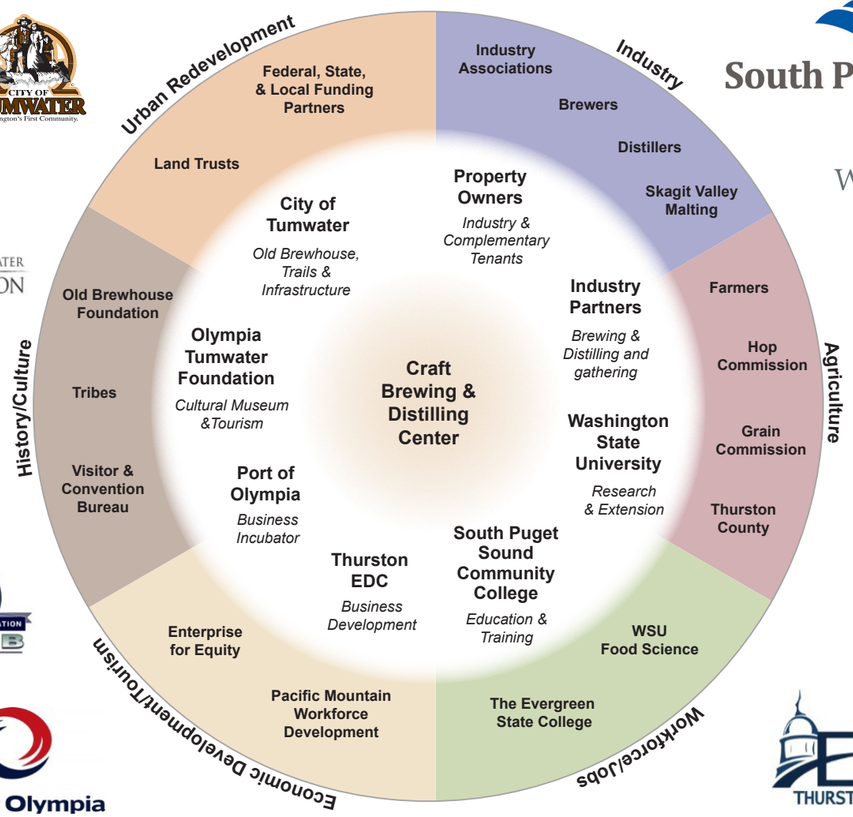
Partnerships are key to this "Center of Excellence"

The organizational "wheel" below illustrates a concept for developing and operating the Craft Brewing & Distilling Center. The concept relies on a diverse team of cooperating partners that bring their resources and needs to the center. The provenance and history of the Tumwater brewing site united with the stability of partnerships will create a strong enterprise. The new Craft Brewing & Distilling Center can leverage all of this potential into a regional workforce, agricultural, and an industrial gathering place. Many potential partners have contributed to the evolution of the Center concept, including South Puget Sound Community College, the WSU Food Science Department, Thurston Economic Development Council, the Port of Olympia, and Washington State Community Economic Revitalization Board.



www.ci.tumwater.wa.us/brewery

More information

- Market Study
- Environmental Impact Statement
- Brewery District Plan, Design Guidelines, and Zoning
- Tumwater Brewery Site Study
- Craft Brewing & Distilling Center Study

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Brewery Redevelopment

Tumwater, WA | 2016

The City of Tumwater has been defined by the presence of the Olympia Brewery site for over a century. The site is located in the heart of Tumwater, adjacent to the Deschutes River, and with signature visibility from Interstate 5. It's just one mile south of the Washington State Capitol. Unique to the brewery site are several rich layers of culture and history with nearly one million square feet of industrial space available for reuse. The brewery closed in 2003 and presents challenges for redevelopment. The site also presents opportunities for historic preservation, cultural endowment, environmental sensitivity and mitigation, riparian restoration, recreational opportunities, and economic development.

Preserving the iconic Old Brewhouse

Revitalizing this community asset is a community priority. Partners are working with the property owner to preserve Tumwater's Old Brewhouse. A study completed in 2015 explored public investment options and provided costs for temporary protection and long-term rehabilitation. The cost to preserve the structure for future generations is $6 million.

Today, the Old Brewhouse (located on the Historic Site) stands as Tumwater's most important architectural landmark. This property was placed on the National Register of Historic Places in 1978. Built in 1906 for gravity brewing, the Schmidt family produced Olympia Beer here until prohibition in 1916. It is a symbol of the crucial role the Schmidt family and Olympia Brewing Company played in the history of our community, and the last reminder of the flourishing riverside industries that once formed the heart of Tumwater.

- *— Preserving the iconic Old Brewhouse*
- *— Convening partners to build the Craft Brewing & Distilling Center*
  - *Workforce development & job creation*
  - *Expand craft beverage industry*
  - *Value added agriculture*
  - *Economic development & tourism*
  - *A destination to honor history & culture*
- *— Infrastructure planning and investment*
  - *E Street Extension*
  - *Deschutes Valley Trail system*
  - *Deschutes Watershed Center*

Craft Brewing & Distilling Center

The City is working with a team of partners to incentivize redevelopment of the brewery site and build on the historic brand. The Craft Brewing and Distilling Center would be a "Center of Excellence" for the rapidly growing brewing and distilling industries in Washington. There are 256 craft breweries in Washington; an industry that has grown by 17.6% in 2014 and represents a $19.6 billion economic impact according to the Brewers Association. Craft distilleries, which have only been allowed since 2008, now number over 89 with applications pending for a dozen more.

The Center of Excellence would have a regional focus to facilitate craft brewing and distilling activities, extend industry research, education, workforce training, and public information. Such a facility would serve as an incubator for small brewers and distillers and provide public amenities such as a museum, river walk, trail connections, and preservation of the iconic and historic Old Brewhouse.

Workforce development & job creation

The Center of Excellence would include an education component being developed now by South Puget Sound Community College as a certificate program that could easily evolve into a two- or four-year program focused on workforce development to support the growing industry. Our studies indicate the Center could play a similar role in growing the craft brewing and distilling industry as the enology and viticulture program at Walla Walla Community College has had in the flourishing Washington wine industry.

IPZ | Washington State Innovation Partnership Zones

Washington State Department of Commerce designated a Craft Brewing & Distilling Innovation Partnership Zone (IPZ). This partnership was developed to advance craft brewing, distilling, and cider making in the region. It is strong on education and workforce development, entrepreneurship, industry, research, and public partners to accelerate economic advancement and innovation. Spearheaded by the Thurston Economic Development Council and Center for Business Innovation, plus South Puget Sound Community College, School of Food Science at Washington State University/University of Idaho, City of Tumwater and a platform of local brewers, cider makers, and distillers. The application was supported by the cities of Olympia and Lacey, and the Port of Olympia.

The Center of Excellence is based in industry. That's what makes it unique. Programs are developed around customized industry needs focused on teaching the art of brewing and distilling and more importantly, the business behind it.

662 jobs created

A small portion of the project is expected to add 662 jobs *(for 30,000 sq. ft. academic component, plus 55,000 sq. ft. of business incubators, museum/gift shop, brew pub, restaurant, craft brewery and distillery, and office expansion).*

Expand craft beverage industry

Working with economic development agencies and the Port of Olympia, the Center will include brewing and distilling incubators along with private breweries, distilleries, and restaurants that would take advantage of the proximate workforce and support the interaction between training and industry. The Center would be a major gathering place for industry organizations of brewers and distillers, and agriculture interests involved in the State's specialty barley, grains, and hops industries. Collaborative strategies would focus on market expansion for products, while holding "Excellence" as the standard.

"As a professional distiller and the proprietor of a single malt whiskey distillery in Seattle, I've experienced first-hand the challenges in acquiring the necessary knowledge to improve my work; I had to leave the country to get that education. In my opinion, the Craft Brewing and Distilling Center has the potential to not only service the thriving brewing and distilling communities in the Pacific Northwest who wish to push themselves to the next level, but provide educational opportunities that rival or even exceed the caliber of the existing global programs."

—Matt Hofmann, Master Distiller, Westland Distillery

Value added agriculture

The craft beverage movement builds demand for agricultural products grown in Washington State. The Center would bring the two ends of the supply chain together to expand opportunities for both. It would convene farmers and small scale growers to align specialized interests for marketing, education, and collaboration on the product side. Then connect that supply chain to build associations of brewers, distillers, and maltsters to develop and expand markets for Washington's specialty agriculture products. This would ultimately provide a sustainable operations funding source for the Center to be supported by the industries that receive its benefit. The funding structure could emulate the new WSU Wine Science Center in Richland which is a partnership of academic, research, industry, and economic development partners.

Compliments of Sylvia Kantor, WSU

Economic development & tourism

The brewery site presents opportunity to reestablish the brewery as an economic driver. The Center would be the hub of the craft beverage industry and a place for the general public and tourists to visit and grow awareness of the industry and the value of the crops that go into craft beverages products. The stunning natural beauty of the falls, river walk, trails, and the nexus with Capitol Lake and Puget Sound provide endless recreation opportunities. These assets coupled with great visibility and access to land, rail, air, and water transportation make the Craft Brewing and Distilling Center a perfect Pacific Northwest attraction. The Deschutes Watershed Center and the Tumwater Falls site adds to the story of the salmon, the water, and the native people that gathered at the river for centuries.

A destination to honor history & culture

The Center will be a hub of excellence to showcase Washington State's brewing legacy. It will be a testament to a new era of craft brewing, craft distilling, and cider making with education, research, commercial brewing and distilling, museum(s), and incubation space to grow the industry.

- Brewery with brewpub and tasting rooms
- Distillery with tasting rooms
- Restaurant and brewpub
- Teaching/learning kitchen
- Museum/Cultural Center
- Brewing, distilling, wine and food gift shop featuring Washington State beverages and products, glassware, themed souvenirs, and brewing history memorabilia
- Brewing/distilling industry testing laboratory
- Demonstration garden featuring brewing and distilling ingredients such as barley, wheat, corn, apples, hops, oak trees, bees and aromatic plants
- Fermentation laboratory
- Office space for brewing and distilling industry and related associations
- Consumer education classrooms and displays
- Home brewing classroom
- Brewing or distilling industry museum
- Outdoor entertainment area for musical or theater performances
- Gathering, reception, and convening space
- Farmers market
- Student study/flex space
- Cider making classes

Compliments of OBEE Credit Union