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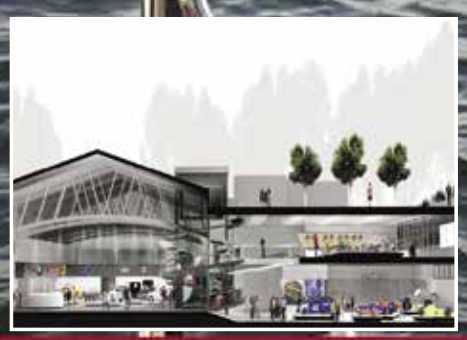
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San Diego Housing Push Driven by Greed and Power

By Patty Ducey-Brooks



In US History, tenement housing referred to multi-family dwellings, often poorly constructed and overcrowded, that housed working-class families, particularly immigrants, in late 19th and early 20th century urban areas. These buildings were characterized by cramped living conditions, inadequate ventilation, and contributing to urban poverty.

Though the “affordable housing” structures that are being built today in San Diego may have a larger footprint, they do not provide adequate outdoor recreation facilities, parking and the infrastructure to make them desirable or beneficial to families and children. They are also not affordable, renting at $2,878 (including utilities) for a one-bedroom unit.

We have recently learned that there is a trio operating in San Diego who are driven to build big and tight and have taken advantage of the elderly who are one of their primary targets for home sales.

Leading the real estate side of the business is Sundae which is owned and operated by Josh Stech. Sundae does extensive advertising directed at vulnerable homeowners with naturally occurring affordable housing (NOAH) who are looking for a quick sale.

They advertise on TV and other means, stating: "We will buy your house, no closing costs and you might even qualify for a $20,000.00 advance."

Additionally, Mr. Christian Spicer of SDRE, PRO-CAL and Vertical MVMT construction states on his investor brochures that he, Mr. Christian Spicer has an "An integrated real estate partnership with Sundae Inc."

Though Sundae Inc. promotes itself as an independent homebuyer accepting bids from everyone, not one "integrated" with Christian Spicer and SDRE, the firm is also aligned with Tommy Hinson of Fletcher Cove Capital investments.

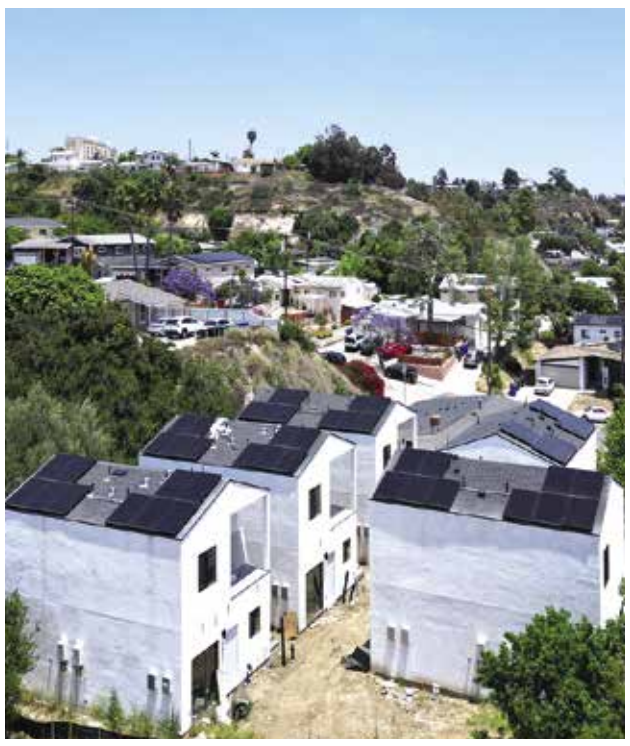
What has also become evident is that this trio, integrated group, are also responsible for building 16 to 18 unit complexes on tiny cul-de-sacs on canyons that the city officials allowed to happen.

Now Mr. Christian Spicer of SDRE and Mr. Tommy Hinson of Fletcher Cove Capital and Josh Stech of Sundae refer to themselves as "opportunists," as stated by Spicer in his investor brochure.

And now we have Senator Wiener, who is pushing for SB 79, which will only provide “the opportunists” with more opportunities for greed and wealth at the expense of renters.

The premise of SB 79 is that building market rate homes will somehow address the housing affordability challenges faced by moderate and low income households. The experience of San Diego contradicts this assumption. As a result of various factors, including streamlining project approvals and reducing affordable housing requirements, San Diego has seen a boom in new market rate housing development over the last several years, to the extent that San Diego is now ahead of its annualized above market rate housing targets for the current RHNA cycle. However, while rents have softened at the high end of the market, lower income households have not benefited and continue to be rent challenged.

Lower income households are further squeezed by the demolition of naturally occurring affordable housing (NOAH) to make way for new premium rent high rises.



Crackerbox constructionj is becoming the norm in San Diego with certain builders.

Because of weak replacement unit and inclusionary housing requirements, market rate projects, such as the developments promoted by SB 79, often result in fewer deed-restricted affordable units than were provided by the demolished housing. Thus, families whose homes are demolished to make way for new market rate projects find themselves not only dealing with the stress of being displaced from their homes but also competing for new housing in a shrinking market for homes they can afford.

This is the time to reach out to local elected officials at the legislature and examine whether it is addressing California’s housing affordability challenges or making them worse through continued predatory state legislation such as SB 79.

Join the Trash Fee Legal Fight (at No Cost)

By Kate Callen

If you are furious because City Hall intends to get out of the fiscal mess it created by charging you unlawful trash fees, Mike Aguirre and Maria Severson want your help.

Aguirre and Severson are the lead attorneys on a lawsuit seeking to block the trash fees on state constitutional grounds. They recently outlined the key legal issues on June 21 to a packed audience at the Mission Hills-Hillcrest/Knox Library.

The 70-plus people who attended expected to be asked for donations. But Aguirre and Severson weren't there for money. They wanted volunteers.

"To the extent you want to help us," Aguirre said, "I want to use the Public Records Act to dig into the public records that are available to build a mountain of evidence to present to the judge. ... We can't take [the city] at their word. We need to find out all the particulars."

Like the pension shakedown and the 101 Ash heist, the trash fee swindle has become another Enron-by-the-sea civic degradation. But what if this one turns out differently? What if, unlike before, the City's lies and deceptions are clearly documented and dragged out into full public view?

Aguirre and Severson walked the audience through their case that the trash fees violate California's Proposition 218, which limits the ability of local governments to impose taxes. "There are three reasons under the law that this tax increase should not go forward," said Aguirre.

First, the City can only charge for the actual costs of trash collection, which still haven't been determined. Second, the City cannot use trash collection fees to pay for anything else – like, say, storm drain clearing or street repair. Third, the collection of trash fees must be fair; people should only pay for services they need.

But the City's campaign for the new fees was never about fairness, covering real costs, or actual need. It was all about financial desperation.

After Measure B passed narrowly on a pledge of low monthly fees, Severson said, "the City hired a very expensive expert to do a study that we believe was 'results-driven': 'We need these numbers, we've got to somehow reverse-engineer the numbers to get what we need.'"

The City's other craven (and likely illegal) maneuvers included tampering with the protest vote by burying it inside a mailer – "the more your rights are taken away, the smaller the type gets," said Severson – charging for services before they are delivered, and misleading the public with extravagant promises.

"They were like Oprah," said Severson. "You get a new can! And you get a new can!"

The reverse-engineering and PR experts weren't cheap. HDR Engineering Inc. conducted the trash fee study for a whopping $4.5 million. Cook + Schmid received a full $1 million for marketing and outreach. (Principals of both firms will likely be deposed for the lawsuit.)



Maria Severson speaks to the audience about the lawsuit and the opportunity of residents to get involved.

So an effort to replenish city coffers began by shelling out $5.5 million. For a local government that's teetering on bankruptcy, San Diego sure likes to spend money.

On Tuesday, June 25, Aguirre and Severson were scheduled to go to court to ask for an expedited schedule. "We have the public records and the staff reports," Aguirre said. "We know how they came up with the numbers. We know how they sold it to you." However, the presiding judge recused himself, which is causing a delay to July 15.

Instead of assigning the case to one of the City Attorney's 350 staff lawyers, the City is spending even more money that it doesn't have by hiring JarvisFay LLP, a costly Oakland firm that defends local governments in Prop 218 cases.

Aguirre and Severson will hold a meeting for volunteers at their downtown offices. Once trained, citizen researchers can work at home and deliver their findings through a drop box access.

This will involve a lot more work that signing a form and mailing it off in a stamped envelope. But it will be much more satisfying. And it could have a far greater impact.

To participate in the lawsuit and/or contribute to the cause in terms of volunteering time and energy, email the Aguirre & Severson law firm at amslawyers.com or call 619-876-5364.

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Mission Hills Heritage to Nominate the Marine View Historic District

By Barry Hager

Mission Hills Heritage (MHH) is pleased to announce the upcoming nomination of another National Register historic district in Mission Hills: the Marine View Historic District. The focus of this effort is on portions of South Mission Hills, unlike prior national register districts MHH nominated that centered on North Mission Hills (Inspiration Heights (2021) and Arnold & Choate's Addition – North Florence Heights (2024)). Like these other districts, the creation of this district will offer the prestige of a National Register historic district designation and help protect the character of the area.

The City of San Diego first identified the proposed Marine View Historic District as a potential district in its Uptown Historical Survey, which the City formally adopted in 2016. To date, the City has not followed up with a nomination of this district or any other historic district in Mission Hills or Uptown. MHH has chosen to pursue the path of nomination to the National Register to ensure that that this vital historic resource does not go unrecognized.

The boundaries of the proposed historic district will include most of the subdivision of Marine View (recorded in 1908), and several other subdivisions, including portions of C.C Seaman's subdivision (recorded in 1888), South Florence Heights and Bellevue (both recorded in 1913) and Alberta Addition (recorded in 1927). This area is roughly bounded by University Avenue, Eagle Street, Brookes Avenue, and Winder and Wellborn Streets. The exact boundaries will be determined as the process moves forward.

Characterized by small-scale single-family residences built for those of modest means, with pattern book and/or prefabricated construction mostly in the Craftsman and Spanish Eclectic styles, the Marine View district is a laboratory of planning and development practices from the early part of the twentieth century. Between 1905 and 1955, the original Victorian subdivision grid from the 'Boom of the Eighties' was revised 15 times, showing small scale, incremental interventions that resulted in lot reorientation, division and consolidation; alleys converted to main streets and cul-de-sacs; and broad new streets with curving alignments that complemented the rolling topography and irregular canyon edges. The area's major development activity during the teens and twenties was obviously shaped by widespread use of the motor car. The end-product is a mosaic of miniature neighborhoods divided by disrupted street patterns and rolling topography, yet unified by architectural style, scale, materials and workmanship.

Acceptance to the National Register of Historic Places will represent a significant honor for this neighborhood and all of Mission Hills. Designation at the national level may also ease the path for future designation at the local San Diego level. Once designated locally, owners of contributing properties will be able to apply for Mills Act contracts to receive property tax benefits. The benefits of this and other historic districts include:



Spanish Eclectic style homes in the proposed Marine View Historic District.

- Preserves architectural charm and character.
- Protects existing homes while still allowing additional "gentle density" with the addition of accessory dwelling units (ADUs).
- Environmentally friendly—the greenest buildings are the ones already built.
- Supports walkability and human-scale design.
- Attracts local investment, tradespeople, and heritage tourism.
- Enhances pride of ownership and encourages re-investment in existing homes.

MHH has hired the consulting firm Environmental Science Associates to prepare the nomination and guide the project through the California Office of Historic Preservation (OHP), which processes nominations to the National Register. MHH plans to have the nomination submitted to OHP by late 2025 and to obtain a hearing and decision by 2026.

Owners and residents within the proposed district can join the MHH distribution list, ask questions, or provide comments using the following link: https://forms.gle/Fw78zMqWUBSu8WKj9

This project involves significant expense. Please help MHH pay for the cost of the consultant or other expenses by donating to MHH. Donations can be made at our website, www.MissionHillsHeritage.org. With your help, MHH looks forward to making this new historic district a reality!

World-class Artisans to Participate in Latin American Market

This year's Latin American Market, previously known as Latin American Festival, highlights only "The Best of the Best" – each artist chosen for the exceptional quality of their work. From 10a.m. to 8p.m. on Friday and Saturday, August 3 and 4; and 10a.m. to 6p.m. on Sunday, August 3, the Bazaar del Mundo Shops' courtyard will transform into a vibrant marketplace overflowing with genuine folk art, handwoven textiles, stunning jewelry and meticulously crafted ceramic and clay pottery. The market, located at 4133 Taylor Street in Old Town San Diego, will also exhibit San Diego's largest collection of authentic Mata Ortiz pottery, a centuries-old art form renowned for its intricate process and delicately, hand-painted geometric and ancestral symbols as will be showcased by master potter Jorge Quintana.



Jacobo and Maria's gatos designs.

Guests will enjoy watching live demonstrations by elite artists including:

• Globally celebrated Jacobo and María Ángeles are known for their breathtaking alebrijes – brightly colored, hand-carved and painted wooden figurines representing mythical animal spirit guides, popularized by the acclaimed animated film "Coco."

• In Zapotec culture, the art of weaving is a sacred tradition passed down through generations, one that the father-son duo keeps alive. Masters of the pedal loom, Pedro and Diego Montaño create stunning wool rugs dyed with natural colors and crafted using ancestral techniques used in pre-Hispanic times.

• Inspired by 14 years as a folkloric dancer, Olayda Pérez launched Lari Moda, a sustainable fashion brand that celebrates the artistry of Oaxacan textiles while empowering the women who create them.

• Combining contemporary and antique components, Kim Yubeta uses a blend of collectible treasures, semi-precious gems, charms, mementos, relics and beads to craft exquisite and high-end one-of-a-kind statement pieces.

Other work will include the breathtakingly intricate embroidery from master artisan Roberta Angeles, stunning jewelry pieces by Peruvian designer Esteban Yanez and beautiful, hand-painted traditional stoneware by Ken Edwards. To add to the festive atmosphere, food and drinks from neighboring Casa Guadalajara's award-winning Mexican cuisine will be available for purchase and the famous Andean folk band Tinku Duo will serenade guests with lively tunes.

For more information, visit bazaardelmundo.com.

Auto Insurance and Delivery Driving

By Rick Brooks



Delivery driving, whether for pizza shops or gig platforms, involves unique insurance risks that most personal auto policies do not cover. Personal use auto insurance typically will not cover business use of a car for things like delivering pizzas. Commercial auto insurance is required for anyone using their vehicle for business purposes, including food delivery. Major gig economy platforms like Uber, DoorDash and Amazon Flex provide their own commercial insurance solutions, but there are limits. Here's how it all works.

Why Delivery Driving Requires Commercial Auto Insurance

Personal auto insurance is designed for every day, non-business use—commuting, errands, and personal travel. When you use your car for delivery work, you're engaging in business activity, which is considered higher risk by insurers. Most personal policies specifically exclude coverage for accidents that occur while the vehicle is being used for delivery or other commercial activities. If you get into an accident while delivering cookies and only have personal insurance, your claim could be denied, leaving you responsible for all damages and liabilities. Some personal policies may offer a business use rider but check before you take the job.

Commercial auto insurance is built to cover these business risks. It typically includes:

• Higher liability limits to protect against claims from injuries or property damage.

• Coverage for business use, including frequent stops, time pressures, and higher mileage.

• Protection for goods in transit, which is essential for delivery drivers.

Without commercial coverage, you risk having claims denied, your policy canceled, or facing legal penalties if you're caught driving for business without proper insurance. The good news is that for most drivers, the commercial coverage will replace their personal auto insurance, so they won't need to pay for both.

Why Personal Auto Insurance Falls Short

• **Claim Denials:** If you get into an accident while delivering pizza and only have personal auto insurance, your insurer can—and likely will—deny your claim. This means you could be responsible for all damages, injuries, and legal costs out of pocket.

• **Policy Cancellation:** Failing to disclose business use of your vehicle to your insurer is considered misrepresentation. If discovered, your policy could be canceled, leaving you uninsured.

• **Legal Non-Compliance:** In many states and cities, commercial auto insurance is a legal requirement for anyone using their vehicle for delivery. Driving without it can result in fines, license suspension, or other penalties.

Major Gig Companies are Different

Unlike traditional delivery jobs, Uber and DoorDash provide commercial auto coverage while you're working for them. Uber, DoorDash and Amazon Flex all require drivers to maintain their state's minimum personal auto insurance. This covers the driver when they are not actively working for the platform. However, when drivers are actively engaged in work—such as picking up or delivering an order—they provide commercial liability insurance that covers accidents occurring during those periods.

The Table below provides some typical "Gig company" coverage examples.

Phase	Insurance	What's Covered?
Offline (not working)	Driver's personal insurance	Standard personal coverage
Online (waiting/order)	Platform + personal insurance	Limited liability (e.g., $50k/$100k injury, $25k property for Uber)[3]
Active delivery/trip	Platform's commercial policy	Major coverage. Uber provides up to $1 million liability, sometimes contingent collision/comprehensive

Important Caveats for Gig Drivers

• **Personal Policy Still Needed:** Drivers must carry personal auto insurance that meets state minimums, as platform insurance is only active during work periods.

• **Coverage Gaps:** There can be gaps (such as when waiting for an order but not yet assigned one), so some insurers offer rideshare or delivery endorsements to fill these.

• **Vehicle Damage:** Platform insurance often only covers damage to your vehicle if you have collision/comprehensive on your personal policy.

The Bottom Line

Traditional delivery jobs require commercial auto insurance because personal policies exclude business use. However, Uber and DoorDash do not require drivers to buy their own commercial insurance because they provide commercial liability coverage while drivers are working for them. This hybrid approach balances protection, regulatory requirements, and affordability, making gig driving accessible while still protecting drivers, customers, and the public.

This column is prepared by Rick Brooks, CFA®, CFP®. Brooks is an owner and senior financial advisor at Blankinship & Foster, LLC, a wealth advisory firm specializing in financial planning and investment management for people preparing for retirement. Brooks can be reached at (858) 755-5166, or by email at rbrooks@bfadvisors.com.

Stop the Garbage Collection Fee

By Al Horne MBA Ph.D

The purpose of my column is to update readers regarding the "Garbage Collection Fee" imposed on certain homeowners by the city council of San Diego.

So far, the City Council has decided:

In San Diego, the monthly fee for standard trash collection (including one 95-gallon trash bin, one 95-gallon recycling bin, and one 95-gallon organics bin) is $43.60. This fee will be collected twice a year along with property taxes. The fee is part of a new city-wide program to charge for trash collection services, which were previously free for single-family homes.

Customers willing to use smaller trash bins — 35 gallons, instead of the normal 95 gallons — will be charged $32.82 per month instead of $43.60. But they must pay the higher amount this year and will then get a credit on their property tax bills in fall 2026 and spring 2027.

The county will charge the city 10 cents per customer per year, or about $25,000 to handle the billing for the 226,495 properties eligible for city trash service.

Customers will be billed $523.20 per year in two separate payments of $261.60, which will be paid along with twice-yearly property tax bills. Property owners with impound accounts can have the fee broken up into monthly payments, city officials said.

A protest against the use of property tax billing was unsuccessful. The city received nearly 46,500 protests, but more than 113,000 were required — more than half of the city's eligible trash customers.

The city has set aside $3 million to provide subsidies for low-income customers, but it has not yet revealed how many customers will get subsidies, what the criteria will be or when the council will decide that.

Michael Aguirre has filed a lawsuit against the city for violating proposition 218.

I have contacted the Garbage collections department which is part of the Environmental Services Department.

https://www.sandiego.gov/environmental-services

I have been told that a homeowner cannot refuse to have their garbage collected by the City of San Diego. They will be charged a fee even if the homeowner does not put out their garbage bins or chooses to dispose of their garbage themselves or have a service dispose of their

▶ *Continued on page 6*

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Injured Mountain Lion Rehabilitated and Released Back to the Wild

After nearly five months of rehabilitation at San Diego Humane Society's Ramona Wildlife Center, a young mountain lion injured in a vehicle strike has been successfully released back into the wild.

The male mountain lion, estimated to be around ten months old, was released by the California Department of Fish and Wildlife (CDFW) into a remote location of the Santa Ana Mountains in Orange County on June 17, 2025.

He was transferred to San Diego Humane Society on January 15, 2025, after being hit by vehicle four days earlier and receiving emergency veterinary care at Serrano Animal and Bird Hospital in Orange County. He was suffering from a skull fracture, head and eye trauma, and lameness in his left hind leg. During the initial weeks, th organization's Project Wildlife team care focused on providing pain management, nutritional support and close observation. As he stabilized, the young mountain lion was moved to an outdoor enclosure, where he continued healing with minimal human contact — a critical part of preparing him fo life back in the wild.



The mountain lion was suffering from a skull fracture, head and eye trauma, and lameness in his left hind leg. Photo courtesy of the San Diego Humane Society

After 153 days of expert care, the mountain lion reached key milestones for release, including gaining strength, reaching a healthy weight of approximately 60 pounds, demonstrating natural survival behaviors, and avoiding people.

"This is the moment we all work toward — seeing a wild animal return to where they belong," said Autumn Welch, Wildlife Operations Manager at San Diego Humane Society's Ramona Wildlife Center. "Our job is to provide medical care while preserving the animal's wild instincts, so they have the best possible chance at surviving on their own."

San Diego Humane Society's Ramona Wildlife Center is part of its Project Wildlife program and specializes in the rehabilitation of native apex predators and birds of prey, including eagles, owls, hawks, coyotes, bobcats, bears and, under special case-by-case authorization, mountain lions. The nonprofit serves as the primary resource for wildlife rehabilitation in San Diego County.

San Diego Humane Society's Project Wildlife program cares for more than 10,000 wild animals each year — from orphaned baby songbirds to apex predators — with the mission of rehabilitating and returning them to their natural habitats whenever possible.

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Meet Sodie, a sweet and friendly male cat looking for a loving new home. Sodie absolutely adores receiving pets and affection and will thrive in a home where he can get plenty of attention. He is ready to make friends with every human he meets, leaning in for pets so enthusiastically that sometimes he even flops over and rolls around. If you're looking for a gentle and affectionate cat who will be your loyal companion, Sodie could be the perfect match for you.

He is currently residing at the El Cajon Campus, located at 1373 N. Marshall Avenue in El Cajon. To learn more and to request a visit with Sodie, call 619-299-7012 or email at info@sdhumane.org.

Meet Tornado, a sweet and handsome, eight-year old guy who loves being with his people all day long. Despite what his name may suggest, Tornado is a laidback pup who loves to lounge and receive pets. Human companionship is very important to Tornado, so he's looking for a home where he won't have to spend too much time alone. He walks well on a leash and is housetrained. Contact us if you're ready for a loyal and loving friend who will be by your side through thick and thin.

He is currently residing at the San Diego Campus, located at 5500 Gaines Street. To learn more and to request a visit with Tornado, call 619-299-7012 or email at info@sdhumane.org.



SPCA

In Full Swing!

By Jamaal Jackson, President, Mission Hills BID and US BANK Mission Hills Assistant VP and Branch Manager



The Mission Hills Business Improvement District (BID) is looking forward to our neighborhood happenings in July, from patriotic to fun food-filled observances and a citywide Pride celebration. Many celebrate our nation's independence with the adoption of the Declaration of Independence in 1776 at the Mission Hills Town Council's 4th of July morning parade, pie contest and afternoon concert. How about viewing evening fireworks from patio seating at Communion, on the eighth floor of The Sasan building or another stellar Mission Hills vantage point? Bastille Day on July 14 brings forth the Francophile in us so be on the look-out for French-inspired offerings at our restaurants. San Diego is unique in its July celebration of Pride, this year from July 16 to 20. Please remember Mission Hills and our businesses as you plan your San Diego Pride celebrations. Our businesses recognize and welcome San Diego's LGBTQIA+ communities, diverse cultural identities and experiences. National Ice Cream Day on July 20, National Hot Dog Day on July 23 and National Cheesecake Day on July 30 are easy to celebrate at Gelato Vero, Wild Child, and enjoying Lefty's superb hot dog. With the arrival of July, summer is in full swing.

Since ice cream is enjoyed by 90 percent of people in the United States, I decided to delve into National Ice Cream Day. Did you know that Americans lead the world when it comes to individual consumption of 23 gallons of ice cream a year? Interestingly, national surveys show favorite flavors differ by age groups; Mint Chocolate Chip is number one for 14 to 17 year olds, 18 to 24 year olds picked Cookies & Cream as their top choice, the 25 to 34 age group preferred Cookie Dough, and 35 to 44 year olds chose Chocolate as their top pick, while Chocolate also topped the list for those 45 and older. My favorite ice cream flavor is Cookie Dough, with extra cookie dough. Please don't judge.

A priority for the Mission Hills BID is supporting public art to promote the area and elevate its design appeal. Since 2019, through a project we named Colors on Canvas, our canvases have included seventy to eighty 30 x 94 inch children's hand painted art banners featuring our businesses. Now we have added utility boxes as canvases.

During the month of July, the Mission Hills BID will continue its Colors on Canvas Birds of Mission Hills Wayfinding Art Box Project on Saturday July 19 and Sunday July 20, thanks to Sloane Wormser, owner of Salon Sloane in Mission Hills, who generously donated full-funding to secure artist Becca Dwyer to transform three utility boxes on the 4000 block of Hawk Street, with Hawks on Hawk Street. Dwyer's background in art and marketing, along with a Master of Arts in Museum Studies, influence meaningful connections through art.



To promote The Birds of Mission Hills Wayfinding Art Box Project, Becca Dwyer was selected to create Goldfinches on Goldfinch Street.

For a close-up of what to anticipate, please visit the trio of utility boxes on the west side of Goldfinch Street near Fort Stockton Drive, painted the weekend of May 30 through June 2, featuring familiar yellow Goldfinch birds. Speaking on the inspiration for the Goldfinch art, the artist, Becca Dwyer shared: "For these utility boxes on Goldfinch Street, I wanted to create a calming color palette to allow the yellow goldfinches to pop. I also wanted to surround the goldfinches with plants from their natural habitat including sunflowers, thistles, dandelions, and small leaves. These lively songbirds are one of the strictest vegetarians in the bird world and their colors can vary greatly throughout the different stages of their life."

The Birds of Mission Hills Wayfinding Art Box Project began more than two years ago. Since at least twelve Mission Hills streets are in alphabetical order by bird names, we thought we'd give utility boxes an artistic refresh utilizing our birds to guide pedestrian visitors and locals through the neighborhood using wayfinding tools. Through the Mission Hills Parking Advisory Committee we identified utility boxes. We sought and gained approval from SDG&E. We developed and issued a Request for Proposal (RFP) from artists. We received and reviewed numerous proposals and art renderings.

And, then we learned the funding we'd been assured was no longer available for our project.

The Mission Hills Parking Advisory Committee regrouped and decided to move forward with funding support from the Mission Hills BID and future funding from private and public sources. To promote The Birds of Mission Hills Wayfinding Art Box Project we engaged one of the artists who responded to the original RFP, Becca Dwyer, to create Goldfinches on Goldfinch Street.

A short video to share with potential funders is in the works. If you are interested in learning more about the project, please contact us at MissionHillsBID@gmail.com. The Mission Hills BID is seeking sponsors to support artists refreshing utility boxes with Colors on Canvas Birds of Mission Hills Wayfinding Art Box Project art. Painting will continue as additional donations are secured. Won't you please help us by making a donation at MissionHillsBID.com/ColorsonCanvas?

There are many different ways to learn more about the Mission Hills BID, its meetings and activities, including our website: MissionHillsBID.com, Facebook: MissionHillsBID, Instagram: @MissionHillsSD; X: MissionHillsSD; and Threads: MissionHillsSD. If you love our Mission Hills business neighborhood and have ideas and time to help promote it, the Mission Hills BID needs you. Please contact us at MissionHillsBID@gmail.com.

Stop the Garbage Collection Fee

▸ *Continued from page 4*

By Al Horne MBA Ph.D

garbage in a legal and proper way.

This is not fair or legal. If I do not want a government service, for example water, I can choose to get the service privately on my own.

I am creating a list of homeowners who do not want to have their garbage collected by the city. This list will be made available to Michael Aguirre and to the City of San Diego.

If you do not want your trash collected and you choose to have it legally and properly disposed of by yourself or a contracted company, do the following.

Email to: StoptheGarbageCollectionTax@yahoo.com

Make sure to use the email address correctly or the email will not be received.

STOPTHEGARBAGECOLLECTIONTAX@yahoo.com

Include in the email:

- Your full name as the homeowner
- Residence where trash bins are located
- Phone #

State in email the following:

"I do not want trash collected at my residence by the city and I will not be putting the trash bins out for collection by the city. I will not pay the garbage collection fees / tax. I do not want these fees attached to my property tax bill. And I will properly and legally dispose of the garbage at the residence address stated in this email."

Your name will be added to the list of homeowners that do not want the service and will not pay the fees.

This list is ongoing and will be updated weekly and will be made available to the Law offices of Aguirre & Severson, the City of San Diego and the Environmental Services Department.

I will be updating our readers on the situation in the next edition of the Presidio Sentinel.

Local Nonprofit Organization Announces Its $20 Million Capital Campaign

The San Diego Automotive Museum is thrilled to announce the launch of their $20 million dollar capital campaign to support the construction of their new building that will expand its facilities and enhance its mission of education, preservation, and inspiration.

The new building will seamlessly connect to the Museum's existing historic building in Balboa Park and will include approximately 35,000 square feet of additional space. The expansion will include areas dedicated to rotating exhibits, educational programs, and community events, as well as a rooftop reception space with sprawling views of Downtown San Diego and Balboa Park, designed to host special events and gatherings. The project marks a transformative momentin the Museum's history, opening the door to increased access, deeper community engagement, and expanded collections.

In the past five years, the Museum has focused on significant improvements to its existing building, including the addition of the new Berg Family Library, upgraded flooring, and other critical enhancements. With this foundation now in place, the Capital Campaign sets its sights on the future and on elevating the Museum's role as a leading cultural and educational institution in San Diego.



The front view of the San Diego Automotive Museum has lots of character and history for Balboa Park.



The planned expansion of the Museum will include areas dedicated to rotating exhibits, educational programs, and community events, as well as a rooftop reception space.

The campaign officially launched on June 15 with a generous lead gift of $1 million pledged by Advance Test Equipment Rentals.

The planned expansion of the Museum will include areas dedicated to rotating exhibits, educational programs, and community events, as well as a rooftop receptionspace.

For more information, or to support the San Diego Automotive Museum and its mission please visit https://sdautomuseum.org/ or call Sharon Smith at (619)987-8020.



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To make an appointment, visit:
www.sandiegobloodbank.org/GiveLife
or call (619)400-8251

Haute with Heart Fashion Show on Saturday, August 2nd

St. Madeleine Sophie's Center (SMSC), a nonprofit organization that serves adults with intellectual and developmental disabilities, will host the 47th Annual Haute with Heart Fashion Show on Saturday, August 2, from 10 a.m. to 2 p.m. at the Hilton San Diego Bayfront in Downtown (1 Park Boulevard, San Diego, CA 92101).

This year's theme, "London Calling" is a celebration of British fashion and culture. London's rich fashion heritage is known for pushing boundaries and blending sophistication with bold street styles. This show's runway styles will showcase the tailored and timeless elegance of one of the world's biggest fashion capitals.

This fabulous event will open with live music, shopping, a silent auction, and free-flowing champagne. Shortly after, guests will be dazzled by surprise performances and entertainment, a delicious full-course gourmet meal, a live auction, and the main event: a one-of-a-kind fashion show that captures the chic spirit of London. The runway show will also highlight the shining students at SMSC. Each year, students are featured in the show, strutting in styles and showcasing their spectacular skills and confidence. The event promises an unforgettable evening of glamour, philanthropy, and community spirit — all in support of a great cause.



Each year, there is a one-of-a-kind fashion show that includes exceptional entertainment that fully engages the audience. Photo is courtesy of St. Madeleine Sophie's Center.

All proceeds from the event benefit SMSC's nationally recognized innovative programs that allow students to develop creative outlets, learn marketable skills, and gain a sense of independence and self-esteem. The organization combines a culture of care and creativity within quality programs to provide education, practical skills development, employment, and dignity for a lifetime. Over 350 students attend SMSC, ranging from recent high school graduates to seniors well into their eighties.

This year's event will honor Bev Ireland and have Ginger Poutous as the honorary chair. The Host Chairs are Robbin "Kulek" Lockie and John Lockie. The presenting sponsors are The Guild Hotel and The Mansour Group.

Supporters can also choose to donate, as this year's Haute with Heart has received a generous matching pledge. Thanks to the incredible generosity of June Rubin and Chris and Karen Ward, all donations made from today through Saturday, August 2 will be matched dollar-for-dollar, up to a total of $65,000. Doubling your gift allows SMSC to increase efforts in supporting its programs and students who thrive at the center.

Tickets and sponsorship opportunities are now available. Tickets start at $225 for standard and $325 for VIP. All tickets include complimentary champagne during the pre-luncheon reception, a full-course luncheon, and complimentary parking. VIP tickets include premium runway seating, preferred valet parking, and complimentary wine during the full course luncheon.

For more information and to purchase tickets, please visit www.hautewithheart.org.



Patrons of the Prado: Championing Culture and Education in Balboa Park

Committed to supporting San Diego's iconic Balboa Park cultural partners, Patrons of the Prado is more than just a fundraising organization—it's a passionate group of women dedicated to preserving arts, science, history, and culture while opening doors to educational access for San Diego's youth. Since its founding in 1997, this all-volunteer nonprofit has played a vital role in supporting nine of the Park's most beloved institutions, including The Fleet Science Center, San Diego Natural History Museum, San Diego History Center, The Old Globe, San Diego Junior Theater, San Diego Museum of Art, Mingei International Museum, The Timken Museum, and The Museum of Us.

Through its Greatest Needs Grants and Bucks4Buses Grants, Patrons of the Prado have raised over $6.2 million to benefit the San Diego community. The Greatest Needs Grants give recipient institutions the flexibility to innovate, respond to challenges, and deliver dynamic programming. Beneficiaries acknowledge these grants as crucial to their success, empowering them to grow and adapt to evolving community needs.

Inspiring cultural fluency among future generations is at the heart of the organization's mission. Its Bucks4Buses educational initiative, launched in 2012, funds transportation and field trip experiences for San Diego County K–12 students—over 89.5 percent of whom attend Title I schools—to explore museums, enjoy live theatre, learn about historical archives and access hands-on science exhibits in Balboa Park. To date, 407,150 students have benefited from this transformative program, many stepping into these cultural spaces for the first time.

In an era of tightening budgets and uncertain public arts funding, Patrons of the Prado remains a steadfast supporter of educational access and cultural vitality. Through meaningful grants and immersive student programs, the organization ensures Balboa Park's institutions not only endure but continue to inspire.

The organization's annual signature fundraising event, Masterpiece: Elegance of the Elements, is on August 9, 2025, at the San Diego Natural History Museum. Led by Chair Dr. Barbara Denysiak and Co-Chairs Dr. Jacqueline Denysiak, Marla Marshall, Dr. Julie Cowan Novak, and Lena Trotsko, this whirlwind evening celebrates the four elements: Earth, Water, Fire, and Air.



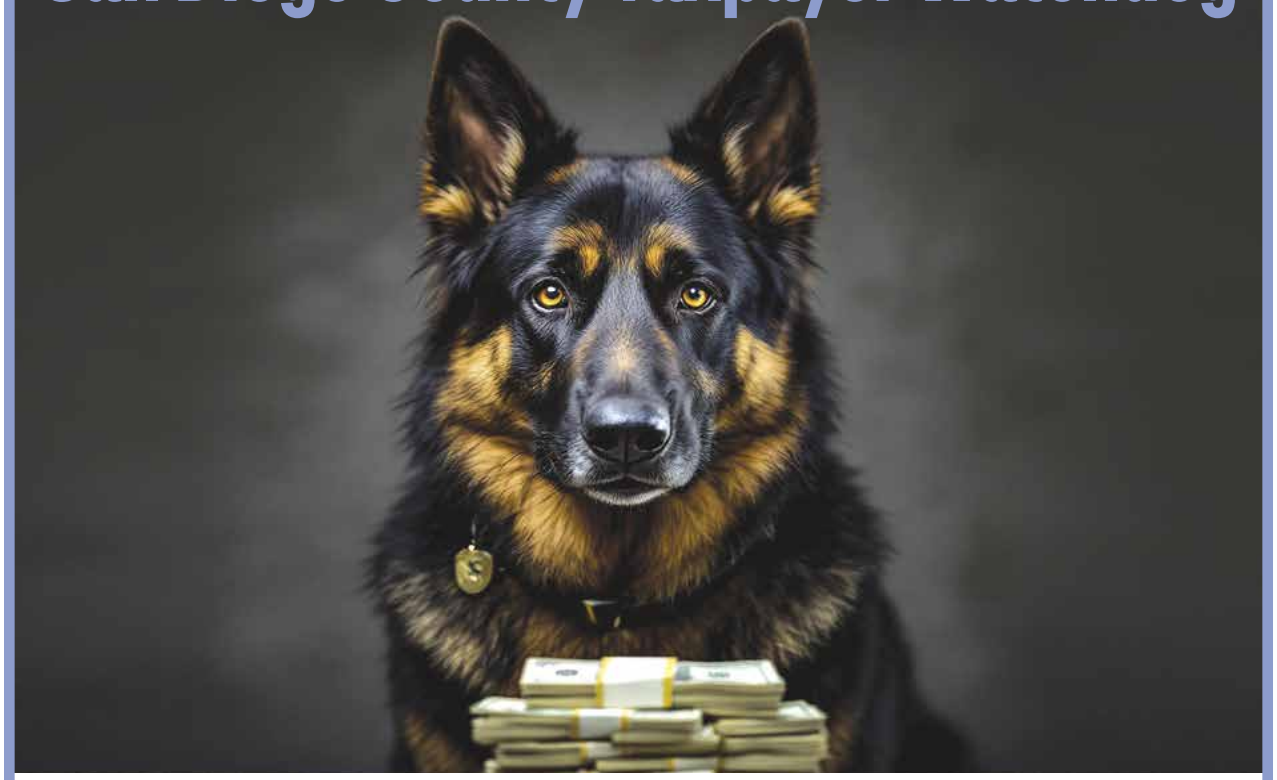
Dr. Barbara Denysiak (Masterpiece: Elegance of the Elements Chair) with her Co-Chairs: Dr. Jacqueline Denysiak, Marla Marshall, Dr. Julie Cowan Novak, & Lena Trotsko.

Masterpiece 2025 proudly honors the John and Carole Sachs Family with the prestigious ICON Award for Arts and Culture, recognizing their extraordinary commitment to enriching San Diego's cultural landscape.

Guests will enjoy themed cocktails, a gourmet dinner by the incomparable Chef Jeffrey Strauss of The Pamplemousse Grille, after-dinner dancing and live entertainment by The Mighty Untouchables performing some of Earth, Wind & Fire's top hits, a heartwarming Bucks4Buses Program, and will have the opportunity to bid on thoughtfully curated live and silent auction items. Ascend to the rooftop of The NAT for a nightcap experience offering breathtaking views of San Diego under the stars.

Learn more at www.patronsoftheprado.org. To purchase tickets to Masterpiece: Elegance of the Elements, please visit: one.bidpal.net/masterpiece2025.

San Diego County Taxpayer Watchdog



Since 1945, the San Diego County Taxpayers Association has been serving San Diego as a **non-profit, non-partisan organization** dedicated to promoting accountable, cost effective and efficient government and opposing unnecessary taxes and fees.

In 2025 the San Diego County Taxpayers Association is focused on an important issue, the "Trash Fee" being proposed by the City of San Diego.

In 2024, the San Diego County Taxpayers Association analyzed 40 ballot measures that were brought before county residents during the November elections. Taxpayers saved **billions of dollars** because of research and analysis.

Want a Proven Return on Your Investment?

With your contribution, the San Diego County Taxpayers Association will continue to operate in this capacity and provide proven guidance to San Diegans on tough topics that require a non-partisan, transparent process.

Annual Membership is **$99**

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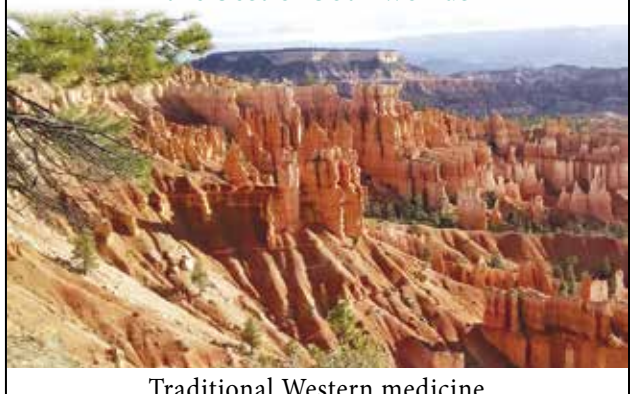
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‘40th Floor Affair
Spotlights San Diego’s Emerging Fashion Designers

Downtown San Diego’s skyline will transform into a fashion runway from 6:30 p.m. to 9 p.m., Saturday, July 26, as 800 Broadway hosts the 40th Floor Affair: A Runway Above it All, an exclusive fashion event celebrating the city’s rising design talent. Set against the panoramic backdrop of San Diego’s tallest rooftop lounge, this sky-high runway event will showcase the couture creations of three local designers. To purchase tickets, visit https://40thflooraffairrunway.eventbrite.com.

Organized by House of Carly Creative, the 40th Floor Affair will feature a curated runway show spotlighting up-and-coming designers from across the city, including Irina Madan’s bold & romantic couture, Oseas Villatoro’s bohemian resort wear, and Nolan Dean’s sleek silhouettes. Guests will enjoy an immersive experience above the skyline, complete with cocktails, a live DJ, and a front-row seat to the future of fashion, 40 floors up.

“We’re excited to host an intimate, fashion-forward night above the city skyline,” said Carly Frederick, founder of House of Carly Creative. “These designers draw inspiration from San Diego itself, so it feels only fitting to showcase their work against the sweeping views of the place we all call home.”

Models and model coaching will be provided by American Modeling Academy / Maria Kucherenko, with hair and makeup by Coup de Grace Faces LLC / Grace Dawson.

800 Broadway, a recently opened 40-story residential tower, offers an unparalleled venue for this event. The building features San Diego’s tallest rooftop pool and sky lounge, providing 360-degree views of the city, mountains, and Pacific Ocean.

800 Broadway is a 40-story luxury residential tower in Downtown San Diego, featuring 389 thoughtfully designed apartments, including studios, one- and two-bedroom units, and penthouses. It offers premium amenities such as San Diego's tallest rooftop pool and sky lounge, a speakeasy, fitness center, game room, and multiple terraces. Situated in the vibrant Downtown Core, it provides residents with unparalleled views and convenient access to San Diego’s top neighborhoods, dining, and entertainment. For more information or to schedule a tour, visit https://live800broadway.com/.



The designs of Irina Madan offer a bold and romantic couture unlike any other.



The Old Globe Presents "Noises Off"

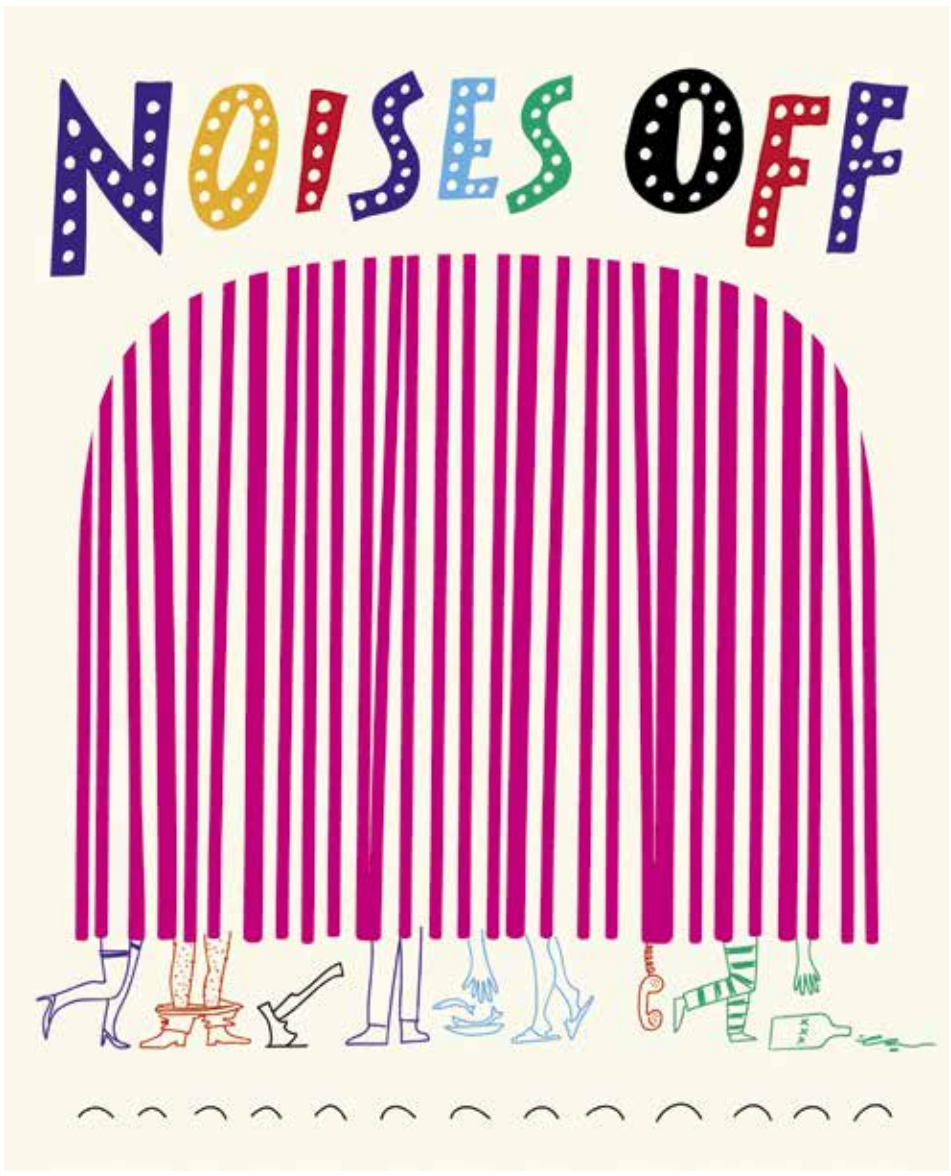
The Old Globe is pleased to announce the cast and creative team for Michael Frayn's (Copenhagen – Tony Award for Best Play, "Donkeys' Years" – Olivier Award for Comedy of the Year) Olivier Award-winning play, "Noises Off." Gordon Greenberg, who has staged Globe hits such as "Dracula: A Comedy of Terrors"; "Crime and Punishment," and "Ebenezer Scrooge's BIG San Diego Christmas Show," will direct this hilarious comedy.

Performances begin Sunday, July 6 and run through Sunday, August 3, 2025, with the official opening performance on Friday, July 11. The limited engagement will play on the Donald and Darlene Shiley Stage at the Old Globe Theatre, part of the Globe's Conrad Prebys Theatre Center in San Diego's Balboa Park (1363 Old Globe Way). Performances run July 6 – August 3, 2025. Tickets are available online at TheOldGlobe.org, by phone at (619) 23-GLOBE (234-5623), and in person at the Globe's Box Office in Balboa Park. Regular ticket prices start at $44. For additional information, visit TheOldGlobe.org.

"Noises Off" is a brilliant and uproarious backstage comedy that pulls back the curtain on a theatre company struggling to keep its production from falling apart. Forgotten lines, misplaced props, and romantic entanglements lead to total chaos with doors slamming and sardines flying, in a whirlwind of slapstick hilarity. As the actors' onstage and offstage worlds collide, the result is, as The New York Times calls it, "a raucously delightful comedy" and "altogether hilarious."

"'Noises Off' is cherished as one of the funniest plays of the past hundred years," said Erna Finci Viterbi Artistic Director Barry Edelstein. "And I'm thrilled to have it on our stage. We've been considering it forever but could never find the right director. Now we have. Gordon Greenberg is one of the most adroit and imaginative directors of comedy at work today, and he understands 'Noises Off' at a molecular level. He's gathered an amazing cast of inspired lunatics, including the Globe's dear friend Jefferson Mays, and together they will make an evening of theatre that's truly memorable. Bring your oxygen and get read to laugh your face off!"

The cast for "Noises Off" includes Matthew Patrick Davis as Tim Allgood (Broadway's "Side Show," Laguna Playhouse's "The Wonderful Winter of Oz"), Abby Leigh Huffstetler as Poppy Norton-Taylor (La Jolla Playhouse "POP Tour's Abeba in the Tall Grass"), Nehal Joshi as Gary Lejeune (The Old Globe's "Ms. Holmes & Ms. Watson – Apt. 2B"), Bryonha Marie as Belinda Blair (Broadway's "Our Town"), Jefferson Mays as Frederick Fellowes (The Old Globe's "Charles Dickens' A Christmas Carol"), Orville Mendoza as Selsdon Mowbray (The Old Globe's "Crime and Punishment: A Comedy'), Linda Mugleston as Dotty Otley (The Old Globe's "Dracula, A Comedy of Terrors"), Michelle Veintimilla as Brooke Ashton (Broadway's "The Visit"), and James Waterson as Lloyd Dallas (The Old Globe's "Twelfth Night").

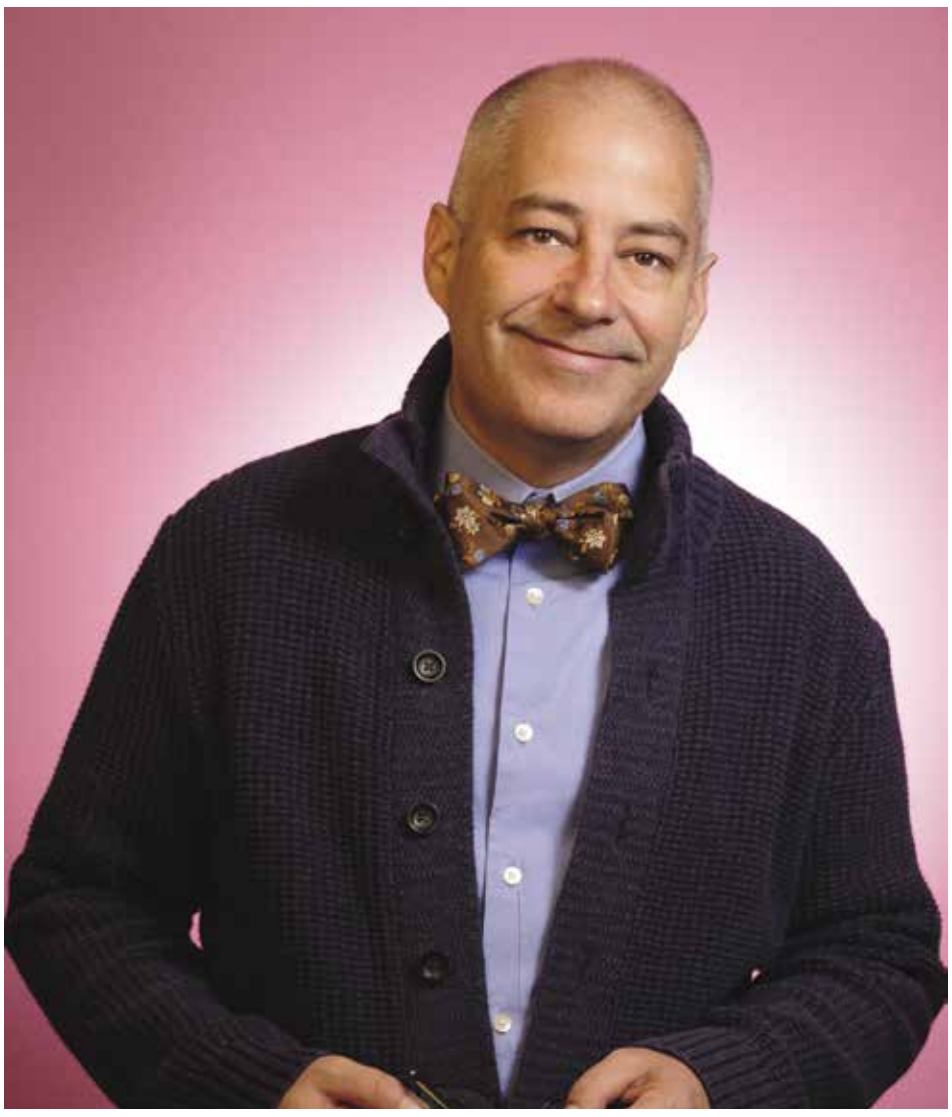


Artwork by Ben Wiseman.

In addition to Frayn and Greenberg, the creative team includes scenic design by Todd Rosenthal; costume design by Izumi Inaba; lighting design by Amanda Zieve; sound design by Connor Wang; stunt coordinator Jacob Grigolia-Rosenbaum; voice and dialect Lauren Lovett; casting by Geoff Josselson, CSA; and production stage manager Anjee Nero.

Opening Night post-show receptions for the cast and donors are held in Hattox Hall, located in the Karen and Donald Cohn Education Center.

The Old Globe Presents "The Comedy of Errors"



Globe Resident Artist James Vásquez directs a cast of 22.

The Old Globe is pleased to announce the full cast and creative team for William Shakespeare's "The Comedy of Errors." Globe Resident Artist James Vásquez (The Old Globe's "Under a Baseball Sky," "American Mariachi") directs a cast of 22. "The Comedy of Errors," which concludes the Globe's 2025 Shakespeare Festival, will play in the Lowell Davies Festival Theatre at The Old Globe in San Diego's Balboa Park (1363 Old Globe Way). Performances for the four-week limited engagement run Sunday, July 27 through Sunday, August 24, 2025. Tickets are available at TheOldGlobe.org.

Merriment and mayhem come to life in the Bard's hilarious and fun-filled play, "The Comedy of Errors," last produced at The Old Globe in 2015. Immediately after arriving in a new town, a young man and his sidekick are mistaken for their own long-lost twins, and everyone's lives are turned upside down as mistaken identities, confused lovers, and all kinds of shenanigans ensue. Vásquez makes his triumphant return to the Summer Shakespeare Festival after directing 2023's knockout comic hit "The Merry Wives of Windsor."

"The Globe's season of laughter continues with Shakespeare's great masterpiece of mistaken identity, 'The Comedy of Errors,'" said Erna Finci Viterbi Artistic Director Barry Edelstein. "The play just delivers. The story is a brilliantly constructed, the language accessible and energetic, and its characters make up a gallery of knuckleheads that sweep audiences on a journey of fun. San Diego's own James Vásquez sets the play in a fantasy world of 1990s hijinks, injecting jolts of energy and invention into Shakespeare's vivid world. You won't want to miss this hilarious night of fun under the stars."

The cast for "The Comedy of Errors" includes, in alphabetical order, Will Blum (Broadway's "Beetlejuice") as Dromio of Syracuse, Gina Daniels (Broadway's "Network") as Lady Abbess, Joshua Echebiri (The Old Globe's King James, Theatre for a New Audience's

▶ *Continued on page 12*

County Camp for Teens Shaping Tomorrow's Public Health Leaders

By Fernanda Lopez Halvorson, County of San Diego Communications Office

High school students from around San Diego County are spending this week in a classroom with some of the County's dedicated public health professionals.

Nearly 70 soon-to-be 11th and 12th grade students are taking part in the Public Health Advocates Camp, now in its third year.

County Public Health Services teamed up with the San Diego County Office of Education (SDCOE) to host the camp. It began Monday with a welcome from the County's new Public Health Officer, Dr. Sayone Thihalolipavan.

"We're so excited to convene the biggest Public Health Advocates camp so far," said Dr. Sayone Thihalolipavan, County public health officer. "This week, we're not only teaching students about future careers in public health, we're empowering the next generation to understand the important role they can play in creating healthier communities."



Campers are learning from County public health professionals and asking questions to better understand more about critical health issues.

Taking place between June 23 to 27 at the SDCOE Linda Vista Innovation Center, the week-long camp is designed to educate teens about health topics relevant to their age group.

Campers are learning from County public health professionals and asking questions to better understand more about critical health issues. They are also getting a hands-on opportunity to create their own public health campaigns.

County and community partners – including, Drug Enforcement Administration, San Diego Fire Rescue, SAY San Diego, and Sharp Think First – will provide interactive activities and resources to students.

The week will culminate with student presentations featuring their public health campaigns before a panel of County staff and community members.

To participate, students go through a now-closed application process. The camp is no-cost to students and their families program and is made possible through the Public Health Infrastructure Grant and the SDCOE.

The Old Globe Presents "The Comedy of Errors" ▸ *Continued from page 11*

"The Swamp Dwellers") as Antipholus of Ephesus, Brandon Micheal Hall (Broadway's Trouble in Mind) as Antipholus of Syracuse, Kevin Orton (Broadway's "Amadeus") as Egeon, Daniel Petzold (The Old Globe's "Appropriate") as Dromio of Ephesus, Sarah Stiles (The Old Globe's "Appropriate") as Adriana, and Heather Velazquez (The Old Globe's "American Mariachi") as Luciana.

In addition to James Vásquez, the creative team includes Lawrence E. Moten III (scenic design); Amanda Vander Byl (costume design); Sherrice Mojgani (lighting design); Melanie Chen Cole (sound design); Nathan C. Crocker (voice and dialect), Alaine Alldaffer, CSA, Lisa Donadio (casting); and Chandra R.M. Anthenill (production stage manager).

The Vicki and Carl Zeiger Insights Seminar, scheduled for Tuesday, July 29, at 7 p.m., will provide patrons an exploration of the themes and background of The Comedy of Errors from selected artistic company members.

Visit TheOldGlobe.org for a full schedule and additional information.

ZZ Top Performs at Viejas Casino & Resort – Tickets on Sale

Get ready to experience the unmistakable sound, legendary beards, and southern swagger of rock icons ZZ Top as they take the stage at Viejas Casino & Resort on Saturday, November 2, 2025. This electrifying night of music is presented by Richter Entertainment Group (REG) and promises to deliver a high-octane, hit-filled performance under the Southern California stars.

With a career spanning over five decades, ZZ Top has delivered timeless hits like "La Grange," "Tush," "Sharp Dressed Man," and "Gimme All Your Lovin'." The Texas trio's blend of bluesy rock, showmanship, and iconic visuals have earned them a place in the Rock & Roll Hall of Fame and a lasting legacy as one of America's most enduring bands.

Tickets will be available via Ticketmaster.com, and expected to sell fast. Stay tuned for presale announcements and passcodes by following REG on social media.



ZZ Top performs a blues-infused brand of rock n' roll.

Known as "That Little Ol' Band from Texas," ZZ Top was formed in 1969 and consists of Billy F. Gibbons (guitar/vocals), Frank Beard (drums), and the late Dusty Hill (bass/vocals), with longtime guitar tech Elwood Francis now carrying on Hill's legacy. Their blues-infused brand of rock and unforgettable image have kept fans grooving through generations. Their hits are staples of classic rock radio, and their live shows are a testament to their musical prowess and legendary status.

Located just east of San Diego in Alpine, California, Viejas Casino & Resort is a premier gaming, entertainment, and hotel destination owned by the Viejas Band of Kumeyaay Indians. With a state-of-the-art concert venue, luxurious accommodations, fine dining, and top-tier amenities, Viejas offers an unmatched entertainment experience nestled in the beauty of the Southern California foothills.

Business Leaders Warn $25 Minimum Wage Mandate Will Devastate San Diego

The San Diego Regional Chamber of Commerce held a press conference to voice strong opposition to the City of San Diego's proposed $25 minimum wage mandate. Business and community leaders spoke to the devastating consequences this policy would have on small businesses, the regional economy, and San Diego as a whole.

Speakers included: Chris Cate of the San Diego Regional Chamber of Commerce, Sara Arjmand, Partner of the San Diego Dining Group, Steve Pinard of Action Sports Rentals, and Caroline Perry of the San Diego Padres.

"This proposed $25 wage mandate is reckless and economically irresponsible," said Chris Cate, President & CEO of the San Diego Regional Chamber of Commerce. "It will kill jobs, shut down businesses and non-profits, and increase the cost of living for San Diego families. Under this proposal, the City of San Diego will exempt themselves from having to pay this wage to its own employees because it knows it's unaffordable. Pushing this burden onto our businesses is hypocritical and dangerous. We need policies that support job growth, not proposals that make San Diego even more unaffordable."

"The Padres are proud to be a major economic contributor and a committed community partner," said Caroline Perry, Chief Operating Officer of the San Diego Padres. "We pay the highest mandated wage in Major League Baseball through the City's Living Wage Ordinance, which adjusts annually for inflation. We believe in fair, competitive wages, but this proposal is too extreme. It would drive up the cost of living, make it harder for San Diegans to attend games, and hurt the local businesses that rely on Petco Park. We urge the City Council to reject it."

Speakers also highlighted the very real, negative impacts that this mandate will have, including the risk of layoffs, business closures, and job losses, while calling attention to the hypocrisy of a wage level that the City itself doesn't apply to all its own employees.

"For our restaurants, this mandate forces an impossible choice - do we raise prices beyond what working families can afford, or do we reduce team member hours?" said Sara Arjmand of the California Restaurant Association, San Diego Chapter. "This proposal threatens the fabric of our hospitality community, which employs tens of thousands of workers and supports the tourism and culture that make San Diego shine."



Chris Cate stands before business representatives sharing their oppositionvto the $25 minimum wage increase.

"The reality of a $25 wage increase for my small, family-run business is simple: we will not survive," said Steve Pinard of Action Sports Rentals. "We are not a giant corporation. We are neighbors serving neighbors in a city where operating a small business is becoming harder and harder."

San Diego businesses that are already struggling with the financial pressures of inflation and labor shortages will have no choice but to pass increased costs onto customers. From restaurant menus to recreational rentals and ticketed events, families already struggling with the high cost of living will be priced out of their own city.

Zip Zoom Ziplines – A Thrilling Outdoor Adventure



Zip Zoom Ziplines offers a thrilling outdoor adventure offering Southern California's longest racing-style zipline course.

Searching for an adrenaline-filled destination that captures the spirit of SoCal's sunny outdoors? Look no further than Zip Zoom Ziplines — a thrilling outdoor adventure offering Southern California's longest racing-style zipline course. Whether you're planning a fun day trip, a multi-day getaway, or an exciting group outing, Zip Zoom Ziplines provides a unique experience perfect for families, friends, outdoor enthusiasts, summer camp field trips, and anyone seeking unforgettable adventure.

What Makes Zip Zoom Ziplines Stand Out?

- Longest Zipline Course in SoCal: Featuring multiple side-by-side ziplines, including a 2,700-foot thrill — one of the longest in the country — plus additional ziplines of 2,100 and 1,500 feet.
- Built for Groups, Perfect for Everyone: Whether it's a family seeking thrills, friends chasing adrenaline, or a summer camp looking for the ultimate field trip, our expert guides ensure a safe and unforgettable experience for groups of up to 10.
- Stunning Scenery with Deep Roots: Located in northern San Diego County in the foothills of Palomar Mountain, soar over the San Luis Rey River with breathtaking views and immersive nature experiences, all on land that belongs to the La Jolla Band of Luiseño Indians, weaving a rich cultural tapestry into the adventure.

The park also boasts the Luiseño Bike Park with trails for all skill levels, the family-friendly Sengme Oaks Water Park, and the historic La Jolla Indian Campground with RV and tent sites. On-site amenities include the 76 Roadside Grill and La Jolla Trading Post Convenience Store, making it easy to enjoy a full day or overnight stay filled with adventure.

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New World Premiere Exhibits Celebrating Classic Characters

As Comic-Con Museum's parent convention approaches, the Museum is debuting two new never-before-seen exhibits, 20 Years of Kawaii & Chaos highlighting tokidoki, and Growing up Luann: 40 Years of Comics, opened Monday, June 30, in Balboa Park.

"We're honored to be the home of two celebratory milestones: 40 years of the Luanncomic strip and 20 years of the tokidoki brand," said Comic-Con Museum's Executive Director Rita Vandergaw. "We look forward to Comic-Con Museum visitors from around the globe, who will be the first to experience these nostalgic and inspirational exhibits."

Global pop culture art and lifestyle brand tokidoki proudly announces its landmark retrospective exhibition, 20 Years of Kawaii & Chaos, opening at Comic-Con Museum.

It celebrates two decades of tokidoki's bold fusion of Japanese-inspired "kawaii" (cute) aesthetics with edgy, streetwise design. Since its founding in 2005, tokidoki has become a worldwide phenomenon, captivating fans with its vibrant characters, fashion-forward collaborations, and a universe where sweetness meets rebellion.



Comic-Con Museum to be the home of two celebratory milestones: 40 years of the Luann comic strip and 20 years of the tokidoki brand

"When I started drawing these characters, I never imagined they would travel the world and mean so much to so many people," said tokidoki co-founder and artist Simone Legno. "This exhibit is a chance to look back at the art, the chaos, the fun, and the love that brought tokidoki to life—and to share it with the fans who made it all possible."

This special exhibition invites visitors to journey through the evolution of tokidoki—from rare collectibles and original fine art, to large -scale statues.

"tokidoki was born from a shared dream to create something joyful, disruptive, and deeply personal," said tokidoki co-founder and CEO Pooneh Mohajer. "Over the past 20 years, we've built a beloved brand with a global community of passionate fans who see themselves in our characters. This exhibition is a tribute to that journey—and a celebration of everything still to come."

On March 17, 1985, a 13-year-old girl named Luann DeGroot first appeared in 79 newspapers in a comic strip called Luann, nervously navigating the universal trials of teenage life. Forty years later, Luann has become one of comics' most enduring and beloved comic strips, connecting family and friends around the world.

"Luann was inspired by watching my five-year-old daughter Karen strut around in her mother's heels and makeup," said Luann cartoonist and creator Greg Evans. "Over the years, Luann became more than just a comic strip—it became a daily companion for anyone who ever felt uncertain about themselves, their appearance, or their place in the world."

An award-winning and celebrated cartoonist, Evans was honored with Comic-Con International's Inkpot Award in 2005, which is given to individuals for their contributions to the worlds of comics, science fiction/fantasy, film, television, animation, and fandom service.

For four decades, millions of readers have grown up alongside Luann, sharing her awkward moments, relationship dramas, and identity crises. The intimate showcase features original artwork, fan contributions, and the story behind the comic that continues to evolve today.

Comic-Con Museum tickets can be purchased at comic-con.org/museum or at the door and include admission to the entire Museum.

Snowless Tubing Delivers Thrill Rides



Big Bear Summer Tubing however, delivers a whole new way to experience gravity-defying family fun with durable tube slides.

Big Bear Summer Tubing, a mountain tubing experience, is now open for the summer season. Sliding down slopes in Big Bear no longer ends after the snow melts away, because this summer Big Bear presents a novel tubing experience that gives folks the same thrill of snow tubing, but without the actual snow. The same tubing hills at Big Bear Snow Play have transformed into Big Bear Summer Tubing. This new outdoor adventure is certain to get ecstatic hoots and hollers from riders of all ages from young tots to teenagers to adults.

It's only natural to consider tubing a winter-only activity, and when it comes to the warmer summer months, water-based slides come to mind. Big Bear Summer Tubing however, delivers a whole new way to experience gravity-defying family fun with durable tube slides that are 300 feet in length (similar to the length of a football field). Big Bear Summer Tubing slides are made with a synthetic surface that uses mSnow's Tube Wax™, which are completely water-free, and require no irrigation. There's a total of three tubing lanes, and each lane has bumper side rails to keep tubes on course as gravity pulls the tubes to the base. As a convenience, Big Bear Summer Tubing makes it a cinch to get to the top of the hill with its Magic Carpet Lift. The large moving conveyor belt (similar to an airport terminal people-mover) comfortably and quickly transports guests with tubes in tow to the top of the hill. This eliminates the stress of climbing and provides more opportunity for downhill fun.

Other attractions on site are Big Bear Speedway and Big Bear Ropes Course. Big Bear Speedway delivers a real racing experience with full-featured SODI RT8 Karts, which look like miniature Formula 1 race cars, complete with innovative technology designed to handle twists and turns with precision. Compete against the clock while reaching speeds of up to 30 mph. Big Bear Ropes Course is an aerial adventure that sends participants on a self-guided tour through more than 30 obstacles spread over 6,400 square feet on two levels that are 12 to 35 feet in the air.

Big Bear Summer Tubing is now open for 2025 summer season. Big Bear Summer Tubing is located at 42825 Big Bear Blvd. (three miles east of Big Bear Village, next to Motel 6). For hours of operation, general information, including height requirements and pricing for each attraction, please visit BigBearSnowPlay.com or call 909-585-0075

Era-Defining Band Third Day Announced 30th Anniversary Tour

One of the most iconic bands in Christian music history, the four-time GRAMMY Award-winning and multi-platinum rock band Third Day is thrilled to announce its upcoming 30th anniversary tour today. Set to hit arenas across the U.S. in spring 2026, the Third Day 30th Anniversary Tour will span 30 once-in-a-lifetime shows with a finale in the band's hometown Atlanta market.

For the first time in 11 years, the hall-of-fame band's original four members, Mac Powell, Mark Lee, David Carr and Tai Anderson will reunite on stage for an unforgettable victory lap. Fans will experience an electrifying, can't-miss live event featuring a bucket-list of crowd favorites, pulling from Third Day's impressive 31 No. 1 singles across 14 albums.

Tickets are currently on sale at www.ThirdDay.com and www.AwakeningFoundation.com. Fueled by Third Day's 2018 farewell tour making history by selling out in 12 minutes, there is enormous anticipation for the anniversary tour ticket sale date. The tour is being produced by the Awakening Foundation. They will perform at Pechanga Arena San Diego on Sunday, April 26, 2025.

Founding members Mac Powell and Mark Lee recently shared their excitement on getting back on tour with Third Day, with Powell saying, "I've been getting asked the question for many years, 'when is Third Day going to do a tour again' and I've always said... One day soon I hope!" He continues, "I'm so excited that we finally get the chance to play music together again on stage and give our fans what they've been waiting for."



Fans will experience an electrifying, can't-miss live event featuring a bucket-list of crowd favorites.

Lee adds, " Third Day has always been, first and foremost, a live band. The best way to celebrate 30 years is to get back together for a tour. I can't wait to get back out on the road with these guys and put on a big show for our fans."

Acclaimed GRAMMY-Award winning artist Zach Williams is also slated to appear on Third Day's 30th Anniversary Tour. Known for massive hits including "Chain Breaker" and his "There Was Jesus" duet with Dolly Parton, Williams will bring his in-demand soulful and gritty faith-based rock to the show.

"Celebrating 30 years of Third Day is a true honor, and bringing Mac, Mark, David and Tai back to the stage is something fans have been waiting for," said Dan Fife, CEO of Awakening Events. "Adding Zach Williams as a very special guest makes this tour even more powerful. This is going to be a once-in-a-lifetime night of live music and celebration for all generations to experience."

This monumental event celebrates the immense impact of the band's unparalleled 30 years since their self-titled, major-label debut in 1996 on Reunion Records.

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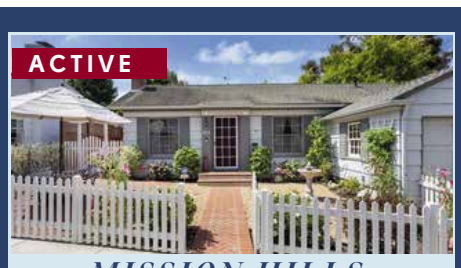
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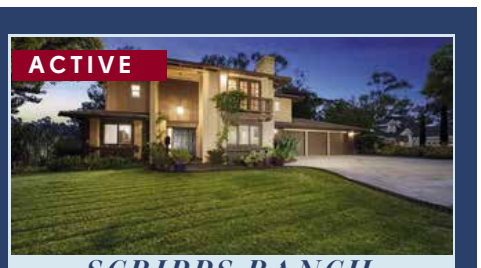
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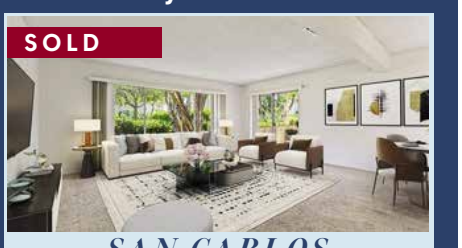
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