

O'TOWNIE

• Your newsletter from the Old Town Orcutt Revitalization Association •

Welcome, New Members!

Happy New Year! In 2023, OTORA made big strides. We pruned the Strawberry Madrone street trees, renovated the OTO monument signs, and continued the second year of the Old Town Orcutt Farmers Market. Then in September, along with generous help from the Old Town Merchants' Association, we produced the first-ever "Taste of Old Town Orcutt" event. The event was both a Membership Drive for OTORA, and a way to bring the community together to enjoy the wonderful businesses in our town. OTORA now has 237 members!

The current OTORA Board is committed to continuing the revitalization efforts, but we need your help. While a lot has been done in the 18 years since the adoption of the Orcutt Community Plan, there is still MUCH more needed to achieve the full vision of what Old Town Orcutt could become. We know you love this community as much as we do – won't you consider participating on one of OTORA's committees?

- Plan Implementation Committee
- Farmers Market Committee
- Membership Committee
- Banner Committee
- Finance Committee
- Special Events Committee

Please send us an email to let us know. And tell your friends and neighbors to join us!

Community Meeting with County staff

On October 11, 2023, OTORA hosted a Community Meeting with staff from SBC Public Works department. A good representation of the community met at OASIS to hear the county's presentation and receive public input on discussions about transportation plans and improvements for Old Town Orcutt. A survey was distributed so the community could share their vision with county staff (survey results may be found on our website).

The O's of O'Town: OTORA & OOMA. What's the Difference?

You may have heard about both OTORA (Old Town Orcutt Revitalization Association) and OOMA (Old Orcutt Merchants' Association), and have wondered what the difference is between the two organizations, and why both are necessary and needed. We admit it can be a little confusing, so let's clear it up!

OTORA is a 501c3 non-profit organization founded in 2003. The mission is to improve the economic, social, cultural, and environmental vitality of Old Orcutt – interpreting the past, while ensuring quality design for the future, with a comprehensive plan to organize, design, promote, and restore the commercial district. OTORA works with Santa Barbara county to represent the needs and objectives of Old Orcutt, and to try to enact positive changes.

OTORA's work resulted in SBC's approval of a Streetscape Plan for Old Town Orcutt. OTORA has a Board and Committee Members, as well as Community Members, who work at a grassroots level to keep making progress in Old Orcutt. OTORA also produces the Old Town Orcutt Farmers Market which is once per month, June – October on Marcum Street.

OOMA is an association of local business people endeavoring to enhance the economic atmosphere of Old Orcutt by attracting commerce and tourism, offering promotions to local residents, encouraging special events and new business, and stimulating the local economy by hiring local employees and promoting the "shop local" concept. The acting interim President is April Sargeant Huckabey.

So there you have it! To note, some members of OTORA are also OOMA members. The organizations often collaborate to produce special events and communicate across both platforms about relevant topics. They share the common pursuit of making Old Orcutt a great place to live, work and enjoy!



Please proudly display the membership sticker on your car, home, or business window! If you are an OTORA member and don't have a sticker, contact us!

2023 Board

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