restaurant, brewery, winery, fitness, and salon/personal services sectors), the shopper can select from a list of participating Grover Beach businesses to receive a free gift card for \$25. To claim the gift card, shoppers need to upload their receipt of \$100 or more to southcountychambers.com and choose their preferred gift card. There are currently 13 gift card choices with new selections adding every week as businesses join the program. The selected gift card will be mailed to the recipient within one to two weeks. The Buy Local gift card program will run February through April 2022.

After a successful Buy Local gift card program in 2021 for local businesses, the City of Grover Beach relaunched the popular shopping campaign again to further boost the economy and show support for local businesses in the city. In partnership with South County Chambers of Commerce, the Grover Beach City Council launched the Buy Local program last year as part of the City's ongoing efforts to stimulate the economy, retain local jobs, and help small businesses recover and thrive.

In 2021, there were approximately 2,500 receipts submitted totaling \$225,000 in customer spending. The City of Grover Beach purchased \$53,000 in gift card purchases at nearly 30 local businesses, which generated a total of \$278,000 in funding for local businesses.

"This was a very successful program that will have long-lasting dividends for our businesses," said Grover Beach Mayor Jeff Lee. "I thank South County Chambers of Commerce for its tremendous partnership in assisting us with this program to help our businesses."

Shoppers and diners—both local residents and visitors to the area—expressed their appreciation for the program since their purchases earned gift cards that extended their shopping dollars.

"Thank you so much for this program," said Megan Cielatka from Oceano. "It definitely made me make sure to shop locally and support our awesome hometown businesses before going anywhere else." She made a purchase at Exploration Discovery Center and requested a free gift card to La Casita Mexican Restaurant.

"My husband and I have enjoyed supporting Grover Beach and using the gift cards for our weekly date nights," said Missy Perry from Grover Beach.

For this second round of the Buy Local program, the City of Grover Beach will purchase up to twenty \$25 gift cards from each qualified local business that is selected, up to a total of \$500. Grover Beach businesses can still apply to participate in the Buy Local gift card program [here](#) to take advantage of the generous gift card funding and promotional opportunities.

Receipts totaling \$100 or more can be uploaded [here](#) to request a free \$25 gift card. For questions, please email info@southcountychambers.com, or call (805) 489-1488.

Chameleon Style for the Home celebrating 25 years and still counting

GROVER BEACH—"With a name like Chameleon it has to be changeable and adaptable" said Chameleon Style owner Camay Arad as the business celebrates 25 years on the Central Coast. On Valentine's Day 1997, Camay, and her husband, Win Tullis, opened their fabric and furniture store in the Village of Arroyo Grande with 10 bolts of fabric and a couch. After five different locations within the Arroyo Grande Village, the business implemented a "COVID Business Model Reset" and moved to Grover Beach in September 2020.

Chameleon's true changeability comes however, not from the many locations, but rather the proprietary technology used in constructing slip-covered furniture that looks like upholstery but is changeable and washable. The lean workroom team creates Chameleon's own furniture brand, Chameleon Fine Furniture, in the Grover



Beach facility producing between 15 and 20 pieces a month and shipping anywhere in the contiguous US.

The couple started the company in 1993. After many false starts it was 1996 before a marketable product was produced and debuted at the 1996 Strawberry Festival in the Village of Arroyo Grande.

Today Chameleon Style is one of the few independent decorative fabric stores left between Los Angeles and San Francisco. Its unique business model combines an onsite workroom with in-stock and special-order fabrics and provides services for design, re-upholstery, window treatments, cushions, headboards, custom bedding, and more.

"Win and I are especially grateful for the tremendous support from the Central Coast community throughout the years," said Camay. "One of my favorite examples was when answering the phone following the spring 2020 shutdown due to COVID. The caller shouted 'Thank God, Holy Jesus' when I told her we were open and still in business. The caller went on to say she had some upholstery projects, needed fabrics, and was worried about us. I'll never know who she was but her call was memorable as were many who called during the shutdown to voice their support and concern for Chameleon."

The website, chameleonstyle.com, has expanded Chameleon's reach for both the furniture and fabrics: Online sales are steadily increasing and new additions to the Chameleon Style product line are in the works. The store is open Tuesdays through Saturdays from 10 am to 4:30 pm.



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Vespera Resort on Pismo Beach names new sales director

PISMO BEACH — Platinum Level Chairman's Circle member Vespera Resort on Pismo Beach recently named Jaclyn Dawson—a sales industry leader most recently with Pacifica Hotels—as its new director of sales. In her new role, Dawson will take charge of developing, overseeing, and coordinating all sales initiatives for Vespera, a boutique oceanfront resort in Pismo Beach.

According to David Morneau, general manager for the 124-room resort, Dawson is now a key member of Vespera Resort's sales and marketing team.

"Jaclyn is a dynamic and valuable addition to our team," Morneau said. "With a full breadth of industry experience, she will be instrumental as we work to drive revenue while furthering Vespera Resort's reputation as the premier Central Coast destination."

With more than 10 years of industry experience, Dawson joins Vespera Resort with a strong background in hospitality



Jaclyn Dawson

sales. She was most recently a regional sales leader for San Luis Obispo-based Pacifica Hotels, where she was responsible for multiple properties along California's coastline—consistently exceeding sales goals. She was also director of sales for Springhill Suites by Marriott in Atascadero and launched her career as sales coordinator for the Embassy Suites in San Luis Obispo.

Grover Beach News Continued from page 3

The Grover Beach team of Police, Public Works, and Parks continue to work on improving conditions in our public parks through daily patrols and zero tolerance for violations, an upcoming removal of the gazebo structure at Ramona Garden Park, and a more visible and regular maintenance schedule. We are taking many of these actions now and will continue these activities once the cabins at 16th Street and Long Branch Avenue are installed this spring. Homelessness is the most difficult issue that we're facing in local government and we take seriously the concerns and issues raised by members of the community.

The City Council will be receiving an update on homelessness actions at our February 15th Council meeting. Please join the conversation so you can hear and learn what Grover Beach is doing and what local partners like the 5 Cities Homeless Coalition are doing. However, local government and nonprofits can't do this alone—WE NEED YOUR HELP—along with your practical and solution-based ideas to help those less fortunate than many of us. Join us to be part of the conversation and part of the solution.

Jeff Lee

Mayor, City of Grover Beach

Update from District 3: Avila Beach, Grover Beach, Pismo Beach, and San Luis Obispo Continued from page 2

The Commission on the Status of Women and Girls is looking for a member to represent District 3.

The mission of the Commission on the Status of Women and Girls is working to improve the lives of women and girls in San Luis Obispo County by advocating for equal rights and collaborating with agencies and programs that support the health, socioeconomic, and professional well-being of women and girls in our community.

The Water Resources Advisory Committee (WRAC) is looking for a member from District 3 to be a representative. The WRAC advises the County Board of Supervisors concerning all policy decisions relating to the water resources of the San Luis Obispo County Flood Control and Water Conservation District and recommends specific water resource and conservation programs.

If you think you would like to get involved, please send us an email at district3@co.slo.ca.us or call 805-781-4336 for more information.

The American Rescue Plan Update: The American Rescue Plan Act of 2021 is a \$1.9 trillion package designed to provide immediate and direct relief to families and workers impacted by the COVID-19 crisis. San Luis Obispo County has been allotted approximately \$55 million.

Direction was given at the June 15 Board of Supervisors meeting to divvy up the funds into the following categories and sub-categories:

Public Health and Negative Impact Response

- Public Health Emergency: \$14 M
- Business, Nonprofit, Child Care Grants: \$9 M
- Housing/Homelessness: \$6 M
- ARPA administrative costs: \$1 M

Total: \$30 Million

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Restoration of Government Services: \$10 M

...

Water, Sewer, Broadband: \$15 M

...

Grand Total: \$55 Million

The County of San Luis Obispo has now released the Request for Application (RFA) for a portion of these grant programs and they are being run concurrently. To access and learn more about the grant process, please go to this link [here](#). Applications must be completed electronically in the (PDF) format and will be accepted until March 1, 2022, at 5 p.m. Please note, grant applications should be one complete PDF document and no paper copies of the grant application will be accepted.

District 3 is thriving and will continue to do so with your help. Thank you for supporting SLO County and your neighbors; together, we can make anything possible! Please reach out to me with any questions, concerns, or ideas at this address: district3@co.slo.ca.us

Dawn Ortiz-Legg
San Luis Obispo County
District 3 Supervisor



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New Chamber Member Highlights

ADVANCED EYECARE CENTRAL COAST



Welcome to the Chamber, Advanced Eyecare!

Advanced Eyecare Central Coast of Pismo Beach recently joined the Chamber as a Platinum Level Chairman's Circle member. Their office has been serving the Five Cities area since 2003. From treating dry eyes with the latest technology to providing designer eyewear and premium lenses, Advanced Eyecare will continue to provide the exceptional service the community has grown accustomed to for nearly 20 years.

Mona K. Gill, O.D. practices an integrative approach to eye care and believes nutrition, lifestyle, exercise, and stress management are all important to achieving optimal ocular health. Her goal is to support all of her patients in achieving eye wellness using the latest diagnostic equipment and technology. In addition to her passion for vision care, Dr. Gill loves serving her community and giving back. In 2013, she cofounded a nonprofit that provides annual college scholarships to students in underserved communities. Advanced Eyecare is located at 300 James Way #210 in Pismo Beach. For more information, please visit them online at aeccentralcoast.com, or call (805) 773-6000.

Welcome, St. Barnabas Thrift Shop!

Located at 1328 W. Grand Ave. Suite F in Grover Beach (near Nan's Pre-Owned Books), St. Barnabas Thrift Stop is a not-for-profit outreach ministry of St. Barnabas Episcopal Church in Arroyo Grande. They serve the community by offering a wide range of donated articles. They feature clean, usable clothing, kitchenware, gifts, and other items they sort, repair, and sell at very reasonable prices. Their mission is to give back to our local community.

Each month they make a significant donation from the thrift shop proceeds to one of 12 local charitable organizations including Hospice of SLO County and South County People's Kitchen. St. Barnabas Thrift Shop is a participant in the Buy Local gift card program in Grover Beach. Starting February 1, Grover Beach shoppers and diners who spend \$100 or more at small Grover Beach businesses in the retail, restaurant, brewery, winery, fitness, salon, or personal care service sectors, can upload their receipts at southcountychambers.com and select a free \$25 gift card from among over a dozen choices. St. Barnabas Thrift Shop is one of the gift cards selections available (as supplies last). Their hours are Tuesday through Friday from 10 am to 4 pm and Saturday from 11 am to 3 pm. Donations are happily accepted during business hours. Their store can be reached at 805-270-4023.



World PARA Surfing Championships shattered records in Pismo Beach

PISMO BEACH—The 2021 Pismo Beach ISA World Para Surfing Championships hosted by AmpSurf in December saw record participation with 134 athletes from 24 countries participating. Several new world champions were crowned and new records set, with several previous gold medal winners taking home their 2nd and 3rd gold medals, like Victoria Feige (CAN), Mark 'Mono' Stewart (AUS), Bruno Hansen (DEN) and others. Team USA reclaimed over all team Gold from Spain and Costa Rica took their first team Bronze medal.

If you want to see all the pictures, videos, replays, and learn more about the event, please click [here](#).



New grant opportunity for nonprofits in SLO County

SAN LUIS OBISPO COUNTY—The County of SLO has released a Request for Proposals for nonprofits under the American Rescue Plan Act (ARPA) Grant. Grant funding is for nonprofits who are working to respond to the negative economic impacts of the COVID-19 pandemic.

- Both public and private nonprofit organizations are eligible to apply.
- Programs/projects must be carried out in SLO County and serve only SLO County residents.
- Local programs/projects must support and complement (not duplicate) the efforts of the Board's priorities in promoting the health and wellbeing of the community.
- Minimum grant amount is \$25,000 and the funds must be spent by 12/31/24.

Separate applications have been or will be released for Childcare, Homeless, and Economic Development and Business grants. Apply by 5 pm on March 1, 2022 at <https://bit.ly/3AwUJHf>.



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New Chamber Member Highlights



Welcome to the Chamber, Camp Fire Central Coast!

Camp Fire provides programming for San Luis Obispo County and Northern Santa Barbara County youth that gives them the opportunity to thrive, build leadership skills, and support our local community through service. There are 29 volunteer club leaders, 40 or more summer volunteers, along with parents and additional volunteers helping with fundraisers including candy sale, enchilada sale, fireworks booth, Hollyberry, and more. Programs offered include after-school clubs, family camp, summer day camps, community service, hikes, and youth leadership. Their council serves over 700 children and teens across San Luis Obispo and Santa Barbara Counties. At Camp Fire, they listen, encourage, and provide the opportunity to uncover each young person's unique interests. Camp Fire is led by professional, caring adults using proven methods. Leaders are highly trained role models who encourage young people to be all they can be. Camp Fire is open to everyone. They embrace the uniqueness of every youth, teen, and family they serve. For more information, visit campfirecentralcoast.org, or call (805) 801-7858.

Welcome, Four Point Inspection Service!

Four Point Inspection Service provides residential and commercial building inspection service. Owner Ken Cox has lived on the Central Coast with his family for over 20 years. He offers over 20 years of construction industry experience and with training by InterNACHI®—the International Association of Certified Home Inspectors—he will give you the information you need to purchase your property with confidence and maintain it with peace of mind. For details, call (805) 286-2402, or visit fourpointhomeinspection.com.



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Bonnie Mogan

Welcome, Bonnie Mogan with Wells Fargo Home Mortgage!

Bonnie Mogan, a Mortgage Retail Sales Consultant with Wells Fargo Home Mortgage, recently joined the Chamber as a new member. She is dedicated to providing you top customer service and assistance in finding options that meet your homebuying or refinancing needs. Contact her to start the financing process. She will help you understand how much you may be able to borrow. For more information, please email bonnie@wellsfargo.com, or call her at (805) 781-3076.

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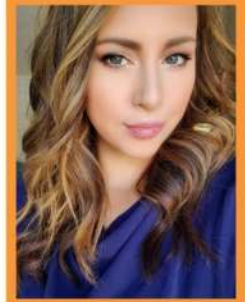
www.aecentralcoast.com

CHAMBER LUNCHEON AT VESPERA RESORT

Wednesday, February 16
from 11:30 am to 1 pm

Ballroom at Vespera Resort
on Pismo Beach at 147 Stimson Ave.

**Guest speaker: Susannah Brown, Facilitator
of Development Directors Roundtables
at Spokes. Spokes has provided solutions,
service, and support for nonprofits throughout
the Central Coast since being established
in 1996 as the Nonprofit Support Center.**



Susannah Brown

spokes
resources for nonprofits



REGISTER TODAY: southcountychambers.com,
or call (805) 489-1488.

City of Arroyo Grande calls for draft maps for district elections

ARROYO GRANDE — The City of Arroyo Grande, like other California cities, is moving to a district-based election system. Districting determines how neighborhoods and communities are grouped together for the purpose of electing a City Councilmember. Residents have an opportunity to participate in the districting process by submitting their own map.

The City is offering residents different mapping tools to gain insights about the City and draw maps for consideration. The mapping tools include:

- Paper maps with population counts that can be printed from the website, drawn on and submitted to the City via email at publiccomment@arroyogrande.org, dropped off at or mailed to City Hall located at 300 E Branch St., Arroyo Grande, CA 93420.
- A simple online map drawing tool called DistrictR, which enables residents to digitally draw or “paint” neighborhoods or communities of interest on top of an Arroyo Grande map.
- An interactive review map where



residents can explore population numbers and other statistics, as well as view and analyze draft maps once they are available.

- Story Map, which utilizes an interactive “storytelling” format so that residents can learn more about their community through geographic, demographic and other data.

The State of California released official 2020 Census data and the City’s mapping tools have been updated accordingly, and are available on the City’s Districting webpage at www.arroyogrande.org/DistrictElections

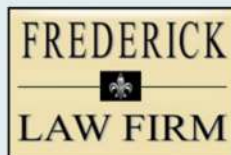
The map submission deadline has been extended to February 8, 2022 at 5 pm to allow more time for the public to submit updated maps with 2020 census data.

All maps will be accepted, regardless of whether they were produced using estimated data prior to the release of official 2020 Census data. Community members can submit as many maps as they would like throughout the entire districting process.

Once the City receives map submissions from the community, the draft maps are reviewed by the City’s demographer. All submitted maps will be posted on the City’s website and taken to the City Council to consider for final adoption. The first round of maps will be reviewed by the City Council at the next Public Hearing on February 22 at 6 pm. The deadline to submit maps for consideration at this Public Hearing is February 8. For a complete schedule of the remaining public meetings, please visit arroyogrande.org/DistrictElections.

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The Nipomo office of Frederick Law Firm is the solution you need when seeking a dedicated, local injury attorney or professional lawyers who are skilled in a wide variety of legal fields such as real estate, criminal law, wrongful death, agricultural law, and others. Firm founder, Jacqueline Vitti Frederick, is a forceful advocate, South County-based personal injury attorney with over 32 years of litigation experience throughout California.



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Electrify Your Ride!

Thanks to regional, state and federal rebates and incentives, there's never been a better time to purchase or lease a new or used electric vehicle (EV), e-motorcycle, e-bike, or EV charger!

Who is eligible?

All CCCCE customers, including residential, commercial, agricultural and public agencies located within the counties of Monterey, San Benito, San Luis Obispo, Santa Barbara and Santa Cruz.



Why Electrify?

- Transportation is the biggest contributor to greenhouse gas (GHG) emissions along the Central Coast
- Getting more EVs on the road will reduce regional emissions and improve air quality
- Building more EV charging stations at homes, workplaces and eligible public settings will increase access to charging stations
- Providing extra funding for underserved communities and low-income customers will tighten up gaps in equitable access to clean-energy resources
- Reducing emissions, getting more EVs on the road and building more charging stations will increase local and regional adoption rates to meet state and regional climate action goals
- EVs require less maintenance and cost less to operate, providing savings over time and at the gas pump

When is program funding available?

- The Electrify Your Ride program will run until all \$2.8 million in funding is utilized
- **\$2,000-\$4,000** in rebates is available for purchase or lease of new or used electric vehicles, including motorcycles and e-bikes
 - » Additional stackable funds are available through regional, state and federal rebates and incentives, including up to \$15,000 for income-qualified customers
- **\$2,400-\$10,000** is available for Level 2 EV chargers at home or workplace
 - » Includes the labor and material costs for installation, including electrical panel upgrades or replacements
- Rebates are available on a first-come, first-served basis until funds are fully reserved



Scan the QR Code or learn more at 3cenenergy.org/electrify-your-ride-program

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MEMBERSHIP MIXER AT MASON BAR AND KITCHEN

Wednesday, February 23, from 5 to 7 pm
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Village of Arroyo Grande

MASON
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JOIN US FOR AN EVENING OF NETWORKING, APPETIZERS, WINE, AND MUSIC

Please RSVP at southcountychambers.com, or call (805) 489-1488.



Visit Grover Beach named as finalist in prestigious tourism promotion awards for California destinations

GROVER BEACH — Visit Grover Beach, the new tourism brand for the City of Grover Beach, was recently named a finalist in the Visit California Poppy Awards for Best Overall Destination Brand Identity (under \$1 Million). The Visit California Poppy Awards honor the best and brightest of California tourism promotion and take place at the 2022 Visit California Outlook Forum on February 15, 2022, in San Francisco. Poppy Award recipients are chosen by expert judges from the tourism industry.

According to Visit California, an organization's brand is more than a logo, an ad, or the design language for corporate identity—a brand represents the essence of a destination and reflects its unique character, lifestyle, and assets. The category of Best Overall Destination



Brand Identity honors destinations with the best integrated brand programming to support their region's key iconic assets and businesses. The two other destinations named as finalists in this category are North Lake Tahoe Marketing Cooperative and Visit Eureka.

"Grover Beach is a beautiful coastal community for those who live, work, and play here," said Grover Beach Mayor Jeff Lee. "We are excited to have the new

Visit Grover Beach brand recognized as a finalist for this statewide award and appreciate the tremendous work of our partners in our tourism marketing efforts."

Visit Grover Beach is a partnership of the City of Grover Beach, South County Chambers of Commerce, and Lovely Day Adventure Company. Lovely Day Adventure Company offers creative production and digital marketing services. To stay in touch with the businesses, recreational opportunities, attractions, and events that are part of the unique community of Grover Beach, please check out visitgroverbeach.com. Follow Visit Grover on Facebook and Instagram. Please direct questions to info@southcountychambers.com, or call (805) 489-1488.

Cowork continued from page 1

this location. To help meet the diverse needs of local businesses and entrepreneurs, there will be flexible month-to-month membership rates ranging from \$175-\$900 per month. The Chamber has a target date of March 1st for a soft opening for private office rentals and intends to have a formal grand opening by May once the space is complete.

"Our mission is to support local eco-

nomics development, especially in terms of helping diversify our regional economy," said Judy Mahan, Cal Poly CIE and SBDC Economic Development Director. "We have the resources in our County to help launch and successfully grow tech startups in the aerospace and aeronautics industry. Creating a hub in Grover Beach, close to Vandenberg Space Force Base, solidifies the ties between all the stakeholders eager to

execute on the mission. We are thrilled to be collaborating with the City of Grover Beach, and the CIE SBDC is excited to now also have an Outreach Center for all businesses in South County."

The Chamber is compiling a list of individuals or businesses interested in utilizing the space. For questions and interest, please email the Chamber at office@southcountychambers.com, or call (805) 489-1488.

Thank you, renewing Chamber members, for your continued support!

- **Vespera Resort on Pismo Beach, Platinum Level Chairman's Circle**
- **Plains All American Pipeline LP, Platinum Level Chairman's Circle**
- **Bank of the Sierra Pismo Beach, Gold Level Chairman's Circle**
- Mason Mortgage Services
- Arroyo Grande Home & Garden True Value
- James R Murphy Jr A Law Corporation
- SeaCrest OceanFront Hotel
- Last Chance Liquor
- Rotary Club of Nipomo
- Bennet-Loomis Archives
- Central Coast Greenhouse Growers Assn.
- Heacock Trailers & Truck Accessories
- Rancho del Arroyo
- SLO County Farmers Market
- Wilshire Health & Community Services
- Tommy Hilfiger

- Sure Mortgage Solutions
- Heidi Lee Acupuncture
- FzioMed Inc
- JJ's Market on the Mesa
- Round Table Pizza
- Jiffy Lube
- Bill's Place
- Todd Huebler - State Farm Insurance
- RB Stowell Corporation
- Pismo Coast Village Grill
- Rock & Roll Diner
- Chameleon Style for the Home
- Grand Awards
- Garing Taylor and Associates
- Balanced Beauty Boutique
- HAIR Saloon & Spa
- Allstate Paralegal Group
- The UPS Store 6192
- SLOCO Data & Printing

- Mike's Record Rack
- Deltina Coffee Roasters
- Five Cities CPAs Inc
- Family Home Care Inc
- Geriatric Care Management and Dementia Consulting - Alexandra Morris
- Forde Properties and Construction
- Poke Morro
- California State Parks, Oceano Dunes District
- San Luis Obispo Botanical Garden
- Aloha Inn
- Arroyo Grande Public Art
- Whittle Fire Protection
- Malcolm DeMille
- Mission Paving Inc
- Burke & Pace Lumber Co
- SLO Gem & Mineral Club
- La Casita Mexican Restaurant

Who would you choose? 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 (SCCC) 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 Chamber's monthly newsletter "South County Business News," on social media, and at the Chamber's monthly breakfast or luncheon. The SCCC Businesses of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

...

Please help us choose by nominating a local company for *Business of the Month*. Visit southcountychambers.com, and click on the *Resources* tab at the top of the page to nominate a business.

Nominate your choice...
FOR OUR NEXT CHAMBER BUSINESS OF THE MONTH

**Previous honoree:
Pismo Beach
Veterinary Clinic**

The image shows three people standing in front of a sign for "PISMO BEACH VETERINARY CLINIC". A man in a blue polo shirt with a stethoscope around his neck is holding a blue award certificate. He is flanked by a woman in a striped shirt on the left and a woman in a dark blue jacket on the right. The sign behind them features the clinic's name in a stylized font.

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The advertisement features a collage of three covers of the "solstice green directory" magazine. The covers show various nature-themed images like flowers, a bee, and a person holding a fruit.

2022 Chamber Board of Directors, Staff, & Ambassadors

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Jeff Chambers, Tommy Hilfiger
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Deltina Coffee Roasters
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Stephanie Zatzke
9Round Kickboxing

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ligia@southcountychambers.com

Holly Leighton
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Gabby Aura
Membership Coordinator
gabby@southcountychambers.com

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megan@southcountychambers.com

Amy Layman
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Visitor Services Assistant

Jocelyn Brennan
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Michelle Lea, **Bookkeeper**

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Mary Ishikawa
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Insurance Services

Kris Sinay
Garing, Taylor & Associates

Shannon Bowdey & Michelle Mills
SLO Happy Homes

Grace Lemos, Achievement House

Kim Banks, BBSI

Kimberley Victor
Mary Kay Cosmetics
Fashions for a Purpose

Cosimo Allegretta
WeGo Delivers

Samantha Coelho, C&H Storage
Balanced Beauty Boutique

Tara Hoffman
Tara's Mobile Footcare

Erika Weber, VTC Enterprises

Geadell Giatti, Grand Inspirations
Home Furnishings & Décor

Carole Brown
Gold Coast Express Registration

Rod Brown
Geriatric Care Management
and Dementia Consulting

Fernando Granados
Envoy Mortgage in Arroyo Grande

Merritt Ward, CenCoast Realty

Rachelle Krelle, eXp Realty

Greg Vine, Sure Mortgage

Vanessa Oms, Envoy Mortgage

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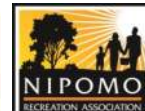
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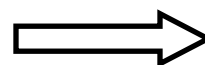
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