LOCAL, FARM-TO-TABLE FARE AT FOUR AWARD-WINNING RESTAURANTS.

**PREPKITCHEN**

"Top 3" Brunch Spot, San Diego CityBeat
LA JOLLA | 7556 FAY AVENUE

Best Outdoor Dining, San Diego CityBeat
DEL MAR | 1201 CAMINO DEL MAR

Best of the Best - Casual, San Diego Magazine
LITTLE ITALY | 1660 INDIA STREET

**whisknladle**

LA JOLLA | 1044 WALL STREET

Best Farm to Table Restaurant, San Diego Magazine
Best Chef: Ryan Johnston, San Diego Magazine

Best Chef: Ryan Johnston, San Diego Home & Garden

**WHISKNLADLE HOSPITALITY**

GOOD FOOD, GOOD WINE, GREAT PEOPLE.
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, 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.
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Welcome to Pacific Beach, Mission Beach and Mission Bay!

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 area 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.
PHONE DIRECTORY

GENERAL
BECH & BAY PRESS/LA JOLLA VILLAGE NEWS .......... (858) 270-3103
LIBRARY ........ Pacific Beach (858)-581-9934/ La Jolla (858) 552-1657
LIFEGUARD ................. (619) 221-8899
WEATHER REPORT .............. (619) 221-8824

EMERGENCY POLICE/FIRE 9-1-1
SAN DIEGO POLICE NON-EMERGENCY LINE ............ (619) 531-2000
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SCRIPPS CLINIC, 10666 N. Torrey Pines Rd. .......... (858) 554-9100
SHARP MEMORIAL HOSPITAL, 7901 Frost St. ........... (858) 939-3400
UCSD MEDICAL CENTER, 200 West Arbor Dr. ......... (619) 543-6222
UCSD THORNTON HOSPITAL, 9300 Campus Point Dr. . (858) 657-7000

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AMTRAK ...........................................(800) USA-RAIL
COASTER COMMUTER TRAIN ....................... (800) COASTER
REGIONAL TRANSIT ......................... (619) 233-3004
SAN DIEGO TROLLEY ......................... (619) 231-1466

VISITOR INFORMATION
INTERNATIONAL VISITOR’S INFORMATION CENTER .... (619) 236-1212
DISCOVER PACIFIC BEACH,1503 Garnet Ave., .......(858) 273-3303
LA JOLLA VISITOR CENTER,7966 Herschel Ave., .... (858) 454-5718

Vacation Home Management and Rentals
(877) 624-3645 www.SoCalVacationRentals.com
JULY 2013
• Fourth of July Fireworks at the Cove, 9 p.m. lajollabythesea.com
• La Jolla Concerts by the Sea, every Sunday in summer, July 7 through Sept. 2, 2 to 4 p.m. ljconcertsbythesea.org
• Athenaeum Summer Festival, July 7, 14, 21 and 28, 4 p.m. This year’s festival features pianist Gustavo Romero. ljathenaeum.org
• 59th Annual Old Mission Beach Athletic Club Over-the-Line Tournament, July 13-14 and 20-21, Fiesta Island. This year marks the 60th anniversary of the boisterous, fast-paced beach softball. ombac.org
• La Jolla Playhouse, “Sideways,” July 16 though Aug. 25, 2910 La Jolla Village Drive. lajollaplayhouse.com
• Athenaeum Summer Festival, July 7, 14, 21 and 28, 4 p.m. This year’s festival features pianist Gustavo Romero. ljathenaeum.org
• Green Flash Concert Series,” July 17, every third Thursday May through September, 6:45 to 9 p.m. (21 and up). aquarium.ucsd.edu
• YMCA Bay2Bay 29th Annual Regatta, July 20. All races finish at Tide-lands Park in Coronado. peninsula.ymca.org/special-events/bay-2-bay-regatta.html
• PB Concerts on the Green, 4 to 6:30 p.m., Sundays, July 21 through Aug. 11, Kate Sessions Park. Bring blankets and chairs for these free afternoon concerts. pbconcerts.org

AUGUST 2013
• La Jolla Music Society’s SummerFest, Aug. 2-23. MCASD Sherwood Auditorium, 700 Prospect St. ljms.org
• La Jolla Concerts by the Sea, every Sunday in summer through Sept. 2, 2 to 4 p.m. ljconcertsbythesea.org
• La Jolla Playhouse, “The Good, the Bad and the I-5,” Aug. 6-Sept. 1, performed by sketch-comedy troupe The Second City Theatricals. lajollaplayhouse.com
• Crystal Pier Kids Classic Youth Fishing Derby, Aug. 10, 8:30 a.m. to 4 p.m. Free fishing event for the whole family. welovepb.com
• Green Flash Concert Series, Aug. 15, every third Thursday May through September, 6:45 to 9 p.m. (21 and up). aquarium.ucsd.edu
BEACH AREA CALENDAR cont’d

• UCSD Cancer Center 19th Annual Luau & Longboard Invitational, Aug. 18. A fundraising event which celebrates the aloha spirit in the fight against cancer. longboardluau.org

• AFC Half Marathon, Aug. 18. afchalf.com

• PB Concerts on the Green, 4 to 6:30 p.m., Sundays through Aug. 11, Kate Sessions Park. pbconcerts.org

SEPTEMBER 2013

• La Jolla Concerts by the Sea, every Sunday in summer through Sept, ljconcertsbythesea.org

• Taste at the Cove, Sept 5. 5:30 p.m., food from top San Diego restaurants and a runway fashion show. tasteatthecove.com

• Athenaeum’s 24th annual gala, “New Orleans and All That Jazz,” Sept 6. Musical treats, including Zydeco performers and jazz musicians. ljathenaeum.com

• San Diego Triathlon Classic, Sept 7. A 1,500-meter flat-water swim, 40K bike course and a 10K flat run. sandiegotriathlonclassic.com

• 83rd annual La Jolla Rough Water Swim, Sept 8. The largest rough-water swimming competition in the U.S. takes place at the La Jolla Cove. ljrwsw.com

• Brazilian Day, Sept 8, 11 a.m. to 7 p.m. The largest Brazilian cultural event on the West Coast complete with street fair and carnival parade on Garnet Avenue. braziliandaysandiego.com

• Bayfair Powerboat Races, Mission Bay, Sept 13–15. Lucas Oil Drag Boat Racing Series’ only stop in California. sandiegobayfair.org

• OMSURF - OMBAC Classic Longboard Contest, Sept 14. A classic annual longboard event at Crystal Pier. ombac.org

• San Diego Restaurant Week, Sept 15–20. More than 180 restaurants participate. sandiegorestaurantweek.com

• Green Flash Concert Series, Sept 19. Every third Thursday May through September, 6:45 to 9 p.m. (21 and up). aquarium.ucsd.edu

• Coastal Cleanup Day, Sept 21. Coastal and inland waterway cleanup at sites throughout the county. cleanupday.org
• Pacific Islander Festival, Sept. 21-22. 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. pfasandiego.com

• Cabrillo Festival, Sept. 28-29, 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 2013**

• MCAS Miramar Air Show, Oct. 4-6. World-class air show features the best military and civilian pilots in the world, including the Navy’s Blue Angels. miramarairshow.com

• La Jolla Playhouse’s Without Walls Festival, Oct. 3-6. Features 15 site-based works by local, national and international artists. lajollaplayhouse.com/the-season/wow-series/wow-festival

• Dancing with the La Jolla Stars, Oct. 5. A local take on the popular show, to be held at the Hilton La Jolla Torrey Pines Hotel, with San Diego movers and shakers, as well as, some national names. lajollatowncouncil.org

• Pacific BeachFest, Oct. 5, 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


• La Jolla Art & Wine Festival, Oct. 12-13. 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

- **Taste of La Jolla**, TBA. Held in the Village, this event benefits La Jolla High School. Visit ljhs.sandi.net/foundation/event-tasteoflajolla.html for date and time information.

- **San Diego Triathlon Challenge,** Oct. 20. 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

- **Oktoberfest,** TBA. This event benefits University City public schools. Check uc-educate.org/events for information.

NOVEMBER 2013

- **San Diego Jewish Book Fair**, Nov. 2-5 and 7-10, Lawrence Family Jewish Community Center, 4126 Executive Drive. sdcjc.lfjcc.org

- **La Jolla Playhouse:** “Side Show,” Nov. 5 through Dec. 15. Based on the true story of conjoined twins Daisy and Violet Hilton. ljplayhouse.com/side-show

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

- **Veterans Day at Mt. Soledad Veterans Memorial**, Nov. 11. soledadmemorial.com

DECEMBER 2013

- **56th annual La Jolla Christmas Parade & Holiday Craft Fair**, Dec. 8, 2 p.m. ljparade.com

- **Pacific Beach Holiday Tree & Pier Lighting and Holiday Parade**, TBA, (858) 273-3303. pacificbeach.org

- **Mission Bay Boat Parade of Lights**, TBA. missionbayparade-oflights.org

JANUARY 2014

- **New Year's Day Polar Bear Swim**, Jan. 1, 10 a.m. at La Jolla Shores.

- **Farmers Insurance Open**, Jan. 23-26, Torrey Pines Golf Course, (619) 281-4653. farmersinsuranceopen.com
Christian Science
1675 Garnet Ave., Pacific Beach · 858-273-9312 · pbpres.org

The heart of Christian Science is divine Love. Its purpose is to re-instate the Bible-based lost element of Christian healing as explained in "Science and Health with Key to the Scriptures" by Mary Baker Eddy. Sunday School Students are taught the Ten Commandments, the Lord's Prayer and its spiritual interpretation by Mrs. Eddy, and the Sermon on the Mount. We would love to see you on Sundays and Wednesdays.

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Join us for informal gatherings, multi-faith devotional programs, introductory talks and discussions.

The Baha’i Faith
Informal gatherings throughout the city during the week & Sunday at the San Diego Baha’i Center
9:30am-10 am – Multi-faith Devotional Program
10:30am-12 pm – Introductory talk and discussion
6545 Alcala Knolls Drive (off Linda Vista Rd.)
General Information - call (858) 274-0178
Or visit http://www.sandiegobahai.org
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<tr>
<th>Gallery Name</th>
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<td>Alcala Gallery — 950</td>
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<td>Essy's Studio — 8008</td>
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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.
FEBRUARY 2014
• 22nd annual San Diego Jewish Film Festival, Feb. 6-16, Lawrence Family Jewish Community Center (858) 362-1348. sdcjc.org

MARCH 2014
• Annual St. Patrick’s Irish Poetry reading, March 17, D.G. Wills Books, 7461 Girard Ave., (858) 456-1800. dgwillsbooks.com
• 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 2014
• La Jolla Concours d’Elegance Classic Car Show, TBA, Free open viewing along Girard Ave., (619) 233-5008. lajollaconcours.com
• 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 2014
• 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 26. soledadmemorial.com

JUNE 2014
• 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
• Rock ‘n’ Roll Marathon, June 1. sandiego.competitor.com
• La Jolla Festival of the Arts, TBA. lajollaartfestival.org
• SeaWorld Summer Nights, daily, TBA. Extended evening hours with evening entertainment. seaworld.com
• Pacific Beach Surf Club Summer Longboard Classic, at Tourmaline Surf Park, TBA. Email bsc92109@yahoo.com
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.
GALLERY

8100 Paseo del Ocaso, Suite B, La Jolla Shores
(858) 459-1196 · www.lajollaart.org
Open 7 days a week 11am–5pm

A tradition of excellence from local artists since 1918
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: 50¢ on Fridays, $1 Saturdays and Sundays. Children 11 and under admitted free. (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. Fishing 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

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 two days in advance. (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

30. Valley View Casino Arena — hosts a wide variety of major musical acts and sporting events. 3500 Sports Arena Blvd. (619)224-4176. 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.
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La Jolla Cove Suites is San Diego’s oceanfront family resort. It offers a variety of recently renovated suites, most with oceanfront balconies overlooking La Jolla Cove, Scripps Park and the Pacific. Highlights include a saltwater pool and spa, designated pet friendly rooms and a large rooftop event space with panoramic oceanfront views. Come be a part of our family!

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The premiere vacation rental property management and rental company serving the coastal communities of La Jolla and San Diego since 1999. They will help you find the perfect vacation home – a family beach house, a romantic hideaway, a wedding location or a corporate relocation home near the beach or oceanfront. They take great pride in providing homeowners and guests with top quality homes and superior customer service. The friendly staff has a vested interest in making sure you are completely satisfied. Their competitive rates vary with the season.

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3146 Mission Blvd., Mission Beach · 858-488-1549
belmontpark.com

Belmont Park is located on the surf and sand in Mission Beach and offers free parking and free park admission. Visitors can enjoy traditional and contemporary amusement park rides, ride the wave machines at Wave House, play laser tag, visit the arcade and midway style games, shop and enjoy a wide array of cuisine throughout the Park which includes beachfront restaurants, as well as food court style dining.

Extreme Rentals

Two Locations: 3719 Mission Blvd., Pacific Beach
3415 Mission Blvd., Pacific Beach · 858-999-0795

Extreme Rentals is the largest water sport shop in town. Offering the highest quality surfboards, Segways, paddle boats, kayaks, boogie boards and beach cruisers. Stop by one of our two convenient locations and select the right mode of transportation or beach gear for your visit. Group discounts and weekly rates are available. Whether you plan on rockin’ a surf swell, having a friendly paddle with family and friends or cruising along the Pacific coastline, we can make it happen!

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Art Galleries

Athenaeum Music & Arts Library
1008 Wall Street, La Jolla · 858-454–5872
LJ Athenaeum.org

Devoted exclusively to music and art, the library has an outstanding and ever-expanding collection of books, CDs, DVDs, sheet music and librettos, as well as, one of the most significant collections of artists’ books in Southern California. The Athenaeum also presents a year-round schedule of art exhibitions, concerts (classical, jazz, acoustic, and new music), lectures, studio art classes through its School of the Arts, tours, and special events.

Contemporary Fine Arts Gallery
7946 Ivanhoe Avenue La Jolla · 858-551-2010
CFASD@connectnet.com · contemporaryfineartsgallery.com

Contemporary Fine Arts Gallery features both internationally known and emerging contemporary artists. They showcase a diverse selection of styles and media including paintings, bronzes, ceramics and glass. Open 7 days a week and located 1/2 block off of Prospect Street. Voted "Best Gallery in La Jolla by the locals for the last 4 years in a row. Follow us on FACEBOOK.

Culture Cove Gallery and Tiki Room
7514 La Jolla Blvd., La Jolla · 858-456-COVE (2683)
culturecoveart.com

Culture Cove Gallery and Tiki Room is a Polynesian pop culture, beatnik, surfer, lounge lizard’s dream. It’s a little like the Enchanted Tiki Room at Disneyland, but without the talking parrots. It’s the perfect place to find a clever and unique gift, as the store is packed with original art, photographs, limited edition silkscreen prints, Tiki mugs, music, books, hand carved Tikis and other collectibles. Some of the artists include SHAG, Tiki Bosko, Rick Rietveld, Derek Yaniger, Ragnar, Doug Horne, Wade Koniakowsky, Dawn Frasier and Norm Daniels.

GALERie.
5628 La Jolla Blvd., La Jolla · 858-412-6200
greengalerie.com

Beautiful clothes. A special boutique that sets itself apart with unique products that come from around the world. The pieces in the store are all organic and handmade and usually have a story. Each piece in the store is a work of art, and many are made from recycled products. The boutique is also part art gallery and rotates work from different featured
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La Jolla Art Association
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 variety of subjects and style of artwork of our members and guest artists.

Champignons I.D. Lifestyles
7490 Herschel Ave., La Jolla · 858-900-1525

CLifestyles recently opened their La Jolla location and are proud to offer their products from all over the world to both locals and visitors. Holly’s precept in making your LIFESTYLES complete with unique home accessories, decorative accent furniture, rare products, hand painted linen cushions and table cloths. Retro and vintage, yet elegant pieces at affordable prices for your home is why CLifestyles is the BEST choice when looking for items to decorate your home.

Beads/Jewelry
Beads of La Jolla
5645 La Jolla Blvd., Bird Rock · 858-459-6134 beadsoflajolla.com

With 1,200 square feet of stones, glass, porcelain, shell, vintage German, Fire polish, druks, seed beads and tools, Beads of La Jolla is the go-to place for anyone with an interest in beading. Expert-level customers will find everything they need to make their visions a reality, including a large selection of sterling, gold and base metal findings and chain. Beginners can learn more about the art through classes and parties held at the store. Beads of La Jolla also offers jewelry repair and custom design work. You’ll find new beads and findings each time you visit the store to keep your creative ideas flowing! Classes available.

Bowers Jewelers
7860 Girard Ave., La Jolla · 858-459-3678

Bowers Jewelers has been family owned and operated since 1945. With a wide selection of original, one-of-a-kind pieces by artisans from around the globe, you will be captured by the magnificence of creation. This La Jolla “gem” sets the standard for customer service and knowledge of its inventory. A must see. Enjoy the splendor and brilliance!

Clothing/Boutiques/Gifts
A Better Deal Tuxedos & Suites
396 Bird Rock Ave., Bird Rock · 858-551-6044 abetterdeal2tuxedo.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.
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Elizabeth Allen
7449 Girard Ave, La Jolla • 858-200-7982 • elizabethallen.com

NYC transplant Elizabeth Allen lets her tastes run wild and mixes all of her special finds into a kaleidoscope of shopping fun that inspires customers to linger and explore. The boutique carries an eclectic and ever-changing selection of gifts for babies, kids and women. Year round staples include summer tunics and hats, fun jewelry and scarves, adorable baby gear, tween-y trinkets, as well as the custom Elizabeth Allen Atelier baby to adult bedding collection (sold here at a discount!).

GALERIE.
5628 La Jolla Blvd., La Jolla • 858-412-6200 • greengalerie.com

Beautiful clothes. A special boutique that sets itself apart with unique products that come from around the world. The pieces in the store are all organic and handmade and usually have a story. Each piece in the store is a work of art, and many are made from recycled products. The boutique is also part art gallery and rotates work from different featured artists. Accessories, art and clothing including Cop.Copine, Sunlight Paris, neesh by Dar, kao pao shu, skunkfunk and more. A staff that makes you feel as wonderful as the clothing you choose. Come enjoy the ambiance of the new Bird Rock and say hello.

OOH Fashionista Boutique
111 Chesterfield Dr. Ste 117, Cardiff-by-the-Sea • 619-972-0011 • oohfashionista.com

Hortencia Moore - owner and founder of OOH Fashionista Boutique located in picturesque Cardiff by the Sea, was a teen model and later became an Interior Designer. She began designing adorable and "HOT" California bathing suits and now offers stylish and affordable resort wear, Casual & dressy apparel as well as accessories. OOH Fashionista is a dream come true for Hortencia - a creative mom and business owner dedicated to keeping and making you feel and look beautiful!

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3790 Mission Blvd., Mission Beach • 858-488-3056 • pilarsbeachwear.com

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Dining & Entertainment

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7441A Girard Ave. • 858-551-7675 • aricciamarket.com

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Bite of Boston

4651 Mission Boulevard (Pacific Beach) • 858-272-4900
3202 Governor Dr. (University City/La Jolla) • 858-451-2900
15721 Bernardo Heights Rd. (Rancho Bernardo) • 858-453-4000
biteofboston.net

Bite of Boston is a family-owned eatery which offers an array of East coast-style seafood, chowders, soups, breads and meats flown in weekly from Massachusetts. Signature menu items are Maine Lobster Rolls, fish & chips, Ipswich fried clams, Wicked Awesome Clam Chowder and the Philly Cheesesteak. All are served every day of every week. More than 30 sandwiches on the menu including Prime Rib, Turkey, Italian Cold Cuts, Chicken Salad (w/cranberries & walnuts) -- and a variety of low-cal options like the Vermont Veggie Wrap. All-natural deli meat is used for healthy and delicious sandwiches. Call in for take-out or delivery and be sure to check the BoB website for updated menu specials!

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Cozymel's

4303 La Jolla Village Dr (University City/UTC) · 858-658-0480 cozymels.com

Definitely not your local Taco Shop! Cozymel's combines the subtle, yet rich flavors of Fine Traditional Coastal Mexican Cuisine with a warm inviting atmosphere. AND get ready for FUN because the Bar carries over 50 Tequilas and features handcrafted Margaritas and Mojitos. With two private rooms and a private patio, Cozymel's is also an excellent and affordable choice for any Party or Business Event.

Donovan's Steak House

La Jolla: 4340 La Jolla Village Dr. (University City) · 858-450-6666
Gaslamp: 570 K St. (6th & K downtown) · 619-237.9700 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.

Fat Sal's Deli

956 Garnet Ave., Pacific Beach · 855.682-4373 · fatsalsdeli.com

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7837 Girard Ave., · La Jolla · 858-454-3325

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**La Cafe**

6104 Regents Rd., University City · 858-202-0097 · lacafesd.com

Serving only REAL KOSHER food! This family owned restaurant serves the BEST HEALTHY selection of menu items focusing on getting you healthy the KOSHER way. If you are a vegan, you must visit this hidden gem. La Cafe strive to create delicious and fresh food everyday with
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- HEALTHY DINING
- ORGANIC

Domestic Draft Beers: $3.50 • Premium Beers: $4.50
Come by to meet Dick the artist and have a cold one

2893 Mission Blvd, Mission Beach | 858.488.1671
www.ThePennantBar.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 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 4 p.m. and pick-up by 6 p.m.) on the go, and offer 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. Only $3 smoothies and $4 shakes! With Lean and Green Cafe, healthy is tasty! Voted Best Take-out, lunch, organic, vegetarian salad & healthy dining.

**Lean & Green Cafe**

7825 Fay Ave., La Jolla · 858-459-5326 · LeanandGreenCafe.com

**Living Room**

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

**Pacific Shores**

4927 Newport Ave., Ocean Beach · 619-223-7549

Voted as a Best Bar 4 years in a row. You’ll step back in time in this vintage undersea cocktail lounge, complete with sea life murals, etched mirrors and a giant seashell bar. Enjoy happy hour prices all day from 10 am - 2 am while listening to jukebox tunes that span the decades. Great Drinks, Great People & Great Prices! Pool table, parking, smoking area and ATM available. Two blocks to world famous Ocean Beach Pier.

**The Pennant**

2893 Mission Blvd., Mission Beach · 858-488-1671

ThePennantBar.com

South of the Belmont Rolleroaster, The Pennant always has a mix of friendly locals and beachgoers who enjoy the free fun and ocean magic. At this neighborhood beach bar, you’ll still get the same great service locals have been enjoying since 1962. The upstairs deck is a great place to kick back with a cold one and soak up some California sun. Great times guaranteed!

**The Turquoise Cafe Bar Europa**

873 Turquoise St., Pacific Beach · 858-488-4200 / La Gran Tapa
6th & B St., Downtown San Diego · 619-234-8272

Our mission is to make each guest feel both completely at home and at the same time in a place far, far, away. A place in time and a place that previously existed only in the imagination, a place where time stops and every moment is to be savored with the finest of foods, libations and company. Where the conversation is the moment that is never broken.
Breakfast, Lunch, Dinner & Happy Hour, Affordable Catering

* La Jolla’s Dessert Headquarters
* Breakfast, Lunch & Dinner
* Full Bar & Catering Service
* Open 6am–2am Everyday
* $15 Hooka Happy Hour 12-6 pm daily
* Cigar Lounge (2nd Floor)
* Wine Bar w/ Large Selection of Wine
* Banquet Room Available for up to 100

1010 Prospect St., La Jolla, CA 92037 * 858.459.1187

Happy Hour 4-6 Everyday
$3 Wine Mimosas, $4 Draft Beers, $5 Well Drinks
Enjoy the views from our 2nd floor ocean view room!

• La Jolla’s Dessert Headquarters
• Breakfast, Lunch & Dinner
• Full Bar & Catering Service
• Open 6am–2am Everyday
• $15 Hooka Happy Hour 12-6 pm daily
• Cigar Lounge (2nd Floor)
• Wine Bar w/ Large Selection of Wine
• Banquet Room Available for up to 100

5083 SANTA MONICA AVE, SAN DIEGO, CA 92107
619.222.0501 • SHADESOB.COM

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Shades Oceanfront Bistro

5083 Santa Monica Ave., Ocean Beach · 619-222-0501

Voted best breakfast & lunch and a Readers Choice for 5 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.

Whisknladle/Prepkitchen

Whisknladle | 1044 Wall Street, La Jolla, CA · 858-551-7575
Prepkitchen La Jolla | 7556 Fay Avenue · 858-875-7737
Prepkitchen Del Mar | 1201 Camino Del Mar · 858-792-7737
Prepkitchen Little Italy | 1660 India Street · 619-398-8383
Visit us online at: www.wnlhosp.com

With four award-winning restaurants located across San Diego County, farm-fresh fare has never been easier to find. Come and experience what it means to “eat local” with classic dishes prepared using the finest in local, sustainable ingredients at Whisknladle and Prepkitchen restaurants. Renowned for its gourmet comfort food, Whisknladle serves French, Italian and Spanish inspired cuisine created by San Diego’s “Best Chef” Ryan Johnston. For down-home eats made using the same quality ingredients and served in a hip, casual environment, check out Prepkitchen restaurants, located in La Jolla, Del Mar and San Diego’s historic Little Italy neighborhood.

WOW (Walk On Water)

On the OB Pier, End of Niagara · 619-226-3474

Your San Diego experience is not complete without a visit to the WOW (Walk on Water) Café on the world-famous Ocean Beach Pier. Enjoy a great meal while taking in the best view in town (Voted Best People Watching), including surfers and sea life. You can even rent a pole (no license required). The family-friendly restaurant is open daily for breakfast, lunch, dinner and features a menu with something for everyone. Some of the local favorites include the mango pancakes, world famous clam chowder, award winning fish & chips, the “as seen on TV” ultimate nachos and daily specials. Whatever you try, you won’t be disappointed.

Grocery

OB People's Organic Food Market
4765 Voltaire Street, Ocean Beach · 619-224-1387
obpeoplesfood.coop

With a focus on customer satisfaction, People’s strives to meet the needs of each customer that comes through our doors. Specializing in vegetarian foods, organic produce, grocery, and bulk items, they offer an extensive line of vitamins, herbs, cruelty-free body care and aromatherapy, as well as books and gifts. Additionally, People’s has an award winning Deli featuring made-from-scratch organic soups, salads, sandwiches and entrées. Stop by for live acoustic music on Friday nights and Sunday mornings. Open daily 8 a.m. to 9 p.m.

Mt. Soledad Market & Deli

6435 Caminito Blythefield · 858-459-3320
mountsoledadmarket.com

Voted ‘Best Sandwiches’ by the Village Voice, Mt. Soledad Market & Deli is the best kept secret by La Jolla locals. Heading toward the beach or planning a big day enjoying the San Diego sights? Stop by the market to stock up on ice cold drinks and snacks. Everything is easy for you to take while you’re enjoying the sights. When the sun goes down, pick up a bottle of wine from the extensive collection of wines or shop through the exclusive line of French foods and sundries. Mt. Soledad Market & Deli offers something for everyone. Make this a stop if you want to say you relaxed in San Diego like a native!
Open 7 Days a Week • 6435 Caminito Blythefield
Located in the Windermere Shopping Village
858.459.3320
mountsoledadmarket.com

Ariccia Italian Market
7441A Girard Ave.
La Jolla
(858) 551-7675 (PORK)
www.AricciaMarket.com

"Come try The Best Porchetta outside of Rome!"

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Shipping
The UPS Store
5580 La Jolla Blvd., Bird Rock · 858-459-4077 · theupsstore.com

Loved by the local community for ease and convenience and cheered by visitors. All types of packing and shipping with worldwide delivery. Professional, trusted services including, mailboxes, computer/Internet access, faxing, photocopies, notary, keys duplicated, passport photos and greeting cards all completed with a smile! Fast, easy pick-up from all beach-area hotels. www.theupsstore.com

Specialty Shops/Souveniers

Funhouse Tattoo
1453 Garnet Ave., Pacific Beach · 858-483-7828
www.funhousetattoosd.com

Funhouse Tattoo is the premier tattoo shop of San Diego, located in the heart of Pacific Beach. We have the pulse that pumps the award winning, show-stopping ink into the skin of Southern California locals, as well as visitors from all four corners of the earth. Our world renowned artists and a first class staff will provide you excellent service because we are the best in the business! Whatever your story or vision, we will make your dream a reality in your skin. We are 100% Health Department licensed since 1998. We set the standards for safe practices today in California. At Funhouse Tattoo you don’t just get who’s next! You get who’s best!

James Gang
1931 Bacon St., Ocean Beach · 619-225-1753
JamesGangPrinting.com

Looking for a unique souvenir or gift for a special someone? How about a custom T-shirt! They can create a custom shirt with your photo or cute saying – while you wait. They also have a large selection of great local designs, including the U of OB! They have been around since 1976 – right here in the heart of Ocean Beach. They are a full-service print shop with both screen printing and offset (paper) printing. No job too big or too small – they print them all, from business cards to ball caps!
Health & Fitness

Happy, Healthy, High, Horny Herbs

4958 Newport Ave., Ocean Beach · 619-677-2739
www.happyherbcompany.com

This unique business idea started in Australia 10 years ago. The founder, Ray Thorpe, who now has a successful franchise business of 25 shops in Australia and a growing number in the U.S., was inspired to educate the public about the wonderful benefits of herbs for health, well-being and recreation. The shops provide a variety of interesting products, such as herbal teas for well-being, energy herbs, natural libido-enhancers, fire-twirling and circus toys, smoking and party alternatives, as well as hemp-oil cosmetics and essential oils. They are dedicated to serving the local community, and look forward to helping educate people about herbs.