

A very special alliance with NABA

“I envision The Cone Top Brewery Museum as NABA’s ‘front door.’ A place where my fellow NABA members can enjoy breweriana displays and curate their own exhibits of breweriana and brewery history from across the country.”

~ Chris Moore, owner and developer of The Mill.



What was once the sprawling Lee Paper Mill in Vicksburg, MI will become a new entertainment and hospitality center called The Mill. NABA is forming an exciting partnership with The Cone Top Brewery Museum, which will be an important component of The Mill campus.

by Ken Quaas

At a convention full of exciting news for NABA, there was no bigger announcement than that of the partnership between NABA and The Mill, an amazing new entertainment complex taking form in Vicksburg, MI, just south of Kalamazoo. Most importantly for NABA members, it also will house the The Cone Top Brewery Museum, which will tell the story of the role of breweries, beer and breweriana

in American culture in an expansive and dedicated 16,000 square foot part of the complex.

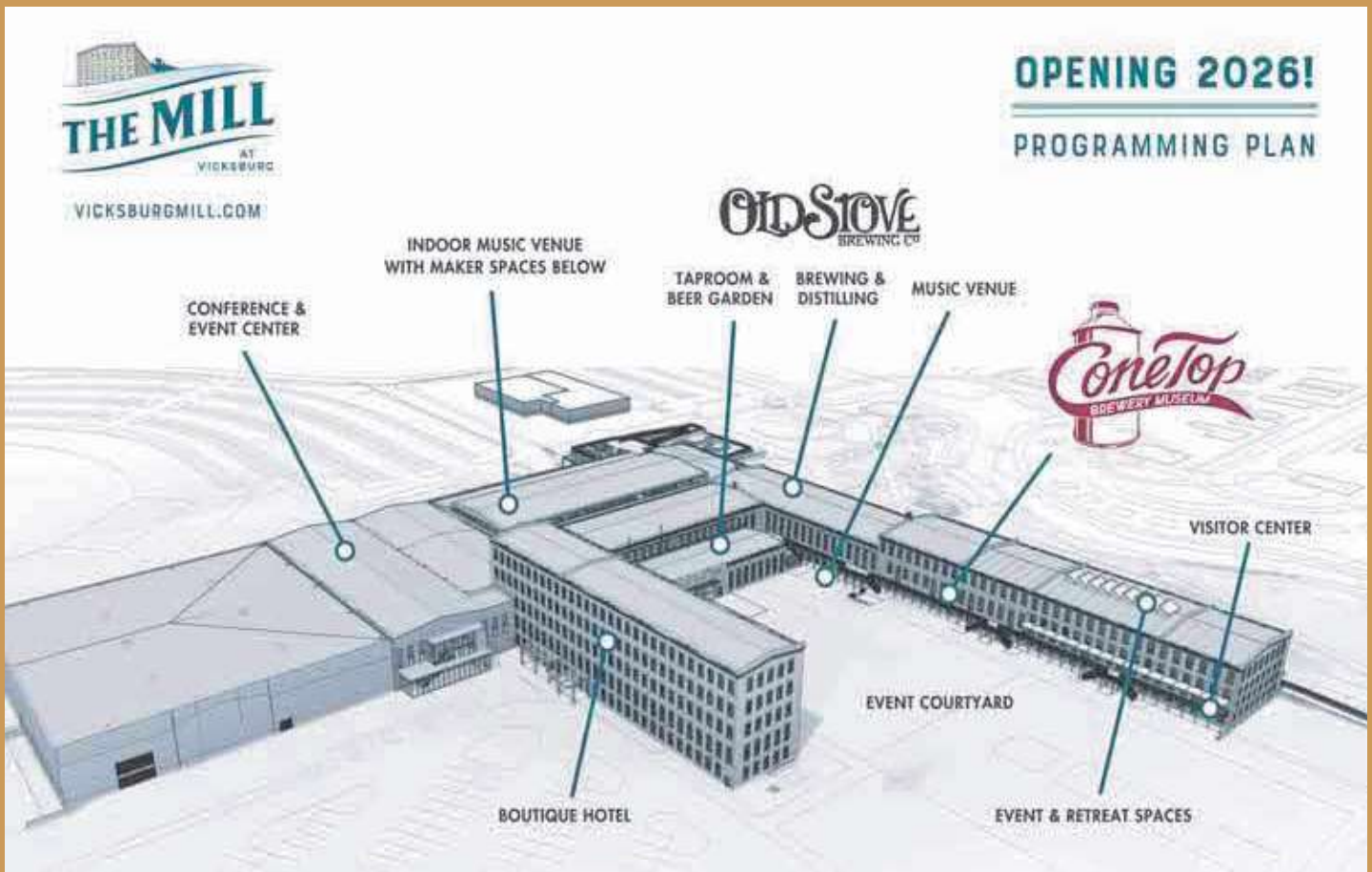
The Mill is an \$80 million rebirth and repurposing of what was a gargantuan, long-shuttered Lee Paper Mill that dates from the late 1800s. The old factory is in the midst of undergoing an astonishing transformation into a multi-purpose entertainment and hospitality facility, that will house a boutique hotel, music performance venues, restaurants,

a brewery, and a distillery, among other features.

The Lee Paper Mill was once one of the most productive paper mills in the region, producing more than 17 tons of paper per day at its peak. Not surprisingly, it also was Vicksburg’s leading employer, the economic engine that drove the town’s economy. The mill officially shut down in 2001, devastating the community.

continued on page 18

NABA will partner with The Mill to bring The Cone Top Brewery Museum to life



The rejuvenation of a turn-of-the century mill is a massive undertaking. The end result, to be completed within the next five years, will create a number of entertainment and hospitality spaces for a dynamic, multi-use complex expected to draw people together from near and far. NABA hopes to be part of the grand opening celebration, and we are exploring holding future conventions at the property.



NABA members can contribute displays and help curate The Cone Top Brewery Museum's 16,000 square feet. The museum will be next door to the Old Stove brewery.

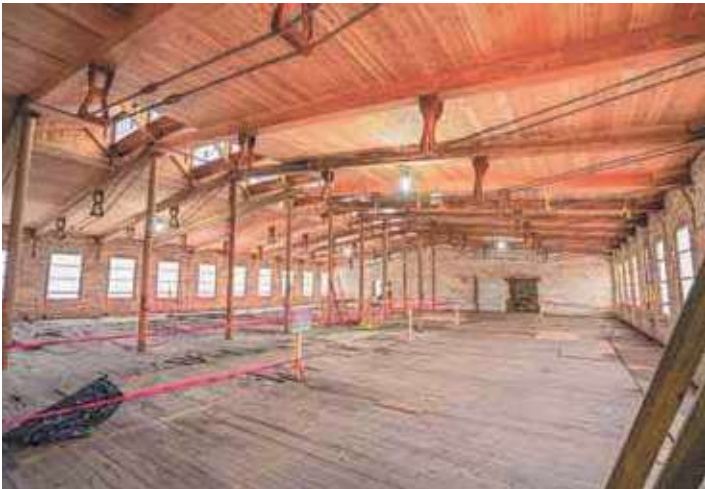
The massive plant then sat empty for years and fell into disrepair, becoming a decaying eyesore headed for the wrecking ball. In 2015, NABA member and entrepreneur Chris Moore acquired and began renovating the property (see sidebar).

The museum will provide NABA members with an outstanding space to set up displays and help curate breweriana exhibitions, similar to what is currently done with the brewery museum in Potosi, WI. Importantly, the Museum

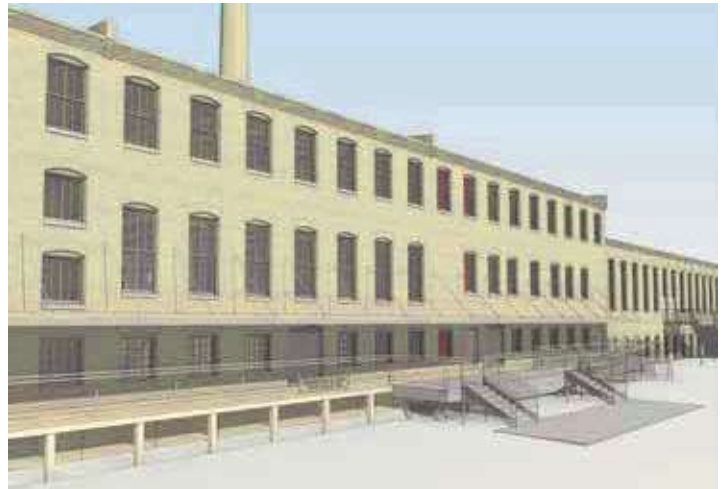
requires no monetary investment on the part of NABA or its membership.

The NABA Board of Directors is excited to be a part of this admirable project, and to help Chris with The Cone Top Brewery.

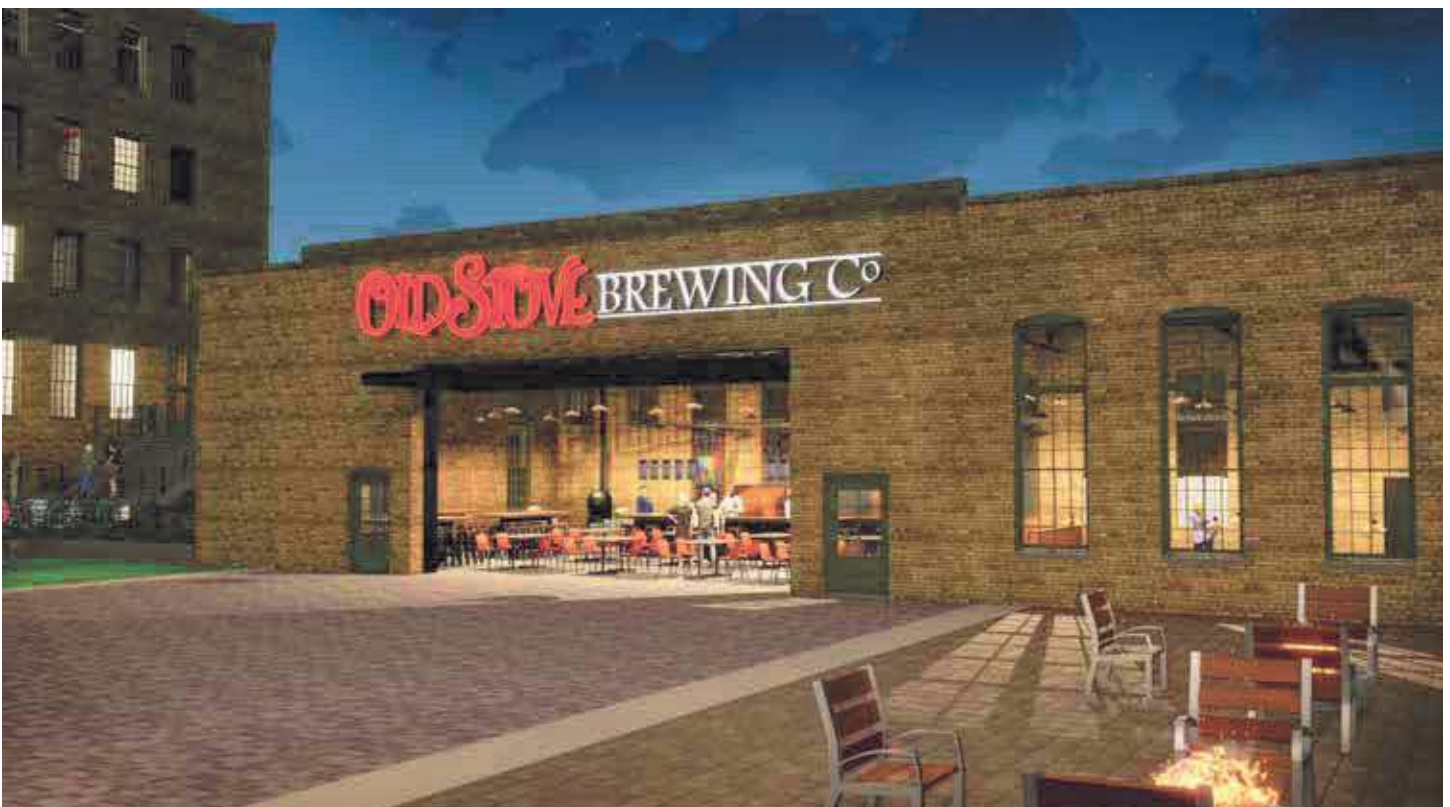
continued on page 20



The refurbishment of The Mill is a massive undertaking that is well underway, but will take several years to complete, given the extensive scope of the project.



An architectural rendering depicting the exterior of The Cone Top Brewery Museum. The facility will have its own exterior entrance and will be a place where people can discover, enjoy and learn about both breweriana and NABA, providing tremendous and perhaps unparalleled exposure for our organization.



The gigantic, 19th century mill structure will be transformed into a state-of-the-art entertainment and hospitality complex. When completed, it will have venues that span both inside and outdoors. The highly successful Old Stove Brewing Co. of Seattle will open a Midwest branch (rendering shown above) as just one of many components of The Mill.

Chris Moore:

A visionary collector

NABA member and longtime breweriana collector Chris Moore of Seattle, WA is the mastermind behind The Mill.

Chris is the CEO of Concord Technologies, the leading provider of Cloud Fax technology, which is responsible for sending and receiving millions of documents every day in healthcare, technology, and financial markets.

A highly-successful entrepreneur and businessperson, Chris was named Entrepreneur of the Year in 2019 by Ernst and Young. The award honors entrepreneurs who excel in areas such as innovation, financial performance, and personal commitment to their businesses and communities while also transforming our world.

Chris also owns the popular Old Stove Brewery at the famed Pike Place Market in downtown Seattle.

As a philanthropist, Chris wants to revitalize both The Mill and the small town of Vicksburg, MI where he grew up. In doing so, he brings his business acumen to create a modern, massive, and

multi-use project in his Michigan hometown.



Chris as a boy in the 1970s, collecting cans on a trip to the Point Brewery in Stevens Point, WI.

Upon completion, the project will transform the historic paper mill into a varied campus that will feature a Midwest branch of his Old Stove Brewery and Taproom, as well as Cone Top Brewery Museum, a breweriana display complex that is in partnership with NABA.

The Mill project is deeply personal to Chris, whose family traces their Vicksburg roots back to the 1830s. A key goal of the project is to rebuild the economic and cultural engine that drives a thriving Vicksburg. The Mill's ongoing mission is to have a people- and-planet-first approach and to be sustainable for generations to come.

Like so many NABA members, Chris is not only a collector, but also has a passion for preserving and sharing brewery histories. The intention of The Cone Top Brewery Museum is to not only house and display Chris's own extensive breweriana collection, but also to provide NABA members with a place to display their collections and help tell the stories of bygone American breweries, keeping their memories alive.



Presenting the story of The Mill and The Cone Top Brewery Museum at the NABA Convention banquet meeting in Milwaukee, Chris was received with great enthusiasm by the attendees.



Chris pictured at The Mill complex in Vicksburg, MI.



As part of the revitalization of Vicksburg, Chris Moore has also purchased and is restoring some of the older buildings, like the ones shown here. Built in the late 1800s, they are important components to the small town's classic, historic architecture. At the moment, these buildings are being used to promote The Mill and to display The Cone Top Brewery Museum's impressive breweriana collection.

Historic downtown buildings provide a perfect breweriana backdrop



At left, breweriana is on display inside some of the historic downtown buildings, where visitors can be exposed to both our beloved hobby and to NABA.



Above NABA Board member and Creative Director Barry Travis admires a stunning piece from Chris Moore's collection, showcased beautifully in the front display building of an historic shop in Vicksburg.

At right, NABA treasurer Jim Kaiser and Chris Moore enjoy a beverage in front of the display window of one of the historic buildings that Chris has bought, refurbished, and is currently using to display breweriana and promote The Mill and NABA.



Discussions have been in the works for the past two years about forming a productive and mutually-beneficial alliance between NABA and The Mill.

Many thanks to Board members Barry Travis, Jim Kaiser and Paul Cervenka for getting the ball rolling. The result is a winning partnership, where

NABA members can help advise, populate and curate what will be a state-of-the-art breweriana museum.