



RETAIL EXPANSION SUMMARY INSTRUCTIONS FOR APPLICANTS

Establishment of a Retail Liquor Store:

The Commission may establish new liquor stores. The need for a new store is based on population growth, tourism, requests by governing officials, the distance to the nearest stores, and sales in the nearest stores.

When the Commission decides to establish a new retail liquor store, the Commission:

- a) determines the criteria for location and premises;
- b) determines a geographic location in which to locate a retail liquor store or a precise location;
- c) sets a target date for a retail liquor store to begin operation; and
- d) follows the procedure for selecting and appointing a retail sales agent

Retail Sales Agent Selection Procedure:

- a) When the Commission advertises for a store location, the Commission seeks applications from the public.
- b) Notification of the open recruitment will be posted on the OLCC website, and will go to individuals that have signed up to receive notifications through Gov/Delivery. The Commission may also publish the opportunity in other ways.
- c) After an application deadline, all applications will be screened according to selection criteria and qualified applicants will be selected for interview. The interview committee scores the applicants and ranks them by qualifications. The interview committee recommends finalists who are most qualified based on the selection criteria. From the finalists, the commission appoints a retail sales agent. A public presentation at a commission meeting may be required.
- d) An appointed retail sales agent must submit retail liquor store arrangements for approval, enter into an agency agreement, purchase fixtures and equipment, and begin operation of the retail liquor location on the date they proposed to the Commission.

Applicant and Business Plan Evaluation Criteria:

During the open recruitment posting, applicants can complete an application and create a detailed business plan for a proposed location. After the posting period is closed, OLCC staff will evaluate each submission using the same method for all applicants to ensure a uniform evaluation. Applicants and proposals will be evaluated and scored based upon the following criteria:

- Retail business experience of the applicant;
- Applicant's knowledge of retail operations or business experience;
- Demonstration of applicant's customer service skills and works effectively with the public;
- Demonstration of supervisory ability and experience of the applicant;
- Financial condition of the applicant;
- Proposed locations' impact on current liquor agent(s);
- Applicant's business plan (will be a required part of the application packet); and
- Expected consumer sales at an applicant's proposed location(s) (supporting information may include expected traffic count, population, and other factors that should be considered).

APPLICATION CHECKLIST

Use the following checklist to ensure the application materials are complete prior to submitting. **Application packets that are incomplete will not be considered.** If applying for more than one location, a separate application for each is required.

Applications:

- EVERY** section of the application **MUST** be filled out prior to submitting the application by the deadline stated on the Information Sheet.
- Must include Statement of Funding Sources supporting documentation demonstrating sufficient funds are available, with the applicants name on all documents. This information could include most recent bank statement(s), financial institution documentation showing pre-approved line of credit, portfolio statements, etc.

Business Plan:

A detailed business plan* for each proposed location must accompany the application in order to be considered.

* A detailed business plan at minimum must include:

- Proposed retail liquor location including address
- Type of business to be operated in conjunction with the retail liquor location (if applying as a non-exclusive)
- Distance from the proposed location to a school, house of worship or an alcohol treatment center (if location is within 1000 feet)
- Control plan describing how the applicant will prevent access to minors and reduce opportunities for theft
- Expected consumer demand (with supporting data and sources) at the location including:
 - Population count (21 and older) within a one mile radius
 - Traffic patterns and traffic count
 - Estimated distilled spirits sales
 - Estimated impact to existing liquor stores
 - Other relevant business factors to be considered
- Hours of operation (distilled spirits sales can only be from 7 am to 10 pm)
- Photographs of proposed location (exterior/interior) and if applicable any architectural renderings of upgrades to the proposed location or new construction
- Configuration of retail location including total square feet dedicated to the proposed distilled spirits area and stockroom; total linear feet of sales floor shelving dedicated to distilled spirits
- Detailed floor plan (including stockroom) indicating where distilled spirits - categories will be located
- Detailed description of exterior signage and internal fixtures and equipment that will be used to merchandise and account for distilled spirits sales and inventory
- Product selection: Number of distilled spirits products and space allocated for each distilled spirits category
- Detailed description and estimated cost breakdown for start-up costs, payroll, rent, site improvements, fixtures and equipment, etc. that will be used to merchandise and account for distilled spirits sales and inventory