

# All Trails Lead to Beer!



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National Park Service

Rivers, Trails and Conservation Assistance Program

# Learning Outcomes

- Learn the current trends of trails and breweries
- Identify at least 5 examples where the two meet
- Utilize ideas for realizing benefits in partnership, programming and economic development that can apply to many trailside businesses



# Trail trends – increasing in number and use

## Outdoor Foundation

### Most popular outdoor activities among youth 6-24

- #1 Running, jogging, trail running
- #2 biking
- #5 hiking

### Most Popular Adult Outdoor Activities

- #1 Running, Jogging and Trail Running
- #3 Hiking
- #4 Bicycling (Road, Mountain and BMX)

## National Rail-Trail and Trail Mileage Counts

**Open:** 2,065 open rail-trails for a total of 23,121 miles

**Projects:** 796 rail-trail projects for a total of 8,402 miles

*“Trails consistently remain the number one community amenity sought by prospective homeowners.”*  
— National Association of Homebuilders

## Created a National Trails System

The National Trails System was established, doubling the mileage of trails on federal lands and nearly tripling the mileage on state lands.

### TRAILS ON FEDERAL LANDS

1965 88,000 miles

2015 193,500 miles

### TRAILS ON STATE LANDS

1965 15,000 miles

2015 42,500 miles

# Ohio Trail Trends

## **SCORP**

**Priority: Advance Trail Network**

## **OHIO RESIDENT OUTDOOR RECREATION SURVEY**

More than 135 trails  
covering 1653  
miles- biking, walking  
-from Trail Link

### **Rail-Trail Stats OH**

93 total rail-trails

951 miles of rail-trails

44 current projects

325 miles of potential rail-trail

# Trails provide benefits and increase in popularity!

**Enhance Quality of Life**

**Improve Neighborhood Aesthetics**

**Increase Safety**

**Promote Well Being**

**Key Economic Benefits**

**Commercial uses**

**Increase value of nearby properties**

**Boost spending at local businesses. Residents and visitors**

**Trails influence business location and relocation decisions.**

**Trails reduce medical costs by encouraging exercise and other healthy outdoor activities.**

**Trails revitalize depressed areas, creating a demand for space in what were once vacant buildings.**

**Transportation**

**Low or no-cost recreation**

**These benefits represent a huge economic return on the money invested into trail projects.**

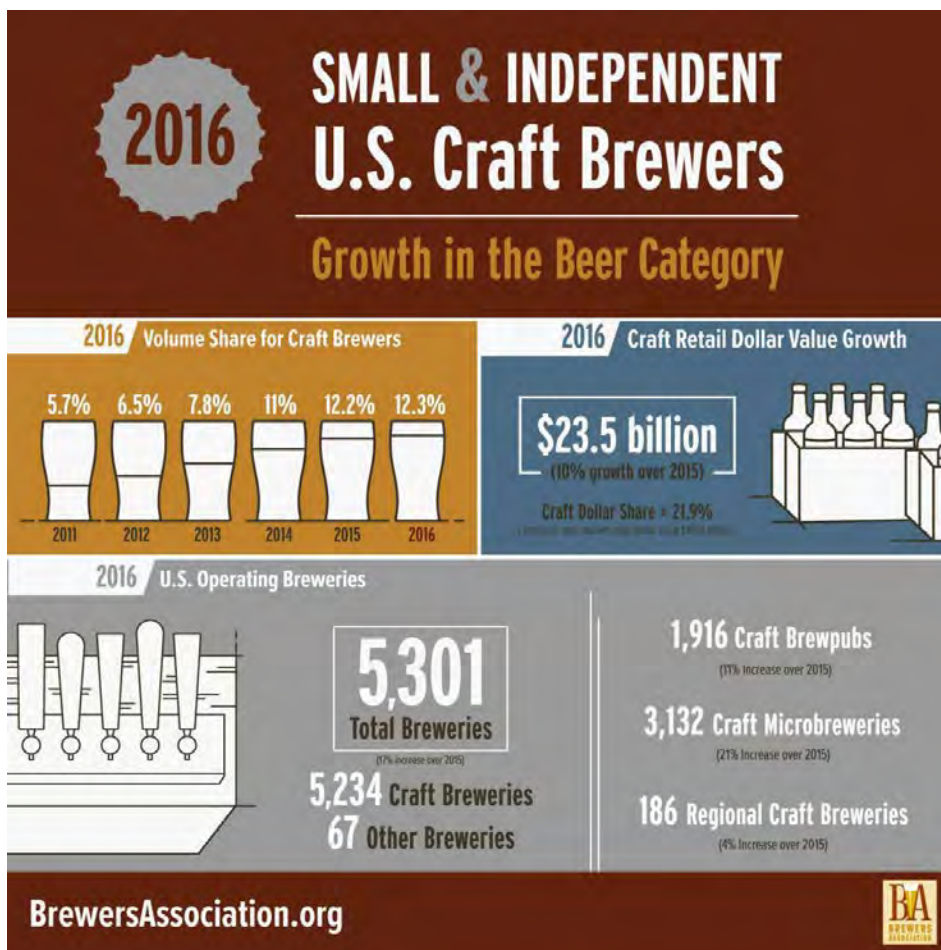
**The costs of land acquisition for trails, trail construction and maintenance are far outweighed by the economic benefits generated by trails.**

**Agency Expenditures**

*NPS and The Conservation Fund*

# Craft Breweries – increasing in number and popularity

The Craft Brewing Industry Contributed \$67.8 Billion to the U.S. Economy in 2016 and more than 456,000 Jobs



## 6 Pack O' Facts

1 Enough CRAFT BEER was PRODUCED in the US in 2015 to FILL OVER 11,000 Jumbo JETS



2 IN 1978, there were a total of 89 BREWERIES in the entire United States. TODAY, the SEATTLE METRO AREA ALONE has some 150 BREWERIES



3 If all of the CRAFT BEER PRODUCED IN 2015 in the US was put in kegs, and stacked one upon the other, they WOULD BE AS TALL AS THE WORLD'S TALLEST HOTEL 80,000 TIMES OVER (The JW Marriott Marquis Dubai)

4 THE CRAFT BEER MARKET IN 2015 WAS \$22.3 BILLION - more than ENOUGH TO BUY A FLEET OF 52 AIRBUS A380-800'S (the world's largest passenger jet)



5 The TOTAL WEIGHT of all the CRAFT BEER PRODUCED IN THE US IN 2015 would equal more than 13 OF THE WORLD'S LARGEST CRUISE SHIPS (Harmony of the Seas)

6 ENOUGH CRAFT BEER WAS PRODUCED IN 2015 to refill the FOUNTAINS at the BELLAGIO in Las Vegas EVERY DAY FOR A MONTH





# OHIO CRAFT BEER SALES STATISTICS, 2016

Craft beer sales and production by state, breweries per capita, economic impact of craft breweries and other statistics are gathered and maintained by the Brewers Association.

Choose a State



## OHIO

FIND A BREWER...

STATE LAWS



**2.1** Breweries per

Capita\*  
(RANKS 26<sup>TH</sup>)

\*per 100,000 21+ Adults

**\$**  
ECONOMIC  
IMPACT

**2,675**  
Million Economic  
Impact  
(RANKS 7<sup>TH</sup>)

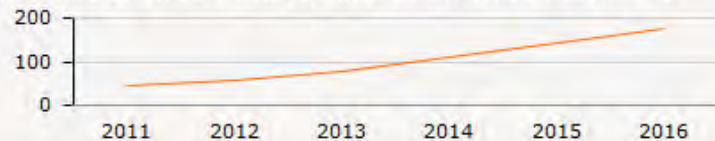
**319.41**  
Impact per  
Capita  
(RANKS 20<sup>TH</sup>)

PRODUCTION

**1,373,041**  
Barrels of Craft  
Beer Produced per  
Year  
(RANKS 4<sup>TH</sup>)

**5.1**  
Gallons per 21  
Adult  
(RANKS 11<sup>TH</sup>)

NUMBER OF CRAFT BREWERIES OPERATING PER YEAR



# Beer Tourism





Where they intersect...

Trails and Ales  
Bikes and Brews  
Pedals and Pints  
Suds and Sojourns  
Hikes and Hops



# Plenty of suggestions...

Hikes and hops: The best hiking trail and brewery pairs in Illinois – Chicago Tribune

**BIKES AND BREWS INDY – TOUR INDIANAPOLIS MICROBREWERIES ALONG THE CULTURAL TRAIL – Sensible Wino**

[pedals-and-pints-bike-trail-breweries-appeal-to-cyclists/](#) beer advocate.com

**Beer Trails: Combining Scenery and Suds in the South**

[Graham Averill](#) 23 Jan 18 [Go Outside](#) October 2016

**The Best Bike Trails For Beer Lovers • Hop Culture**

7 places to grab a pint off the bike trails in Indianapolis – Hop Culture

10 beer towns with a mountain biking problem – [singletracks.com](#)

*Bike Trail Breweries appeal to cyclists - Beer Advocate aug 2016*

# Location, Location, Location

## Little Miami Scenic Trail

Yellow Springs Brewery

50 West

Little Miami Brewing

Narrow Path Brewing Company

Mother Stewarts



## Great Miami River Trail

Municipal Brew Works

Star City Brewing Company

Lucky Star Brewery

Carillon Brewing Company

The Dayton Beer Company

Warped Wing Brewing Company

Toxic Brew Company

Fifth Street Brewpub Co-op







# Swamp Rabbit Trail



Augusta Brewing

## Washington & Old Dominion Trail

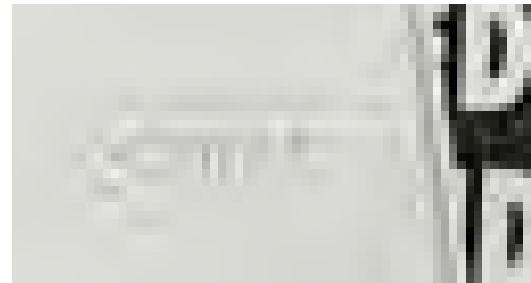


CRAFT BREW  
ESTABLISHMENTS  
ALONG  
NORTHERN  
VIRGINIA BIKE  
TRAILS -  
[Bikeablebrews.com](http://Bikeablebrews.com)

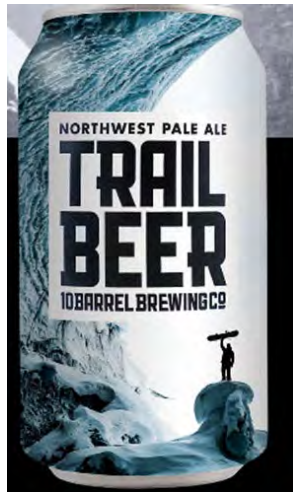




# Partnerships



# Partnerships



ARIZONA BREWED



2016 Silver Medal Winner

## ARIZONA TRAIL ALE

English Pale Ale with caramel & toffee malt notes that blend nicely with the slightly citrusy & floral hop flavors to create this well balanced, approachable beer. We brew this beer in support of the Arizona Trail - 5% of proceeds go directly to the Arizona Trail Association, whose sole mission is to build, maintain and protect the Arizona Trail. To find out more, visit [www.aztrail.org](http://www.aztrail.org)

**6% abv**

[THATbrewery.com](http://THATbrewery.com)

12.2 srm

38 IBU







**Michelob ULTRA and the American Hiking Society are teaming up to restore trails this fall**



**Trail Magic: Brewed to benefit Ales for ALS**



# TRAILS

## DRINK RESPONSIBLY RIDE RIGHTEOUSLY

**THE STATE LINE BREWERS GUILD**  
TO PROMOTE CRAFT BREWERIES AND BEER CULTURE  
IN NORTHEAST OHIO AND WESTERN PENNSYLVANIA

**RUST BELT REVIVAL TRAIL COALITION**  
TO PRESERVE, PROTECT, AND PROMOTE MOUNTAIN BIKE ACCESS AND  
DIVERSE RIDING OPPORTUNITIES IN THE STEEL VALLEY THROUGH  
EDUCATION, COMMUNICATION, UNIFIED ACTION AND TRANSFORMATION

**ALES AND TRAILS COLLABORATION PROJECT**  
TO PROMOTE AN ACTIVE LIFESTYLE BY HELPING YOU EXPLORE BIKE TRAILS  
AND INDEPENDENT BREWERIES ALONG THE PENNSYLVANIA AND OHIO BORDER  
FOR MORE INFO VISIT [WWW.STATELINEBREWERSGUILD.COM](http://WWW.STATELINEBREWERSGUILD.COM) & [WWW.RBRTC.COM](http://WWW.RBRTC.COM)



WANT TO BREW BEER? FIND KNOWLEDGE, INGREDIENTS, EQUIPMENT AND MORE HERE:  
PUMPHOUSE HOMEBREW SHOP | STRUTHERS OHIO | [WWW.PUMPHOUSEHOMEBREW.COM](http://WWW.PUMPHOUSEHOMEBREW.COM)

TRY B-HOPPY | THE ORIGINAL HOP CANDY | [WWW.B-HOPPY.COM](http://WWW.B-HOPPY.COM)

INTERESTED IN ADVERTIZING YOUR BUSINESS HERE? CONTACT [INFO@STATELINEBREWERS.COM](mailto:INFO@STATELINEBREWERS.COM)



**TAKE FLIGHT WITH**  
**THE MAHONING VALLEY FLIGHT CREW**



@MAHONINGVALLEYFLIGHTCREW



@MVFLIGHTCREW

PRINTED LOCALLY BY SUTLER THE POINTER COLUMBIANA OHIO

# SALES



## GUILD



# OHIO

## BREW·RIDE·DRINK·REPEAT

# PENN

**1** MODERN METHODS  
125 DAVID GROHL ALLEY, WARREN  
MODERNMETHODSBREW.COM

**2** BIKER BREWHOUSE  
5700 INTERSTATE BLVD, YOUNGSTOWN  
BIKERBREWHOUSE.COM

**3** NOBLE CREATURE  
126 E RAYEN AVE, YOUNGSTOWN  
NOBLECREATUREBEER.COM

**4** PALADIN BREWING  
6520 MAHONING AVE, YOUNGSTOWN  
PALADINBREWING.COM

**5** BIRDFISH BREWING CO  
16 S MAIN / 140 E PARK, COLUMBIANA  
BIRDFISHBREW.COM

**6** NUMBERS BREWING  
127 N BEAVER ST, LISBON  
NUMBERSBREWCO.COM

**7** SANDY SPRINGS BREWING  
232 N MARKET ST, MINERVA  
SANDYSPRINGSBREWERY.COM

**8** BREWTUS BREWING  
23 CHESTNUT AVE, SHARON  
BREWTUSBREWING.COM

**9** MORTALS KEY  
4224 E LAKE RD, SHENANGO  
MORTALSKEY.COM

**10** STONE CHURCH BREWING  
600 S HERMITAGE RD, HERMITAGE  
STONECHURCH.COM

**11** CRANE ROOM  
3009 WILMINGTON RD, NEW CASTLE  
CRANEROOMBEER.COM

**12** CROOKED TONGUE  
2516 BEN FRANKLIN HWY, EDINBURGH  
CROOKEDTONGUE.COM

**13** BEAVER BREWING  
1820 7TH AVE, BEAVER  
BEAVERBREWING.COM

**14** BRIXTON BREWING  
169 PINNEY ST, DOCHESTER  
HILLWOODGARDENSBAR.COM

**LEGEND:**  
 MODANE STATE PARK (WB / PARK TRAIL - 19 MILES)  
 BALDYS RUN COUNTY PARK (WB TRAIL - 35 MILES)  
 STATION TRAIL (OAL TRAIL - 32 MILES)  
 BEAVER CREEK STATE PARK (WB TRAIL - 13 MILES)  
 MILL CREEK PARK (ROAD / PARK TRAIL - 20 MILES)  
 GREENWAY TRAIL (OAL TRAIL - 60+ MILES)  
 LAKE WILTON STATE PARK (WB TRAIL - 7 MILES)

EACH BREWERY IN THE GUILD HAS A UNIQUE STAMP. GET STAMPED AT ALL THE BREWERIES, AND RECEIVE AN SLBG/RBTC FANNY PACK!

# DRINK IT | STAMP IT | PACK IT

# Programming



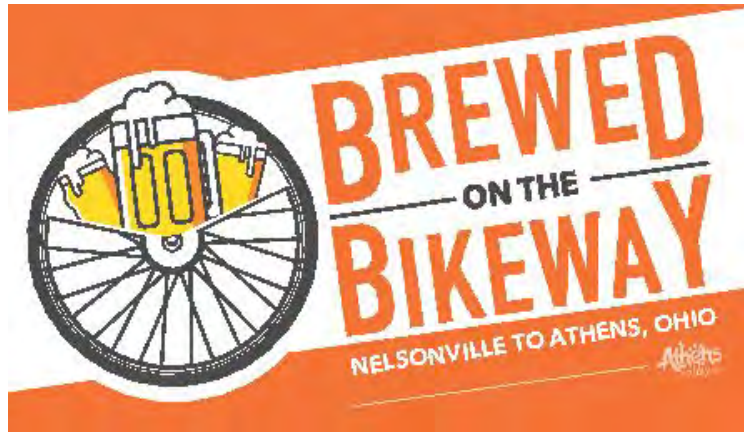
A PEDAL AND PADDLE PUB CRAWL







# Economic Development





# Bayshore Bikeway – San Diego

- \$5million investment – Bikeway Village

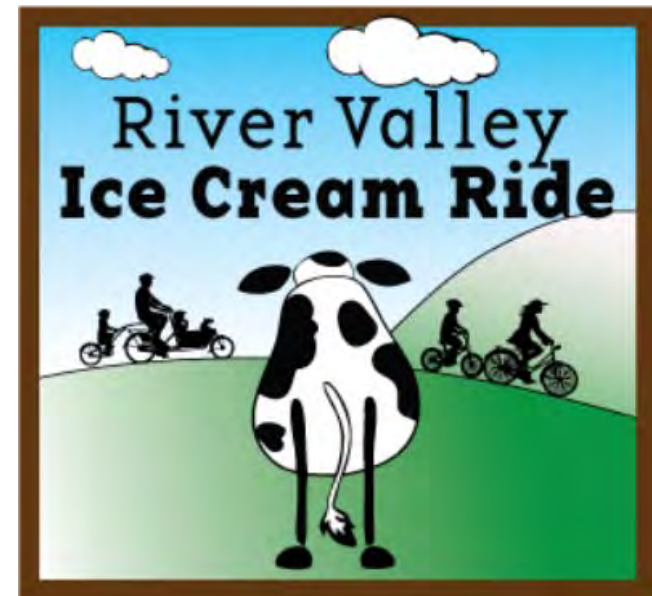


# Fifty West Brewery: \$1.5M Expansion



# Other trailside businesses

- ICE CREAM!!
- Bike Shops
- Bike Rentals
- Gear stores/Outfitters



FOX RIVER BIKE TRAILS 

[TRAILS](#) [TRIPS](#) [BIKE SHOPS](#) [EAT & DRINK](#) [DEALS](#) [EVENTS](#) [PARKS](#) [PARTNERS](#) [SHARE](#)

[More Local Businesses](#)

[Kimmer's Ice Cream](#)



A Really Great Bike Shop.  
Locally Grown, Nationally Recognized!



# Bicycle Friendly Businesses LAB

- “It allowed us to not only tell our customers, but get their feedback on how we can do better. More bike racks and a fix-it station allows our customers and employees to be happy, which has more people visiting us.” —**Chris Lennert, VP Operations, Left Hand Brewing Company**

# Trail Towns



# Potential challenges

- BUI
- Safety
- Zoning
- Economy
- Weather
- Trail Construction
- NIMBY's

**Ohio** law prohibits the operation of a **bicycle under the influence** of drugs or alcohol. Many people are surprised to learn that **bicycle OVI** carries the same consequences as a **drunk** driving charge in **Ohio**. Even if you are cited for an OVI while on a **bicycle**, it will affect your driving privileges. Mar 28, 2015



# Your ideas!!

1. The only available property for your brewery was cool warehouse space ¼ mile from the trail. What do you do to get people to your location from the trail?
2. NIMBYs, CAVEs and BANANAs are protesting a trail being developed adjacent to your brewery. What would you say in defense of the trail?
3. There is a mountain bike club, a trail running group and the Wild Wednesday Walking Women in your town. How do you get them into your trailside business?
4. An adventure recreation Road Scholar program (formerly Elderhostel) is taking place the last week in September. How can you collaborate?
5. You are lucky enough to get a location for your business right on the Buckeye Trail! How can you use that to your advantage?
6. An art teacher from the local college is a frequent customer to your trailside brewery. He would like to do a class project in collaboration with you. What ideas do you have?
7. You are having a grand opening of your trailside brewery – how do you make it special and involve the community?

Thank you!



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