

South County Business News

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



May 2022
Volume 62, Issue 5

Grover Beach cowork space 'The Launch Pad' celebrates ribbon cutting, grand opening on May 2

GROVER BEACH — The new cowork space in Grover Beach, "The Launch Pad," is celebrating a ribbon cutting and grand opening on Monday, May 2, from 12 noon to 2 pm. The ribbon cutting is scheduled for 12 noon by South County Chambers of Commerce followed by remarks from local officials and community partners.

The local business community is invited to attend and tour the new cowork space. Lunch will be available to purchase from BaguetteAbout food truck, and ice cream will be for sale from Truly Gifted. Epic Entertainment will be on site to provide music and sound for the event.

South County Chambers of Commerce is opening the cowork space in partnership with the Cal Poly Center for Innovation & Entrepreneurship (CIE) Small Business Develop-



ment Center (SBDC), the City of Grover Beach, and the County of San Luis Obispo. Office space is available for lease through the South County Chambers of Commerce. Currently the space has a commitment to house an aerospace and aeronautics incubator program from its location at 391 Front St. Suite E—just a short walk from the "West End" of Grand Avenue with its shopping and restaurants, the beach

boardwalk, and the monarch butterfly grove.

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

"We are excited about the grand opening celebration of the new cowork space in Grover

Beach and the Chamber's partnerships with the City of Grover Beach, the County, and Cal Poly," said Nicole Moore, Interim CEO, for South County Chambers of Commerce. "The vision for this space is to attract new businesses to South County and provide the support needed for them to launch and succeed locally and beyond."

For questions about the cowork space, please email cowork@southcountychambers.com

Chamber Business of the Month for May: Grover Station Grill

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Grover Station Grill as the Business of the Month for May 2022.

"Christopher 'Z' and Melissa are the incredible owners of a Grover Beach staple," said Chamber ambassador Kassi Dee, owner of Nan's Pre-Owned Books. "These two are genuine examples of small-town business owners who

care about their community. They attend city functions, Chamber events, and run many fundraisers throughout the year for local schools. They offer a nice, fun, safe environment for their customers and are always welcoming with open arms."

Grover Station Grill is a family-owned and family-friendly business (including dogs on the patio). Prioritizing locally sourced ingredients and full of



local charm, the grill offers fresh, fun, and affordable food with rotating specials that keep the menu exciting and allow guests to always try

something new. Enjoy great food, a clean, comfortable indoor space, and relaxing views of the PCH, Grover Beach train station, and the ocean from their patio.

They are located at 170 W. Grand Ave. Learn more at groverstationgrill.com

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

Thursday, May 5

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

(No meeting in May for the
Pismo Beach Business
Meeting. Next meeting
will be June 14.)

Thursday, May 12

Ambassadors meeting
8 to 9 am
Deltina Coffee Roasters
in Oceano

Wednesday, May 18:

Chamber breakfast
7:30 am to 9 am

Vespera Resort on Pismo
Beach (in the ballroom)

Thursday, May 19:

Arroyo Grande Business
Meeting 8:30 to 9:30 am
Banner Coffee Company
in Arroyo Grande

Friday, May 20:

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

Wednesday, May 25:

Membership Mixer
at Cypress Ridge Pavilion
in Arroyo Grande
5 to 7 pm

Friday, May 27:

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

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

On April 19th, a significant item came before the Board of Supervisors related to homelessness. California has 165K homeless individuals with 41 state programs and 19 different departments. In the last two years in CA, there has been a 39% increase in homeless individuals in the state of CA. We all know that mental health and addiction are big issues and we can't ignore this component. In San Luis Obispo County alone we have 1 program and 15 different departments with approximately 1500 homeless individuals. For about two years now, starting with Carolyn Berg (pre-COVID) we have been working on a joint plan to address the increases we are seeing on a local level.

I'm proud to say that we voted and unanimously passed a new governance and funding structure that was enthusiastically approved by all seven incorporated cities and HSOC partners, non-profits, etc. that will identify 1, 3, and 5-

year objectives to reduce the number of homeless in the county to 50% of the current level over five years. Additionally, we have done many things in the past few years to combat these increases. Here are a few actions that were taken by your Board of Supervisors: 40 Prado Homeless Services Center was built, a state-of-the-art Detox facility, the first in this County, was built and recently opened. We have a new mental health facility and launched several Community Action Teams to partner with mental health and law enforcement agencies to engage this most vulnerable population.

We established 20 pallet homes at a site in Grover Beach and established a Safe Parking Pilot Program on Kansas Avenue that has sheltered over 150 homeless individuals since inception. We increased the Housing Now program to include up to 80 participants who are chronically homeless and hired a manager for that site. We hired behavioral

health case managers to collaborate with other homeless teams. We increased the shelter capacity by almost 75% and are evaluating properties to use in partnership with some of our homeless partners for temporary tiny homes. We have converted a hotel in Paso Robles to a homeless shelter facility for families and have allocated numerous grants (over \$20M) for housing projects targeted at incomes ranging from 25-60% of the median income (supportive housing). So, while we continue to incrementally work to combat this community problem, the decision to move forward with a Spending Plan on the identified homeless initiatives is a gigantic step forward.

Please don't hesitate to reach out to my office if you have any questions at 805-781-4337 or district4@co.slo.ca.us.

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

The men and women of the California Department of Forestry and Fire Protection (CAL FIRE) are dedicated to the fire protection and stewardship of over 31 million acres of California's privately-owned wildlands. In addition, the Department provides varied emergency services in 36 of the State's 58 counties via contracts with local governments. San Luis Obispo is one of those 36 counties.

Beyond its wildland firefighting role, CAL FIRE is an "all-risk" department. It may very well be a CAL FIRE engine and crew that is dispatched to the scene of an auto accident, or to a home where a child has become the victim of a drowning incident. The Department is always ready to respond - medical aids; hazardous material spills; swift water rescues; search and rescue missions; civil disturbances; train wrecks; floods, earthquakes and more.

So in March, I accepted the invitation to experience "Fire Ops 101", a full demonstration of CAL FIRE's response to



variety of structure fires, vehicle extrication and high-performance CPR to understand what a day in the life of CAL FIRE is all about.

What a fantastic opportunity to witness firsthand the time frames needed to properly respond safely to structure fires. This was the full preparation of equipment, the analysis of where to tackle the blaze, and the extensive amount of energy required to get

through the incident, and then the final clean up so the crew can be ready to do it all over again! It was exhilarating but also emotionally exhausting watching the fast-paced efforts.

It was also interesting to learn more about structure fires of today. The fact is that structure fires have changed and now require different strategies than what was done in years past. Newer homes and buildings are built with more fire-resistant materials, yet these buildings often do not have the structural support built to hold up crews.

This factor impacts the ability of responders to climb onto roofs, so it is critical they first review their approach to quell the fire. Another factor is the amount of personal "stuff" we all have today. The full closets, stuffed cabinets, electronics along with extensive décor average homeowners have in their homes has multiplied. Forty years ago, an average home had about 2 to 4 lbs.

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Arroyo Grande News

Dear valued Chamber partners: At our last Council meeting, we made a huge decision that will impact every resident and business in the city. I want to fully explain our unanimous motion to put a 1 cent sales tax measure on the November 2022 ballot. I have strongly stood for a special tax that would earmark those funds for pavement. However, I made the difficult decision (for me) to vote with the Council for a general tax measure. Here's why: In short, it's pavement. The condition of our pavement is measured by the pavement condition index, or PCI. The average PCI in California is 66. Arroyo Grande's roads have degraded from over 70 just 6 years ago to 56 in 2022. It's not due to neglect! It's due to the astronomical cost of maintenance and a lack of funds to keep up.

In order to simply keep the pavement at the level it is now, we would need \$6.3 million per year. Right now, we only have \$1.3 million annually. It's easy to see the extreme gap. It's not something that can be filled by cutting costs or increasing fees. It's just too much, and pavement is by far your most valuable investment: the current value of the pavement in AG is \$313 million. We must protect this investment. At current funding, in 10 years our PCI will be a horrid 35. That's not good for business or residents.

As anyone who lives in AG can attest, simply

keeping our pavement in the condition it is now is not good enough. In order to raise it to the CA average of 66 PCI, it would require an annual investment of \$16 million annually. Our entire city general fund is roughly \$18 million. And this isn't even considering the upkeep of our aging stormwater system and our sidewalks. The recommended PCI is 69, which is at this time impossible. Even keeping it from degrading further is out of reach.

No one wants more taxes. Perhaps you, as Chamber members, will be personally against this measure. I get it. But given the degrading pavement, and the exponential cost escalation of repair that happens as it further degrades, I feel we have no choice. Please consider making the hard decision to support this measure.

I sincerely hope you will vote with us to spread this cost across all who use our road system, including tourists. Otherwise, our residents will bear the entire cost. This issue is not going away, and the sooner we tackle it, the more fiscally responsible the decision. More tough decisions are ahead, but this will make an important move toward solving this overwhelming problem. Please contact me if you would like more information: crayrussom@arroyogrande.org.

Caren Ray Russom
Mayor, City of Arroyo Grande

Welcome new Chamber members:

Central Coast
Retina

Adobe

Valley View
Children's Center

Paul Alandt,
Richardson
Properties

Central Coast Glow

...

Sponsor a business
or nonprofit to join
the Chamber. Call
(805) 489-1488.

Grover Beach News

You're invited: Grover Beach is hosting our first Grover Beach 101 session so that residents and local businesses can learn about what the city does—and does not—do on behalf of our residents, businesses, nonprofits, and visitors. Please join us between 5:30 pm and 8:00 pm on Wednesday, May 11, at Ramona Garden Park. Light dinner op-

tions will be available and families are welcome—so bring your interest, your questions, your appetite, and your kids!

The evening will start off with an "open house" where you can informally talk with staff from each of our seven departments: Admin Services, City Manager, Community Development, Fire (through the Five Cities Fire Authority), Parks and

Recreation, Police, and Public Works. The city's new mobile command vehicle will be on site along with the FCFA's utility task vehicle—you have probably seen news stories about both of these vehicles; here is your chance to see them up close and talk to the people who are trained to use them.

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Pismo Beach News

We are making significant progress on our capital improvement projects. The Bello Street bridge over Price Creek is complete which provides an additional route for our emergency responders to get to the South part of the City. Our Council also had a groundbreaking for the Morro Street stairs to replace the existing stairs to the beach which were destroyed due to bluff erosion. The project includes bluff stabilization and street repaving along with a sidewalk to

make it safer to walk along the ocean side of the street. The project will take about one year.

We received very good news on our street paving project. The bid came in much lower than we anticipated. As a result, we approved a contract to repave or resurface fully one third of our streets. The total cost is \$14.5 million. Some of the major roads include Mattie Road and downtown Price Street. We will also put in a sidewalk underneath

the 101 overpass at Spyglass to make it safer to walk from Shell Beach to Mattie Road. The project will take almost two years to complete.

Our Community Development Department has issued our General Plan/Local Coastal Plan along with the associated municipal codes in draft form for review by the public. The total package is 1,000 pages and we welcome public input.

Ed Waage
Mayor, City of Pismo Beach

RECENT RIBBON CUTTINGS



Congrats, Monarch Books!

We celebrated a ribbon cutting last week with brand-new business Monarch Books, an independent bookstore, in the Village of Arroyo Grande. The owners of Monarch Books want to create a community-oriented bookshop where all feel welcome to read, explore, and share in the beauty of books. Half of their store is filled with children's books. Monarch Books is located in the former site of Hello Village at 201 East Branch St. in the Village (Hello Village and Village Kids now share the same space in the Village Kids location). For more information, please call (805) 668-6300.

Congrats, GreenLine Lighting & Electric!

Congrats to new Chamber GreenLine Lighting & Electric on their ribbon cutting last month at our Arroyo Grande office.

Family operated and based in South County, GreenLine Lighting & Electric is a 21st Century, full-service, electrical contractor, focused on providing outstanding, professional, electrical service, and design. Because of their commitment to servicing their client's electrical needs at a fair price,

GreenLine Lighting & Electric is among the highest-rated electricians on the Central Coast. Their team is committed to offering dependable service. They continuously strive to exceed customer expectations because it is their goal to build a lasting relationship with clients. GreenLine offers residential, commercial, and agricultural services throughout the Central Coast. They are fully licensed and insured. Learn more at glelectrician.com, or call (805) 835-3045.



Congrats, Higher Way Travel!

We celebrated a ribbon cutting on 4/20 with Chamber member Higher Way Travel on the west end of Grand Avenue in Grover Beach. 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. They offer itineraries and friendly, personalized customer service to ensure that your trip to your chosen cannabis event, vacation, or destination is hassle-free. For more information, please visit them online at higherwaytravel.com.

New!

Show some local love. Get some love back.

Local businesses are the heartbeat of the Central Coast community. That's why we're giving an added benefit for shopping local, via our **Local Rewards** program.¹ From amazing retailers to restaurants, wineries, grocery stores and beyond, choose to spend where you earn more.

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1. Local Rewards bonus points are earned on purchases made at participating Local Businesses only. Participating Local Businesses ("merchants") are subject to change at any time without notice. Participation in Local Rewards does not constitute an endorsement on the part of either the merchant or SESLOC Federal Credit Union. Purchases made at participating merchants processed through third-party services (e.g. DoorDash, Grub Hub, Uber Eats ect.) may not qualify for bonus points under Local Rewards. Local Rewards is part of the SESLOC Rewards program; see seslocrewards.org for complete terms, conditions, restrictions and eligibility that apply. For any questions regarding Local Rewards, contact SESLOC Federal Credit Union.

RECENT RIBBON CUTTINGS

Congrats, Sara, of Love Holistic Living!



We celebrated a beachfront ribbon cutting (on a very windy afternoon) recently with Sara of Love Holistic Living. Sara is an Intuitive Health & Life Coach, spiritual mentor, and healer. She helps women lose weight naturally by teaching easy, delicious recipes for their body type from one of the most ancient sciences—Ayurveda—and shares the exact steps she took to free herself from physical and emotional pain. Originally from Italy, Sara has lived on the Central Coast since 2014. Sara helps women find the root cause of their weight gain through a mind, body, and soul transformation through holistic nutrition, subconscious reprogramming, balancing energetically, and healing/releasing trauma. For more information, please visit loveholisticliving.com or email loveholisticlivingslo@gmail.com.

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Jacqueline Frederick has been a trial lawyer for over 40 years and has tried cases throughout California. She was the only woman to be elected to the Board of the Los Angeles Trial Lawyers Association from 1982 to 1990 and is the current President of the Central Coast Trial Lawyers Association.

She is an accomplished trial lawyer and in 2021 was awarded the largest general damages verdict in the history of San Luis Obispo County winning \$13.8 million for her client.

Jacqueline is a 2016 Wall of Fame Award recipient and was awarded the Outstanding Women Lawyer in 2014, The San Luis Obispo County Bar Association Seitz Award in 2017 and the Access to Justice Award in 2019, among other recognitions for her professional and community achievements.



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New Chamber Member Highlights



Welcome, Paul, with Richardson Properties!

The Central Coast has always held a special place for Paul Alandt. Raised in Fresno, Paul would frequently visit his grandfather in Los Osos and vacation in the area with family—developing a deep-seeded love for the Central Coast and the San Luis Obispo County community. A Long Beach State University Business Economics graduate and former collegiate baseball player, Paul's career originated in the steel industry. Having owned a metal fabrication company for over 12 years, Paul learned the importance of building a customer-centric business. He believes that relationships, accountability, and integrity are what ultimately drive success in life and business. Relocating to the Central Coast in 2021 with his wife, Paul shifted his career calling to real estate after developing an interest in investment and commercial properties. This brought his passion for finding the right opportunity for buyers and sellers to fruition. Contact Paul at paul@richardsonproperties.com or visit www.richardsonproperties.com/agents/paul-alandt

Welcome to the Chamber, Central Coast Retinal

Dr. Sedek of Central Coast Retina is a board certified eye doctor who specializes in the complex medical and surgical management of the posterior aspect of the eye called retina. His commitment to the highest standard of eye care combined with his extensive surgical experience ensure that he delivers competent, compassionate retina care for every patient. The culture of Central Coast Retina is "a caring, competent, physician-led group in a simple, personable, patient-oriented setting." Central Coast Retina opened its second office last month in Pismo Beach located at 300 James way, Suite 150. For more information, visit centralcoastretina.com, or call/text (805) 876-3050.



Welcome, Central Coast Glow!

Central Coast Glow, a mother-daughter trio, creates handmade jewelry—and more—inspired by the Central Coast. Their innovative designs include the use of recycled materials such as copper and guitar strings. All of their creations are unique and inspired by the boho beach vibes of the area. Their "Legacy Line" designs are made in the honor of Kristin Smart and proceeds are donated to the scholarship fund. Custom and wholesale options are available. Central Coast Glow products are available in certain stores, markets, and pop-up events. Learn more at www.centralcoastglow.com



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Stevie Nicks & Fleetwood Mac Tribute
June 5th

Wild at Heart



Country & Rock N' Roll
June 12th

Unfinished Business



60's Rock N' Roll
June 19th

Critical Mass



Classic Contemporary Rock & Country Dance
June 26th

Noach Tangeras



American Roots, Folk & Country Rock
July 3rd

Soul'd Out



Top 40 Funk, Rhythm & Blues
July 10th

Careless Whisper
CARELESS Whisper



80's Rock N' Roll
July 17th

Sound Investment



Classic Rock, Pop & Country
July 24th

Scratch



Rock & Blues
July 31st

Dark Desert Highway



Eagles Tribute
August 7th

The Billy Martini Show



70's Musical Tribute
August 14th

Laurie Morvan Band



High Energy Rockin' Blues
August 21st



Presented by the Clark Center
August 27th & 28th

FOOD TRUCKS -BOUNCE HOUSE- BEER - WINE



Grover Beach childcare providers, families eligible for funding

GROVER BEACH — The City of Grover Beach is offering grants and scholarships for childcare providers and families in their city. Applications open May 2, 2022 and will remain available until the funds are exhausted.

The City is designating \$50,000 to the childcare grants and scholarships from American Rescue Plan Act (ARPA) funding. ARPA guidance requires that recipients “experienced pandemic impacts.” This can include any impact, including loss of revenue for a business, loss of wages, loss of childcare options, etc. To tie in with ARPA funding requirements, applicants will need to provide details about the pandemic impact on their finances to be considered.

The funding will provide individual scholarships for supporting childcare

payments for three months, and the monthly amount may vary based on need and duration of assistance. The scholarship can be used to pay for childcare outside of the City of Grover Beach as long as the recipient is a Grover Beach resident.

In-home childcare providers and small, public, daycare providers located in Grover Beach can apply for up to \$15,000 in funding. This financial boost can be used for operational expenses, expansion of childcare programs or capacity, renovation of childcare space, and technology upgrades.

“Throughout the pandemic, we have seen families struggle to find adequate childcare, which is fundamental to eco-



nomie prosperity,” said Grover Beach Mayor Jeff Lee. “The Council takes great pride in being able to assist Grover Beach families and home childcare providers.”

South County Chambers of Commerce will facilitate the

program in partnership with the City of Grover Beach. Scholarship and grant review panels will meet to review the applications and work with the City of Grover Beach to ensure necessary documentation is received before notifying recipients and distributing funds.

To apply for the childcare grants or scholarships, please click [here](#). Please e-mail info@southcountychambers.com with questions, or call (805) 489-1488.



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District 3, continued from page 2

of personal material per square foot, and those materials were often products made of wood, cotton, natural fibers, or glass. Today, average homes have 30 lbs. per square foot of personal material! Not only is that a challenge to navigate but these materials are often made of resins and plastics, created from hydrocarbon (petroleum) based products. Hydrocarbon formulated materials burn longer and often liquefy, move, and escape to other crevices while the natural materials of the past burn in a more manageable and uniform manner. That means a fire can burn longer today than in the past.

There is another factor, and the most important one—human resources. How many responders are on a fire engine will determine how to respond in a safe and efficient manner. Bottom line: we are going to need to train more fire responders! With longer fire seasons, increased retirements, and the factors I mentioned above, there is an important need to increase the number of responders on the fire engines. I want to thank CAL FIRE for their dedication and service to our communities and for always being there helping and rescuing SLO County residents every day!

Dawn Ortiz-Legg
San Luis Obispo County
District 3 Supervisor



Leadership South County Class III at the Health & Human Services day session hosted by Dignity Health last month.

Leadership South County is a nine-month, community-based, leadership development program dedicated to inspiring, educating, and empowering tomorrow's community leaders. This specialized program from South County Chambers of Commerce easily complements a busy schedule since the day sessions are just one Friday a month. The goal is to foster leaders with diverse backgrounds and beliefs to effectively work together to address the unique opportunities and pressing challenges that affect our quality of life while building a bigger and brighter future for the community we live in.

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Grover Beach, continued from page 3

The purpose of this night is for the community to come together, especially after recent events, to learn about your city, what it takes for the city to function, and how we do various things such as provide water to your home or business; or how you can sign up for a Parks & Rec class for you or your children; or how the city brings in money and what it does with those funds. This is a chance to learn about Grover Beach, talk with City staff (side note: they are all great people who have the best interest for you and the city at heart) and perhaps decide if you want to get involved in some way—by volunteering for an event, sitting on a city committee, or even running for a seat on the City Council.

Grover Beach is doing so many amazing things from fixing our roads, improving our playgrounds and parks, balancing our budgets, working on affordable housing solutions, compassionately working with non-profits to provide food and shelter to the less fortunate, water resiliency, maintaining our emergency services, and so much more. This is a super exciting time for Grover Beach as our potential continues to emerge. We are always looking to get our residents involved in Grover Beach, whether it is for a minute or a lifetime. This is your city. We want your voice to be involved in shaping its future. See you on May 11th as we start this conversation.

Jeff Lee

Mayor, City of Grover Beach

QUICK BUSINESS NEWS BRIEFS

PISMO BEACH—The City of Pismo Beach is offering scholarships to families to help pay for their children to participate in summer camps: art, surfing, adventure, soccer, and more. Qualified Pismo Beach residents will only need to pay \$50 for a weeklong camp session based on their demonstrated financial need. Scholarship applications will be available the first week of May and are due by May 27. For more information, please email info@southcountychambers.com.

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GROVER BEACH—A spring sidewalk sale is planned for Friday May 20 and Saturday May 21 from 9 am to 3 pm at the corner of 9th Street and West Grand Avenue in Grover Beach. Local vendors and artisans will be selling home décor and gifts; antiques; new, refurbished, and DIY project furniture; chalk paint; soy candles; clothing; accessories; shoes; jewelry; books; housewares; and much more. This event is hosted by Grand Inspirations Home Décor and Second Chances Resale Stores. Call (805) 668-2071 for more information.

...

ARROYO GRANDE—The City of Arroyo Grande is seeking full-service, integrated marketing, advertising, communications, social media, and website maintenance services for their tourism brand, Visit Arroyo Grande, and is requesting proposals from qualified firms. Email info@southcountychambers.com



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RELAXING STAYCATION



AngelCon Competition Awards Startups \$205,000 in Equity Investment

SAN LUIS OBISPO—The Cal Poly Center for Innovation and Entrepreneurship (CIE) Small Business Development Center (SBDC) is proud to announce the results of its 5th annual AngelCon pitch competition on April 21. The fund raised a total of \$205,000 and chose to invest in two startups. AcreCloud was awarded \$135,000 in equity investment as the winner of AngelCon 2022. The runner up, Novocuff, also received an investment totaling \$70,000.

AngelCon is a culminating event that brings together Central California tech-based startups who receive training and mentorship through the SBDC and dedicated angel investors who participate in the evaluation, due diligence, and selection process of AngelCon applicants leading up to the live event. Participating startups are seeking investment in exchange for ownership equity or convertible debt to help grow their businesses.

AcreCloud and Novocuff competed among six startups to an audience of 28



investors and nearly 200 attendees. Jim Cogan, COO of AcreCloud, and his team are an agricultural technology software company working to revolutionize the field of farm labor payroll. Novocuff, with CEO Amy Degenkolb, is creating a device to prevent preterm labor and advance the field of maternal health.

Also at AngelCon, TRIC Robotics, an AgTech company helping farmers control pests and diseases with light instead of chemicals, landed the Audience Choice Award funded by a crowdfunding campaign that generated \$1,350 in prize money for the startup.

"After two years of AngelCon being a virtual event, we were so thankful to have the companies, the investors, and the business community available to

finally attend in person," remarks Judy Mahan, CIE Economic Development Director. "The combination of Medtech and Agtech winning the event truly speaks to the innovation that our business community is fostering here in Central California."

• • •

About the Cal Poly CIE Small Business Development Center

The Cal Poly Center for Innovation and Entrepreneurship (CIE) Small Business Development Center is funded in part through a subcontract between Cal Poly CIE, the city of San Luis Obispo and UC Merced, under the current cooperative agreement with the U.S. Small Business Administration. The SBDC is a top resource for business owners and aspiring entrepreneurs, offering no-cost, expert one-on-one business consulting, training, and online courses in startup assistance, debt and equity funding, sales and marketing, international trade, and product commercialization.

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SeaCrest OceanFront Hotel Celebrates 60 Years in Pismo Beach

PISMO BEACH—The SeaCrest OceanFront Hotel is celebrating 60 years in Pismo Beach this spring. Originally built in 1962, it was the second motel property built on the bluffs of Pismo Beach, serving as a legacy for the classic California town and its loyal tourists.

"We are delighted to celebrate the 60th Anniversary of the hotel with our long-time guests and the local community here in Pismo Beach," said General Manager, Jedidiah Bickel. "The hotel has been through many renovations and upgrades in its lifetime, enhancing the property and adding amenities with each improvement. We have guests that have been coming to the hotel for over 50 years, and now it is a tradition for their families and friends. They enjoy their annual Pismo Beach vacation so much that they look forward to coming all year, where they can gather to reunite, celebrate special occasions, and have fun on the big open beach before us."

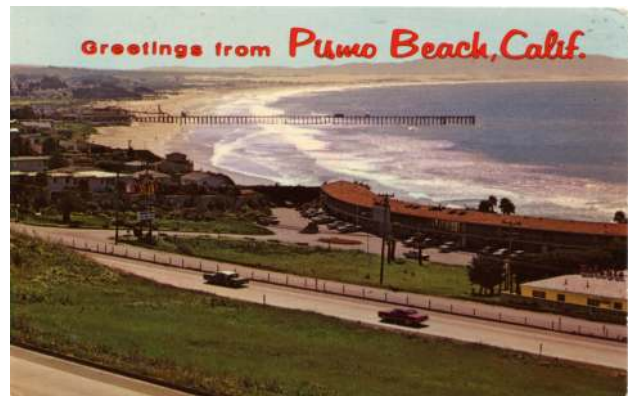
The hotel was built 60 years ago and started with the center horseshoe-shaped building with the lobby at the center, overlooking the rugged bluffs and sandy beach below. The registration area used to feature a dome-shaped fish tank at six feet tall that you could see right through to the outside. In the early 1980s, the north and south buildings were added at four stories high, making 158 total hotel guest rooms and suites. The corner suites are featured in past photographs from that era with the classic floral print bedding and pink Ja-



cuzzi hot tubs in each room.

Perched on the edge of the bluffs overlooking the Pacific Ocean, the hotel is situated on five acres of park-like grass and drought-tolerant gardens, featuring multiple terraces with firepits, gas BBQs, an outdoor heated pool and three hot tubs. The family friendly ambiance offers direct beach access and is less than one mile from the Pismo Pier and downtown shops and restaurants. Guests can sit on their patios or balconies and watch the abundant wildlife swim and fly by, surfers ride the waves, and magnificent sunsets every night. The Pismo Pier and promenade area offer kids' activities and art installations, seasonal farmer's markets with live bands, and food and beverages served from classic Airstream trailers parked right on the pier. Tourists and locals alike enjoy this slow surf town and all the outdoor activities the surrounding area has to offer.

To commemorate the 60th Anniversary of the SeaCrest OceanFront Hotel,



an event will be held on May 11 from 5 to 7 pm on the OceanFront Terrace located at 2241 Price Street in Pismo Beach. Media, community members, and partners are invited for live music, food, and local brews from Blast & Brew American Taphouse and Eatery, a step-and-repeat photo opportunity, virtual reality experience from SLO Virtua, and promotional giveaways. Please visit www.seacrestpismo.com/60years for more information and to RSVP now.

For hotel questions and interest, email marketing@seacrestpismo.com, call (805) 773-4608, or visit www.seacrestpismo.com.

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CHAMBER BREAKFAST AT VESPERA RESORT

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Vespera Resort on Pismo Beach
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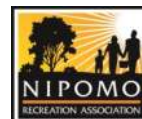
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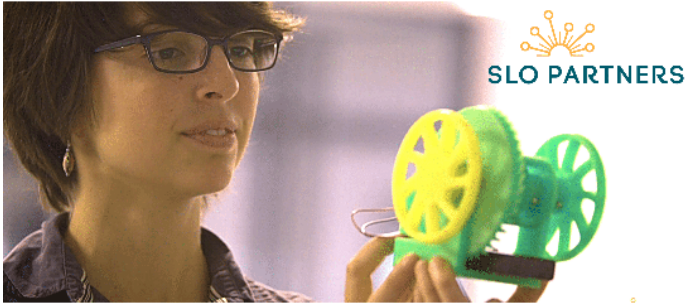
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