

# FREMONT BUSINESS NOW



**VIRTUAL EDITION**

**MAY 2022**

A publication of the Fremont Chamber of Commerce

## BURGER & BREW FEST: MAY 21



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# BENEFITS OF A BOOTH AT BURGER & BREW FEST

The Fremont Chamber of Commerce invites you to participate in our premiere Spring street festival, the Fremont Burger & Brew Fest. The Burger & Brew Fest will be held on Saturday, May 21st, 2022, from 11:00 AM to 5:00 PM. This event will feature beer sampling from Bay Area craft breweries, burgers and sliders from local food trucks and restaurants, and live entertainment. We also feature Fremont Chamber members in the Business Marketplace section of the Burger & Brew Fest.

Having a booth is a prime tool for promoting your business. Here are some reasons to have a booth at the Burger & Brew Fest:

- Gives you the opportunity to interact one on one and attain a comfort level with a potential new customer in a fun setting, leading to more successful leads.
- Increased community awareness of the programs and offerings that you provide to residents of the SF Bay Area.
- A great way for you to get out and meet the public, talk to families, answer questions and become better known.
- Gain access to nearly 5,000 potential customers.
- Acquire greater visibility within the community.
- Reach an audience to which you may not normally have access.

To apply for this event, please complete [this application](#) and return it to the Fremont Chamber of Commerce no later than 12:00 PM on May 18th, 2022. Each applicant must fill out the General Info page, the Payment page, sign the Rules and Regulations, provide Resale License information, submit a Certificate of Insurance (and if applicable submit proof of their Health Permit application) before they can be accepted into the event. Don't miss this great opportunity to participate in one of the Bay Area's newest up and coming events. Space is limited and sold on a first come, first served basis. Apply TODAY!

[BURGER & BREW FEST APPLICATION](#)

# MESSAGE FROM THE CHAIR



BY JASMINE BASRAI  
CHAIRPERSON OF THE BOARD OF DIRECTORS

Hi everyone! I am so excited to serve as your chairperson of the Fremont Chamber of Commerce this year. These are definitely interesting times as we navigate the new rules of business.

We've gotten a lot of new vocabulary over the last few years. Lockdowns, pivoting, protocols, etc. over the course of this pandemic. I would like to focus on another word. One that will define all of us as business people and what we have learned coming out of the last two years. Resiliency. No one could predict what the outcome would be when we entered the lockdowns of 2020 and a post vaccine world. But, from my point of view, what I've seen come out of this pandemic is a better and stronger sense of community and an even more intentional view of what it means to be a part of that community.

This year my goals for this chamber are to build on the lessons learned over the past two years and come out stronger and more resilient than ever before. We have lots of exciting things to look forward to that we had to pause like Street Eats, Burger & Brew Fest, and the Festival of the Arts. But we also look forward to using the lessons we learned during the pandemic of being member focused and providing the resources for all of the businesses in Fremont to begin to recover and thrive again.

In the early stages of the pandemic the Chamber staff provided important resources to businesses on changing workplace rules and how to access key financial resources such as PPP and EIDL. Also because of the hard work of the Chamber, we have had elected officials such as the Lt. Governor, the State Treasurer, Director of the SBA, and the Attorney General come visit Fremont and listen to our concerns and issues and give our members direct access to those in positions to actually help us in our recovery.

I encourage everyone to come out and attend mixers and ribbon cuttings, network with your fellow business people, and utilize the fullest benefits of your membership in this great Chamber. If you're not a member yet or know someone who should be a member, I encourage you to look at the benefits of becoming a member. I am especially excited to be working with such a dedicated Chamber staff that just like many of us had to navigate the new rules during the pandemic and provide some amazing benefits of memberships even when some of our traditional events in person were not possible.

**YOU'RE INVITED**  
**First Bite Ceremony**  
**MAY 13TH AT 6PM**  
**DOWNTOWN EVENT CENTER**  
**3500 CAPITOL AVE**

**Join us! Visit [fremontstreeteats](#) for details.**

# NEW MEMBERS APRIL 2022

Welcome to our newest members.



## Regency General Contractors

### Bank of the West

*Financial Institution, Bank*

Jeff Diaz

5120 Mowry Ave.

Fremont, CA 94538

☎ 510-791-0763

💻 [www.bankofthewest.com](http://www.bankofthewest.com)

### Greenline Supplies and Services, Inc.

*Manufacturing*

Vince Raciti

4400 Auto Mall Pkwy.

Fremont, CA 94538

☎ 408-946-7100

💻 [www.greenlinesupplies.com](http://www.greenlinesupplies.com)

### Mission Pediatric Dental

*Dentist, Healthcare*

Dr. Michael Wang

43480 Mission Blvd., Unit 160

Fremont, CA 94539

☎ 510-980-7325

✉ [missionpeakpediatricdentistry.com](http://missionpeakpediatricdentistry.com)

### Regency General Contractors, Inc.

*Contractors - General*

Vince Raciti

4400 Auto Mall Pkwy

☎ Fremont, CA 94538

☎ 408-946-7100

💻 [www.regencygc.com](http://www.regencygc.com)



## Greenline Supplies

## MEMBER BENEFIT: REFERRALS 24/7

The Fremont Chamber maintains a website that works 24/7 for our members. Referrals from us means business for you! Even when the chamber is closed, our website at [fremontbusiness.com](http://fremontbusiness.com) is still working for our members. Referrals are generated when website visitors search the business directory.

Period: March 1 to March 31, 2022

A summary of referrals from the business directory on [fremontbusiness.com](http://fremontbusiness.com).

Total number of referrals from the website business directory this period was 132,033. Each member averaged 59.91 referrals from the website. Each day this period there was an average of 4,259 referrals from the website.

### Top 10 Business Categories This Period

Categories searched most often this period.

- Retail Sales
- Nonprofit Organizations
- Places of Worship
- Foam Fabricators
- Healthcare - Occupational Medicine
- Healthcare
- Pharmacies
- Schools - Private
- Family Recreation
- Quilting and Supplies

### Website Analytics

March 1 to March 31, 2022

Unique Visits: 2,435

+18% from last 31 days

Page Views: 5,472

+18% from last 31 days

Average Pages Per Unique Visit: 2.2505

-2% from last 31 days

### Most popular pages:

- Home page
- Search page
- Events page
- Directory results
- Contact Us page
- Job Bank

# THE FREMONT BURGER & BREW FEST RETURNS FOR A TASTY DAY OF LOCAL CRAFT BREWS, GOURMET BURGERS, AND ARTISAN SPIRITS



BY CINDY BONIOR  
FREMONT CHAMBER CHIEF EXECUTIVE OFFICER

The Burger Throwdown - a cooking competition that pits local celebrity teams against each other returns with four teams manning the grill to create the most mouthwatering burger. The winning team takes home the perpetual trophy and earns a \$250 donation to the charity of their choice.

Attendance is free and open to the public. Tasting Packages and Extras can be purchased in advance online at [burgerandbrewfest.com](http://burgerandbrewfest.com). A beer tasting package is \$45 which includes a 4-oz. branded glass for unlimited tastings. For an additional \$20 you can upgrade your experience to a beer and spirits tasting package which includes the 4-oz. branded glass for unlimited beer tastings and entrance into the spirits area which allows two tastings per distillery.

This year's Festival has drawn local support from the City of Fremont, NBC Bay Area, Meta, and Star One Credit Union.

For more details about the Annual Fremont Burger & Brew Fest, including featured activities and vendors, please visit [BurgerandBrewFest.com](http://BurgerandBrewFest.com) or call (510) 795-2244. For all your public transportation options, visit [www.511.org](http://www.511.org). Remember to take public transportation or designate a driver!

The Fremont Burger & Brew Fest is making a comeback and we couldn't be more excited. Celebrating the craft brew movement the Annual Fremont Burger & Brew Fest returns to Downtown Fremont on Saturday, May 21st from 11:00am to 5:00pm.

This celebration of artisan delights will feature a mouth-watering selection of gourmet burgers and craft beers from Bay Area breweries and food trucks. The day-long celebration will also include live music, local business booths, arts and craft vendors, and gourmet market snacks and treats. An exciting new addition this year is the artisan spirits tasting area with offerings from the finer distilleries in the Bay Area.



## HERE'S HOW TO GET INVOLVED

**Business Marketplace:** It's not too late to participate in Business Marketplace and highlight your business. You may use this opportunity to demonstrate and educate, but most importantly, you may make retail sales during the event. It's always a good idea to have a fun, engaging activity at your booth and provide some small swag items.

**Sponsorship:** Sponsorship is also available which includes a number of amenities including logo recognition on all printed and electronic promotions, and space at the event.

**Volunteer:** We're always looking for a few helpful hands and would love to have yours! Pouring beer, selling tickets or pouring wine are just a few of the volunteer positions we have for you. Join us, it's fun!



# BREWERIES AND DISTILLERIES!

## BREWERIES

### 21st Amendment

Renowned for its rotating taps of multiple award-winning hand-crafted house beers.

### Altamont Beer Works

Livermore's first local brewery since before prohibition, focusing on high quality beers.

### Anderson Valley Brewing Co.

Hand-crafting authentic ales and lagers with balance, complexity, and a passion for sustainable brewing practices.

### Bay Boys Brewing

Two guys from the Bay Area, brewing high quality craft beer. Each beer is made with the same exact passion and effort as the last.

### Camino Brewing Co.

A San Jose gem brewing a wide variety of styles from traditional German lagers to juicy hazy IPAs.

### Das Brew

creates handcrafted German style beers with a California twist



Camino Brewing



Shadow Puppet Brewing

### Jack's Brewing Co.

Brewing for the discriminating beer drinkers who prefer flavor with their beer.

### Oakland United Beerworks

Brewing German beers crafted in small batches using only premium ingredients.

### Pennyweight Craft Brewing

Brings a traditional style approach to craft brewing along with many unique and distinctive characteristics.

### S27

Exploring something new, in taste, in experience, in community with each beer release.

### Shadow Puppet Brewing Co.

Lending both traditional and innovative brewing techniques and ingredients to design unique, tasty brews.



10th Street Distillery

## ...AND THE DISTILLERIES

### 10th Street Distillery

Producing superior whiskies with precision, meticulous attention to detail and breaking boundaries.

### Balcones Distillery

Driven by a passion to create something original and authentic.

### Humboldt Distillery

Capturing the California spirit in organic and hemp-infused vodkas using organic ingredients and sustainable production methods.

### Mezcal Aramas

Producing mezcal following a holistic cycle "From seed to sip".

### Mulholland Distilling

Creating artisanal spirits that reflect and celebrate the diversity and vibrancy of Los Angeles, our great city.

Adding more every day, visit Fremont Burger & Brew Fest!



Altamont Brewery

# MUSICAL ENTERTAINMENT AT THE BURGER & BREW FEST

## Main Stage - Downtown Event Center Plaza Stage

Noon - Surf Monster

1:30 pm - Daniel Castro

3:30 pm - Lunafish

## Exhibition Stage - Capitol Ave & Liberty St

12pm - Burger Throwdown Cook Off

1pm - Burger Throwdown Judging & Awards

4:30pm - People's Choice Best Brew Award announced



Lunafish Band



Daniel Castro



Surf Monster

## THE BURGER THROWDOWN, SPONSORED BY STAR ONE CREDIT UNION

The Burger Throwdown is a cooking competition that pits local celebrity teams against each other with the challenge of creating the most mouthwatering burger in just one hour.

Team #1 - Chefs TBD (Fremont Firefighters Local 1689) playing for Fallen Firefighters Association

Team #2 - Tom Latimer & Mike Gilfoy (Fremont Police Department) playing for Special Olympics of Northern California

Team #3 - Alameda Co. Supervisor David Haubert & Jesse Schaa playing for Tri-City Nonprofit Coalition

Team #4 - Councilmember Rick Jones & Dana Jones playing for SAVE

Judges:  
Phil Woodman, Food Truck Mafia  
Oscar Palma, Star One Credit Union  
Jasmine Basrai, Haller's Pharmacy & Chairman of the Fremont Chamber of Commerce

Master of Ceremony: Brandon Sass



2019 Burger Throwdown Winners

# CHAMBER HIGHLIGHTS 2021-2022

## THE FREMONT CHAMBER CONTINUES TO MEET WITH GOVERNMENT OFFICIALS TO ADVOCATE FOR CHAMBER MEMBERS AND OUR COMMUNITY

Over the course of the past nine months, the Fremont Chamber of Commerce has embarked on a new initiative to promote innovation and entrepreneurship in the City's business community to our statewide officials. These visits and tours have given local business owners the opportunity to directly interact with statewide officials and share their accomplishments, frustrations, and concerns.

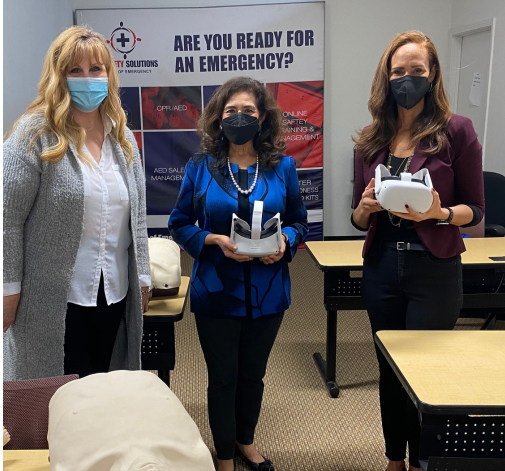
**July 2, 2021:** CA Lt. Governor Eleni Kounalakis toured Enovix Corporation and Tesla, Inc. Enovix Corporation is a 3D Silicon Lithium Ion battery manufacturer. Following the tours, Lt. Governor Kounalakis had a working lunch with business owners representing various industries. Business owners discussed their feedback of COVID-19 restrictions and the State of California's systems put in place to support businesses, labor issues, and the overall environment of doing business in California.



by Fremont Police Chief Sean Washington, the Attorney General also held a roundtable discussion with small business owners for a discussion about CADOJ's work to enhance public safety and our shared priority of ensuring that California remains the best place to live, work, and shop.

**Additionally, on March 2, 2022,** the Fremont Chamber of Commerce hosted newly appointed SBA Regional Administrator, Elmy Bermejo, visited ICE Safety Solutions, Gridscape Solutions, and held a lunch with small business owners. Regional Administrator Bermejo had discussions to understand the successes and difficulties faced by businesses and learned about the entrepreneurial spirit in Fremont.

At the Fremont Chamber of Commerce, we understand the importance of directly connecting the business community to our elected representatives. These tours and discussions give elected officials a first hand account of how the business community is doing and seeing their successes and challenges first hand. These visits allow elected officials to make more informed policy positions that have an immense impact on businesses of all sizes in California. To learn how to get involved with advocacy at the Fremont Chamber of Commerce, please contact us today.



**March 7, 2022:** CA State Treasurer Fiona Ma toured Owens Design where she learned how the company supports the manufacturing needs of emerging markets that introduce new technologies and innovative products. Afterwards, the Treasurer visited ALOM and learned how this supply chain manager balances sustainability with speed of delivery. Lastly, Treasurer Ma toured DasBrew Inc., a local brewery, and learned how the owners turned their hobby and passion into a successful community business. At the conclusion of the tours, the Chamber hosted a small business roundtable where local business owners were able to engage directly with Treasurer Ma who took questions and shared remarks about resources available to support businesses.

*Clockwise, from above:* Visit by SBA Regional Administrator Elmy Bermejo; CA State Treasurer Fiona Ma; CA Attorney General Rob Bonta; LT Governor Eleni Kounalakis

**April 21, 2022:** CA Attorney General Rob Bonta toured retail businesses in Fremont, discussing organized retail crime and public safety. Joined





# BURGER & BREW FEST: CELEBRATING CRAFT BEER AND SPIRIT MAKERS FROM CALIFORNIA

The Burger & Brew Fest was created to celebrate the variety and quality of craft breweries in northern California. With over 1,100 across the state, California is by far the leading producer of craft beer in the United States. In fact, according to the California Craft Brewers Association, California is the birthplace of the American craft brewing movement. Did you know...

- 95% of California residents live within 10 miles of a brewery
- The total economic impact from 2020 was \$9.66 Billion
- 65,158 full-time jobs exist as a result of the craft brewing industry
- On average \$10-\$15 Million is donated to charity each year by craft breweries
- 3,356,134 barrels of beer was produced in 2020 by craft breweries

Now, what constitutes "craft" you ask? Well it definitely depends on who you ask and what type of craft alcohol we're talking about, but

here are a few rules we like to go by at the Burger & Brew Fest...

- **They Keep It Small** - Craft beverages are typically produced by a smaller company and often those companies are independently owned.
- **They Put Quality Over Quantity** - It's not about who can produce the most, it's about who can produce the best. Care and time goes into making the best craft beverages and so craft makers often produce a smaller quantity than larger corporations.
- **They Innovate** - Creativity prevails in this area of the industry. Craft brewers put their unique twist on historic styles in order to create new styles.
- **They Care About Their Customers** - Consumers of craft beverages care about the experience and craft makers know it. They tend to be involved in their communities whether it be through donations, volunteerism or



participation/sponsorship of local events (like the Fremont Burger & Brew Fest!)

While the Burger & Brew Fest started with just craft brews in mind, the event has since grown to include a craft spirit tasting option. According to the California Craft Distillers Association the number of active California craft distilleries hit 190 last year, up from just 118 in 2015. With that kind of growth we felt it was high time we branched out to include more of the craft beverages community in our event.

So, do we have you convinced to give craft a try? The 7th annual Burger & Brew Fest will be held on May 21st, 2022 from 11am to 5pm and will feature sampling from bay area breweries and distilleries. We'll also be serving up mouthwatering burgers and sliders, and we'll have gourmet snack vendors, local business booths, art and craft vendors, as well as live entertainment, including The Burger Throwdown - a burger cooking competition. We hope to see you there! Learn more at [burgerandbrewfest.com](http://burgerandbrewfest.com).





# Fremont Education Foundation



## Excellence In Education Gala

2021 Community Honoree

Haller's Pharmacy

2021 FUSD Honoree

FUSD Technology Department

2022 Community Honoree

Fahria Khan

2022 FUSD Honoree Bob Sterling, Kennedy Music Teacher

**Friday, May 20, 2022**

**5:30PM to 8:00PM**

**Fremont Downtown**

**Event Center**

**3500 Capitol Avenue**

**Fremont, CA 94538**

**No Host Beer / Wine**

**Entertainment**

**Raffle**

**1920's Attire Encouraged**

**For tickets and more information visit:**

**[www.fremont-education.org](http://www.fremont-education.org)**

**Questions: Emily Thomas [missthenas38@gmail.com](mailto:missthenas38@gmail.com)**

