

South County Business News



A publication of South County Chambers of Commerce—your regional Chamber that is a catalyst for business growth, a convener of leaders and influencers, and a champion for a stronger South San Luis Obispo County.

February 2023
Volume 63, Issue 2

Applications now open for local startups to compete for \$100,000+ in equity-backed funding

SAN LUIS OBISPO—Cal Poly's Center for Innovation and Entrepreneurship (CIE) Small Business Development Center (SBDC) opened applications for Central California startups to participate in AngelCon 2023—a competition in which local companies compete for \$100,000+ in equity-backed funding.

Central California-based startups will have the opportunity to join the ranks of Tallyfor, AcreCloud, and Novocuff, who collectively won \$350,000 and received close to \$1M in follow-up investments. Applicants must be based in Central California, demonstrate a completed proof of concept with an MVP and/or early revenue,



have potential for scalability and high growth, as well as have a strong founding team.

"AngelCon has become a keystone event for the Central California business community," says CIE Economic Development Director Judy Mahan. "This is our sixth annual event; we originally launched AngelCon in 2018, hoping to engage with people who would be interested in learning to invest in tech startups. The outcomes have surpassed our expectations, we've connected with close to 150 new angel inves-

tors counting this year's fund and provided access to more than \$19M in capital to 26 startups. It's been very rewarding to act as a conduit connecting new angels to local deal

flow, as well as showcase the amazing pipeline of innovative startups launching and growing in our County."

This event is propelled by a dedicated group of angel investors interested in early-stage startups in exchange for ownership equity or convertible debt. These investors have strong involvement in the evaluation, due diligence, and selection process of AngelCon applicants leading up to the live, hybrid-event,

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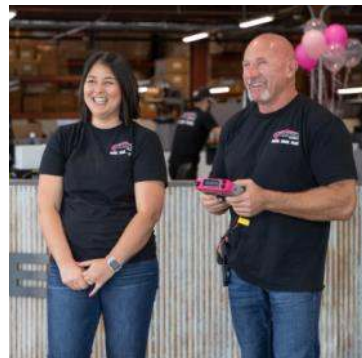
Chamber Business of the Month for February 2023: Rugged Radios in Arroyo Grande

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Rugged Radios as the Business of the Month for February 2023.

When Greg Cottrell, Founder and President of Rugged Radios, started his company, he set out to revolutionize the offroad communications industry. That dream grew into the communications giant that is Rugged Radios today, manufacturing communications for work, race, and play. With nearly 30 years experience in manufacturing high-noise environment communications, Rugged Radios boasts a full

line of communication products. From industrial job sites to agriculture to fire and safety, they offer communications for any environment.

"Rugged Radios is the pride and joy of Arroyo Grande," said Arroyo Grande Mayor Caren Ray Russom. "Rugged's products are sold all over the world. They had exponential year-over-year growth for years and were bursting at the seams in their location on Grand. They made it a priority to stay here, and built the beautiful Rugged Radios campus on Traffic Way, preserving over 40 head-of-household jobs. They give back to the community every year through fundraisers for Mission Hope



Greg Cottrell, Founder and President of Rugged Radios

Cancer Center and are simply a model for our city's values. I couldn't be more proud of Greg and his team. Congratulations, Rugged Radios!"

Visit ruggedradios.com.

UPCOMING CHAMBER EVENTS:

Thursday, February 9:
Ambassadors meeting
8 am to 9 am at the
Chamber conference room
in Arroyo Grande

Wednesday, February 15:
Chamber Luncheon
11:30 am to 1 pm
Vespera Resort
on Pismo Beach
147 Stimson Ave.

Wednesday, February 22:
Membership Mixer
5 pm to 7 pm
The Agrarian Hotel
325 W. Branch St.
Village of Arroyo Grande

Thursday, February 23:
Free business workshop
"Introduction to SEO"
from 9 am to 10:30 am
The Launch Pad cowork
office in Grover Beach
(led by Josh Erdman of
Torchlight Marketing)
Attendees are encouraged
to bring their laptops

Friday, February 24:
Governmental Affairs
meeting via Zoom
8 am to 9:15 am
Please RSVP at
southcounty Chambers.com
to receive the login details

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Check out our online
community calendar at
southcounty Chambers.com
for more local business
meetings, events,
and local community
opportunities.

Update from Supervisor Jimmy Paulding, District 4: Nipomo, Arroyo Grande, Oceano, Huasna, Edna Valley, California Valley, and unincorporated portions of SLO

I hope this finds you well. After the severe storms we had in January, I am hopeful that February brings more modest weather. The most severe storm last month hit less than a week after I was sworn in and caused significant damage and disruption to residents and businesses throughout the County. The storm destroyed bridges, flooded homes, and caused the Arroyo Grande Creek Levee to breach. The County has preliminarily estimated more than \$18M in road damages, \$16M in flood control damages, and \$82k in county facilities damages.

Fortunately, there are resources available to help those in our county recover from storm damage. On January 17, California's Emergency Declaration was amended to include San Luis Obispo County, which allows those impacted by the storm to qualify for individual financial assistance from FEMA. If your home was damaged by the recent storms, please visit [disasterassistance.gov](https://www.fema.gov/disaster/assistance) or call 800-621-3362 to apply for relief.

Relief programs are also available for business owners, farmers, and ranchers. Business owners may apply for low-interest business disaster loans and economic injury disaster loans through the federal Small Business Administration by visiting their website at disasterloanassistance.sba.gov or calling 800-659-2955. If your farm or ranch land was impacted, various relief programs are available from the USDA Farm Service Agency office in Templeton by calling 805-434-0396 or send an email to jeffrey.sledd@usda.gov.

In partnership with FEMA and Cal OES, the County Office of Emergency Services opened a Disaster Recovery Center (DRC) on January 24. The DRC is open seven days a week from 8:00 AM to 7:00 PM at the Veterans Memorial Building, 801 Grand Ave in San Luis Obispo, until February 7. Representa-



Supervisor Paulding (far right) with Senator John Laird (blue jacket) and Assemblywoman Dawn Addis (light brown jacket) meet with Public Works Director John Diadoti (far left) at the Arroyo Grande Creek Levee.

tives from a consortium of federal, state, and local departments and agencies are available to help as well as nonprofit providers. Any residents who need transportation to the DRC can call County

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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! We had a rough start to our year, but I am holding good thoughts for a speedy recovery process and positive steps forward for all that need it.

January's storm was a huge challenge, but I am extremely proud of our staff and leaders who stepped up and met that challenge head on. It has been a LONG time since our community has experienced an event of this magnitude. As the situation was rapidly evolving staff was tasked with quickly adjusting their direction to meet the changing needs of the community. We have now entered the recovery phase of the process and the Disaster Recovery Center at the SLO Veteran's Hall located at 801 Grand Ave. in San Luis Obispo is now open. FEMA, along with state agencies such as DMV and Franchise Tax Bureau, along with county resources and nonprofits, are present and ready to assist and guide our neighbors through their recovery process. If you or someone you know is in need of services visit the



Supervisor Ortiz-Legg (left) with Sister Theresa at The Bridge Café in SLO

readyslo.org recovery page for more information.

Looking ahead, in the last newsletter I addressed some of my New Year's

"resolutions" for the county. With the swearing in of the new Board on the 3rd of January we are already looking for ways to work towards achieving those resolutions. Last week at our Board of Supervisor's meeting the board identified their collective priorities for the fiscal year 2023-2024. Top of the list of issues identified by the Board are to address homelessness within the community, followed by behavioral health services and housing. Our recognition of specific priorities does not diminish the importance of other issues within the community and will not reduce resources delegated to other already established services. These priorities will simply serve as a roadmap to guide staff and the Board's efforts as we move forward this year.

Also during our most recent Board meeting, members were assigned or re-assigned to various committees and commissions. Collectively the Board of

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Arroyo Grande News

Hello Chamber Members: It's hard for me to think about anything more than storm-related items as I sit to write this update. By now you've heard it all. The one thing I will add to the conversation is that seven Arroyo Grande families lost their homes on Tally Ho and could use your help. Five Cities Homeless Coalition is doing a fundraiser to benefit those in the South County who have lost their homes, including those in Arroyo Grande and Oceano. You can donate at the following link, and donations are TAX DEDUCTIBLE. Please click here:

<https://5chc.org/?form=FUNERMYAJBR>

I am happy to report that South San Luis Obispo County Sanitation District had no significant issues during the storms and no failures at the plant. Further, our redundancy project is still on time and on budget, and surprisingly only lost two construction days to the weather. The project should be completed in June.

Our beloved Swinging Bridge was damaged during the storm by a large piece of debris in the creek that struck one of the bridge supports. It is closed indefinitely. Staff is assessing the damage and deciding whether the planned work that was already going to happen is still possible as designed. Stay tuned for more info in the coming weeks as we figure out the particulars.

I am heartened by the level of community support I have witnessed during these storm events. City Managers and City staffs all over the county were running on fumes at all hours trying to keep everyone safe and infrastructure operational. Thank a city/county worker the next time you see them out on the streets, or a City official at your next service club meeting. Truly, they are heroes.

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Caren Ray Russom
Mayor, City of Arroyo Grande

Welcome to these new Chamber members:

- UberFLEET
- Discover Oceano
- North Fork Tribal TANF
- French Fries restaurant in Arroyo Grande
- Pismo Detailing

Grover Beach News

Hello from lovely Grover Beach!

On Monday, January 23, 2023, we held our first Council meeting of the New Year and welcomed back Anna Miller, Mayor Pro Tem, and Council members Robert Robert and Daniel Rushing. Clint Weirick was appointed from a field of four qualified applicants to fill the vacancy in District 4 created by my Mayoral election. Clint is a lifelong resident of Grover Beach with extensive experience

in state and local government along with a multitude of years of civic participation.

As such, directly after being sworn in, Clint was able to hit the ground running and assist in the crafting of an ordinance regarding camping on public land and private property in response to our Homelessness Response Update agenda item. We are fortunate to have him join our Council!

On another happy note, I am pleased to announce the hiring of Megan Martin (Graduate of South County Leadership Class 3!!) as our new Community Development Director. Megan came to us from the City of Pismo Beach and we are so pleased to welcome her to the Grover Beach City family!

• • •

Karen Bright
Mayor, City of Grover Beach

Pismo Beach News

The winter storms made a huge impact on our water supply. Lake Lopez is now over 50% full, and we expect more water delivered by the State Water Project. The ground water basins will also be much improved. While our supply is much improved, we still need to conserve.

The storms also caused considerable erosion on our bluffs when a combination of high surf and King Tides pounded our coastline. Our damage estimates are

significant, and we will try to find funding to make repairs. Fortunately, the rest of the City did pretty well in the storms, and we welcomed the dry weather afterwards.

In early February, our Council will meet to discuss our goals for the coming year. We solicited feedback from our residents and, not surprisingly, water was a significant concern. We are already working with Arroyo Grande and Grover

Beach on a water recycling project which fits nicely with that feedback.

We are also continuing with a new public safety complex with a new police station and fire station on Bello Street; new park equipment; James Way beautification; and repaving streets so our plate is already full.

• • •

Ed Waage
Mayor, City of Pismo Beach

#love4local



RECENT RIBBON CUTTINGS



Congrats Beach Bum Holiday Rentals & Property Management!

We celebrated a ribbon cutting last month with Chamber member Beach Bum Holiday Rentals & Property Management at their new location in Shell Beach. A family-owned business, Beach Bum Holiday Rentals & Property Management offers beautiful and comfortable beach accommodations on the Central Coast. Their team can match you with a beautifully decorated beach house, condo, or cottage—whether you are looking for a short-term vacation rental or a long-term residence. Each vacation rental is owned and furnished by individual homeowners allowing for a unique experience from one property to the next. Beach Bum Holiday Rentals & Property Management works diligently to ensure the description of each private vacation property is accurate and that each unit is well-maintained. They are located at 1677 Shell Beach Rd. Suite #101. To learn more and visit their website, please visit beachbumreservations.com.

Congrats Goodwill Central Coast!

Congrats to Goodwill Central Coast on their recent ribbon cutting and grand reopening celebration at their Grover Beach store. President and CEO Tom Moran of Goodwill Central Coast spoke at the event and introduced the other speakers: Clint Weirick, District Representative San Luis Obispo County for State Senator John Laird (and a newly appointed Grover Beach Council Member), Grover Beach Mayor Karen Bright, Grover Beach Councilmember Robert Robert, and South County Chambers of Commerce Immediate Past Chairperson Jeff Chambers. The event celebrated the new renovations at the Grover Beach store located at 1628 W. Grand Ave. The store is open 9 am to 7 pm daily. To learn more about Goodwill Central Coast, please visit their website at cgoodwill.org.

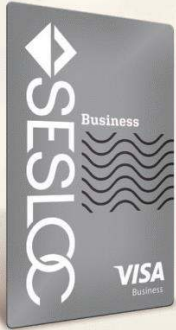


Congrats Bond Real Estate Group!

We celebrated a ribbon cutting last month with Chamber member Bond Real Estate Group at their beautiful office in the Village of Arroyo Grande. Bond Real Estate Group is a team of experienced, licensed real estate agents serving San Luis Obispo County, Santa Maria, and Orcutt with a proven track record of achieving results quickly and maintaining a direct line of communication at all times. Team Lead/REALTOR®/Broker Jay Bond is the fourth generation of his family to be born and raised in San Luis Obispo County and considered a local area expert. His team is brokered by eXp Realty. They are currently expanding their office and starting a business-focused podcast in the near future. If you are looking to buy or sell a home on the Central Coast, please email info@bondreg.com, or call (805) 668-2175. Visit bondreg.com for more information. Their office is located at 126 E. Branch St. Suite A.



LOCAL BUSINESS

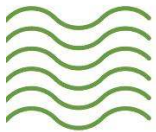


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RECENT RIBBON CUTTING

Congrats The Bridge Café in San Luis Obispo!

We celebrated a ribbon cutting recently with The Bridge Cafe in downtown San Luis Obispo. The Bridge Cafe is opening on February 1st to the community. Their menu includes breakfast items, lunch options, and an assortment of baked goods. Purchases at the cafe support the transformation of justice-impacted lives. The Bridge Cafe is a social enterprise by local nonprofit Restorative Partners, which provides employment and training for those previously incarcerated, serving as a bridge to community and self sufficiency. A new Chamber member, Restorative Partners transforms lives impacted by crime through healing services and relationships. Their vision is a safer community where everyone belongs. Their mission is to mobilize and coordinate programs that create positive changes and promote a restorative justice approach to crime in San Luis Obispo County. They pledge to respect the dignity of every person, overcome violence with love and compassion, accompany and support anyone affected by crime on their healing journey, and be an instrument of restoration, forgiveness, and reconciliation. Restorative Partners formed through Executive Director Sister Theresa's vision and perseverance. Much of her life's work has been spent working in social and restorative justice. For more information, please visit restorativepartners.org or follow them on Facebook [here](#).



NEW CHAMBER MEMBER HIGHLIGHT

Welcome North Fork Tribal TNF!

North Fork Tribal TNF recently joined the Chamber as a new member. Tribal TANF is a federal- and state-funded program that provides time-limited assistance to needy families with children, in an effort for those children to be cared for in their homes or in the homes of relatives. The Tribal TANF program was created by Native Americans to provide cash aid assistance and supportive services to meet the specific needs of Native American families. Tribal TANF is designed with the flexibility to address and focus on a variety of positive cultural traditions. Their local service area comprises San Luis Obispo County and serves all federally recognized Native American citizens, California Judgment Rolls, and their descendants. Their mission is to preserve and strengthen Indian children and families in becoming self-sufficient through education, work, and cultural activities. Their purpose is to increase the employability of needy families, increase employment opportunities for Native American families through job training and skill development, better prepare and educate for healthy and planned pregnancies, and encourage healthy and stable two-parent tribal families. To reach their SLO County office, please call (805) 464-2255.



Local Non-Profit Fashions for a Purpose Thanks Those Who Helped Raise \$50,000 for Domestic Violence Organization, Lumina Alliance

On Saturday, October 8, 2022, Fashions for a Purpose, a local non-profit founded in 2015, held its 8th annual Fashion Event at Dana Adobe Cultural Center, raising money benefitting Lumina Alliance.

Through ticket, merchandise sales, event sponsorships, auctions, "Fund a Cause" donations, a generous \$10,000 grant from Mary Ishikawa of Allstate Insurance, PLUS a \$20,000 grant from the Mary Kay Foundation, over \$50,000 was raised to help Lumina Alliance support individuals impacted by sexual and intimate partner violence.

Additional funds were raised during a special shopping event held at the San Francisco boutique of couture designer Anne Fontaine. 10% of all sales from that event were donated to Lumina Alliance, benefiting domestic violence survivors within San Luis Obispo County.

Thank You to Our 2022 Supporters

Our 2022 fundraising goal was \$22,500. We more than doubled that, thanks to the support of these incredible businesses, organizations, and individuals.

Local Nipomo UPS Store: Much appreciation to owner Jill Canby and her team, who've provided printing services and outstanding customer service for many years.

Legacy Village: Thank you for your continued generous sponsorships.

Taylor Glines, Central Coast Auction Service: Thank you for stepping in last minute to be our auctioneer! You are an inspiring and incredible talent.

Dana Adobe Cultural Center: Our deepest appreciation for stepping up at the last minute as our venue. We really could not have done it without you!

Anne Fontaine, First Class Seconds, Closet915: We couldn't have a fashion show without the stunning outfits provided by these three generous boutiques.

And thank you to our gorgeous models and guests, supported through auctions, donations, and sharing our mission with others.



The Allstate grant was presented to Lumina Alliance CEO Jennifer Adams and COO Karen Borges at the event.

History of Fashions for a Purpose

Backed by The Mary Kay Foundation, Kimberley Victor founded FFAP in 2015 after moving to Nipomo. A successful businesswoman and Mary Kay Consultant, Kimberley was spurred into action after one of her consultants lost her life in a domestic violence situation. A survivor herself, Kimberley knew she had to act. Two days later, Fashions for a Purpose (FFAP) was born.

During its first event, FFAP raised and donated \$3,040 to local domestic violence causes. In 2021 FFAP had raised \$15,000 and was recognized as the top fundraising body in The Mary Kay Foundation. Kimberley and a small volunteer committee spend all year planning and hosting the annual fashion fundraising event. Since its inception in 2015, Fashions for a Purpose (FFAP) has raised over \$200,000.

9th Annual Fashions for a Purpose Fashion Event

Our 2023 event will be held on Saturday, October 14th at Dana Adobe. Be sure to save the date! Visit our website at FashionsforaPurpose.org and follow us on Facebook @FashionsforaPurpose and on Instagram @FFAP2015

Donations are always appreciated and accepted. Reach out to founder Kimberley Victor at 805-931-4288 or via email at ffap805@att.net

We appreciate our renewing Chamber members for their continued support

Century 21 Hometown Realty—
Kalua Kuhnle
Todd Huebler—
State Farm Insurance
Cole Linen and Laundry
Tar Creek Ranch LLC
Santa Maria Tire
St. Barnabas Thrift Shop
CASA of San Luis Obispo County
Best Western Plus Big America
Burke & Pace Lumber Co.
Basin Street Regulars
Whittle Fire Protection
Best Care Pharmacy
Cole Linen and Laundry

Brian N Beres DDS
Grover Beach Sourdough
Jiffy Lube
JJ's Market on the Mesa
Maguire Investments Inc.
DANA Adobe & Cultural Center
The Spoon Trade
The Great American Melodrama
Arroyo Grande Public Art
Edgewater Inn & Suites
Cloacina LLC
Malcolm DeMille
Me-N-Ed's Pizzeria & Crafthouse
Blast 825 Brewery Arroyo Grande
Kautz Chevron

Talley Vineyards
Five Cities Men's Club
California State Parks—
Oceano Dunes District
Shannon Bowdley—SLO Happy Homes—
Keller Williams Realty Central Coast
Oak Park Plaza
San Luis Obispo Botanical Garden
Friends of Five Cities Fire Authority
Klondike Pizza
Timbre Winery
CenCoast Realty
Joel Anderson World Coins
Torchlight Marketing
The UPS Store 6192

District 4 news, continued from page 2

OES at (805) 781-5678 to arrange transportation.

I am incredibly grateful for the hard work of our first responders and County staff from Public Works, OES, and other departments who in many cases worked around the clock to keep our community safe. I am also encouraged by the way many members of our community stepped up to help their neighbors during this challenging time. This storm has once again reminded us that we are stronger as a community when we work together.

January 24 marked the Board of Su-

pervisor's first substantive meeting since I was sworn into office. Of note, the Board provided direction on our County's budget goals and policy priorities for fiscal year 2023-24 which begins in July. For FY 23-24, the Board established the County's first-tier priorities as homelessness, behavioral health services, and housing, and its second-tier priorities as storm recovery, economic development, and water resiliency. Additionally, the Board clarified the County's ongoing priorities as meeting legal mandates, debt service requirements, and public safety. At the meeting, the Board also formally designated a primary supervisor for areas left without representation because of redistricting. I am honored to formally represent and serve the

community of Oceano going forward.

Now that I have taken office, I have begun scheduling weekly office hours in South County for constituents to meet with me and share their concerns and priorities. In Nipomo, my office hours are at the Nipomo Library from 10 am to noon on the first, second, and fourth Thursday. In Arroyo Grande, my office hours are at the Arroyo Grande Library from 1:30-3:30 PM on the second and fourth Thursday. Please contact my office to schedule an appointment by emailing district4@co.slo.ca.us or calling 805-781-4337.

Sincerely,
Jimmy Paulding
San Luis Obispo County
District 4 Supervisor

District 3 news, continued from page 2

Supervisors serve on 30 different commissions and committees. Involvement in these committees help keep us informed about the issues that are important to our county's residents. I am pleased to be joining the First 5 Children and Families Commission, CENCAL, and Visit SLO Advisory Committee. I will continue to represent the Board as a member on REACH, SLO Basin Groundwater Sustainability Commission, Homeless Services Oversight Council, and Children's Services Network. I look forward to working with these committees and commissions on issues that are near to my heart such as homelessness and children.

Outside of Board meetings and standing committees I am constantly on the

move seeking cooperative partnerships with other communities, nonprofits, and other identifying untapped resources. This last month I have communicated with stakeholders working on ways to increase availability of resources for medically fragile seniors and coordinated a meeting between staff from San Luis Obispo County and Santa Maria City to discuss innovative housing strategies. There are amazing opportunities available to our county, and I am committed to finding them and working with our community partners to reap the benefits of those opportunities. As George Bernard Shaw said, "Don't wait for the right opportunity: Create it." Speaking of opportunities, I was honored to attend and speak at the Grand Opening celebration for The Bridge Café here in SLO. The café would not have been possible weren't it not for the persistence of Sister

Theresa and Restorative Partners. I look forward to seeing their business flourish and change the lives of their employees and those they serve. They are conveniently located in the County Government Center. Come check it out.

My office hours are February 2nd at the Avila Beach Civic Center, February 9th at the Shell Beach Library, and February 16th in Grover Beach at The Launch Pad. All office hours are held from 1:00 – 3:00 pm. Please feel free to stop by to say hi, ask questions or discuss issues you might be experiencing within the County. For more information, reach out to my Legislative Assistant, Kelley Abbas at kabbas@co.slo.ca.us or call 805-781-4336.

In service,
Dawn Ortiz-Legg
San Luis Obispo County
District 3 Supervisor



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Welcome, Hugo, to the Chamber staff

Welcome to Hugo Balcazar as the Membership Coordinator for South County Chambers of Commerce. A young professional, Hugo offers fresh ideas and strong ambition.

“For the past eight months, I have worked with the Chamber as an intern to understand how our local economy operates and how the Chamber can support our local businesses,” said Hugo. “I first learned about the Chamber when I attended the grand opening for the Grover Beach Launch Pad. I then became interested in renting an office for my agency. In search of a flexible office space, I learned that the Chamber was interested in an intern to help with one of their Launch Pad locations. A few weeks later, I was interning with South County Chambers. And now, as of January of this year, I have joined the team as the Chamber’s Membership Coordinator.”

“I am excited to begin this new journey



Hugo Balcazar

and support our Chamber, local businesses, and community members,” he said. “As for my duties, I help the team with data administration and provide support to our membership.”

“I started a nonprofit organization, Council on Adolescent Mental Health, that aims to provide local youth with alternative behavioral health tools in their schools (and we are also Chamber members). I have experience in the web design and digital marketing industry and will also be taking my real estate license exam this month. I hope to be a part of the team of local real estate professionals on the Central Coast and help my community members understand the home buying and selling process. I am a college student studying business administration and finance. I am pursuing BA/MBA degrees.”

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Hugo can be reached via email at hugo@southcountychambers.com.

AngelCon, continued from page 1

which will take place June 1st, 2023.

Startup applications opened January 17th and are available through midnight, March 17, 2023, online at bit.ly/angelcon2023startup. To learn more about AngelCon, please visit sbdc.calpoly.edu/angelcon.

The Cal Poly Center for Innovation and Entrepreneurship (CIE) Small Business Development Center (SBDC) 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 (SBA).

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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For more information, please visit sbdc.calpoly.edu.

Join in the revelry for a night of Mardi Gras fun
—dueling pianos, a live auction and of course, comedy!



Comedy NIGHT

Saturday, March 11, 2023
Thousand Hills Ranch
5:00pm

Visit SupportArroyoGrande.org
for tickets and sponsorships
or call (805) 994-5421

DANA RESERVE

**Rooted in Central Coast culture.
Committed to Nipomo's future.
Dana Reserve.**

N

Nearly 200 years ago, Captain W.G. Dana founded Nipomo with a vision for creating a wonderful home for his family, where they would live, work and enjoy the vast natural beauty of the area. Today, a fourth-generation descendant of Captain Dana, is committed to continuing the traditions of his ancestor through the master-planned community, Dana Reserve. Dana Reserve will be developed with the people of Nipomo in mind. Here, locals will find the Central Coast lifestyle, culture, heritage and the exceptional natural resources of Nipomo are all carefully preserved for future generations.

Dana Reserve is designed to showcase Nipomo's natural beauty, while simultaneously providing affordable homes for local residents. Both citizens of Nipomo and residents of Dana Reserve will enjoy access to extensive horse, bike and walking trails, as well as several parks and play areas. In addition, Dana Reserve will provide Nipomo residents with the added benefits of a new community college campus and daycare center, a fire station location, a high-speed fiber network, and more.

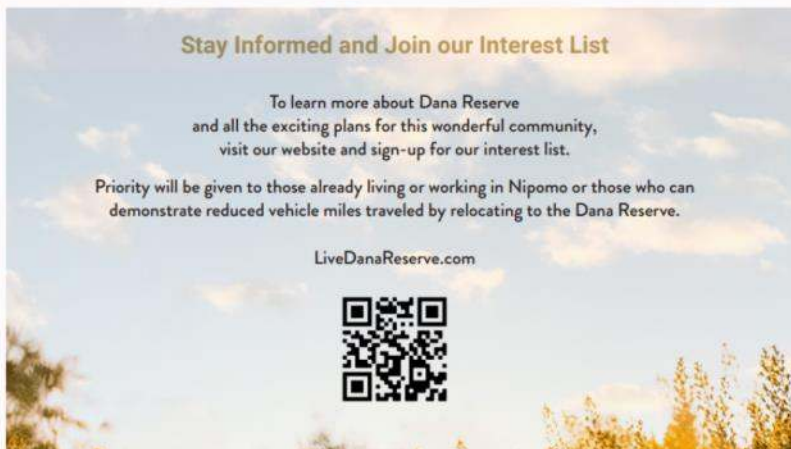


Stay Informed and Join our Interest List

To learn more about Dana Reserve and all the exciting plans for this wonderful community, visit our website and sign-up for our interest list.

Priority will be given to those already living or working in Nipomo or those who can demonstrate reduced vehicle miles traveled by relocating to the Dana Reserve.

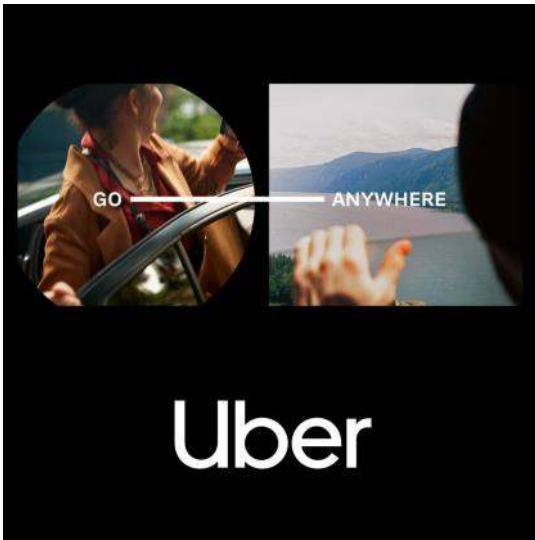
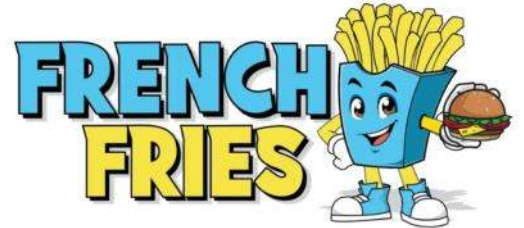
LiveDanaReserve.com



NEW CHAMBER MEMBER HIGHLIGHTS

Welcome to the Chamber, French Fries restaurant!

French Fries, a new restaurant in Arroyo Grande, just opened Wednesday, February 1st. South County Chambers of Commerce officiated their ribbon cutting right before their grand opening. Click [here](#) to see their menu. They are a locally owned, family-run, affordably priced “burger joint” open daily from 11 am to 9 pm. Choose from 10 types of fries and among 30 toppings for your burger. They are located at 1540 East Grand Ave.



Welcome to the Chamber, UberFLEET!

UberFLEET is a smartphone application that allows individuals to operate their own business similarly to a taxi through Uber’s software. UberFLEET partners are often individuals that own multiple high-end cars, or existing car services, who want to make money with vehicles that are not being driven. They rent these vehicles to drivers, who offer rides to consumers. For more information, call Will, a South County representative, at (661) 293-9508.

DANA ADOBE AND CULTURAL CENTER

**DANA'S
Sunday
Speaker**

Admission

Non-Member: \$8
Members: FREE
Ages 17 to 6: \$3
5 & Under Free

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Helen Daurio-Dubois
Presents:

**Jim
Beckwourth**

Legend of the
American
West

**February 19th
at 1 pm**



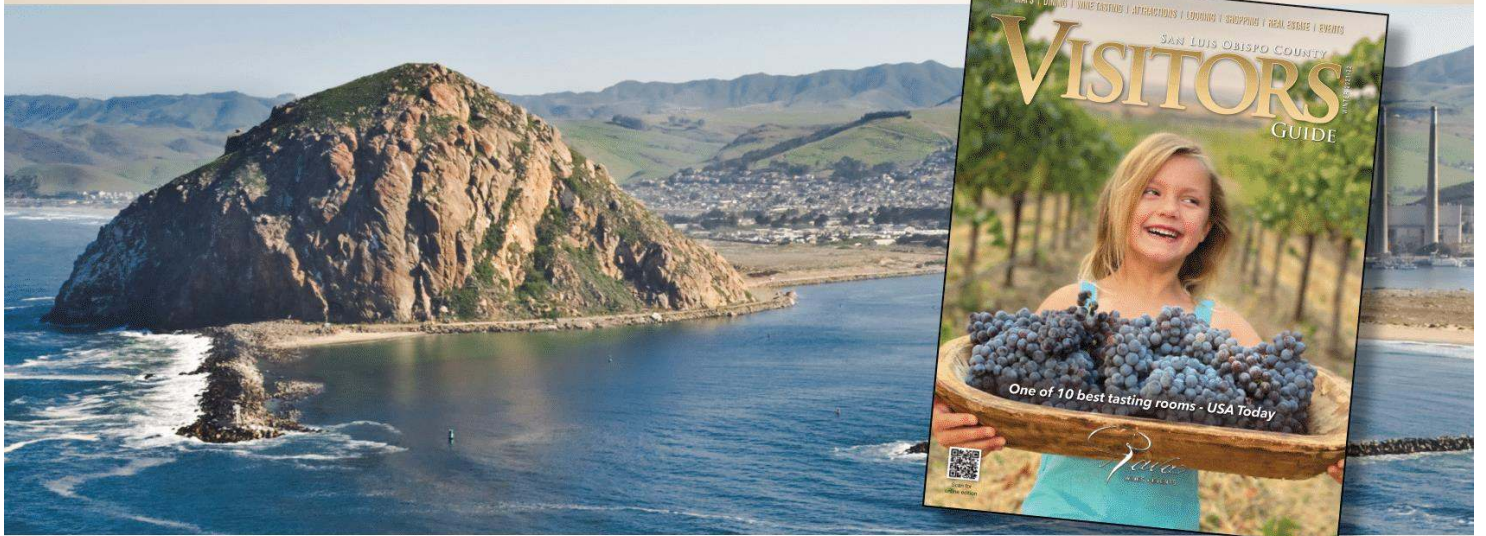
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NEW CHAMBER MEMBER HIGHLIGHTS

Welcome to the Chamber, Discover Oceano!

Discover Oceano operates a beach boutique/visitor center/community hub at 324 Pier Ave. in Oceano. Shop for Oceano apparel, gifts, art, books, curated vintage home goods, handcrafted items from local makers, and boho beachy finds. They also offer classes/workshops and events. Thanks to Chamber Ambassador Fernando Granados at Envoy Mortgage in Arroyo Grande for sponsoring this Chamber membership. Find Discover Oceano on [Facebook](#) and [Instagram](#).



Welcome to the Chamber, Pismo Detailing!

Pismo Detailing was established in 1996. Through meticulous work and expertise in their craft, they've become a premier automotive paint protection specialist. Their friendly staff is professionally certified and highly skilled with years of experience. They love cars, and they care about yours. Bring your vehicle in for a free quote. They are located at 1101 Highland Way Ste. B in Grover Beach.



SLO CAL Welcome is a FREE, first-of-its kind, online customer service-learning program specifically designed for San Luis Obispo County's (SLO CAL) travel & tourism industry.

Customer-facing employees in tourism and hospitality will gain knowledge and resources needed to become experts in customer service.

- Self-paced and available on both mobile and desktop
- FREE to everyone and available in English and Spanish



Scan the QR code or visit SLOCAL.com/welcome to learn more!

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A new NEM3 solar rate plan goes into effect after April 14, cutting 70% of the solar energy savings on all new installs. **Reserve a solar or solar add-on system before April 14, lock into the current rate plan, and save 300% more for 20 years***. You'll then have three years to complete your solar install. Call (805)466-5595 or visit solarponics.com.

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*20-year NEM2 lock based on new installs. PV add-on systems lock into NEM2 for the duration of the original contract. PG&E application fee applies. CSLB#391670

SLO County businesses eligible to apply for SBA assistance

SAN LUIS OBISPO COUNTY—San Luis Obispo County business owners affected by the recent storms are now eligible to apply for financial assistance through the Small Business Administration (SBA). SBA provides low-interest, long-term loans for physical and economic damage caused by a declared disaster.

Business owners who incurred financial losses due to storm damage are encouraged to apply for assistance at disasterloanassistance.sba.gov or by calling 1-800-659-2955 to request an application.

SBA makes physical disaster loans of up to \$2 million to qualified businesses or most private nonprofit organizations. These loan proceeds may be used for repair or replacement of the following:

- Real property
- Machinery
- Equipment
- Fixtures
- Inventory
- Leasehold improvements



U.S. Small Business Administration

The SBA Business Physical Disaster Loan covers disaster losses not fully covered by insurance. If you are required to apply insurance proceeds to an outstanding mortgage on the damaged property, you can include that amount in your disaster loan application.

If you make improvements that help reduce the risk of future property damage caused by a similar disaster, you may be eligible for up to a 20 percent loan amount increase above the real estate damage, as verified by the SBA.

You may not use the disaster loan to upgrade or expand a business, except as required by building codes.

A business of any size or most private nonprofit organizations, that are located in a declared disaster area and have incurred damage during the disaster,

may apply for a loan to help replace damaged property or restore its pre-disaster condition.

The interest rate will not exceed four percent if you cannot obtain credit elsewhere. For businesses and nonprofit organizations with credit available elsewhere, the interest rate will not exceed eight percent. SBA determines whether the applicant has credit available elsewhere. Repayment terms can be up to 30 years, depending on your ability to repay the loan.

The SBA opened a local assistance center on January 24th to help local residents and businesses start their disaster recovery loan application process. In addition, other agencies such as FEMA will be on site to provide information on available services. The center is located at the SLO Veterans Hall at 801 Grand Ave. in San Luis Obispo and is open Monday through Sunday from 8 am to 7 pm. Direct questions to the SLO County Office of Emergency Services at (805) 781-5678.



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♥♥ Friday, February 10, 2023 ♥♥

5:00 to 6:00 pm

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FREE for registered youth members. Become a member for free at bgcslo.org/programs

6:30 to 8:30 pm

Galentines
CRAFT NIGHT

Get your friends together to enjoy a night out for a good cause!
5+ crafts to choose from, drinks & bites, music, & more

February 23 • 11 am to 8 pm

Fuego in Grover Beach is donating 25% of each sale!



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596

Chamber Members



40

Sponsors +
Partnerships



41

Ribbon Cuttings



3,739

Followers



79

Chamber Events



2,044

E-news Subscribers



64

Business News
Emails



88

New Members



71

Board +
Committee Members



Photo recap from January Chamber events



Top row: Local government leaders and Chamber CEO Kathy McCorry presented updates at the State of the Chamber 2023 event on January 18th at the South County Regional Center in Arroyo Grande.

Bottom row: Chamber members and guests enjoyed an outdoor evening of networking at Birchwood Garden in Nipomo on January 25th with pizza from PiWhole Pizza.



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Left to right: Marty Imes and Wes Love, Cofounders and Culture Cultivators

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CHAMBER LUNCHEON AT VESPERA RESORT

Wednesday, February 15th from 11:30 am to 1 pm

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

Special speaker: Visit SLO CAL, the nonprofit countywide destination marketing and management organization for SLO CAL (San Luis Obispo County), will be sharing an update on tourism's impact to South County and opportunities for local businesses to receive free customer service training and become "SLO CAL Crafted Certified."



Vespera Resort ON PISMO BEACH



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

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 news publication "South County Business News," on social media, and at the Chamber's luncheon or mixer. 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 southcounty Chambers.com, and click on the Resources tab at the top of the page to [nominate a business](#).

Senior Sweethearts Dance

Come join in on the fun! Active seniors will enjoy an evening of dancing, snacks, music and great company! Join in on a dance demonstration! Take photos with your sweetheart, friends, or new friends you make at the event!

When: Saturday, February 11, 2023
Time: 5:00 - 8:00 pm
Where: Woman's Club Community Center
 211 Vernon Street, Arroyo Grande
Fee: \$15 per person or \$25 per couple

Call (805)473-5474 for more information
Music Performed By: Three Martini Lunch

Register at www.arroyo grande.org/catalog

Modern Manufacturing Bootcamp

6-week hands-on training to fast-track a great career in precision manufacturing, here on the Central Coast.

Starts February 6, 2023
Course is FREE of charge if you live or work in Arroyo Grande

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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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MEMBERSHIP *Mixer* at The Agrarian Hotel

Wednesday, February 22,
from 5 pm to 7 pm
325 E. Branch St.
Village of Arroyo Grande

Join us for a fun evening in the Village of Arroyo Grande! Guests will enjoy appetizers from Mason Bar & Kitchen and Jaffa Cafe. Wine and beer will be provided by the hotel. Epic Entertainment will offer music and sound for this event.



Please RSVP at southcountychambers.com.

2023 Chamber Board of Directors, Staff, & Ambassadors

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The Lodge at Two Moons
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Josh Erdman
Torchlight Marketing
Vice Chairperson

Jeff Chambers
Tommy Hilfiger
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Kassi Dee
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Adam Verdin
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Tim Jensen
CoastHills Credit Union

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Holly Leighton
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Jessica Blanco
Business Engagement Liaison
cowork@southcountychambers.com

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

Hugo Balcazar
Membership Coordinator
hugo@southcountychambers.com

Chamber Ambassadors:
Donna Milne,
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Chairperson

Vanessa Oms, Envoy Mortgage
Vice Chairperson

Linda Vleit,
Linda Vleit Insurance Services

Kassi Dee, Nan's Pre-Owned Books

Lettie Fuller, Mechanics Bank

Sue MacCagno Palmer
Sue's Mobile Notary/Signing Service

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Garing, Taylor & Associates

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Erika Weber, Guadalupe-Nipomo
Dunes Center

Kimberley Victor,
Mary Kay Cosmetics
& Fashions for a Purpose

Geadell Giatti, associate member

Mike Leon, Burke & Pace Lumber

Samantha Coelho,
Balanced Beauty Boutique

Carole Brown,
Gold Coast Express Registration

Rod Brown,
Geriatric Care Management
and Dementia Consulting

Fernando Granados, Envoy Mortgage

Rachelle Krelle, eXp Realty

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Robyn Brnkerhoff, Empower Yoga
and Community Boutique

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Email: office@southcountychambers.com

Offices:

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in Arroyo Grande (805) 489-1488
(please call ahead for an appointment)

391 Front St. Suite E (cowork office)
in Grover Beach (805) 574-1981
(please call ahead for an appointment)

333 5 Cities Dr. Suite 100 (welcome center)
in Pismo Beach (805) 668-7354
(open seven days a week: 10 am to 6:30 pm)

*Just published!
Read the latest South County
business news and events here.*

ADDRESS SERVICE REQUESTED

Rise & Shine, South County

**REGIONAL BUSINESS MEETING
HOSTED BY SOUTH COUNTY CHAMBERS OF COMMERCE**

Wednesday, March 1, from 7:30 am to 9 am
South County Regional Center
800 W. Branch St. in Arroyo Grande

**Connect with government leaders and meet
other business owners. This Chamber event
is open to the local business community.
Coffee and pastries will be provided.**



RSVP at southcountychambers.com

