PADDLE FOR PINTS
A BREWERY PUB PADDLE
Paddle For Pints is a brewery pub crawl and paddle on Traverse City’s beautiful Boardman Lake & River and West Grand Traverse Bay.
The Route

- Participants check-in at The Filling Station Microbrewery
- Launch at Hull Park and paddle across the lake to Right Brain Brewery
- Paddle down the river to Union Street Dam - Walk to Rare Bird Brewpub
The Route

• Walk back to Union Street Dam and launch down the river and paddle out to Lake Michigan - West Bay

• End at Clinch Park and walk to The Workshop Brewing Co. and North Peak Brewing Co.
2015 Promo Video
The Growth

• 2013: 80 participants over 2 events
• 2014: 1200 participants over 8 events
• 2015: 3,825 participants over 19 events
• 2016: 4,100 participants over 25 events
The Experience

• Visit up to six breweries over the course of about 6-7 hours
• Guided tour on three different bodies of water
• Swag bags including sunglasses, t-shirts, stickers, tattoos and more
Economics

• Over 400% growth in the last three years
• 80% of the participants are between the ages of 21-44
• 86% traveled over 75 miles to attend
• Participants coming from 24 states (majority are from MI, IL, OH, IN)
Economics

• 80% of participants stayed in a hotel for one or more nights
• 81% spent more than $100 during the day of the event
• Equates to over $2 million direct consumer spending in Traverse City (only for 2016 season)
2016 Events

• Announced event dates January 2016
• Tickets went on sale February 24th
• Sold out all 25 events (4,100 tickets) in 45 minutes
Our Staff

• Consists of 18 paid people per event
• Registration, kayak rentals, dam portage, Clinch park
• Two guides per wave, one in front and one in the back
Present & Future

• Maintain a quality product
• Maintain safety standards
• Expand to other markets
• Protect our natural resource
Our Natural Resource

- We continue to be proactive on the impact we cause
- Fundraisers and awareness events
- Clean-ups
- Improvements
A FUNDRAISER FOR THE BOARDMAN RIVER
Show your appreciation for our beautiful natural resource

THE BIG
BOARDMAN
FLOAT

AUGUST 21, 2-7PM

Launch at Hull Park or Clinch Park 2 - 5pm
Kayaks donated by Paddle TC and Paddle For Pints

Fundraising event at Rare Bird Brewpub
back parking lot 3-7pm
including Beer, BBQ + LIVE MUSIC!

Tickets
Bring your own kayak $5
Single Kayak Rental $10
Tandem Kayak Rental $15
(Tickets include a casual float/paddle, admission to Rare Bird event)

info & buy tickets at kayakbikebrew.com/bigfloat

100% of funds raised will be donated to Boardman River
Clean Sweep and improvements to Boardman River

Traverse Area Paddle Club
2016 Hype Video
PADDLE FOR PINTS