

# 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 own 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 Stinson 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@savmn.com

 3301 Silver Lake Rd NE, St. Anthony, 55418

 [savmn.com/stanthonyvillagewineandspirits](http://savmn.com/stanthonyvillagewineandspirits)

## 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 brand is 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, Shenehon 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.



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-  [@stanthonyvillagewineandspirits](https://www.facebook.com/stanthonyvillagewineandspirits)
-  [@stanthonyliquor](https://twitter.com/stanthonyliquor)

# TRENDS AND BENCHMARKS :::

Trends and benchmarks provide comparative data on municipal liquor operations owned and operated by Minnesota cities.

In 2021, a total of 179 Minnesota cities operated 213 municipal liquor stores, with 86 cities operating both on-sale and off-sale liquor establishments, and 93 cities operating off-sale liquor stores.

While the majority of municipally-owned liquor stores are located in Greater Minnesota, 18 cities within the Seven-County Metro Area own and operate liquor establishments.

Minnesota municipalities were originally authorized to own and operate liquor establishments as a means of controlling the sale of alcohol. For many communities in Greater Minnesota, municipal liquor operations provide access and convenience in areas that might be unable to attract a privately-run establishment. In addition to these functions, profitable municipal liquor operations have provided another source of revenue to supplement traditional tax and fee revenues.



## St. Anthony Village Wine and Spirits:

- Sales Increased 3.5% over 2020 to \$7,250,000.
- Net Profit increased 12.3% to \$470,400.
- Operating expenses increased .83% as we increased sales and profits within our current capacity.
- Net profits have increased 126% since 2017.

Over the last 10 years, St. Anthony Village Wine and Spirits has contributed more than \$3,447,000 for the betterment and enrichment of our community. Our stores are ranked 15th in total sales of municipal liquor operations in the state of Minnesota. And, we are ranked 12th in net profits out of 18 metro municipal liquor stores.

# CURRENT RETAIL CONDITIONS :::



Our staff and customers are comfortable with increased social interaction, such as hand selling and carry-outs. This is a change from social distancing during the pandemic.

We are open seven days a week, with hours of 9 a.m. to 8 p.m. Monday through Thursday, from 9 a.m. to 9 p.m. Friday and Saturday, and 11 a.m. to 4 p.m. on Sunday.

We continue to follow COVID-19 guidelines provided by the Center of Disease Control, the Minnesota Department of Health, and Mayor and Council's recommendations.

We are experiencing diminished product availability. Supply-chain issues are expected to last throughout 2022.

We experienced a labor shortage during 2021, yet our staff has overcome the problem by working extremely hard to accomplish and carry out our store's mission and vision.

The costs of our products are rapidly rising, much like groceries, fuel and other products. We work diligently to purchase our goods at the best-price possible in order to provide reduced pricing to our customers.

# LOOKING AHEAD :::

We look forward to resuming holiday sampling events as conditions allow.



We plan to continue a collaboration of products with distilleries and breweries.



Liquor store staff taking part in a Goal Setting and Strategic Planning session.



[savmn.com/annualreports](http://savmn.com/annualreports)



# 2021 ANNUAL REPORT :::::

On Feb. 10, 1948, the St. Anthony Village City Council passed an ordinance to form a municipal liquor store. To this day, profits from liquor operations provide a much-needed revenue source for our community. The Nov. 27, 1947 edition of the Minneapolis Star newspaper reported nine metro-area communities were operating municipal liquor stores with glowing results. Profits from these stores helped reduce the property tax levy, provided funds for special projects and equipment purchases for the Police, Fire and Public Works departments.

Two months later, the Village of St. Anthony passed an ordinance to open their own municipal liquor store—and the rest is history!

The City Council, administration and residents chose to have their own Police, Fire, Public Works and Liquor Departments, as well as our own schools. This is to guarantee the quality of the institutions by being independent and not outsourcing these services.

We continue to instill a culture that represents the St. Anthony Village brand. All of these decisions represent the Council's reputation of taking the long view to determine what is best for its residents and the future of The Village. Each and every department of the City reflects this vision and process in our high-level of service to the community.

The staff at St. Anthony Village Wine and Spirits is proud to be a part of this community and the team of employees in all City departments that serve the residents and visitors to our Village!