



Michelle Geller
Economic Development Manager



Quick Facts

3rd oldest and 3rd largest city in SD County

Population: 180,299

Number of Households: 68,064

Median Age: 38.4

Avg Household Income: \$113,430

Land Area: 42 square miles

Miles of Coastline: 3.5

Full Service City

City-Manager Form of Government



Business & Industry

Number of Business Licenses: 8,050

Top Business Clusters:

- Healthcare
- Biotech
- Action Sports Equipment Manufacturing
- Food & Beverage Manufacturing
- Tourism

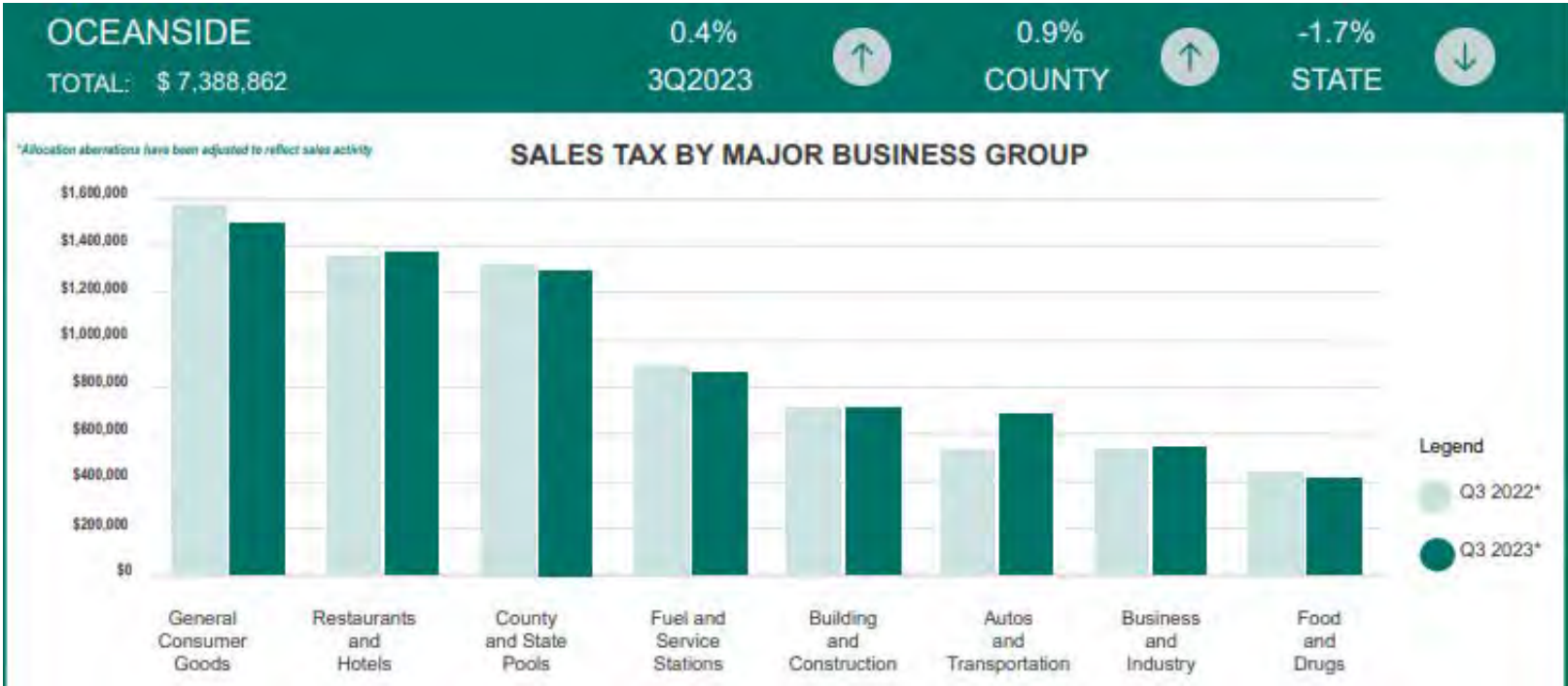
Economic Development Division

- Direct business assistance
- Development services liaison
- Site selection
- Marketing and outreach
- Partnerships
 - Oceanside Chamber of Commerce
 - MainStreet Oceanside
 - Visit Oceanside
 - Regional partners



Business
Expansion
Atraction &
Retention

Q3 2023 Sales Tax Revenue



Q3 2023 Sales Tax Revenue



TOP 25 PRODUCERS

- Albertsons
- Arco AM PM
- Best Buy
- Carmax
- Chevron
- Circle K
- CVS Pharmacy
- Discount Tire
- Express Fuel
- G&M
- Home Depot
- In N Out Burger
- Krannich Solar West
- Lowe's
- McDonald's
- Melrose Shell
- Mohsen Oil
- Mossy Nissan
- One Source Distributors
- Ross
- Superior Ready Mix
- Target
- TJ Maxx
- United Oil
- Walmart Supercenter

TOP NON-CONFIDENTIAL BUSINESS TYPES

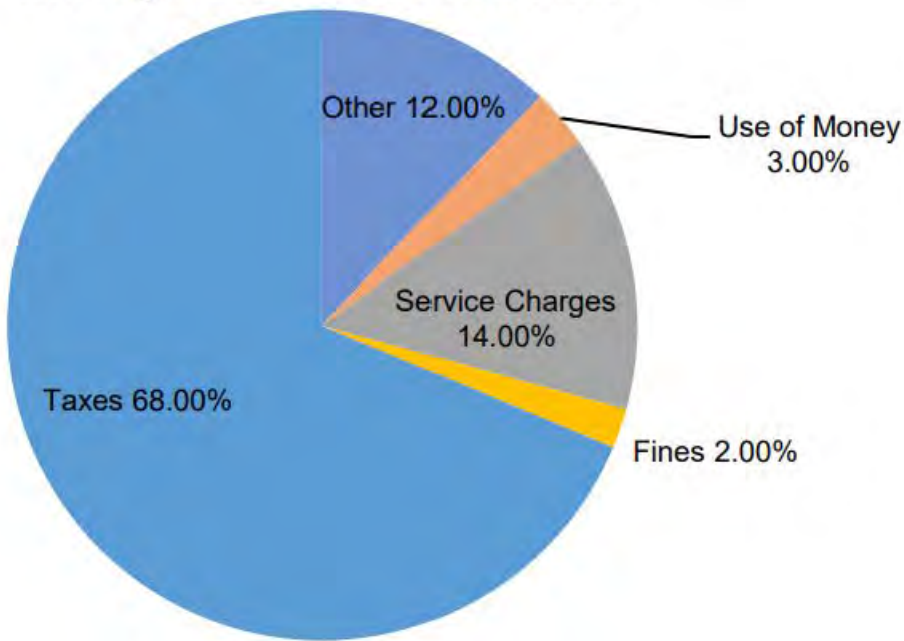
Oceanside Business Type	Q3 '23*	Change	County Change	HdL State Change
Service Stations	859.9	-3.2% ↓	-2.8% ↓	-7.3% ↓
Casual Dining	633.0	-0.9% ↓	1.8% ↑	2.8% ↑
Quick-Service Restaurants	501.6	-4.1% ↓	3.3% ↑	2.7% ↑
Building Materials	477.3	-4.6% ↓	3.9% ↑	-2.7% ↓
Grocery Stores	237.4	0.8% ↑	3.1% ↑	2.3% ↑
Electronics/Appliance Stores	181.3	-12.4% ↓	-16.1% ↓	-14.1% ↓
Family Apparel	178.6	4.6% ↑	5.7% ↑	3.2% ↑
Contractors	167.5	9.4% ↑	2.6% ↑	-1.1% ↓
Specialty Stores	148.5	-6.2% ↓	-0.6% ↓	-1.9% ↓
Auto Repair Shops	132.4	-24.0% ↓	-0.7% ↓	-1.0% ↓

*Allocation aberrations have been adjusted to reflect sales activity

*In thousands of dollars

City Revenue Sources

Revenue Components
Including Measure X Sales Tax Revenue



Tax Breakdown	FY 2023-24	% of All GF Taxes
Property Tax	\$85,070,732	55.59%
Sales & Use Tax	\$29,384,717	19.24%
Measure X – Local Sales & Use Tax	\$19,234,414	2.59%
Transient Occupancy Tax	\$14,641,517	9.58%
Business License Tax	\$3,250,000	2.13%
Card Room Tax	\$1,185,000	0.78%
Total Taxes	\$152,766,380	100.00%

Measure X

- Approved by Oceanside voters in November 2018
- Temporary +.5% sales tax for seven years to provide funding to maintain and improve general city services
- Projected to generate an estimated \$103M in additional revenues over the life of the measure
- Provides funding for enhanced security services, homeless outreach team staff, homeless diversion program, youth gang prevention program, etc.
- Is anticipated to be on the November 2024 ballot for renewal

Public Development Projects



Beachfront Improvements Phase 1



Beachfront Improvements Phase 2



Sand Retention + Beach Replenishment

RE:BEACH



Pier Utilities Replacement



Fire Station 1



Oceanside Navigation Center

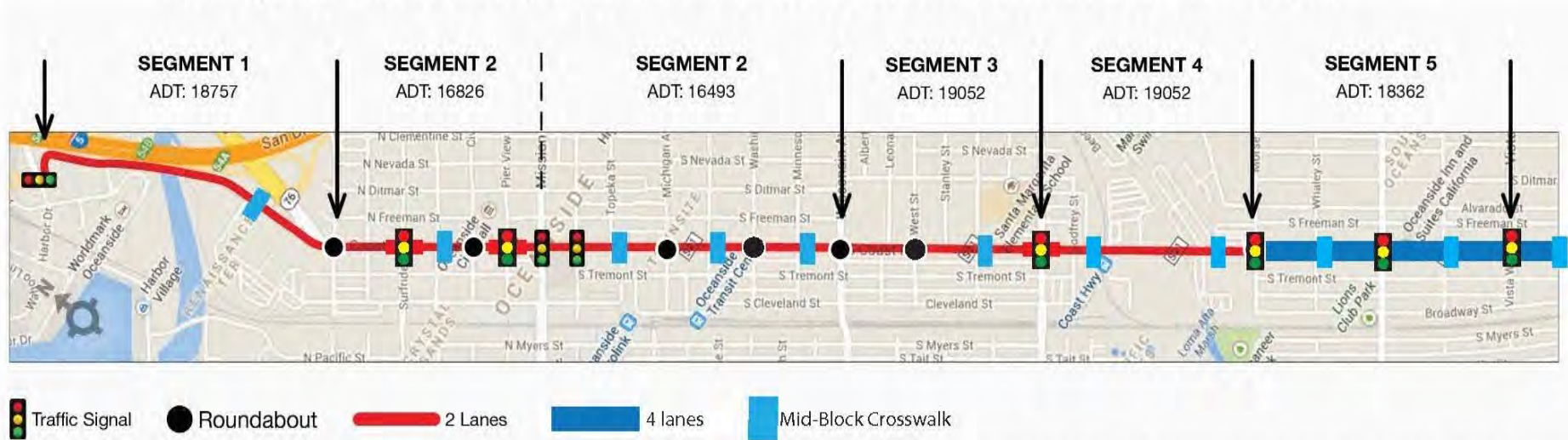


Greenbrier Village



Coast Highway Corridor

Complete Streets Improvements from Harbor Drive to Morse Street



Key Attributes: Converts Coast Highway from 4 lanes to 2 lanes between Harbor Drive and Morse Street.
Roundabouts to optimize traffic flow at intersections currently controlled by signals.
Creates space in public right-of-way for bicycle facilities, improved sidewalks, additional landscaping

Fiber Optic Network



Welcome to



www.OceansideFiberCity.com

Tri City Behavioral Health Facility



Coastal Academy High School



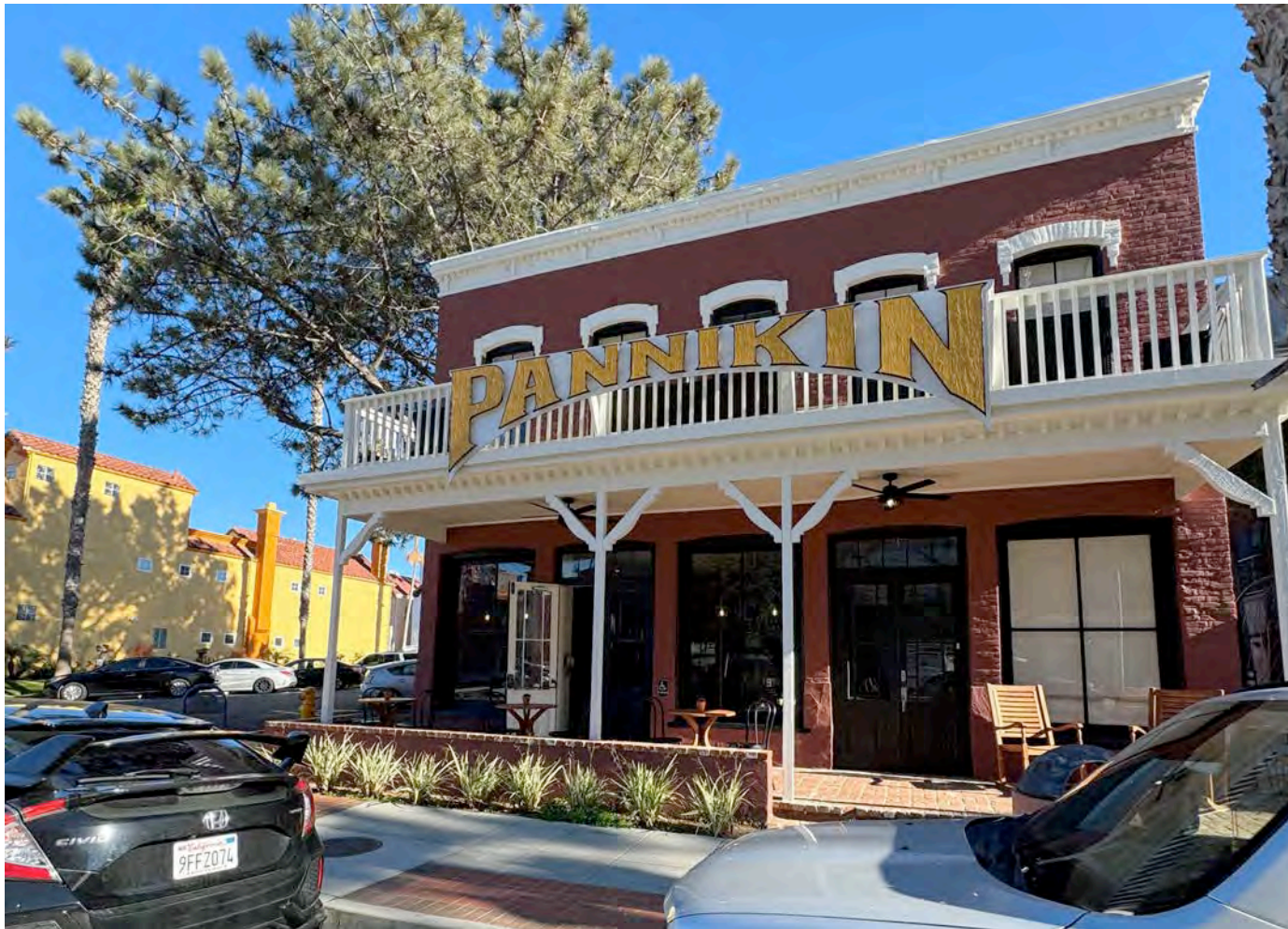
MiraCosta College Expansion



New Businesses



Pannikin Coffee & Tea Downtown



CVS Downtown



Handel's Ice Cream, Flip Flop Shop, The Original Kebab, Alohana Acai Bowls & Coffee, Cosmos Burgers

Pier View Plaza



1022 Café & Gelateria, Ignite Coffee Co. Mission Avenue



Sublime Tap House Pierside South



Brine Box Oceanside Pier



Padel California Coast Highway



Green Cheek Beer Co. Coast Highway



Ryes & Grind, KNVS Coast Highway



Evolve Skateboards Coast Highway



Sound by the Sea Listening Lounge Coast Highway

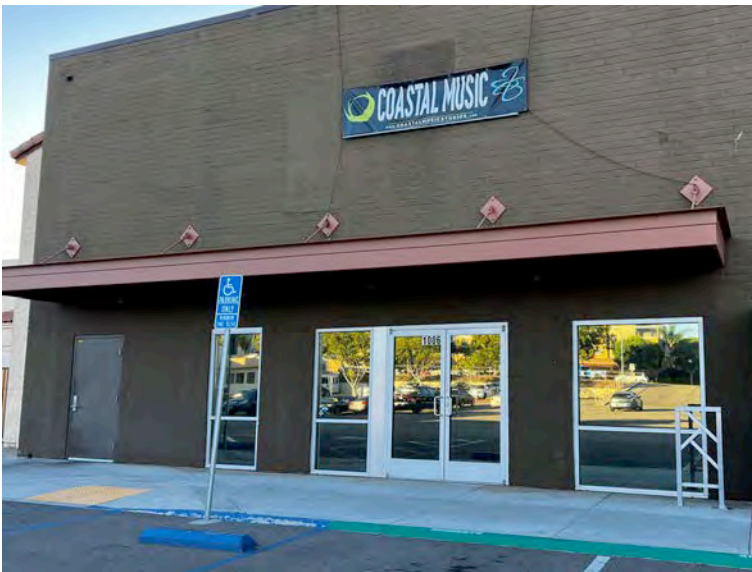


Starbucks

801 North Coast Highway



Tasty Pot, Coastal Music Studios, The Lodge by North Pine Brewing Mission Square Center



Heritage Skate Shop South O



Bread & Cheese Eatery South O



Heritage Barbecue and Beer Co.

South O



Zito Hat Co. and Raw Rhythm Ceramic Studio South O



BlackMarket Bakery, HomeState, Corner Pizza, Artifex Brewing, Little Fox Cups & Cones, Tanner's Prime Burgers Freeman Collective - South O



L & L Hawaiian Barbecue, Battle Lab Seaside Crossroads



Commercial Property Lease Analytics

Retail

- Vacancy rate: 4.7% (up from 4% in Q3 2022)
- Market rent: \$2.64/SF (up from \$2.51 in Q3 2022)

Industrial

- Vacancy rate: 4.1% (up from .44% in Q3 2022)
- Market rent: \$1.43/SF (up from \$1.31/SF in Q3 2022)

Office

- Vacancy rate: 8.4% (up from 7.99% in Q3 2022)
 - Market rent: \$2.55/SF (up from \$2.48 in Q3 2022)
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Projects in Progress



The Times 1722 South Coast Highway



Finney's Crafthouse & Kitchen Downtown

FINNEY'S
CRAFTHOUSE



Container Bar/Restaurant Concept

502 South Coast Highway



Frontwave Arena El Corazon



Notable Business Expansions



Titleist Performance Institute Rancho del Oro Technology Park



Genentech



Hydranautics



Residential/Mixed Use Projects Under Construction



The Flats

South Oceanside



Alta Oceanside



Projects on the Horizon



Modera Neptune N. Coast Highway



Oceanside Transit Center



810 Mission Avenue (NCTD Headquarters)



401 Mission Ave. Downtown



Sunsets Mixed Use Project



901 Pier View Way Mixed-Use



712 Seagaze Drive



Ocean Kamp



New and Notable



g'Oside EV Shuttle



Valle Michelin Star



Oceanside Cultural District

- 98 Arts and Culture-focused nonprofits
- \$58 million annual economic impact
- One-time funding for designated staff and other uses



Community Choice Energy

- Partnership with Carlsbad, Del Mar, Solana Beach, Escondido, San Marcos, and Vista
- April 2024
- City to adopt the "Clean Impact Plus" default plan - 50% renewable and 75% carbon-free power supply for customers
- Customers may opt out



Innovate78



Oceanside Carlsbad Escondido San Marcos Vista

Comprehensive General Plan Update



Questions?

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