



Asheville Breweries

Economic Contribution

Breweries in the four-county Asheville Metro made a major contribution to the regional economy in 2016.

2,571

jobs

877 jobs in brewery industry activity created or supported another 1,694 jobs in the local economy. For every 1 job, nearly 2 more jobs were supported.

\$111M

labor income

Labor income associated with brewing activity jobs accounted for \$111 million, adding to local household spending power.

\$934M

total output

Total output or production was estimated at \$934 million contribution. 2,571 workers were paid \$111 million in Labor Income as part of companies' \$365 million contribution to the Gross Regional Product in the Asheville MSA.

\$205M

tax revenues

An estimated \$205 million in state, local, and federal tax revenues were contributed from transactions such as taxes on production and corporate profits. These revenues may go towards public services such as public safety, parks, education, transportation, etc.

\$55K

average earnings

Average earnings per direct job in brewery industry activity was over \$55K. With indirect and induced effects included, the average was estimated at \$43K.

5

top five industries

In the Asheville metro market, the top five industries impacted (by employment) were Breweries Manufacturing, All Other Crop Farming, Wholesale Trade, Truck Transportation, and All Other Food and Drinking Places.

754%

growth

The primary Breweries Manufacturing Industry grew in employment by 754% 2011-2016, adding over 600 direct jobs in the region.

35+

businesses

A 2016 snapshot estimates at least 35 brewing businesses in the Asheville MSA.

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**Produced by: The Asheville Area Chamber of Commerce and
Economic Development Coalition for Asheville-Buncombe County**

End notes: Brewery activity has created or supported thousands of jobs in the Asheville Metropolitan Statistical Area. What this has meant for the region is that the industry contributed not only the jobs it created directly, but also through multiplied economic effects, whereby additional economic activity was created or supported as a result of supply chains and labor income spending. Figures are estimates utilizing Implan to create a multi-industry baseline contribution analysis and do not claim to capture every aspect of brewing activity. No add-on effects of tourism spending have been estimated. Margins of error may apply. Contribution results represent 2016 values. Tax Revenues and Labor Income are components of Gross Regional Product. Total output, which includes Gross Regional Product, may include instances of duplicative counting of goods and services at different points in the production stage whereas Gross Regional Product does not. Source for employment growth statistic: EMSI. Photo courtesy: A-B Technical Community College. For more information on the contribution analysis, please contact the Economic Development Coalition for Asheville-Buncombe County. The Economic Development Coalition is accredited by the International Economic Development Council.

