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# **Chamber Logo Colormedia Release**

**Third annual Bayside Brew and Spirits Fest September 21**

**To toast National City as hub of bi-national culture and commerce**

**FOR IMMEDIATE RELEASE**

The National City Chamber of Commerce will host its third annual Bayside Brew and Spirits Festival Saturday, Sept. 21, from noon to 5 p.m. at Pepper Park, 3299 Tidelands Ave., National City. The lively event will feature tastings offered by an anticipated 30 craft brewers, wineries, and spirits houses, as well as live music, local eateries, and a family-festive atmosphere.

The Bayside Brew and Spirits Festival is sponsored by the Port of San Diego’s Tidelands Activation Program, designed to bring our dynamic waterfront alive with events that engage the community and inspire visitors to enjoy San Diego Bay. Additional sponsors of the event this year again include Cox Communications and Seven Mile Casino. Guiding the event planning will be Chamber board members Carlos Solorio of Solorio Film Productions in San Diego, Paul Herrmann, general manager of National City’s Ramada Inn, and John Borja, a former Chamber board member who guided the debut of the event in 2017.

Event planners have already posted tickets for sale at discounted rates. They include $60 for VIP passes, and general admission tickets selling for $40.

VIP passes include early admission from noon to 1 p.m., samplings of limited-release brews, wine and spirits, complimentary appetizers, unlimited access to the stage front VIP lounge and a “meet-and-greet” with event sponsors and musical artists.

Solorio noted the event signals the both the Chamber and the city’s continued interest in building the craft beer economy in National City, with a nod to international brewers from Baja California.

“During the past two years, the Chamber has orchestrated two-way visits between Baja brewers and Chamber members and public officials working to build a craft beer economy in National City,” he said. “We’ve been to Tecate and Tijuana to convey our interest and to do some recruiting, and we’ve also entertained principals from Baja breweries, wineries and spirits houses who are interested in putting down roots in National City. Some have opened up shop and we are working to bring more,” Solorio added.

He also noted the city’s assets for those considering a home in National City: affordable industrial and retail space; streamlined permitting processes which allow craft beer occupancies “by right;” good transportation access to the entire San Diego region and a young, family-oriented demographic that has sparked the craft brew explosion elsewhere.

Advance tickets can be purchased in-person at the Chamber’s office, 901 National City Blvd., National City. They can also be purchased online for a customary service charge. On-line purchases may be made at: www.baysidebrewfest.com/tickets

About the Port of San Diego’s Tidelands Activation Program:

Port of San Diego Experiences includes the Tidelands Activation Program (TAP). TAP awards grant funds and waives service fees to community organizations for public events along the waterfront that connect visitors and residents to new cultures and vibrant activities. Artistic and cultural exhibitions, along with exclusive interactive installations inspire visitors and residents to push the boundaries of creativity. Additionally, Port Experiences sponsors and hosts events across San Diego Bay, including organized runs, parades, cultural festivals, concerts and more.

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