

# MESSAGE FROM THE LIQUOR OPERATIONS MANAGER



The St. Anthony Village City Council, administration, and residents choose to have our own police, fire, public works and liquor departments, as well as our own schools. By being independent and not outsourcing these services, we can guarantee the quality of these institutions.

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.



# 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.



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# 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, county, and state 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 relief and supplement general fund purchases, at the mayor and Council's discretion.**



- @stanthonyvillagewineandspirits
- @stanthonyliquor



# TRENDS AND BENCHMARKS ::::

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

In 2023, a total of 173 Minnesota cities operated 211 municipal liquor stores, with 83 cities operating both on-sale and off-sale liquor establishments, and 93 cities operating off-sale liquor stores.

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 \$25,000 over 2022 to \$7,065,000.
- Net profit decreased \$111,900 to \$381,900.
- Operating expenses increased \$103,820 due to inflationary increases on wages, benefits and operating costs.

Over the last 10 years, St. Anthony Village Wine and Spirits has contributed more than \$3,270,000 for the betterment and enrichment of our community. Our stores are ranked 16th in total sales of municipal liquor operations in the state of Minnesota, and we are ranked 7th in net profits out of 18 metro municipal liquor stores.



# CURRENT RETAIL CONDITIONS ::::



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

Tuesday is Senior Discount Day. Customers 55 years of age and older receive 10% off their purchase of non-sale items. Wednesday is Wine Discount Day. Customers receive 10% off their purchase of wine that is not on sale.

We hosted our annual Holiday Sampling Event in November. Our customers and staff are very excited to be able to host these events.

We began selling THC and CBD beverages in August of 2023. Sales have continued to climb and many consumers are enjoying the benefits they provide.

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 pricing possible in order to provide value to our customers. We expect to continue facing inflation challenges in 2024.

# LOOKING AHEAD ::::

We plan to continue to collaborate with distilleries and breweries to provide exclusive offerings to our patrons. The Minnesota Municipal Beverage Association hand selects products that are only available at municipal liquor stores.

Our membership in the Minnesota Municipal Beverage Association provides our stores the ability to leverage purchasing power as part of the state's largest chain of stores. Through this association and the benefits it provides, we are able to pass savings we receive on to our customers.

We continue to monitor legislation for laws that could negatively effect our municipal liquor stores. The availability of alcohol in grocery and convenience stores will have a negative impact on controlling the sale of alcohol and our profits.

We will be exploring the option of opening a Cannabis Dispensary now that marijuana is legal in the State of Minnesota. We believe that our mission statement to control the sale and generate revenue for the betterment of our community fits the legal sale of cannabis.



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# 2023 LIQUOR OPERATIONS 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, and 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!

Our employees are to be commended for their unwavering dedication and commitment to St. Anthony's mission and vision. Staff at the liquor stores continue to provide exceptional customer service that our clientele have come to expect.

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