

# 🌶️ FAQs: Your Guide to North Park Salsa Fest 2025 🌶️

 **Saturday, May 3, 2025** |  **11:30 AM–5:00 PM**

 **North Park Mini Park | 3812 29th St, San Diego, CA**

[NorthParkSalsaFest.com](http://NorthParkSalsaFest.com)

## ☰ General Info

### ● Is Salsa Fest free to attend?

- Yes! General admission is **free** and open to the public!
- Salsa Tasting Tickets: \$20
  - To participate in the salsa tasting, a ticket is required.
  - If you haven't already bought one, tickets can be purchased at the door or in advance: [Buy Tickets Here](#)

### ● What's included with a Salsa Tasting ticket?

- A ticket includes a tasting card, a bag of tortilla chips, a tray for your salsa samples, and an opportunity to vote for your favorite salsa. Salsa samples will be available at the competitor booths.

### ● How does the salsa competition work?

- This year 11 local restaurants will compete in a friendly salsa showdown judged by both the public and a panel of culinary experts.
- You get to vote! We'll have "People's Choice" QR codes posted that link to an online voting platform.
- A "People's Choice" winner will be announced based on your votes, and a Judges' Choice will be selected by our official judges' tasting panel.


### ● What time should I arrive?

- The event runs from 11:30 AM until 5:00 PM. We recommend arriving early to enjoy the full day of activities, including live music, salsa tasting, and family fun!

### ● What can I expect from the event?

- Salsa Tasting Competition featuring 11 local salsa purveyors
- Live Music (Mariachi Internacional, Finnegan Blue, Dads of Jefferson)
- Cold 21+ Beverages
- Food Trucks and Local Vendors
- Kids' Zone Activities
- Raffle with Amazing Prizes

## Food, Drinks, and Family Fun

- **What food and drinks will be available?**
  - In addition to the salsa samples, a variety of food trucks will be onsite with food available for purchase.
  - Craft beer, NA beer, cider & kegged cocktail offerings from 11 local vendors available for ages 21+ with ID.
- **Can I walk around the event with alcohol?**
  - Yes! The entire event is fenced, so once your ID is checked and you receive a wristband, you're free to enjoy your drink anywhere within the event's fenced area.
  - 21+ drink tickets can be purchased at the event for \$8 each (1 ticket = 1 pour/can)
- **Is there anything for kids to do?**
  - Yes! Kids can enjoy free bounce houses, crafts, and games at the event.
  -  Kids' Zone tickets can be purchased for cotton candy, fresh popcorn, and face painting — all available for \$5 each (1 ticket), or 6 tickets for \$25.
  - Kid Zone tickets can be purchased at the event or in advance at this link: [Buy Tickets Here](#)
- **How does the raffle work?**
  - We have amazing raffle prizes, including SeaWorld tickets with a VIP tour, concert tickets, pool passes, spa and restaurant gift cards, gym memberships, and more!
  - Raffle tickets can be purchased at the event for \$1 per ticket, 12 tickets for \$10, or 25 tickets for \$20.
  - Winners will be drawn throughout the event. *You must be present to win.*
- **Can I buy Salsa Fest merchandise?**
  - Yes! T-shirts, sweatshirts, hats, bags, mugs, and more are available [online here!](#)
  - Select items can also be purchased at the event — while supplies last!
- **Who is on the Judging Panel this year?**
  - This year's judging panel brings together some of the most respected voices in the food world! Our judges include:
    - **Mijune Pak** – International food critic and judge on *Top Chef Canada* and *Iron Chef Canada*.

- **Chef Drew Deckman** – Michelin-starred chef and farm-to-table pioneer. Owner of *Deckman's en el Mogor* in Baja and *31ThirtyOne* in North Park.
- **Michael Gardiner** – Author and award-winning food writer for *San Diego CityBeat*, *Edible San Diego*, and *San Diego Magazine*.
- **Anna Belous** (@foodventurewithanna) – Popular San Diego food influencer and content creator.
- **Darryl Gordon** – Culinary expert and San Diego food community figure.
- **W. Scott Koenig** – Author, food and travel journalist specializing in Baja California cuisine (*A Gringo in Mexico*).
- **Peyton Robertson** – Founder of *Bay Bird Inc.*, culinary PR expert and advocate for San Diego's local food scene.
- **YOU!** - You have an opportunity to vote to determine the "People's Choice" winner.

## Logistics and Accessibility

### ● Where do I enter the event?

- There are two entrances to the event, both located at the south corners of North Park Mini Park:
  - North Park Way & Granada Avenue
  - North Park Way & 29th Street
- Look for the ticket check-in stations and signage at either entrance to start enjoying the festivities!

### ● How do I get there and where should I park?

- Salsa Fest takes place at the North Park Mini Park, located at 3812 29th Street, just behind the Observatory Theater in North Park.
- **Public Transit:**
  - Take MTS Routes 2,6,7 or 10 to University and 30th Street - just a short walk from the event.
- **Parking:**
  - A public parking garage is located right next to the event on 29th Street. Rates are just \$1 per hour, with a \$5 daily max - a convenient and affordable option!
  - Street parking is also available throughout the surrounding neighborhood.

### ● What should I bring with me?

- Sunscreen, comfortable shoes, cash/card.

- **Can I bring my pet?**
  - Pets will not be turned away, but are discouraged due to crowds. Service animals are obviously welcome.
- **Are there restrooms at the event?**
  - Yes, portable restrooms and handwashing stations available onsite.
- **What happens if it rains?**
  - Salsa Fest is a rain-or-shine event!
- **Are credit cards and mobile payments accepted?**
  - Yes! We accept Cash, Credit Card, Venmo, and Apple Pay.
- **Is the event wheelchair and stroller accessible?**
  - Yes!

## ♥ Giving Back and Getting Involved

- **Where do Salsa Fest proceeds go?**
  - All proceeds from Salsa Fest directly support educational enrichment programs at Jefferson Elementary School in North Park — including art, dance, gardening, and more.
  - Jefferson is a Title I public school serving a diverse community of learners.
  - Funds are managed by Friends of Jefferson (FOJ), a volunteer-run 501(c)(3) nonprofit foundation dedicated to expanding learning opportunities for all Jefferson students.
  - Learn more → [friendsofjefferson.org](https://friendsofjefferson.org)
- **Can I support the event if I can't attend?**
  - Absolutely! Here are a few great ways to support Salsa Fest and Jefferson Elementary:
    - Make a tax-deductible donation at [friendsofjefferson.org](https://friendsofjefferson.org)
    - Shop Salsa Fest merchandise [here!](#)
    - Spread the word to friends and family!
    - Follow and tag us on social media: [@northparksalsafest](https://twitter.com/northparksalsafest)
- **How can I become a sponsor or volunteer at future events?**
  - Visit [friendsofjefferson.org](https://friendsofjefferson.org) or email us at [friendsofjeffersonnp@gmail.com](mailto:friendsofjeffersonnp@gmail.com)