

## **Cover Letter**

Town of Alpine  
Alpine Town Council  
Alpine, Wyoming

Dear Mayor and Members of the Town Council:

Please accept our sincere apology for our absence at the meeting and accept the enclosed Business Plan for Alpine Liquor, submitted in support of our application for a retail liquor license within the Town of Alpine.

Alpine Liquor is proposed as a locally owned and professionally operated retail package liquor store. We feel like we are in a unique position with our experience having owned and operated a successful retail liquor store since January 2014 and later expanding to a second location. We know the ups and downs of the industry and have proven that our business model can stand up to even the larger corporate businesses that we compete with. This experience provides a strong foundation in regulatory compliance, responsible alcohol sales, and day-to-day operations within a regulated industry. We project annual sales, once established, to be a minimum of two million annually and with that a sales tax contribution of more than one hundred thousand dollars annually. A retail liquor store as opposed to adding a liquor room to an existing business, offers new and more employment opportunities for the community which will keep and generate more money in the town of Alpine.

The proposed business will be located in a newly constructed building on property that is currently zoned under county jurisdiction. The property owner has committed to annexing the property into the Town of Alpine contingent upon approval of the liquor license, thereby expanding the town's tax base and municipal oversight.

Enclosed with this letter is a detailed business plan outlining the proposed operation, including ownership experience, compliance practices, financial capability, and a standalone Community Benefits Statement. Alpine Liquor is intended to serve local residents and visitors while supporting the local economy, reducing out-of-town travel for retail needs, and contributing positively to the community.

We respectfully request the Town Council's consideration of this application. We are committed to operating Alpine Liquor in a lawful, responsible, and community-minded manner consistent with the values and expectations of the Town of Alpine.

Thank you for your time and consideration.

Sincerely,

Glenn and Crystal Magee  
Valley Integrity, LLC

# **Business Plan**

## **Alpine Liquor**

### **Town of Alpine, Wyoming**

#### **Executive Summary**

Alpine Liquor is a proposed retail package liquor store to be located within the Town of Alpine, Wyoming. The proposed store will operate as a professionally managed, community-oriented retail establishment, focused on responsible alcohol sales, strict regulatory compliance, and positive integration into the Alpine community.

#### **Ownership & Experience**

As the owners of Alpine Liquor, we bring over a decade of direct experience in liquor retail operations. Since January 2014, the owners have successfully operated a licensed liquor store in Wyoming and later expanded operations to include a second liquor store location.

#### **Description of the Business**

Alpine Liquor will operate strictly as a retail package liquor store selling packaged beer, wine, and spirits for off-premise consumption only. No on-site consumption will be permitted.

#### **Location & Facility**

Alpine Liquor will be located in a newly constructed building designed specifically for retail liquor operations. Upon approval of the liquor license, the property will be annexed into the Town of Alpine. We considered many locations and this location checks all the boxes: it doesn't disrupt traffic patterns, doesn't infringe on other businesses, has ample parking and is conveniently located.

#### **Operations Plan**

The store will operate during hours consistent with Wyoming law and local ordinances. Staffing will include trained employees educated on ID verification and refusal of service.

#### **Compliance & Responsible Sales**

Responsible alcohol sales are central to the operation of Alpine Liquor, including mandatory ID verification and cooperation with local law enforcement.

#### **Market & Community Fit**

The business will serve local residents and visitors by providing convenient, regulated access to packaged alcohol. Locals will no longer have to spend their money elsewhere and our focus on local offerings and competitive pricing will appeal to tourists.

#### **Financial Capability**

The owners have sufficient financial resources to fund construction, inventory, staffing, licensing, and ongoing operations without reliance on outside sources.

## **Community Benefits Statement**

Alpine Liquor is proposed as a locally operated retail business designed to strengthen the Town of Alpine's economy while aligning with the community's character and needs. This is a business designed to function as a low-impact retail operation that contributes to the community without creating a nuisance or disruption. Beyond business, we contribute handsomely to our communities through outreach programs, donations and events.

Alpine is uniquely situated at a crossroads where residents and visitors often travel outside of town to obtain employment, essential services, and retail goods, including packaged liquor. By having a full service liquor store in Alpine, the business will help retain local spending that would otherwise leave the community.

We are committed to being a positive addition to the Town of Alpine. This is not a corporate business where the money goes up a ladder and out of the area, but stays in the Valley. Our employees (team members) are loyal and honest because we treat them with the same respect, loyalty and understanding. We pay some of the highest wages for retail work in the area so are likely to create many job opportunities for people that currently commute for competitive wages and they will be more likely to keep their money local in return.

## **Closing Statement**

We are just working people. We didn't get handed a business, we worked very hard to create the respectable and successful businesses we have. Our team stays with us because of mutual respect and gratitude because none of this is possible without them. We believe wholeheartedly in "keeping it local" and support other Wyoming businesses wherever we can. Our liquor stores have a strong focus on the "Wyoming" brand and offer the expansive and growing market Wyoming offers of craft beer and spirits. By building up those around us we are all stronger! It is our belief that we can build a liquor store the community can be proud of and support.