

MUNICIPAL
LIQUOR STORE

**Liquor Store Manager Jan
Muehlbauer**

2014 Year End Report

The staff at Lake Liquors attends a mandatory yearly training session at Sherburne County Courthouse through the Sherburne County Public Health. This training is to educate the staff in making legal sales of alcoholic beverages to people over the age of 21 and to refuse sales of alcoholic beverages to people who may be under an influence of alcohol or drugs.

Inventory counts are completed on a yearly basis. Individual department counts are completed on a weekly basis. All products received are accounted for at the time of delivery.

We were able to secure prizes for the Jaycees ice fishing contest. We were also able to secure door prizes for the Minnesota Deer Hunter's Association of Sherburne County, Sherburne County Historical Society, the Big Lake Fire Department's annual dance, the Big Lake Police Department's Night to Unite.

Park pass sales at the liquor store increased over 2013. Total passes sold in 2013 was 249 and in 2014 we sold 329. Park passes are available at the store the beginning of March through the end of summer.

This was the first year that Big Lake was included in the Michelob Golden Draft Celebrate Your Lake Contest. There was a tremendous effort by our customers to win, which we did not, but we did take third place.

We have also participated in different events through the Minnesota Municipal Beverage Association. These included the "Support Our Troops food and money drive, a money drive for pets, and the annual food drive during the month of October. We also have collected money by auctioning our old POS products that we receive from vendors and donate all of the money to the Big Lake Food Shelf. In one year, we donated \$1800.00.

We hosted a wine and craft beer tasting event for the Sea Devil's Swim Team.

We hosted a wine and craft beer tasting in October for the Eagle Lake Association.

We host two large wine tasting events, titled WineFest, one in the spring and one in the summer. This last fall, we moved the annual tasting to the Friendly Buffalo due to needing more room for this event. The event was very well received by our customers.

We have weekly Happy Hour tasting on Fridays. This year we were able to secure more distributor representatives. All of our tastings are posted on Facebook, so make sure to like us on Facebook to be informed of the dates and times of all tasting events.

LIQUOR STORE**2014****2013****INCOME STATEMENT FOR 2014 AND 2013****%****%**

SALES	\$ 3,729,570.63	100%	\$3,549,641.04	100%
LESS COGS	\$2,649,008.19	74%	\$2,556,871.61	72%
GROSS PROFIT	\$ 1,080,562.44	28%	\$ 992,769.43	28%

OPERATING EXPENSES

PERSONNEL	\$ 326,483.18	8%	\$ 300,078.15	8%
SUPPLIES	\$ 9,631.46	.2%	\$ 11,920.98	.3%
INSURANCE	\$ 11,185.55	.3%	\$ 15,099.61	.4%
DEPRECIATION	\$ 77,421.37	2%	\$ 76,986.35	2%
UTILITIES	\$ 28,815.98	.7%	\$ 30,853.20	.8%
ADVERTISING	\$ 8,005.90	.2%	\$ 8,507.56	.2%
TOTAL OPERATING EXPENSES	\$ 461,543.44	12%	\$ 443,445.85	12%
<u>OPERATING PROFIT/LOSS</u>	\$ 619,019.00	17%	\$ 549,323.58	15%

OTHER OPERATING EXPENSES

*DEBT SERVICE	\$ 128,888.27	3%	\$ 51,238.20	1%
**MISC. EXPENSE	\$ 354,594.39	9%	\$ 360,856.83	10%
TOTAL OTHER EXPENSES	\$ 483,482.66	13%	\$ 412,095.03	11%
TOTAL EXPENSES	\$ 945,026.10	25%	\$ 855,540.88	24%
NET INCOME	\$ 135,536.34		\$ 137,228.55	4%

* Includes \$35,602.75 in Debt Service Issuance Expense and \$50,640.57 in Debt Service Interest in 2014.

**Includes \$270,000.00 transfer to the general fund in 2014 and \$260,000.00 in 2013.

WINE SALES WINEFEST FALL 2014

11-14-14	\$6,280.94	DISCOUNT	\$2,444.96
11-15-14	\$7,019.46	DISCOUNT	\$2,774.81
11-17-14	\$1,351.46	DISCOUNT	\$ 466.27
11-18-14	\$1,716.08	DISCOUNT	\$ 633.56
11-19-14	\$1,648.57	DISCOUNT	\$ 597.56
11-20-14	\$2,287.85	DISCOUNT	\$ 884.58
11-21-14	\$4,064.36	DISCOUNT	\$1,467.98
11-22-14	\$4,747.44	DISCOUNT	\$1,754.14
TOTAL	\$29,116.16	DISCOUNT	\$11,023.86



EMPLOYEES OF LAKE LIQUORS 2014

FULL-TIME EMPLOYEEE

JAN MUEHLBAUER	MANAGER	28 YEARS
	PART-TIME CLERK	2 YEARS

PART-TIME EMPLOYEES

MELISSA VILMO	CLERK	10 YEARS
KEITH ROELIKE	CUSTODIAN	10 YEARS
DAWN BAUER	CLERK	8 YEARS
BILL MILLER	STOCK	8 YEARS
MIKE BJORKEDAL	STOCK/CLERK	6 YEARS
LISA MILLER	LEAD CLERK	4 YEARS
TARA HINTZ	CLERK	3 YEARS
JEFF HALLIGAN	STOCK	3 YEARS
ERIN ELIASON	CLERK	3 YEARS
TY HENGEMUEHLE	CLERK	1 YEAR
HEATHER THOE	CLERK	1 YEAR
SUE GRYZKOWSKI	CLERK	6 MONTHS