



Community Beer & Music Event

100% of net proceeds going
to OAK

Oncology and Kids

HessFest 2024



Recap of HessFest

- Saturday, August 10th, 2024
- 12pm-6pm
- Portwood Pier Plaza
- 973 Total Attendees
- Up 170 guests from 2023
- Est. 42% local IB
- We had attendees from 12 different states travel for this event
 - 91932 largest zip (6x)
 - Santee (92071), South Bay (92154), Chula (91913), La Mesa (91941)



Recap of HessFest

- Donated \$17,081.46 to Oncology and Kids local San Diego 501(c)(3)
- Supported 11 local retail and food vendors
- Worked with IBAC to host cornhole competition
- Showcased IB local bands It's A Scam Likely & Single Fin

Recap of HessFest

- Expenses increased 6.5% compared to 2023
- Stage/lighting/sound inc. \$3,200
- City of IB Fees \$2,390
- Hessfest Glassware inc. \$602
- Restrooms and sinks inc. \$164





Thank you, Imperial Beach

Your support helped children and families who are fighting cancer