Dahoam1516
brew-cook-meet

dahoam1516.com
Non-profit 501(c)(3)
School & Cultural Center

2025 Annual Report







Prepared by
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Presented by
Hans Diehl

BEST OF Alameda Magazine 2024 WINNER

We Welcome EVERY ONE

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Vision And Mission

Vision

Classes - Events - Community

Provide members and guests with access to classes, experiences, and events that promote homebrewing, Bavarian cooking, and Bavarian-American cultural exchange.

Bridge Cultures and Build Community: One Class... One Glass...One Dish...at a time.

Mission

- Provide extremely affordable classes in Bavarian-inspired homebrewing and cooking.
  - Class pricing is based on approximately a 30% margin over costs (not on market pricing)
  - 20% of class availability is set aside for low-cost admissions for lower income guests
  - 20% of class availability is set aside for no-cost admissions through work-study program

- Provide extremely low cost events focused on Bavarian-American culture exchange.
  - 2-3 events per year and price based on a 30% margin over costs (not market pricing)
  - 20% of event availability is set aside for low-cost admissions for lower income guests
  - 20% of event availability is set aside for no-cost admissions through work-study program

- Provide select members-only events to promote membership to the club.
  - 2-3 events per year available to members and their guests

- Provide community building and enrichment by hosting homebrewing, cooking, or cultural events in partnership with other local community agencies, schools & businesses.

- Have fun

Year in Review

2025 was another split year. During the first quarter, memberships and participation remained on par with 2024. However, there was a continued drop in memberships and event participation throughout 2025, resulting in a final net 50% drop in membership renewals.

Our classes continue to be popular, mostly due to our extremely low price point. and family-pricing.
Mother's Day Brunch and Father's Day Brew & BBQ represent 60% of all 2025 earnings, with Mother's Day falling just short of $1,000 net. We should continue these two offerings in 2026.

2025 saw a rise in real costs due to inflation and the cost of goods, especially coming from Bavaria.

Our 2025 accomplishments included:

- Largest 2025 Membership Growth - Brewer's Membership, which now makes up 40% of memberships
- 2nd Mother's Day Brunch and 3rd Father's Day Brew & BBQ saw near 50% increase in participation
- 2025 Fourth of July Parade provided a recognition boost. We are engaging with more DABA/WABA businesses.
- Launched -GROW- Gardening Series with Planta.Pedro
- Pivot to Google Sites, FreeWebStore, and MailerLite (all free) resulted in a 50% decrease in operational costs
- Donations have recently been impacted by economic conditions

Brand awareness and interest in our classes and events continue to grow. Marketing is becoming key.
Our format is popular, but our pricing model is creating significant revenue impacts. We need to pivot.



Meet Our Team



HANS DIEHL
FOUNDER / PRESIDENT / BREWMASTER / CHEF

With a foot firmly rooted in America and the other in Bavaria, Hans founded Dahoam1516 to share and build community. Dahoam, which means the feeling of "being at home" is part of that vision.



LINDA PERRY
VICE-PRESIDENT

Long-time member of the club, Linda has provided assistance and direction as the Vice-President.



E. DANE LAYTON
SECRETARY & TREASURER / ARTIST IN TRACHT

Graduate of the California College of the Arts, Dane's portfolio includes many marketing, illustrations, and custom art pieces at Dahoam1516. He also is the acting Secretary & Treasurer.



MARTIN STOUFER
OFFICER AT LARGE - FACILITIES / HANDY

A long-term resident of Alameda, Martin is well-known as a tinkerer, engineer, and handy person. Given his love for Bavarian beer and food, he jumped at the chance to be part of the Dahoam1516 team. Note: Martin retired in Q4 as an officer but still is a member.



PEDRO MONTOYA
GARDENS / GROUNDS

Born with a "love for all things that grow," Pedro keeps the grounds green and thriving. He has also introduced permaculture and home gardening to Dahoam1516 even hosting a class or two.



GEORG W.
MASCOT / GUARD DE BIERE

Our mascot and guard de biere, Georg is often seen around the Brewhouse and keg room. His namesake, our "Wolperdinger" Rye Eisbock is our highest ABV beer. Drink enough, you may just see him.

Dahoam1516 is an all-volunteer organization and members, instructors, and hosts receive no compensation for their time, nor are they allowed to solicit payment or contribution.

Financial Statements

Dahoam1516 takes the concept of non-profit very literally. Per our operating model:

- Classes & Events must represent our primary source of income and target is >85% of revenue
- Memberships should not represent more than 35% of revenues
- Donations cannot exceed 10% and cannot be solicited
- Members, Instructors, and Hosts cannot be compensated (changing in 2026)

Note: Memberships became a consideration after the CA Alcoholic Beverage Control required Dahoam1516 have paid members & memberships of 15%+ of participants to qualify as a club under its guidelines.

Part of our ethos is that we want anyone to be able to attend classes or events and admission costs should not be a blocker to their attendance. When we say we welcome everyone, we mean that literally.

	2023	2024	2025
Revenue: Classes/Events	$2,676	$5,659	$4,250
Revenue: Members	$1,540	$1,920	$1,220
Revenue: Online Store	N/A	$300	$0
Revenue: Donations	<$64>	<$0>	$0
Expenses + Gifts	$1,704	$5,670	$3,187
Net Revenue	$2,575	$2,208	$2,283

Decreased availablity of instructors
Payment of guest intructors against margin

Classes need to be expanded

50% decrease in return members in 2025.
Few new members.
Members needs to grow.

Community Sharing and Work-Study program needs to be reset.
Charitable gifts are osting more than their marketing value.

Plans for Next Year

2025 will focus on expanding many things that are core to our model:

- Expand Classes & Events
  - Maintain 2nd Sundays as set cooking class/event days (set in stone now)
  - Expand 4th Saturdays as brewing class/event days
  - Expand Grow- offering through local Park & Rec and hosting a Green Summer Camp
  - Expand Brewer Membership and conduct Membership Drive
  - Start asking for online reviews - Google Business Profile + Yelp (?)
  - Class & Event price restructuring - to cover cost offsets due to higher burdens
  - Expand Co-Teaching offerings

- Expand Community Awareness
  - Identify a third location for hosting quarterly Community Brew Days and host 2+
  - Expand Brewing and Cooking Experiences availability
  - Partner with 2 semi-local brew clubs and 1 international brew club to increase presence



Contact Us

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hello@dahoam1516.com

www.dahoam1516.com

www.eventbrite.com/cc/dahoam1516-458859

www.instagram.com/dahoam1516

www.facebook.com/dahoam1516

www.youtube.com/@dahoam1516

As an all-volunteer, member-run non-profit, we rely heavily on social media. We keep our accounts very active to provide the community with the easiest access to what we are doing.

Business Data:

Dahoam1516: Incorporated in 2013 and re-incorporated in 2021
501(c)(3) - Dahoam1516 || EIN - 87-3600793 (in effect 02/09/2022)
CA State License - Dahoam1516 || Cert. 049431131 (in effect 10/02/2022)
CA Franchise Tax Board Status - Dahoam1516 || CCN 5020245 || 23701d-Tax Exempt
Alameda Business License - Dahoam1516 || 826035

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AMERICAN HOMEBREWERS ASSOCIATION

BBB

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