

# **Vista Craft Breweries Pouring Out Opportunities & Investment into Vista**

*Decade-2000-2009*

***Is the project/program still going? If the project/program has ended, what went well and what could have been improved?***

Vista remains the craft beer capital of California with the most breweries per capita because of the economic development work that began in the early aughts.

California breweries have an estimated \$7.3 billion impact on the economy. In San Diego, a research study by the San Diego Brewer's Guild states that craft brewers contributed more than \$1.1 billion to the local economy in 2017, and it all started in Vista. Home to the most craft breweries per capita, and known as the center of "Hops Highway" the creative work of Vista City allowed brewers to move into commercial and retail space when other cities would not allow then, forever changing the local economy.

***Explain, in detail, how the project/program has had an impact on employment, expansion of local tax base & diversification of the area's economy? (500 Words Max)***



These craft breweries contribute to the local tax base in not only property and sales tax, but also our downtown formed a business improvement district which includes the contributions of many craft breweries.

Supporting this naturally creative industry, has led to many other benefits that are diversifying our local economy including the expansion of new uses such as restaurants and entertainment spaces, and it has led to the attraction of new craft beverage companies because the community sees Vista as a forward thinking City to do business with.

Craft beer is now part of Vista's identity. With more than 18 craft brewers, and an annual craft beer specific event (Rhythm and Brews) that attracts thousands of people, helping craft breweries grow has changed the landscape of the local economy forever. To this day, breweries, and now wineries and distilleries, are coming to open in the City of Vista because of the foundational work done with the brewing industry in showcasing that the City of Vista is a great place to do business.

***If the project/program has not ended, please explain what phase it is in and what will come next.***

In 2019 as the craft brewers market begins to stabilize, local craft brewers are getting creative with other potential uses for their spaces and larger spaces. The City is working closely with them to make sure they continue to excel. For example, one brewery, Belching Beaver, located in a business park decided to expand into downtown with a restaurant concept which opened in 2018 (before and after photos attached). Another brewery has had success with renting space as a wedding and event venue, so the City recently found them the space and negotiated the correct permit to allow them to open an event space, further contributing to the revitalization of the Downtown area.



Through the support of the business improvement district, new marketing collateral has been created to call attention to the craft breweries in the Downtown area.

***What advice would you give other communities who want to replicate this project/program?***

In working to spur the growth of craft brewers in the region, the largest

lesson learned is that it is advantageous to be an early adopter and carefully listen to business owners to find creative solutions within the City to help them grow. Search for ways that the code can work for businesses instead of hinder them, target geographic areas for growth within your city and find resources for the industry to flourish.

***Please list any social media usernames and website addresses so that other members can connect with you.***

