



Brewery Site Analysis
For the City of Auburn, Michigan
January 2016

As a stimulus for economic development, the City of Auburn and its Downtown Development Authority are exploring the possibility of a micro brewery or brewpub within city limits. The small number of breweries in the region and their relative locations make this a viable business opportunity.

Several sites were suggested and investigated, which are detailed in the following pages. The largest property would require rezoning. Another variable is whether a micro brewery or brewpub is to be established. A micro brewery requires a manufacturers license, which is not limited by population but can only sell the beer produced on site and does not require any food sales. A brewpub however requires a liquor license (limited by population) and a restaurant license with at least 25% of sales in food.

One difficulty for establishing a brewpub is the lack of an available liquor license in the area. The quota system in state law allows only one for every 3,000 residents, and the single available license is already in use. An additional special use license was secured for another location, but the granting of another such license is problematic due to their restriction to certain uses like hotels.

Other means to secure a liquor license for a possible brewpub include a resort license, which would require a hotel or restaurant with food sales comprising at least 50% of total sales. Another possibility is an economic development liquor license within the DDA boundaries, which requires a fee of \$20,000 and substantial proven investments. The third option is buying an existing license in escrow within Bay County and transferring it to a new location. There are currently only two available, one owned by the estate of Willie Valentine (Valentine's Bar & Grill in Pinconning) and the other by the Golden Dragon restaurant in Bay City. Both of those businesses have closed and attempts to contact the owners were not successful. Local officials may have better luck.

Another option for a brewpub is to convince one of the current Auburn liquor license holders to apply for a brewpub license and expand their location to accommodate a small brew system.

Given the licensing problems to establish a brewpub within the Auburn DDA district, a micro brewery may be the more viable option. The two large parcels near US-10 would require the most investment as there are no buildings. The sites with buildings would need alterations.

To draw more interest in development of this type, some financial incentives should be considered by the City of Auburn and its DDA. Other communities have used Michigan's Commercial Rehabilitation Act (P.A. 210 of 2005) to reduce the tax burden, and some have pledged funding for a portion of any resort or redevelopment liquor license required.

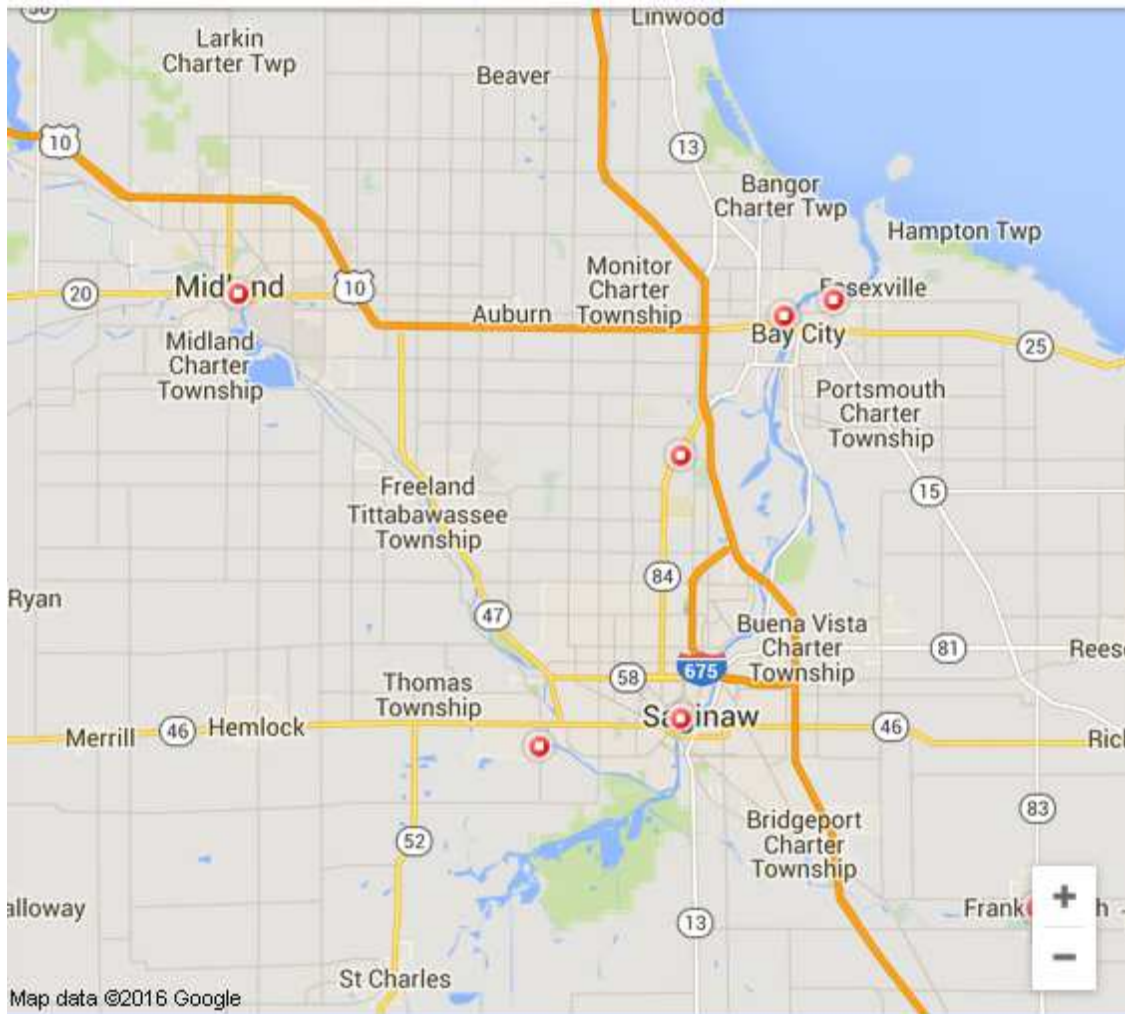
This analysis can be shared with regional home brew clubs and the Michigan Brewers Guild. There are a lot of good brewers in Michigan, many of whom are looking for an opportunity and location to open a brewery, so this may peak someone's interest.

The water supply is critical to a brewery operation, and the water quality analysis is good. Please contact me if further information or clarification of any issue is needed. Thank you.

Will Tyler White
Principal Consultant

Other Breweries & Brew Supply Stores in the region

The Tri-County area has a population of around 400,000, with six breweries and two home-brew supply stores. Auburn is well situated for a brewery location, and other metropolitan areas have shown the ability to support more breweries. The Traverse City metropolitan area for example has a population of only about 143,000 but supports over a dozen breweries. The Grand Rapids metro region has a population of 1,027,703 supporting over forty breweries. The Lansing metro area has a population of 464,036 with only six breweries, so it has room for growth as well.



- Frankenmuth Brewery, 425 S Main St, Frankenmuth, MI 48734
- Hop Head Brew Supply, 6907 Westside Saginaw Rd #6, Bay City, MI 48706
- Loggers Brewing Company, 1215 S River Rd, Saginaw, MI 48609
- Lumber Barons, 804 E Midland St, Bay City, MI 48706
- Michigan Brew Supply, 126 Townsend St, Midland, MI 48640
- Midland Brewing Company, 5011 N. Saginaw Rd. Midland MI 48640 (closed – new owners?)
- Oracle Brewing Company, 122 N Michigan Ave, Saginaw, MI 48602
- Tri-City Brewing Company, 3020 N Water St, Bay City, MI 48708

Chart showing no quota-based licenses available in Auburn

**Michigan Department Of Licensing And Regulatory Affairs
ON-PREMISE AVAILABILITY REPORT**

County	LGU Name	District/LGU	Population	Authorized	Issued	Allocated	Available	Type	
BAY	AUBURN CITY	S-54,5	2,087	1	2	0	0	Legal	
	BANGOR TWP	S-41	14,641	10	8	0	1	Legal	
	BAY CITY	S-55	34,932	23	56	0	0	Legal	
	BEAVER TWP	S-42	2,885	2	2	0	0	Legal	
	ESSEXVILLE CITY	S-56	3,478	2	2	0	0	Legal	
	FRANKENMUST TWP	S-43	3,562	2	1	0	1	Legal	
	FRASER TWP	S-44	3,192	2	4	0	0	Legal	
	GARFIELD TWP	S-45	1,743	1	2	0	0	Legal	
	GIBSON TWP	S-46	1,210	1	1	0	0	Legal	
	HAMPTON TWP	S-47	3,652	6	7	0	0	Legal	
	KANKAWLIN TWP	S-48	4,848	3	3	0	0	Legal	
	MERRITT TWP	S-49	1,441	1	3	0	0	Legal	
	MONITOR TWP	S-50	10,735	7	5	0	2	Legal	
	MT FOREST TWP	S-51	1,392	1	1	0	0	Legal	
	PINCONNING CITY	S-57	1,307	1	1	0	0	Legal	
	PINCONNING TWP	S-52	2,431	2	2	0	0	Legal	
	PORTSMOUTH TWP	S-53	3,306	2	3	0	0	Legal	
	WILLIAMS TWP	S-54	4,772	3	1	0	2	Legal	
	County Totals :			107,614	70	105	0	6	

Listing of available licenses in escrow (note that all Class C licenses on page 1 had transfers pending)

**Michigan Department Of Licensing And Regulatory Affairs
ESCROW LICENSEE LISTING FOR COUNTY OF BAY**

(CONTINUED) FRASER TWP January 10, 2016 07:01 PM Page 2 of 2

NO BUSINESS NAME ON FILE WITH MLOC Address: 2740 N HURON, PINCONNING 48650

Bus.Nbr: 237067	Bus.Ph:	Tax ID:	Insurer: NO PROOF OF FINANCIAL RESPONSIBILITY ON FILE WITH MLOC
<u>License (Type-Nbr-Yr)</u>	<u>Permits</u>	<u>Transfer Status</u>	<u>MCL Act</u>
CLASSC 253783-2015	SUNDAY SALES (PM), DD-SERV, DANCE	TRANSFERABLE	
SIM 253784-2015		TRANSFERABLE	ESTATE OF WILLIE VALENTINE

MONITOR TWP

GOLDEN DRAGON RESTAURANT Address: 912 S EUCLID, BAY CITY 48706

Bus.Nbr: 5384	Bus.Ph: (989)667-2058	Tax ID: 382924474	Insurer: TRAVELERS INSURANCE COMPANY (02/24/2010-04/07/2012)
<u>License (Type-Nbr-Yr)</u>	<u>Permits</u>	<u>Transfer Status</u>	<u>MCL Act</u>
SIM 1114-2015		TRANSFERABLE	
CLASSC 8243-2015	SUNDAY SALES (PM)	TRANSFERABLE	PHUNG, SON LUU

Total Number of Businesses for County: 8

City of Auburn Zoning Map

Green = Business

White = Residential 1; 1 & 2 family

Purple = Residence 2; 1 & 2 family

Blue = Residence 3; multiple family

Salmon = Light Industrial



Location 1: 14.43 acres at South Auburn Road and US-10, parcel # 150-023-400-740-00
Assessed value \$101,000

Location 2: 2.10 acres at South Garfield Road and US-10, parcel # 150-023-300-020-05
Assessed value \$72,000

Location 3: .12 acres with building at 118 W Midland Rd., parcel # 150-023-100-210-00
Assessed value \$31,600

Location 4: .30 acres with building at 116 N. Auburn Rd., parcel # 150-024-200-150-00
Assessed value \$64,600

Location #1, GPS map at:

http://maps.baygis.org/BAYCOUNTY/VIEWER.HTM?ACTIVE_LAYER=0&QUERY_ZOOM=YES&QUERY=TAXID%20=%20%22150-023-400-740-00%22

General Property Information

Bay County

Parcel: 150-023-400-740-00 **Unit:** CITY OF AUBURN

Property Address	[collapse]
S AUBURN RD AUBURN, MI 48611	

Owner Information	[collapse]
ROMAN CATHOLIC DIOCESE OF SAGINAW	Unit: 150
84 W MIDLAND RD AUBURN, MI 48611	

Taxpayer Information	[collapse]
SEE OWNER INFORMATION	

General Information for Tax Year 2015				[collapse]
Property Class:	402 - RESIDENTIAL- VACANT	Assessed Value:	\$101,000	
School District:	09010 - BAY CITY SCHOOL DISTRICT	Taxable Value:	\$101,000	
State Equalized Value:	\$101,000	Map #		
AUDIT YEAR	0	Date of Last Name Chg:	01/22/2014	
		Date Filed:	06/09/2000	
		Notes:	N/A	
Historical District:	N/A	Census Block Group:	N/A	
Principal Residence Exemption	June 1st	Final		
			-	

2015	0.0000 %	0.0000 %	
Previous Year Info	MBOR Assessed	Final S.E.V.	Final Taxable
2014	\$101,000	\$101,000	\$101,000
2013	\$101,000	\$101,000	\$101,000

Land Information				[collapse]
	Frontage		Depth	
Lot 1:	0.00 Ft.		0.00 Ft.	
Lot 2:	0.00 Ft.		0.00 Ft.	
Lot 3:	0.00 Ft.		0.00 Ft.	
Total Frontage:	0.00 Ft.	Average Depth:	0.00 Ft.	
Total Acreage:	14.43			
Zoning Code:				
Total Estimated Land Value:	N/A	Mortgage Code:		
Land Improvements:	\$0	Lot Dimensions/Comments:		
Renaissance Zone:	NO			
Renaissance Zone Expiration Date:				
ECF Neighborhood Code:				

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Location #2, GPS map (note the map on line shows a building that has been demolished) at:
http://maps.baygis.org/BAYCOUNTY/VIEWER.HTM?ACTIVE_LAYER=0&QUERY_ZOOM=YES&QUERY=TAXID%20=%20%22150-023-300-020-05%22

General Property Information

Bay County

Parcel: 150-023-300-020-05 **Unit:** CITY OF AUBURN

Property Address	[collapse]
S GARFIELD RD	

Owner Information	[collapse]
RAPANOS, JUDITH ANN TRUST 925 E WHEELER RD MIDLAND, MI 48640-8696	Unit: 150

Taxpayer Information	[collapse]
SEE OWNER INFORMATION	

General Information for Tax Year 2015		[collapse]	
Property Class:	201 - COMMERCIAL-IMPROVED	Assessed Value: \$72,000	
School District:	09010 - BAY CITY SCHOOL DISTRICT	Taxable Value: \$72,000	
State Equalized Value:	\$72,000	Map #	
AUDIT YEAR	0	Date of Last Name Chg: 07/07/2009	
Historical District:	N/A	Date Filed:	
		Notes: N/A	
		Census Block Group: N/A	
Principal Residence Exemption	June 1st	Final	
2015	0.0000 %	0.0000 %	
Previous Year Info	MBOR Assessed	Final S.E.V.	Final Taxable
2014	\$74,900	\$74,900	\$74,489
2013	\$115,800	\$115,800	\$113,049

Land Information				[collapse]
	Frontage		Depth	
Lot 1:	0.00 Ft.		0.00 Ft.	
Lot 2:	0.00 Ft.		0.00 Ft.	
Lot 3:	0.00 Ft.		0.00 Ft.	
Total Frontage:	0.00 Ft.	Average Depth:	0.00 Ft.	
Total Acreage:	2.10			
Zoning Code:				
Total Estimated Land Value:	N/A	Mortgage Code:		
Land Improvements:	\$0	Lot Dimensions/Comments:		
Renaissance Zone:	NO			
Renaissance Zone Expiration Date:				
ECF Neighborhood Code:	150C			

Legal Information for 150-023-300-020-05	[collapse]
<p>BEG @ PT ON W SEC LN S01°26'40"W 136.51 FT FROM NW COR OF S 1/2 OF N 1/2 OF SW 1/4 OF SW 1/4 SEC 23, TH S88°48'33"E 133.84 FT, TH N61°26'47"E 30.80 FT, TH S28°33'13"E 17.54 FT, TH S88°48'33"E 85.17 FT, TH S23°42'31"E 97.26 FT, TH N60°30'00"E 10.04 FT, TH S88°48'33"E 190 FT, TH S67°50'00"E 213.38 FT, TH S22°10'00"W 35.74 FT, TH N88°48'20"W 681.33 FT, TH N01°26'40"E ALG W SEC LN 195.25 FT TO POB, SEC 23 T14N R3E, 2.10 AC +/-</p>	

Sales Information

0 sale record(s) found.

Sale Date	Sale Price	Instrument	Grantor	Grantee	Terms Of Sale	Liber/Page
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Parcel #3, GPS map at:

http://maps.baygis.org/BAYCOUNTY/VIEWER.HTM?ACTIVE_LAYER=0&QUERY_ZOOM=YES&QUERY=TAXID%20=%20%22150-023-100-210-00%22

General Property Information

Bay County

[\[Back to Non-Printer Friendly Version\]](#) [\[Send To Printer\]](#)

Parcel: 150-023-100-210-00 **Unit:** CITY OF AUBURN

Property Address	[collapse]
118 W MIDLAND RD AUBURN, MI 48611	

Owner Information	[collapse]
VANTOL, STEVEN M TRUST 4851 N RAYMOND RD MIDLAND, MI 48642-9256	Unit: 150

Taxpayer Information	[collapse]
SEE OWNER INFORMATION	

General Information for Tax Year 2015				[collapse]
Property Class:	201 - COMMERCIAL-IMPROVED	Assessed Value:	\$31,600	
School District:	09010 - BAY CITY SCHOOL DISTRICT	Taxable Value:	\$31,600	
State Equalized Value:	\$31,600	Map #	2008 COM	
AUDIT YEAR	2015	Date of Last Name Chg:	07/07/2009	
		Date Filed:		
		Notes:	N/A	
Historical District:	N/A	Census Block Group:	N/A	
Principal Residence Exemption	June 1st	Final		
2015	0.0000 %	0.0000 %		
Previous Year Info	MBOR Assessed	Final S.E.V.	Final Taxable	

2014			
2013	\$38,300	\$38,300	\$36,413
	\$37,000	\$37,000	\$35,840

Land Information				[collapse]
	Frontage		Depth	
Lot 1:	32.00 Ft.		133.00 Ft.	
Lot 2:	8.00 Ft.		115.00 Ft.	
Lot 3:	0.00 Ft.		0.00 Ft.	
Total Frontage:	40.00 Ft.	Average Depth:	129.40 Ft.	
Total Acreage:	0.12			
Zoning Code:				
Total Estimated Land Value:	N/A	Mortgage Code:		
Land Improvements:	\$795	Lot Dimensions/Comments:		
Renaissance Zone:	NO			
Renaissance Zone Expiration Date:				
ECF Neighborhood Code:	150C			

Legal Information for 150-023-100-210-00	[collapse]
COM 255.30 FT W OF E 1/4 POST, TH N 115.70 FT, TH W 8 FT, TH N 18 FT, TH W 32 FT, TH S 133.70 FT, TH E 40 FT TO BEG. SEC. 23 T14N,R3E.	

Sales Information

4 sale record(s) found.

Sale Date	Sale Price	Instrument	Grantor	Grantee	Terms Of Sale	Liber/Page
11/28/2003	\$1.00	WD	VANTOL, STEVEN M	VANTOL, STEVEN M TRUST	INTO/OUT OF TRUST	2168/905
11/28/2003	\$1.00	WD	VANTOL, STEVEN M & DEBRA JO	VANTOL, STEVEN M	INTO/OUT OF TRUST	2168/904
02/29/2000	\$46,500.00	WD	BRANIGAN, WINIFRED L, ESTATE OF	VANTOL, STEVEN M & DEBRA J	LC FULFILLMENT	1673/197
01/22/1990	\$46,500.00	LC	BRANIGAN, WINIFRED L	VANTOL, STEVEN M & DEBRA J	LAND CONTRACT	1131/438

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Parcel #4, GPS map at:

http://maps.baygis.org/BAYCOUNTY/VIEWER.HTM?ACTIVE_LAYER=0&QUERY_ZOOM=YES&QUERY=TAXID%20=%20%22150-024-200-150-00%22

General Property Information

Bay County

Parcel: 150-024-200-150-00 **Unit:** CITY OF AUBURN

Property Address	[collapse]
116 N AUBURN RD AUBURN, MI 48611	

Owner Information	[collapse]
DESHANO, NEIL & BARBARA 3095 S 9 MILE RD AUBURN, MI 48611	Unit: 150

Taxpayer Information	[collapse]
SEE OWNER INFORMATION	

General Information for Tax Year 2015				[collapse]
Property Class:	201 - COMMERCIAL- IMPROVED	Assessed Value:	\$64,600	
School District:	09010 - BAY CITY SCHOOL DISTRICT	Taxable Value:	\$64,414	
State Equalized Value:	\$64,600	Map #	2008 COM	
AUDIT YEAR	2010	Date of Last Name Chg:	07/07/2009	
		Date Filed:		
		Notes:	N/A	
Historical District:	N/A	Census Block Group:	N/A	
Principal Residence Exemption	June 1st	Final		
2015	0.0000 %	0.0000 %		

Previous Year Info	MBOR Assessed	Final S.E.V.	Final Taxable
2014	\$63,400	\$63,400	\$63,400
2013	\$63,800	\$63,800	\$63,800

Land Information [collapse]			
	Frontage		Depth
Lot 1:	100.00 Ft.		97.00 Ft.
Lot 2:	0.00 Ft.		0.00 Ft.
Lot 3:	0.00 Ft.		0.00 Ft.
Total Frontage:	100.00 Ft.	Average Depth:	97.00 Ft.
Total Acreage:	0.30		
Zoning Code:			
Total Estimated Land Value:	N/A	Mortgage Code:	
Land Improvements:	\$4,284	Lot Dimensions/Comments:	
Renaissance Zone:	NO		
Renaissance Zone Expiration Date:			
ECF Neighborhood Code:	150C		

Sales Information

1 sale record(s) found.

Sale Date	Sale Price	Instrument	Grantor	Grantee	Terms Of Sale	Liber/Page
12/21/2004	\$135,000.00	WD	STRALEY, GARY & DARLENE	DESHANO, NEIL & BARBARA	WARRANTY DEED	2285/91

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