

Resource 1. LOG Evaluation Logic Model Worksheet



INSTITUTE of MUSEUM and LIBRARY SERVICES

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**Learning Opportunities Grant (LOG)
Evaluation Logic Model Worksheet**

Required

Museum [Brewery] name:

Aztec Brewing Company

Thibido Business Park

2330 La Mirada Dr. Ste 300, Vista, Ca 92081

760-207- 2193

Contact person for LOG evaluation planning:

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Contact title:

Managing Partner

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Sections marked “required” are the components of the abbreviated evaluation plan. Pale gray sections are “optional,” but recommended. Sections not marked required or optional are strongly recommended.

Required: 1. What is the title of the LOG project whose outcomes you will evaluate?

History of a Brewery – Aztec Brewing Company

2. What partner institutions are involved in the project? [Optional]

California Beer Company LLC.

3a. Who are the project's key influencers? [Optional]	3b. What will they want to know about your project participants' outcomes? [Optional]
IMLS	How many people participated in this project or used this product? What were their important characteristics as a target audience for this project or product? What key outcomes and indicators did you use to build the project? How many of these participants or users showed the outcome you hoped for? How do you know? Did you meet the need that shaped the project or product?
Customers of the brewery	<p>What do they know about the Latino influence on Aztec Brewing Company?</p> <p>What do they know about the Latino (and German) influence in brewing beer?</p> <p>How do they think about beer compared to food?</p>
Residents of San Diego	What do they know about the history of the original Aztec Brewing Company?
Children (people bring their kids)	Is the exhibit engaging to them?
4. What is the purpose of the project?	
<p>Required: 4a. What need did you identify that led you to create the project or product?</p> <p>Visiting a craft brewery can be as big of an experience as you make it. Beyond learning about the particular flavors that each individual craft brewery produces (the starting point), there is the fine balance between the delicately brewed beer and the appropriate food match. Beer/Food pairings are becoming very popular. The City of Vista will allow us to have special events. We will use these to do food / beer pairings.</p> <p>Most craft beer drinkers do not know the history of brewing in San Diego County. ABC has a particularly interesting history. It is the only brewery started in Mexico and moved to the US. It is natural that it is tied to the Latino culture. Much Mexican style beer is based on German brewing techniques developed by German brewers who moved to Mexico and brought their love of lager with them.</p>	
<p>4b. What information did you use to identify this need? [Optional]</p> <p>Data supporting the climbing interest in craft brews is readily available online. Their marketshare is steadily increasing. To capitalize on this and add a unique spin on the experience is all part of the plan. Add to this, the knowledge that the original ABC brewery was closed down in the mid 1950s. Most craft beer drinkers are in their 20s-early 40s. Too young to have lived through this period of history.</p>	
<p>Required: 4c. What group of people has that need (who is your target audience)?</p> <p>The largest group of people that will be our audience are males between the age of 21 -- mid 40s. Some females and a few children. They all</p>	<p>4d. What general characteristics of that group will be important for project design decisions? [Optional]</p> <ol style="list-style-type: none"> 1. Majority are male, (white) 2. Age range 21 - 45.

<p>match the id of not knowing much about the ABC history. Local beer geeks might be aware.</p>	<p>3. Like beer. 4. Many are gamers. 5. Short attention span. 6. Used to Disneyland type attractions.</p>
<p>Required: 4e. What services will you provide to address the need?</p> <p>On the surface, the educational experience will just be a creation of atmosphere, creating a complete sensory experience. For those who look deeper, the option for learning will be there. Displays of historic memorabilia, old photographs of the original brewery, original artwork reflective of styles of the 30s.</p> <p>Beers to sample in the tasting room, special events that celebrate the possible food beer pairings, local artists sharing their art while sharing our artistic brews. A comfortable environment for people to meet, hang out, discuss our beer, all surrounded by rich sensory experience that occurs when you are in the actual location that a product that you ingest is being made. Seeing the equipment it is made on, smelling the hops, malts and the final product, make a much richer experience than is possible when you pick up a six-pack at a store.</p> <p>The experience is extended by the Aztec page on FaceBook, where we interact with our fans and the website that gives them a virtual taste of the encounter, the merchandise that they can wear and revive fond memories.</p>	
<p>Required: 4f. What will your audience learn that will help meet their need?</p> <p>How the beer is brewed, what styles we serve and why they taste the way they do</p> <p>The history of the original brewery and about craft brewing in general</p> <p>The ties between ABC and Latino culture</p> <p>How to pair our beers with food</p>	
<p>5. What are the key project inputs? [Optional]</p>	
<p>IMLS Grant</p>	<p>Personnel: We are in contact with the original owners children. They are collecting information and items for us. We have been contacted by a number of people who have information about ABC (from around the world - it is amazing)</p> <p>Material and Equipment: There is a wealth of memorabilia and facts on ABC stored by the San Diego Historical Society. The information will start there. The original ABC mural is stored in San Diego. [it is a bit gruesome so I may tone it down or use a style reflective of Diego Rivera]</p>
<p>6. What key administrative activities will the project need? [Optional]</p>	
<p>Project Design: graphics:</p> <p>Project implementation:</p>	<p>A key component-- tying the look of the website to the look of the brewery. Adding some visuals from the original brewery (but focusing on the new) Piloting (brews)</p> <p>Exhibit preparation, mentoring, public relations</p>
<p>7. What are the anticipated outputs of the project?</p>	
<p>- Artists participating (paints and Pints nights)</p>	

- Web pages designed (to reflect current activities and art of the brewery)
- Lectures given-- go out to public elsewhere to speak about our brewery and other craft breweries in San Diego
- Traveling exhibits-- hope that eventually the art can be shared (original label art)
- Fan page on Facebook to have direct virtual contact with people

What we are hoping for is to increase brewery traffic because it is an interesting experience -- beyond the great beer.