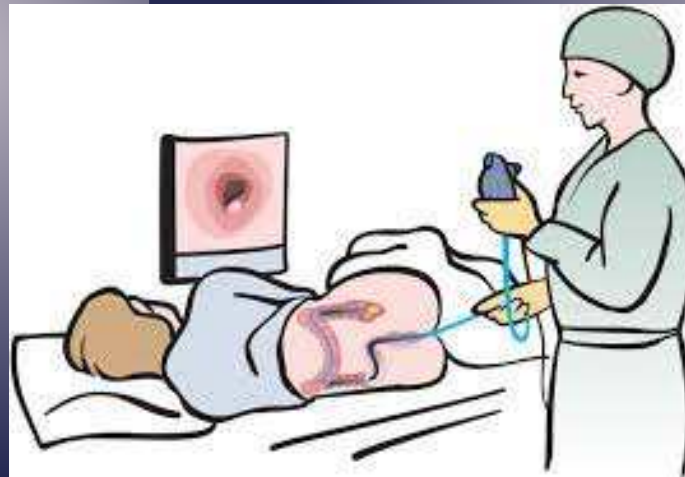


Minnesota Municipals Showing Value



When You Think You've Done it All.....Do More!



Making Money Is NOT Enough



Recently, the consistently profitable Darwin municipal liquor operation was closed.

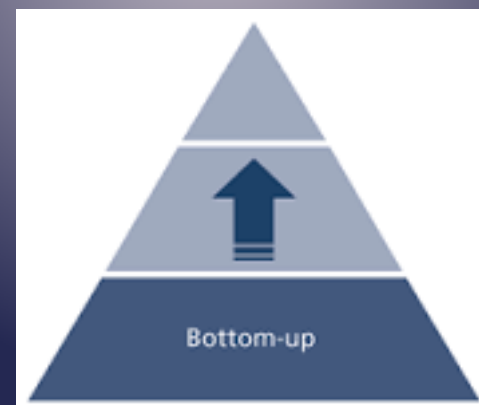
Making money was NOT enough.

It is the liquor manager's responsibility to educate employees, council members and the public about the important role their municipal liquor operation plays in the city.

Municipal liquor employees
have more contact with the
public than any other city
department!!!



Are You Prepared for the INEVITABLE Day When Someone Questions Your Government Run Liquor Operation?



Privatization

Cities Exit the Liquor Business for One of Three Reasons:

City is Shrinking (Loss of Population, Major Employer)

Politics (Philosophical Opposition, Personal Agenda)

Poor Council Oversight (Fear, Lack of Industry Knowledge)

Through Trial & Error...



Here's What Works...



Give Yourself Permission to Spread the Word



The More “Local” the Better!!



Our municipal liquor operation reduces each household's property tax by \$100.

Is better than...

Minnesota's municipal liquor operations annually generate over \$27 million in annual profits.



OUR town is working with
the MINNESOTA VIKINGS!!!


(You can use the logo)

Oversized Check

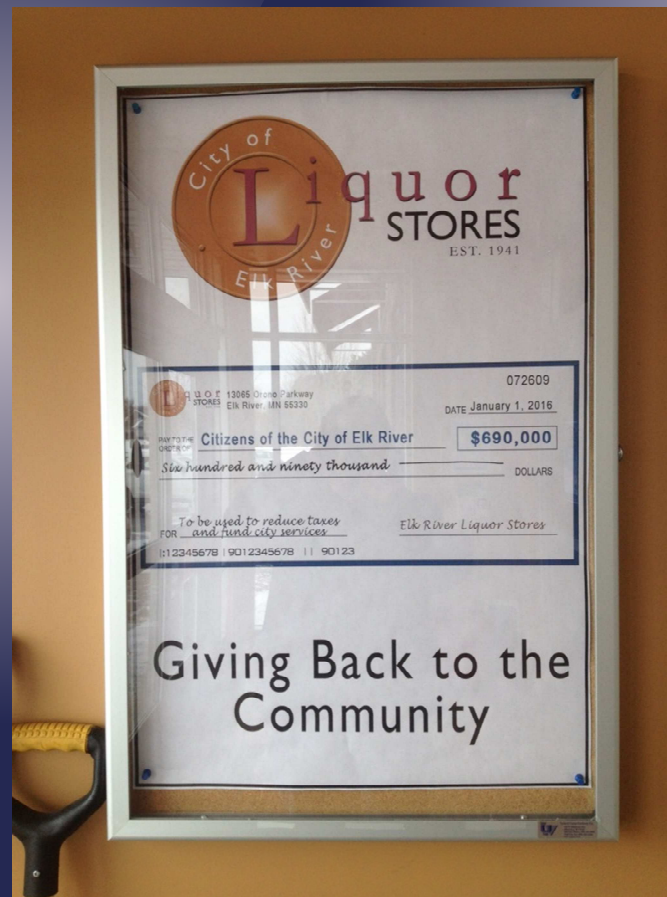


(At Council Meeting)

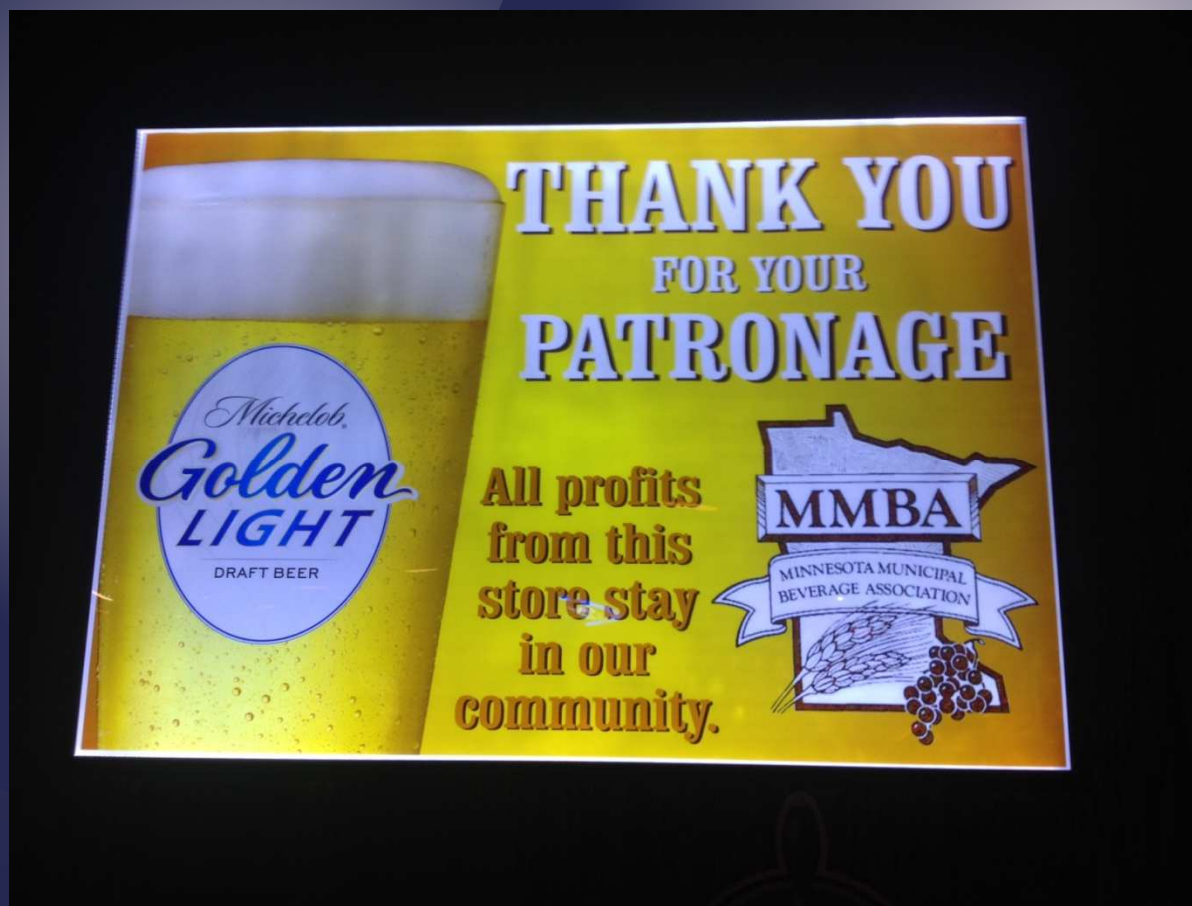
Stapled to Shopping Bags

| | | |
|--|---|--|
| Liquor Hutch 245 Washington Ave E Hutchinson, MN 55350 | | 1003 |
| | | <u>January 1, 2016</u> DATE |
| PAY TO THE ORDER OF | <u>Citizens of the City of Hutchinson</u> | <u>\$ 465,000</u> |
| <u>Four hundred sixty five thousand dollars and 00/100</u> | | DOLLARS  <small>Security Features Included</small> |
| MEMO | <u>To be used to reduce taxes and fund city services!</u> | <u>Liquor Hutch</u> |

Turned Into an Indoor Sign



Inside Sign



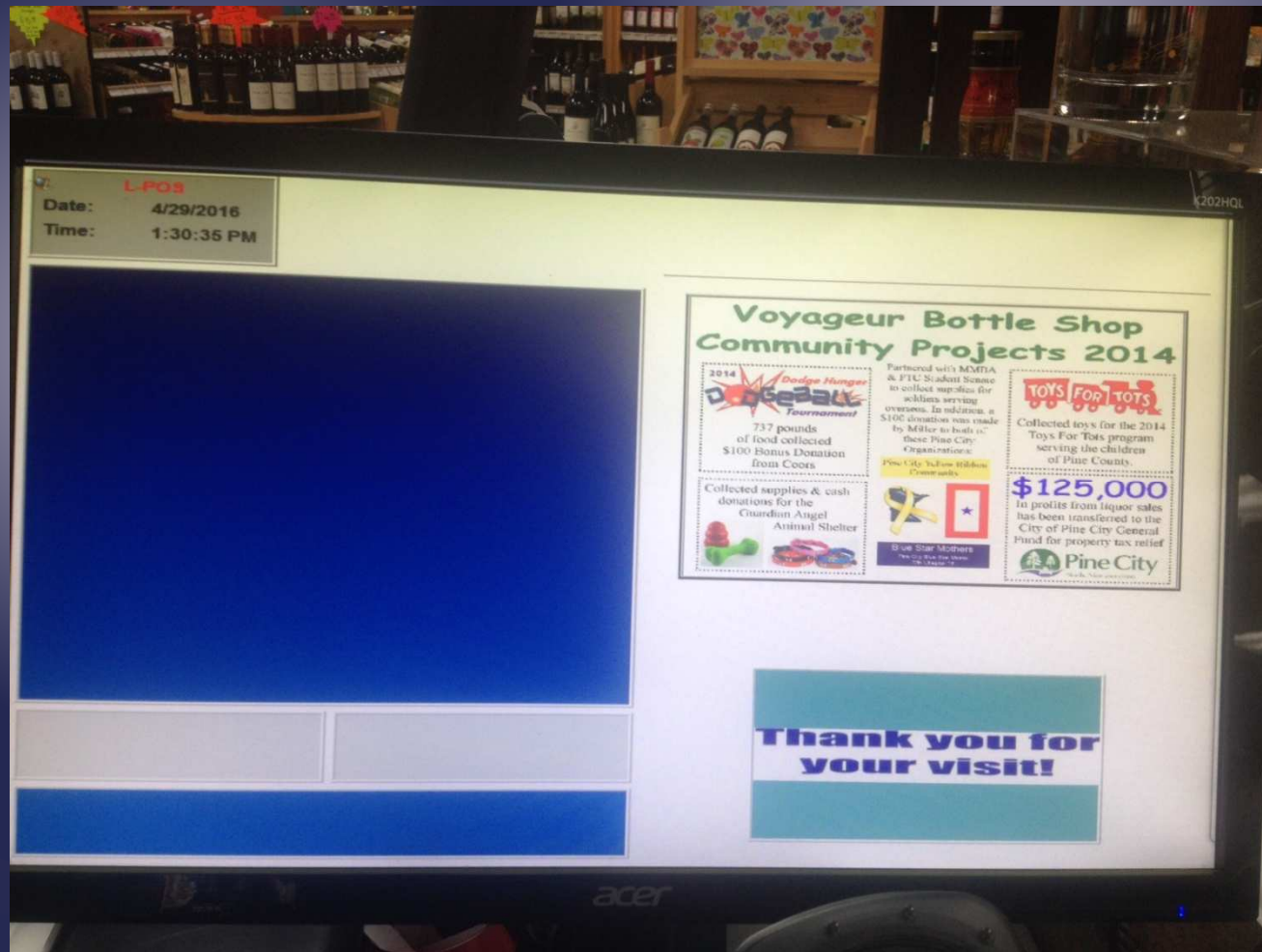
Larger Indoor Sign



Outside Sign



Checkout Counter



Videos



Print Ad

OUR PROFIT REDUCES YOUR TAX! SHOP LOCALLY FOR ALL YOUR CONSUMER NEEDS!



ROGERS WINE & SPIRITS

21725 South Diamond Lake Road
Rogers, MN (Next to Target)
9-10 M-Sat • 763-428-0163



Thank you for voting Rogers Wine & Spirits
Best Liquor Store

Thank you for voting Rogers Municipal
Best Happy Hour



ROGERS MUNI

All Pulltab Proceeds Go To: FIRE RELIEF ASSOCIATION

Hours: 3pm - 10pm MONDAY | 3pm - Close | TUES, WED, THUR | 3pm - 1am FRI & SAT

21400 John Milless Dr • Rogers (763) 428-2600

Our Profit Reduces Your Tax!

*Your continued support allows us to put profits
back into the community
to help keep taxes low, parks clean & roads smooth.*

Customer Appreciation Sale
Monday, Feb. 8th - Saturday, Feb. 13th



Stop In & Try Something New!!

Thur. Feb. 11th 4-6 pm - Hogue LH Riesling, Meiomi Chard & Pinot Noir & More
Fri. Feb. 12th 4-6 pm - Kinky Liqueurs, Cupcake Sparkling Wines & Salvatore Cab.
Sat. Feb. 13th Noon-3 pm - Sophora Sparkling Wines, Wither Hills Sauv Blanc & More

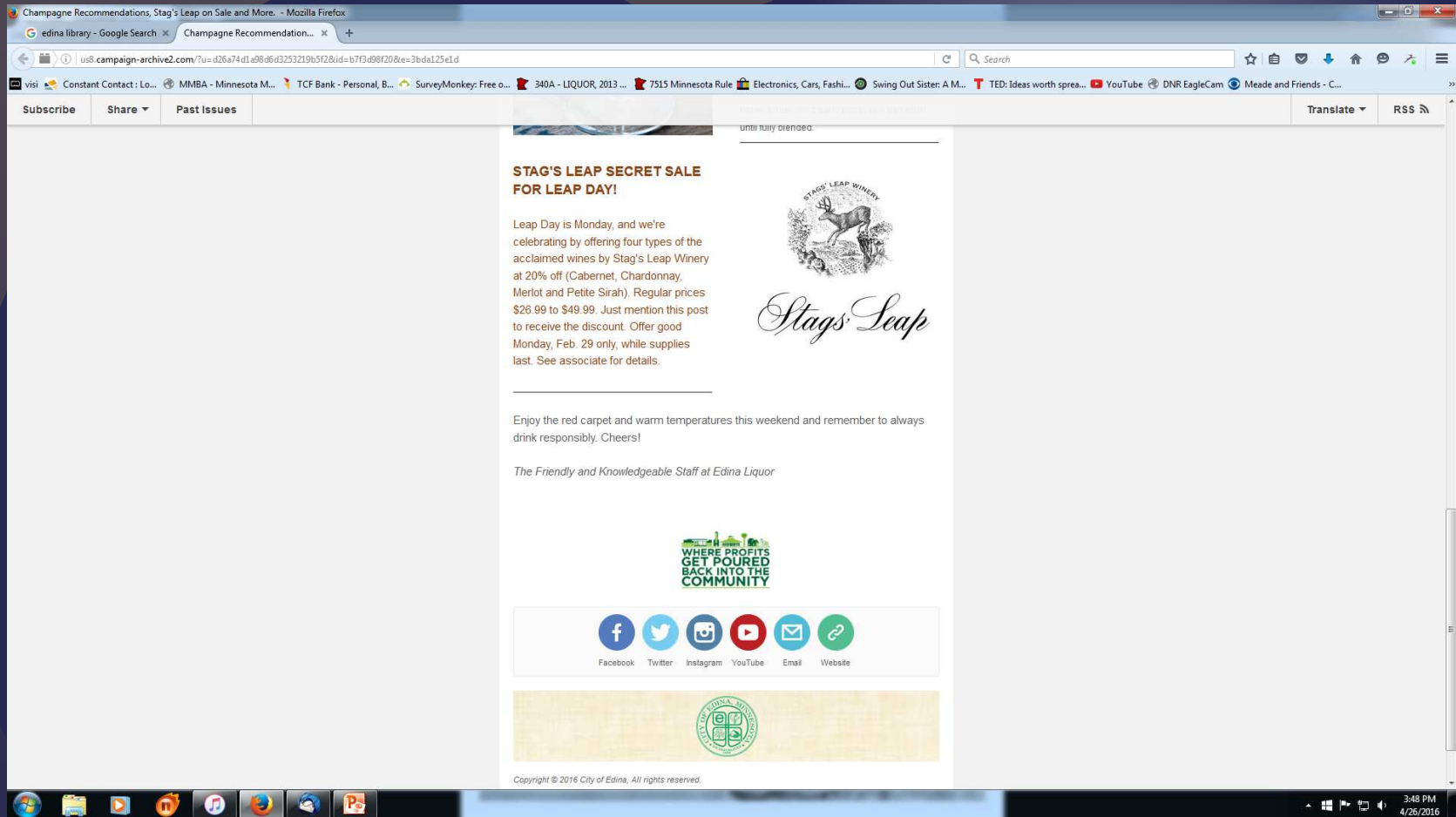
Celebrating Our 10th Year in Our New Building!
Thank you for shopping local. Your continued support allows us to put profits back into the community to help keep taxes low, parks clean & roads smooth!!

| | | |
|---|--|--|
|  Michelob Ultra 24 pk cans Reg. \$19.99 SALE \$17.99 |  Redd's Ale Apple, Green Apple, Strawberry & Variety Pack 12 pk bottles Reg. \$13.99 SALE \$12.99 |  Red Hook Longhammer IPA, Mtn Pack & Blackhook 12 pk bottles Reg. \$12.99 SALE \$11.99 |
|  Summit Horizon Real, True Red IPA, Winter, Sips IPA, IPA, B Sampler 12 pk bottles Reg. \$13.99 SALE \$12.99 |  Jefferson's Bourbon 750 ml Reg. \$32.99 SALE \$26.99 |  Windsor Canadian Whisky 1.75 Lit Reg. \$17.99 SALE \$15.99 |
|  Admiral Nelson Spiced Rum 1.75 Lit Reg. \$16.99 SALE \$12.99 |  Cinnamon Crème Liqueur 750 ml Reg. \$19.99 SALE \$16.99 |  New Amsterdam Vodka & Gin 1.75 Lit Reg. \$17.99 SALE \$14.99 |
|  Saint Orsola Moscato d'Asti 750 ml Reg. \$10.99 SALE \$8.99 |  Disefino Malbec 750 ml Reg. \$10.99 SALE \$6.99 |  Kendall Jackson Vintner's Reserve Chardonnay 750 ml Reg. \$12.99 SALE \$10.99 |
|  Ravenswood Besieged Red Blend 750 ml Reg. \$14.99 SALE \$11.99 | | |

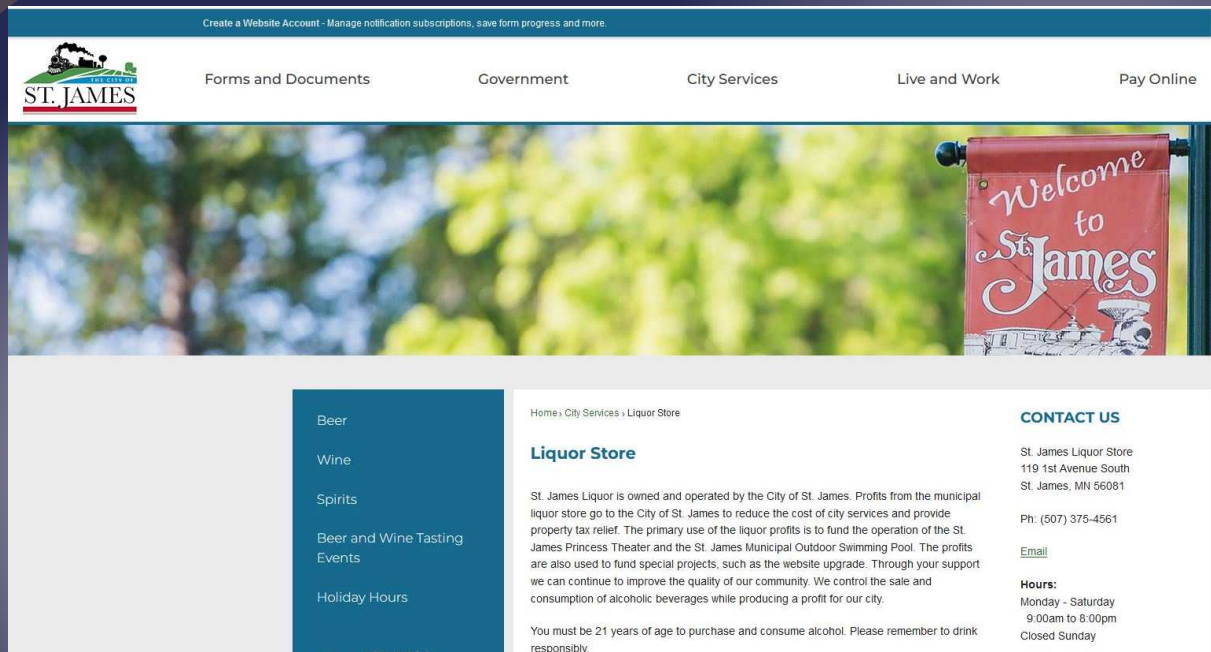
Register To Win!!
Weber Grill, Wild Hockey Jersey, Signs, T-shirts, Caps & many more items!
Drawing to be held Monday, Feb. 15th, 2016.
No purchase necessary. & need not be present to win.

LIQUOR HUTCH
BEER • WINE • SPIRITS
245 Washington Ave. E., Hutchinson
320-587-2762
www.liquorhutch.com
Hours: Mon.-Sat. 8 a.m.-10 p.m.
While supplies last. No additional discounts apply.

Newsletters / Logo



Website



St. James Liquor is owned and operated by the City of St. James. Profits from the municipal liquor store go to the City of St. James to reduce the cost of city services and provide property tax relief. The primary use of the liquor profits is to fund the operation of the St. James Princess Theater and the St. James Municipal Outdoor Swimming Pool. The profits are also used to fund special projects such as the website upgrade. Through your support we can continue to improve the quality of our community. We control the sale and consumption of alcoholic beverages while producing a profit for our city.

Social Media



Staff Clothing



Annual Report

MESSAGE FROM THE LIQUOR OPERATIONS MANAGER



Even though 2021 was another year of dealing with a global pandemic, staff at St. Anthony Village Wine and Spirits provided the safest environment possible based on guidelines and recommendations by the Center for Disease Control, the Minnesota Department of Health, and our Mayor and City Council.

Our employees, along with all City departments are to be commended for their unwavering dedication and commitment to St. Anthony's mission and vision. Staff at the liquor stores continued to provide the high levels of customer service that you'd come to expect, all the while managing increased business during a reduction of available employees, supply chain shortages, and other COVID-19 related issues that created a unique retail environment.

2021 was a successful year for St. Anthony Village Wine and Spirits. In keeping in line with our vision statement, one of the goals for 2020 was to provide customers with increased COVID-19 mitigation strategies so they continued to feel safe as they entered and shopped our stores. We also wanted to ensure that new customers experienced friendly staff, competitive pricing, and bright clean and organized stores to drive long-term customer loyalty.

LIQUOR OPERATIONS



The City of St. Anthony Village owns and operates two municipal retail liquor stores.

Our Marketplace store is located at 2700 Highway 88 at the intersection of Simon Boulevard and Kenzie Terrace.

Our Silver Lake Village store is located at 2602 39th Ave NE, in the Silver Lake Village Shopping Center next to Cub Foods.



612-782-3455

mike.larson@savm.com

3301 Silver Lake Rd NE, St. Anthony, 55418

savm.com/stanthonyvillagewinespirits

MISSION & VISION



MISSION STATEMENT

Our goal is to actively prevent the sale of beverages that contain alcohol to minors and intoxicated persons, while simultaneously generating revenue for the community, in accordance with all city, state, and county liquor laws and ordinances.

VISION STATEMENT

Our brands committed to providing a unique retail environment based on excellent customer service, product selection, and competitive pricing, all while providing safe, bright and clean stores that drive long-term customer loyalty. This is all based on our commitment to the City, as articulated in our Core Values of S.E.R.V.I.C.E.:

- **Supportive:** helpful to citizens and fellow employees, action oriented, non-bureaucratic.
- **Effective:** competent, productive, skilled.
- **Responsive:** dependable, accountable, customer and coworker-oriented.
- **Visionary:** anticipate problems holistically, future oriented, plan ahead.
- **Innovative:** creative, inventive, knowledgeable.
- **Courteous:** professional, approachable, sensitive.
- **Exemplary:** ethical, honest, sound.

VALUE OF MUNICIPAL LIQUOR OPERATIONS

- "Without municipal liquor profits, cities would need to either reduce their budgets or increase their fees and property taxes."
- "In general, they do not operate any differently than a private liquor store."
- "Municipal stores must abide by the same laws and three-tier distribution model."
- "Residents also benefit from a publicly owned asset that generates an economic return on equity and capital, putting taxpayer dollars to productive use."

Valuation Viewpoints, Sherron Business & Real Estate Valuations

Our profits are transferred to the City's General Fund and can be used to:

- Provide property tax levy relief.
- Provide funds for equipment purchases for Police, Fire and Public Works departments.
- Supplement General Fund purchases.



@stanthonyvillagewineandspirits

@stanthonyliquor

City of Pine City Municipal Liquor Store Fact Sheet

Pine City's municipal liquor stores contribute \$50,000 directly to the City's general fund budget. This \$50,000 permits the City to fund programs that we would not be able to otherwise levy for such as:

| | |
|-------------------------------|-----------|
| Summer Recreation | 6,000.00 |
| Youth Hockey | 4,000.00 |
| Soccer Program | 500.00 |
| County Fair/ parade | 2,500.00 |
| Fur Post | 1,100.00 |
| Arts Council | 7,000.00 |
| Star City | 2,500.00 |
| Initiative Foundation | 1,500.00 |
| MN Seniors Foundation | 500.00 |
| Northern Technology Inst | 1,500.00 |
| Transportation for Elderly | 10,712.00 |
| Library | 8,000.000 |

These programs directly affect the quality of life of our kids in Pine City. Time and time again, Minnesota is voted as the #1 state in which to live because of our quality of life. The Department of Employment and Economic Development lists this attribute as a great reason for businesses to locate in Minnesota (www.postivelyminnesota.com).

Other benefits of the municipal liquor store are:

- excellent control mechanism to restrict youth access to alcohol
- excellent control mechanism to prevent sale of liquor to intoxicated individuals

Industry Activities

Lite **HELP SUPPORT LOCAL ANIMALS IN NEED**

This Municipal Liquor Store is raising funds and collecting supplies to help our local animal shelter. You can help by donating \$1 or by bringing in supplies during the month of April. 100% of donations are given to local shelters!

Thank you for your support.

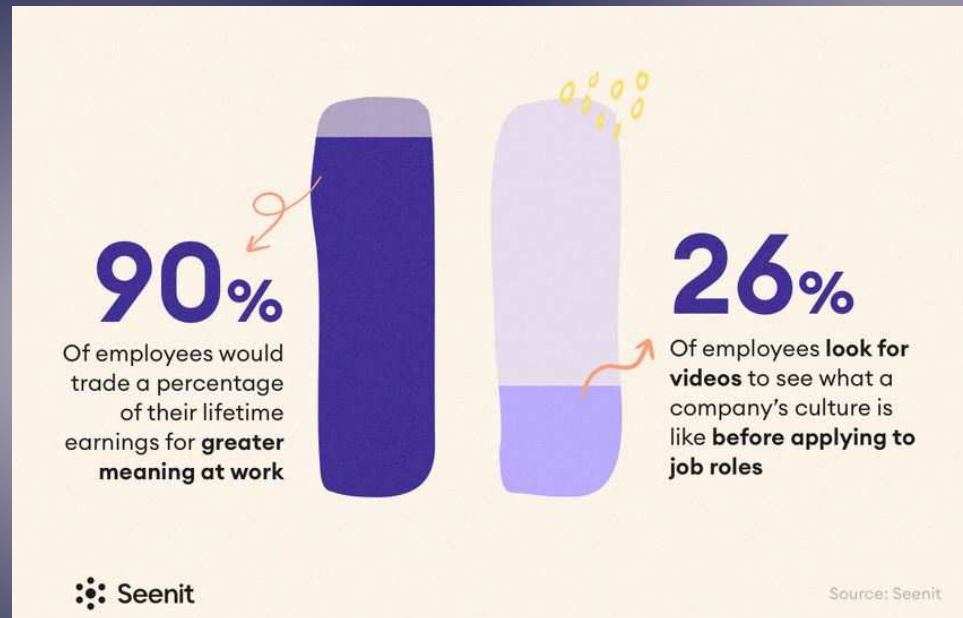
GREAT BEER RESPONSIBILITY

Miller TIME

Cash For Canines



If Nothing Else, Do It to Address Staffing Issues



If your company's purpose is just a poster on the wall,
you're wasting everyone's time!

If you talk about purpose but don't follow through, the results can be devastatingly bad.

Review

Four Ways to Communicate Your Value

- Never assume everyone knows what you know about your agency.
- Be ready to explain anything to anybody at any time.
- Don't let longevity foster complacency.
- Be your agency's biggest advocate.

The
End

A black and white line drawing of a hand holding a pen, positioned as if it has just finished writing the word 'End' in a cursive script. The pen is held in a tripod grip, and the hand is shown from the side, with the thumb and index finger visible. The word 'The' is written above 'End' in the same cursive style.