



*A Dynamic Economic Vision for  
Utica, the Mohawk Valley and  
all of Upstate New York*

# A GRAND VISION & IMPACT



*A world-class museum and center celebrating the history, craftsmanship and entrepreneurship of craft beer (and related products) in America and throughout the globe. An international destination. A high-design building and environment. A place that combines exhibition, education and on-site, real-world innovation and start-up incubation.*

To be located in Utica – a nationally-recognized leader in the craft beer movement, dating to the 19th century. The project itself: an anchor to a new entertainment district in the city. Strategic location to other attractions in Capital Region, Central New York and Adirondacks.



\* Comp concept rendering

*A world-class center that reaches beyond regional footprint -- an attraction of national and international stature.*



# AT A GLANCE



## KEY COMPONENTS

Exhibition Hall and Education Offering  
Innovation Center and Incubator  
Artisan/Maker Marketplace  
Beer Garden Restaurant  
Events and Tourism Focus

## THE BUILDING

100,000sf of building and outdoor spaces

## TOTAL INVESTMENT » \$85mm

Total of \$85mm for Building, Ongoing Operating/Programmatic Endowment,  
Innovation Fund and Marketing/Event Fund

## ECONOMIC IMPACT

Projected 500,000 annual visitors

100 FTE Museum, Center, and Restaurant positions

75+ annual PT seasonal positions

50+ Innovation jobs annually -- 500+ over 10 years

250 construction jobs

Annual regional economic impact of \$75mm+ annually --  
nearly \$1 billion over 10 years



# DISTINCTLY AMERICAN

- A CORNERSTONE OF -  
CULTURE, CRAFT & COMMERCE



*“Beer, if drunk in moderation,  
softens the temper, cheers the  
spirit and promotes health.”*

THOMAS JEFFERSON

*“Well, I never met a beer I didn’t drink.  
And down it goes.”*

NORM PETERSON, CHEERS



*“We drink all we can. The rest we sell.”*

UTICA CLUB BREWERY, 1965



*“Here’s to a long life and a merry one.  
A quick death and an easy one.  
A pretty girl and an honest one.  
A cold beer and another one!”*

ANCIENT IRISH TOAST

# MUSEUM



Approximately 70,000sf of the space dedicated to permanent and rotating exhibits and events, related to the craft beer industry – its history, products, culture, art, personalities, entrepreneurship, consumer impact and production.

The Museum will be curated to communicate a national and international story of craft beer and related products and industries. Beyond, it will articulate the unique history of Upstate New York in the growth of the industry – historically, the area was a global leader in beer production and offers an inspiring chapter.

Hands-on activities – nano-brewing on-site (no large-scale production), tastings, custom bottling and the like.

Will feature a dynamic, authentic Beer Garden restaurant of indoor/outdoor space (another 6,000sf indoor and 2,000sf outdoors) and Retail Gift Shop. Operated by third-party in concession/partnership arrangement.

Adjacent outdoor plaza and garden space – hops grown on-site and harvest items that would be featured in production (pumpkin, apples, peaches and others.)

Synergies and flexibility to future offerings at the Museum – can add exhibits related to spirits, ciders, farm-to-table, sports, technology and more that are all related to the base brand and positioning of the facility.

Will target blue-chip exhibit, art and marketing relationship – the Smithsonian and National Museum for American History offer strategic alliances to execute top-flight exhibitions and broaden promotion and attendance.

The Museum will be established as a non-profit with the support of public and private sector leadership. A \$10mm Programmatic and Operating Endowment will provide a strong, futuristic foundation to secure its operations and offerings.



# INNOVATION CENTER & INCUBATOR



Approximately 10,000sf of the space dedicated to the growth of start-ups in the craft beer, spirits and related industries.

Will provide about eight company spaces of approximately 1,000sf each, plus common areas.

Cornerstone of a new, robust community of entrepreneurs, dreamers and innovators in CNY, with a particular eye on growth beyond the region.

Shall build a program for young people, veterans, and farmers to expand positive impact thru new businesses, community engagement and events.

Plans include a \$10mm Innovation Fund that will provide seed/venture capital and micro-lending to startups in and around the craft beer space. This effort will be coordinated by Museum leadership and a range of state and regional public and private stakeholders (ESD, SUNY, Cornell and others).





# VISITOR DESTINATION & EVENT PLATFORM



Positioned as best-in-class, first-mover and global authority in the craft beer industry and movement, with regional, national and international stature.

Facility will be featured in national and international media, advertising and activities – geared toward a wide footprint of visitors from throughout the globe. Strong piggy-back potential, with Cooperstown, Adirondacks, Finger Lakes and others. Partnering with ILoveNY, the operational team will have particular focus on groups, team building, international travel and hands-on experiences, working closely with regional tourism and hospitality organizations.

Approximately 5,000sf Meeting Center, offers dedicated, professional space for meetings, seminars, community activities and events.

The building itself will be developed with multiple event locations, inside and out, to drive traffic and ancillary revenue.



## A GLOBAL HOME FOR EVENTS ACTIVITIES DRIVE VISITATION & PROFILE

*BrewBQ food fair*

*Worldwide Gold Medal awards for tastings*

*Hall of Fame component with annual inductees*

*Start-up Weekend*

*Oktoberfest*

*USA vs Europe annual competition*

*Winter Ale Expo*

*Keg-Tapping Parade*

*Brewer's Fantasy Camp*

*Cooking School*



# ARTISAN MAKER MARKETPLACE



Approximately 8,000sf dedicated to showcasing unique New York State artisans, whose products are related to the craft beer industry. These might include: Printing, Glass-Blowing, Barrels/Kegs, Bottle Caps, Retail Apparel, Leather and Metal Accessories and Gifts and the like.

A rotating set of offerings – artisans have work/sell spaces of for approximately one year, demonstrating their art/craft and marketing/selling it to visitors to the facility. (A daily “Farmer’s Market” for artisans.)

About 8-10 work/sell spaces of 800sf each.

Will include a partnership with TasteNY to feature regional foods, beverages and ag products.

Users are curated from emerging, special offerings in the Upstate New York area and placed on their quality, distinction and growth potential to expand into the community and region.







A NATURAL HOME  
**UTICA**



It is not a stretch to call Utica and Central New York one of the cradles of the American craft beer movement -- with a legacy well into its second century of products, people and places.

Utica has always been the home to the legendary F.X. Matt brewery. It remains today a global granddaddy of brewing and specialty products. Over the years, Utica has been the home to over a dozen different beer companies and a cottage industry of soft drink, bottling and related businesses. Today, it is a center for new innovators in brewing and distilling.

Prior to an early 20th century crop disease and Prohibition, the Central New York region was the continent's largest production center for hops. As the gateway to the Adirondacks, it had easy access to water and ice. And, the Erie Canal and railroad network of the northeast offered transportation and distribution of beer and spirits throughout a growing and thirsty nation.

Utica and New York State have embraced craft beer and its impact on commerce and culture. The American Craft Beer Museum and Innovation Center offers an interesting glance back in time and, a profound look ahead -- from its logical and inspired hometown.



## LEVERAGING AN EXISTING FOUNDATION



### STATE BEER & FOOD INITIATIVES

Museum provides a centerpiece – of national stature and draw – to complement Cuomo Administration’s successful statewide and regional programs.



### UTICA'S FORWARD PROGRESS

Museum will anchor and trigger new redevelopment initiatives, placemaking and investment, building on recent successes.



### HIGHER EDUCATION RESOURCES AND REACH

The Museum’s Innovation Center and Incubator focus will work hand-in-glove with Mohawk Valley CC, SUNY programs and other education and training efforts in this space.



### EXPANDING REGIONAL TOURISM FOOTPRINT

The Museum’s unique national and international positioning will help drive new attention to the region, creating new opportunities for existing tourism assets throughout the Mohawk Valley and Central New York.

# A SUCCESS TRAIL TO FOLLOW



## CRAFT BEER A TOURISM MAGNET

"How Beer Saved Bend (Oregon)" is how the New York Times describes the extraordinary impact of this city of 80,000. It has been called a cross between Napa and Silicon Valley for its ever-expanding craft beverage foundation and universe of related spin-offs.



## HARLEY DAVIDSON ICON AS MUSEUM EXPERIENCE

Milwaukee's Harley-Davidson museum was a public-private brownfield redevelopment that is driving a new tourism culture in that city. And proof that American icons can be powerful visitor tools. The investment (\$66mm) and size (100,000sf) are similar to plans in Utica.



## ARTISANS & MUSEUM IN NORTH ADAMS

The development of Mass MOCA (Museum of Contemporary Art) in North Adams, MA has been called "manifest and dramatic." The arrival of this world-class museum has shown seismic, positive impacts in the former mill town's retail occupancy, downtown housing investment and ancillary tourism investments.

# A SENSIBLE INVESTMENT



|  |               |
|--|---------------|
| <b>TOTAL INVESTMENT</b>  | <b>\$80MM</b> |
| <b>BUILDING:</b><br>100,000 SF @ \$600 PSF Turnkey<br>Over 30 months                   | <b>\$60MM</b> |
| <b>ONGOING PROGRAMMING &amp; OPERATION ENDOWMENT</b><br>Over 3-5 years                 | <b>\$10MM</b> |
| <b>INNOVATION FUND</b><br>Venture Capital and Micro-lending<br>Over 3 years            | <b>\$10MM</b> |
| <b>MARKETING / EVENT FUND</b><br>International and National Outreach<br>Over 3-5 years | <b>\$5MM</b>  |