

Memorandum

Memorandum No: 25-114

Date: April 8, 2025
To: Honorable Mayor and City Council
From: Ryan Henderson, City Manager 
Re: Anna joins Brew City, Texas Program

Launched in 2024, the Texas Craft Brewers Guild's Brew City, Texas Program aims to propel Texas to the forefront of craft beer-generated economic development and tourism. With the craft beer industry contributing a staggering \$4.5 billion annually to our state economy, communities across the Lone Star State are embracing the vital role craft breweries play in fueling economic growth, attracting food and drink tourism, and fostering vibrant local communities.

Brew City brings together cities large and small, uniting them behind the shared vision of showcasing Texas as a premier craft beer destination, where visitors can explore diverse brewery scenes, experience local flavors, and immerse themselves in the unique culture of Texas craft beer.

The City of Anna has recently been awarded membership into this program. We have been included their website's directory, which provides pictures of city events, the 3 Nations Brewery business information, and a quick blurb about our city and what we have to offer. This has been [displayed in their directory](#).

The target audience for this organization includes: craft beer manufacturers, restaurants with a focus on craft beer, craft beer entrepreneurs, and retailers. As cities, content, festivals, and incentive opportunities are added to their directory, the target audience is notified. When any of the audience members are looking to expand or drop roots in a specific area, they will see what we have to offer and see that Anna is open for business by using the site that the Guild has provided as well as emails that are sent out to them by the Guild. Breweries and craft brew manufacturers are always looking for new opportunities and new places to expand. This is one of the ways we can advertise Anna.

Another great feature that is offered by the Guild is the Passport App. Anyone (including craft beer enthusiasts) can download this app on their phone and discover Texas craft breweries near them using their location. They can create their own custom brewery trail, get their online passport stamped showing where they have been, access exclusive deals, and find festivals and events across the state.

Provided below is the excerpt from the Anna page on the website:

The City of Anna is currently working with downtown business owners and landowners alike to create a unique and vibrant downtown community. As part of its efforts, the City of Anna and City of Anna EDC partnered with 3 Nations to create the first ever Brewery in Anna, TX. What was once the old police station, is now a vibrant, fun, family-friendly biergarten patio and taproom offering some of the coolest and most delicious craft beers brewed in the county. To pay tribute to the downtown history of the building they currently reside in, 3 Nations created the "Cops to Hops" blonde ale which patrons cannot get enough of.

Not a beer drinker? That's ok. 3 Nations also offers wine and non-alcoholic beverages and a list of weekly activities such as bingo, karaoke, corn hole, trivia, and live music. 3 Nations has been an amazing partner with the city and opened the door for more and exciting change for the Anna downtown area. As we continue to grow and reinvest in the downtown, we look forward to partnering with more businesses like 3 Nations and truly creating the downtown feel that our Anna neighbors and patrons want and deserve.

Anna is excited to be a part of an organization with a large following. Our hope is that this platform will connect both neighbors and tourists transforming us into a true destination that helps shape the vibrancy of our community.

c: Bernie Parker, Director of Economic Development
 Taylor Lough, Assistant City Manager
 Greg Peters, Assistant City Manager
 Management Team