

SAN DIEGO

DEALMAKER

PEOPLE • PLACES • BUSINESS • BEACH LIFE

SUNSHINE MEETS OPPORTUNITY

NOV
2026

A bright, colorful local guide to beaches, coffee, business, events and the people who make San Diego move.

AMERISHOP.BIZ PRESENTS

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949-307-0412

Welcome to San Diego

San Diego pairs a world-famous coastline with a major innovation economy, military heritage, distinctive neighborhoods and year-round outdoor life. This issue is built as a practical local guide: where to explore, where to grab coffee, which events are actually scheduled, and how local businesses can get discovered.

THE LOCAL IDEA

AmeriShop.biz connects shoppers with local businesses and gives owners another place to be found. Throughout this issue, watch for coffee, service and marketplace spotlights.

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DESIGN NOTE

Bright coastal color. Cream paper. Big editorial headlines. Readable columns. Original DealMaker content inspired by classic American magazine pacing - not copied from any publication.

San Diego at a Glance

San Diego sits at the southwest corner of the continental United States, shaped by Indigenous Kumeyaay history, Spanish and Mexican eras, maritime trade, military growth, tourism, science and cross-border culture. Old Town preserves an early chapter of California history, while Balboa Park became a cultural centerpiece through the 1915-16 Panama-California Exposition.

GOOD STORY IDEA: Pair a morning in Old Town with an afternoon in Balboa Park. The contrast - adobe-era California and ornate exposition architecture - makes San Diego's layered history easy to see in a single day.

BALBOA PARK

San Diego's cultural heart includes gardens, performing arts, museums and the San Diego Zoo. The official tourism authority describes the park as one of the city's signature cultural districts.

MILITARY CITY

San Diego's identity is deeply connected to the U.S. Navy and the wider defense community. The waterfront USS Midway Museum helps visitors understand that maritime story.

OLD TOWN

Historic buildings, museums, food and public spaces make Old Town a natural starting point for understanding the region's early California story.

Neighborhoods Worth Exploring

La Jolla

Dramatic coastline, sea caves, village atmosphere and La Jolla Cove.

Pacific Beach

Boardwalk energy, beach days and casual nightlife.

Mission Beach

Classic boardwalk, Belmont Park and easy access to Mission Bay.

Coronado

Wide sparkling beaches, Orange Avenue and postcard views across the bay.

Gaslamp Quarter

Downtown dining, nightlife and historic architecture.

Point Loma

Harbor views, maritime history and access toward Cabrillo National Monument.

Beaches, Bays & Outdoor Life

San Diego's outdoor identity is inseparable from the Pacific. La Jolla offers rocky coves and dramatic cliffs; Pacific and Mission beaches deliver classic boardwalk energy; Coronado brings broad sand and bay views; Mission Bay is a huge aquatic playground for paddling, sailing, biking and picnics.

LOCAL FAVORITES

La Jolla Cove
Pacific Beach
Mission Beach
Coronado Beach
Mission Bay
Sunset Cliffs

MISSION BAY

The official tourism authority describes Mission Bay Park as a 4,600-acre water-and-shoreline playground with kayaking, paddleboarding, sailing, biking, picnicking and more.

BEACH DAY CHECKLIST

Sunscreen • water • layers for the evening • respect posted surf conditions • protect wildlife • pack out what you bring.

San Diego Coffee Culture

Coffee is part of San Diego's neighborhood rhythm - beach mornings, downtown meetings, roaster culture and independent cafes. These are real local shops to explore; inclusion here is editorial and does not imply paid sponsorship.

California Bean

2222 San Diego Ave • independent local shop

Flor and Seed Coffee Roasters

3985 Harney St D • Old Town area

Goldchild Coffee Roasters

240 Broadway • Downtown

Drip Beans Coffee

7612 Linda Vista Rd, Suite 115

Spill the Beans Coffee + Bagel

San Diego local coffee + scratch-made bagels

OUR COFFEE STORE - ONLINE

A DealMaker marketplace feature: shop coffee online through AmeriShop.biz. Coffee lovers get another way to shop; local businesses get another way to be discovered.

Local Service Map

A practical service directory for homeowners and small businesses. These companies were verified as operating in the San Diego area at publication build time. Complimentary editorial listings are not endorsements.

Black Mountain Plumbing

Plumbing • 9909 Hibert St Ste E • 858-536-4161

Guthrie & Sons

HVAC • 8248 Ronson Rd • 619-257-2204

SRP Electric Inc.

Electrical • 5980 Fairmount Ave #108 • 858-900-8535

Roofing Specialists of San Diego

Roofing • 7905 Silverton Ave #112 • 858-922-5903

Bill Howe

Plumbing/HVAC/Restoration • 9210 Sky Park Ct • 619-317-1809

Events to Put on the Calendar

OCTOBER 2026

Kids Free San Diego • Oct. 1-31.
Participating attractions, hotels,
museums and restaurants offer
family deals; confirm each offer
before visiting.

NOVEMBER 2026

Carlsbad Fall Village Faire • Nov. 1
Coronado Island Film Festival •
Nov. 4-8
San Diego Food + Wine Festival •
Nov. 6-8
Fleet Week San Diego • Nov. 6-15
San Diego Beer Week • Nov. 6-15
Encinitas Holiday Street Fair •
Nov. 22

DECEMBER 2026

The San Diego Tourism
Authority lists seasonal holiday
programming and year-end
attractions; exact event dates
can change. Use the official
event calendar before printing
or attending.

EVENT ACCURACY RULE: DealMaker does not invent events. Dates on this page are sourced from current official San Diego tourism listings. Events are subject to change or cancellation, so readers should confirm with the organizer before traveling.

Puzzles, Games & San Diego Trivia

QUICK TRIVIA

1. Which park is home to the San Diego Zoo?
2. Which coastal community is known as the “Jewel” of San Diego?
3. Which island community is reached across the San Diego-Coronado Bridge?
4. Name the huge aquatic park popular for paddling and sailing.
5. Which downtown district is famous for dining and nightlife?

WORD SCRAMBLE

AJLOLLA
NODOROCA
AOBLAB
SIMSOIN YAB
DOL WNOT

Unscramble five San Diego places. Answers below.

ANSWERS

1 Balboa Park • 2 La Jolla • 3 Coronado • 4 Mission Bay Park • 5 Gaslamp Quarter

Scramble: LA JOLLA • CORONADO • BALBOA • MISSION BAY • OLD TOWN

Grow Your Business in San Diego

San Diego attracts residents, entrepreneurs and millions of travelers. For a small business, visibility matters twice: people need to discover you locally, and search engines need enough trustworthy information to understand what you do and where you serve.

WHY LOCAL SEARCH MATTERS

The San Diego Tourism Authority says the region welcomes roughly 34 million travelers annually, with billions in visitor spending. Being discoverable can matter to restaurants, attractions, home services, retail and professional services alike.

AMERISHOP.BIZ

Local business discovery, offers and marketplace visibility. Put your business where shoppers can find it.

AMERISHOP SEO

Search visibility for businesses that need more customers. Local pages, search targeting and ongoing optimization.

CALL SAN DIEGO

949-307-0412
Ask about advertising, directory placement and SEO.

Business Spotlight

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Contractor bonds • license & permit bonds • court bonds • other commercial bond needs.

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OUR COFFEE STORE ONLINE

Coffee delivered to your door.
Find the marketplace feature at
AmeriShop.biz.

AMERISHOP.BIZ

Shop local. Discover services.
Find offers. Support growing businesses.

AMERISHOP SEO

Need more customers? Get found online.
San Diego: 949-307-0412

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Local businesses
Great deals
Coffee & retail
Home and business
services
Mobile & technology
Advertising & SEO

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*A brighter local marketplace starts with being easy
to find.*

Published by AmeriShop Services LLC