

Two Harbors, Catalina
MICROBREW FESTIVAL

September 12th - 13th



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Location

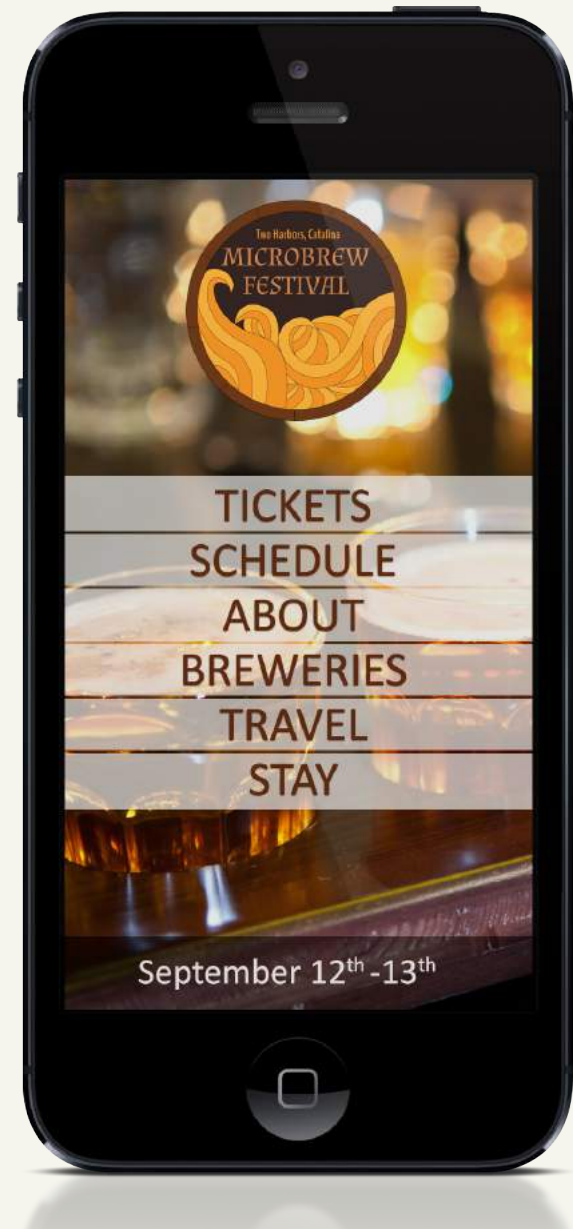
The Two Harbors Catalina Island Microbrew Festival will be held on the expansive beach of the Isthmus. This harbor is a Southern California boater's paradise and a perfect spot for this event with a sandy beach and outdoor bar.

Project Scope

The project is a complete redesign package, providing logo, posters, mailers, tickets, wristbands, website and a mobile app for the Two Harbors Catalina Island Microbrew Festival.

The Two Harbors Catalina Island Microbrew Festival is a fundraiser for the Sophie Tarbuck Scholarship Foundation. All proceeds from the festival directly benefit scholarships for the Avalon Schools, which are the only schools on the island of Catalina.

The event itself is meant to be a casual and relaxing, yet educational experience. There will be many beer vendors participating, exhibiting their brews and providing presentations filled with tips and techniques on brewing.



Goal

This event is intended to be a casual gathering that not just calls to the beach community of Two Harbors, but also draws those interested in beer and brewing, exposing them to this little town and island. The island of Catalina will be promoting the event to increase island attendance and business revenues. Easy island access is available through charter boats that depart from San Pedro throughout the day for non-boaters.

Audience

Welcome all adults, pirates, matey's, cabin boys, mermaids, beer sommeliers, brewers, hipsters, boaters, sun and fun lovers', beer scientists, beer crafters and artists, cooks, and of course, those just looking for a good time in a casual environment, at the beach, on an island. One thing is for sure though, don't bother attending unless you're 21 year or older. We will be carding! Many of these visitors will be new to Catalina and others will be regular visitors.



21+



Mood

A friendly, yet educational opportunity to explore everything you ever wanted to know about beer and brewing. This thirst-quenching event is full of every orange and brown hue, all topped with lovely foamy suds.

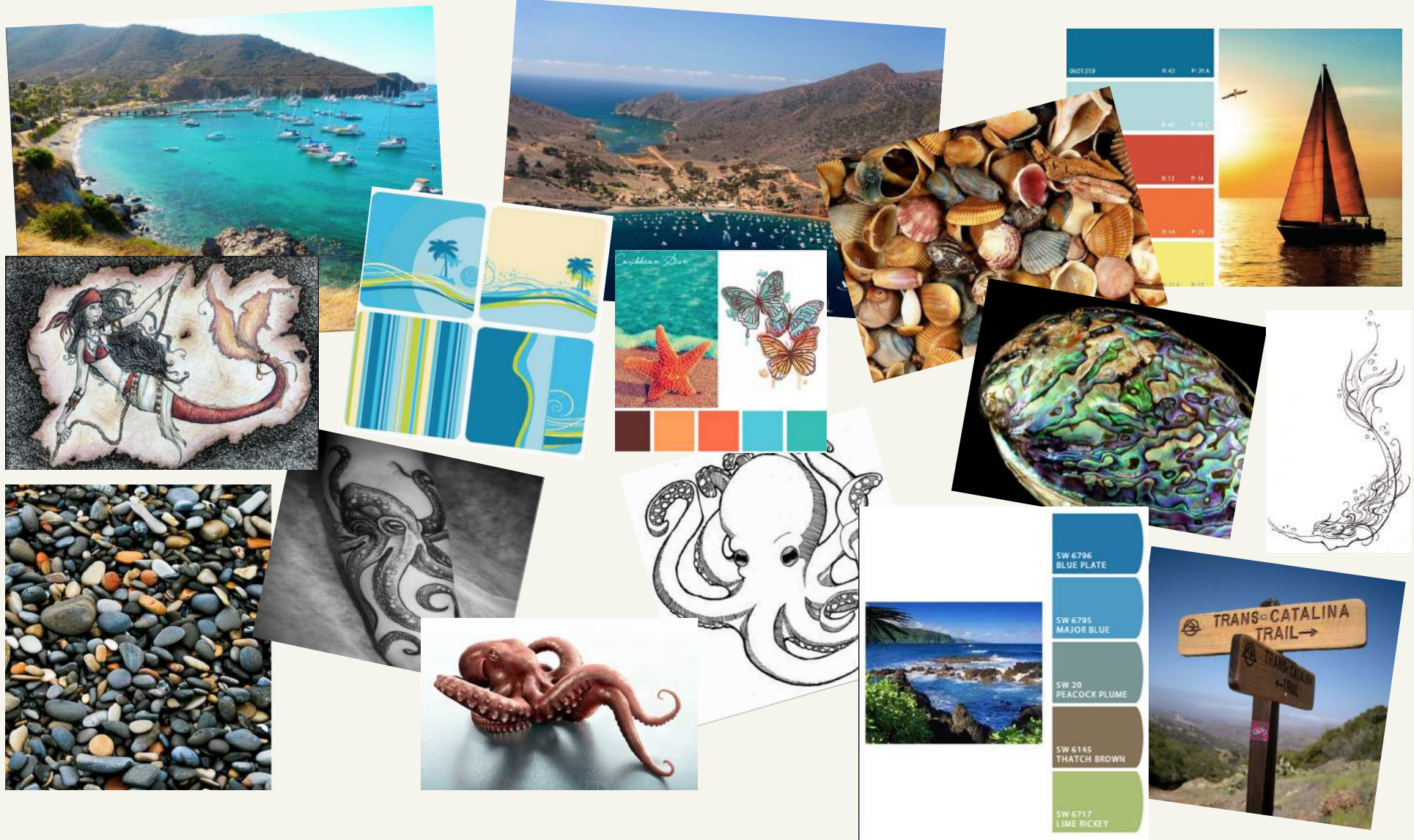




Research: Inspiration Mood Board



Research: Poster Mood Board



Research: Inspiration Mood Board

welcoming refreshing casual

brews stein mug keg pour	stout lager pale ale bitter malt	hoppy pubs bar brewery drink	foam suds consumption alcohol amber	icy growler pitcher drink craft	barley barrel cask tap hops	brewing bottles glasses microbrew ale	craft pint brewers hops beer caps
gathering music friends adult	annual celebration chill casual	fall get-a-way enjoyable experience	welcoming refreshing picnic quench	thirst relax natural fresh	rustic educational hobby aroma	community fun tradition exploration	original unique enjoyable laid-back
boaters hiking harbor sailing	cold fish gem mermaid	pirate telescope chest treasure	anchor buffalo octopus cove	palm trees umbrella bathing suits bikinis	shells current coastal beach	waves sun surf breezy	beachfront nature scenic salty





Two Harbors, Catalina
MICROBREW FESTIVAL

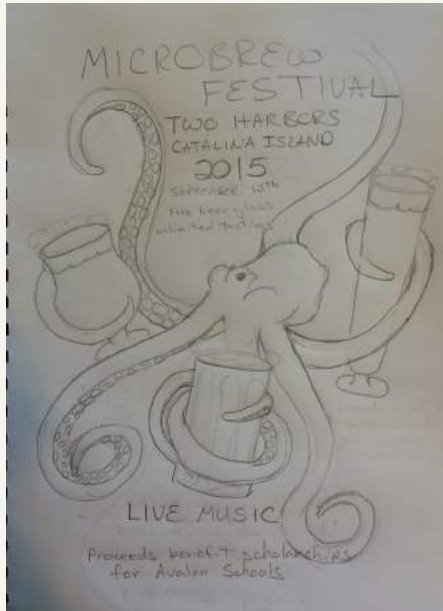
Two Harbors, Catalina
MICROBREW FESTIVAL

Two Harbors, Catalina
**MicroBrew
FESTIVAL**









TWO HARBORS, CATALINA
MICROBREW FESTIVAL
SEPTEMBER 12th



Live Music, Casual Beach Location,
Complimentary Beer Glass & Appetizers
Over 30 Breweries, Unlimited Tastings
www.twoharbors/microbrewfestival.com



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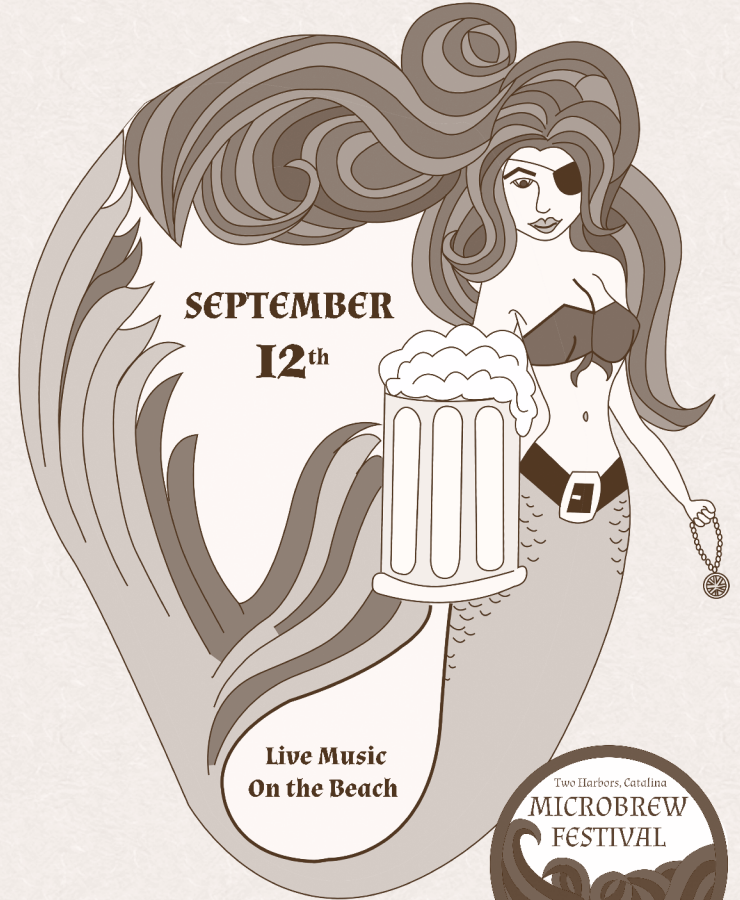
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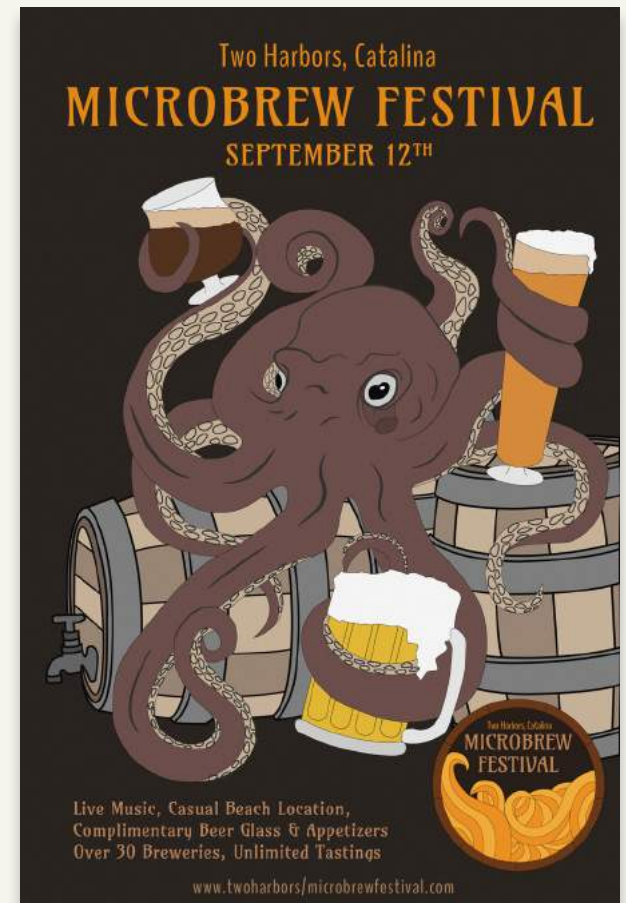


**SEPTEMBER
12th**

**Live Music
On the Beach**

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SEPTEMBER 12th

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The Two Harbors Catalina
MICROBREW FESTIVAL

8 • Feb. 12 - 25, 2016 • The Log

Public comment period over for Redondo Beach Waterfront proposal

City officials currently reviewing comments and will work on Final Environmental Impact Report.

By Payimal M. Bobit

REDONDO BEACH — An initial public review period of Redondo Beach's planned upgrade of its waterfront and harbor area ended last month, setting the stage for additional dialog between residents, city officials and the developer. The city will be using the input gathered from three public review meetings to prepare its final Environmental Impact Report (EIR) for California Coastal Commission review.

Redondo Beach hosted three public comment review sessions between Nov. 21, 2015 and Jan. 9 in response input from residents and stakeholders about the planned waterfront renovation.

City officials and the project developer, CenterCal, said the renovation project, once complete, would increase public access to and recreational opportunities on the waterfront, improve signage infrastructure, upgrade views, and redevelop or expand visitor-serving retail uses.

A revitalized Redondo Beach waterfront could include open space, a public market, boat, expanded boat dock area, entertainment options, and recreational opportunities such as swimming, kayaking and standup paddleboarding.

Other enhancements could include a new boat launch ramp (in place of the current boat house), renovated parking and pedestrian access to Redondo Beach Marina Basin 3, and improvements to Seaside Lagoon.

CenterCal CEO Fred Bruning said residents and stakeholders provided positive and negative comments during the public review period. There were questions of the project's size or general opposition to developing any sort of major project on the Redondo Beach coast, Bruning said.

"The city is collecting all the comments, and will be addressing them in their EIR submittal to the Harbor Commission," said Bruning. "There were a good number of positive comments, while some of the negative comments range from the size of the project to objections to some of the uses. I think in all it will result in a good discussion with the Harbor Commission and the city, and I am looking forward to the dialog."

How the revitalized waterfront would impact public views of the ocean and whether the presence of sea lions in the harbor pose any threats to boaters or visitors were other concerns reportedly raised during the review period.

Also on the table is how the proposed revitalization would impact local sportfishing and community.

At least two interest groups have to raise awareness about the waterfront redevelopment. Rescue Our Waterfront and Voices for Waterfront Vitality.

Rescue Our Waterfront's mission is to "realize a revitalized, not re-sized, harbor area," according to the group's website. The group also advocates waterfront redevelopment, which includes more traffic, an increase in added development to increase vehicular parking, abstracted or less parking for boat trailers, and increased water quality.

Christina Imperson recently launched Voices for Waterfront to gather support for the CenterCal project.

Attempts to reach Imperson representatives of Rescue Our Waterfront were not successful to press time.

Bruning told the *New York Times* he studied nearly three dozen waterfronts, including a few in Europe, to influence plans for Redondo Beach waterfront.

Redondo Beach is seeking upgrade a waterfront it deems aging and dilapidated.

"The public infrastructure exists in the waterfront today developed in a piecemeal fashion many years and lacks the functionality necessary to provide a first experience," city staff told its members in a report last month. "Given the advanced age of ties, many have or are reaching end of their useful life and a significant expense to repair/replace in coming years."

City staff estimated costs for a redeveloped waterfront would range between \$37.5 and \$108 million.

Redondo Beach's City Council discussed a few waterfront development items at its Jan. 19 meeting including how to finance it, CenterCal project and when to extend the city's exclusive agreement with the EIR developer.

Council members want to extend its exclusive agreement with CenterCal to avoid making plus payment for consultants related to environmental reviews.

The council also discussed the condition of a parking structure in the harbor and how could positively or negatively impact Redondo Beach's fiscal health.



Two Harbors, Catalina
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SEPT 12
 2018

\$45
 per person

Over 30 Breweries, Unlimited Tastings

Two Harbors, Catalina
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SEPT 12-13

\$40
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COME JOIN THE FUN!

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Aaron Lorenz
 22 Spectrum Dr.
 Long Beach, CA
 55562

SEPT 12
 2018

SEPTEMBER 12-13
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Two Harbors, Catalina
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COME JOIN THE FUN!





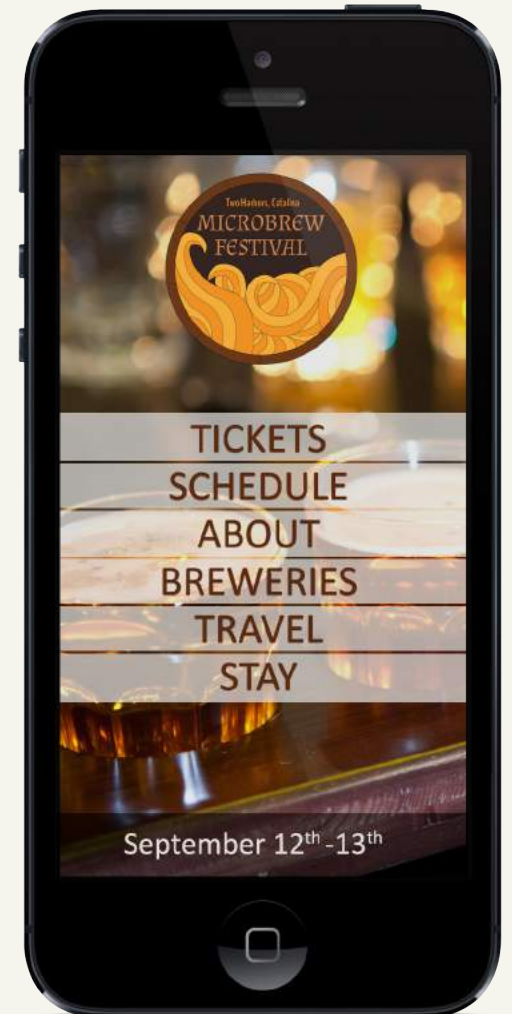
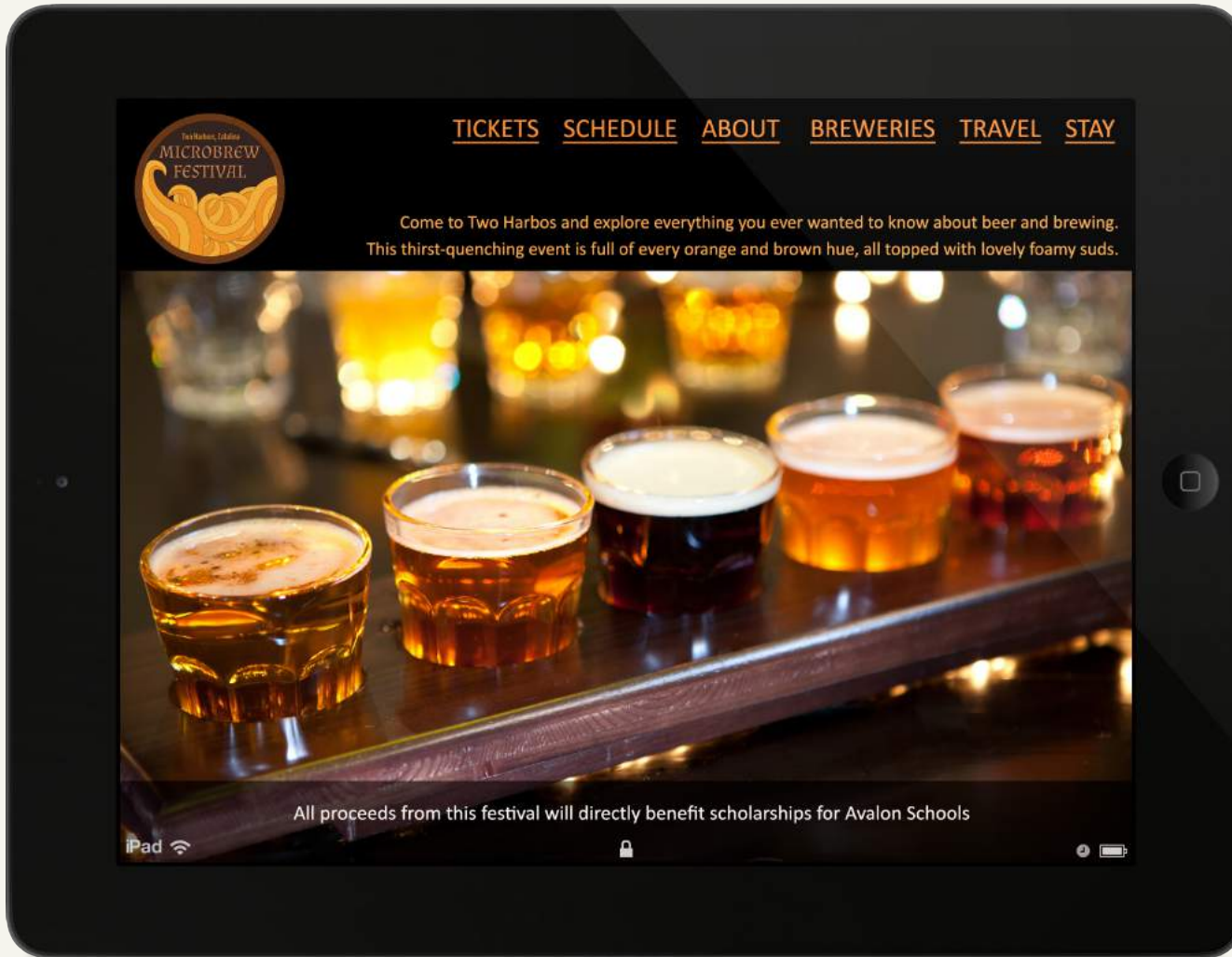




\$40 GENERAL ADMISSION
Gate Opens @ 11:00am







www.twoharbors.com/microbrewfestival

TICKETS SCHEDULE ABOUT BREWERIES TRAVEL STAY

Come visit Two Harbors and explore everything you ever wanted to know about beer and brewing. This thirst-quenching event is full of every orange and brown hue, all topped with lovely foamy suds.

September 12th

ABOUT

All proceeds from this festival will directly benefit scholarships for Avila students.

This casual gathering calls out to those interested in beer and brewing. Many local So-Cal breweries will be participating, exhibiting their brews for tasting and doing presentations their brewing tips and techniques.

The Two Harbors Catalina Island Microbrew Festival is held on the expansive beach of the Isthmus, a harbor considered to be a Southern California boater's paradise.

SCHEDULE

Saturday 9/12	Sunday 9/13
9:00 am - 10:00 am Beer and Breakfast	10:00 am - 11:00 am Beer Tasting: Outbreak
10:00 am - 11:00 am Beer 101	11:00 am - 2:00 pm Sponsoring Your Beer: Wanted to Brew About Home Brewing & Open Tasting Tables
11:00 am - 2:00 pm Which Hoppy Makes You Happy?	2:00 pm - 3:00 pm OK! Beer and Sinky Cheese
2:00 pm - 3:00 pm Brew and Food Pairings	3:00 pm - 6:00 pm Live Music: Last Chance to Get Your Swag!
3:00 pm - 4:00 pm The Impact of Collaboration: an Poem	
4:00 pm - 9:00 pm Live Music, Open Tasting Tables	

PARTICIPATING BREWERIES (more to come)

TICKETS

Tickets will go on sale June 1st.

No group discounts available.

Tickets available on first come, first served basis.

Tickets are good for two days of participation in all FESTIVAL events.

YOUR TOTAL:

45.00

CHECK OUT

ADULT \$45.00 ea + fees	- 1 +
SENIOR \$35.00 ea + fees	- 0 +
CATALINA CONSERVANCY MEMBER \$35.00 ea + fees	- 0 +

TRAVEL & STAY

BY BOAT ...

The Catalina Express will deliver you directly to Isthmus from San Pedro. You can also travel from San Clemente to Avalon and then catch the Catalina Flyer from Avalon to Two Harbors.

BY AIR ...

There are several ways to be delivered to the Catalina Island airport. Keep in mind that you will need bus transportation to Two Harbors.

Affordable Air Charter
A Shared Customer, Shared Travel Cost

WHERE TO STAY ...

Camping:
Click here for info & reservation for campgrounds at Two Harbors. We also have camping equipment rentals.

The Banning House:
Historic swains room lodge. Located on a hillside overlooking the Isthmus of Catalina and Catalina Harbor. Peaceful and relaxing.

Vacation Rentals:
Experience Two Harbors in a lovely vacation rental. Both properties feature magnificent ocean views with all the comforts of home. Casa Santa Cruz and Casa Santa Rosa are beautifully appointed with oversized decks to relax and unwind.

© Two Harbors Catalina Microbrew Festival



