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Welcome to Pacific Beach — or PB, as the locals call it! PB, along with Mission Beach and Mission Bay has it all: beach, sand, surf and shops, restaurants and bars!

Some 1,400 businesses call the greater PB area home, and with our pedestrian-friendly, easy-going beachside vibe, it’s easy to see why so many visitors love coming here. Looking for a few suggestions for fun things to do during your visit? For starters, take a stroll on the boardwalk along the Pacific Ocean and stop into a local coffeehouse. Or rent a bike at a bike shop and cruise around beautiful Mission Bay.

Afterward, be sure to grab something tasty at any of our hundreds of diverse restaurants.

From sandwiches to sushi, seafood to steaks and everything in between, your quest for a great dining experience will be found right here in PB (sunset views included at no additional charge).

Be sure to leave your coat and tie at home, as just about anywhere welcomes “PB casual” attire. Flip flops are the norm around here.

With so many fun shops, you may need to extend your vacation just to take in all of the shopping options. Eclectic boutiques, salons, surf shops and more make shopping here a favorite local sport. Everyone from the serious collector to the novice window shopper will find what they are looking for here in PB.

Be sure to check out www.pacificbeach.org for the Pacific Beach business directory, as well as information on upcoming events and activities.

Enjoy your stay in PB, Mission Beach and Mission Bay. We hope to see you again soon.
Welcome to La Jolla

La Jolla, San Diego’s jewel by the sea, is a world-class destination with a wide selection of things to do and see. La Jolla has an appeal that is all its own, a special atmosphere. From the unique architecture to the high-quality boutiques to the sophisticated ambiance, La Jolla is one of a kind. Once you arrive, you’ll know that this is truly a special place to visit.

First of all, the variety of top-notch hotels is amazing, whether it be a seaside inn with an ocean view or a classic setting with elite service. When dining, select from a variety of fine establishments for exquisite cuisine or choose one of the more casual spots for tasty comfort food. You can’t go wrong. And, there’s no limit to who you might run into during your stay. From movie stars to world leaders, and celebrities of all types have been known to frequent La Jolla.

La Jolla is also a shopper’s paradise, so take your time exploring the abundance of boutiques in the Village of La Jolla. View quality art creations at one of La Jolla’s many galleries, or visit the Athenaeum Music and Arts Library. Or, pay a visit to the Museum of Contemporary Art to see some of the progressive artworks on exhibit.

Swim in La Jolla Cove, relax along the beach, tour the Sunny Jim Cave, a natural entryway to the Pacific below.

Just a bit to the north is the La Jolla Shores neighborhood. There, you will find a small village with its own vibe. Fine restaurants, boutiques and hotels are also available in this area, along with a quaint, clean stretch of beach. Looking for a little adventure? Try taking kayak, scuba or surf lessons from one of the many businesses that offer training here.

Further to the north are the Birch Aquarium at Scripps Institution of Oceanography, the Torrey Pines Gliderport and the world-renowned Torrey Pines Golf Course, a city-owned course with a breathtaking ocean view. At the very north is Torrey Pines State Reserve featuring fantastic seaside hiking trails and more spectacular vistas.

La Jolla is home to corporate research and development centers, the University of California, Scripps Institution of Oceanography and several top-ranking hospitals.

La Jolla is truly a global destination worthy of its first-class reputation. It’s a destination not to be missed.
The future we are committed to is one where bullying is no longer viewed as acceptable or legal. The future we see is one where young people attend school free from fear and anxiety knowing they are supported by the institutions and people they trust most.

BULLYING ENDS WITH US.

WHAT DO YOU WANT TO DO ABOUT IT?

1. DONATE
2. START A CLUB AT YOUR LOCAL SCHOOL
3. SPREAD THE WORD
4. START A FUNDRAISING CAMPAIGN
5. BECOME A YOUTH MENTOR
6. GET HELP
7. VOLUNTEER
8. REPORT A BULLY

End Public Acceptance Of Bullying In San Diego

If you are a victim or wish to report an incident, call us toll free, 24 hours a day, 7 days a week

CONTACT US @ 858-333-6480 OR info@live-lajolla.com
www.facebook.com/ProjectBullyBuster

Project Bully Buster in San Diego is funded and locally supported by Fineman & Associates Real Estate Brokers

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858-751-9210
ron@live-lajolla.com
ron.finemanproperties.com
CABRE# 01377013
**JULY 2015**

- **Fourth of July Fireworks at the Cove**, 9 p.m. lajollabaythesea.com
- **La Jolla Concerts by the Sea**, every Sunday in summer, July 19 through Sept. 6, 2 to 4 p.m. ljconcertsbythesea.org
- **36th Annual Ocean Beach Fireworks Display**, Friday, July 4. This annual community event starts at 9 p.m. OB Standard Time with a 20-minute fireworks display off the Ocean Beach Pier.
- **Athenaeum Summer Festival**, July 5, 12, 19 and 26, 4 p.m. This year’s festival features pianist Franz Schubert. ljathenaeum.org
- **61th Annual Old Mission Beach Athletic Club Over-the-Line Tournament**, July 11-12 and 18-19, Fiesta Island. Enjoy the boisterous, fast-paced beach softball which originated in San Diego. ombac.org
- **La Jolla Playhouse, “Up Here,”** July 28 though Sept. 6, 2910 La Jolla Village Drive. lajollaplayhouse.com
- **Green Flash Concert Series,”** July 15, every third Wednesday, May through September, 6:30 to 9 p.m. (21 and up). aquarium.ucsd.edu
- **Crystal Pier Kids Classic Youth Fishing Derby**, July 31, 8:30 a.m. to 4 p.m. Free fishing event for the whole family. takethekidsfishing.net
- **PB Concerts on the Green**, 4 to 6:30 p.m., Sundays, July 20 through Aug. 9, Kate Sessions Park. Bring blankets and chairs for these free afternoon concerts. pbconcerts.org

**AUGUST 2015**

- **La Jolla Music Society’s SummerFest**, Aug 5-28. MCASD Sherwood Auditorium, 700 Prospect St. ljms.org
- **Ocean Beach Craft Fair**, Saturday, Aug. 1 and 29, 9 a.m. to 3 p.m., foot of Newport Avenue and Abbott Street. Call (619) 846-6269, or visit obtowncouncil.org.
- **PB Concerts on the Green**, 4 to 6:30 p.m., Sundays through Aug. 9, Kate Sessions Park. pbconcerts.org
- **UCSD Cancer Center 20th Annual Luau & Legends of Surfing Invitational**, Sunday, Aug. 9. Annual fundraising event which celebrates the “aloha” spirit in the fight against cancer. For more information go online to theluau&legendsofsurfing.org
BEACH AREA CALENDAR cont’d

- **AFC Half Marathon**, Aug. 16. afchalf.com
- **Green Flash Concert Series**, Aug. 19, every third Wednesday May through September, 6:30 to 9 p.m. (21 and up). aquarium.ucsd.edu
- **Taste at the Cove**, Aug. 27, 5:30 p.m., food from top San Diego restaurants and a runway fashion show. tasteatthecove.com

SEPTEMBER 2015

- **Athenaeum’s 26th annual gala, “Havana Ball,”** Sept. 11, 6:30 to 11:30 p.m. ljathenaeum.com
- **La Jolla Concerts by the Sea**, every Sunday in summer through Sept. 6, 2 to 4 p.m. ljconcertsbythesea.org
- **San Diego Triathlon Classic**, Sept. 12. A 1,500-meter flat-water swim, a 40K bike course and a 10K flat run. sandiegotriathlonclassic.com
- **Ocean Beach Craft Fair**, Saturday, Saturday, Sept. 12, 9 a.m. to 3 p.m., foot of Newport Avenue and Abbott Street. Call (619) 846-6269, or visit obtowncouncil.org.
- **Brazilian Day**, TBD. The largest Brazilian cultural event on the West Coast complete with street fair and carnival parade on Garnet Avenue in Pacific Beach. braziliandaysandiego.com
- **La Jolla Concerts by the Sea**, every Sunday in summer through Sept. 6, 2 to 4 p.m. ljconcertsbythesea.org
- **Bayfair Powerboat Races**, Mission Bay, Sept.18-20. Lucas Oil Drag Boat Racing Series’ only stop in California. sandiegobayfair.org
- **San Diego Restaurant Week**, Sept. 20-27. More than 180 restaurants participate in this city-wide event. sandiegorestaurantweek.com
- **Green Flash Concert Series**, Sept. 17, every third Wednesday, May through September, 6:30 to 9 p.m. (21 and up). aquarium.ucsd.edu
- **Coastal Cleanup Day**, Sept. 19, 9 a.m. to noon. Coastal and inland waterway cleanup at sites throughout the county. cleanupday.org
• Pacific Islander Festival, Sept. 26-27. A free event that showcases the cultures and customs of Melanesia, Micronesia and Polynesia. Enjoy food, music and crafts. Held at Mission Bay’s Ski Beach. pifasandiego.com

• Cabrillo Festival, Sept. 27, Cabrillo National Monument. Educational activities, cultural demonstrations, food and vendor booths and the re-enactment of Cabrillo’s landing at San Diego Bay. cabrillofestival.org


OCTOBER 2015

• MCAS Miramar Air Show, Oct. 2-4. World-class air show features the best military and civilian pilots in the world, including the Navy’s Blue Angels. miramarairshow.com

• Pacific BeachFest, Oct. 3, 11 a.m. to 7 p.m. The free event includes music, food, rides for kids, volleyball competition and fireworks. (858) 273-3303. pacificbeach.org


• Ocean Beach Oktoberfest, Friday and Saturday, Oct. 9 and 10, 10 a.m. to 8 p.m. Includes the annual Brat Trot and Ocean Beach Brew Fest in the Ocean Beach Pier parking lot at the foot of Newport Avenue. Free all-ages area on the Vetrans Plaza lawn at the foot of Newport Ave.

• La Jolla Art & Wine Festival, Oct. 10-11. A two-day, free juried art show between Prospect Avenue and Kline Street on lower Girard Avenue. Crafts from more than 150 artists, as well as a wine and beer garden featuring premier wineries from around the world and San Diego’s top breweries. ljawf.com
BEACH AREA CALENDAR cont’d

• **Ocean Beach Craft Fair**, Saturday, Oct. 3 and Oct. 24, 9 a.m. to 3 p.m., foot of Newport Avenue and Abbott Street. Call (619) 846-6269, or visit obtowncouncil.org.

• **San Diego Triathlon Challenge**, Oct. 19. Put on by the Challenged Athletes Foundation and taking place at La Jolla Cove. Consists of a 1-mile swim, 44-mile bike and 10-mile run. challengedathletes.org

• **Ocean Beach Halloween Carnival and Costume Contest**, Saturday, Oct. 24, 2 to 5 p.m., OB Rec Center, 4700 block of Santa Monica Avenue (one block south of Newport Avenue). Sponsored by OB Rec Center.

**NOVEMBER 2015**

• **San Diego Jewish Book Fair**, Nov. 10 Temple Solel and 12-16 JCC, Lawrence Family Jewish Community Center, 4126 Executive Drive. sdcjc.lfjcc.org

• **Ocean Beach Craft Fair**, Saturday, Nov. 7, 21 and 28, 9 a.m. - 3 p.m. at the foot of Newport Ave. and Abbott. Street. Call (619) 846-6269 or visit obtowncouncil.org.

• **Veterans Day at Mt. Soledad Veterans Memorial**, Nov. 11. soledad-memorial.com

• **Ocean Beach Restaurant Walk**, Tuesday, Nov. 10, 5:30 to 9 p.m. For more information, visit obtowncouncil.org.

**DECEMBER 2015**

• **36th Annual Ocean Beach Christmas Parade and Tree Lighting**, Saturday, Dec. 5, 5:05 p.m., Newport Ave. obtowncouncil.org

• **58th Annual La Jolla Christmas Parade & Holiday Craft Fair**, Dec. 6, 2 p.m. ljparade.com

• **Ocean Beach Craft Fair**, Saturday, Dec. 5, 12 and 19 from 9 a.m. to 3 p.m., (9 a.m. to 2 p.m. on the 5th) Santa will be at the foot of Newport Avenue and Abbott Street. Call ((619) 846-6269, or visit obtowncouncil.org.

• **Mission Bay Boat Parade of Lights**, Dec 13. Family Holiday Events and Parade of Lights. missionbayparadeoflights.org
JANUARY 2016

- New Year’s Day Polar Bear Swim, Jan. 1, 10 a.m. at La Jolla Shores.
- Whale Watch Weekend, TBA in January at the Cabrillo National Monument, end of Catalina Boulevard. Call (619) 557-5450.
- Farmers Insurance Open, Jan. 38-31, Torrey Pines Golf Course, (619) 281-4653. farmersinsuranceopen.com

FEBRUARY 2016

- 23rd Annual San Diego Jewish Film Festival, Feb. 7-17, Lawrence Family Jewish Community Center (858) 362-1348. sdcjc.org

MARCH 2016

- La Jolla Music Society’s 45th anniversary season, includes the Celebrity Orchestra, Frieman Family Piano, Revelle Chamber Music, Dance, Jazz, Discovery, Celebrity Recital, Special Events and Cabaret series at venues throughout the city through May. ljms.org
APRIL 2016

• La Jolla Concours d’Elegance Classic Car Show, TBA, Free open viewing along Girard Ave., (619) 233-5008. lajollaconcours.com

• Bikes, Boards & Brews, at Catamaran Resort Hotel & Spa, TBD (858) 273-3303. pacificbeach.org

• La Jolla Half Marathon, TBA. lajollahalfmarathon.com

• Grunion Run, TBA (April through June), see the grunion spawn on La Jolla beaches. aquarium.ucsd.edu

MAY 2016

• La Jolla Secret Garden Tour, TBA, 10 a.m.- 4 p.m. Self-guided tour. (858) 459-5335. lajollahistory.org

• Memorial Day tribute at Mt. Soledad, May 25. soledadmemorial.com

• Rock ‘n’ Roll Marathon, May 31. sandiego.competitor.com

JUNE 2016

• Survivor Beach, TBA, stand-up paddle board competition and beach festival at La Jolla Shores’ Scripps Pier to support the fight against cancer. survivorbeachsup.org

• Full Moon Pier Walks, TBA, June through September. Birch Aquarium leads educational walks out on Scripps Pier two nights a month during the full moon. aquarium.ucsd.edu

• La Jolla Festival of the Arts, TBA. lajollaartfestival.org

• SeaWorld Summer Nights, daily, TBA. Extended evening hours with evening entertainment. seaworld.com

• 37th Annual Ocean Beach Street Fair & Chili Cook-Off Festival, Saturday, June 25 along Newport Avenue. This free festival will entertain more than 70,000 visitors throughout the day with music, entertainment, food, fun, crafts and more. Dont miss this community tradition. (619) 224-4906 or visit oceanbeachsandiego.com

• Pacific Beach Surf Club Summer Longboard Classic, at Tourmaline Surf Park, TBA. Email bsc92109@yahoo.com
Welcome to La Jolla. Take it in. The jewel of Southern California sparkles in vacation sunshine year-round. Visit first class sights and attractions throughout the village and around the cove. Stay in gorgeous houses and luxurious hotels. Indulge in all the beauty that's here.

From world-class shopping to one-of-a-kind dining.

La Jolla Village Merchants Association
lajollabythesea.com
1. Athenaeum Music and Arts Library — 1008 Wall St., La Jolla, (858) 454-5872. Hours: Tuesdays, Thursdays-Saturdays 10 a.m. to 5:30 p.m.; Wednesdays 10 a.m. to 8:30 p.m.

2. Belmont Park — amusement rides like the Giant Dipper wooden roller coaster, mini golf and arcade. Ride the waves at the Wave House or visit shops and restaurants. Free admission, opens 11 a.m. daily, 3146 Mission Blvd. (858) 488-1549. belmontpark.com

3. Birch Aquarium — open 9 a.m. to 5 p.m. daily, 2300 Expedition Way, La Jolla. (858) 534-FISH

4. Bird Rock — this quaint community nestled between Pacific Beach and La Jolla is the perfect place for an afternoon of relaxed window shopping. Stroll along the main thoroughfare, La Jolla Boulevard and grab some award-winning coffee at Bird Rock Coffee Roasters or a drink at Beaumont’s Eatery. The neighborhood has everything — parks, shops, restaurants — with a stunning ocean view.
5. Black’s Beach — descend to the beach via a stairway from the Glider Port (off Scenic Torrey Pines Road). (619) 221-8900

6. Children’s Pool — a small beach that showcases a colony of seals. Guests can view the seals from the sea wall. 850 Coast Boulevard across from Casa de Mañana.

7. Crystal Pier — stretches into the ocean at end of Garnet Avenue. Open to the public for fishing and cottages available to rent. 4500 Ocean Blvd., open 8 a.m. to sunset. (800) 748-5894. crystalpier.com

8. Dog Beach — a dog-run area in Ocean Beach where dogs are permitted without a leash at all hours of the day. Dog owners are responsible for control and clean-up of their dogs. Standard dog laws apply on other portions of the beach and are strictly enforced.

9. Ellen Browning Scripps Memorial Pier — one of the world’s biggest research piers, used for boat launching and a variety of experiments. The pier is not open to the public.

10. Fiesta Island — a large area of land centrally located in Mission Bay. There is a 5 mph zone on the east side of the island that is popular for recreational water sports. The Fiesta Island Youth Camp and the Aquatic Center are on the island. There are bonfire rings around the shore of the island and dogs are allowed off leash. Permitted water ski area in Hidden Cove and permits for water skiing are available.

11. Kate Sessions Park — offers grassy areas, ocean view, barbecue pits and play structures. Soledad Road and Lamont Street.
12. **Kobey’s Swap Meet** — located at 3500 Sports Arena Blvd. Open Fridays through Sundays from 7 a.m. to 3 p.m. Admission: $1.00 on Fridays, $2 Saturdays and Sundays. Children 11 and under admitted free. Pets welcome! (619) 226-0650

13. **La Jolla Community Center** — offers a wide variety of classes, lectures and other activities. 6811 La Jolla Blvd. (858) 459-0831

14. **La Jolla Cove** — an upscale hamlet of hotels, boutiques and galleries. Part of the San Diego-La Jolla Underwater Park Ecological Reserve, it is sheltered by picturesque cliffs and has some of the clearest water of all San Diego beaches, making it ideal for scuba diving and snorkeling. Just above La Jolla Cove is Scripps Park, a great place for picnicking.

15. **La Jolla Cave** — a unique cave with a man-made tunnel from the Cave Store, which allows visitors to enter ‘Sunny Jim’ Cave by land. Even though from the sea you can enter any one of the other six ocean-carved caves, this is the only known land access sea cave on the California coastline. Admission price: $4 adults and $3 for 16 years and under.

16. **La Jolla Historical Society** — located in the historic Wisteria Cottage at 780 Prospect St., the society offers historical exhibits, as well as educational programs like the Historic Walking Tours of La Jolla. (858) 459-5335

17. **La Jolla Playhouse** — a Tony Award-winning theater that was founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse features a rotating variety of not-to-miss shows. 2910 La Jolla Village Drive. (858) 550-1010

18. **La Jolla Shores** — a sandy beach approximately one mile long, adjacent to a residential area. In summer, waves at this beach are usually the most gentle of all San Diego beaches. Fish-
ing and removal of objects from the area is prohibited, as it lies within the ecological reserve.

19. **Liberty Station** — located on Rosecrans Street in Point Loma, Liberty Station is the former Naval Training Center, which has been converted into a mixed-use community on a boat channel off San Diego Bay. It consists of retail shops, restaurants, a promenade, golf course and a park. The Naval Training Center site is listed on the National Register of Historic Places.

20. **Mission Bay Aquatic Park** — the West Coast’s largest aquatic park covers more than 4,600 acres and offers a range of recreational activities, along with excellent surf conditions and soft sand. Mission Bay offers boat docks and launches, sailboat and motor rentals, biking and walking paths, basketball courts and playgrounds for children.


22. **Mt. Soledad Veterans Memorial** — displays a 40-foot cross and offers spectacular 360 degree views of the ocean and San Diego. soledadmemorial.com

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**La Jolla Open Aire Farmers Market**

Need to beat the heat? Come down to the La Jolla Open Aire Market and enjoy a treat. We are located on the corner of Girard Avenue and Genter Street every Sunday from 9am to 1pm.

We have local artisans, live music and playgrounds, a delicious food court and over 50 certified farmers. All proceeds benefit the children of La Jolla Elementary school. Shopping our market is not only good for you, it’s great for our kids!
23. Museum of Contemporary Art San Diego, La Jolla — features rotating collections of the finest work from contemporary masters, as well as permanent collections and public programs. 700 Prospect St. (858) 454-3541

24. Ocean Beach Municipal Pier — located at the south end of the beach, the pier is available to the public for walking and fishing and features a restaurant and bait shop. Fishing from the pier does not require a license, but catch regulations are enforced.

25. Old Town — explore the many historic sites and shops. Enjoy the richness of history, art and culture that is truly the flavor of Old Town San Diego.

26. Pottery Canyon — an easy hiking area for anyone with small children. Though an old pottery factory was on the site, not much of it remains. Take La Jolla Parkway, make a right turn on Torrey Pines Road. At the first major signal, make a quick and hard right turn on Pottery Canyon Driveway. Drive slowly onto the property. Follow the paved road until you arrive at the small dirt parking area on the left.

27. The Salk Institute — a research facility focused on molecular biology, genetics, the neurosciences and plant biology. Jonas Salk led the development of the first polio vaccine and opened the Salk Institute in 1963. Seminars are offered every Thursday; free guided architectural tours are given Mondays through Fridays at noon. Reservations are required. (858) 453-4100, ext. 1287, 10010 N. Torrey Pines Road.

28. Scripps Park — a grassy playing and picnic field above La Jolla Cove. North end of Coast Boulevard, La Jolla.

29. SeaWorld San Diego — see the world-famous park’s various animals. 500 Sea World Drive, (619) 226-3901. seaworldsandiego.com
Pacific Beach Merchant Locator

1. Trevor Pike
   4090 Mission Blvd.
   trevorpike@coldwellbanker.com
   619-823-7503

2. PB Foreign Car Repair
   3714 Mission Blvd.
   guava-beach.com
   858-488-6688

3. Blane Realty
   1727 Garnet Ave.
   pbforeign.com
   858-270-1142

4. Bicycle Sales Rentals and Repairs
   Pacific Coast Bicycle
   1815 Garnet Ave.
   858-581-2453

5. Cruiser King
   3830 Mission Blvd.
   cruiserking.com
   858-488-6341

6. The French Gourmet
   960 Turquoise St.
   thefrenchgourmet.com
   858-488-1725

7. Trevor Pike
   1007A Garnet Ave.
   maxmuscle.com
   858-291-8065

8. Bicycle Sales Rentals and Repairs
   Pacific Coast Bicycle
   1815 Garnet Ave.
   858-581-2453

9. Filippi's Pizzetta
   962 Garnet Ave.
   realcheesepizza.com
   858-483-6222

10. Taco Surf
    4657 Mission Blvd.
    tacosurftaconshop.com
    858-483-6222

11. Travelers Depot
    1655 Garnet Ave.
    travelersdepot.com
    858-483-1421

12. Bar Crushed
    967 Garnet Ave.
    barcrushed.com
    858-230-6567

13. Max Muscle
    1470 Garnet Ave.
    maxmuscle.com
    858-274-9977

14. Taste Freeze
    4650 Mission Blvd
    Sat & Sun Brunch add. 9am-1pm.
    Bottomless Mimosas $15 & $3 Bloodys
    theduckdive.com

15. Shore Club
    4343 Ocean Blvd
    pbshoreclub.com
    858-272-SURF

Merchant Locator Legend

- Restaurant / Bar
- Retail / Services


21
30. Valley View Casino Arena — hosts a wide variety of major musical acts and sporting events. 3500 Sports Arena Blvd. (619)224-4171. valleyviewcasinocenter.com

31. Torrey Pines Glider Port — home to hang gliding, paragliding, scale models and sailplane flight. Enjoy lunch at the Cliff Hanger Café while enjoying the view of the ocean and gliders. sandiegofreeflight.com

32. Torrey Pines State Natural Reserve — one of the wildest stretches of land on the Southern California coast. Consists of eight miles of trails, a visitor center and guided nature walks on weekends and holidays. torreypine.org

33. Tourmaline Beach — available mostly to surfers of all levels, foot of Tourmaline Street.

34. Westfield UTC — with a central outdoor promenade, the shopping center is not like other malls and features top-notch restaurants and stores. Take in some live acoustic music in the central Palm Plaza Wednesdays through Sundays from noon to 2 p.m.
# PHONE DIRECTORY

## GENERAL

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<tr>
<th>Service</th>
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<td>(858) 270-3103</td>
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<td>LIBRARY</td>
<td>Pacific Beach (858)-581-9934/ La Jolla (858) 552-1657</td>
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<tr>
<td>LIFEGUARD</td>
<td>(619) 221-8899</td>
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<tr>
<td>WEATHER REPORT</td>
<td>(619) 221-8824</td>
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## EMERGENCY POLICE/FIRE 9-1-1

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<td>SAN DIEGO POLICE NON-EMERGENCY LINE</td>
<td>(619) 531-2000</td>
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<tr>
<td>MERCY HOSPITAL, 4077 Fifth Ave.</td>
<td>(619) 294-8111</td>
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<tr>
<td>SCRIPPS MEMORIAL HOSPITAL, 9888 Genesee Ave.</td>
<td>(858) 626-4123</td>
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<tr>
<td>SCRIPPS CLINIC, 10666 N. Torrey Pines Rd.</td>
<td>(858) 554-9100</td>
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<td>SHARP MEMORIAL HOSPITAL, 7901 Frost St.</td>
<td>(858) 939-3400</td>
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<tr>
<td>UCSD MEDICAL CENTER, 200 West Arbor Dr.</td>
<td>(619) 543-6222</td>
</tr>
<tr>
<td>UCSD THORNTON HOSPITAL, 9300 Campus Point Dr.</td>
<td>(858) 657-7000</td>
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## AIRPORT/TRANSPORTATION

<table>
<thead>
<tr>
<th>Service</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>SAN DIEGO INTERNATIONAL AIRPORT</td>
<td>(619) 400-2404</td>
</tr>
<tr>
<td>AMTRAK</td>
<td>(800) USA-RAIL</td>
</tr>
<tr>
<td>COASTER COMMUTER TRAIN</td>
<td>(800) COASTER</td>
</tr>
<tr>
<td>REGIONAL TRANSIT</td>
<td>(619) 233-3004</td>
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<tr>
<td>SAN DIEGO TROLLEY</td>
<td>(619) 231-1466</td>
</tr>
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## VISITOR INFORMATION

<table>
<thead>
<tr>
<th>Service</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>INTERNATIONAL VISITOR'S INFORMATION CENTER</td>
<td>(619) 236-1212</td>
</tr>
<tr>
<td>DISCOVER PACIFIC BEACH,1503 Garnet Ave.</td>
<td>(858) 273-3303</td>
</tr>
<tr>
<td>LA JOLLA VISITOR CENTER,7966 Herschel Ave.</td>
<td>(858) 454-5718</td>
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</tbody>
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2015-2016 Visitor's Guide
Published by San Diego Community Newspaper Group

1621 Grand Ave. Suite C, San Diego CA 92109
Tel (858) 270-3103 • Fax (858) 713-0095
www.sdnews.com
See a list of Local Attractions starting on page 16
La Jolla Art Association Gallery
8100 Pasco del Ocaso, Ste. B, La Jolla Shores · 858-459-1196
lajollaart.org

The purpose of LJAA is to further the advancement of fine arts in La Jolla and San Diego County. For over 90 years, LJAA has represented artistic excellence from local artists. People visit our gallery free of charge to see exhibits by our members - many of whom are international award winners. Member art is displayed and is for sale to the general public at affordable prices. Major exhibitions include the Annual Member’s Show and the Southern California Juried Exhibition. During the balance of the year, gallery exhibits change every two weeks, featuring a variety of subjects and style of artwork of our members and guest artists.

Africa and Beyond
1250 Prospect St. · 858-454-9983
africaandbeyond.com

Madison Gallery
1020 Prospect St. #130 La Jolla · 858-459-0836
madisongallery.com

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Visitor’s Guide • 2015–2016 27
Accommodations

Best Western Plus Inn by the Sea Hotel
7830 Fay Ave. La Jolla · 858-459-4461 · 800-462-9732 (TOLL FREE) lajollainnbythesea.com

Ideal location situated in the heart of the Village of La Jolla, two blocks from the pristine coastline. Our contemporary lobby, complete with water feature, will invite you. Our comfortably appointed rooms, all with balconies, will let you see the perfect sunset. We offer affordable lodging and complimentary continental breakfast, now serving hot items, USA Today daily newspaper and a heated pool. Location and recreation makes us the perfect destination. Groups and wedding rates available.

Ocean Villa Inn
5142 W. Point Loma Blvd. Ocean Beach · 619-224-3481 www.oceanvillainn.com

Vacation with your dog! Discover this classic Southern California oceanfront inn with cozy rooms that look out at the majestic Pacific Ocean. Surf and sea breezes await you at our bohemian escape that is pet friendly located right on Dog Beach. Dog wash and fenced dog run area included. Close to Downtown/Gaslamp District, Sea World and many other local attractions. Complimentary continental breakfast/Wi-Fi.

Auto Museum
La Jolla Independent-BMW Service
5535 La Jolla Blvd. La Jolla · 858-488-1555 or 800-466-8184 bimmerdoc.com

If you’re a classic car lover, be sure to stop by La Jolla Independent’s classic BMW collection featuring over 40 classic BMW’s. You’ll be able to see first hand the passion and care that has made these cars look like new! La Jolla Independent is a also a world-renowned BMW Restoration Service facility and take great pride in breathing new life into the wonderful BMWs of the past.

Aquatic Activities/Rentals
H2O Jet Ski Rental
1617 Quivera Rd. Mission Beach · 619-226-2754 h20jetskis.com

At San Diego H2O Jet Ski Rentals, we are proud to hear the words “the best customer service on the bay” as words of confidence spoken by new guests that are added to the growing list of returning clients we have had the distinct pleasure to serve. We thoroughly enjoy making each and every guest sense our appreciation for the opportunity to help them enjoy the real San Diego flavor.
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619-224-3481 | oceanvillainn.com

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San Diego Whale Watch
1717 Quivira Rd. Pacific Beach • 619-839-0128
sdwhalewatch.com
San Diego Whale Watch offers the premier whale watching experience in Southern California. Our experienced crew know exactly how to track down and show you the amazing whales and dolphins off of San Diego’s beautiful coast. Your whale watching cruise is available at an affordable price on our fantastic boat, the Privateer. She is the only boat in San Diego used solely for whale watching. Also, we are the only company in San Diego that offers whale watching all year long. Not only that, but when you go with us, you are guaranteed a good time with our legendary whale guarantee. If you don’t see a whale or a dolphin on your trip, you can join us for free on another tour.

Surf Diva
2160 Avenida de la Playa, La Jolla Shores • 858-454-8273
surfdiva.com
"The Starbucks of surf schools" (Newsweek). Surf Diva is the pillar of surf and standup paddleboard instructions, open year-round for women, men and children. The boutique was awarded #1 Woman’s Retailer in the US by the Surfing Industry Manufacturing Association.

Clothing/Boutiques
A Better Deal Tuxedos & Suites
396 Bird Rock Ave. Bird Rock • 858-551-6044
abetterdealtuxedo.com
Last-minute event? Didn’t pack dress clothes? A Better Deal Tuxedo & Suits can help with any occasion. We have a complete line of designer suits, tuxedos, and accessories in stock, including shoes. We rent or sell – Same day service available and tailoring services on sight. We can make you fashionably correct for any occasion. Located between La Jolla and Pacific Beach. Open Daily. Call for hours.

Draper’s & Damon’s
7857 Girard Ave. La Jolla • 858-551-8112
drapers.com
Draper’s & Damon’s provides an exceptional selection of misses & petite fashions including exclusive styles such as their SlimtacularTM line. Known for going that extra mile, developing a devoted customer base and becoming a part of their communities you’ll love the friendly service and gorgeous store. Open daily.

Lola
7444 Girard Ave. La Jolla • 858-230-7337
shoplola.com
Lola is an upscale contemporary women’s boutique located on the popular Girard Avenue in the heart of La Jolla. Fully stocked with the best of contemporary designers, including: Elizabeth and James, Rachel Pally, Joie, Tom Ford, DITA, For Love or Lemons, Rachel Zoe, J Brand, Monrow, Haute Hippie + many more.
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YES we rent and sell men’s designer tuxedos
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YES we have a complete line of accessories to make you fashionably correct for any occasion

858.551.6044
369 Birdrock Ave. @ La Jolla Blvd.
www.abdtuxedo.com
**Temptress**

1918 Bacon St. Ocean Beach · 619-224-2284  
TemptressFashion.com · temptressob@hotmail.com

Temptress Fashion is an independently owned pin-up/vintage-inspired boutique. Nostalgic styles reminiscent of a time when women’s fashions were made to compliment every curve. Temptress carries a wide selection from various designers around the globe. Sizes range from XS to 2X/3X in most styles.

**Gift Shops/Souveniers**

**The Faded Awning Coastal Interiors**

7464 Girard Ave. La Jolla · 858-456-7464  
thefadedawningcoastalinteriors.com

The Faded Awning - Coastal Interiors is a home furnishings boutique with a coastal feel. The boutique sells a variety of new, antique and vintage home furnishings, mostly from the East Coast. The boutique offers linens, drapery panels, pillows, throws, soaps, candles, vintage paintings and paintings from local artists, vintage and antique toys and coastal items like shells, corals, starfish, buoys, anchors and ship wheels. New merchandise arrives at the shop weekly.

**La Jolla Open Aire Market**

Corner of Girard Ave. at Genter Street, La Jolla  
Sundays, 9am-1pm rain or shine.  
lajollamarket.com

Every Sunday, the upper playground at La Jolla Elementary is transformed into a colorful, friendly, and wholesome farmers market. Come experience live music, creative artisans, diverse food courts, and local farm fresh fruits, vegetables, and flowers. Consistently ranked as one of the largest and best farmers markets in San Diego, the La Jolla Open Aire Market is one of the premier weekly events for the locals and tourists alike.

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4958 Newport Ave. Ocean Beach · 619-677-2739  
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Play it Again Sports
1401 Garnet Ave. Pacific Beach · 858-490-0222
playitagainsportssd.com
We buy, sell & trade new and used gear. We specialize in action sports like surf, skateboard, SUP (stand up paddle), inline skates and dive. We also feature bicycles, disc golf, lacrosse, soccer, golf, and baseball with the best prices in San Diego. We stock a huge selection of NEW and USED sports, bicycles and fitness gear. Enjoy the savings that come from a neighborhood store that has the purchasing power of more than 300 stores in our national franchise buying group. Come visit San Diego’s premier specialty sporting goods store.

La Jolla Sports Club
7825 Fay Ave. La Jolla · 858-456-2595
la.jollasportsclub.com
The La Jolla Sports Club is primed to help deliver results. From a full gym, to a wide range of group, yoga and best-in-town spin classes, to massages, nationally-renowned physical therapy and nutrition, The La Jolla Sports Club cultivates the “can-do” attitude. All this, and a safe, fun place for your children to play.

PHOTO SUPPLIES
C & H Photo
7442 Girard Ave. La Jolla · 858-997-6565
candhphoto.com
C&H Photo is your quintessential neighborhood camera store. Experts in all things photographic, the store staff has almost 200 years of experience collectively. The Kodak Brownie, Nikon DSLR, Canon Power-shot, Leica M, the Sony NEX, the latest GoPro Hero (underwater photography is our specialty), we’ve seen them all. And besides helping you choose your next camera, we are here to make you a better photogra-
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Dining & Entertainment

Bubba’s Smokehouse BBQ
888 Prospect St. La Jolla · 858-551-4227
BubbasSmokehouseBBQ.com

Located where Fay ave and Prospect street meet, this BBQ spot is a La Jolla staple. Voted Best BBQ by LJ Readers Choice Awards 3 years straight! Connect with us on: Twitter, Facebook, & Instagram.

Cafe Milano
711 Pearl St. La Jolla · 858-454-3806
Great Prices. Incredible Food.

Enjoy a Taste of Milano in La Jolla! Chef Pasquale’s 25+ years of experience with Northern Italian Cuisine and hospitality offers an incredible experience for the entire family. By making his own breads, pastas, and desserts daily, he guarantees a great start, middle, and finish to every meal. And with our unique private dining room, we can accommodate parties of up to 50 at prices as low as $24.95 per person. With touches like a garden patio, tableside fruit flambé, and Pasquale’s own special bread sauce, your experience is sure to be memorable. Open M-F: Lunch 11:30 a.m. - 3:00 p.m. and Dinner 4:00 - 10:00 p.m. and Sat 2:00 - 10:00 p.m. / Sun 2:00 - 9:00 p.m.

Coldstone Ice Creamery
909 Prospect Ave. La Jolla · 858-454-2300
coldstonecreamery.com

Cold Stone conducts their business of making mouths happy with gusto, happily creating fresh ice cream batches every day in store on their signature frozen granite slab. Churned from high-quality ingredients and mixed with your favorite candy, fruits or nuts, their made-to-order ice cream treats include tons of tempting flavors like Oreo Overload from their Signature line and Churro Caramel Crave from their Hot Stone selections. Ice cream cakes, dreamy shakes created from their signature blend with tasty mix-ins, and fresh smoothies made with real whole fruit mesmerize mouths; and for the extra health-conscious, Cold Stone carries low-fat frozen yogurt with probiotics and refreshing sorbet. Stop by for a scoop today!

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967 Garnet Ave. Pacific Beach · 858-230-6567
barcrushed.com

Crushed brings an awesome brunch to Pacific Beach. Where you can enjoy a variety of craft beer, unique mimosas, and great wine in a neighborhood atmosphere. Our menu offers selections from American, Mexican and Italian cuisines and is killer! Come in at night for mouth watering tapas and a drink in a cozy hangout. Open everyday 8 a.m. til midnight.
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Reservations: 877-698-6666
donovanssteakhouse.com
Donovan's Steak House

La Jolla: 1250 Prospect Ave. La Jolla • 619-237-9700
Gaslamp: 570 K St. (6th & K downtown)
donovanssteakhouse.com

Donovan's sets the standard of fine dining excellence. A classic steakhouse. A stylish, lively atmosphere. Cordially friendly. We like to think of Donovan's as your own special place. A place where you can celebrate with friends, family and associates. Two locations to serve you. Now located in beautiful La Jolla! Come enjoy the magnificent ocean views!

Girard Gourmet

7837 Girard Ave. La Jolla • 858-454-3325
girardgourmet.com

La Jolla’s premier deli-bakery-restaurant and caterer for 25 years! Our loyal customers enjoy our commitment to freshness, quality and value. We use our very own homegrown fruits and vegetables, to make our fresh salads and fruit pies. Visitors from all over the world who come to La Jolla, always tell us how they "wished they discovered us sooner"! You must come and visit Girard Gourmet and experience traditional European cooking made with only the freshest ingredients of fruits and vegetables from our very own backyard.

Lean & Green Organic Health Cafe

7825 Fay Ave. La Jolla • 858-459-5326  Order on-line (in the Merrill Lynch Bldg. next to La Jolla Sports Club)
LeanandGreenCafe.com

It’s no secret that eating healthy is the best way to eat. And more importantly eating clean or ORGANIC food will help improve your health. Lean and Green Organic Health Cafe does just that with an impressive array of ORGANIC gourmet salads, wraps, bowls, soups and decadent organic sweet bowls but also offers thirst quenching freshly made ORGANIC juices, smoothies and smart shots. Lean and Green Cafe is also a vegetarian friendly, vegan-friendly local café located in La Jolla. Open for breakfast, lunch and dinner (order by 5 p.m. and pick-up by 6 p.m.) On the go, and free delivery within La Jolla Village with any order of $12 minimum. And don’t forget their awesome “Happy Hour Smoothie” every day from 3 p.m. to 4 p.m. With Lean and Green Cafe, healthy is tasty! Voted Best Takeout, lunch, ORGANIC, vegetarian salad & healthy dining.

Living Room

1010 Prospect St. La Jolla • 858-459-1187
livingroomcafe.com

The Living Room has truly lived up to its name in La Jolla. The café has drawn young and old alike to sip tea, coffee and deluxe smoothies in a homey ambiance furnished with antique, ornate coaches and wooden tables. Patrons find the communal atmosphere inspiring and relaxing; you’ll find groups of friends smoking the hookah on the patio and others poring over books in the back. Scrumptious desserts are available, along with wine, beer and hookah tobacco. Enjoy the views from the second floor ocean view room and don’t miss happy hour everyday from 12-6 p.m. and Monday all day! Offering $3.50 bottled beer, $4.50 Draft Beer, wine & mimosas. Enjoy piano music Friday and Saturday nights.

Lupi Italian Restaurant

5518 La Jolla Blvd. La Jolla • 858-454-6421
lupivinocucina.com

Lupi Italian restaurant and wine bar has always been a La Jolla favorite for those who appreciate fine Italian wine and mouthwatering authentic cuisine and now there is a new reason to visit. Owners Andriano Gasparo and Luigi Tornatore have added a new twist to the menu while keeping all your favorites. Enjoy dining on the the sunny outdoor patio . You can also bring your pet for some special hos"pet"ality. So stop by and see what’s new at Lupi’s. Catering available.
★ Voted Best BBQ in La Jolla! ★
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619-221-8100 • motherssaloon.com

Mother’s Saloon is located one block from the beach on Bacon. Speaking of bacon ... They smoke the bacon in house. Enjoy bacon wrapped shrimp, dates, jalapenos, hot dogs and the 1/2 lb burgers are to die for... bleu cheese bacon burger yum! If you like spicy ...you need to try the mother f'er burger... with jalapenos and topped with jack cheese, habanero BBQ and spicy volcano sauce...warning extremely hot!!! Come enjoy their weekday $10 Burger, Fries & Beer 11am-5pm or weekday Happy Hour 3pm-7pm with 1/2 off appetizers, $2.75 well drinks and $1 off craft beers on draft. Enjoy live music Fri. & Sat.10 p.m.-1 a.m. and Sunday 4 p.m.-8. Enjoy 50 cent wings during NFL football games. No cover!!! 21+ over. Find them on facebook!!

Newport Pizza & Ale House
5050 Newport Ave. Ocean Beach · 619-224-4540
www.newportpizza-alehouse.com

One of San Diego’s finest beer bars and proud member of the San Diego Brewers Guild. They strive to educate the public of the benefits of drinking great beer. With 24 taps that constantly rotate, you are bound to find a new favorite beer every time you come in plus a selection of 80+ bottles which are also constantly changing. Enjoy rare Belgian ales to classic IPAs. We specialize in great thin-crust pizza with seven different types of hand-tossed pizza. Order by the slice or share a whole pie with your friends. Daily happy hour specials from 3–6 p.m. plus other great deals. Enjoy your slice of pie and pint of beer on the open-air patio, while taking in the Pacific Ocean view!
CATERING AND FREE DELIVERY (in Village - Min. $12 order)
7825 FAY AVE, LA JOLLA
(in the Merrill Lynch Bldg. next to La Jolla Sport Club)
858-459-LEAN (5326)

BEST LUNCH, SALADS, ORGANICS,
VEGETARIAN AND TAKE-OUT

Organic Health Bar
www.leanandgreencafe.com
CATERING AND FREE DELIVERY (in Village - Min. $12 order)
7825 FAY AVE, LA JOLLA
(in the Merrill Lynch Bldg. next to La Jolla Sport Club)
858-459-LEAN (5326)
For five decades, Poma’s Italian Delicatessen has wowed customers with its sandwiches. The homemade Italian-style bread and roast beef have drawn customers back since 1965. Poma’s is also well known for homemade Italian specialties including pizza, lasagna and ravioli. Beer and wine is available to go, as well as catering on request. Visit Poma’s, a local legend! Voted a Reader’s Choice for Best Deli & Best Sandwich seven years in a row!

Prospect Kitchen & Cocktails

Prospect Kitchen & Cocktails is, simply put, La Jolla’s premier restaurant and lounge for everything fresh, trendy and enticingly tasteful. The venue’s second-story location and glass-enclosed patio provide guests with a world-class view of the Pacific. Inside, lots of wide-screen TVs ensure access to all the current sports packages, luxurious oversized booths, and a highly impressive full bar. With live music and dancing most every night, this is the main place for fun and excitement. Prospect offers daily house specials that yield further chances to sample all the pleasures that Prospect Kitchen & Cocktails has to offer.

Richard Walker Pancake House

Richard Walker’s Pancake House serves award-winning, breakfast and lunch cuisine including the world-famous Baked Apple Pancake as well as a variety of original-style pancakes, crepes, waffles, omelettes, egg dishes, sandwiches and desserts. Gourmet coffees, Bloody Mary’s and mimosas are also served. Richard joined his brother, Ray, in 1977 to manage a restaurant Ray purchased from Heublein. Richard and Ray eventually became equal partners in Walker Bros. Pancake House in Glenview, Illinois. In 1989, Richard branched out with his own namesake company. From food to service to menu variety, Richard Walker’s Pancake House is a cut above the average breakfast eatery. Customers can enjoy themselves at four locations — Crystal Lake, Illinois, Schaumburg, Illinois, San Diego, California and La Jolla, California.

Shades Oceanfront Bistro

Voted Best Breakfast & Lunch and a Readers Choice for 6 years in a row for Best Patio Dining and Ocean View. Shades specializes in great food, unique cocktails, generous portions, and friendly service. Seafood, salads, steak, burgers or pizza, Shades offers casual view dining at family friendly prices. We’re dog friendly too!

Spice & Rice

Established in 1996, Spice and Rice Thai Kitchen is well-known in the La Jolla community as the go-to place for authentic Thai food. Serving both vegetarians and connoisseurs alike, Spice and Rice only uses the freshest ingredients, including fresh vegetables (cut daily) and meat, and refuses to use MSG in their dishes, preferring to create only the most authentic Thai food. From the tropical atmosphere of the seating to the inexpensive lunch specials and excellent service, there is much to enjoy at Spice and Rice Thai Kitchen. Dine in, take out, delivery, and catering services are all available.
Come for the food, stay for the fun!

- Salsa Monday
- Taco Tuesday
- Wine Wednesday
- Craft Thursday with mac & cheese
- Five Dollar Fridays ($5 Food & Drinks)
- Sat & Sun $5 Margaritas
- Sunday $15 bottles of Champagne

1025 PROSPECT ST., 858.454.8092
Details on daily food & drink specials: PROSPECTBAR.COM
Te Mana Café
4956 Voltaire St. Ocean Beach · 619-255-9233
temanacafe.com

Stop by Te Mana Café to find out why it’s the locals’ choice for the best organic coffee in town. Stay to be part of our Ohana! (that’s Hawaiian for family). Home to the natives, our island style café is a historical landmark with an inviting 1924 craftsman style home, tropical garden and relaxing patio. We welcome you to bring your family, friends, dog, and ukulele to celebrate the aloha of Te Mana Café! Enjoy breakfast and lunch made to order. Also try our fresh smoothies, iced coffee, teas, and amazing kava drinks. *Onolicious* is our business! Hawaiian plates, sandwiches, salads, açai & loco bowls are favorites, and even doggy diners are available. On your way to the beach, stop in for a meal to-go. On the way back, drop in and enjoy live music and other events that fill our calendar. It’s always island time at Te Mana Café.

Shipping
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Real Estate
Ronald Fineman, Broker Associate
858-751-9210 · ron@live-lajolla.com
ron.finemanproperties.com

Ron Fineman brings 13 years real estate experience and 30 years of complex sales experience to La Jolla and Coastal San Diego real estate. His commitment to the community makes a difference through Project Bully Buster. What is Ron’s secret? It is putting he customer first and paying attention to detail.
FREE
Homemade Greentea ice cream with purchase of 2 entrees.
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LUSH GARDEN- LIVE MUSIC
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4956 voltaire st in ocean beach
2 Blocks from the beach, between Cable & Bacon
www.temanacafe.com  619.255.9233

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HAPPY HOUR
EVERY MONDAY THRU FRIDAY
3-7pm ½ Price Appetizers • $ 1 Off Drafts & $2.75 Wells
11am - 5pm Burger, Fries & Beer Special - $10

Monday
T-close $3 Jagermeister shots
Tuesday
$2 Tacos…Fish, Shrimp, Carne Asada and Chicken
$3 Fireball shots T-close
Wednesday
$2 Sliders Beef or Pork
Thursday
$2 TJ Dogs, $3 Call Liquors 9 to close
Friday
Live Music 10pm to 1am No Cover
Saturday
$3 Bloody Marys, Screwdrivers & Mimosas 10pm-1am
Live Music 10pm-1am
Sunday
$3 Bloody Marys, Screwdrivers & Mimosas.
Live Music & 50¢ Wings 4pm to 8pm (during the summer)

21+over

motherssaloon.com
2228 Bacon St Ocean Beach 619-221-8100
