



# News Release

Oregon Liquor Control Commission  
9079 SE McLoughlin Blvd., Portland, OR 97222-7355  
1-800-452-6522

For more information:  
Christie Scott, Alcohol Program Spokesperson  
[Christie.scott@state.or.us](mailto:Christie.scott@state.or.us) (503) 872-5002  
[www.oregon.gov/olcc](http://www.oregon.gov/olcc)

July 22, 2016

## **OLCC Commissioners Approve Retail Liquor Expansion in Lane, Linn, & Benton Counties**

*Aiming for ten new contracts to be issued in Eugene metro area*

**Portland, Oregon** – Following the successful completion of Retail Expansion in the Portland metro area, the Commissioners of the Oregon Liquor Control Commission have approved extending the retail liquor expansion into Benton, Lane, and Linn counties.

The process of open recruitment is a new tool OLCC is using to foster retail liquor proposals. Open Recruitment is new, however, the Commission will continue to use its traditional evaluation tools to make decisions about the appointment of agents for each individual outlet.

OLCC staff will hold applicant informational meetings in Eugene on August 3<sup>rd</sup> (time and location to be determined) and will begin accepting applications August 15th for a 60-day period. Applicants that meet the criteria will have an opportunity to provide a presentation before the OLCC Commissioners as early as the December 2016 Commission meeting. The Commission will add outlets based on the quality of the proposals and demonstrated market opportunity.

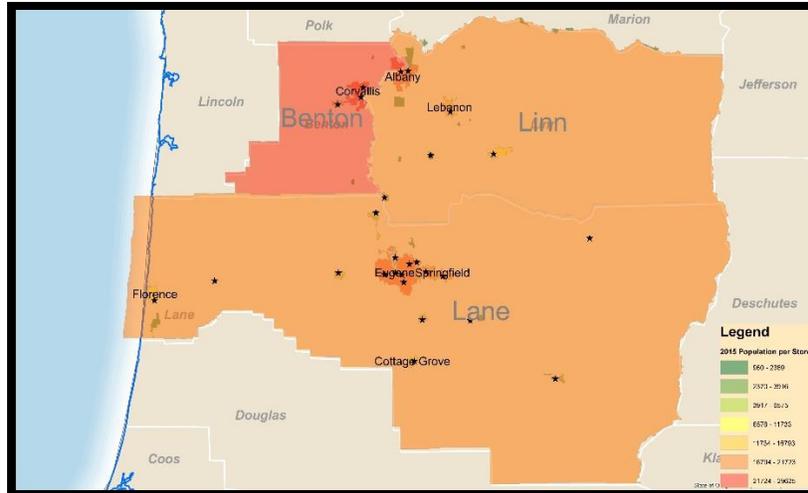
“For several years, we have been working with liquor store owners, manufacturers, retailers, and wholesalers to identify ways to increase convenience and improve the shopping experience,” says OLCC Executive Director, Steve Marks. “Oregonians have embraced the mixology culture are looking for a customer-focused shopping experience. Open recruitment provides the opportunity for Oregon entrepreneurs to tap into their pioneering spirit to improve the way customers purchase distilled spirits in Oregon.”

About 30 years ago, Oregon had one liquor store for every 12,000 Oregonians. Today, there are 248 liquor stores statewide, but with the rise in population, the current ratio is 1 liquor store for every 16,000 customers.

Summary of Population/Existing Liquor Stores:

County	Number of Liquor Stores	Off Premises Licensees	Total County Population in 2015	Population per Liquor Store	Population Per Off-Premises License
Benton	3	67	87,819	29,273	1,311
Lane	18	401	359,308	19,962	896
Linn	6	119	118,974	19,829	1,000
<b>Total</b>	<b>27</b>	<b>587</b>	<b>566,101</b>	<b>20,967</b>	<b>964</b>

--more--



Applications will be evaluated based on the following:

- Knowledge of applicant related to liquor and/or alcohol sales;
- Retail business experience of applicant;
- Applicant’s knowledge of retail operations and business management;
- Demonstration of applicant’s customer service skills;
- Demonstration of supervisory ability and experience of applicant;
- Financial condition of applicant;
- Proposed locations’ impact on current liquor agent(s);
- Applicant’s business plan (will be a required part of the application packet);
- Expected consumer demand (by population) of applicant’s proposed location(s) within a 1.5 mile radius; and
- Expected traffic flow by the applicant’s proposed location(s).

The open recruitment process could add approximately ten liquor outlets in the Benton, Lane, and Linn tri-county area at one time with the potential to increase state revenue as new outlets are sited in high population growth areas. Depending on the type and quality of proposals received, the Commissioners may approve more or less than ten new retail liquor locations. The net profits from distilled spirits sales at retail liquor outlets is distributed to cities, counties, and the state to fund critical programs like education, healthcare, and police. Last biennium, OLCC distributed more than \$436 million to cities, counties, and the state’s general fund.

Retail liquor locations in Oregon are privately owned by independent contractors. They are contracted by the state to sell distilled spirits at the retail level to consumers and liquor-licensed businesses.

More information on open recruitment is available on OLCC’s [liquor stores web page](#). People interested in receiving automatic email alerts when new information is added, can subscribe through [our website](#).

###