

Case Studies in Brewery Attraction

Or,

“What We’ve Learned Over a Few Beers”

Ryan Moore, Director
Athens-Clarke County Economic Development
Department



2002



2014 2015



201?



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THE **DIRTY LITTLE SECRET** ABOUT GEORGIA'S LEGAL STRUCTURE...



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Small Town Breweries

Positives:

Engaged
Passionate
Philanthropic
Collaborative
Loyal

Negatives:

Lack experience
Hand holding
Lack capital



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Lessons Learned

- Not just a brewery, but a tourism/event destination with a production and warehousing component
- Planning and zoning implications
- Other States want our secret sauce



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Lessons Learned

- All hands on deck
- Good beer maker \neq good business owner
- Philanthropic culture of millennials/beer guys



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Lessons Learned

- Have beer will travel and it's a family affair
- University connection
- Support does not have to be monetary – big advocates, big audience



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The Future of Brewing

- In 2015
 - Over 4,000 craft breweries
 - Breweries opening at a pace of one per day
 - Craft brew grew to 11% market share in US
- Notable acquisitions:
 - 2011 AB buys Goose Island
 - 2016 Miller Coors' Tenth and Blake buys Terrapin Beer Company



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