



**DISCUS**  
annual conference

**2022**  
NOLA

**Distilleries Pack a Big Economic Punch!**

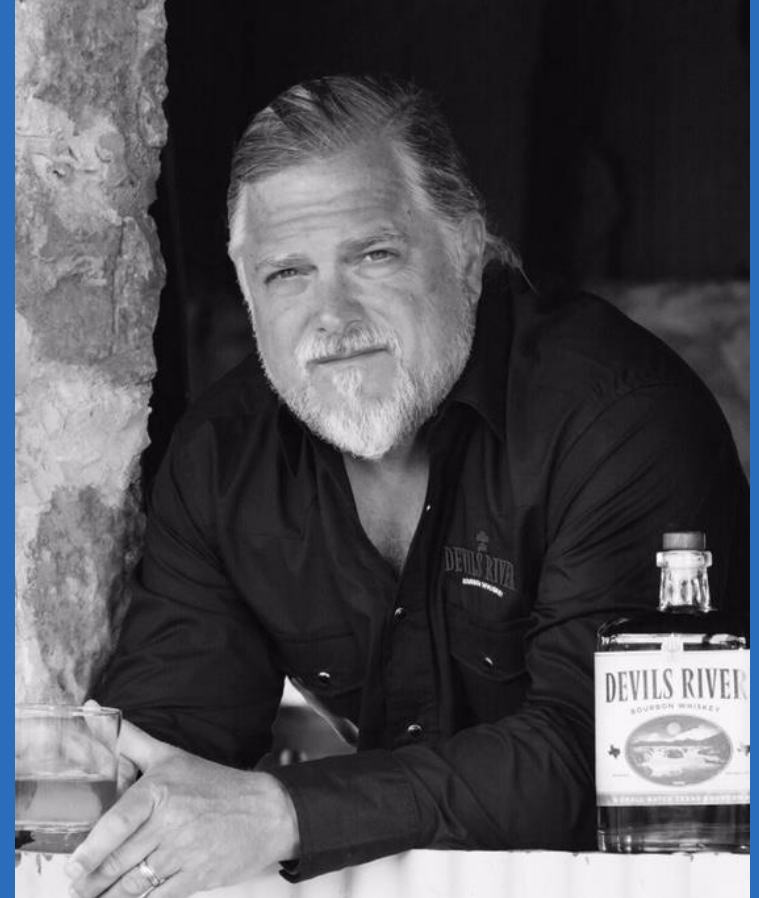
# Economic Punch

- Econ Activity: \$190 B
- Tax Rev: \$32 B
- Exports: \$1.5 B
- Jobs: 1.64 M



# Mike Cameron CEO Devils River Whiskey

- After Graduating from Texas State University in 1990 he started his own Commercial Equipment business in Houston, TX.
- Mike attended various distilling courses, including Michigan State Universities Distilling Program and worked with three different Master Distillers over the past 14 years
- In 2007 Mike and his business partner founded Rebecca Creek Distillery
- Today Rebecca Creek is one of the top 10% Craft Distilleries in the US producing over 100,000 cases annually
- In 2016 Mike formed Devils River Holdings, LLC. Devils River Whiskey has become one of the fastest growing Craft Whiskey Brands in the U.S. and is now sold in 33 states, Mexico, and Canada



**Robert Hall**  
**CEO**  
**Ole Smoky Distillery LLC**

- Founded in 2010
- Leading craft distiller in the US
- Leading Moonshine brand
- World's Most Visited Distillery
- >1million cases sold in 2021
- IMPACT Hot Brand Awards 2017, 2018, 2019, 2020, 2021
- 4 Consumer Experience Locations
- 2 Bottling and Blending Locations
- Over 900 associates
- Supporter of numerous charities: Friends of the Smokies, Boys & Girls Club of the Smoky Mountains and Children of Restaurant Employees (CORE)



# Jack Mazurak

## Director of Governmental & Regulatory Affairs Kentucky Distillers' Association

- Jack joined the KDA from the Kentucky Cabinet for Economic Development, where he spent more than six years as director and executive director of its Office of Marketing and Public Affairs.
- Over three gubernatorial administrations, Jack worked to attract, retain and grow pillar industries throughout Kentucky, including spirits, automotive, metals, logistics and distribution, and aerospace.
- A native of Upstate New York, Mazurak received a bachelor's in Journalism/Mass Communication from St. Bonaventure University and a master's of Journalism from Quinnipiac University.





# Tim Derickson

## Managing Director

### Food and Agribusiness Sector

#### Jobs Ohio – A Unique Economic Development Platform





# Greg Burkart

## Practice Leader – Site Selection & Incentive Advisory

### Kroll, LLC

- Greg has 25 years of experience and specializes in structuring and negotiating government-sponsored economic development incentives packages.
- Greg's clients range from small entrepreneurs to companies in the Fortune 10.
- In the Food & Beverage Industry, Greg has advised on more than 30 projects involving capital investments of \$1.2 billion.
  - Breweries, distribution centers, manufacturing facilities and HQ's.
- Currently, the SSIA team is advising on +\$100 Billion of sustainability projects across the country, tapping into federal, state and local incentives.
  - Carbon capture, green hydrogen generation and fuel cell deployment, lithium-ion batteries, industrial emissions reduction and light weight materials.



# Questions:

Community & Company

Incentives

Innovation & Tradition

Labor

Tourism

Growth

Audience



# Questions: Non-Public, please review and edit.

## **Tim:**

1. Explain how JobsOhio assess economic development opportunities for investment. How would a company find and work with JobsOhio for economic development in Ohio?
2. Given the current labor landscape, does JobsOhio offer support for staffing/filling the new jobs being brought to Ohio?
3. Could you give us an example of economic investment within the spirits industry in Ohio?

## **Mike:**

1. How has the development of craft distilleries created a large economic impact on communities?
2. What are some ways to help create awareness in the community to help craft distilleries?
3. In what ways have craft distilleries benefited agricultural development, tourism, other business development, and financial gains?

## **Jack:**

1. Beyond job creation, expansions and tourism, how can distillers grow their communities through economic development?
2. We hear so much about a Bourbon Bubble. And we know the industry is cyclical. How can distillers ensure their own and their community's viability long-term?

## **Robert:**

1. How do you at Ole Smoky partner with local governments to obtain support for your company?
2. Have the local governments been helpful to Ole Smoky and if so, how?
3. How has innovation and tradition affected your business and your community?
4. Are your labor markets tight? How has your economic development partners helped you?