



BROOKINGS MUNICIPAL LIQUOR STORE

Janet Coplan, Manager

MISSION STATEMENT

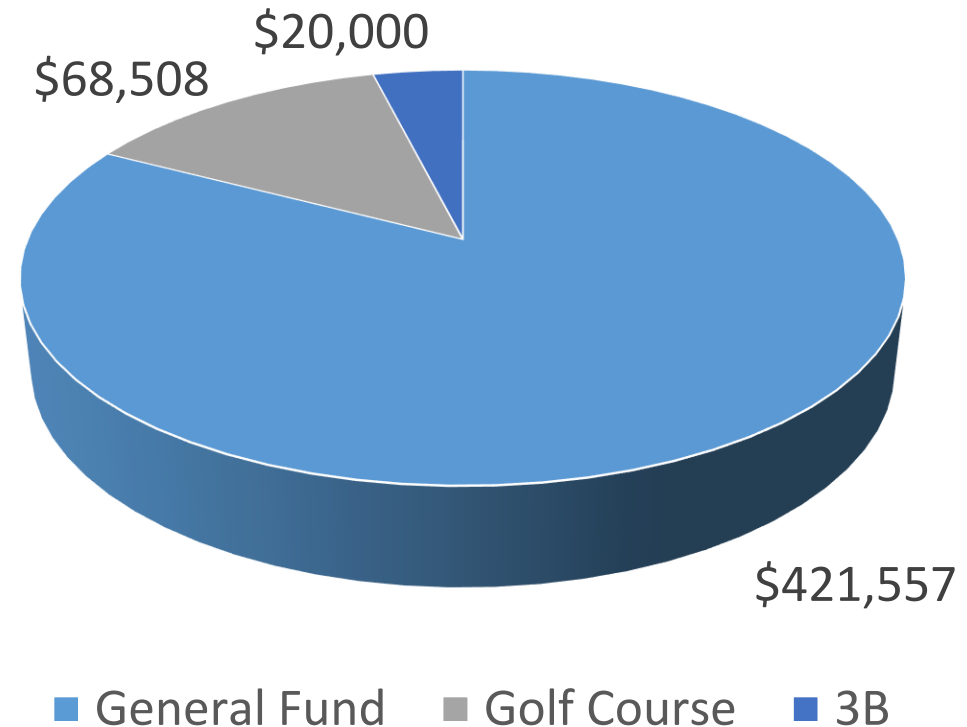
To support the City of Brookings mission of improving its residents' quality of life by generating revenues that enable City programs such as parks and recreation, public improvements and public safety while exceeding our customers expectations in product offerings of fine wine, beer and spirits



2020 BUDGETED TRANSFER TO THE CITY

\$510,065 total

- \$422K to General Fund, funding 2% of the total GF's budget
- \$69K to Golf Course, funding 11% of its total Budget
- \$20K to 3B, funding 2% of its total budget



**Liquor Transfer is not part of override fee*

Original Store

2006

2019



SIGNIFICANT HISTORICAL EVENTS

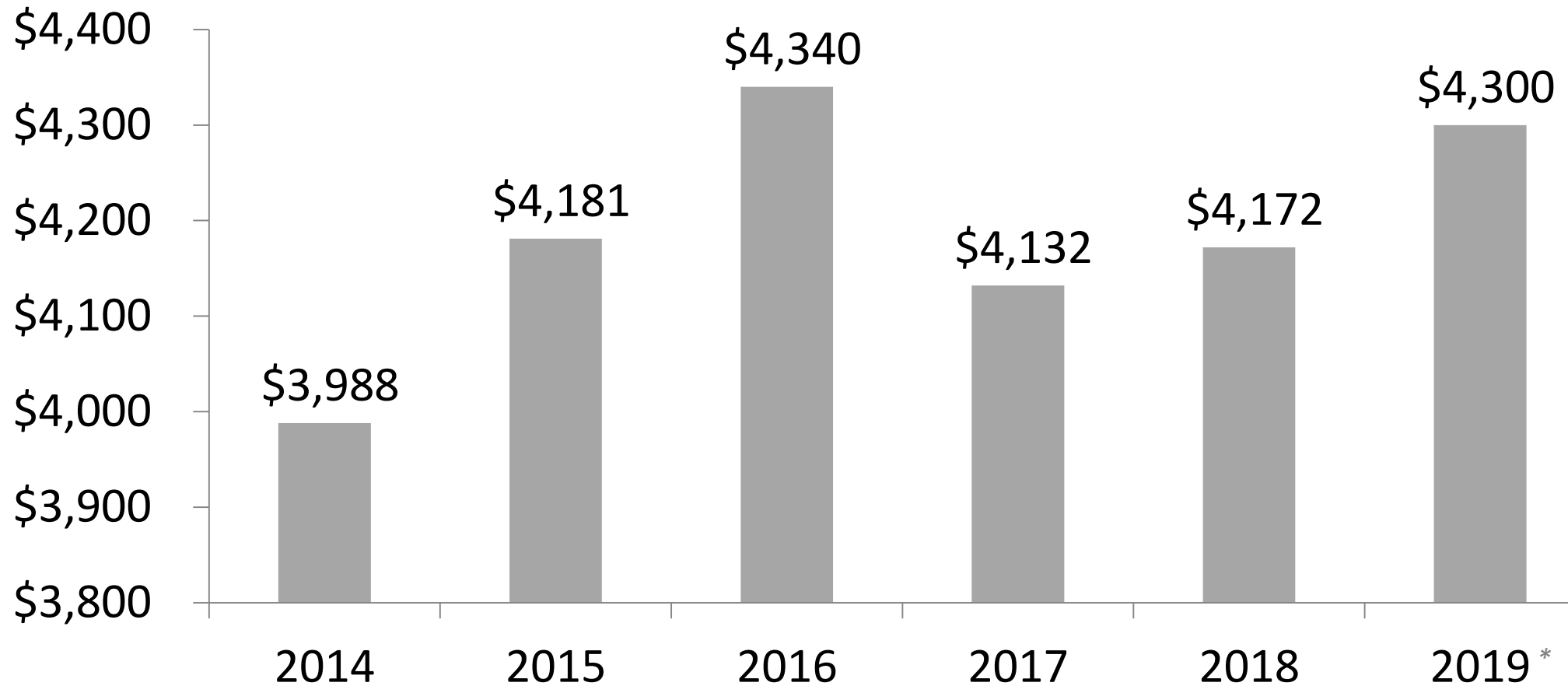
2006	2008	2010	2015	2018	2019
Moved to present location with 13,500 sq ft including 7,000 sq ft of cold storage	Wine & Beer Sales started at Hy-Vee	<ul style="list-style-type: none">▪ Store open on Sundays▪ Wine & Beer Sales started at Walmart	<ul style="list-style-type: none">▪ Growler station added▪ Wine tasting room opened▪ New POS system	<ul style="list-style-type: none">▪ New Store Signage▪ New HVAC system	<ul style="list-style-type: none">▪ Store closed for 7 days due to flooding▪ 22nd Street closed for 3 months▪ Opportunity Analysis completed

BUDGET AND PERSONNEL

	2014	2020 Budget	Change
Revenue	\$ 4,019,430	\$4,361,000	+8.5%
Operating Expense	\$231,500	\$242,987	+5.0%
Personnel Expense	\$387,379	\$413,087	+6.6%
Transfer Out	\$339,821	\$510,065	+50.1%
Employees	4 (Full-Time) 7 (Part-Time)	5 (Full-Time) 7 (Part-Time)	+1 FTE

SALES BY YEAR 2014 – 2019

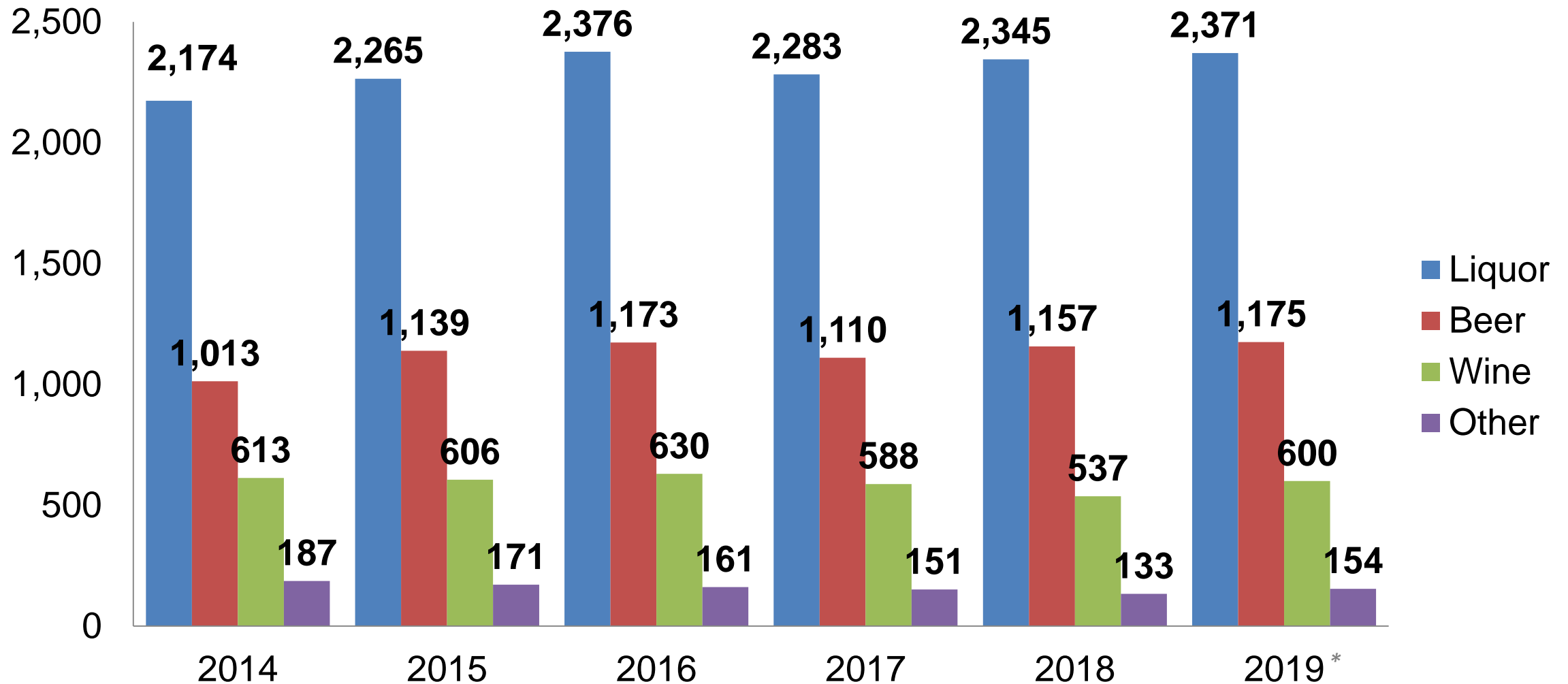
(\$ in 000's)



**Budgeted sales*

SALES BY CATEGORY 2014 – 2019

(\$ in 000's)



*Budgeted sales

FINANCIAL IMPACT OF 2019 CHALLENGES

- Estimated cost from non-recurring events
 - Flooding – \$35,675 (Closed 7 days), lost sales and product loss
 - The store was able to recoup \$35k through insurance
 - Winter Storms – \$68,000 (Closed 3 weekend days)
 - 22nd Avenue Construction Project



CHALLENGES GOING FORWARD

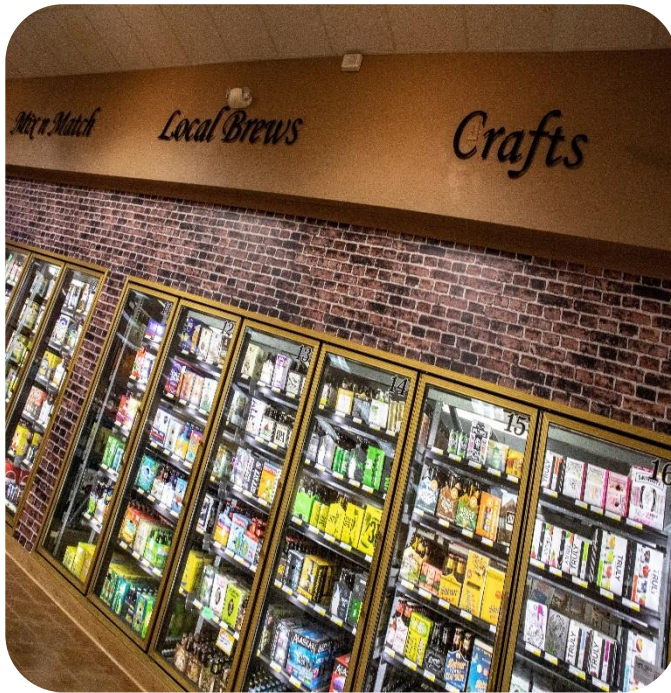
1

Continue managing business in line with latest market trends

- Millennials: 74 million (ages 22 to 38)
 - Define craft brew as small, independent, high quality and local
 - Connect digitally with friends and retailers
- Baby Boomers: 73 million (ages 55 to 73) ~ 33% of total population
 - Consume 45% of total beer & liquor and 46% of total wine sold
 - Prefer quality vs quantity
- Brooking's current median age is 24.1 years

2019 MARKET TRENDS

2,400 VARIETIES OF BEER
***SELTZERS



2,700 VARIETIES OF LIQUOR
***CRAFT SPIRITS



2,600 WINE VARIETIES
***CANNED WINE



CHALLENGES GOING FORWARD

2

Capitalize on business opportunity analysis information to increase revenues

- Brooking's market size for liquor, beer and wine is approximately \$10 million
- Our current market share is about 40%
- 50% of our customers live in Brookings
- Our customers visit the store an average of 2.8 times per year
- Traffic count on 6th Street is more than twice that on 22nd Avenue

CHALLENGES GOING FORWARD

3 Effectively communicate our residents on the benefits of buying local

- The liquor store will contribute over \$500K this year to fund the City's General Fund
- The General Fund finances core operations that impact our City's high quality of life, including Police, Fire, Parks/Recreation/Forestry, Library, and Public Works
- For every \$100 spent at a local business, roughly \$68 stays within the local economy¹



¹Civic Economics Study in Grand Rapids, Michigan

BROOKINGS LIQUOR STORE



780 22nd Avenue South

605-692-5613

Store Hours : Monday – Thursday; 9am-10pm

Friday and Saturday; 9am – 11pm

Sunday ;12pm – 6pm

