

# REVITALIZATION ONE PINT AT A TIME

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How Breweries & Distilleries  
Contribute to  
Main Street



Revitalization One Pint at a Time

# INTRODUCTIONS

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# REVITALIZATION ONE PINT AT A TIME

- ✘ Moderator – Dan Bartlett, S.N.O.B.
- ✘ Astoria Brewing Company – Steve Allen, CPA
- ✘ Fort George Brewery – Jack Harris, Owner
- ✘ North Coast Distilling – Larry Cary, Owner



## S.N.O.B

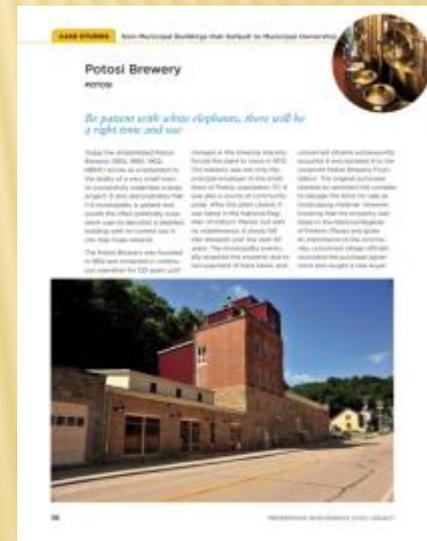
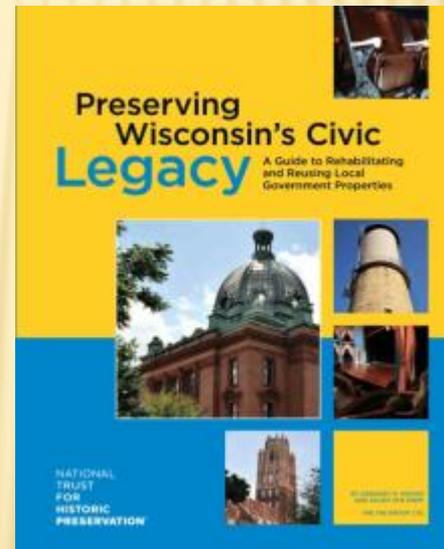
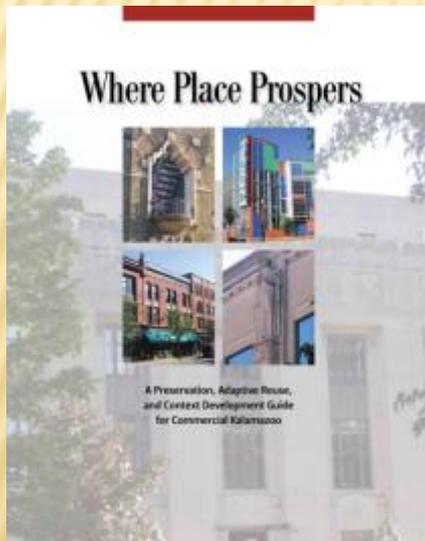
- ✘ Enthusiast members of the Oregon Brewers Guild
- ✘ 'Supporters of Native Oregon Beer' = SNOB.
- ✘ A way for those who really, really love Oregon Craft Beer to support the cause
- ✘ <http://oregoncraftbeer.org/guild/snob/>

# NATIONAL VIEW

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# THE NATION IS DISCOVERING, WHAT WE KNOW

✘ Search: “brew pubs role in revitalization”  
+ 402,000 Results





# MEDIA COVERAGE

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- × **“Craft Brewers Revitalizing the Rust Belt”**  
*Craftbeer.com*
- × ***“6 cities that breweries helped transform”***  
*Katu.com*
- × **“St. Patrick, Charles Dickens and the Role of Beer in Community”**  
*Placemakers.com*
- × **“Craft Breweries Help Transform Cities Across The Country”**  
*<http://www.huffingtonpost.com>*



# SOME BREWPUB OWNERS MAKE IT...

- ✘ **Adapting Historic Buildings into Brewpubs:**
  - + In 1988, the Wynkoop Brewing Company held its grand opening in a renovated warehouse built in 1899
  - + On opening day one customer, when asked what he thought, remarked, "It`s nice, but no one is going to come this far downtown."
- ✘ Today, Wynkoop is recognized as Denver`s neighborhood brewpub and the grandfather of Colorado`s small brewers.

# SOME BREWPUB OWNERS MAKE IT...

- ✘ At the end of 1996 there were six brewpubs in the Wynkoop Home-Owned Breweries family, with Wynkoop owning a majority of five of them.
- ✘ Wynkoop Brewing Company was the recipient of a 1997 National Preservation Honor Award.
  - + <http://www.preservationnation.org/resources/case-studies/preservation-award-winners/adapting-historic-buildings-into-brewpubs.html#.UivX7j-ZZgc>
- ✘ Wynkoop Brewing Company was founded in 1988 by a group of young entrepreneurs and urban pioneers led by former Denver mayor and current Governor of Colorado, John Hickenlooper.

**OREGON**

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# OREGON IS AMONG THE NATION'S LEADERS



## Capita Per Craft Brewery 2012

Capita/ Craft Brewery Rank	State	Total Craft Breweries	Capita/ Craft Brewery
1	Vermont	25	25,030
2	Oregon	140	27,365
3	Montana	36	27,484
4	Alaska	22	32,283
5	Colorado	151	33,306
6	Maine	37	35,902
7	Wyoming	15	37,575
8	Washington	158	42,560
9	Idaho	29	54,055
10	Wisconsin	83	68,518
11	New Hampshire	19	69,288
12	New Mexico	27	76,266
13	Michigan	122	81,013
14	Iowa	33	92,314
15	Nebraska	19	96,123
16	Delaware	9	99,770
17	District of Columbia	6	100,287
18	Minnesota	47	112,849
19	South Dakota	7	116,311
20	California	316	117,892



# ECONOMIC IMPACT IN OREGON

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- ✘ Oregon's brewing companies employ **6,400 full and part-time** employees-up **900 jobs** over 2011.
- ✘ There are currently **137 brewing companies**, operating 175 brewing facilities in **59** cities in Oregon.
- ✘ Total economic impact from the beer industry is **\$2.83 billion** for Oregon's economy + employs **29,000 people**.

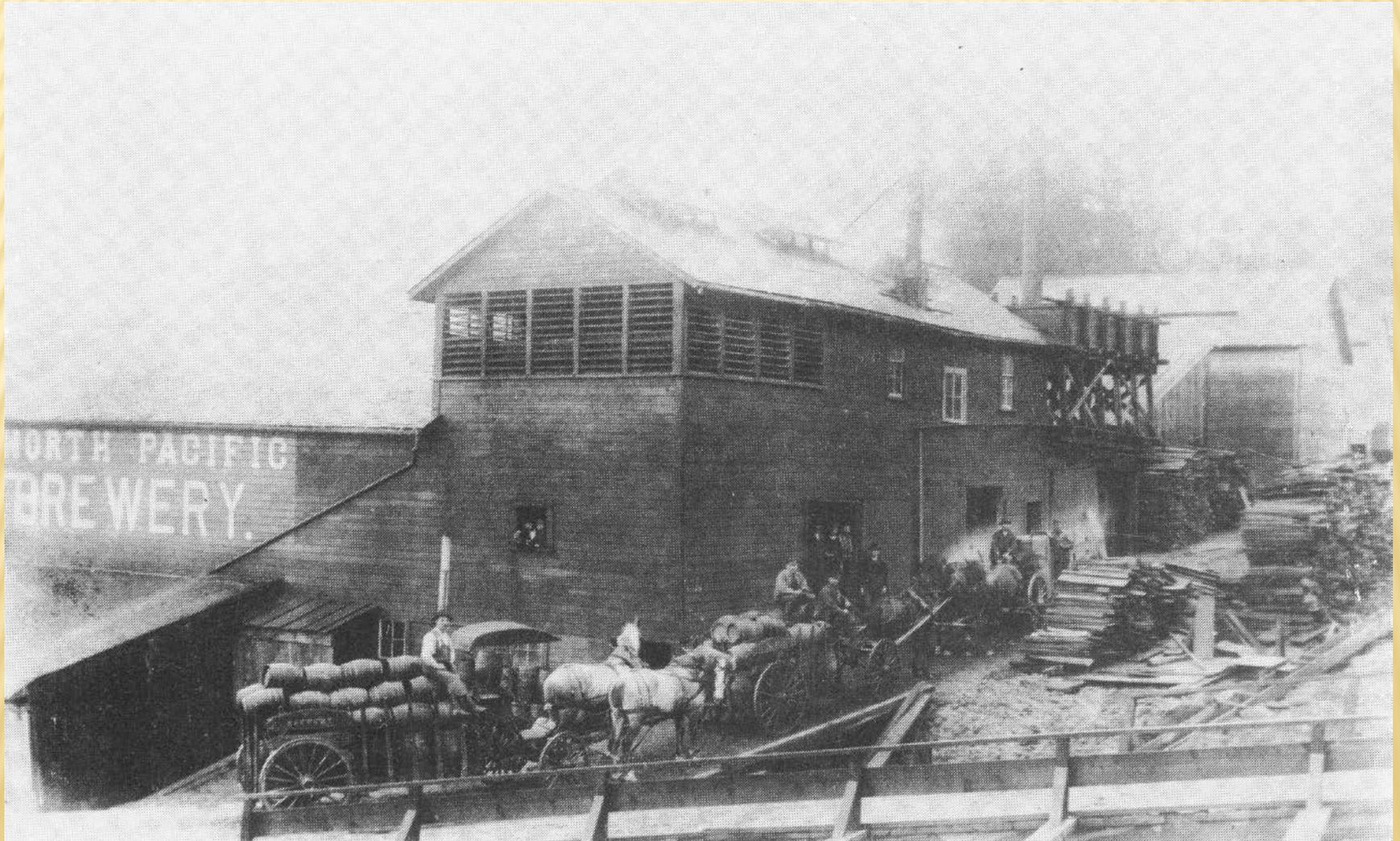
# ECONOMIC IMPACT IN OREGON

- ✘ Oregon's brewers 2012 production was up **11%** over 2011
- ✘ It's estimated that **47% Percent of all draft beer consumed in Oregon is brewed in Oregon.**
- ✘ There are currently 51 breweries in Portland, 69 in the Portland metro area, 15 in Bend and 10 in Eugene.
- ✘ **Portland currently has the most breweries of any city in the world. Hood River has 4 breweries** in its city limits and 5 that have a Hood River address, if there's another city in the world that has at least 4 breweries and more per capita — drop us a line and let us know.

**ASTORIA**

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# PRE-PROHIBITION



# ASTORIA BREWERIES

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- ✘ Astoria Brewery – 1872
- ✘ Columbia Brewery – 1875
- ✘ 1879, Astoria had 14 salmon canneries, two sawmills, two breweries, one tannery, three volunteer fire companies, and 125 shops, including stores and saloons.
- ✘ North Pacific Brewery – 1884
- ✘ St. Louis Brewery - 1888



# ASTORIA BREWERIES

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- ✘ New North Pacific Brewery – 1896
  - + For the 1903 Astoria Regatta, the North Pacific Brewery put a special "Regatta Beer" on the market.
  - + In 1908, the brewery marketed an early version of "near beer", a non-alcoholic beer called "maltona"
  - + 1911 - employed 20 to 25 men.
  - + Prohibition closed brewery operations in 1915.
  - + Brewery Became Fire Station in 1928.

(From: Early Astoria Breweries,, by Evelyn G. Hankel)

# WEINHARD IN ASTORIA



Weinhard Astoria Hotel, Astoria, Or.

# WEINHARD IN ASTORIA



# PACIFIC NORTHWEST BREW CUP



September 27, 28 & 29

# REVITALIZATION ONE PINT AT A TIME

- ✘ Astoria Brewing Company – 1997
- ✘ Fort George Brewery – 2007
- ✘ North Coast Distilling – 2013 (dram at a time)

# DUPLICATING THE SUCCESS

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- × PROJECT HISTORY
- × KEY SUCCESSES
- × KEY FUNDING SOURCES
- × LESSONS LEARNED

Steve Allen, CPA

**ASTORIA BREWING COMPANY –**

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# WET DOG CAFÉ – ASTORIA BREWING COMPANY



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# ASTORIA BREWING COMPANY



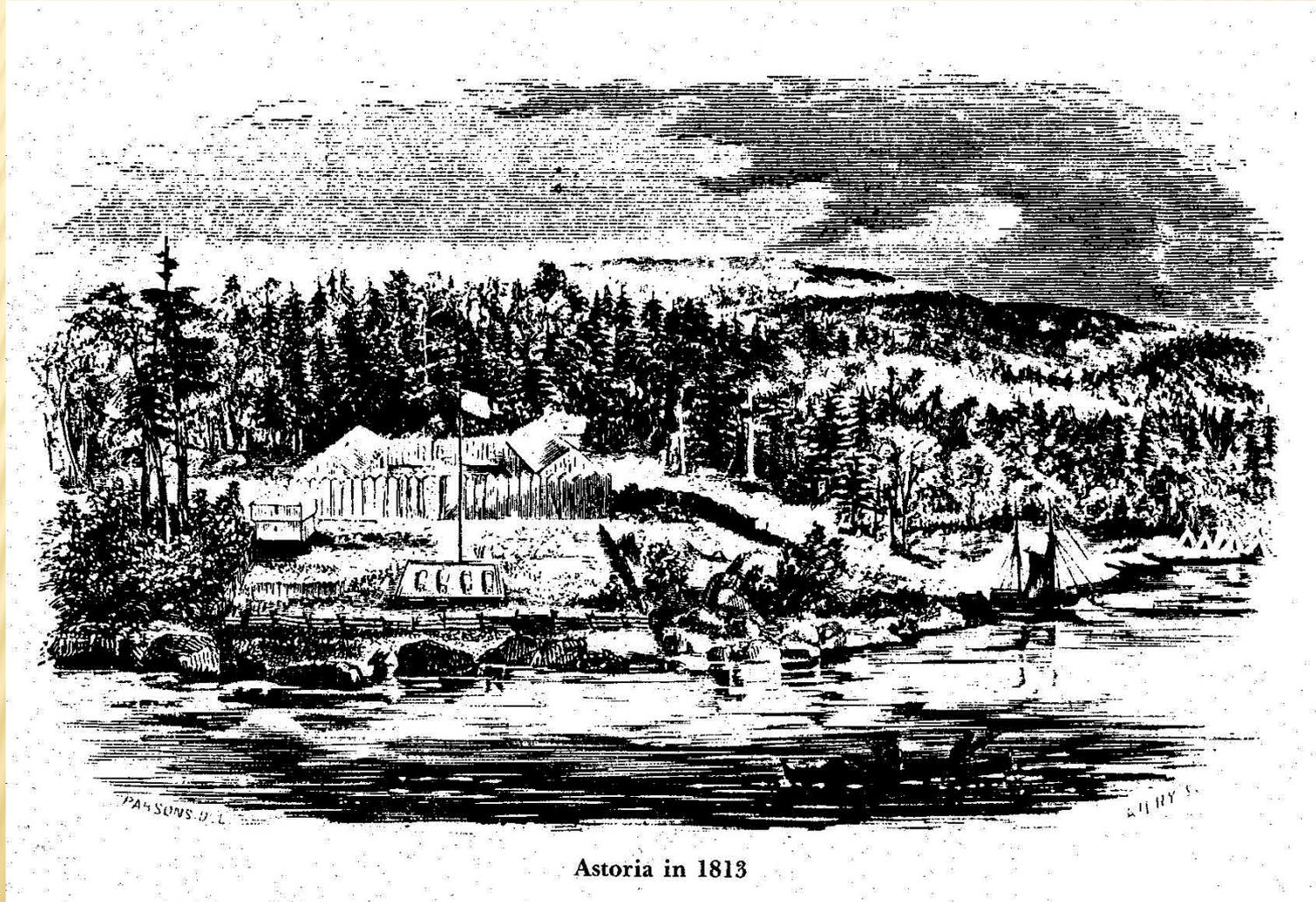
**QUESTIONS**

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# WET DOG CAFÉ – ASTORIA BREWING COMPANY



# OLDEST AMERICAN COMMUNITY WEST OF ROCKIES



Astoria in 1813

# ASTORIA TO FORT GEORGE

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- ✘ The contract for the sale of the possessions of the Pacific Fur; Company at Astoria and in the interior country to the Northwest Company was made on October 16, 1813. The transfer may not have been actually consummated until the 23rd of this month. The British ship of war that had been momentarily expected did not arrive until November 30



# ASTORIA TO FORT GEORGE

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- × "[H]aving distributed firearms to the servants of the Company, we mounted a platform where a flagpole had been erected. There the Captain took a British flag that he had brought for the purpose and raised in to the top of the staff; taking a bottle of Madeira, he smashed it against the pole, proclaiming in a loud voice that he took possession of the establishment and the country in the name of His Britannic Majesty and named it **Fort George**" (Franchere, 133).

- + HistoryLink Essay\_During the War of 1812, Captain William Black claims possession of the Columbia River drainage for Great Britain on December 13, 1813

# ASTORIA TO FORT GEORGE

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- ✘ The disappointed captain, could he have foreseen the future, would not have felt ashamed of this day of small things. He had done what no British sailor had ever done before — in taking possession of this fort he had saved an empire to his country." — Editor Quarterly.

Jack Harris, Owner/Brewer

**FORT GEORGE**

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# FORT GEORGE



# FORT GEORGE



# FORT GEORGE



# FORT GEORGE



# FORT GEORGE



# FORT GEORGE



# FORT GEORGE



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# FORT GEORGE



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# FORT GEORGE





# FORT GEORGE



**QUESTIONS**

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Larry Cary, Owner

**NORTH COAST DISTILLING**

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# NORTH COAST DISTILLING



# NORTH COAST DISTILLING



# NORTH COAST DISTILLING



**QUESTIONS**

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# AND MORE...

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- ✘ Under Construction
  - + River Barrel Brewing
- ✘ ??? Distillery

# THANK YOU !

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- ✘ Join us for a tour of North Coast Distillery
- ✘ Then, lunch at:
  - + Wet Dog Café – Astoria Brewing Company
  - + Fort George
- ✘ No-Host