



BEER WORTH FINDING  
**VERMONT BREWERS  
ASSOCIATION**

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November 9, 2023 9:00am -1:00pm

Hilton Burlington, Green Mountain Ballroom

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- 1 vote per brewery, email ballots accepted until 11:00am 11/9

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BEER WORTH FINDING  
**VERMONT BREWERS  
ASSOCIATION**

**Annual Meeting Agenda**  
**November 9th, 2023 9:00 am-1:00 pm**

- 8:00 Registration for Conference & Continental Breakfast
- 9:00 Presidential Welcome, Joe Lemnah
- 9:10 Lobbyist Debrief and Updates, Jessica Oski
- 9:20 2023 Highlights and Updates, Emma Arian
- 9:50 Financial Overview, Seth Howard
- 10:05 DEI Committee Update, Geoff Sewake
- 10:10 Events and Marketing Committee Update, Kara Pawlusiak
- 10:20 Candidates for Board of Directors Introductions & Voting
- 10:30 Department of Liquor and Lottery Q&A
- 11:15 Interactive: A Conversation Around Tied House
- 11:35 What's Next for the VBA & How to Get Involved, Bob Grim and Joe Lemnah
- 11:45 Interactive: Membership Questions & Concerns for the Future
- 11:55 Announcement of Voting Results
- 12:00 VBA Membership Lunch
- 1:00 Conference Begins



**UPDATE WEBSITE**  
**BREWERY INFORMATION**



**ADD EMPLOYEE EMAILS TO**  
**MEMBERSHIP DISTRIBUTION LIST**



# BEER WORTH FINDING® VERMONT BREWERS ASSOCIATION

## 4 Key Pillars of the Vermont Brewers Association

Community	Education	Governance	Marketing
Networking Events Bi-Weekly Newsletter  Social Media Engagement  Allied Partnerships  Educational Resources  Member Recognition  Committees encourage member participation on industry issues  Social Responsibility Initiatives	Technical & Educational Events  Communication Channels  Support Services  VT Craft Brewers Conference  Local Agriculture Opportunities  Allied Partnership Resource Allocation  Brewery Tours  Industry Expert Panels	Transparency  Regulatory Compliance  Accessibility  Lobbying  Communication with DLL  Communication with State Government Officials  Board Meetings and Annual Meeting  Committee Structures  Administrative Responsibilities	Event and Member Marketing Initiatives  Passport Program, Ecommerce/ Merchandising  Member Engagement  Affiliate Marketing  Vermont Brewers Festival  Social Media Channels  Oversee Dynamic Website  Beer Trails & Maps

The Vermont Brewers Association was founded in 1995 to promote and strengthen the culture of craft brewing in Vermont through marketing, education and advocacy for Vermont made beer.

## 2024 Legislative Priorities for the VBA

### 1. Happy Hour – **THE VBA SUPPORTS THIS BILL**

[H.417 would authorize happy hour in Vermont.](#) The bill was introduced in 2023 and referred to the House Committee on Government Operations and Military Affairs. H.417 has not yet received a hearing.

Vermont is one of eight states to outlaw Happy Hour. Under current law, Vermont establishments can't reduce drink prices for a limited time, but they can reduce them for an entire day. Vermont establishments can't reduce drink prices for a limited time, they can reduce them for an entire day.

Vermont is joined by Alaska, Indiana, Massachusetts, North Carolina, Rhode Island and Utah in [banning happy hour](#), nine other states have a variety of restrictions on the time and manner that drink specials may be offered. Within states, some municipalities may have their own restrictions. Some examples of similar restrictions include prohibiting offering free or discounted drinks, unlimited drinks, drinks as a prize or as a type of promotion, advertising the prices of drinks or offering more than two drinks to an individual at a given time.

The reasoning behind the states' ban on Happy Hour is to "discourage binge drinking" and the social problems associated with binge drinking, including drunk driving.

#### **The VBA SUPPORTS authorizing Happy Hour in Vermont for the following reasons:**

- It is left up to the business to decide if they want to participate, the VBA believes in the independence of business owners.
- The laws surrounding overconsumption will remain the same and will continue to be enforced by the DLL.
- Economic Benefits: Happy hour specials can stimulate economic activity in the hospitality industry. By attracting more customers during off-peak hours, bars and restaurants can increase their revenue from both food and drinks and provide more job opportunities. With restaurants still down from the pandemic and now the flood, it is important to get consumers into seats to support the VT economy. If restaurants, hotels, and other accounts are succeeding and able to increase the volume of VT beer sold, breweries will succeed. What is good for brewery partners is good for breweries and it is important to be supporting all partners. This would allow for an increased volume of sales from the distribution companies to accounts, positively impacting manufacturers.
- Tourism & Attraction: Tourists are often confused about the lack of Happy Hour specials in VT. Legalizing happy hour specials can make VT more attractive to tourists and visitors. Offering unique or enticing drink specials can draw people to local bars and restaurants, boosting tourism and increasing revenue for VT. Legalizing happy hour specials in VT could help keep VT businesses compete with those across state borders, keeping customers and revenue within the state.

### 2. Tipped Minimum Wage – **THE VBA OPPOSES THIS BILL**

## 2024 Legislative Priorities for the VBA

[H.225 would eliminate the tipped minimum wage in Vermont.](#) The bill was introduced in 2023 and referred to the House Committee on Housing and General Affairs. H.225 has not yet received a hearing.

It has been about 80 years since the passage of the Fair Labor Standards Act (FLSA), the legislation that established many of the basic labor protections workers enjoy today, such as a 40-hour workweek, overtime protection, and a national minimum wage. There have been periodic amendments to the FLSA over the years, but the 1966 amendments were especially significant. They extended protections to hotel, restaurant, and other service workers who had previously been excluded from the FLSA, but also introduced a new “subminimum wage” for workers who customarily and regularly receive tips. Unlike temporary subminimum wages (such as those for students, youths, and workers in training), the “tip credit” provision afforded to employers uniquely established a permanent sub-wage for tipped workers, under the assumption that these workers’ tips, when added to the sub-wage, would ensure that these workers’ hourly earnings were at least equal to the regular minimum wage. The creation of the tip credit—the difference, paid for by customers’ tips, between the regular minimum wage and the sub-wage for tipped workers—fundamentally changed the practice of tipping. Whereas tips had once been simply a token of gratitude from the served to the server, they became, at least in part, a subsidy from consumers to the employers of tipped workers. In other words, part of the employer wage bill is now paid by customers via their tips.

In Vermont, the tipped employee wage applies to an employee of a hotel, motel, tourist place, or restaurant who regularly and customarily receives more than \$120 per month in tips for direct and personal customer service. In 2023, [the tipped minimum wage is \\$6.59/hour](#).

Eight states have eliminated the tipped minimum wage entirely – Oregon, Washington, California, Nevada, Alaska, Hawaii, Montana and Minnesota. Washington D.C is in the process of phasing it out.

### **The VBA OPPOSES elimination of the tipped minimum wage for the following reasons:**

- The VBA believes in the independence of business owners.
- Getting rid of tipped min wage would result in a significant rise in prices for taprooms.
- The law already states that tipped minimum wage employees must make minimum wage from their tips or the employer must make up the difference.
- Business plans are based on the tipped minimum wage.
- One member said: “Our employees make on average over \$25/hour due to tipping and most are just supplementing income, not using our small outfit as a main job. If we had to pay, whatever the min wage is \$15 perhaps, they'd still get tipped and now make \$35/hour. But we'd have to raise our prices in house to cover the 200% increase in pay. I agree with this law's purpose of getting rid of tips altogether and having a liveable wage just set for servers, but it isn't going to do that. People will still tip regardless of the bill.”

## 2024 Legislative Priorities for the VBA

### 3. Protect and Uphold Tied House

**The VBA continues to support** the interpretation of Vermont law that allows a manufacturer to be granted a first-class license or a first- and a third-class license permitting the manufacturer to sell alcoholic beverages to the public **ONLY** at an establishment located on the premises of the licensed manufacturing facility or on or land contiguous to the licensed manufacturing facility.

**The VBA opposes** any proposal to allow a manufacturer to receive a first-class license or a first- and a third-class license permitting the manufacturer to sell alcoholic beverages to the public at **one** or more locations that are **not** located at the licensed manufacturing facility or on or land contiguous to the **licensed manufacturing facility**.

**SEE Tied-House Primer for background.**

### 4. Bills still in play

The following bills are still technically in play as we enter the second half of the 2023-2024 biennium.

VBA Bills of Interest			
Bill	Sponsors	Description	Status
<a href="#">S 107</a>	Sen. Richard Westman	An act relating to authorizing off-site tasting rooms for alcoholic beverage manufacturers.  <b>THE VBA OPPOSES THIS BILL</b>	Committees: Senate Economic Development, Housing and General Affairs  Status: Read 1st time & referred to Committee on Economic Development, Housing and General Affairs (02/24/23)
<a href="#">H 225</a>	Rep. Joseph "Chip" Troiano; Rep. Avram Patt; Rep. Brian Cina;	An Act Relating To Eliminating The Tipped Minimum Wage  This bill proposes to require that tipped employees are paid the standard minimum wage by 2024.  <b>THE VBA OPPOSES THIS BILL</b>	Committees: House General and Housing  Status: Read First Time and referred to the Committee on General and Housing (02/10/23)

## 2024 Legislative Priorities for the VBA

<a href="#">H 261</a>	Rep. Logan Nicoll	<p>An Act Relating To Retail Delivery Of Alcoholic Beverages By Third-party Contractors</p> <p>This bill proposes to allow the holder of a second-class license and retail delivery permit to deliver certain alcoholic beverages to individuals 21 years of age or older through an approved third-party contractor and amend the provisions related to the permitted hours of sale.</p> <p><b>THE VBA HAS NO POSITION ON THIS BILL</b></p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read First Time and referred to the Committee on Government Operations and Military Affairs (02/15/23)</p>
<a href="#">H 272</a>	Rep. Matthew Birong	<p>An Act Relating To A Reciprocity Requirement For Out-of-state Consumer Shipping Licenses</p> <p>This bill proposes to limit the issuance of out-of-state malt beverage consumer shipping licenses to breweries that are located in states that allow Vermont brewers to acquire consumer shipping licenses.</p> <p><b>THE VBA SUPPORTS THIS BILL</b></p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read First Time and referred to the Committee on Government Operations and Military Affairs (02/16/23)</p>
<a href="#">H 273</a>	Rep. Matthew Birong	<p>An Act Relating To Direct-to-consumer Shipping Of Spirits And Fortified Wines</p> <p>This bill proposes to authorize a manufacturer of spirits or fortified wines to acquire a consumer shipping license and ship the manufacturer's products directly to consumers in Vermont.</p> <p><b>THE VBA HAS NO POSITION ON THIS BILL</b></p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read First Time and referred to the Committee on Government Operations and Military Affairs (02/16/23)</p>
<a href="#">H 417</a>	Rep. Kelly Pajala; Rep. Logan Nicoll	<p>An Act Relating To Drink Specials</p> <p>This bill proposes to permit a first- class licensee to sell malt and vinous beverages at a reduced price during a period of not more than two hours each day. It also proposes to permit a third-class licensee to sell spirits and fortified wines at a reduced price during a period of not more than two hours each day.</p> <p><b>THE VBA SUPPORTS THIS BILL</b></p>	<p>Committees: House Government Operations and Military Affairs</p> <p>Status: Read First Time and referred to the Committee on Government Operations and Military Affairs (02/28/23)</p>

## 2024 Legislative Priorities for the VBA

<a href="#">S 60</a>	Sen. Kesha Ram Hinsdale; Sen. Thomas Chittenden	<p>An Act Relating To Local Option Taxes</p> <p>This bill proposes to authorize: (1) any Vermont municipality to adopt a one percent local option tax on sales, meals and alcoholic beverages, and rooms; and (2) the Commissioner of Taxes to disclose a municipality's local option tax data to the town manager or legislative body of that municipality, provided that the disclosure subjects the recipient to the penalties for unauthorized disclosure of confidential tax data.</p> <p><b>THE VBA HAS NO POSITION ON THIS BILL</b></p>	<p>Committees: Senate Finance</p> <p>Status: Read 1st time &amp; referred to Committee on Finance (02/07/23)</p>
<a href="#">S 110</a>	Sen. Richard Westman; Sen. Kesha Ram Hinsdale	<p>An Act Relating To Direct-to-consumer Shipping Of Spirits And Fortified Wines</p> <p>This bill proposes to authorize a manufacturer of spirits or fortified wines to acquire a consumer shipping license and ship the manufacturer's products directly to consumers in Vermont.</p> <p><b>THE VBA HAS NO POSITION ON THIS BILL</b></p>	<p>Committees: Senate Economic Development, Housing and General Affairs</p> <p>Status: Read 1st time &amp; referred to Committee on Economic Development, Housing and General Affairs (02/28/23)</p>



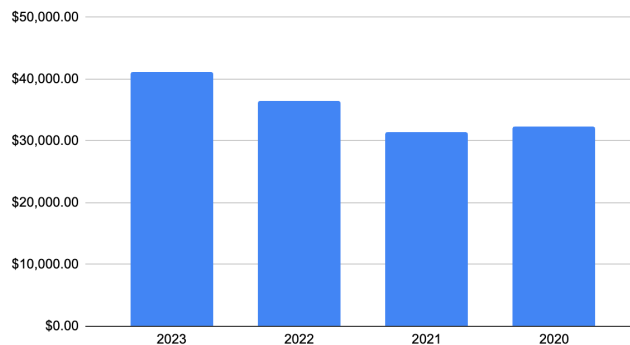


BEER WORTH FINDING®  
**VERMONT BREWERS  
ASSOCIATION**

## 2023 Allied Partnership Program

*(new partners highlighted in green)*

Allied Partnership Revenue



### **Premier**

#### **Allen Insurance and Financial**

*GHM Insurance is one of the top insurers of craft breweries in the country insuring more than 150 accounts. Our knowledge of the brewing industry and network of local, regional and national carriers means we can build a comprehensive and competitively priced program for almost any risk.*

### **Gold**

#### **Amherst Label**

*Amherst Label continues to grow as a family-owned and operated New Hampshire label printer, with family as our foundation.*

#### **Ecolab**

*Brewing for success. People love beer. Specifically your beer. And you want to keep it that way. Protecting your brewery's brand starts with a sanitary brewhouse. Partner with the experts at Ecolab to deliver consistent results in every pint, growler and keg.*

### **Victory Packaging**

*One of the many things Vermont is known for is its Craft Brewing Industry. Victory Packaging, a national packaging distribution company, has helped many brewers, distillers, food companies and manufacturers with their packaging needs not only in New England, but across the country. Victory streamlines the packaging needs of many brewers and helps with their supply chain logistics of cans, ends, PakTechs, corrugated trays and boxes, stretch wrap and everything else packaging wise! Victory is proud to be an Allied Partner of the VBA and look forward to helping many of its members with their logistics and supply chain.*

### **White Labs**

*White Labs, Inc. is an international company headquartered in San Diego, California that provides liquid yeast, fermentation products, services, analysis and education to professionals and enthusiasts alike. With locations around the world, White Labs continues to raise the bar in the art of fermentation, while stretching the limits of science to set new standards in purity and freshness. From the industry's first pitchable liquid yeast, to a complete revolution in the way*

*it's propagated and packaged, the White Labs innovative spirit is tireless. For more information on White Labs and its various products and services, please visit [whitelabs.com](http://whitelabs.com).*

## **Silver**

### **BrewView**

*Why BrewView Vermont? We love the scene, and everything about it. Community, events, music, festivals, and the incredible local products being produced. Wines, Brews, Ciders, and some incredible Spirits. We are committed to promote, educate, and celebrate the craft scene in Vermont! Help us accomplish this. Send your suggestions, thoughts, ideas to [brewviewvt@gmail.com](mailto:brewviewvt@gmail.com)*

### **Breiss Malt**

*Producing natural speciality ingredients for food and beer*

### **Carpenter's Motor Transport**

*Freight shipping and trucking company*

### **Champlain Valley Hops**

*Champlain Valley Hops (located 30 minutes south of Burlington, Vermont) is the largest hop farm in New England. We grow and produce premium hop pellets (and wet hops during harvest!) for the nation's growing number of craft brewers. About 98% of US hops are grown in the Pacific Northwest. CVH is passionate about local agriculture and is proud to give brewers out East greater access to local ingredients with unique flavors that represent the region.*

### **Commonwealth Financial Group**

*Our goal is to tailor your financial decisions precisely to your business objectives. We work closely with you to create a financial strategy that aligns seamlessly with your business, ensuring efficiency and reliability. Our educational approach empowers you with the knowledge and skills necessary to*

*confidently manage your finances, leading to a stronger financial foundation for your business. As an Allied Partner of the VBA we care about your brewery's overall financial well-being, including you and your employees, and look forward to being an integral part of your trusted professional network.*

### **Country Malt**

*Founded in 1996 by the Bechard family, Country Malt Group has grown to be one of the leading providers of quality ingredients and supplies to the CraftBeer Industry. Spanning the United States and Canada, CMG now has thirteen distribution centers located strategically across North America as well as key partnerships that span the world.*

### **DRM**

*The craft brewing industry is one of the most exciting, fastest growing and visible sectors of the Vermont economy. Downs Rachlin Martin has helped many brewers, distillers, food companies and retailers protect their brands and their products, and restructure their organizations. DRM is proud to be an Allied Partner of the VBA.*

### **Efficiency VT**

*Energy Efficiency Services*

### **FW Webb**

*Local industrial steam and process application vendor*

### **Gallagher and Flynn**

*Gallagher Flynn & Company (GFC) is a fully integrated professional services firm dedicated to assisting clients in maximizing their opportunities for sustainable and strategic growth. With numerous craft brewers and distillers as clients, we are a knowledgeable and experienced group of business advisors that can assist your enterprise in a variety of ways. Areas of food and beverage expertise include product costing, financing, accounting and taxation, wage and salary guides, outsourced accounting, HR consulting, and transaction advisory services. GFC would welcome the*

opportunity to discuss how we can help your business achieve its goals.

### **Grandstand**

*Glassware, apparel and promotional items*

### **Hart Print**

*The first company on the planet to introduce digital printing on infinitely recyclable aluminum cans. With facilities in Canada and the U.S., we put the art into the heart of your brand in all batches, big or small.*

### **InTouch Labels**

*Custom Label Printer*

### **Jamieson Insurance**

*Independent insurance agency*

### **Prairie Malt**

*At Prairie Malt, we believe the quality of grain you start with ultimately determines how balanced and tasteful your finished product will be. That's why we work with producers in the prairies of Western Canada, home to some of the world's finest two-row barley. These passionate growers approach each crop with a deep commitment to care for the earth, reflecting our own sustainability efforts.*

### **The Hop Guild**

*Hops & Fruit Puree merchant based in Upstate New York; owned by hop growers*

### **The Richards Group**

*The Richards Group has provided Insurance, Employee Benefits, and Retirement Plan solutions to clients throughout Vermont & New Hampshire since 1867. The firm has 160 employees in 12 locations and has earned recognition both for contributions to our local communities and as one of the best places to work in the region. The Richards Group is committed to helping employers with their workplace safety, employee retention, and wellness. We recognize that while we help employers manage the cost and complexity of their insurance and employee benefits, we use*

*our expertise, technology, and resources for the betterment of their workforce. For more information about the firm and its capabilities, please visit [www.therichardsgrp.com](http://www.therichardsgrp.com).*

### **Vanguard Renewables**

*Recycling brewery waste into renewable energy at New England family farms*

### **VHV**

*HVAC/R solutions*

### **VMEC**

### **Weston & Sampson**

*Design, engineering, and environmental services*

### **Westrock**

*Packaging solutions*

### **Yipes Auto and Graphics**

*Auto and Graphics*

## **Bronze**

### **ABE Equipment**

*At ABE Equipment, we pride ourselves in offering complete turnkey solutions for our customers. We don't just sell products; we sell solutions! Sure, we design and assemble brewhouses, canning lines, distillation equipment, and more – but we craft each piece of equipment with the end goal in mind, which is designing a product that will help you make money. Our turnkey brewing systems and turnkey distillery offerings allow you to hit the ground running and focus on profits, not scrambling to source equipment from various vendors.*

### **Acadia Insurance**

*Six locations in six states across the Northeast, our teams are positioned locally to help you find the best solutions to your insurance needs. Our employees and agents are just as committed to your communities as you are because they live*

*in the same neighborhoods and frequent the same businesses. Kim Farquhar, kimberly.farquhar@acadia-ins.com*

### **BevSource**

*BevSource is a company led by a team with deep beverage industry experience with leading beverage brands in formulation & innovation, quality & procurement, compliance & commercialization.*

### **BMI**

*Licensing for singers, songwriters, and composers.*

### **Creative Labels of Vermont**

*Creative Labels of Vermont is an award-winning label/tag converter in Winooski, Vermont. We have been producing labels for over 38 years with both HP digital and conventional flexo printing processes and are very familiar with the labeling needs of the Craft Beer Industry. We also offer ancillary products such as beer boxes, magnets, coasters, growler & bottle tags, keg wraps & collars, banners and shelf talkers.*

### **DWS Associates**

*Label and Packaging Specialists*

### **Four Star Farms**

*Massachusetts hop farm near the VT border*

### **G&D Chillers**

*Manufacturer of brewery chillers*

### **Hop & Stuff**

*Hops, fruit, aromatics, cans & specialty brewing ingredients*

### **Katalyst**

*Restaurant/Brewery Management and POS Tool*

### **Mill 95 Hops**

*Mill 95 is an independent, progressive service provider to craft brewers and hop growers.*

### **Omega Yeast**

*High quality, pitch-ready liquid yeast for Probrewers and Homebrewers*

### **Restuarent**

*Private Venue Booker App*

### **Hop Revolution Limited**

*Hop Revolution is the largest independent hops grower in New Zealand. At Hop Revolution we understand that great craft beer is a collaboration. An art and a science. A blend of passionate people, our unique environment and a splash of creativity and skill. Our vision is to nurture all of these great things and help every inspired brewer to find the flavour they're searching for in a fresh and totally sustainable way. We'd love to talk beer with you. Join the Hop Revolution.*

### **Yakima Chief Hops**

*100% grower-owned global hop supplier*



## Passport Program, Site Visits & Social Posts

### Passport Program Overview -

#### A. Local Explorers

- a. We went through an app upgrade in 2023, the program we were using was built on a pilot system and in order to keep a functioning app we had to update it. This caused all digital passport stamps to be set back to 0 and we have seen the 2023 stamp numbers exceed the 2022 stamps by over 22%.
- b. Stamp Expiration Update - every 2 years  
Originally there was no stamp expiration, we have changed it to expire stamps every two years so consumers can continue to collect stamps and the leadership board resets every 2 years.

#### B. Passport User Experience -

- a. *"I really feel like beer is a catalyst for connections; Starting a conversation with a stranger at the bar over preferred styles and favorite finds; Talking with bartenders and brewers about unique creations and what's coming out next. Even reconnecting people – my husband and I taking a long weekend to celebrate our anniversary traveling around the state to new breweries; Meeting friends or co-workers at the end of a work day for a pint and conversation. The brewery app I also believe has contributed a great deal to the individual brewery and also to Vermont by prompting people to travel, spending money in hotels, restaurants, breweries as well as exploring places they might not ever have gone to otherwise."*
- b. VBA Interns working on interviews/articles with passport enthusiasts to showcase their experiences and will be featured on our new website coming 2024.

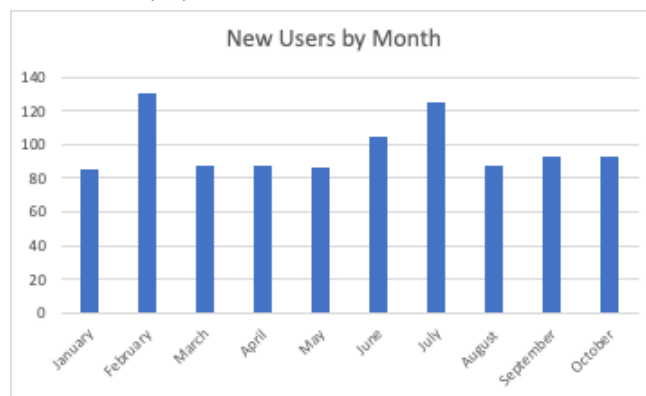
#### C. Engagement -

##### a. Users -

Registered Users - 17,087

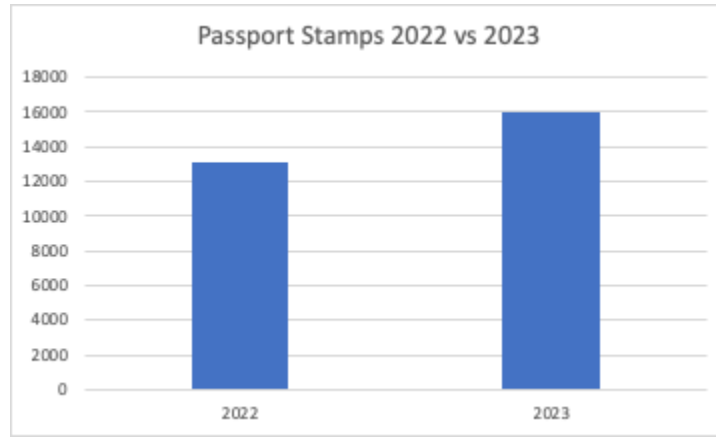
Active Users - 15,367

2023 New Users - 979



#### **D. Stamps -**

- a. **2022** - 13,054 stamps
  - b. **2023** - 15,981 stamps
- 22% increase in stamp engagement in 2023  
2023 average revenue per brewery assuming \$15/visit - \$3,687.92



#### **E. Passport Reward Redemption -**

- a. **2022:** Rewards Redeemed - 318
- b. **2023:** Rewards Redeemed - 538
- c. 69.18% increase in redemption compared to last year
- d. Paper Passports are still in circulation and grandfathered in

#### **Passport Program Log-In Information -**

- A. Go to <https://business.localexplorers.com>, enter your email and password.
  - a. Forgot your password? No worries! To retrieve your password, click on the Forgot your password? link and fill out the information. An email will be sent shortly with the link to reset your password. If you cannot remember the email address that you registered with, reach out to VBA staff.
- B. Click on “Content Management” > “Locations” and edit your business info-
  - a. Business Hours (please update seasonally), address, and contact information
  - b. Updated logo
  - c. Brewery Descriptions and Photos
  - d. Add any upcoming events to encourage app users to visit
  - e. Create special deals to entice users to visit your business
- C. To add new users-
  - a. Click “User Management” > Plus sign in the corner
  - b. Fill out the form and the new user will get an email with sign-in details.

#### **Member Visits & Social Posts -**

- A. **Membership Site Visits** - 29/63 member breweries visited in 2023
- B. **Social Posts** - 41/63 brewery members had individual posts on the VBA social channels in 2023





## Vermont Brewers Festival 2023 Feedback based on post festival survey

- **Membership Brewers Response -**

- a. I think for coming off COVID and last year's fest, this year's fest was fantastic.
- b. Thanks again for putting on a great VBF! You killed it. Everyone seemed to have a good time, despite the rain and mud pit.
- c. Thanks for all your hard work, this festival was great! We always pull it off but this year was exceptional. In my dozen years going I've never seen the people from the city and our hired workers so content and impressed.
- d. Thanks to everyone who had a hand in putting the Fest all together- despite the effort from the elements, you guys did great!
- e. You all did a great job. Thanks so much for crushing it!
- f. Congrats on such a successful event. I crunched some numbers, and we poured over 5,500 3oz samples. And we had fun! Thanks for all your hard work.

- **Out of State Brewery Response -**

- a. I want to extend a sincere thank you for the invitation to pour at your annual festival. As usual, this is BY FAR the best run, best calibrated and most organized event that we will attend this year. Your team, the volunteers and the breweries that you select to participate always make us feel right at home. On behalf of my business partners and the entire Schilling Team, thank you so much for hosting us, and for your gracious hospitality. We had a terrific time and hope to do it again some day.
- b. You guys ROCK! Emma and Hannah, congrats! We're very proud to have participated. We got nothing but LOVE! Thanks a lot! Cheers!
- c. Everything is perfect! Félicitations

- **City of Burlington Response -**

- a. We (the City of Burlington) greatly appreciate you and your team's hard work, and candor. Trust and professionalism is everything in this event's world. The VBA is very lucky to have you all!
- b. Letter Below



8/17/23

Vermont Brewers Association-

Hello- I am writing you to express my pleasure in working with the VBA staff on the Vermont Brewers Festival '23 in Burlington. I have worked for the City of Burlington for over 23 years and in my current position (Events Compliance Manager) for the last 9 years. With this year's change of Director at the VBA, I was concerned that this year's festival would require specific focus from my office to ensure compliance with City and State requirements for this special event. I was more than pleasantly surprised throughout the planning and implementation process by the professionalism exhibited by all of the VBA staff. Emma Arian and her team did an excellent and highly professional job in moving this event forward. Their candor and honesty created a trust between the City and the event that is a basic requirement in sustaining the City's interests in supporting events like The Vermont Brewers Festival. I look forward to working with your team on this important local event for our Burlington and Vermont community. I am confident that with this team and leadership this event will continue to grow beyond recovery from the pandemic, for years to come. Thankyou.

**Richard Bailey**  
**Events Compliance Coordinator**  
**Burlington Parks, Recreation & Waterfront**  
[645 Pine Street, Suite B](#)  
[Burlington, VT 05401](#)



- **Vendor Feedback -**

- a. Hey Team, nice job so far man, just got the email with clear instructions times dates numbers, all the stuff we love to get! Big improvement on any prior year and just wanted to say, nice one! You guys should all give yourself a collective pat on the back. Oh, and I love that you featured a photo of our trailer at the top of the email, super cool!. Off to Green River festival in Massachusetts, looking forward to working with you guys next month. Peace

- **Challenges -**

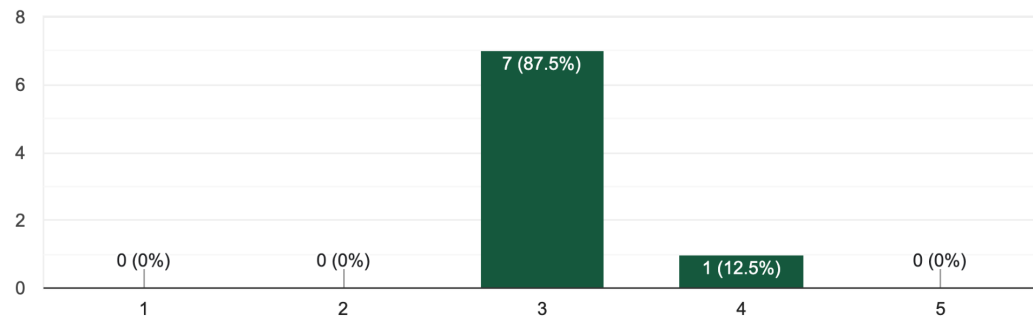
- a. Amount of Beer to bring
- b. Staffing
- c. Lodging expenses
- d. Communication
- e. Canadian Beer Importing
- f. Wifi Issues on site





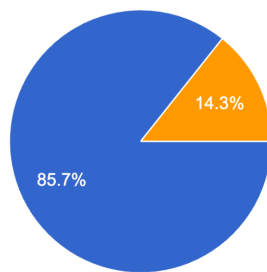
How did you like the wristband tabs this year?

8 responses



Did 3 sessions work well for your brewery this year?

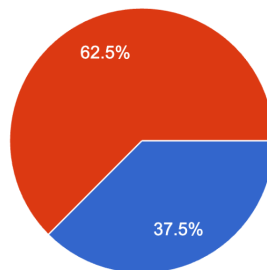
7 responses



- Yes
- No
- It was for real the best event ever! 6 kegs in 3 sessions, that was amazing! We could've easily have brought other 2 or 3.

Did you sell merchandise at the festival?

8 responses



- Yes
- No

## Vermont Brewers Festival 2023

### Overview -

#### 1. Participation -

- 45 Breweries participated: 9 Out of state, 36 member breweries
- 215 beers, 40+ festival only beers/collaborations
- Thunderstorms and flooding were definitely big contributors to not selling out Friday, but we sold out Saturday and added some door tickets at a higher price point.
- Attendees - 51% in state / 49% out of state

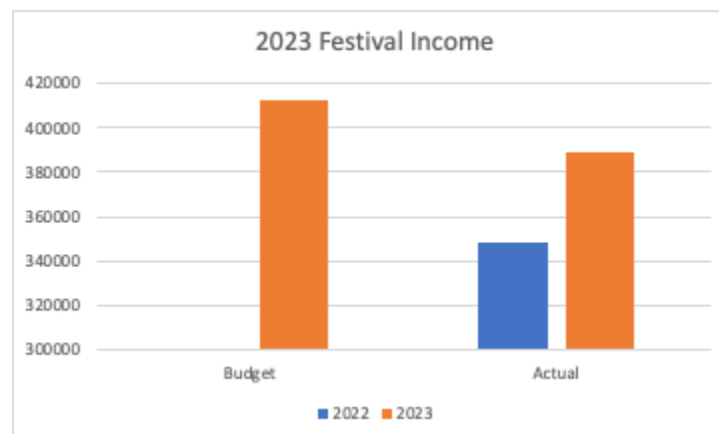
#### 2. Updates for 2023 -

- Fermentation Tent
- Glassware Sponsor
- Operation Crew
- Smaller Team
- New ticketing company - Seven Days
- NO DLL fines this year!

### Finances -

#### Total Income

- 2023 Budget** - \$412,500
- 2023 Actual** - \$389,318.48
- 2022 - \$347,885.51



## Income Drivers -

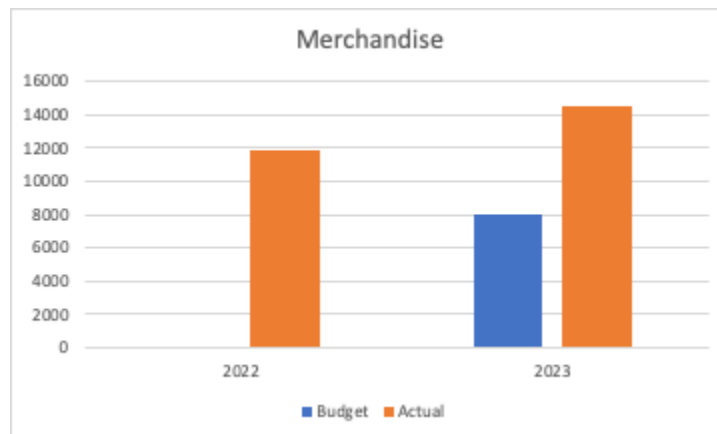
### d. Sponsorship

- i. **2023 Budget** - \$15,000
- ii. **2023 Actual** - \$37,216.20
- iii. 2022 - \$10,301.48
- iv. 261% increase in sponsorship income from 22 to 23



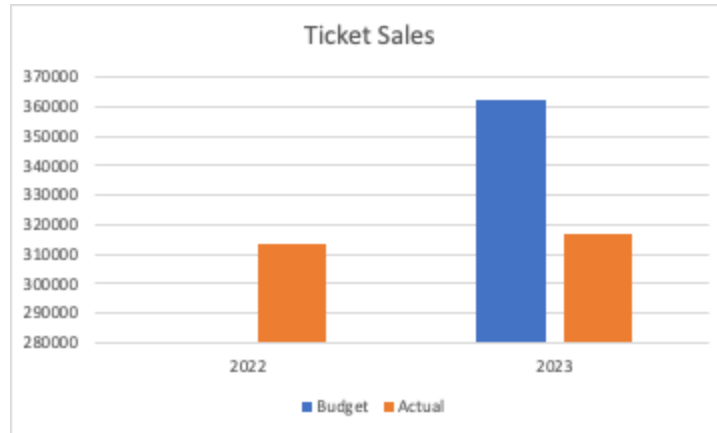
### e. Merchandise

- i. **2023 Budget** - \$8,000
- ii. **2023 Actual** - \$14,525.60
- iii. 2022 - \$11,868



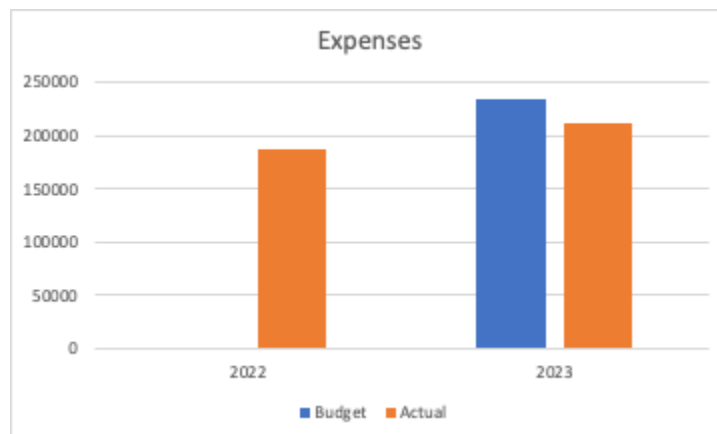
### f. Ticket Sales

- i. **2023 Budget** - \$362,500
- ii. **2023 Actual** - \$316,738.68
- iii. 2022 - \$313,165.55



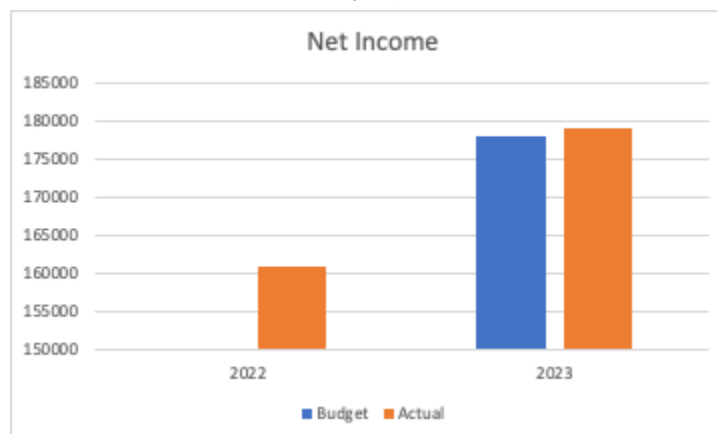
**g. Total Expenses**

- i. **2022:** \$187,129.78
- ii. **2023 Budget:** \$234,415.00
- iii. **2023 Actual:** \$212,287.64



**h. Net Income**

- i. **2023 Budget Net Income:** \$178,085.00
- ii. **2023 Actual Net Income:** \$179,030.84
- iii. **2022 Net Income:** \$161,029.83



# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
Income				
300000 VT Craft Brewers Conference				
310000 Vendor Expo	51,000.00		51,000.00	
320000 Sponsorship Income	31,000.00		31,000.00	
<b>Total 300000 VT Craft Brewers Conference</b>	<b>82,000.00</b>		<b>82,000.00</b>	
40000 VBA Income	176.00		176.00	
40015 Brewers Fundraising	1,104.00	1,231.33	-127.33	-10.34 %
40555 Shirts - Co-Branded with Brewers	257.05		257.05	
<b>Total 40015 Brewers Fundraising</b>	<b>1,361.05</b>	<b>1,231.33</b>	<b>129.72</b>	<b>10.53 %</b>
40021 Donations - Community Support	110.00	200.00	-90.00	-45.00 %
40030 Grants	9,370.80	14,137.20	-4,766.40	-33.72 %
40050 Interest Income	296.71	233.55	63.16	27.04 %
41000 Membership Dues	24,925.00	16,775.00	8,150.00	48.58 %
41500 Allied Trade Membership Dues	34,578.19	32,527.40	2,050.79	6.30 %
41600 Enthusiast Membership Dues	2,458.24	1,800.00	658.24	36.57 %
<b>Total 41000 Membership Dues</b>	<b>61,961.43</b>	<b>51,102.40</b>	<b>10,859.03</b>	<b>21.25 %</b>
42250 Merchandise Sales-Non-Taxable	2,212.69		2,212.69	
42500 Shirts		492.08	-492.08	-100.00 %
42560 Sweatpants		100.00	-100.00	-100.00 %
<b>Total 42250 Merchandise Sales-Non-Taxable</b>	<b>2,212.69</b>	<b>592.08</b>	<b>1,620.61</b>	<b>273.71 %</b>
42570 Raffle Proceeds		295.00	-295.00	-100.00 %
42800 Merchandise Sales-Taxable	528.00	-35.64	563.64	1,581.48 %
42925 Other Taxable Sales	130.00		130.00	
<b>Total 42800 Merchandise Sales-Taxable</b>	<b>658.00</b>	<b>-35.64</b>	<b>693.64</b>	<b>1,946.24 %</b>
43000 Sponsorships - VBA	2,500.00	1,500.00	1,000.00	66.67 %
44000 Uncategorized Revenue		1,310.36	-1,310.36	-100.00 %
<b>Total 40000 VBA Income</b>	<b>78,646.68</b>	<b>70,566.28</b>	<b>8,080.40</b>	<b>11.45 %</b>
45575 Unapplied Cash Payment Revenue		117.50	-117.50	-100.00 %
50000 VBF Income - Burlington				
50025 Ad Revenue	1,200.00	1,600.00	-400.00	-25.00 %
50050 Beer and Cheese Pairing Revenue	1,380.00		1,380.00	
50075 Beer Ticket Revenue	2,458.00		2,458.00	
50125 Event Compensation	5,000.00		5,000.00	
50150 Merchandise	14,525.60	11,868.00	2,657.60	22.39 %
YETI Raffle	560.00		560.00	
<b>Total 50150 Merchandise</b>	<b>15,085.60</b>	<b>11,868.00</b>	<b>3,217.60</b>	<b>27.11 %</b>
50200 Sponsorships - VBF Burlington	37,216.20	10,575.95	26,640.25	251.89 %

# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
50225 Ticket Sales		313,165.66	-313,165.66	-100.00 %
DD Tickets	1,782.00		1,782.00	
Pre-Day of Ticket Sales	314,200.68		314,200.68	
Tickets at the Door	5,005.00		5,005.00	
Voucher Revenue	756.00		756.00	
<b>Total 50225 Ticket Sales</b>	<b>321,743.68</b>	<b>313,165.66</b>	<b>8,578.02</b>	<b>2.74 %</b>
50250 Vendor Revenue	10,240.00	10,950.00	-710.00	-6.48 %
<b>Total 50000 VBF Income - Burlington</b>	<b>394,323.48</b>	<b>348,159.61</b>	<b>46,163.87</b>	<b>13.26 %</b>
60000 VBF Income - Killington				
60100 Merchandise (deleted)		7,592.00	-7,592.00	-100.00 %
60125 Sponsorship - VBF Killington		4,000.00	-4,000.00	-100.00 %
60150 Ticket Sales (deleted)		143,887.42	-143,887.42	-100.00 %
60175 Vendor Revenue		3,250.00	-3,250.00	-100.00 %
<b>Total 60000 VBF Income - Killington</b>		<b>158,729.42</b>	<b>-158,729.42</b>	<b>-100.00 %</b>
Misc Income	350.00		350.00	
Revenue VTCBC				
Exhibitor Expo	2,243.36		2,243.36	
Industry Member (\$200)	709.55		709.55	
Member Ticket Sales (\$150)	1,950.00		1,950.00	
Sponsorships	1,506.99		1,506.99	
<b>Total Revenue VTCBC</b>	<b>6,409.90</b>		<b>6,409.90</b>	
<b>Total Income</b>	<b>\$561,730.06</b>	<b>\$577,572.81</b>	<b>\$ -15,842.75</b>	<b>-2.74 %</b>
<b>GROSS PROFIT</b>	<b>\$561,730.06</b>	<b>\$577,572.81</b>	<b>\$ -15,842.75</b>	<b>-2.74 %</b>
Expenses				
140000 Fundraising Contractor	13,500.00		13,500.00	
80000 Payroll Expenses				
80400 Company Contributions				
80475 Health Benefits	5,500.00		5,500.00	
<b>Total 80400 Company Contributions</b>	<b>5,500.00</b>		<b>5,500.00</b>	
<b>Total 80000 Payroll Expenses</b>	<b>5,500.00</b>		<b>5,500.00</b>	
84000 Craft Brewer Conference Expenses				
84100 Event Space Rental	14,737.50		14,737.50	
84250 Supplies	599.00		599.00	
84575 VT Tent Company- Exhibitor setup	4,034.97		4,034.97	
84580 Delaney Events	15,149.98		15,149.98	
<b>Total 84000 Craft Brewer Conference Expenses</b>	<b>34,521.45</b>		<b>34,521.45</b>	

# Vermont Brewers Association, Inc

## Profit and Loss January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
85000 VBA Expenses				
85475 Brewers Education & Networking Events				
85500 Annual Meeting		651.53	-651.53	-100.00 %
85525 Brewers Gathering - Burlington VBF		8,488.21	-8,488.21	-100.00 %
85550 Brewers Gathering - Killington (deleted)		1,772.85	-1,772.85	-100.00 %
85575 Industry Events	5,812.36	1,003.59	4,808.77	479.16 %
85600 Technical Sessions	147.34	1,127.57	-980.23	-86.93 %
Committee Work Miscellaneous	209.93		209.93	
<b>Total 85475 Brewers Education &amp; Networking Events</b>	<b>6,169.63</b>	<b>13,043.75</b>	<b>-6,874.12</b>	<b>-52.70 %</b>
85625 Administrative	1,888.01	599.70	1,288.31	214.83 %
85000-0 Bank Charge	103.99	95.00	8.99	9.46 %
85075 Insurance	1,746.50	2,334.75	-588.25	-25.20 %
85150 Licenses and Permits	75.00	350.00	-275.00	-78.57 %
85175 Office Equipment	748.15	1,044.76	-296.61	-28.39 %
85200 Office Supplies	1,669.79	1,153.69	516.10	44.73 %
85225 PayPal Processing Fees	102.98		102.98	
85250 Postage & Delivery	391.92	755.23	-363.31	-48.11 %
85275 Printing and Reproduction	50.00		50.00	
85300 Rent	1,500.00	3,000.00	-1,500.00	-50.00 %
85325 Software	3,265.79	2,761.28	504.51	18.27 %
85350 Supplies	791.30	3,009.25	-2,217.95	-73.70 %
85425 Telephone	450.00	1,435.80	-985.80	-68.66 %
85430 Temp Admin Support		25,684.91	-25,684.91	-100.00 %
<b>Total 85625 Administrative</b>	<b>12,783.43</b>	<b>42,224.37</b>	<b>-29,440.94</b>	<b>-69.73 %</b>
86000 Marketing and Advertising	23.00		23.00	
86025 Ap Development	4,229.40	9,697.60	-5,468.20	-56.39 %
86030 Beer Trail Promotion	199.00	1,326.00	-1,127.00	-84.99 %
86050 Brochure Expenses	1,062.51		1,062.51	
86125 Graphic Services	996.90	799.50	197.40	24.69 %
86150 Membership Dues Expense	1,184.00	841.00	343.00	40.78 %
86175 Online Advertising	4,690.90	675.00	4,015.90	594.95 %
86200 Posters	310.30		310.30	
86235 Puzzle Expenses		4,000.00	-4,000.00	-100.00 %
86290 Raffle Expenses	25.00	37.08	-12.08	-32.58 %
86300 Website	7,715.20	572.45	7,142.75	1,247.75 %
<b>Total 86000 Marketing and Advertising</b>	<b>20,436.21</b>	<b>17,948.63</b>	<b>2,487.58</b>	<b>13.86 %</b>

# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
87000 Passport Program	1,210.17		1,210.17	
87100 Hats	668.64	3,158.64	-2,490.00	-78.83 %
87150 Packaging	218.65	128.12	90.53	70.66 %
87175 Printing	899.87	860.72	39.15	4.55 %
87200 Postage	3,356.05	2,079.90	1,276.15	61.36 %
87250 Merchandise	2,082.30		2,082.30	
<b>Total 87000 Passport Program</b>	<b>8,435.68</b>	<b>6,227.38</b>	<b>2,208.30</b>	<b>35.46 %</b>
88000 Payroll Expenditures				
88025 Payroll Expenses				
88075 P/R Taxes	10,559.08	12,170.31	-1,611.23	-13.24 %
88100 SIMPLE IRA - Employer Match	998.19	3,470.46	-2,472.27	-71.24 %
88125 Wages		145,074.15	-145,074.15	-100.00 %
88130 Executive Director Salary	33,272.37		33,272.37	
88135 Association Director Salary	47,130.66		47,130.66	
88145 Administrative Support Salary	14,412.76		14,412.76	
88150 Marketing and Promotions Manager	20,376.93		20,376.93	
<b>Total 88125 Wages</b>	<b>115,192.72</b>	<b>145,074.15</b>	<b>-29,881.43</b>	<b>-20.60 %</b>
<b>Total 88025 Payroll Expenses</b>	<b>126,749.99</b>	<b>160,714.92</b>	<b>-33,964.93</b>	<b>-21.13 %</b>
<b>Total 88000 Payroll Expenditures</b>	<b>126,749.99</b>	<b>160,714.92</b>	<b>-33,964.93</b>	<b>-21.13 %</b>
89000 Professional Development	112.50	77.00	35.50	46.10 %
89025 Board Development	160.43	290.72	-130.29	-44.82 %
89050 Conferences	50.00		50.00	
89075 Networking Events	77.00		77.00	
<b>Total 89000 Professional Development</b>	<b>399.93</b>	<b>367.72</b>	<b>32.21</b>	<b>8.76 %</b>
89500 Professional Services				
89575 Association Management Services				
89625 Extra-Contractual		18,850.00	-18,850.00	-100.00 %
<b>Total 89575 Association Management Services</b>		<b>18,850.00</b>	<b>-18,850.00</b>	<b>-100.00 %</b>
89630 Bookkeeping Services	3,975.00	3,430.00	545.00	15.89 %
89675 Legal Services	1,537.50	1,369.82	167.68	12.24 %
89700 Lobbying Activities	27,083.83	20,833.40	6,250.43	30.00 %
89775 Strategic Planning		4,025.00	-4,025.00	-100.00 %
<b>Total 89500 Professional Services</b>	<b>32,596.33</b>	<b>48,508.22</b>	<b>-15,911.89</b>	<b>-32.80 %</b>
89800 Stewardship	540.03	976.45	-436.42	-44.69 %
89825 Allied Partnership	88.02	102.88	-14.86	-14.44 %
89850 Brewery Visits	450.55	584.70	-134.15	-22.94 %
<b>Total 89800 Stewardship</b>	<b>1,078.60</b>	<b>1,664.03</b>	<b>-585.43</b>	<b>-35.18 %</b>



# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
89875 Travel		782.33	-782.33	-100.00 %
89010 Meals & Entertainment	365.49	1,069.07	-703.58	-65.81 %
89900 Hotels & Airfare	543.37	197.50	345.87	175.12 %
89910 Mileage	554.38	719.83	-165.45	-22.98 %
89920 Other Festivals & Events		20.05	-20.05	-100.00 %
89930 Craft Brewers Conference	234.10		234.10	
89960 Guild Leaders Conference		475.44	-475.44	-100.00 %
<b>Total 89920 Other Festivals &amp; Events</b>	<b>234.10</b>	<b>495.49</b>	<b>-261.39</b>	<b>-52.75 %</b>
<b>Total 89875 Travel</b>	<b>1,697.34</b>	<b>3,264.22</b>	<b>-1,566.88</b>	<b>-48.00 %</b>
<b>Total 85000 VBA Expenses</b>	<b>210,347.14</b>	<b>293,963.24</b>	<b>-83,616.10</b>	<b>-28.44 %</b>
90000 VBF Expenses - Burlington				
90005 Admin	55.63		55.63	
90020 Hotels & Lodging		103.40	-103.40	-100.00 %
90025 Insurance	3,770.34	3,121.01	649.33	20.81 %
90030 Legal	711.00		711.00	
90035 Licenses - Permits	125.00	125.00	0.00	0.00 %
90050 Mileage		285.52	-285.52	-100.00 %
90055 Office Ex		35.00	-35.00	-100.00 %
90060 Phone	150.00		150.00	
90065 Postage	10.76	12.00	-1.24	-10.33 %
90070 Printing and Reproduction	1,291.19	24.34	1,266.85	5,204.81 %
90075 Rent	7,600.00	8,600.00	-1,000.00	-11.63 %
90080 Staff	0.00		0.00	
90085 Supplies	1,184.93	6,747.23	-5,562.30	-82.44 %
90120 DLC - Fines		1,650.00	-1,650.00	-100.00 %
<b>Total 90005 Admin</b>	<b>14,898.85</b>	<b>20,703.50</b>	<b>-5,804.65</b>	<b>-28.04 %</b>
90100 Advertising/Promotional				
90110 Brewers Festival Merchandise	267.00		267.00	
90115 Digital Advertising	2,404.00	1,659.99	744.01	44.82 %
90125 Festival Guide	2,605.45	2,383.96	221.49	9.29 %
90135 Glasses	10,822.54	12,030.57	-1,208.03	-10.04 %
90140 Graphic Design		2,358.75	-2,358.75	-100.00 %
90145 Merchandise	6,526.60	8,416.70	-1,890.10	-22.46 %
90147 Merchandise- Brewers	515.40		515.40	
90150 Photography	1,000.00	1,000.00	0.00	0.00 %
90155 Print ADS	211.05	209.88	1.17	0.56 %
90165 Stickers		610.56	-610.56	-100.00 %
90185 Volunteer T-Shirts	601.75	845.00	-243.25	-28.79 %
<b>Total 90100 Advertising/Promotional</b>	<b>24,953.79</b>	<b>29,515.41</b>	<b>-4,561.62</b>	<b>-15.46 %</b>

# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
90200 Brewer Benefits				
90205 Brewer Meals	2,772.00	3,780.00	-1,008.00	-26.67 %
90210 Brewer Mileage	2,310.17	1,363.02	947.15	69.49 %
90215 Brewer Stipend	24,190.52	27,135.00	-2,944.48	-10.85 %
<b>Total 90200 Brewer Benefits</b>	<b>29,272.69</b>	<b>32,278.02</b>	<b>-3,005.33</b>	<b>-9.31 %</b>
90220 Entertainment	3,931.00	12,244.08	-8,313.08	-67.89 %
90225 Festival Expenses	350.00		350.00	
90230 Impact Fee	11,064.00	12,402.00	-1,338.00	-10.79 %
90300 Operations				
90305 Beer Tickets	6,551.55		6,551.55	
90310 Electrical	12,609.00	7,126.00	5,483.00	76.94 %
90315 Equipment Rental	2,346.40	744.12	1,602.28	215.33 %
90320 Experience Tent	1,420.00		1,420.00	
90325 Fresh Water Truck	1,200.00	1,200.00	0.00	0.00 %
90330 Ice	2,402.40	4,230.00	-1,827.60	-43.21 %
90335 Office RV	1,583.74	854.27	729.47	85.39 %
90345 Radios	546.00	622.74	-76.74	-12.32 %
90350 Refrigerated Trucks	3,733.08	6,617.40	-2,884.32	-43.59 %
90355 Security	15,992.28	10,305.00	5,687.28	55.19 %
90360 Fire Department EMT Coverage	2,769.04	2,565.00	204.04	7.95 %
<b>Total 90355 Security</b>	<b>18,761.32</b>	<b>12,870.00</b>	<b>5,891.32</b>	<b>45.78 %</b>
90370 Septic	17,180.60	9,842.00	7,338.60	74.56 %
90375 Signs		724.39	-724.39	-100.00 %
90385 Tent	36,315.25	29,828.00	6,487.25	21.75 %
Misc. Equipment Rental	712.87		712.87	
<b>Total 90300 Operations</b>	<b>105,362.21</b>	<b>74,658.92</b>	<b>30,703.29</b>	<b>41.12 %</b>
90405 Taxes	383.80	3,921.51	-3,537.71	-90.21 %
90410 Volunteer Compensation (Non-Payroll)		1,377.91	-1,377.91	-100.00 %
90415 Meals		28.43	-28.43	-100.00 %
<b>Total 90410 Volunteer Compensation (Non-Payroll)</b>		<b>1,406.34</b>	<b>-1,406.34</b>	<b>-100.00 %</b>
90500 Event Staff				
90505 Event Manager	16,440.00		16,440.00	
90510 Admissions- Public	900.00		900.00	
90520 Merchandise Sales	400.00		400.00	
90525 Brew Crew	2,940.00		2,940.00	
90530 Volunteer Coordinator	1,000.00		1,000.00	
90540 Meals	298.56		298.56	
<b>Total 90500 Event Staff</b>	<b>21,978.56</b>		<b>21,978.56</b>	
<b>Total 90000 VBF Expenses - Burlington</b>	<b>212,194.90</b>	<b>187,129.78</b>	<b>25,065.12</b>	<b>13.39 %</b>

# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
95000 VBF Expenses - Killington				
95500 Admin (deleted)				
95525 Insurance (deleted)		1,153.17	-1,153.17	-100.00 %
95545 Rental of Killington (deleted)		44,200.00	-44,200.00	-100.00 %
95550 Supplies (deleted)		-262.15	262.15	100.00 %
<b>Total 95500 Admin (deleted)</b>		<b>45,091.02</b>	<b>-45,091.02</b>	<b>-100.00 %</b>
95600 Advertising & Marketing (deleted)				
95605 Advertising (Design, Advertising, Print) (deleted)		4,192.12	-4,192.12	-100.00 %
95625 Photography (deleted)		800.00	-800.00	-100.00 %
95635 VBF T-Shirts, Hats & Hand Warmers for Sale (deleted)		656.00	-656.00	-100.00 %
<b>Total 95600 Advertising &amp; Marketing (deleted)</b>		<b>5,648.12</b>	<b>-5,648.12</b>	<b>-100.00 %</b>
95645 Brewer Benefits (deleted)				
95650 Brewers Meals (deleted)		674.00	-674.00	-100.00 %
95655 Brewers Mileage (deleted)		289.11	-289.11	-100.00 %
95660 Brewers Stipend (deleted)		15,750.00	-15,750.00	-100.00 %
<b>Total 95645 Brewer Benefits (deleted)</b>		<b>16,713.11</b>	<b>-16,713.11</b>	<b>-100.00 %</b>
95665 Misc (deleted)				
95670 Entertainment (deleted)		700.00	-700.00	-100.00 %
<b>Total 95665 Misc (deleted)</b>		<b>700.00</b>	<b>-700.00</b>	<b>-100.00 %</b>
95700 Operations				
95710 Electrical (deleted)		5,724.00	-5,724.00	-100.00 %
95715 Equipment Rental - Transport Carts (deleted)		5,106.68	-5,106.68	-100.00 %
95716 Fire Pit Rentals (deleted)		2,200.00	-2,200.00	-100.00 %
95720 Fresh Water Truck (deleted)		350.00	-350.00	-100.00 %
95740 Radios (deleted)		546.00	-546.00	-100.00 %
95745 Refrigerated Trucks (deleted)		2,705.88	-2,705.88	-100.00 %
95750 Security		3,255.56	-3,255.56	-100.00 %
95755 Septic (deleted)		4,573.58	-4,573.58	-100.00 %
95760 Signs (deleted)		850.12	-850.12	-100.00 %
95765 Tents (deleted)		26,213.11	-26,213.11	-100.00 %
<b>Total 95700 Operations</b>		<b>51,524.93</b>	<b>-51,524.93</b>	<b>-100.00 %</b>
95900 Volunteer Compensation (deleted)		2,516.37	-2,516.37	-100.00 %
95925 Meals (deleted)		524.14	-524.14	-100.00 %
95950 Mileage (deleted)		576.89	-576.89	-100.00 %
<b>Total 95900 Volunteer Compensation (deleted)</b>		<b>3,617.40</b>	<b>-3,617.40</b>	<b>-100.00 %</b>
<b>Total 95000 VBF Expenses - Killington</b>		<b>123,294.58</b>	<b>-123,294.58</b>	<b>-100.00 %</b>
Reimbursements	275.10		275.10	
<b>Total Expenses</b>	<b>\$476,338.59</b>	<b>\$604,387.60</b>	<b>\$ -128,049.01</b>	<b>-21.19 %</b>
<b>NET OPERATING INCOME</b>	<b>\$85,391.47</b>	<b>\$ -26,814.79</b>	<b>\$112,206.26</b>	<b>418.45 %</b>

# Vermont Brewers Association, Inc

## Profit and Loss

January - October, 2023

	TOTAL			
	JAN - OCT, 2023	JAN - OCT, 2022 (PY)	CHANGE	% CHANGE
Other Income				
PPP Forgiveness		39,602.50	-39,602.50	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$39,602.50</b>	<b>\$ -39,602.50</b>	<b>-100.00 %</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$39,602.50</b>	<b>\$ -39,602.50</b>	<b>-100.00 %</b>
NET INCOME	<b>\$85,391.47</b>	<b>\$12,787.71</b>	<b>\$72,603.76</b>	<b>567.76 %</b>

# Vermont Brewers Association, Inc

## Balance Sheet

As of October 31, 2023

	TOTAL	
	AS OF OCT 31, 2023	AS OF OCT 31, 2022 (PY)
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1000 Community Bank Checking	6.00	32,232.81
1050 Community Bank Money Market	0.00	0.00
1075 Petty Cash	53.00	53.00
1080 VFCU Checking	205,534.42	146,237.10
1085 VFCU Business Money Market	30,705.22	30,355.91
1090 VFCU Savings	15,012.74	2,507.35
1095 Deposit Clearing	115.00	
<b>Total Bank Accounts</b>	<b>\$251,426.38</b>	<b>\$211,386.17</b>
Accounts Receivable		
11000 Accounts Receivable	25,338.51	18,796.77
<b>Total Accounts Receivable</b>	<b>\$25,338.51</b>	<b>\$18,796.77</b>
Other Current Assets		
12000 Undeposited Funds	1,500.00	557.90
2000 Festival Cash Drawer	1,310.00	1,310.00
2050 Glassware	4,636.80	4,636.80
2075 Hats	197.52	197.52
2100 Hoodies	1,320.95	1,320.95
2150 Inventory Asset	3,032.00	3,032.00
2200 Koozies	197.40	197.40
2250 Security Deposit for Office	1,400.00	1,400.00
2300 Shirts	3,160.96	3,160.96
2500 Prepaid Expenses	11,885.00	
Prepaid Simple		
EE	0.00	182.79
ER	0.00	1,147.17
<b>Total Prepaid Simple</b>	<b>0.00</b>	<b>1,329.96</b>
<b>Total Other Current Assets</b>	<b>\$28,640.63</b>	<b>\$17,143.49</b>
<b>Total Current Assets</b>	<b>\$305,405.52</b>	<b>\$247,326.43</b>
Fixed Assets		
3000 Accumulated Depreciation	-6,095.00	-6,095.00
3500 Equipment	6,438.27	6,438.27
<b>Total Fixed Assets</b>	<b>\$343.27</b>	<b>\$343.27</b>
<b>TOTAL ASSETS</b>	<b>\$305,748.79</b>	<b>\$247,669.70</b>

# Vermont Brewers Association, Inc

## Balance Sheet

As of October 31, 2023

	TOTAL	
	AS OF OCT 31, 2023	AS OF OCT 31, 2022 (PY)
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 Accounts Payable	0.00	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>	<b>\$0.00</b>
Other Current Liabilities		
24000 Payroll Liabilities		
24010 Charles Schwab	665.46	404.61
24020 Federal Taxes (941/944)	5,829.35	6,168.36
24030 FUTA (940)	189.84	176.58
24040 VT Income Tax	302.89	452.10
24050 VT Unemployment Tax	457.78	1.47
<b>Total 24000 Payroll Liabilities</b>	<b>7,445.32</b>	<b>7,203.12</b>
24100 Big E Assessment	0.00	0.00
24300 Direct Deposit Payable	0.00	0.00
24400 Docto Assn Mgmt	0.00	0.00
24600 VT Meals & Rooms Tax Payable	0.00	0.00
24700 VT Sales Tax	0.00	0.00
<b>Total Other Current Liabilities</b>	<b>\$7,445.32</b>	<b>\$7,203.12</b>
<b>Total Current Liabilities</b>	<b>\$7,445.32</b>	<b>\$7,203.12</b>
Long-Term Liabilities		
PPP Loan	0.00	0.00
PPP Loan Round 2	0.00	0.00
<b>Total Long-Term Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$7,445.32</b>	<b>\$7,203.12</b>
Equity		
30000 Opening Balance Equity	139,347.06	139,347.06
31300 Investments - Franchise Reform	0.00	0.00
32000 Unrestricted Net Assets	51,619.49	73,632.04
Net Income	107,336.92	27,487.48
<b>Total Equity</b>	<b>\$298,303.47</b>	<b>\$240,466.58</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$305,748.79</b>	<b>\$247,669.70</b>

## TIED-HOUSE PRIMER

### INTRODUCTION

Preserving tied house law has been very important to Vermont's craft beer industry. The craft beverage industry is thriving in Vermont – creating jobs, generating tax revenue, supporting rural economic development and bringing tourist into the state. The industry has been able to grow and thrive with the support of the legislature and nimble and targeted changes to alcohol laws, including deliberate adjustments to tied-house laws. Over the years, the legislature has intentionally created opportunities for manufacturers to establish their own distribution companies, open tasting rooms, open tap rooms on their premises, sell at farmers' markets, etc. While Vermont's three-tier and tied house statutes have evolved, **holding the line between the three tiers and the prohibition on tied-houses has remained constant and has served our industry well.**

### WHAT ARE TIED-HOUSE LAWS?

**What is a "tied house?"** In simple terms, a tied-house is any retail outlet that is owned by or otherwise beholden to a particular alcohol manufacturer for any reason. Prior to Prohibition large alcohol manufacturers often would provide retailers with low-interest loans, free draft systems, and even direct payments in exchange for favorable or monopolistic treatment from that retailer. In some cases, a manufacturer might own a number of retail outlets in a town and those outlets would then sell only that manufacturer's product. The result of tied houses is a decrease in competition and consumer choice, while providing retailers with every incentive to oversell alcoholic beverages (particularly those made by the retailer's owner or benefactor). After Congress repealed Prohibition in 1933 through the Twenty-First Amendment, every state in the union enacted some version of laws designed to prohibit and minimize tied-houses.

The most fundamental purpose of tied house laws was and remains the **preservation of the three-tier system**. This system is the marketing structure in which alcoholic beverages are sold by suppliers to wholesalers, and by wholesalers to retailers. Supplier, wholesaler, and retailer are the three tiers.

### WHY DOES IT MATTER?

A good example of why tied-house laws matter happened a couple of years ago when the Vermont Liquor and Lottery Board (LLB), granted a first and third-class license to Highball Social bar in Burlington. To accommodate this license request, the LLB was forced to interpret the phrase "at the manufacturer's premises," in 7 VSA 271(d)(1) (see below) to mean any premises that the manufacturer "owns or has direct control over." Highball Social bar in Burlington was owned by Stonecutters Spirits, whose manufacturing facility was located in Middlebury.

*7 VSA §271(d)(1) The Board of Liquor and Lottery may grant to a licensed manufacturer or rectifier a first-class license or a first- and a third-class license permitting the licensee to sell alcoholic beverages to the public at an establishment **located at the manufacturer's premises**, provided the manufacturer or rectifier owns or has direct control over that establishment.*

Until Highball Social, there was no question that "at the manufacturer's premises" meant **at the licensed manufacturing facility**. The law had been clear for over 40 years **and** Stonecutters had

## TIED-HOUSE PRIMER

alternatives for establishing the bar that were within the law which they chose not to pursue. In 2019, in the wake of the LLB's decision in High Ball Social, the legislature yet-again amended the statute to clarify that "at the manufacturer's premises" meant **at the licensed manufacturing facility. The law now reads:**

*(d)(1) The Board of Liquor and Lottery may grant to a licensed manufacturer or rectifier a first-class license or a third-class license, or both, permitting the licensee to sell alcoholic beverages to the public at an **establishment located at the manufacturer's or rectifier's licensed facility**, provided the manufacturer or rectifier owns or has direct control over that establishment.*

### THE VBA'S POSITION

**The Vermont Brewers Association has supported tied house law and opposed efforts to allow manufacturers to open bars that are not located at their manufacturing facility for the following reasons:**

- Vermont's craft beverage industry has emerged, grown and thrived under the current legal framework – one that prohibits manufacturers from owning bars and restaurants unless they are located at their manufacturing facility.
- If every alcohol manufacturer was allowed to open a bar or restaurant that is OFF the premises of the manufacturing facility, the demographics of Vermont's craft beverage industry would change dramatically.
- Instead of drawing tourists and visitors to rural communities to tour and sample craft beverages, manufacturers would be pressured to open establishments in population centers.
- Competition in the population centers would be fierce, and many small manufacturers would not be able to survive. The result would be consolidation in the marketplace and a reduction in consumer choice. **This would undermine the current robust craft beverage industry and would be a disincentive to rural economic development.**

### RESOURCES

- Read about High Ball Social in *Seven Days* [here](#).
- Read a backgrounder on Tied-House Laws from *Craft Beer Law Prof Blog* [here](#).
- Read Vermont and Federal laws related to Tied-House [here](#). (Note this was put together before the 2019 amendment to 7 VSA 271(d)(1), discussed above.)
- Read the TTB on Tied-House [here](#).