



2024 Economic and Fiscal Impact of Ohio's Craft Brewing Industry

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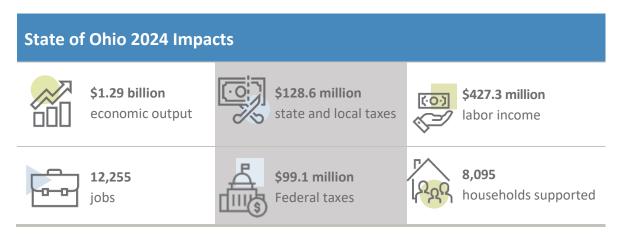
Introduction

The Ohio Craft Brewers Association (OCBA) serves as the unified voice and advocate for craft brewers across the state of Ohio. Silverlode Consulting was engaged by OCBA to estimate the economic and fiscal impacts of Ohio's craft breweries on the state, as well as the impacts of the breweries in each of OCBA's ten geographic regions on the state, during calendar year 2024.

IMPLAN (IMpact analysis for PLANning), one of the most well-respected and widely used methodologies for assessing regional economic impacts, was used to estimate the annual impact of the operating activities of companies served by OCBA. 2023 IMPLAN data, the most current data available, was used for this study.

To gather the job, payroll, sales, and other operational information necessary to develop the economic impact estimates, OCBA administered an online survey to 442 craft brewers who are members of the organization. Approximately 116 brewers responded to the survey.

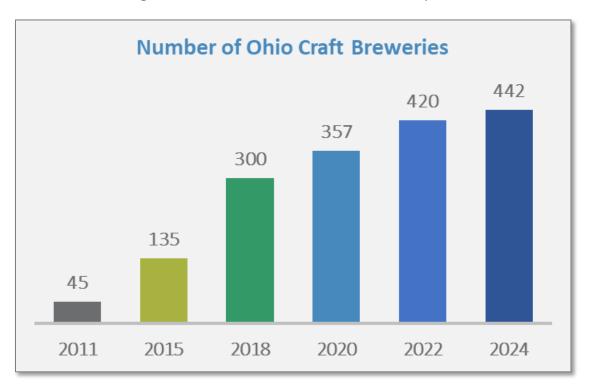
In 2024, Ohio's craft brewing industry generated an estimated \$1.29 billion of economic activity and supported approximately 12,255 jobs in the state. The following table summarizes the impact of the Ohio craft brewing industry operations in 2024 on the state of Ohio.



While the industry's monetary impact is significant, the craft breweries' impact extends far beyond quantitative economic measures. Some of the many ways the industry contributes to economic and community development are highlighted in the *Other Impacts* section of this report.

Ohio's Craft Brewing Industry

At the end of 2024, there were 442¹ Ohio craft breweries in operation, including 46 which opened in 2024. An additional 53 breweries are currently in planning across the state. The number of Ohio craft breweries increased approximately 5% in the last two years (from 420 in 2022) and 24% in the last four years (from 357 in 2020). The Brewers Association (BA), the national craft brewing trade association, estimates there were only 45 craft breweries operating in Ohio in 2011. Accordingly, nearly 90% of currently operating Ohio craft breweries have opened within the last 13 years. The chart below shows the growth of Ohio craft breweries over the last 13 years.



According to the 2024 OCBA member survey, more than half of brewers which responded to questions about growth have plans to increase production within the next two years and almost one fourth of respondents plan to expand their facilities over the same period.

Ohio also ranks high in the national craft brewing industry. The BA's Annual Production Report ranked Ohio sixth in both craft beer production volume and economic impact among all states in 2023.

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¹ Includes breweries with multiple locations counted individually.

Study Methodology

Economic Impact Analysis

Economic impact analysis examines how an organization, industry, or event affects a region's economy. All economic activities create "ripples" in the economy, called indirect and induced effects. These ripple effects are quantified using a methodology known as Regional Input-Output Analysis.

Economic and fiscal impacts can be divided into component parts, which are referred to as direct, indirect, and induced. A **Direct** effect describes an initial change in the economy and is the starting point for economic impact analysis. Changes in an economy create "ripples" of economic activity throughout the region being analyzed, with the ripples being described as indirect and induced effects. **Indirect** effects represent changes in the industries that provide goods and services to the economic activity being modeled (e.g., suppliers and service providers). **Induced** effects represent the impact of changes in household spending resulting from the direct and indirect effects. **Total** impact refers to the final cumulative result of all rounds of direct, indirect, and induced activity. The graphic below depicts the ripple effect.

ECONOMIC IMPACTS

Direct

Ohio craft breweries invest in their businesses and employ brewery, restaurant, and other employees.

Indirect

Ohio craft breweries buy goods and services (e.g., grain, bottles, taps, etc.), which generates revenue and supports local and state jobs.

Induced

Employees of Ohio craft breweries and the companies from which the breweries buy goods and services use their increased earnings to buy groceries, transportation, housing, and other goods and services.

Terminology

	Direct Impacts	Indirect and Induced Impacts
Economic Output	The total value of goods and services produced by the activity being modeled. Output is roughly equivalent to sales or revenue associated with the direct activity.	IMPLAN estimate of the total value of goods and services produced by indirect and induced economic activity. Output approximates sales or revenue associated with this activity.
Jobs	Jobs directly engaged in the activity being analyzed.	IMPLAN estimate of the number of jobs supported by the purchase of goods and services by the activity being modeled (indirect) as well as by changes in household spending (induced).
Labor Income (Earnings)	Wages and benefits associated with direct jobs.	IMPLAN estimate of the wages, benefits, and proprietor income associated with the indirect and induced economic activity.
Households Supported	Estimate of the number of households supported by the economic activity being analyzed.	Estimate of the number of households supported by indirect and induced economic activity.
State and Local Taxes	IMPLAN estimate of all taxes paid to state and local units of government as a direct result of the economic activity being analyzed.	IMPLAN estimate of all taxes paid to state and local units of government due to indirect and induced economic activity.
Federal Taxes	IMPLAN estimate of all taxes paid to the federal government as a direct result of the economic activity being analyzed.	IMPLAN estimate of all taxes paid to the federal government due to indirect and induced economic activity.

Data and Analysis

To gather the job, payroll, sales, and other operational information necessary to develop the economic impact estimates, OCBA administered an online survey to approximately 442 member craft breweries. Approximately 116 brewers responded to the survey.

With the assistance of OCBA's executive director, Mary MacDonald, and deputy director, Justin Hemminger, the survey data was extrapolated to estimate the size of the state's craft brewing industry and the size of the industry in each of the regions.

The Brewers Association prepares periodic state-by-state economic impact estimates for the industry, and its most recent estimates were published in 2023. It is important to note there are key differences between this study and the BA study.

The BA study measures the impact of the entire country's craft brewing industry on the state of Ohio, while this study considers the impact of the craft brewers located in Ohio on the economy of the state. As a result, among other things, BA's estimates include the impact of purchases from Ohio goods and services suppliers by craft brewers located outside the state as well as retail/distribution activity in Ohio by out-of-state brewers, while this study does not include those impacts.

IMPLAN

IMPLAN (IMpact analysis for PLANning), one of the most well-respected and widely used methodologies for assessing regional economic impacts, was used for this study. IMPLAN is a general input-output model initially developed by the U.S. Forest Service in the 1970s and is used by more than 1,000 universities, government agencies, and consultants to estimate the economic and fiscal impacts of investments and/or changes in one or more industries.

Data underlying the IMPLAN model is updated annually using thousands of data points from over 90 sources. The main sources of this data include:

- U.S. Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)
- U.S. Bureau of Economic Analysis (BEA) Regional Economic Accounts (REA)
- U.S. Census Bureau County Business Patterns (CBP)
- U.S. Bureau of Economic Analysis National Income and Product Accounts (NIPA)

2023 IMPLAN data, the most current data available at the time, was used for this study.

Areas of Analysis

This report includes eleven geographic areas of impact analysis. The impacts of the breweries located in each geography are estimated on the economy of the State of Ohio. For example, the Northeast Region section of this report estimates the impacts of craft breweries located in the seven Northeast Region counties on the state of Ohio.



Entire state of Ohio

Northwest Region

Allen, Auglaize, Defiance, Fulton, Ashland, Crawford, Delaware, Hancock, Hardin, Henry, Lucas, Mercer, Paulding, Putnam, Van Wert, Williams, and Wood counties



Erie, Huron, Knox, Marion, Morrow, Ottawa, Richland, Sandusky, Seneca, Union, and Wyandot counties



Cuyahoga and Lorain counties



Coshocton, Holmes, Medina, Stark, Summit, Tuscarawas, and Wayne counties

State Line Region



Ashtabula, Carroll, Columbiana, Geauga, Harrison, Jefferson, Lake, Mahoning, Portage, and Trumbull counties

West Central Region



Champaign, Clark, Darke, Greene, Logan, Madison, Miami, Montgomery, Preble, and Shelby counties

Greater Columbus Region



Franklin County



Hamilton County

Southwest Region



Adams, Brown, Butler, Clermont, Athens, Belmont, Fairfield, Gallia, Clinton, Fayette, Highland, Pickaway, Pike, Ross, Scioto, and Warren counties

Southeast Region



Guernsey, Hocking, Jackson, Lawrence, Licking, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Vinton, and Washington counties

State of Ohio Impacts

2024 Overview

- 442 craft breweries
- 53 breweries in planning
- 9,753 direct jobs
- Approximately 1.15 million barrels of beer produced

In 2024, craft breweries in the State of Ohio directly and indirectly supported \$1.29 billion of economic activity in Ohio through their ongoing operations.

The state's craft breweries directly employed an estimated 9,753 individuals. These direct jobs sustained an additional 2,502 indirect and induced jobs, resulting in a total of 12,255 Ohio jobs.

An estimated \$427.3 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 8,095 Ohio households.

The activities of the Ohio craft breweries resulted in the generation of an estimated \$128.6 million of state and local taxes and \$99.1 million of federal taxes during 2024.

State of Ohio Estimated Impacts





\$1.29 billion economic output



12,255 iobs



\$427.3 million labor income



8,095 households supported



\$128.6 million state and local taxes



\$99.1 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 758,335,000	\$	531,204,000	\$ 1,289,539,000
Jobs	9,753		2,502	12,255
Labor Income	\$ 272,825,000	\$	154,521,000	\$ 427,346,000
Households Supported	6,442		1,653	8,095

Northwest Region Impacts

2024 Regional Overview

- 41 craft breweries
- Seven breweries in planning
- 915 direct jobs
- Approximately 17,000 barrels of beer produced

In 2024, craft breweries in the Northwest region directly and indirectly supported \$78.0 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 915 individuals. These direct jobs sustained an additional 158 indirect and induced jobs, resulting in a total of 1,073 Ohio jobs.

An estimated \$28.8 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 709 Ohio households.

The activities of the Northwest region craft breweries resulted in the generation of an estimated \$7.0 million of state and local taxes and \$6.5 million of federal taxes during 2024.

Northwest Region Estimated Impacts





\$78.0 million economic output



1,073 iobs



\$28.8 million labor income



households supported



\$7.0 million state and local taxes



\$6.5 million federal taxes

Total Impacts	Direct	In	direct & Induced	Total
Economic Output	\$ 45,270,000	\$	32,701,000	\$ 77,971,000
Jobs	915		158	1,073
Labor Income	\$ 19,059,000	\$	9,700,000	\$ 28,759,000
Households Supported	604		105	709

North Central Region Impacts

2024 Regional Overview

- 37 craft breweries
- Four breweries in planning
- 367 direct jobs
- Approximately 10,000 barrels of beer produced

In 2024, craft breweries in the North Central region directly and indirectly supported \$36.1 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 367 individuals. These direct jobs sustained an additional 72 indirect and induced jobs, resulting in a total of 439 Ohio jobs.

An estimated \$12.4 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 290 Ohio households.

The activities of the North Central region craft breweries resulted in the generation of an estimated \$3.3 million of state and local taxes and \$2.9 million of federal taxes during 2024.

North Central Region Estimated Impacts





\$36.1 million economic output



439 iobs



\$12.4 million labor income



households supported



\$3.3 million state and local taxes



\$2.9 million federal taxes

Total Impacts	Direct	In	direct & Induced	Total
Economic Output	\$ 20,971,000	\$	15,153,000	\$ 36,124,000
Jobs	367		72	439
Labor Income	\$ 7,914,000	\$	4,491,000	\$ 12,405,000
Households Supported	242		48	290

Greater Cleveland Region Impacts

2024 Regional Overview

- 59 craft breweries
- 11 breweries in planning
- 1,622 direct jobs
- Approximately 209,000 barrels of beer produced

In 2024, craft breweries in the Greater Cleveland region directly and indirectly supported \$231.0 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 1,622 individuals. These direct jobs sustained an additional 458 indirect and induced jobs, resulting in a total of 2,080 Ohio jobs.

An estimated \$84.2 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 1,374 Ohio households.

The activities of the Greater Cleveland region craft breweries resulted in the generation of an estimated \$22.2 million of state and local taxes and \$19.2 million of federal taxes during 2024.

Greater Cleveland Region Estimated Impacts





\$231.0 million economic output



2,080 iobs



\$84.2 million labor income



households supported



\$22.2 million state and local taxes



\$19.2 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 135,339,000	\$	95,667,000	\$ 231,006,000
Jobs	1,622		458	2,080
Labor Income	\$ 56,186,000	\$	28,019,000	\$ 84,205,000
Households Supported	1,071		303	1,374

Northeast Region Impacts

2024 Regional Overview

- 49 craft breweries
- Four breweries in planning
- 681 direct jobs
- Approximately 26,000 barrels of beer produced

In 2024, craft breweries in the Northeast region directly and indirectly supported \$71.2 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 681 individuals. These direct jobs sustained an additional 144 indirect and induced jobs, resulting in a total of 825 Ohio jobs.

An estimated \$25.7 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 545 Ohio households.

The activities of the Northeast region craft breweries resulted in the generation of an estimated \$6.4 million of state and local taxes and \$5.9 million of federal taxes during 2024.

Northeast Region Estimated Impacts





\$71.2 million economic output



825 iobs



\$25.7 million labor income



households supported



\$6.4 million state and local taxes



\$5.9 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 41,356,000	\$	29,892,000	\$ 71,248,000
Jobs	681		144	825
Labor Income	\$ 16,816,000	\$	8,868,000	\$ 25,684,000
Households Supported	450		95	545

State Line Region Impacts

2024 Regional Overview

- 46 craft breweries
- Seven breweries in planning
- 413 direct jobs
- Approximately 9,000 barrels of beer produced

In 2024, craft breweries in the State Line region directly and indirectly supported \$34.8 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 413 individuals. These direct jobs sustained an additional 70 indirect and induced jobs, resulting in a total of 483 Ohio jobs.

An estimated \$13.6 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 319 Ohio households.

The activities of the State Line region craft breweries resulted in the generation of an estimated \$3.2 million of state and local taxes and \$3.1 million of federal taxes during 2024.

State Line Region Estimated Impacts





\$34.8 million economic output



483 iobs



\$13.6 million labor income



households supported



\$3.2 million state and local taxes



\$3.1 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 20,337,000	\$	14,473,000	\$ 34,810,000
Jobs	413		70	483
Labor Income	\$ 9,307,000	\$	4,260,000	\$ 13,567,000
Households Supported	273		46	319

West Central Region Impacts

2024 Regional Overview

- 39 craft breweries
- Three breweries in planning
- 636 direct jobs
- Approximately 16,000 barrels of beer produced

In 2024, craft breweries in the West Central region directly and indirectly supported \$60.7 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 636 individuals. These direct jobs sustained an additional 124 indirect and induced jobs, resulting in a total of 760 Ohio jobs.

An estimated \$23.2 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 502 Ohio households.

The activities of the West Central region craft breweries resulted in the generation of an estimated \$5.4 million of state and local taxes and \$5.2 million of federal taxes during 2024.

West Central Region Estimated Impacts





\$60.7 million economic output



760 jobs



\$23.2 million labor income



households supported



\$5.4 million state and local taxes



\$5.2 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 35,168,000	\$	25,494,000	\$ 60,662,000
Jobs	636		124	760
Labor Income	\$ 15,657,000	\$	7,583,000	\$ 23,240,000
Households Supported	420		82	502

Greater Columbus Impacts

2024 Regional Overview

- 56 craft breweries
- Four breweries in planning
- 1,607 direct jobs
- Approximately 159,000 barrels of beer produced

In 2024, craft breweries in the Greater Columbus region directly and indirectly supported \$184.0 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 1,607 individuals. These direct jobs sustained an additional 386 indirect and induced jobs, resulting in a total of 1,993 Ohio jobs.

An estimated \$74.5 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 1,316 Ohio households.

The activities of the Greater Columbus region craft breweries resulted in the generation of an estimated \$15.2 million of state and local taxes and \$16.6 million of federal taxes during 2024.

Greater Columbus Region Estimated Impacts





\$184.0 million economic output



1,993 iobs



\$74.5 million labor income



1,316 households supported



\$15.2 million state and local taxes



\$16.6 million federal taxes

Total Impacts	Direct	Ind	lirect & Induced	Total
Economic Output	\$ 105,748,000	\$	78,237,000	\$ 183,985,000
Jobs	1,607		386	1,993
Labor Income	\$ 50,909,000	\$	23,558,000	\$ 74,467,000
Households Supported	1,062		254	1,316

Greater Cincinnati Region Impacts

2024 Regional Overview

- 50 craft breweries
- Four breweries in planning
- 2,475 direct jobs
- Approximately 669,000 barrels of beer produced

In 2024, craft breweries in the Greater Cincinnati region directly and indirectly supported \$495.6 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 2,475 individuals. These direct jobs sustained an additional 888 indirect and induced jobs, resulting in a total of 3,363 Ohio jobs.

An estimated \$129.4 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 2,221 Ohio households.

The activities of the Greater Cincinnati region craft breweries resulted in the generation of an estimated \$57.2 million of state and local taxes and \$31.6 million of federal taxes during 2024.

Greater Cincinnati Region Estimated Impacts





\$495.6 million economic output



3,363 iobs



\$129.4 million labor income



2,221 households supported



\$57.2 million state and local taxes



\$31.6 million federal taxes

Total Impacts	Direct	In	direct & Induced	Total
Economic Output	\$ 297,346,000	\$	198,233,000	\$ 495,579,000
Jobs	2,475		888	3,363
Labor Income	\$ 73,643,000	\$	55,720,000	\$ 129,363,000
Households Supported	1,635		586	2,221

Southwest Region Impacts

2024 Regional Overview

- 33 craft breweries
- Five breweries in planning
- 460 direct jobs
- Approximately 16,000 barrels of beer produced

In 2024, craft breweries in the Southwest region directly and indirectly supported \$45.7 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 460 individuals. These direct jobs sustained an additional 94 indirect and induced jobs, resulting in a total of 554 Ohio jobs.

An estimated \$16.8 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 366 Ohio households.

The activities of the Southwest region craft breweries resulted in the generation of an estimated \$4.1 million of state and local taxes and \$3.8 million of federal taxes during 2024.

Southwest Region Estimated Impacts





\$45.7 million economic output



554 iobs



\$16.8 million labor income



households supported



\$4.1 million state and local taxes



\$3.8 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 26,501,000	\$	19,223,000	\$ 45,724,000
Jobs	460		94	554
Labor Income	\$ 11,103,000	\$	5,716,000	\$ 16,819,000
Households Supported	304		62	366

Southeast Region Impacts

2024 Regional Overview

- 32 craft breweries
- Four breweries in planning
- 578 direct jobs
- Approximately 19,000 barrels of beer produced

In 2024, craft breweries in the Southeast region directly and indirectly supported \$52.4 million of economic activity in Ohio through their ongoing operations.

The region's craft breweries directly employed an estimated 578 individuals. These direct jobs sustained an additional 107 indirect and induced jobs, resulting in a total of 685 Ohio jobs.

An estimated \$18.8 million of annual labor income, including benefits, was associated with the total jobs. These jobs and associated earnings sustained 452 Ohio households.

The activities of the Southeast region craft breweries resulted in the generation of an estimated \$4.6 million of state and local taxes and \$4.3 million of federal taxes during 2024.

Southeast Region Estimated Impacts





\$52.4 million economic output



685 jobs



\$18.8 million labor income



households supported



\$4.6 million state and local taxes



\$4.3 million federal taxes

Total Impacts	Direct	Inc	direct & Induced	Total
Economic Output	\$ 30,299,000	\$	22,131,000	\$ 52,430,000
Jobs	578		107	685
Labor Income	\$ 12,231,000	\$	6,604,000	\$ 18,835,000
Households Supported	382		70	452

Other Impacts

Ohio's craft brewing industry positively shapes Ohio's economy and communities in ways which extend far beyond quantitative economic measures. Some of these contributions, as reported by brewers in the OCBA member surveys, are highlighted here.

Construction Impacts

Survey respondents, who represent only a portion of the craft brewers in the state, reported investing more than \$10 million in construction projects and more than \$5 million in equipment in 2024. Further, more than half of survey respondents stated that their brewery plans to increase production within the next two years and almost one fourth of respondents reported that their brewery is planning a facility expansion over the same period.

Economic and Community Development

Much of the economic impact of the craft brewing industry occurs within the neighborhood where the brewery is located, and craft breweries often catalyze development in the areas that surround them. Many of Ohio's craft breweries have creatively renovated vacant commercial, public, and even religious buildings, converting them into engines for neighborhood development and accessible job creation.

Community Impact

Beyond offering hip places for people to eat and drink, Ohio breweries also serve as community gathering places, with survey respondents reporting hosting community nights, concerts, workshops, fundraisers, and countless other place-making activities. These activities contribute immeasurably to the fabric of the communities in which the breweries operate.

In addition to regularly producing special and collaborative beers to raise money for charities, Ohio craft brewers give back to their communities through a wide range of efforts including cleaning up beaches and rivers, hosting food drives, donating brewery space, sponsoring and mentoring youth and contributing to scholarships, and collecting food and clothing. Some breweries even donate a portion of all sales to local nonprofits.

The 116 brewers that responded to the survey donated approximately \$1.5 million to charitable causes and donated thousands of volunteer hours in 2024.

About OCBA

The Ohio Craft Brewers Association was founded in 2008 and serves to unify the growing Ohio brewing community, market Ohio manufactured beers throughout the State and beyond, and monitor and promote a strong beer industry in Ohio. The OCBA provides membership opportunities for Ohio brewers, industry partners, and craft beer enthusiasts, and seeks to create a more inclusive craft brewing community.

For Ohio brewers, the OCBA offers advertising and marketing opportunities, technical and educational conferences and seminars, community-building connections between brewers and businesses that support the industry, numerous member events, insurance discounts, advocacy, and other benefits.

Member and Industry Participants

The participation of the OCBA members who responded to the survey, along with the support of all OCBA members, is sincerely appreciated. Additionally, Dr. Bart Watson of the Brewers Association provided valuable industry data which was critical to the development of this report.

About Silverlode Consulting

Silverlode Consulting was founded in 2002 by two leaders of EY's and PwC's consulting practices. As a national leader in the field of economic impact analysis, we have helped hundreds of organizations, ranging from non-profit arts groups to multi-national corporations, to measure their impacts on their communities and communicate those impacts to their stakeholders.

By meticulously estimating and effectively communicating the direct, indirect, and induced jobs, earnings, taxes, and other impacts of projects, the presence of an organization, or an investment in a community, our work has helped clients to gain approvals, secure funding, and positively shift public opinion. More information about our firm and our work in economic impact analysis can be found on our website www.silverlodeconsulting.com.