

Council Meeting

7/9/2024

Municipal Liquor Store/Bar

June marked the start of summer for us, and we had a good start to our summer!

Offsale performed well with strong sales numbers (\$262,043.63). Before transfers, we netted in \$32,994.70 (\$22,992.70 after transfers). I am very happy with these numbers, as we continue to see our sales rise again, despite the I-35 road construction!

On sale performed well also! Our expenses being lower than anticipated helped lead the way for a strong June in the bar. Before transfers, the bar netted \$9,652.27 (\$7,152.27 after transfers), another strong showing!

Overall for the month of June, the operation has brought in \$42,646.97 before transfers and a solid \$30,144.97 after transfers. A good month to start our busy season!

Looking forward to July, we will continue to sit on our heavy buys from the spring time to keep our costs down, healthy margins, and run inventory down as we sell through our stock. So far, the gamble to buy big early on is paying off as we are seeing sales numbers stay high, and our expense and cost not rising with those sales numbers.

The offsale will look to continue as we will be propping sales up to aggressively look to move some of our slower products using our summer time traffic to provide the boost to those slower items. Also we have some big name products (bud, bud light, twisted tea) to bring our customers in the door. Hopefully our streak of good sales continues with July.

The onsale has some good specials, summer time themed drinks, to bring our customers in. Bingo, and meat raffle will be taking some time off for the carnival, but we are taking the break in stride as we hope to have a strong return afterwards. A few concerts held locally will also hopefully provide some good sales days as we expect higher traffic in town.

All of this sounds good, but we also need to temper some expectations as the I-35 construction will be taking to the bridge soon. Full closures to our exit will undoubtedly hurt our sales, and we will have to see exactly how much the closure will impact us.

As always, we remain optimistic!

Thank you, any questions please feel free to contact me.

Phillip Taggart

Liquor Operations manager

