

Ocean Avenue Association
Executive Director's Report
January 23, 2015 to February 18, 2015

Community Challenge Grant OAA's CCG application was awarded a \$60,000 grant to re-landscape the 2 Public Works islands at Geneva and Ocean, and to commission a mural at the same intersection on the Geneva Avenue retaining wall facing the islands and Ocean Ave. OAA staff is working with San Francisco Public Works to establish costs and identify additional resources for this project.

2015 Ocean Avenue Festival For this year the festival will occur on the 2nd Sunday of September, September 13, at the Ingleside Library Garden if it is open.

Second Sundays on Ocean Avenue Neil Ballard reports: "The February Second Sundays event continued the momentum started in January, and again, the music events had the greatest response in terms of turnout, visibility, and activation of stores. OAA staff, in touring the avenue, received assurance that Happy Vape and Legend Billiards both wish to apply for permits, which shall increase the number of venues available for performance. We continue to work with the participating businesses for next month's event, as well as expanding our promotion effort to include web and radio ads."

JK Dineen published a long article in the San Francisco Chronicle, page 1, on February 2 about the 1601 Ocean development and its impact on the 8 small businesses in 3 buildings on the site. The article is located on OAA's website at <http://www.oceanavenueassociation.org/news>.

Luis Licea has been working with OEWD to ascertain more information from the 8 small businesses that may be forced to leave the 1600 block of Ocean if current proposals for its redevelopment move ahead. He also works with Ocean Avenue small businesses to provide ADA surveys, SF Shines information and glass graffiti removal assistance.

The upcoming March 8 Second Sundays program can be found at: <http://www.oceanavenueassociation.org/events/26>.

Luis's February Ocean Avenue commercial vacancy report can be found on OAA's website, http://www.oceanavenueassociation.org/the_cbd/reports.

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