NORTH SAN DIEGO BUSINESS CHAMBER
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March 30, 2021

San Diego County Board of Supervisors
1600 Pacific Highway, Room 335
San Diego, Ca, 92101

Re: URGENT: Relief Needed to Save San Diego's Craft Beer Industry

Dear County of San Diego Supervisors,

On behalf of the North San Diego Business Chamber (NSDBC), I am writing in support of the San Diego Brewers Guild (SDBG) and their request for industry wide support through the utilization of the American Rescue Plan Act of 2021.

The NSDBC serves as a recognized and respected advisor, partner, and advocate for businesses across San Diego County. At the Chamber our mission is to "Build vibrant communities through stronger commerce" and the brewing industry a corner stone of our local communities and critical to the economic sustainability of our region.

The importance of the craft brewery industry in San Diego cannot be understated. In a 2019 study conducted by California State University San Marcos' Office of Business Research and Analytics it was found that the craft brewing industry has a total economic impact of $1.2B in San Diego County, employs 6,480 San Diegans, and donates $5M to local non-profits annually.

Like many small businesses the brewing industry has been devastated by the pandemic. The SDBG recently conducted a study that found 57.8% of breweries project a reduction in 2020 sales revenue compared to 2019. With more than one-third of breweries expecting losses greater than 51%. Many breweries have gone out of business this past year because of the pandemic and if action is not taken there will be more to follow.

Preserving manufacturing and manufacturing jobs, should be a top priority in our County for San Diego to recover from the pandemic. Local breweries are an irreplaceable part of the San Diego community and economy. They consistently promote other local businesses and are always engaged in supporting local non-profits.

For the reasons above we respectfully request you prioritize support for local breweries by allocating funds provided in the American Rescue Plan Act of 2021. Please reach out if you have any questions.

Respectfully,



Debra Rosen
President & CEO