

## Overtime Brewing Inc. Timeline

- May 14th 2015 – Secured the building with a one year lease.
- June 30<sup>th</sup>, 2015- Submitted all required drawings/water usage and paid fee to Planning Dept. of \$1800.00
- August 26<sup>th</sup>, 2015- Use permit granted by Planning Commission
- September through December- Construction plans created, including plumbing and electrical modifications. Equipment suitable for planned brewing capacity sourced and purchased.
- November 2015- Notified by Building Dept. of required fire suppression system including installation of 4" water line
- December 28<sup>th</sup> 2015- Building permit fee was paid to the City of Fort Bragg in the amount of \$2911.94
- January 4<sup>th</sup> 2016- Wastewater Assessment Impact Report fee paid to City of Fort Bragg in the amount of \$3000.00
- January 15<sup>th</sup> 2016- Fire Department Inspection fee of \$115.00 paid.
- Jan 22<sup>nd</sup> 2016- A building permit fee was paid to the County of Mendocino in the amount of \$300.
- Multiple visits to City Hall requesting information as to the status of our permit application yielded no results.
- February 2<sup>nd</sup> 2016- Meeting with Public Works Dept. regarding wastewater.
- February 8<sup>th</sup> 2016- Meeting with Public Works Dept. wherein they inform us that we will be required to pre-treat all wastewater from our facility.
- March 2016-Multiple visits to City Hall and requests for information about the status of our Building Permit application and about possible future fees, if any, yielded no results.
- April 1<sup>st</sup> 2016- Greg Ziemer meets with Public Works Dept. to discuss placement of the grease trap.
- April 8<sup>th</sup> 2016- We are informed by Public Works of the need for investigation into the size of water line needed for the fire suppression system. A request for a follow-up email regarding this conversation was disregarded.

- Mid-April 2016- Multiple requests for information regarding our building permit application and future fees, if any, yielded no results.
- April 22<sup>nd</sup> 2016- Greg Ziemer meets with Public Works and is informed that Overtime Brewing will be required to remit payment for \$67,000.00 in impact fees.
- April 25<sup>th</sup> 2016- Greg Ziemer is informed by Public Works via email that impact fees were calculated in July of 2015.
- April 25<sup>th</sup> 2016- Meeting with Public Works Dept. to discuss how impact fees were calculated, and a possible payment plan. We request that Public Works arrange a meeting with the City Manager for further discussion. We also request a follow-up email regarding our conversation and any information about possible future fees.
- April 26<sup>th</sup> 2016- Public Works Dept. responds but omits any mention of the above requested meetings or information.
- April 29<sup>th</sup> 2016- David Simons receives an email from the City Manager regarding a meeting to discuss the impact fees.
- May 2<sup>nd</sup>, 2016- Meeting with City Manager wherein we express our concerns about the magnitude of impact fees and manner in which they were presented to us.
- May 6<sup>th</sup>, 2016- David Simons receives an email from the City manager outlining potential revisions to the impact fee calculations and our placement on the agenda for the May 23<sup>rd</sup> City Council meeting.

## Some points about the economic impacts of craft breweries

- In 2012, the 312 craft breweries in the state of California contributed an average of over \$15 million each to the California economy, inclusive of all goods and services provided both directly and indirectly.
- Growth in the California craft brewing industry has well exceeded projections for several years in a row.
- In rural and urban communities, approximately one job is created for each 100 barrels produced in a craft brewery.
- In 2012, Californias craft breweries paid more than \$850 million in local, state and federal taxes.

- <https://www.brewersassociation.org/statistics/economic-impact-data/>
- <http://www.californiacraftbeer.com/files/Economic-Impact-Study-FINAL.pdf>

# **Survey: Russian River Brewing Co.'s Pliny the Younger brought in \$5 million for Sonoma County**

BILL SWINDELL

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February's release of Pliny the Younger generated almost \$5 million in economic impact from those who traveled from outside the county to taste the world-famous beer, according to a survey by the Sonoma County Economic Development Board.

The board found this year's two-week event at the Russian River Brewing Co. in downtown Santa Rosa brought in \$4.88 million in economic impact from beer tourists. That was an increase from the 2013 survey that found there was an almost \$2.4 million impact from the event.

"I think it's a staggering increase," said Ben Stone, executive director for the board. Stone added that many nearby businesses have benefited from the large crowds, from the coffee shops nearby on Fourth Street to hotels and gas stations. "The nice thing is that they are sharing the pot of gold."

Every year, beer lovers from across the world wait in an hours-long line to sample Pliny the Younger during its limited release, driven by its reputation as one of the best beers in the world.

The survey results were culled from responses by 35 percent of the attendees at the event, who were given forms to complete at the brewpub as they were being served. It

included questions about how much they were spending directly and also about other peripheral, secondary tourist expenditures they may have incurred within the county.

More than 16,000 people attended the event, the survey found, with 61 percent traveling from outside Sonoma County. People came from 40 states and 11 foreign countries.

It found that the average customer spent \$73 per visit at the brewpub.

The survey found that 40 percent of the out-of-town attendees stayed in local lodging and the average they spent was \$165 a night.

Forty-three percent of those visitors were repeat customers and 92 percent said they would attend again.

The report also tracked the categories where customers spent their money. Not surprisingly, patrons spent \$933,111 at bars, including Russian River Brewing. Restaurants also benefited with \$872,386 in spending, while hotels and other lodging received \$501,075 and retail stores a total of \$296,106. Customers spent \$146,540 on transportation services such as cabs.

You can reach Staff Writer Bill Swindell at 521-5223 or [bill.swindell@pressdemocrat.com](mailto:bill.swindell@pressdemocrat.com). On Twitter @BillSwindell.

**WASTEWATER DATA: SAMPLES FROM****LIFT STATION**

| <b>Sample Date:</b> | <b>Collected By:</b> | <b>Analyzed By:</b> | <b>BOD 5 Results:</b> | <b>TSS Results:</b> | <b>pH Results:</b> |
|---------------------|----------------------|---------------------|-----------------------|---------------------|--------------------|
| 2/24/2016           | Jeff                 | Jeff                | 603.5                 | 98.1                | 7.9                |
| 3/3/2016            | Jeff                 | Jeff                | 592.1                 | 4352.5              | 6.0                |
| 3/10/2016           | Jeff                 | Jeff                | 618.4                 | 136.9               | 7.0                |
| 3/17/2016           | Jeff                 | Jeff                | 603.7                 | 75.0                | 7.2                |
| 3/24/2016           | Jeff                 | Jeff                | 64.8                  | 78.8                | 12.8               |
| 3/31/2016           | Jeff                 | Jeff                | 589.8                 | 197.5               | 5.6                |
| 4/7/2016            | Jeff                 | Jeff                | 605.8                 | 469.0               | 7.0                |
| 4/13/2016           | Jeff                 | Jeff                | 591.0                 | 73.8                | 5.9                |
| 4/21/2016           | Jeff                 | Jeff                | 588.0                 | 95.0                | 5.7                |
| 4/28/2016           | Jeff                 | Jeff                | 574.5                 | 105.0               | 7.6                |
| 5/5/2016            | Jeff                 | Jeff                | 571.0                 | 89.0                | 7.3                |
| AVG                 |                      |                     | 545.7                 | 525.5               | 7.3                |
|                     |                      |                     |                       |                     |                    |
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**\*This chart is represents an example of the effectiveness of side-streaming for reducing impact of brewery wastewater on Municipal Water Treatment Systems**

**Provided by John Mercer of Brewery Wastewater Design**