



News Release

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Innovative process attracts 47 applicants for new retail liquor locations

Commission may issue up to 17 new contracts in Portland metro area

Portland, Oregon – After three months of Open Recruitment, the Oregon Liquor Control Commission has received 47 applications for retail liquor locations across the Portland metro area. OLCC staff held multiple applicant informational meetings and began accepting applications October 16, 2015.

Applicants who meet the criteria will be provided an opportunity to present their proposals to the OLCC Commissioners. After reviewing *all* of the applications, OLCC staff will make available to the public a list of the qualified applicants who will be considered by the Commission.

“This is an innovative approach to retail liquor expansion,” says OLCC Chair, Rob Patridge. “Oregonians’ distilled spirits tastes have grown more sophisticated and their expectations for selection, convenience, and consumer-friendly shopping are increasing. Open recruitment provides a unique opportunity for us to increase store density while exploring new business models to improve the way customers purchase spirits in Oregon.”

The open recruitment process is a new tool OLCC is using to attract creative market-driven retail liquor proposals. The Commission may approve up to 17 retail liquor locations based on the quality of the proposals and demonstrated market opportunity. Traditional evaluation tools will continue to be used to make decisions about the appointment of liquor agents for each individual location.

Applications will be evaluated based on the following:

- Expected consumer demand (by population) of applicant’s proposed location(s) within a 1.5 mile radius;
- Expected traffic flow by the applicant’s proposed location(s);
- Proposed locations’ impact on current liquor agent(s);
- 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; and
- Applicant’s business plan (will be a required part of the application packet).

In the mid 1980's, Oregon had one liquor store for every 12,000 Oregonians. Today, there are 248 liquor stores statewide, but with the increase in the state's population, the current ratio is one liquor store for every 16,000 customers. The largest gap is in the Portland metro area (Clackamas, Washington, and Multnomah counties). Currently, there are only 68 stores in the metro area, resulting in a ratio of one outlet per 26,000 customers. Oregon's Department of Economic Analysis forecasts Oregon's population to continue growing at an annual rate of 1.2 percent over the next five years.

Area	Population*	# Stores	Population Per Store
Washington County	560,465	20	28,023
Clackamas County	391,562	17	23,033
Multnomah County	765,775	31	24,702
Tri-County Area	1,717,812	68	25,262
Statewide	3,962,710	248	15,979

The open recruitment process may add up to 17 liquor outlets at one time in the Portland metro area, with the potential to increase state revenue as new outlets are sited. 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. During the 2013-2015 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. If successful, OLCC will expand Open Recruitment to other parts of the state.

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](#).

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