



FY 2024/2025 ANNUAL REPORT  
JULY 1, 2024 – JUNE 30, 2025



# TABLE OF CONTENTS

DMVA BOARD OF DIRECTORS/STAFF/CONTRACTORS /ADVISORS	2
ABOUT DMVA	3
DMVA PROGRAM BENEFITS	4
DMVA ORGANIZATION & ADMINISTRATION PROGRAM	8
DMVA SPECIAL EVENT PROGRAM	12
DMVA ECONOMIC DEVELOPMENT PROGRAM	26
DMVA DESTINATION MARKETING PROGRAM	38
FY 2024/2025 DMVA FINANCIALS	54
THANK YOU TO DMVA SUPPORTERS	56

# Board of Directors | Fiscal Year 2024/2025

## Executive Committee

Chairman – Drew Vick, Monarch Ocean Pub

Treasurer – Joshua McSpadden, US Bank

Secretary – Karen Powell, Del Mar Resident

Economic Development Chair – Steve Blasingham, Tamarindo Del Mar

Design Chair – Charles Koll, Viewpoint Brewing Company

Promotions Chair – Bob Gregson, L’Auberge Del Mar

## Board Members

Mary Lou Amen, Del Mar Resident

Diana Betancourt and Tamara Failla, Del Mar Plaza

Bing Bush, Law Offices

Jim Coleman, State Farm Insurance

Grace Francis, Del Mar Resident

Jeanie Grischy, Resident-at-Large

Zach Groban, Rusty Del Mar

Sharon Hilliard, Resident-at-Large

Walker McBride, Del Mar Thoroughbred Club

Jennifer McClellan, Del Mar Resident

Carlene Moore, 22nd District Agricultural Association

Carl Scherbaum, EDCO

## Staff / Contractors

Jen Grove | CEO

Beth Gutierrez | Events/Program Contractor

Tyler Grove | Marketing Contractor

Alicia Dill Gregson | Partnership/Sponsorship Contractor

## Del Mar City Council Advisors

Tracy Martinez, Del Mar City Council

Terry Gaasterland, Del Mar City Council

## DMVA Contact Information

1442 Camino Del Mar, Suite 217 | Del Mar, CA 92014 858.735.3650

[info@visitdelmarvillage.com](mailto:info@visitdelmarvillage.com) | [www.visitdelmarvillage.com](http://www.visitdelmarvillage.com)

# ABOUT DMVA

The Del Mar Village Association (DMVA) has been operating as a 501(c)(3) California Nonprofit organization for 20 years. DMVA's Board of Directors comprises Del Mar residents, businesses, and commercial property owners dedicated to working together to enhance the vitality of the incorporated City of Del Mar. DMVA works in partnership with the City of Del Mar and local Del Mar businesses and residents to develop and implement strong programming that meets the City of Del Mar's goals and DMVA's mission.

## MISSION STATEMENT

Enhance the vitality of Del Mar Village while preserving the community's history and unique character.

## VISION STATEMENT

Create a unique and vibrant downtown that enriches Del Mar's business community, embraces the town's history, celebrates the arts, preserves the natural and aesthetic downtown environment, and promotes quality events for the community and visitors.

## MEMBERSHIPS





# DMVA PROGRAM BENEFITS

All DMVA programming (Special Events, Economic Development, and Destination Marketing) aims to benefit and support Del Mar residents, businesses, commercial property owners, and the City of Del Mar.



# DMVA PROGRAMMING

## DEL MAR RESIDENT BENEFITS

- Builds civic pride and a vital community
- Increases availability of local goods and services, increases local cultural events and recreational opportunities, and provides social interaction
- Increases property values
- Helps to meet Climate Action Goals
- Increases the City of Del Mar's tax base to help fund City's community projects
- Provides an opportunity for local jobs
- Provides opportunities for mixed-use and affordable housing options in the downtown
- Provides communications tools for downtown promotions and happy hours, other events, and local Del Mar products, and links residents to businesses
- Decreases traffic from downtown in residential neighborhoods
- Provides resources for residents' rental tenants, family, and visitors
- Provides a local festive downtown holiday environment
- Supports other local nonprofit organizations
- Educates children, the local community, and visitors regarding local Del Mar history
- Provides local business discounts
- Encourages new business opportunities for increased options for goods and services
- Assists with sustainability projects in the downtown
- Provides communication and promotion of public art opportunities
- Improves the physical aesthetics and functionality of the downtown



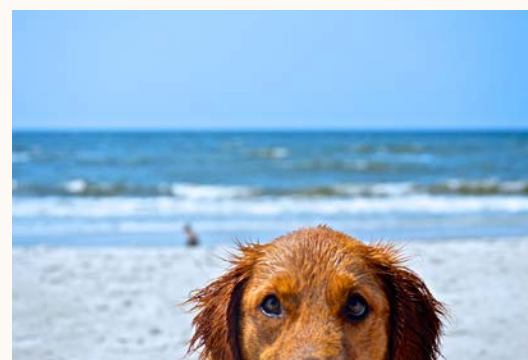
# DMVA PROGRAMMING DEL MAR BUSINESS BENEFITS

- Increases commercial property values
- Increases profit from sales of goods and services
- Increases business exposure and expands customer base
- Improves relations and communication with the City of Del Mar on regulatory and other issues
- Provides enhanced and supported communication with residents and visitors
- Provides educational webinars to help improve business
- Provides a better downtown business mix to encourage increased visitation
- Increases downtown occupancy
- Encourages stable tenants and rents
- Attracts/recruits new strong businesses
- Encourages the residents and visitors to shop, dine, and stay local
- Allows brick-and-mortar stores to compete with large corporate online retailers
- Provides promotional opportunities for businesses that are not possible for a single business
- Provides business-to-business networking
- Assists with sustainability options in the downtown
- Assists with media relations opportunities
- Improves the physical aesthetics and functionality of the downtown



# DMVA PROGRAMMING CITY OF DEL MAR BENEFITS

- Enhances the City of Del Mar's overall fiscal health through its tax base with increased property values, sales, and transient occupancy revenue to fund city-supported goals
- This reduces the city's burden to provide economic development programming, downtown aesthetic improvements, environmental initiatives, special events, etc.
- Supports the City's commitment to a vibrant downtown and thriving businesses
- Enhances communication and awareness between the City, the business community, and Del Mar residents on downtown issues
- Responds to the changing needs of the downtown and ever-encroaching commercial competition
- Increases civic pride and support for downtown Del Mar
- Increases property values in Del Mar
- Catalyzes and helps to increase downtown business investments for existing and new businesses
- Increases jobs in Del Mar
- Encourages mixed-use development to help with affordable housing and other housing options
- Provides a partner in sustainability projects for downtown business regulations and other downtown initiatives
- Increases options for recreational and cultural events and opportunities to support the Del Mar residents and visitors
- Provides enhanced partnerships between the business community and the City
- Supports local nonprofit organizations and encourages volunteers to engage
- Helps to educate the community on the history of Del Mar
- Provides support for public art opportunities
- Assists with significant and small-sized downtown development projects
- Assists with downtown issues in City committees
- Assists with Fairgrounds/Racetrack events, issues, cross-promotions, and partnerships
- Helps to improve the downtown physical environment with aesthetic, practical, and functional enhancements





# DMVA ORGANIZATION AND ADMINISTRATION PROGRAM



# DMVA ORGANIZATION/ADMINISTRATION PROGRAM GOAL

DMVA’s organizational and administrative programming aims to oversee and support DMVA as a nonprofit 501(c)(3) and destination marketing organization. It fosters local leadership and consensus-based cooperation among residents, businesses, commercial property owners, and local, state, and regional governments. Additionally, DMVA’s organizational programming includes fundraising efforts to support all initiatives.



# DMVA ORGANIZATION/ADMINISTRATION PROGRAM FINANCIALS

TOTAL ORGANIZATION/ADMIN PROGRAM INCOME: **\$11,021.22**

Merchandise/Donations	\$3,671.44
Misc. (Interest Income + Shipping)	\$7,349.78

TOTAL ORGANIZATION/ADMIN PROGRAM SUPPORT SERVICES EXPENSES: **\$104,711.32**

# DMVA ORGANIZATION/ADMINISTRATION PROGRAM HIGHLIGHTS

## DMVA Meetings

DMVA held bi-monthly meetings with DMVA board members, City Council representatives, City staff, and contractors to update and discuss all DMVA downtown programming, issues, and budgets. The DMVA Executive Committee met periodically to discuss organizational and downtown problems and concerns. DMVA attended virtual and in-person meetings with businesses, government leaders, tourism and economic groups, and community members regarding downtown issues.

## Grant Funding and Donations

Beyond DMVA's primary sources of revenue—including City contractual funding, business partner contributions, and event sponsorships/ticket sales—DMVA pursued funding through grants and donations to match funding from the City of Del Mar and local businesses, continuing to add value to support the City and lessen the burden on the local government. In fiscal year 2024/2025, grants and donations included:

### **San Diego County Board of Supervisors**

DMVA annually applies for the Neighborhood Reinvestment Program (NRP) and Community Enhancement Program (CEP) funds from the County to fund one-time and annual expenses. DMVA received \$25,000 from the NRP to help fund the purchase of warm white lights for the trees lining Camino Del Mar, the reprinting of the iconic location light pole banners that hang for most of the year, and the design and printing of new "Welcome Summer" light pole banners for the summer months. DMVA also applied for and was granted \$15,000 from the CEP for event-related costs this fiscal year.

### **SDG&E**

DMVA applied for and received several grants from SDG&E to support its annual events and work for the Del Mar Village business community.

### **Donations**

Once again, DMVA stewarded the relationship with an anonymous Del Mar resident who generously donated \$15,000 to cover costs for the quarterly Urban Corps power wash and litter abatement program downtown. This program has been hugely popular with the business community and has eliminated a cost usually incurred by the City of Del Mar to keep public areas clean and welcoming to locals and visitors.

## **Sponsorship**

DMVA secured \$7,000 from EDCO as the fiscal sponsor to expand the successful Del Mar ShoreSaver Program. In addition, Mission Fed Credit Union generously donated \$1,500 to support DMVA's "Keep Del Mar Green" Community cleanup program, helping further the community's sustainability and beautification efforts.

## **Virtual Visitor Center**

DMVA maintained phone and online support to locals, visitors, and businesses regarding downtown Del Mar, including general travel inquiries, open/closed businesses, events, Del Mar Village merchandise and more.



# DMVA SPECIAL EVENT PROGRAM



# DMVA SPECIAL EVENT PROGRAM GOAL

DMVA’s special event programming seeks to promote and enhance the village of Del Mar while preserving its history and unique character through community events and marketing promotions. DMVA plans and produces two main annual signature events: Summer Solstice and Winter Taste & Sip/North Pole by the Sea. Additionally, DMVA coordinates smaller community gatherings to support downtown small businesses and emphasize Del Mar’s commitment to sustainability and the environment. In fiscal year 2024/2025, DMVA completed the first two consecutive years of work with Breeders’ Cup Limited to support the international racing event with events, programming, and promotions as it returned to Del Mar in November 2024.



# DMVA SPECIAL EVENT PROGRAM FINANCIALS

TOTAL SPECIAL EVENT PROGRAM INCOME: **\$293,257.73**

Grants	\$15,000.00
Partner/Sponsor/ Community Donations	\$49,618.00
Sales	\$228,639.73

TOTAL SPECIAL EVENT PROGRAM SUPPORTING SERVICES EXPENSES: **\$269,953.48**

# DMVA SPECIAL EVENT PROGRAM HIGHLIGHTS

## 2024 Breeders' Cup Festival Week

The return of the Breeders' Cup World Championships to Del Mar in 2024 was record-breaking and unforgettable. DMVA was honored once again to work hand in hand with Breeders' Cup to welcome guests from across the globe to Del Mar and showcase the best of our coastal slice of Southern California, from the locally-owned businesses that make up the downtown to Del Mar's natural beauty and, of course, the crown jewel of the Del Mar Thoroughbred Club. DMVA work included:

### **City of Del Mar Liaison Services**

- Worked with City staff to facilitate Breeders' Cup projects in downtown Del Mar, including Del Mar encroachment permitting for acrylic horse placement on public property; permitting for light pole banners, lighting, and flags; permitting for Breeders' Cup signage on public property; permitting for shuttle bus use of curbs; downtown beautification (sidewalk power-washing/litter abatement); and coordination with Stratford Square, Del Mar Plaza and L'Auberge Del Mar
- Prepared and presented a briefing to the Del Mar City Council and City staff on the 2024 Breeders' Cup Festival Week activities and decor
- Coordinated all Breeders' Cup-related issues with the City of Del Mar staff
- Coordinated Uber/Lyft and bus transportation issues with the City of Del Mar

### **Marketing and Promotion Services**

#### *Del Mar Village Marketing Efforts*

- Developed and maintained a Breeders' Cup Festival Week landing page on the [visitdelmarvillage.com](http://visitdelmarvillage.com) website featuring an event calendar, promotional details, and essential information for Festival Week, along with a link to the Breeders' Cup website for ticket sales and additional information. DMVA saw 15,000+ users on its website's dedicated Breeders' Cup landing pages.
- Sent three dedicated emails to its list of 10,000+ subscribers, with an average open rate of 47% and a click-through rate of over 3%. The Breeders' Cup was also featured at the footer of monthly newsletters sent to the community and business partners.
- Executed targeted social media posts, allocating a portion of our \$10,000 Google Ad Grant to target Breeders' Cup keywords, which brought in over 20,000 impressions.

#### *Advertising, Media, and Digital Engagement*

- Responded to media inquiries for downtown Del Mar photographs, connections to local businesses, and information for Festival Week as needed. FAM tours were not requested in 2024.
- Facilitated Breeders' Cup ads on the back page of the Del Mar Times Visitor Guide and an interior ad in the La Jolla Visitor Guide. Both publications went to print in July 2024, and each distributes 30,000 copies annually to North County San Diego hotels and retailers.
- Worked with Breeders' Cup influencers to coordinate event posting and access to the VIP Welcome Party at Monarch Ocean Pub (see below for more on the event).

### *Creation of Marketing Assets and Content*

- DMVA updated its Breeders' Cup guide and shared it on social media
- Sourced, coordinated, and developed a shot list for a photographer to capture downtown decor and the Breeders' Cup VIP Welcome Party

### *Cross-Promotional Collaborations*

- DMVA reviewed the SDTA and Visit California websites to identify opportunities to refresh the Del Mar pages and include Breeders' Cup info where possible. DMVA regularly followed up with SDTA and Visit California to advocate for Del Mar/Breeders' Cup inclusion in relevant blog posts/social content. DMVA met with Visit California's director of associate relations in Del Mar in October to further cement communications with the organization.
- Reshared collaboration posts that featured the Breeders' Cup and pertinent stakeholders

### **Events and Other Programming Services**

DMVA planned and produced the Breeders' Cup VIP Welcome celebration, which was themed "haunted boardwalk," and was held on Halloween. Highlights included:

- A welcome glass of sparkling wine from Jackson Family Wines
- A curated menu from Monarch Ocean Pub featuring elevated boardwalk-themed delights in addition to signature Monarch bites
- Official Breeders' Cup cocktails, iconic Monarch cocktails, wine, and limited-time Breeders' Cup beer from Del Mar brewery, Viewpoint Brewing Co.
- Vendor activations from Maker's Mark, Jackson Family Wines, and Busa Espresso Martinis
- A live magician and live music in theme with the event
- An authentic Zoltar fortune teller machine
- A black-and-white "glam" photo booth

With more than 500 attendees, the event was the perfect way to showcase Del Mar and kick off the Breeders' Cup race weekend for visitors to the area.

### *Community Engagement*

- DMVA organized the Breeders' Cup ambassador tent at Del Mar Plaza, operating from 9:00 AM – 2:00 PM and 4:45 – 7:00 PM, Wednesday through Saturday. The tent was an information center, providing visitors and locals with key details about the event and the Del Mar community. Staffed by volunteers from local hotels, the Del Mar Historical Society, and the Del Mar Rotary Club, the booth served as a hub for event information, directions, and insights about Del Mar. This initiative helped enhance the visitor experience while fostering community engagement throughout the Breeders' Cup festivities.
- Helped plan and execute an Ambassador 101 meeting as an informational session for Breeders' Cup ambassadors and Del Mar and Solana Beach businesses
- Assisted the Breeders' Cup with two additional community involvement volunteer opportunities in 2024. DMVA spoke with the Breeders' Cup host program team to understand the program, adding the opportunity to the Breeders' Cup page on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) and introducing interested volunteers to the program team. Additionally, DMVA recruited nearly 90 volunteers from Torrey Pines High School, the Rotary Club of Del Mar, and the US Navy to participate in the Breeders' Cup Opening Ceremonies.

## Visual Branding of Downtown Del Mar

- DMVA met with vendors and Del Mar Village stakeholders (Del Mar Plaza, Stratford Square, Del Mar Public Works, etc.) to identify opportunities to take over the downtown with Breeders' Cup branding. DMVA gathered quotes from vendors and presented its recommendations to Breeders' Cup and associated costs for the Breeders' Cup team's review and approval.
- Oversaw design and installation of downtown visual branding, acted as the point of contact for related vendors, and acted as the project managers for all downtown decor, which included:
  - Breeders' Cup welcome signs at four key entrances to downtown Del Mar
  - Banners at the street level of the Jim Watkins Amphitheater at L'Auberge Del Mar
  - Light pole banners, international flags, and purple lights
  - Warm white lights on downtown trees
  - International flag programs at Del Mar Plaza and Stratford Square
  - Purple lighting at Del Mar Plaza, viewable from the street
  - Breeders' Cup vinyls in high-traffic areas at Del Mar Plaza, Stratford Square, and L'Auberge Del Mar
  - DMVA coordinated the fabrication, installation, and removal of all elements, coordinating with vendors and property owners to ensure a smooth process from start to finish.
- Worked with a fabricator and Del Mar Blue Print to create a "SoCal Photo Op" at Del Mar Plaza with Breeders' Cup-branded surfboards and the Pacific Ocean as the backdrop for an Instagrammable moment visitors could take advantage of.
- As mentioned previously, DMVA presented the Breeders' Cup decor plan to the City Council and worked closely with the City of Del Mar on an encroachment permit for Festival Week, which included installing public-facing decor and placing acrylic horses on City property.

Del Mar has the good fortune to once again be hosting the Breeders' Cup in fall 2025, and the organization will support Breeders' Cup in a similar capacity.





# Holidays in Del Mar

## North Pole by the Sea

DMVA planned and coordinated an afternoon of festivities to welcome the holidays to Del Mar Village, coinciding with the Del Mar Village Winter Taste & Sip event. The North Pole by the Sea included Dickens carolers; ornament making with Mission Fed Credit Union; a kids activity and photo opportunity at Wisdom Properties; snow, crafts, cookies, and cocoa at St. Peter's Episcopal Church; and holiday music from Michael Tiernan, hot chocolate, cocktails for sale, and treats from L'Auberge Del Mar in the Jim Watkins Amphitheater. DMVA once again contracted with a production company to coordinate Santa Photos by the Sea at Del Mar Plaza, which included a beautiful, festive set for photos with the Pacific Ocean as a backdrop, letters to Santa, and fun trinkets for kids. The afternoon culminated in the beloved annual holiday tree lighting at the Jim Watkins Amphitheater.

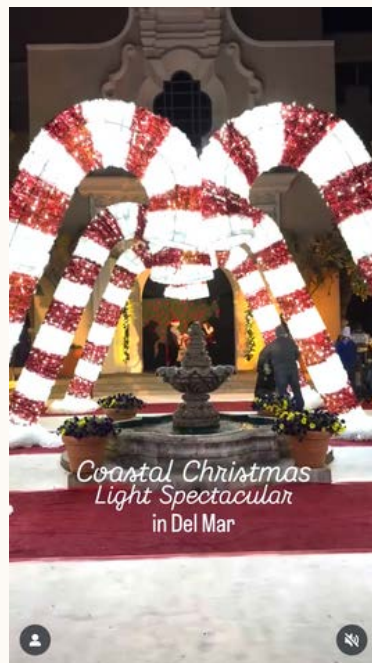
## Holiday Shopping

Starting on Small Business Saturday (as detailed below), DMVA promoted shopping small for the holiday season by promoting Del Mar Village Dollars eGifts and also leveraged social media to create weekly shopping and event guides (see "DMVA Economic Development Program Highlights" page 26 for further details).

## Downtown Holiday Parking

DMVA teamed up with Del Mar Public Works to coordinate and promote free parking in downtown Del Mar Village to encourage visitation during the crucial holiday shopping season.

DMVA promoted all of the above on the Holidays in Del Mar page on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com), via e-blasts, social media posts, in a three-week Coast News print ad series, and a press release sent to local media and shared by the San Diego Union-Tribune and Coast News. In addition, DMVA had the opportunity to include holiday programming in a City of Del Mar water bill insert mailed to more than 2,000 residents. See "DMVA Destination Marketing Program Highlights" on page 37 for more information on marketing and promotional efforts.



# Del Mar Village Winter Taste & Sip

DMVA planned and produced the third annual Del Mar Village Winter Taste & Sip, featuring tastes from 18 downtown restaurants, beverage Sip Stops hosted inside 19 retailers and service businesses, and live music throughout the village. DMVA again worked closely with the City of Del Mar to close down a portion of 15th Street—between Camino Del Mar and Stratford Court—to further streamline the attendee check-in process and activate the street for pedestrians. This year's activities on 15th Street included ornament making with Mission Fed Credit Union, a DMVA-created holiday photo opportunity with an ocean view, bites from restaurant partners, and representation from the Del Mar lifeguards and The Red Nose Run.

As with the 2022 and 2023 events, this year's Winter Taste & Sip sold out, raising funds for DMVA programming and garnering praise from 800 attendees, plus Del Mar Village business owners, event vendors, volunteers, DMVA board members, and City of Del Mar staff. A new holiday tradition has been established in Del Mar Village!

Tickets Selling Fast  
**Winter Taste & Sip**



**December 8th, 1:00 to 4:00 PM**  
📍 Del Mar Village

Tickets are selling fast for our annual Winter Taste & Sip! Enjoy culinary creations from our award-winning Del Mar Village restaurants, sips from local beverage partners inside downtown Del Mar businesses, live music and holiday cheer.

**GET TICKETS**

**Cheers to the Season**



**EXPLORE LOCAL SIP STOPS**

Giving you more reasons to cheer than ever with our newest sip stops including Solento Tequila, Castelli & Pizarro Family Winery, Easy Rider Beer, Spindrift Spiked, Del Mar's own Viewpoint Brewing Co. and so much more!

**FLASH SALE!!**  
**Winter Taste & Sip**



**\$5 OFF**

**EAT · DRINK · BE MERRY**  
**SUNDAY | DECEMBER 8, 2024**  
1 - 4 PM · DOWNTOWN DEL MAR VILLAGE

In celebration of Small Business Saturday, we are offering a special flash sale for \$5 off Winter Taste & Sip tickets so you can explore all our local retailers and restaurants! Sale ends Sunday, Dec. 1 at midnight, so get your tickets before they are gone!

USE CODE FLASH5 FOR \$5 OFF.

**GET TICKETS**

15+ Del Mar Village restaurant tastes  
12+ Refreshing local sips  
Live music at multiple locations



**GET TICKETS**



# Del Mar Summer Solstice

The 2025 Del Mar Summer Solstice built on the success of last year's event. The DMVA team has been able to streamline and optimize many aspects of event planning and onsite execution, which leads to a smoother process every year. Highlights from this year's Summer Solstice included:

- DMVA's highest-attended Summer Solstice event ever, with 832 tickets sold
- Culinary delights from 16 Del Mar Village restaurants included Cuban sliders from Viewpoint Brewing Co., mini short rib pastrami sandwiches from Monarch Ocean Pub, and shrimp skewer bites from Tamarindo. Butter Buzz, Coral Del Mar, and The Cottage, all new to Del Mar Village since last year's event, added a new and buzzworthy element in addition to the longtime favorite restaurants in attendance.
- Sips from more than 20 local and nationally recognized beverage partners serving wine, beer, distilled spirits, and hard kombucha in addition to non-alcoholic options
- Team up with Rancher Hat Bar, which brought an interactive element to the event by allowing guests to purchase and customize a flat-brim or cowboy-style hat. This was hugely popular with attendees, and the activation booth often had a line of guests queued up to get their hats.
- Celebrated local musician Ben Benavente once again brought the island vibes and, with the help of his talented band, had guests dancing all night long.
- Bartender Eric from Monarch Ocean Pub shared his daily poem and cheers with event guests as the sun went down for a meaningful and celebratory end to the evening.
- DMVA debuted new "Del Mar Summer Club" hats in two styles, garnering significant interest from guests on where to buy the hats
- DMVA offered the VIP early entry concept for the third year, with VIP tickets selling out a few weeks before the event. VIPs were given an exclusive opportunity to access valet parking for the event and were given envelopes with San Diego County Fair and Del Mar Thoroughbred Club tickets, plus offers from some participating restaurants and other Del Mar Village businesses.
- Once again, *Ranch & Coast Magazine* teamed up with the event as an in-kind media sponsor. In exchange for promotion as a Summer Solstice sponsor and an onsite presence at the event, *Ranch & Coast* showcased Summer Solstice in numerous print and online roundups and social media posts. It also facilitated the event "Fan Favorite" voting to give attendees the opportunity to vote for their favorite bites and sips at the event.
- DMVA again worked with select Del Mar Village restaurants to secure beverage partners as event sponsors, who teamed up with their respective restaurants onsite at the event. The DMVA team shot and produced short videos for social media featuring the restaurants and beverage sponsors for added event promotion, expanding the reach of our online audience.
- DMVA planned and executed a robust marketing plan, including an often-updated dedicated page on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com), social media, many dedicated customer e-blasts, banners hung throughout the village, flyers hung in coastal North County coffee shops, paid print and online advertising, and proactive media relations (see page 49 for resulting media coverage). DMVA posted the event map as a pinned Instagram post and encouraged guests to access the map via QR codes at the check-in desks, driving new traffic to @visitdelmarvillage.
- DMVA engaged local businesses in our promotional efforts, laying the foundation for a community-driven approach that remains central to our mission. We launched with a simple yet impactful idea: printing custom newspapers for each business to proudly display and pose with. This generated buzz, encouraged participation, and reinforced the sense of collective pride and visibility that continues to define our initiative today.

- DMVA's social media campaign for Summer Solstice reached over 250,000 people, marking one of our most successful digital pushes to date. By tapping into trending audio and creating engaging, timely reels, the promotion gained significant organic traction and demonstrated the power of a well-executed viral concept. The campaign not only amplified event visibility but also showcased the creative potential of DMVA's in-house content strategy.
- DMVA hired a photographer and drone videographer to capture Summer Solstice content for use in promoting next year's event
- DMVA collaborated with multiple departments within the City of Del Mar to ensure a smooth and safe event for attendees

✻ Last Chance Presale Pricing ✻



## Del Mar Summer Solstice

JUNE 12, 2025 | 5:00 - 8:00 PM  
POWERHOUSE PARK, DEL MAR

**Last chance for presale pricing!**

Summer Solstice returns June 12, 2025 and this year's culinary lineup is better than ever. Join us for a one-day, immersive tasting event featuring the best of Del Mar Village's chefs, plus expertly paired wines, craft beer, and signature cocktails.

Enjoy it all with live music, ocean views, and the chance to give back to the local community.

Ticket prices increase May 5<sup>th</sup> - Don't wait!

[PURCHASE TICKETS](#)



**COME HUNGRY**

Get ready to try more tastes than ever before with our local restaurants offering a variety of flavors from oysters to pasta to carpaccio and so much more.

**WINE, BEER + COCKTAILS INCLUDED**

From beer to wine to custom cocktails, get ready to try sips like never before.





# “Keep Del Mar Green” Community Cleanups

In fiscal year 2024/2025, DMVA planned and coordinated three “Keep Del Mar Green” Community Cleanup events. Now in its third year, the DMVA made some changes to the event series to help boost attendance, namely relocating the event headquarters from the Jim Watkins Amphitheater to the 17th Street lifeguard station and moving from weekday afternoons to Saturday mornings. The community well received these changes, and attendance has increased steadily, including a fair number of walk-up participants heading to and from the beach.

DMVA planned the September cleanup to coincide with International Coastal Cleanup Day and featured the Del Mar ShoreSaver Program docking station and baskets at the 17th Street lifeguard station. DMVA received pre-event media coverage from the San Diego Union-Tribune and a live TV interview on Fox 5 and KUSI’s “Good Business San Diego” program, boosting awareness of the cleanup and broader sustainability efforts in Del Mar Village.

The April community cleanup, scheduled to align with Earth Month and just before Earth Day, featured more robust programming, including a DJ, a ribbon-cutting ceremony for the newly installed (and DMVA-coordinated) water bottle refill stations, and a pancake brunch hosted by the Del Mar lifeguards. See page 33 for more information on the water bottle refill station initiative.

Since DMVA’s first community cleanup in October 2022, DMVA estimates more than 400 volunteers have collected more than 900 pounds of trash from Del Mar Village streets and coastal areas. With the new location, day of the week, and timeframe of cleanup events, the community is more enthusiastic than ever about doing their part to keep Del Mar’s coast and downtown clean.

DMVA launched its first mini mic series this year as part of the Del Mar ShoreSaver program, marking a new chapter in communicating with our community. The series allowed us to focus on delivering informative, educational content through social media, spotlighting local voices, raising awareness around coastal preservation, and establishing a more engaging, accessible format for storytelling. It was a meaningful step forward using digital platforms to drive impact and deepen public understanding of our initiatives.



# Susan G. Komen 3-Day Breast Cancer Cheering Station

DMVA once again collaborated with the Susan G. Komen Foundation and the City of Del Mar to coordinate the cheering station as 3-Day walkers returned to San Diego and began their journey in Del Mar. DMVA brought in a DJ and partnered with L'Auberge Del Mar to provide additional high-energy music to welcome the walkers. DMVA also coordinated with Torrey Pines High School, whose cheerleaders helped decorate the downtown area with pink decor and cheered on the participants. DMVA drafted and sent a press release announcing the event and inviting community participation; worked with L'Auberge, Willis Allen, and other downtown businesses to get involved; and encouraged community engagement through information shared on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com), DMVA's community and business e-blasts, the City of Del Mar water bill inserts, and DMVA's social media channels. As with years past, representatives from Komen reported that many walkers mentioned their first stop in Del Mar Village was their favorite part of the 3-Day walk.



## Breast Cancer Cheering Station

FRIDAY, NOVEMBER 15TH  
8:00 - 9:15 AM

MEET OUTSIDE OF EN FUEGO CANTINA

Come show your support and join us in and cheering on more than 2,000 walkers as the San Diego Susan G. Komen 3-Day® kicks off in Del Mar! Meet right outside of En Fuego Cantina before 8:00 AM to be part of the morning festivities.

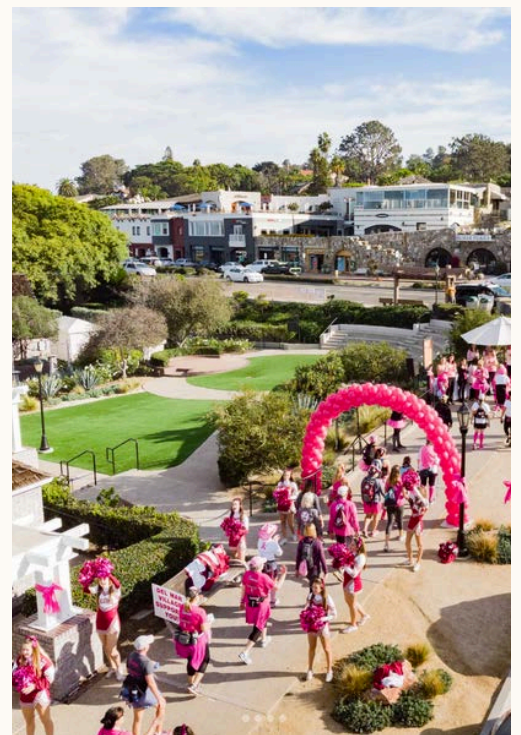
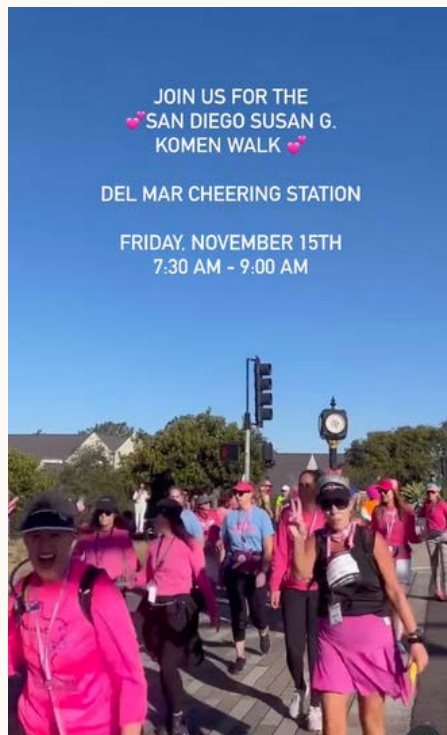
[LEARN MORE](#)



### OUR LOCAL COMMUNITY COMING TOGETHER

This cheering station is an annual outpouring of support from the community that welcomes the walkers with pink ribbons and decor. Cheerleaders from Torrey Pines High School, the Del Mar Lifeguards, local business owners and community residents line the streets to cheer the event participants on their journey as they head south to San Diego.

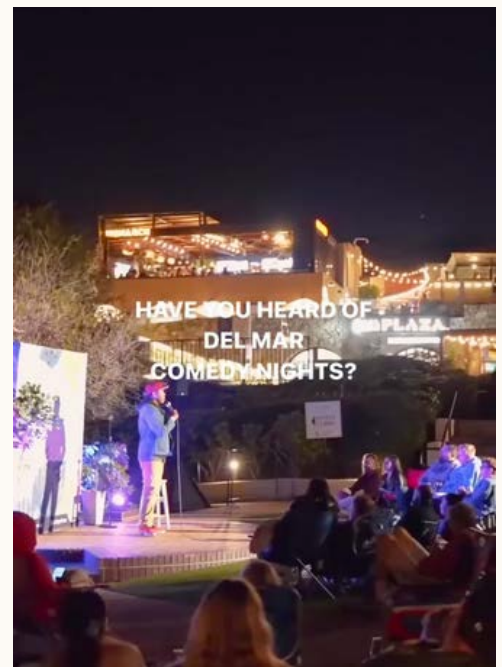
[LEARN MORE](#)



# L'Auberge Del Mar + DMVA Sponsored Comedy Nights

DMVA continued its partnership with L'Auberge Del Mar for comedy nights at the Jim Watkins Amphitheater. These free comedy events run on the first Friday of the month from May through October. Comedy Nights have proven immensely popular with locals and visitors alike, effectively boosting commerce in Del Mar throughout the summer. Each event attracted approximately 200-300 attendees, many of whom dined at village restaurants before or after.

A major highlight this year was the viral success of our Comedy Night social post, which promoted a free community event. The reel garnered over 178,000 views and more than 2,000 comments, making it one of our most engaging pieces of content to date. The response underscored the community's enthusiasm for accessible, well-curated events and demonstrated the power of social media in driving awareness and turnout.



# Small Business Saturday

In celebration of Small Business Saturday on November 30, DMVA partnered with local business owners to coordinate the distribution of AMEX “Shop Small” bags and promotional items for businesses to share with customers. To drive foot traffic and support holiday shopping, DMVA also promoted the Del Mar Village Dollars program as a unique local gifting opportunity. In conjunction with the event, a Del Mar Village holiday guide was released to highlight seasonal offerings and encourage shopping in the village.

# DMVA Give Back Nights

This year, DMVA partnered with three local restaurants—Tamarindo, Monarch Ocean Pub, and Viewpoint Brewing Co.—to host special Give Back Nights to support DMVA’s programming and sustainability initiatives. On their designated days, each restaurant generously contributed 10% of sales to help fund these community-focused efforts.



## Join Us Give Back Night Benefiting DMVA

**Tamarindo Del Mar**  
Friday, October 4th

We are thrilled to announce that on National Taco Day, this Friday, Tamarindo Del Mar will be donating 10% of their sales to the Del Mar Village Association (DMVA) to support Del Mar Village programming and sustainability projects.

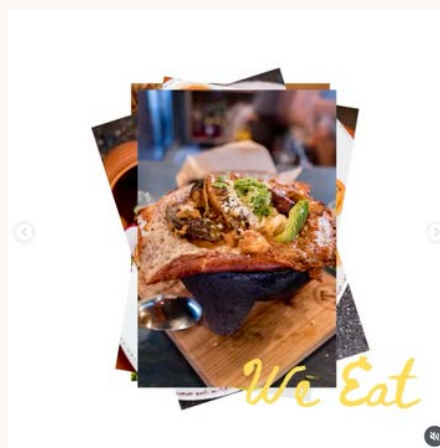
Join us anytime on Friday to celebrate the rich flavors of traditional Latin American cuisine. Whether you're enjoying delicious Mexican dishes or indulging in their handcrafted cocktails, you'll also be supporting our vibrant Del Mar community.

[MAKE A RESERVATION](#)

## Free Comedy Night

Friday, October 4th | 8:00pm - 10:00pm  
At the Jim Watkins Amphitheater

This Friday is also the final free comedy night of the season at L'Auberge Del Mar, brought to you in part by DMVA. The perfect after meal show across the street from Tamarindo.



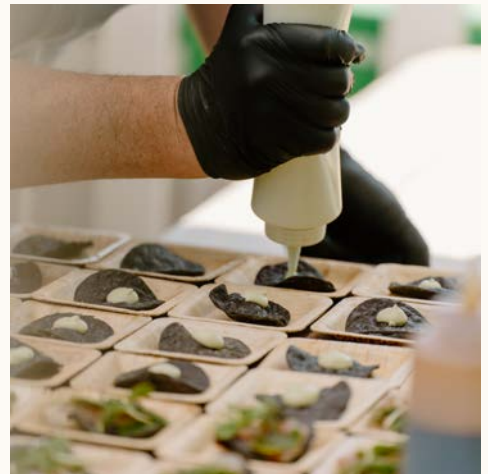


# DMVA ECONOMIC DEVELOPMENT PROGRAM



# DMVA ECONOMIC DEVELOPMENT PROGRAM GOAL

The goal of DMVA’s economic development programming is to facilitate communication and information exchange among Del Mar’s business community, residents, visitors, community organizations, and government agencies. Additionally, DMVA promotes economic growth and unity in the downtown business and residential community through effective promotional and outreach efforts while preserving Del Mar’s history and unique character.



## ECONOMIC DEVELOPMENT PROGRAM FINANCIALS

TOTAL ECONOMIC DEVELOPMENT PROGRAM INCOME: **\$270,385.06**

City of Del Mar Economic Development Grant	\$62,500.00
Grants	\$25,000.00
Community Donations	\$29,856.57
Business Donations & Sales	\$153,028.49

TOTAL ECONOMIC DEVELOPMENT PROGRAM SUPPORTING SERVICES EXPENSES: **\$217,195.83**

# DMVA ECONOMIC DEVELOPMENT PROGRAM HIGHLIGHTS

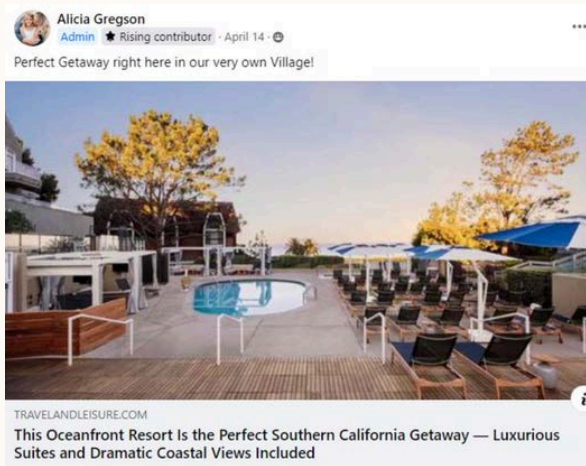
## Business Communication

### Communication with Local Businesses

#### Business Engagement

In fiscal year 2024/2025, DMVA remained deeply engaged with its business partners through consistent communication and personalized support. From July 1, 2024, to June 30, 2025, DMVA distributed 55 targeted e-blasts to downtown business owners, featuring information on upcoming events, ways to boost participation and foot traffic, city and county updates, promotional opportunities, marketing best practices, grant resources, and community news. Personalized emails supplemented these efforts with timely updates and tailored promotional opportunities.

In addition, DMVA maintained a strong digital presence by posting 2+ times per week in the Del Mar business partner Facebook group and maintained daily communication through phone calls, texts, and in-person meetings. This comprehensive, hands-on approach helped support local businesses and fostered strong, collaborative relationships across the community.



Dear DMVA Business Partners,

**This is a friendly reminder that the deadline for public comment is July 19, 2024.**

To submit public comment, you can submit a letter or email to SANDAG. Please see the below contact information as listed on the SANDAG website.

Written comments on the scope of the Draft EIR should be sent to:

SANDAG  
401 B Street, Suite 800  
San Diego, CA 92101  
ATTN: Tim Pesce

Or via email with subject line "SDLRR Project NOP" to: [lossan.corridor@sandag.org](mailto:lossan.corridor@sandag.org)

Comments in response to this NOP should be provided at the earliest possible date, but must be provided no later than July 19, 2024, which is 45 days from issuance of the NOP.

For additional information regarding this Project, the scoping period, or the environmental process, please contact [lossan.corridor@sandag.org](mailto:lossan.corridor@sandag.org) or visit [SANDAG.org/railrealignment](http://SANDAG.org/railrealignment). The NOP has also been posted on the [CEQA.net](http://CEQA.net) Web Portal and was submitted electronically to the State Office of Planning and Research.

All our best,  
DMVA

**CLICK HERE - To View Notice of Preparation (NOP) of the Draft EIR.**

# DMVA ECONOMIC DEVELOPMENT PROGRAM HIGHLIGHTS

*Del Mar Business Resources and Assistance*

## Business Partner Resource Center

The DMVA Business Partner Resource Center is a continually updated hub designed to keep downtown business owners informed and empowered. New DMVA partners receive immediate access upon joining, while existing partners are regularly reminded of the valuable tools available to support their success. This centralized resource complements DMVA's regular communications and features:

- Quick access to resources from the City of Del Mar, San Diego County, the State of California, and the Federal Government
- Tools and guidance from EDCO and SDG&E
- Public safety updates from the San Diego Sheriff's Department
- Best practices for leveraging DMVA's marketing channels
- Del Mar Village Dollars FAQs, how-to videos, and support materials
- Sales and marketing resources, including DMVA-recommended tools to boost outreach and engagement

## Quarterly Business + Government Networking Opportunities

DMVA encouraged business partners to engage in networking events such as the "Keep Del Mar Green" Community Cleanup events, community outreach initiatives like DMVA's Summer Social at the Fairgrounds, DMVA's Day at the Races, DMVA's Summer Happy Hour, the launch of the Del Mar ShoreSaver Program, and multiple Del Mar Village business ribbon cutting ceremonies, all of which foster collaboration among stakeholders. Recognizing the time constraints faced by business owners and operators, DMVA organized Del Mar's Stakeholder Stroll, which allowed business owners and stakeholders to explore Del Mar leisurely, enabling them to engage with other Del Mar Village stakeholders. These strolls allowed business owners and operators to showcase their products and services and connect with fellow businesses in the community.

# Small Business Government Liaison

## Support + Feedback and Info Gathering

DMVA organized meetings with various businesses to address regulatory and other questions. DMVA worked with City Staff and City Council liaisons on options to support Del Mar businesses. Issues included, but were not limited to, the following:

- Parking regulations
- Valet regulations
- L'Auberge and Plaza Specific Plan modifications
- New downtown development
- Alcohol beverage control
- Outdoor covering regulations
- Blade and other business signage regulations
- Pop-up and kiosk business regulations
- Sustainability regulations (organics, electrification, etc.)
- Homeless resources
- Crime and safety
- Downtown streetscape
- Downtown housing
- Coastal Commission regulations
- Short-term rental regulations
- Public spaces
- Downtown aesthetic improvements
- Train tunnel
- Government coordination
- Special events
- Grant funding
- Other nonprofit coordination

As the small business liaison to the city, DMVA played a pivotal role in fostering economic vitality in downtown Del Mar by maintaining consistent and meaningful engagement with local businesses. DMVA actively gathered input from business and commercial property owners to identify opportunities for collaboration and improvement. This feedback informed initiatives to address challenges and enhance the downtown area's appeal to residents and visitors.

To encourage open communication, DMVA served as a bridge between stakeholders, including business owners, property owners, city officials, and community members. The organization regularly solicited feedback on programming and resources, ensuring that its initiatives aligned with the needs of the local business community and the City of Del Mar's priorities. DMVA also promoted businesses by collecting and sharing their specials, offers, and events with a broader audience through various marketing channels, increasing visibility and customer engagement.

As a liaison, DMVA worked closely with the City of Del Mar to advocate for the interests of local businesses. This included communicating requests and suggestions from business owners to city officials for consideration and potential implementation. DMVA collaborated with the City Manager, city staff, and designated City Council liaisons to address infrastructure improvements, regulatory concerns, and community enhancements. For example, DMVA partnered with the city on initiatives like downtown beautification projects and the issues related to the train tunnel with SANDAG.

Additionally, DMVA facilitated partnerships with organizations like the Urban Corps of San Diego County to execute community improvement projects efficiently. These efforts included power washing sidewalks, maintaining street furniture, and enhancing public spaces to create a welcoming environment for shoppers and visitors. By leveraging community donations and collaborating with city resources, DMVA demonstrated its commitment to sustaining a vibrant downtown that supports economic growth while preserving Del Mar's unique character.

Through these efforts, DMVA not only strengthened relationships among stakeholders but also established itself as a vital advocate for small businesses in Del Mar. Its proactive approach to addressing challenges and fostering collaboration has been instrumental in creating a thriving downtown area that benefits the entire community.

## New Business Development Support

DMVA supported new downtown developments and business opportunities with outreach and communications. DMVA continually worked with downtown property owners and prospective businesses to encourage new and expanded downtown development. Work included efforts to help fill vacant spaces, connect prospective tenants to landlords, connect Del Mar businesses that want to sell their business to potential sale opportunities, introduce and engage new and prospective businesses, and support business relocations and improvements by facilitating communication between business owners and the City of Del Mar. During fiscal year 2024/2025, this work included assistance to the following businesses:

- Better Buzz
- Camino Books
- CoverCo Inc.
- Del Mar Plaza
- Hillstone
- L'Auberge Del Mar
- NIKS Medical Spa
- Saffron and Rose
- Stratford Square
- Viewpoint Brewing Co.

DMVA continually updated a new web page on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) with an online link to City resources for prospective businesses considering relocating to Del Mar with steps to help start a Del Mar business. In addition, DMVA directed inbound new business inquiries to appropriate City of Del Mar departments.

DMVA continually helped to identify commercial vacancies in downtown Del Mar and assisted property owners with filling vacancies.

# DMVA ECONOMIC DEVELOPMENT PROGRAM HIGHLIGHTS

## *Programming*

### Sustainability Downtown Programs

DMVA assisted the city in implementing and communicating to the Del Mar businesses environmental sustainability efforts, programs, and regulations to ensure business compliance with local, state, and federal laws and city goals and to develop new sustainability programming in the downtown area. This work included:

- As previously mentioned, DMVA continued the successful three times yearly “Keep Del Mar Green” Community Cleanup event series
- DMVA worked with city staff and the Solana Center on communication, organization, and outreach for the California Organics recycling program
- DMVA worked with EDCO on event planning and execution and business community outreach and communication

#### **Del Mar ShoreSaver Program**

In the past year, DMVA proudly initiated the pilot phase of the Del Mar ShoreSaver Program, a cornerstone project designed to promote environmental stewardship and enhance the ecological health of Del Mar. This innovative program has successfully implemented strategically placed docking stations equipped with reusable baskets along Del Mar's shoreline, transforming the simple act of a beach visit into a proactive environmental safeguarding activity. Launching this pilot marks a significant achievement in DMVA's ongoing commitment to fostering ecotourism, sustainability, and community engagement.

EDCO generously provided the first-year fiscal support for the Del Mar ShoreSaver Program. EDCO's partnership has been instrumental in bringing this vision to fruition. In addition to EDCO, the program was enriched through collaborations with the City of Del Mar and the Relic Coastal Collaborative. The City of Del Mar has been integral in facilitating the local logistical aspects of the program, providing necessary approvals and support to ensure the installations could proceed without hindrance. Meanwhile, the expertise brought by the Relic Coastal Collaborative, known for its successful beach conservation efforts on the East Coast, has provided invaluable guidance and a proven framework of success upon which DMVA modeled its initiative.

These partnerships have not only helped to secure the resources needed to launch this pilot but have also fostered a collaborative spirit that is crucial for the program's expansion and longevity. As we look to the future, DMVA is committed to building on this successful pilot, aiming to extend the reach of the ShoreSaver Program to more areas along Del Mar's shoreline and hoping to inspire the program to grow along the California coast. This year's experience has set a strong foundation for continued efforts to preserve the natural beauty of Del Mar's beaches and engage our visitors and community in meaningful environmental protection practices.



### Water Bottle Refill Station Initiative

In the previous fiscal year 2023-2024, DMVA secured a \$50,000 San Diego County Grant and an additional \$25,000 from individual donors to fund the installation of six new water bottle refill stations at Del Mar's beaches and parks, replacing old and run-down public drinking fountains. In fiscal year 2024/2025, DMVA secured an additional \$10,000 from individual donors. These stations, equipped with water bottle fill mechanisms, dog bowls, and water fountain features, are a testament to our community's dedication to environmental stewardship and sustainability.

This achievement marks a significant milestone in DMVA's ongoing efforts to meet the goals outlined in Del Mar's Climate Action Plan. By providing accessible and eco-friendly alternatives to single-use plastic bottles, these water refill stations significantly reduce Del Mar's carbon footprint and promote a more sustainable way of life. Moreover, the dog bowl features underscore our commitment to inclusivity and ensuring that all community members, including our four-legged friends, have access to clean drinking water.

Beyond the environmental benefits, these water refill stations foster ecotourism in Del Mar. As a coastal town known for its pristine beaches and natural beauty, Del Mar has long been a destination for travelers seeking outdoor adventure and relaxation. By investing in infrastructure that promotes sustainability and enhances the visitor experience, we are preserving our natural resources and positioning Del Mar as a leader in responsible tourism.

The success of this fundraising effort exemplifies our community's collective effort to create a greener, more resilient Del Mar. We are grateful for the support of our partners, donors, and stakeholders who have made this initiative possible, and we look forward to seeing the positive impact these water refill stations will have on our community and the environment for years to come.



## Del Mar Village Dollars Shop Local Community eGift Card

In October 2020, DMVA launched Del Mar Village Dollars to support local businesses as they navigated the COVID-19 pandemic and started planning recovery efforts. Now in its fourth year, the program continues to drive commerce into the village.

Since the program's launch, over \$124,150 worth of Del Mar Village Dollars have been issued, with more than \$108,049 redeemed at participating businesses. One hundred percent of Del Mar Village Dollars gift cards purchased are spent locally, keeping spending within our downtown.

DMVA helps new businesses join the program, promoting Del Mar Village Dollars to over 18,500+ social media followers and 18,000 e-newsletter subscribers. DMVA reminds the community to spend year-round gift cards and bonus dollars at participating businesses.

# DMVA ECONOMIC DEVELOPMENT PROGRAM HIGHLIGHTS

## *Business Partnerships*

### DMVA Business Partnership Program

In fiscal year 2024/2025, DMVA's partnership program, including renewals and new partnerships, grossed \$67,163 compared to \$60,289 in fiscal year 2023-2024. A business partnership is a testament to the value DMVA brings to Del Mar Village business owners and operators. In fiscal year 2024/2025, DMVA had 94 business partners.

#### **New DMVA business partners in fiscal year 2024/2025:**

- Barton + Barton
- Better Buzz
- Camino Books
- Coral Del Mar
- CoverCo Inc.
- Del Mar Optometric
- First National Bullion
- JN Tropea Design
- NIKS Medical Spa
- Saffron and Rose
- Sara Commers Private Jeweler
- The Sound
- Wisdom Properties

### Ribbon Cutting Ceremonies

As new businesses prepare to open in Del Mar, DMVA assists in organizing the ribbon-cutting ceremonies to commemorate the businesses' grand openings and welcome them to Del Mar Village. Attendees include Del Mar City Council and City staff, government representatives (Supervisor Terra Lawson-Remer's office, Assemblymember Tasha Boerner's office, etc.), DMVA staff/contractors, DMVA board members, and community members. Ribbon cuttings coordinated in the fiscal year 2024/2025 included Camino Books, Sara Commers Private Jeweler, NIKS Medical Spa, Wisdom Properties, Saffron and Rose, and Coral Del Mar.



# DMVA ECONOMIC DEVELOPMENT PROGRAM HIGHLIGHTS

## *Downtown Del Mar Community Improvement*

### Del Mar Village Holiday Decor

#### **Downtown Del Mar Holiday Tree**

DMVA once again managed the installation and storage of the annual holiday tree and decor and coordinated with the L'Auberge Del Mar team for installation, engineering, and removal post-holidays. DMVA's contractor did not need to refurbish and replace ornaments on the two-year-old tree, but will look to do that as necessary in the coming fiscal year.

#### **Holiday Banners/Decor**

DMVA coordinated the installation, removal, and maintenance of the 26 holiday light pole banners and lights/garlands and the transportation and storage of these items to and from the DMVA storage pod at Del Mar Public Works. DMVA works closely with the contractor and the City of Del Mar to mitigate any issues with the light poles related to decor (e.g., power issues).

### Streetscape Furnishings Improvement

DMVA successfully managed and coordinated the fiscal year 2024/2025 Rotary Club of Del Mar volunteer refurbishment of downtown and Del Mar and Del Mar Civic Center public street furniture, including benches, chairs, tables, recycling bins, and trash receptacles. By leveraging volunteer efforts, DMVA significantly reduced labor costs for the city, saving municipal funds. This initiative not only beautified the area but also promoted a clean and welcoming environment for visitors and the community, enhancing the overall appeal of Del Mar while ensuring efficient waste management.

### Sidewalk Power Washing and Litter Abatement

DMVA administered, coordinated, and implemented a quarterly program for power washing the Camino Del Mar and 15th Street sidewalks and street furnishings and facilitated a downtown litter abatement program in partnership with the San Diego Urban Corps. In addition, DMVA provided notice of the program to the impacted Del Mar businesses and the City of Del Mar. DMVA provided before-and-after progress pictures to the City, Del Mar businesses, donors, and media. DMVA coordinated all funding and resolved all issues in the field.

In fiscal year 2024/2025, DMVA facilitated downtown power wash and litter abatement services on the following dates:

- August 26-28, 2024
- October 21-23, 2024
- January 27-29, 2025
- May 19-21, 2025

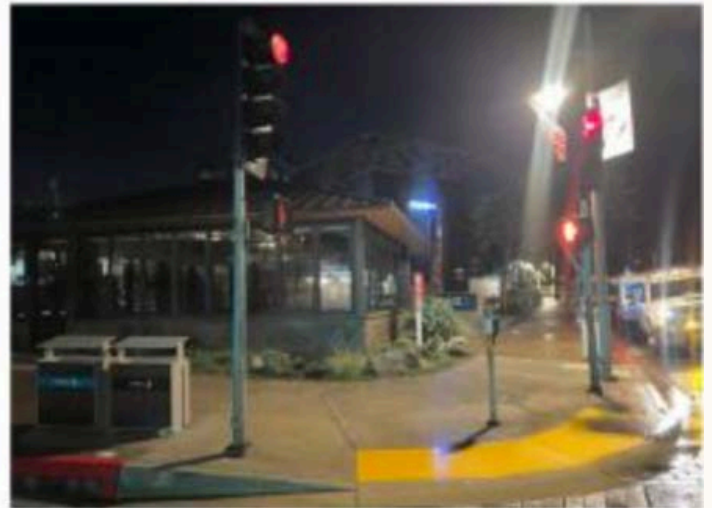
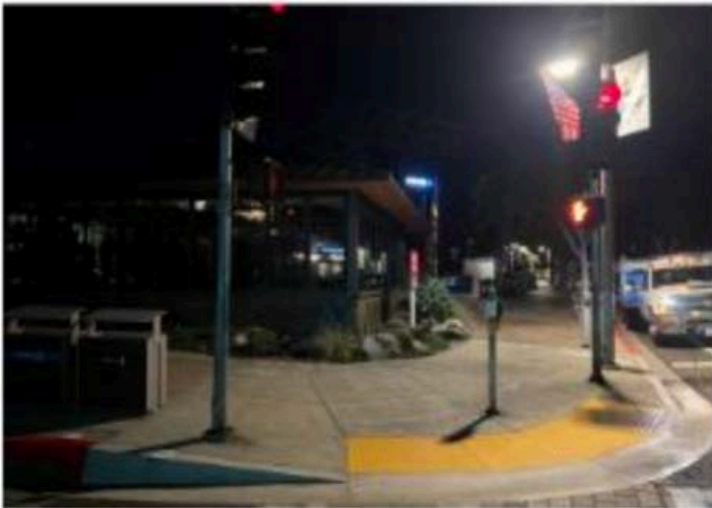
Del Mar Village business owners have continued to express their satisfaction with the program's results. A clean downtown is more inviting to visitors and encourages more commerce.

As mentioned earlier in this report, the generous anonymous donor who has funded this initiative has already committed to doing so in the coming fiscal year. DMVA will work with the anonymous donor and Urban Corps to schedule quarterly power washing and litter reduction so that the downtown area remains clean and inviting to locals and visitors. DMVA will continue to manage this initiative, reporting to the City and local business owners.

**BEFORE**

**AFTER**

**Corner of 15th and CDM (South)**



## Public Street Furniture Donation Program

DMVA collaborated with the City of Del Mar to establish a downtown public street furniture program for final review by Del Mar's City Council and implementation in the coming fiscal year. This program invites residents, businesses, and visitors to donate funds that will be used for the upkeep and replacement of downtown public street furniture. Each piece of donated street furniture will feature a personalized plaque, allowing donors to leave a lasting legacy in Del Mar. This initiative aims to enhance the downtown's aesthetic appeal and provide refurbished public furniture for residents, visitors, and businesses, fostering a more welcoming and comfortable environment. By working together, DMVA and the city promote community involvement and pride while improving public amenities without relying solely on municipal funds.

## Other Downtown Improvements

DMVA worked with the Rotary Club of Del Mar and the City of Del Mar to formulate a plan to refurbish and clean up the downtown Caminito Park in the new fiscal year.



# DMVA DESTINATION MARKETING PROGRAM



# DMVA DESTINATION MARKETING PROGRAM GOAL

DMVA's destination marketing program aims to enhance Del Mar Village's vitality, attract the local community and visitors, and boost economic activity. The program seeks to increase Transient Occupancy Tax (TOT) and sales tax revenue by promoting Del Mar as a premier destination. Destination marketing supports the economic integrity of the City of Del Mar and its small business community, ensuring a thriving local economy and sustained growth for local businesses.



## DESTINATION MARKETING PROGRAM FINANCIALS

Over the past decade, DMVA has remained steadfast in its mission to elevate Del Mar's reputation as a premier coastal destination through creative and impactful destination marketing strategies. Funded by a dedicated portion of the City of Del Mar's Transient Occupancy Tax (TOT)—1/13 of the total collected—this initiative continues to serve as a vital driver of tourism, hotel stays, and downtown economic activity. DMVA's efforts have been instrumental in sustaining and enhancing the vibrancy of Del Mar's local economy.

As trends in travel and tourism evolve, DMVA has proactively adjusted its approach to ensure Del Mar remains competitive and appealing to visitors from near and far. This flexibility has enabled Del Mar to stand out among other high-demand destinations, strengthening its position in the marketplace while delivering meaningful benefits to local businesses and residents. By cultivating a strong connection with travelers, DMVA has helped bolster the community's economic resilience and fostered growth in key sectors like hospitality, dining, and retail.

DMVA was thrilled to embrace one of the most anticipated opportunities of the year: the return of the Breeders' Cup World Championships on October 31 and November 1. This internationally renowned event, hosted at the iconic Del Mar Thoroughbred Club, brought significant economic benefits to the region. With an estimated \$100 million impact on local businesses and services, the Breeders' Cup event drives increased hotel bookings, restaurant visits, and retail sales across Del Mar Village.

In addition to the championships themselves, the Breeders' Cup Festival Week (October 27–November 2) served as a dynamic showcase for downtown Del Mar. Visitors were invited to enjoy unique experiences such as community events, curated dining opportunities, and festive celebrations that highlight the charm and character of Del Mar Village. DMVA worked closely with local businesses to ensure they were prepared to maximize their visibility and revenue during this exciting week (read more about Breeders' Cup initiatives on page 14).

To amplify these efforts, DMVA launched targeted marketing campaigns to amplify these efforts and position Del Mar as a must-visit destination for Breeders' Cup attendees. These campaigns focused on promoting the area's distinctive offerings—luxurious accommodations, seaside dining, boutique shopping, and unparalleled coastal beauty—while reinforcing Del Mar's identity as the place "Where the Turf Meets the Surf." Partnerships with regional tourism organizations like Visit California and the San Diego Tourism Authority extended Del Mar's reach to global audiences.

The Breeders' Cup represents more than just an economic opportunity; it is also a chance for Del Mar to shine internationally. DMVA is committed to leveraging this same opportunity with the return of the Breeders' Cup to Del Mar in 2025, not only for short-term gains but as a foundation for sustained growth in tourism and commerce. By fostering collaboration among stakeholders and innovating its marketing strategies, DMVA ensures that Del Mar remains a vibrant destination that attracts visitors year-round while supporting those who live and work in this exceptional community.

**TOTAL DESTINATION MARKETING PROGRAM INCOME: \$307,099.19**

City of Del Mar 1/13 TOT Allocation

**TOTAL DESTINATION MARKETING PROGRAM EXPENSE: \$292,944.48**

Management + Support Services	\$74,617.07
Digital Marketing	\$156,765.53
Special Events/Marketing/Advertising	\$61,561.88

# DMVA DESTINATION MARKETING PROGRAM HIGHLIGHTS

*Digital/Print Marketing*

## DMVA Website

DMVA continued to maintain, update, and oversee [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com). To ensure ongoing accessibility for all visitors, DMVA partnered with an ADA Site Compliance for continuous monitoring and updates, adding an Americans with Disabilities Accessibility (ADA) page, badge, and enhanced meta tags. DMVA continues building content based on community needs, including continuously updated dedicated website pages.

- Community Cleanup – Provides information about DMVA’s event series (more below) and encourages volunteer sign-ups.
- New Businesses – Provides potential new businesses with a dedicated page for resources in the City of Del Mar.
- Accessibility – Provides website viewers with more information regarding ADA accessibility requirements.
- Winter Taste & Sip and Summer Solstice – Provides information about these events to increase awareness and attendance.
- San Diego County Fair – Provides cross-promotions with the San Diego County Fair.
- Comedy Nights – Provides cross-promotions with Comedy Nights at L’Auberge.
- Del Mar ShoreSaver Program – Provides information for the new sustainability program.
- Happy Hours – Provides happy hour information from local restaurants.
- Breeders’ Cup – Provides information on specials, happenings, and more.
- Explore – A dedicated home explore page was added for more straightforward navigation.
- Donate – Allows visitors to donate to DMVA initiatives directly.

DMVA organized existing and new online information to assist users in experiencing Del Mar Village and quickly navigating with concise copy and links to Del Mar businesses’ websites and other relevant information.

DMVA also regularly updated website content, including:

### **Blog Posts**

DMVA focused on updating evergreen blog content and drafting new blog content highlighting the natural beauty of Del Mar and, especially, the businesses that comprise our downtown. Additionally, this year, DMVA launched a blog series spotlighting “power couples” in the Village—highlighting not just the businesses they run, but the personal stories and partnerships behind them. The series aimed to celebrate the people shaping our community, offering a more personal lens into the heart of Del Mar’s local economy.

## Calendar Listings

DMVA updated the event calendar to make information more accessible to visitors. DMVA communicated with local businesses weekly (and sometimes daily) to gather information about current events and promotions, adding them to the calendar on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) so visitors could view what's happening in the village on any given day.

## Business Listings

DMVA routinely reviewed Del Mar Village business listings on the website to ensure accuracy, added or removed listings as businesses come and go from downtown, updated business photography, etc.

## Search Strategies

DMVA continued to implement advanced search engine optimization (SEO) strategies through the ADA website audit, adding defined meta tags on photos and pages for Google to ultimately rank each page on Google search so people looking for information on travel to the region can easily find and use it. DMVA additionally continued creating SEO-focused strategic blog content to boost the [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) digital footprint on Google and increase search traffic based on trending topics such as brunch in Del Mar, romantic date night activities, and more. These efforts have helped [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) rank second on Google for "brunch in Del Mar." In addition, DMVA is continually implementing new SEO strategies, including launching YouTube shorts, which helps us rank higher for video-based content in search results.

DMVA uses its Google Ad placements through the Google Grants platform, which provides DMVA, as a non-profit, with up to \$10,000 of free monthly spending on the platform. With this reactivation, DMVA has been more strategically able to place ads across Google, hyper-focused on Del Mar's target consumers.

### From June 1, 2024 to June 30, 2025:

- 263,105 new impressions
- 19,622 new website visitors
- Spent \$145,537.18 of Google Grant allowance—an average of \$12,128.10/month
- Maintained an average click-through rate of 7.46%
- An average conversion rate of 36.5% for the year
- 3,266 users spent 5+ minutes on the DMVA website
- 1,690 users clicked a "Visit" button on the "Dine" page
- 890 clicks on Del Mar Horse Races
- 1,312 clicks on San Diego County Fair/Del Mar Fair
- We began utilizing our VisitorEmail service, collecting a total of 1,988 new emails through traffic driven to the website by Google Ads
- We created a new type of campaign called "Performance Max," allowing us to use imagery in the ads

[VIEW FULL REPORT](#)

Sponsored

Del Mar Village  
www.visitdelmarvillage.com/

Del Mar Village Association - Visit Del Mar Today



Escape To Del Mar's Boutique Hotels With Stunning Ocean Views. Relax And Unwind In SoCal Experience Del Mar's Charm With Beachside Hotels And Personalized Service. Plan A Visit! Fulfill your CA Dream. Beaches.

Sponsored

Del Mar Village  
www.visitdelmarvillage.com/

Del Mar Village Association - Located In Southern California



Del Mar Blends Seaside Beauty, Rich History, And Old-World Charm In A Picturesque Village. Experience The Best In Boutique Hotel Accommodations In Del Mar, CA. View Our Selections! Restaurants. Beaches.

**Plan Your Beach Getaway**

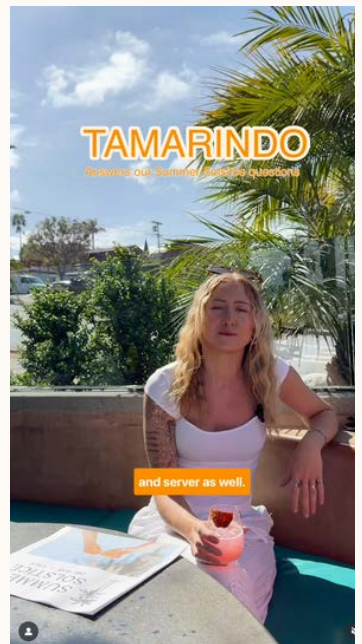
Experience Del Mar's Charm With Beachside Hotels And Personalized Service. Plan A Visit!  
Del Mar Village

## Social Media

### Instagram

DMVA continually developed, designed, and analyzed Instagram content to promote the Del Mar Village brand. DMVA used Instagram to share content related to Del Mar Village restaurants, retailers, service businesses, and Del Mar's abundant natural beauty while also keeping followers informed about current events and happenings downtown. DMVA launched new initiatives on Instagram this year, including stories with local happenings and DMVA's first broadcast channel, allowing DMVA to provide more relevant information to its audience. DMVA also launched giveaways with The Sound, Tacos & Tequila, and San Diego Magazine, which engaged the local community.

From July 1, 2024, to June 30, 2025, DMVA had a 63.8% growth rate, gaining over 4,466 new followers, which is a three-fold increase from the year prior.



## Facebook

DMVA developed and designed content postings on Facebook. DMVA increased its posting cadence on Del Mar Village's page and focused on resharing/promoting Del Mar restaurants, retailers, and services as well as local events, specials, and happenings to locals and visitors alike.

- **Total New Landing Page Views: 39,796**

DMVA's Facebook posts garnered more than 256,000 views, increasing DMVA's ability to increase its audience size, target new demographics, and ultimately expand its digital presence. DMVA maintained and regularly posted to a private Facebook page for Del Mar Village business partners, sharing information for businesses, relevant resources, upcoming webinars, and kudos for awards won. In addition, the Del Mar Village business group is where local owners/operators can connect and ask questions.

[VIEW FULL FACEBOOK REPORT](#)

## TikTok

DMVA's TikTok has been gaining sustainable traction with a new, younger demographic of digital users. By promoting business specials, happenings, and itineraries, TikTok encourages tourism.

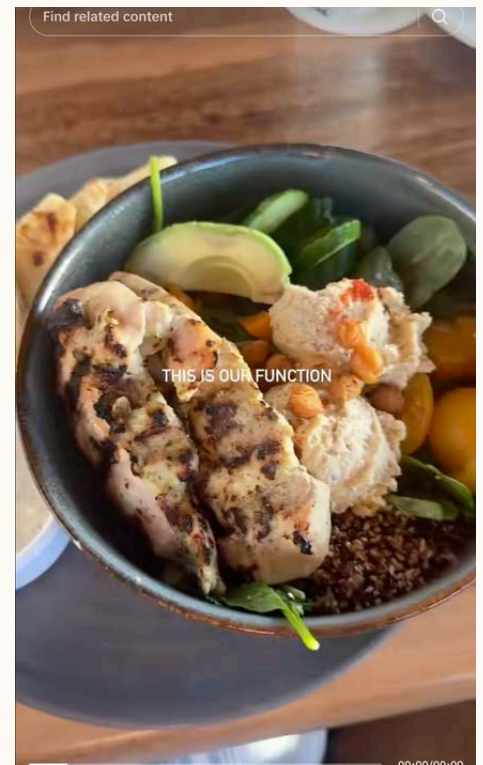
**Post Views:** 844,000

**Average video views:** 1000+, an increase of over 200 views per video from the year prior

**Likes:** 88,000

**Highlight:** Holidays in Del Mar received almost 700k views

**Top video:** Received 19,400 video views, which focused on the idea of the sounds of a beach town



# Email Marketing

In fiscal year 2024/2025, DMVA sent 88 e-blasts to customers and businesses. Weekly customer e-blasts focused on upcoming events in Del Mar Village, including event-focused emails such as “Keep Del Mar Green” Community Cleanup events, Summer Solstice, Del Mar Village Winter Taste & Sip, and the North Pole by the Sea happenings, as well as local business spotlights and other blog content, shopping and dining guides, specials and deals from local businesses, and more. Bi-weekly business e-blasts shared marketing themes and tips, information about Del Mar Village Dollars, Urban Corps power washing information, important City updates, and other topics to help our local business owners succeed. With DMVA’s partnerships and sponsorships coordinator, DMVA has been able to send more individual emails and communications to businesses to ensure the proper exchange of timely information.

- **Customer e-blasts sent:** 52
- **Dedicated business e-blasts sent:** 36
- Continued to keep a steady open rate on average of 47%

DMVA worked with the City of Del Mar weekly to ensure the City received DMVA’s e-blasts with timely and relevant downtown information to incorporate into the weekly City of Del Mar e-blasts.



## Gather, Unwind, Stay Awhile

In Del Mar, time slows to the rhythm of the tide —mornings begin with sunlit strolls along the shore and golden hour is best enjoyed with salt on your skin and a glass in hand. Tucked along the coast, Del Mar is where refined simplicity meets unhurried luxury, an invitation to reconnect with those you love.

[EXPLORE DEL MAR](#)



## A Q&A With Barton + Barton

Discover the story behind Barton + Barton, the design and build team redefining craftsmanship in Del Mar. With expertise in both general contracting and interior design, they bring a seamless and thoughtful approach to transforming spaces.

Get a glimpse into their inspiration, process, and love for the Del Mar community in our latest blog.

[READ Q&A](#)



Del Mar is setting the stage for unforgettable nights filled with live music, coastal vibes, and lively gatherings. Whether you’re looking for a laid-back acoustic set by the sea, an upbeat DJ, or a high-energy band to dance the night away, there’s something for every music lover.

[EXPLORE DEL MAR](#)

## Seaside Stays



### BEST WESTERN PREMIER HOTEL DEL MAR

Rooms and suites overlook beautiful gardens with a gazebo, pool and spa or the spectacular blue ocean view.

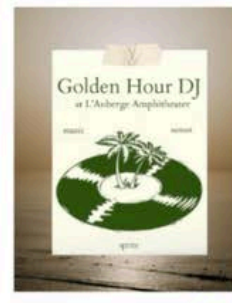
[Learn More](#)

## Get to Know Your Local Businesses



Our business spotlight blog series interviews the folks behind your

## Live Music This Weekend



**Golden Hour DJ**  
Saturday, March 22nd  
free DJ event in the Jim Watkins' Amphitheater (AKA L'Auberge Amphitheater)  
3:30 to 6:30 pm

Grab a drink from the outdoor bar and enjoy the music.



# Digital Assets

- DMVA created graphics to promote the brand of Del Mar Village for e-blasts every week and to promote downtown happenings and weekly events
- DMVA worked with professional photographers and videographers to produce new image assets for all special events, including the Winter Taste & Sip, North Pole by the Sea, “Keep Del Mar Green” Community Cleanups, Summer Solstice, and the ribbon cutting for the Del Mar ShoreSaver program
- DMVA continues to contract with a professional graphic designer/art director to help visually guide the brand on an ongoing basis, including creating event logos and branding, promotional collateral, print and digital ads, event signage, and more

# Print Marketing

## Window Flyers

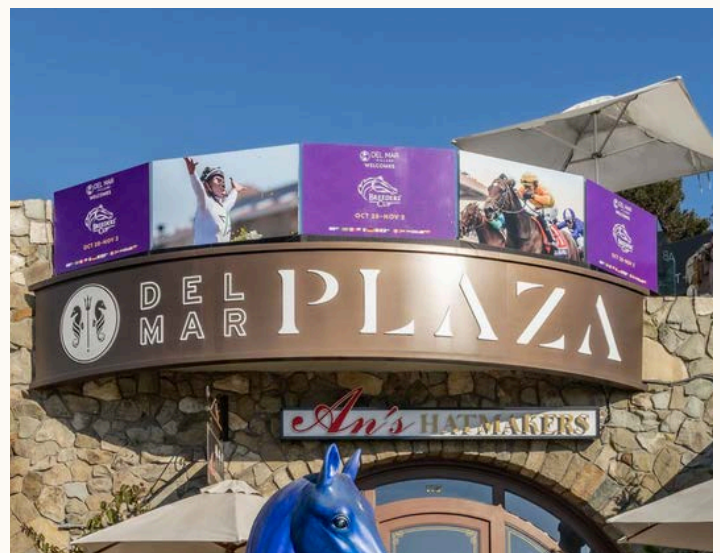
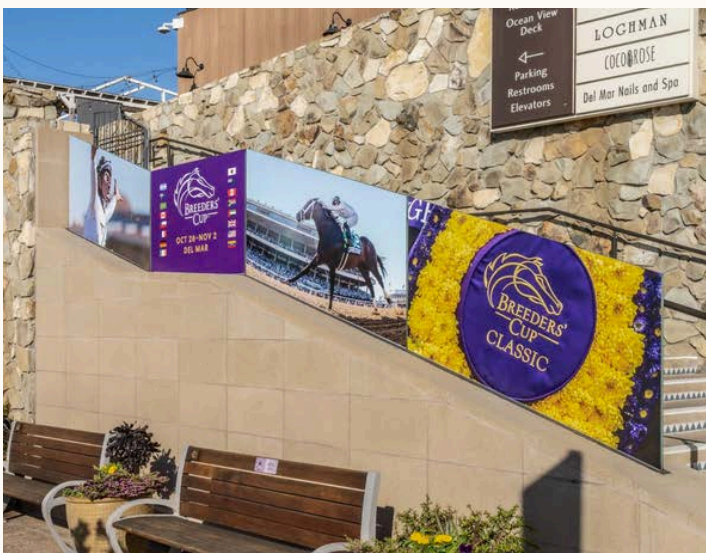
Window Flyers—DMVA designed and printed flyers to promote the September 2024 “Keep Del Mar Green” Community Cleanup event. The flyers were distributed to all downtown businesses to hang in their windows, and QR codes led back to [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) for more information. However, DMVA has decided to move away from this marketing tactic and focus its marketing efforts elsewhere.

## Banners

DMVA designed, printed, and hung banners with information about the December 8 Winter Taste & Sip/North Pole by the Sea happenings and Summer Solstice, working with the City of Del Mar and L’Auberge Del Mar to hang the banners in three high-traffic areas. All collateral included the Del Mar Village logo and QR codes leading back to [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) for more information and to purchase tickets.

## Del Mar Plaza Vinyls

This year, DMVA designed, printed, and installed vinyl clings on two high-visibility areas of Del Mar Plaza: the glass running alongside its staircase from the street to the second level and the glass rotunda above the Del Mar Plaza marquee sign. Rather than utilize funds to hang a traditional banner from Del Mar Plaza, DMVA instead capitalized on the visibility of these areas to promote Breeders’ Cup Festival Week and, after that, Del Mar Village holiday happenings.



## Water Bill Insert

To promote Del Mar Village's holiday and Breeders' Cup programming, DMVA included an informational flyer detailing upcoming holiday programming and community events in the City's water bill sent to 1,000 homes each in October and November 2024. DMVA also included a flyer in the April and May 2025 City water bills, highlighting sustainability efforts and the upcoming Summer Solstice event.

## Print Advertisements

- DMVA produced a Holidays in Del Mar print advertisement for three successive weeks in the Coast News. This ad highlighted holiday happenings downtown, including the holiday tree fundraiser, Winter Taste & Sip event, Santa photos, North Pole by the Sea, Snowman Scavenger Hunt, Small Business Saturday, and the holiday tree give-back night hosted by Monarch Ocean Pub. The Coast News also provided value-added editorial coverage, using DMVA's holiday press release to share more information about Del Mar Village holiday festivities.
- DMVA also produced a two-week print advertisement for the Del Mar Summer Solstice in the Coast News. The ad promoted the event and drove readers to [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) to learn more and purchase event tickets.

## Del Mar Visitor Guide

Once again, DMVA provided content for the "Calendar of Events," "Dining," and "Shopping and More" sections of the Del Mar Visitor Guide, which is printed annually in July and distributed to local hotels and tourism outlets throughout San Diego County. Each section featured the hotels, restaurants, retailers, and service-based businesses in Del Mar Village. DMVA updated its two-page ad promoting Del Mar Village restaurants and eateries, and worked with Breeders' Cup to produce an ad promoting Festival Week happenings in the village that ran on the back page of the Del Mar Visitor Guide and within the La Jolla Visitor Guide for further distribution and reach.

## Fairgrounds Signage

The ads displayed in the four sign holders at the Fairgrounds were reprinted and installed later than usual in the previous fiscal year due to the relocation of one sign holder and the refurbishment of all four, so the ads were not replaced in fiscal year 2024/2025.

## Influencer Marketing

Although not included in the DMVA scope of work, DMVA communicated and worked with influencers to promote downtown through strategic social media communication efforts. DMVA has targeted and built relationships with larger audiences in the San Diego area by re-posting, commenting, and engaging with influencers digitally.

# DMVA DESTINATION MARKETING PROGRAM HIGHLIGHTS

## Special Event Promotion

### Downtown Signature Events

As more fully described in the DMVA Special Event Program section of this Annual Report (see pages 12-25), DMVA planned, produced, and promoted a full slate of downtown special events, such as Summer Solstice, the Del Mar Village Winter Taste & Sip/North Pole by the Sea holiday festivities, the Susan G. Komen 3-Day Breast Cancer Cheer Station, and “Keep Del Mar Green” Community Cleanups, in addition to planning and executing festivities and events for Breeders’ Cup Festival Week in Del Mar Village. DMVA branded and promoted these Del Mar Village events to enhance Del Mar as a destination for the community and visitors with photography, branded assets, print ads, social media, email blasts, and more.

### Cross Promotions

This year, DMVA strategically expanded its cross-promotional partnerships to position Del Mar Village as a premier destination before and after key regional events. By aligning with major institutions such as the 22nd District Agricultural Association/Del Mar Fairgrounds, Del Mar Thoroughbred Club, Farmers Insurance Open, La Jolla Playhouse, and The Sound, DMVA successfully reached new audiences and invited them to experience the charm, hospitality, and vibrancy of Del Mar Village. These collaborations featured integrated marketing campaigns—including website placements, social media takeovers, curated email promotions, and on-site activations—encouraging visitors to shop, dine, and explore the Village. Whether attending the County Fair, a concert, a theater performance, or a nationally televised golf tournament, guests were continually reminded that Del Mar Village is more than a destination—a place to return to, discover, and enjoy.

The image displays three distinct marketing assets. On the left is a social media post titled "Post Play at Del Mar Village" with a photograph of a building and flowers. In the center is a banner for the "Farmers Insurance Open App" with the slogan "STAY IN THE KNOW". On the right is a screenshot of a website titled "STAY AND PLAY IN DEL MAR" featuring a large photo of a building and three icons for "STAY", "PLAY", and "EXPLORE" with corresponding descriptions and buttons.

# DMVA DESTINATION MARKETING PROGRAM HIGHLIGHTS

## *Communication and Destination Guidance*

### Media Relations

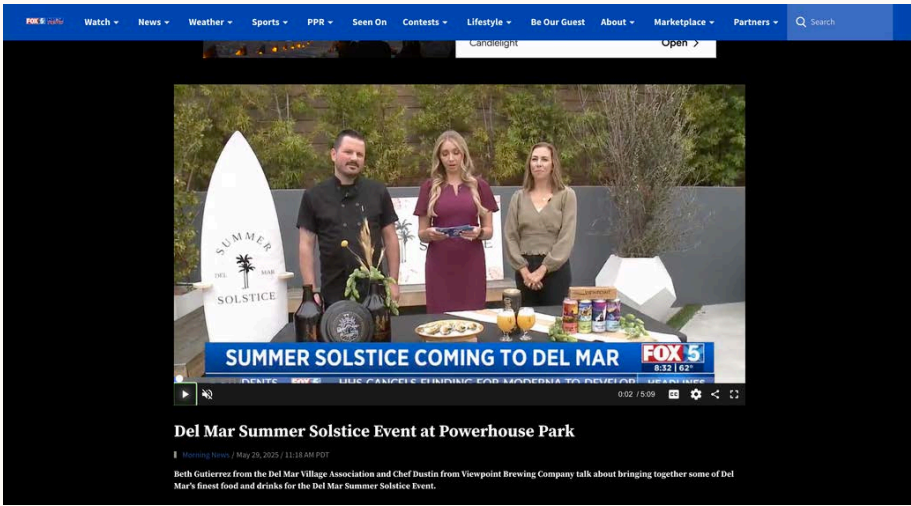
DMVA coordinated inbound media inquiries and media visits as requested. DMVA drafted news releases and pitches and shared them with local print, online, and TV media to highlight critical upcoming events and programming. Topics included:

1. September 21 community cleanup
2. Susan G. Komen 3-Day Walk cheering station
3. Holiday programming, downtown holiday happenings, and holiday shopping
4. April 19 community cleanup
5. Del Mar Summer Solstice

DMVA also negotiated editorial coverage as part of its holiday print ad spend in the Coast News. Along with its news releases, coverage generated by DMVA efforts included the following placements:

- New breakfast spot The Cottage and more open in Del Mar Plaza – *Del Mar Times*, July 2024
- The Local's Guide to Del Mar – *San Diego Magazine*, August 2024
- 'Keep Del Mar Green' at coastal community cleanup on Sept. 21 – *Del Mar Times*, September 2024
- Breeders' Cup Festival Week – *Ranch & Coast Magazine*, October 2024
- Del Mar Breast Cancer Cheering Station – *Ranch & Coast Magazine*, October 2024
- Winter Taste & Sip and Santa Photos by the Sea – *Ranch & Coast Magazine*, October 2024
- Susan G. Komen 3-Day walk to fight breast cancer kicks off in Del Mar – Fox 5 San Diego TV segment, November 2024
- Susan G. Komen 3-Day walkers feel the love in Del Mar – *Del Mar Times*, November 2024
- Festive North Pole by the Sea in Del Mar – *Del Mar Times*, December 2024
- How to celebrate Earth Day in San Diego County: Here are more than 20 ways – *San Diego Union-Tribune*, April 2025
- 'Keep Del Mar Green' Community Cleanup event celebrates 'milestone sustainability effort' – *San Diego Union-Tribune*, April 2025
- Southern California Ultimate Staycation Guide 2025 – *Ranch & Coast Magazine*, May 2025
- Del Mar Summer Solstice Event at Powerhouse Park – Fox 5 San Diego TV segment, May 2025
- Del Mar Summer Solstice event to feature great tastes, sips, live music, and more – *Del Mar Times*, May 2025
- Del Mar's Summer Solstice Returns With Ocean Views and Epic Eats – *There San Diego*, June 2025
- 2025 Summer Solstice event held in Del Mar – *Del Mar Times*, June 2025

DMVA posted and linked to all earned media coverage on the Press page on [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) and other media coverage mentioning Del Mar Village and its downtown businesses.



## Del Mar's Summer Solstice Returns With Ocean Views and Epic Eats

When the longest day of the year rolls around, there's no better place to celebrate than right on the coast. Del Mar's annual Summer Solstice event is coming back to Powerhouse Park, and we're already planning our strategy for maximum food sampling.



## Media Partnerships

DMVA secured special nonprofit rates for traditional advertising, as in the Coast News and Del Mar Visitor Guide, mentioned previously in this report. DMVA has also increasingly turned its attention to partnering with media outlets on a partial or full-trade basis. In fiscal year 2024/2025, DMVA partnered again with Ranch & Coast Magazine for print, digital, and social media coverage of DMVA's events. In return, DMVA was able to give Ranch & Coast an onsite presence at the events and collaborate on social posts for further reach. New this year, DMVA negotiated a part-cash, part-trade media partnership with San Diego Magazine to promote Summer Solstice in the magazine's e-blast and on social media. These partnerships help place DMVA and its events among the top happenings in San Diego County and give DMVA access to new online audiences, which increased our social following by over 800 new followers, thus inviting San Diegans to visit or return to Del Mar Village.



**ranchandcoast** and **visitdelmarvillage**  
Powerhouse Park, Del Mar, Ca

**ranchandcoast** Edited • 4w  
Giveaway Closed // **@ranchandcoast** and **@visitdelmarvillage** have teamed up to give away a pair of GA tickets to Summer Solstice on June 12. This immersive culinary event features a lineup of Del Mar Village's finest chefs alongside a carefully curated selection of wine, beer, and cocktails. Sway to live music by **@benbenavente** just steps from the sea at this annual seaside summer soiree — all while contributing to the local Del Mar Village community.

To enter:  
 • Follow **@ranchandcoast** and **@visitdelmarvillage**  
 • Like this post  
 • Tag the friend you'll bring

103 likes  
June 9

Add a comment...

**Del Mar Village Summer Solstice:**  
Thursday, June 12, 2025

*Del Mar's Only Beachfront Food and Cocktail Event*

Liked by **collias** and others  
May 20

Add a comment...

**sandiegomag** • Following  
Peaceful Reveries • Carefree Days

**sandiegomag** Edited • 6w  
Winner: **@blusaltysore**

**GIVEAWAY!** Win a pair of tickets to **@visitdelmarvillage's** Summer Solstice party on Thursday, June 12 from 5 to 8 p.m.

In Del Mar, summer's not a season. It's a verb: toasting to the sunset, wading into waves, dining on sprawling patios, window-shopping in the sunshine. And to teach the rest of the city how to summer, the coastal community is throwing a seasonal soiree. Del Mar Village hosts the Summer Solstice at Powerhouse Park on Thursday, June 12. It's a celebration of the ever-evolving food and beverage scene of Del Mar, with bites from beachside institutions

Liked by **collias** and others  
May 20

Add a comment...

## Tourism Outreach

As described throughout this report, DMVA designed and implemented all destination marketing programming to promote Del Mar Village as a destination for locals and visitors, including working with local hotels, businesses, and cross-promotional partners. Notably, this year we updated our listings and content on key platforms like the San Diego Tourism Authority and Visit California websites, ensuring more accurate and current representation of Del Mar Village businesses. These updates provide our local businesses with greater visibility and position Del Mar more prominently in front of a broader, travel-focused audience.

## Destination Marketing Research

DMVA attended webinars and meetings with the San Diego Tourism Authority, Visit California, North County Economic Development Council, San Diego County, and San Diego Small Business Association. Most notably, DMVA held several calls with SDTA and Visit California to push for more visibility of Del Mar Village on the tourism platforms' websites. DMVA also worked with other national, state, and local organizations to ensure that strategic planning for Del Mar Village is competitive and commensurate with other local coastal destination marketing and promotions. DMVA attended a happy hour for the leadership of north coastal Main Street associations (Cardiff 101, Encinitas 101, etc.) to gather and trade ideas.

## Del Mar Directories

DMVA updated the design of the five freestanding pedestrian and three wall mounted lifeguard directories, installed in January 2025. New this year, DMVA worked closely with the 22nd Agricultural District to identify a non-downtown location in which to install a new freestanding directory to further encourage connectivity between the downtown and other Del Mar locales. Working with the same vendor that usually refaces the directories, DMVA successfully oversaw the fabrication and installation of a sixth directory at the entrance to the WAVE Volleyball Club facility on Jimmy Durante Blvd.

All of the directories include a large map and a numbering system to help people quickly and easily peruse business listings and navigate to downtown businesses and destinations. In addition, a QR code directs people to [www.VisitDelMarVillage.com](http://www.VisitDelMarVillage.com) for more information about businesses, upcoming events, Del Mar history, and more.

## Del Mar Village Interactive Online Map

DMVA maintained and updated the interactive online map of downtown businesses as needed. This map helps visitors find and navigate to any hotel, restaurant, retailer, or service business in the downtown area. DMVA sent a QR code to hotel concierges, which they could print out and use in conversations with guests visiting the area.

# DMVA DESTINATION MARKETING PROGRAM HIGHLIGHTS

*Design*

## Downtown Iconic Location Banners

DMVA coordinated the reprinting and reinstallation of the iconic Del Mar location light pole banners after the holidays, including coordinating with Public Works to store the banners during the holiday season.

Additionally, DMVA again coordinated the installation and storage of “Welcome Summer” light pole banners and American flags displayed from early June to just after Labor Day 2024. Also in this fiscal year, DMVA redesigned the “Welcome Summer” light pole banners to be more visible to both drivers and pedestrians, with a fun but elevated design that instantly feels like summer in Del Mar Village.



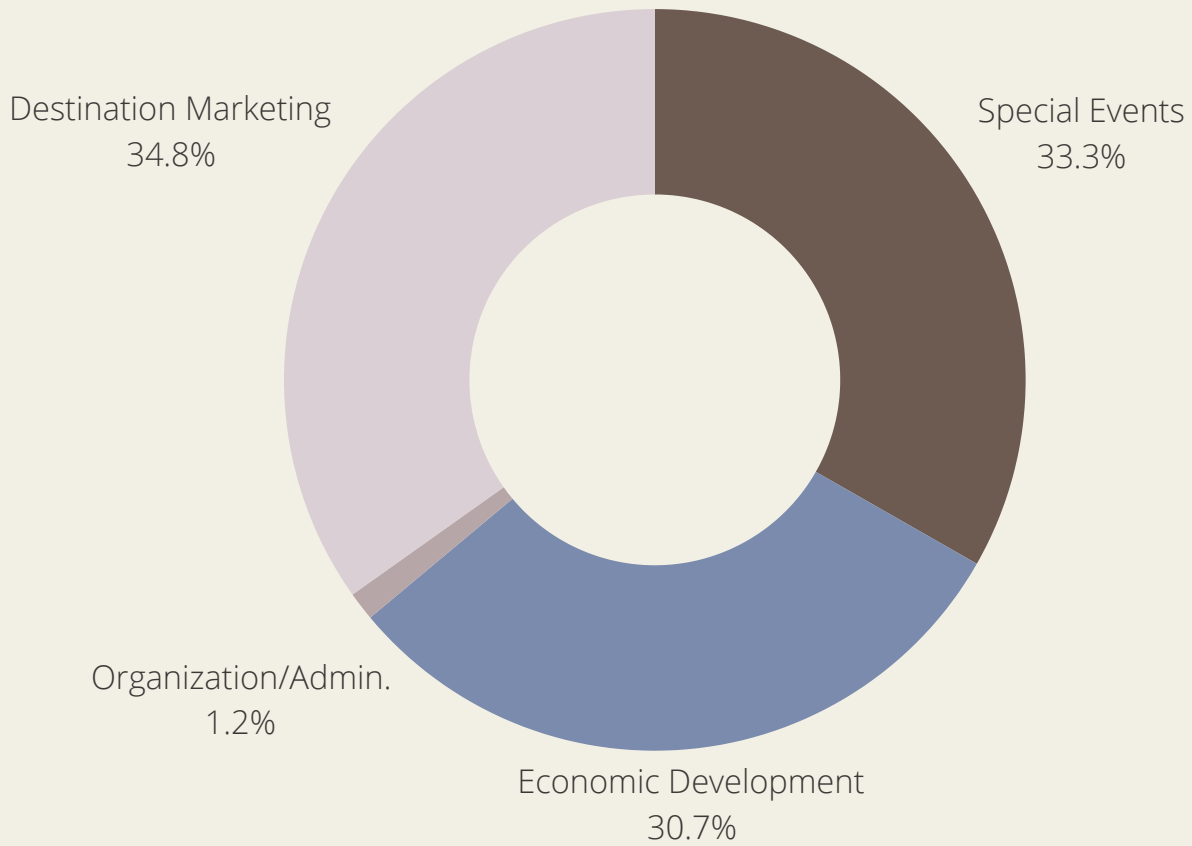
# Branded Merchandise

This year, the Del Mar Village Association (DMVA) expanded its merchandise offerings by introducing a new hat design and two new locally-produced candles. These additions complement popular items such as license plate frames, branded stemless wine glasses, hats, and candles. Del Mar Village merchandise is currently available at L'Auberge Del Mar, Hotel Indigo, The Del Mar Beach Hotel, and Julie's Beach Life, as well as on the DMVA website. These items allow locals and visitors to showcase their pride and affection for Del Mar Village and enhance brand recognition for the area. Notably, many orders for Del Mar license plates come from outside California via the DMVA website.



# FY 2024/2025 DMVA FINANCIALS

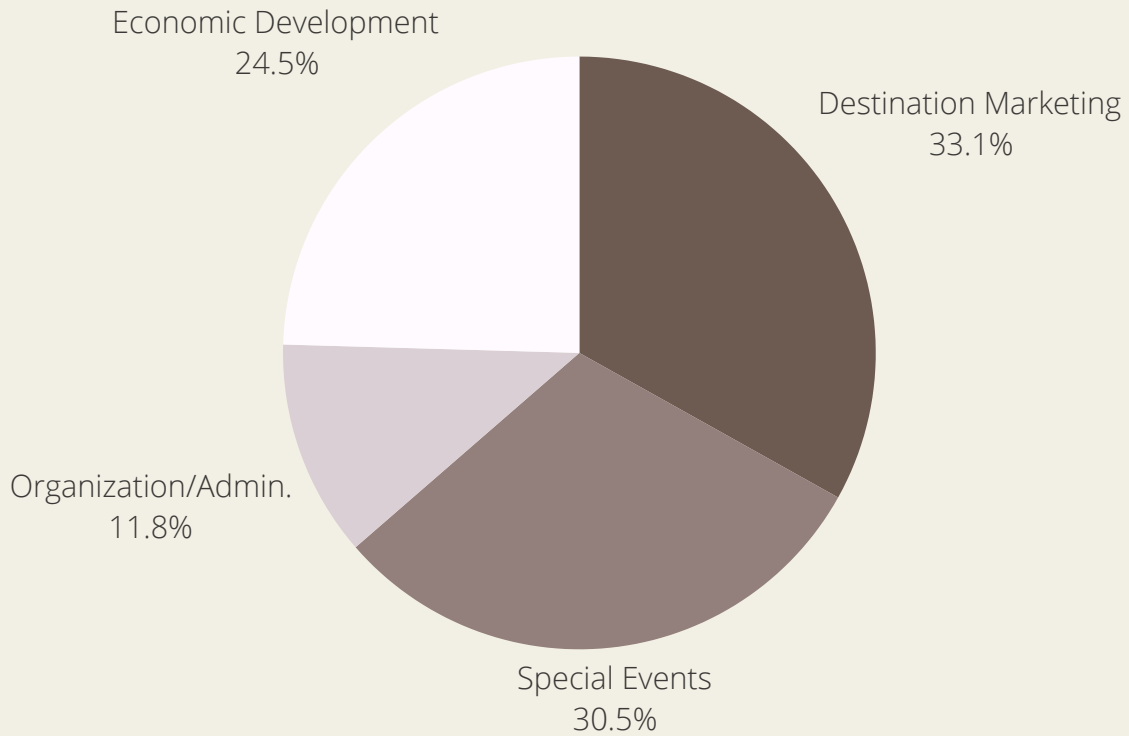
## INCOME



Organization/Administration	\$11,021.22
Special Events	\$293,257.73
Economic Development	\$270,385.06
Destination Marketing	\$307,099.19
<b>DMVA OPERATING INCOME</b>	<b>\$881,763.20</b>

# FY 2024/2025 DMVA FINANCIALS

## EXPENSES



Organization/Administration	\$104,711.32
Special Events	\$269,953.48
Economic Development	\$217,195.83
Destination Marketing	\$292,944.48
<b>DMVA TOTAL EXPENSES</b>	<b>\$884,805.11</b>
Net FY 2024/2025 Income	-\$3,041.91
DMVA Net Assets	\$154,224.34
Obligated Restricted Funds	\$56,165.35
<b>General Reserves/Unrestricted</b>	<b>\$98,058.99</b>

# THANK YOU TO DMVA SUPPORTERS

22nd Agricultural District and Del Mar Fairgrounds  
Adelaide L'Auberge Del Mar  
Alexander Daas Opticians  
An's Hatmakers  
Assembly Member Tasha Boerner's Office  
Barry Estates | Luxury Coast Group  
Barton + Barton  
Beeside Balcony  
Best Western Premier Hotel Del Mar  
Better Buzz Coffee Roasters  
Bing I. Bush, Jr., Law Office  
Board & Brew  
Breeders' Cup Limited  
Brigantine Del Mar  
Camino Books  
Carl and Sharon Hilliard  
Carolyn's Designer Resale Clothing & Accessories  
City of Del Mar  
Coral Del Mar  
CoverCo Inc.  
Coya Peruvian Secret  
Darshan Bakery  
Del Mar Beach Hotel  
Del Mar Blue Print Inc.  
Del Mar Farmers Market  
Del Mar Nails and Spa  
Del Mar Optometric  
Del Mar Pizza  
Del Mar Plaza  
Del Mar Seaside Grill  
Del Mar Thoroughbred Club (Racetrack)  
Dexter's Deli  
Durante's Del Mar  
EDCO  
En Fuego Cantina & Grill / La Tienda Wine Bar  
First National Bullion  
Free Flight Sanctuary  
Frustrated Cowboy  
Harry's Coffee Shop  
Harry's Taco Club  
Hotel Indigo  
Il Fornaio Restaurant/Enoteca Wine Bar  
Indie Health  
Jake's Del Mar  
Jim Coleman Insurance  
Jimmy O's Sports Bar & Restaurant  
JN Tropea Design  
Julie's Beach Life  
Karen Powell  
Kitchell Development Company  
L'Auberge Del Mar  
LAZ Parking

La Tienda Wine Bar  
Law Offices of Bing I. Bush, Jr.  
Leeger Architecture  
Les Artistes Inn  
Lyric Coffee  
Marquis Fine Jewelers  
Mission Fed Credit Union  
Monarch Ocean Pub  
NIKS Medical Spa  
Ocean View Bar & Grill  
Pacifica Breeze Cafe  
Pacifica Del Mar  
Poseidon Restaurant  
Ranch & Coast Plastic Surgery  
Rande Turner Collective  
Relic Coastal Collaborative  
Rotary Club of Del Mar  
Rotary Club of Del Mar-Solana Beach  
Rusty Del Mar Surf Shop  
Saffron and Rose  
San Diego County Board of Supervisors  
Sara Commers Private Jeweler  
Sbicca  
SDG&E  
Sea Biscuit Del Mar  
Seaside Yogurt  
Secret Garden Inn  
Senator Blakespear's Office  
Shimbashi Izakaya  
Spa Na'Mara  
St. Peter's Episcopal Church & Thrift Shop  
State Farm Insurance  
Stratford Court Cafe  
Stratford Square  
Studio 1412  
Sundancer Boutique  
Tamarindo  
The Bustle Bridal Boutique  
The Cottage  
The Sound  
The Spa at L'Auberge Del Mar  
The UPS Store  
The Yoga Barre  
Tricia Smith  
Tulsi Wellness Center  
Urban Girl Accessories  
US Bank  
Viewpoint Brewing Company  
Weatherly Asset Management  
Willis Allen Real Estate  
Wisdom Properties  
World Class Vacations