

# MESSAGE FROM THE LIQUOR OPERATIONS MANAGER ::::



The Saint 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 Saint Anthony Village brand. All of these decisions strengthen the Council's reputation for taking the long view to determine what is best for city 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 Saint 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 Avenue 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 adult consumables to minors and intoxicated persons, while simultaneously generating revenue for the community.

**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.

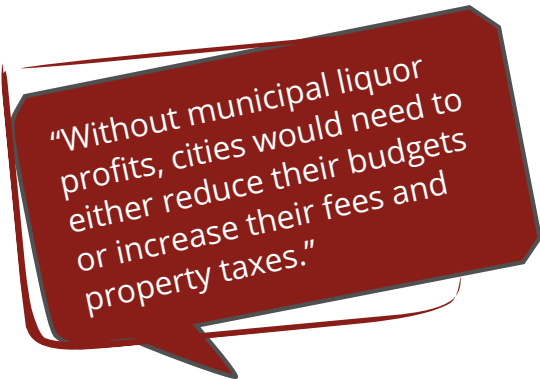


Saint Anthony Village Wine and Spirits actively participates in the City's Mission, Vision and Strategic Initiatives by being environmentally responsible, engaging with the community, and providing a welcoming, inclusive retail environment. Our Municipal Liquor Operation is fiscally and organizationally strong with safe and secure stores.



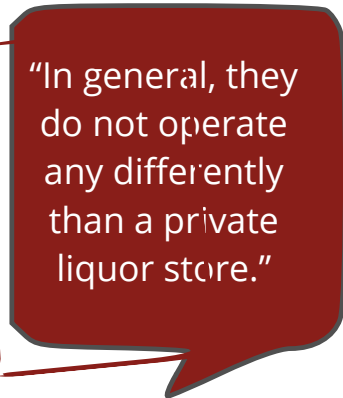
## MUNICIPAL LIQUOR :::: OPERATIONS VALUE

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.



*"Residents also benefit from a publicly owned asset that generates an economic return on equity and capital, putting taxpayer dollars to productive use."*

*"Municipal stores must abide by the same laws and three-tier distribution model."*



*-Valuation Viewpoints, Shenehon Business & Real Estate Valuations*

Connect with us!



@stantonyvillagewineandspirits



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@stantonyliquor





# TRENDS AND BENCHMARKS

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

In 2024, a total of 176 Minnesota cities operated 210 municipal liquor stores, with 84 cities operating both on-sale and off-sale liquor establishments, and 92 cities operating off-sale liquor stores.

Minnesota municipalities were originally authorized to own and operate liquor establishments as a way to control the sale of alcohol. For many greater Minnesota communities, municipal liquor operations provide access and convenience in areas that may not 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 decreased 1.3% over 2024 to \$6,974,491
- Net profit increased 14% to \$431,077
- Operating expenses decreased 5% as we increased profits within our current capacity.



Over the last 10 years, Saint Anthony Village Wine and Spirits has contributed nearly \$3.5 million for the betterment and enrichment of our

community. Our stores consistently rank high in total sales and net profits of the 18 metro-area municipal liquor operations in Minnesota.

# CURRENT RETAIL CONDITIONS



### Convenience and Service

We are open seven days a week.  
Monday through Thursday, 9am to 8pm  
Friday and Saturday, 9am to 9pm  
Sunday, 11am to 4pm

### Events and Specials

Our stores continue to host sampling events on a large and small scale. Check our web site for dates and times for events that happen on Thursday, Friday and Saturdays. We also host our large-scale sampling event in the Spring and the Fall.

Sales of THC/CBD products continue to climb, and customers are trending toward national brands of Spirits, Wine and Beer. Non-Alcohol products continue to increase in sales also.



# LOOKING AHEAD

### THC/CBD Sales Impact

2024 included the introduction of low hemp-based THC/CBD products to our stores. Customer demand has contributed to the category making a positive impact on our selection and profits. Our customers report using the beverages and edibles for a variety of reasons including relief from anxiety and pain and improved sleep. We expect this trend to continue in 2025 and beyond.



### Exploring Cannabis Sales

The Minnesota Legislature and Governor Walz have legalized the use and sale of Cannabis, with restrictions, in Minnesota. We are actively exploring the operation of a municipal cannabis dispensary. This process continues to evolve as laws and regulations are further defined at the State level.

### Staying Relevant

The trend of consumers using low dose hemp products, and potentially cannabis products will impact sales of beverages that contain alcohol. We will monitor these trends and continue to ensure our stores stay relevant in the rapidly changing market.



# 2024 LIQUOR OPERATIONS ANNUAL REPORT

Nearly 80 years ago, the Saint Anthony Village City Council passed an ordinance to form a municipal liquor store. The Nov. 27, 1947 edition of the Minneapolis Star newspaper reported nine metro-area communities were operating municipal liquor stores with glowing results. To this day, profits from liquor operations provide a much-needed revenue source including helping to reduce the property tax levy, and provide funds for special projects and equipment for police, fire and public works departments. In early 1948, our community opened a municipal liquor store — and the rest is history!

We recognize our employees for unwavering dedication and commitment to the City's mission and vision. Staff at the liquor stores continue to provide the exceptional customer service that our clientele have come to expect. The staff at Saint 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.

