34<sup>TH</sup> ANNUAL



# ADAMS AVENUE STREET FAIR

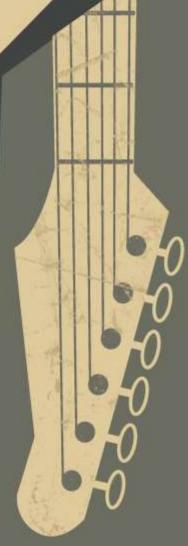
8 STAGES / 110 BANDS
BEER GARDENS + CRAFT BEER TASTING
GIANT CARNIVAL RIDES
FESTIVAL FOOD
ARTS + CRAFTS BOOTHS

SATURDAY
SEPT
26
10am-10pm

SUNDAY SEPT 27

# Official Program

INSIDE:
STAGES
SCHEDULE
MAP
FEATURED AREAS







619 282 7329 Adams Avenue StFair.com



### **WELCOME**

to the 34th Annual Adams Avenue Street Fair, presented by the Adams Avenue Business Association. The Fair was first held in 1981 to celebrate the repainting and relighting of the historic Normal Heights neon sign, and continues to exist today as a celebration of community pride by the neighborhood residents, property owners and small business operators.

Adams Avenue runs through the craftsman communities of Normal Heights, Kensington, Antique Row, and University Heights. The canyon rimmed district is known for its vintage character and neighborhood celebrations. Scores of restaurants line the avenue offering culinary favorites from around the world. The area's pubs and coffee houses provide for intimate settings and local character. Shop keepers focus on customer service and distinctive shopping alternatives. The Adams Avenue Street Fair and Adams Avenue Unplugged are San Diego's largest free music festivals and occur every September and April. But the fun doesn't stop there. Check out our website for all of the great events and businesses that make Adams Avenue BEYOND NORMAL. www.adamsavenuebusiness.com

#### ADAMS AVENUE BUSINESS ASSOCIATION BOARD OF DIRECTORS:

**President:** Mikey Knab, Ponces Mexican **Treasurer:** Doug Generoli , Adams Avenue Car Wash

Ryan Altman, Adams Ave Integrative Health Tony Carrillo, Carrillo Auto

Pam Sisneros, Kensington Video Russ Vuich, Property Manager

#### **CONTACT THE ASSOCIATION:**

4649 Hawley Blvd, San Diego, CA 92116

Phone: (619)282-7329

Kat@AdamsAvenueBusiness.com www.AdamsAvenueBusiness.com

Vice Presidents: Dave McPheeters, Zac's Attic, Alison Flynn, Villianous Lair Comics & Gaming Secretary: Lois Bach, Classic Bows Violins

Peggy Rose Levin, Joe Carta Realty Phil Linssen, Kensington Veterinary Shayna Roberts, House of Imago Michael Rammelsburg, Rosie O'Grady's Ed Badrak, Badrak Services

#### **AABA STAFF:**

**Executive Director:** Scott Kessler **Associate Directorr:** Kat Carney **Maintenance Staff:** Craig Kinsley

#### **Street Fair Production Team:**

Promotions Chair, Shayna Roberts / Talent Buyers, Steve Kader, Louis Brazier, Tim Mays (Casbah) Joe Flammini/ Beer Gardens & Beer Taste Management, Chad Wilson / Stage Management, Dana Shocaroff / Head Block Captain, Craig Burns / Street Fair Graphics, Felicia Crossley/ Publicity, Chris Mattson/ Street Chalk layout, Larry Teves / Equipment set up and maintenance, Ramiro Navarro & BID Council crew / Marquee, Annie Ross and Discount Fabrics / Electrical consultant, Joe Jackson (Jackson Electric) / Electric Cables and Power, Garry McDonald / Community Enhancements, Lois Miller and NHCDC / Street Fair Poster Distribution, The Espresso Magazine, Therese / VIP Program Coordination, Andy Boyd & The Reader Street Team / T-shirt Sales & Info booth coordination, Nancy Wright & Therese/ Community Icon Stage Signs, Pete Evaristo / Security, Ray Hondl & Job Corps, Elite Security /Carnival, Christian Amusements / Staging, Kleege Industries / Sound, Joe Damico & Spectrum Audio / Electric power and lights, Brudvik /First Aid, Rural Metro & First Aid Services / Equipment and services, United Site Services, Diamond Environmental, EDCO, Arctic Ice Co, Cart Mart, Hudson Safe-T Lite, All County Fire, Clearcomm / Printing, Advanced Web Offset, Insta-Print / T-shirt printing, Classic Imprints / Water by Palomar Spring Water, /Lafayette Hotel

Special Thanks to City of San Diego's; Economic Development Department, Office of Special Events, SDPD Special Events Unit, SDFD, Park and Recreation Department, Risk Management, City Council offices of Todd Gloria and Marti Emerald / County Department of Health / Adams Elementary School / St. Didicus School / SDUSD / Normal Heights United Methodist Church / Normal Heights Masonic Lodge / DiMille's Restaurant / Lestat's Coffee House / Smithy's Service / Adams Avenue Car Wash / Stone Brewing / Business Improvement District Council / Liz & Kent of The Troubadour/ The San Diego Reader / ALL of the MUSICANS and the EXHIBITORS & VENDORS .

Adams Avenue Street Fair is underwritten by a grant from the City of San Diego's Economic Development and Tourism Support program and a grant from the County of San Diego.



#### **UPCOMING EVENTS**

### ADAMS AVENUE SPIRIT STROLL SATURDAY, NOV 28th 2015

HOLIDAY ON ADAMS
SUNDAY, DEC 13th 2015

ADAMS AVENUE UNPLUGGED SATURDAY & SUNDAY APRIL 30TH & MAY 1ST, 2016

TASTE OF ADAMS AVENUE SUNDAY, JUNE 26TH, 2015

**Support the Adams Avenue Street Fair** 

Purchase an event T-shirt Only \$10

3 colors to choose from

Men's & Women's cut

Shirts located at the info booths outside the 33th St and Hawley Beer Gardens

Women's V-Neck Shirts



**Men's Crew Neck Shirts** 





### NORMAL HEIGHTS COMMUNITY PLANNING GROUP

Monthly Meeting, 1st Tuesday @ 6pm

NORMAL HEIGHTS COMMUNITY ASSOCIATION

Monthly Meeting, 2nd Tuesday @ 6:30pm

4649 Hawley Blvd San Diego, CA 92116

#### **Adams Avenue Street Fair Headliners**

#### The Rugburns

#### Sun. 27th, 5:45-7pm @ 33rd St. Casbah Rock Stage

The Rugburns group formed and began playing in the local San Diego area as a duo. In the beginning, Steve Poltz and Robert Driscoll were an acoustic duo playing in various coffeehouses and bars including the Blarney Stone Pub, Innerchange Coffee House, Megalopolis, and Java Joe's. The group released several self-produced cassette tapes in this band formation and were becoming a huge local draw and favorite in San Diego.

After the group signed a contract with Bizarre/Planet Records in 1993 (a label associated with Herb Cohen, who had earlier managed Linda Ronstadt, Tom Waits and Frank Zappa), the duo wanted to add a

rhythm section for a full, "radio friendly" sound. It was then, the duo permanently changed to a foursome with bassist singer/songwriter Gregory Page and drummer "Stinky". The quartet released their debut album Morning Wood which was produced by Buddy Blue, in early 1994.

With funny, witty and sometimes bizarre lyrics, the band began to experience their first taste of national exposure; playing a sold out show at world famous Cleveland Agora Theater and Ballroom.

The songs "Hitchhiker Joe" and "Me and Eddie Vedder" would go on to be the most recognizable tracks on the album. The song "Hitchhiker Joe" (written by Steve Poltz and Steve Foth of the San Diego Band C.L.A.) received a large amount of national airplay and held the No. 1 slot on the nightly "Top 10" for several weeks on San Diego station 91X in early 1994.



#### "The Stray Cat" Lee Rocker

Sat. 26th, 4-5:15pm @ 34th St. Roots Rock

Lee Rocker made his mark singing, playing, standing on, spinning and rocking his giant upright bass in the legendary music group The Stray Cats. Grammy-nominated, The Stray Cats have sold nearly 10 million albums and garnered an astounding 23 gold and platinum certified records worldwide. Founded by Rocker, Brian Setzer, and Slim Jim Phantom, The Stray Cats remain a radio

staple, and repeatedly brought rockabilly music to the top of the charts.



#### **The Wailing Souls**

Sat. 26th, 6:45-8:15pm @ Adams Park **Groove Stage** 

Fusing the harmonies of Motown with the roots and dancehall sounds of reggae. The Wailing Souls have ridden the crest of Jamaica's music for more than four decades. Nominated for Grammy awards three times, the group scored hits with classic roots reggae tunes, Warand Bredda Gravlicious, Firehouse Rock, and 1992 album and title track, All Over The World.



#### Kid Ramos & The 44's

Sat. 26th, 8:45-10pm @ Hawley Blues Stage

The 44's are a Los Angeles-based band who play blues-roots-rock music. The 44's are one the brightest rising stars on the American blues roots scene. The raw rough and tough sounds generated by these four expert musicians during live performances and in the making of their Sophomore album Americana, demands to be heard by Blues music fans World Wide.



#### Stranger

Sun. 27th, 4-5:15pm @ Adams Park Groove

Based out of the south bay of San Diego, neighboring the most frequently crossed border in the world, Stranger is turning heads through multicultural and musical diversity with a soulful blend of reggae roots, rock and jazz combined with conscious lyrics and unparalleled musicianship. The name says it all: Stranger does not fit into a mold.



#### HoneyHoney

Sun. 27th, 2:45-3:45pm @ 34th St. Roots **Rock Stage** 

Honeyhoney is the jazzy, twangy, rollicking collaboration between vocalist Suzanne Santo and guitarist Ben Jaffe. Prior to joining the duo, Jaffe recorded music for TV and film; he then met Santo, an actress, through a mutual friend, who took Jaffe to see one of Santo's solo gigs. The two began holding informal songwriting sessions and soon discovered a musical partnership.



#### **Steve Poltz**

Sat. 26th, 2:45-3:35pm @ Dimilles Variety Stage

Steve Poltz is regarded as one of the most talented and prolific songwriters of our time. His songs have been among the longest running ever on the Billboard Top 100 and they regularly appear in movie soundtracks, television shows, and even the odd commercial. His rich and colorful legacy is the stuff of legend, but it is his distinctive style of songwriting that has caused the world to offer up its stages, clubs, and alleys. Poltz' sound is entirely uniquefrom his inhuman fingerstyle techniques to the inimitable melodies that roll from his guitar like cool waterfalls, you know a Poltz song as soon as you hear it.



#### STREET FAIR INFORMATION

Event hours are 10am -10 pm on Saturday the 26th and 10am to 7pm on Sunday 27th.

First Aid Stations are located at the 7-11 parking lot (Hawley & Adams).

**Lost children/lost parents**: Go to the nearest stage and the stage managers will make announcements to reunite family members as well as relaying information to adjoining stages.

Lost and Found: All four beer gardens serve as lost and found. Take found items to nearest beer garden and/or go to nearest garden to claim lost items. At end of each day and after the conclusion of the event, lost and found is transferred to the Normal Heights Community Center, 4649, Hawley Blvd.

Bike Valet: located at Brooklyn Bicycles, 3437 Adams, near SW corner of Hawley & Adams.

No pets allowed in the beer gardens except for service animals.

No open alcoholic beverages allowed in the event area except for inside the beer gardens or within an established bar or restaurant.

Please recycle your cans, bottles, cups and other recyclable materials at appropriate containers.

Information booths selling the official Adams Avenue Street Fair T-shirts, are located in front of the Hawley beer garden and in front of the 33th Street beer garden.

Please be respectful to the neighborhood residents when entering or exiting the event area.

Public safety is all of our concern. If you see something, say something. If you witness any un -safe activities, please contact the nearest event staff or SDPD.





Collections Bought LP's and 45's Oscars Drive-In T-shirts

Tues-Sat 11:00-5:30 Monday 10:00-2:00 3335 Adams Avenue San Diego, CA 92116 619-284-6083









(619) 284-6594 3373 Adams Ave www.theouldsod.com



## Saturday, September 26th, 2015 Schedule

	Casbah Rock @ 33rd St.	LeStat's	Starbuck's	Roots Rock @ 34th St.	Hawley Blues	Adams Park Groove	Dimilles	Java Joes
11:30-12:30	Lion Cut 11:30-12:30	Dan Gindling 12:00-12:45	Captain Viejo	Katie Leigh & the Infantry 11:30-12:30	Karl Cabbage & The Hornets 12:00-12:45		Subsurfer 12:00-12:45	Courtney Preis 11:00-11:45 The Zicas 12:00-12:45
1:00-2:00	Big Bad Buffalo 1:00-2:00	Kathrine Terrien 1:00-1:45	Mackenzie 1 Wrape 1:15-2:00	Finger Cowgirl & The Silver Spurs 1:00-2:00			The Shenanigans 1:15-2:15	Gabriela & La Buena Onda 1:00-1:45 Shawn Rohlf & The 7th
2:30-3:30	Buddy Banter 2:30-3:30	Sophia Bacino 2:00-2:45 Christie Huff 3:00-3:45	Lauren Ruth Ward 2:15-3:00 Katie Tuck 3:00-3:45	The Bonneville Wheels 2:30-3:30	Shelle Belle 2:45-3:45	7 Seal Dub 2:30-3:15	Steve Poltz 2:45-3:45	Day Buskers 2:00-2:45 Rob Deez 3:00-3:45
4:00-5:00	The New Kinetics 4:00-5:00	Kennady Tracy 4:00-4:45	Julian Moon 4:15-5:00 The Blondies	"The Stray Cat" Lee Rocker 4:00-5:15	Brothers of Praise Phase II 4:15-5:15	Mokoto 3:45-4:45	The Liquorsmiths 4:15-5:15	Gregory Page 4:00-4:45 Jeff Berkley
5:30-6:30	Low Volts 5:30-6:30	5:00-5:45  Caroline Corn 6:00-6:45	5:15-6:00 Ramekega 6:15-7:00	Sara Petite & The Sugar Daddys 5:45-6:45	The Lady Star Blues Band 5:45-6:45	The Routine 5:15-6:15	Bass Clef Experiment 5:45-6:45	5:00-5:45
7:00-8:00	The Creepy Creeps 7:00-8:15	Caitlin Evanson 7:00-7:45 Roni Lee	Rachael Sage 7:15-8:00	The Sleepwalkers 7:15-8:15	Blue Largo 7:15-8:15	The Wailing Souls 6:45-8:15	Kitten With A Whip 7:15-8:15	
8:30-9:30	Wild Wild Wets 8:45-9:45	8:00-8:45  Travis Larson Band	Raelee Nikole 8:15-9:00 Nick Crook 9:15-10:00	Gino & The Lone Gunman 8:45-9:45	Kid Ramos & The 44's 8:45-10:00	Surefire Soul Ensemble 8:45-10:00	The Slashes 8:45-9:45	
9:30-10:30		9:00-9:45						

#### **Street Fair Craft Beer Taste**

Saturday, Sept. 26th from 12-4 PM only at Felton & Adams (parking lot across the street from the Starbucks Stage) Includes 12 (4) oz tastes for only \$25! Limited capacity.











absoluTion















#### **Brewers featured in the** full pour beer gardens

**Located at the intersections of Hawley** Blvd, 34th St., 33rd St, and the Normal **Heights Community Center** 























Lestat's Coffee House
Lestat's West Music Venue
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### Sunday, September 27th, 2015 Schedule

Casbah **Adams** Rock @ Park Java **Hawley LeStat's Starbuck's 34th Dimilles** 11:00-12:00 Sven-Erik Seaholm 12:00-12:45 asey Hensley **Soft Lions** 12:00-1:00 **Carpenter 12:15-1:00** 12:00-1:00 Tim Connolly Gramaphone Gregory Phil Villalobos 1:00-2:00 22 Kings **Birdy Bardot** 1:00-1:45 1:30-2:15 1:15-2:15 1:15-2:15 2:00-3:00 Nina Francis Gabriela & La Buena Onda SM Familia 2:00-2:45 2:15-3:00 2:00-2:45 W. Haynes & Change Creature & The Woods 2:45-3:45 **Alaina Blair** Mr. Gregory Page 2:45-3:45 3:00-4:00 **Rob Deez** 3:15-4:00 3:00-4:00 3:00-3:45 Kathrine Terrien 4:00-5:00 The Downs Family 4:15-5:15 Podunk Nowhere 4:30-5:30 Jeff Berkley 4:15-5:15 Jesus The Rugburns 5:45-7:00 **5:00-7:00** 5:00-5:45 Tori Roze & The Hot Mess 5:15-6:00 **Quel Bordel** The Bayou Brothers Bad Penny & The Pistols 6:00-7:00

Performances subject to change. More info available at www.adamsavenuestfair.com

5:45-7:00

#### **Family Hospitality Area**

**Brought to you by Normal Heights United Methodist Church** 

- Safe play space for toddlers to get out of strollers and carriers and wiggle about
- Diapers, wipes, and a clean area to change your baby
- Couches and comfortable seating to nurse/feed your baby
- Bathrooms for people with special needs
- Cool space to escape the heat
- Open from 10-7 PM Saturday & Sunday at the Normal Heights United Methodist Church, 4650 Mansfield St.



Special Thanks to our radio sponsors:





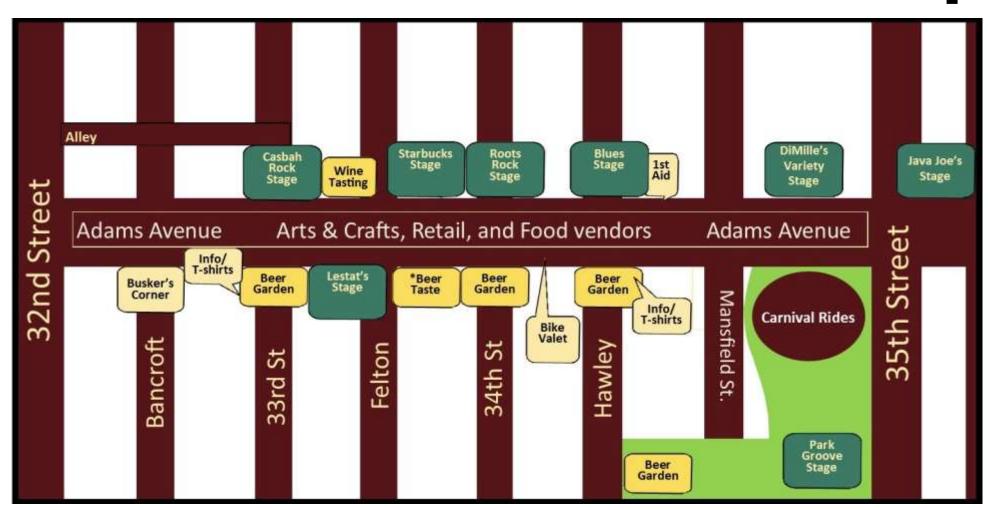






7:00-7:45

### 2015 Adams Avenue Street Fair Map







### BREWED IN NORMAL HEIGHTS AT BLIND LADY ALE HOUSE

### Home Start Thrift Boutique



An AMAZING arrangement of stylish clothing, beautiful housewares, vintage items, old school vinyl, gorgeous jewelry, and much more.

Open:Tuesday - Saturday 11am - 6pm

regular priced items
with this coupon.
One coupon per customer.
No further discounts apply.



Sunday, Sept. 27th Special Street Fair hours are from 12:00 Noon—4:00 PM.

Shop & Support San Diego Families!

3611 Adams Avenue, across from Vons | (619) 906-5996 | home-start.org



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San Diego is the perfect place to do business, and the best city to launch a start-up. Whether you are starting or expanding your business, the City of San Diego has the tools, resources, incentives, network, and business-friendly climate to support your business needs.

The City of San Diego's Economic Development Department is ready to assist if you are seeking:

- · Start-up assistance
- · Opportunities to grow your business
- · Funding solutions
- · Technical assistance
- · Business incentives
- · Relocation of your business
- · Gap Financing
- Storefront Improvement Design Assistance and Incentives
- Referrals to Partner Agencies and Resources

Discover the advantages of operating a business in a world-class city that offers a dynamic and innovative economy, diverse and cutting-edge industry sectors, highly-skilled workforce, and a supportive ecosystem to launch and grow your business.

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### MONDAY 11/2 • 8PM

KARL DENSON

TINY UNIVERSE

featuring IVAN NEVILLE

w/ REBECCA JADE & THE COLD FACT FRIDAY 10/2 • 9PM

JEFF DANIELS

AND THE

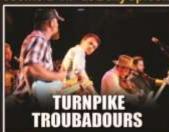
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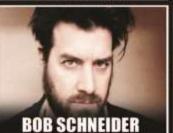
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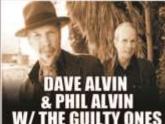
MONDAY 10/5 · 8PM



w/ Mike & the Moonpies THURSDAY 10/8 • 8PM



w/ Cleopatra Degher FRIDAY 11/6 • 9PM



w/ Dead Rock West THURSDAY 11/12 • 8PM



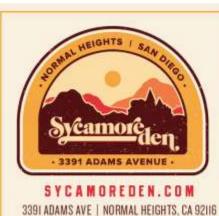
peoper. The Javhawks Shawn Mullins. World Party, Donvavon Frankenreiter, The Rugburns, J Boog, Cowboy Junkies, Rusted RootThird World, Paul Cannon Band, Mattson 2. Pato Banton + many more!

DOWNLOAD LIVE



City of San Diego Economic Development Department

1200 Third Avenue, 14th Floor, San Diego, California 92101 P. (619) 236-6700 | F: (619) 533-3219 | E: sdbusiness@sandlego.gov | www.sandlego.gov/brc







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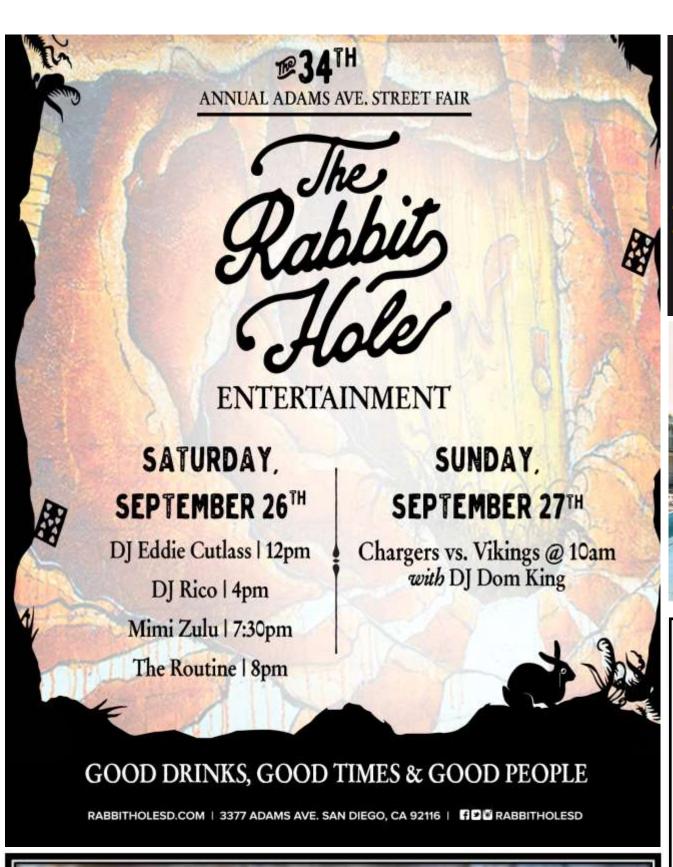


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