North Carolina Alcoholic Beverage Control

2014 Annual Report



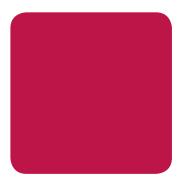




















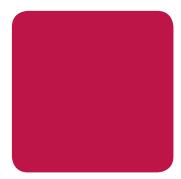














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Letter from the Chairman



James C. Gardner

In May 2014, I stood with Gov. Pat McCrory as he signed the Executive Order that created the statewide Task Force to Combat Substance Abuse and Underage Drinking. In July, Lt. Gov. Dan Forest and his wife, Alice, agreed to serve as ambassadors for the Initiative to Reduce Underage Drinking, which is authorized by the Governor's order.

Even before we reached these important milestones, the ABC Commission had taken a leadership role and put in place the framework for a statewide awareness campaign that will roll out in the coming weeks and months. We have engaged a communications firm and conducted research to ensure that our message will resonate with children, and more important, with their parents. Early findings show that there is a big gap between what parents and children understand about underage drinking, and both are eager to communicate better with each other.

In addition to the formative work on the Initiative, the ABC Commission also has raised awareness about issues of violence in private clubs. In September 2013, I sent a letter to the more than 1,000 businesses that operate as private clubs in North Carolina. My letter reminded them of the laws and regulations governing their businesses and put them on notice that incidents of violence will not be tolerated by the ABC Commission. The ABC Commission also has increased fines for violations and extended the period of time businesses receiving new permits remain on temporary status, which gives law enforcement agencies additional time to conduct thorough reviews of their operations. During the fiscal year that ended June 30, 2014, the ABC Commission issued nine summary suspensions of permanent ABC permits and denied 16 temporary permits on the basis of concerns about public safety at the locations.

Operationally, the ABC Commission also has had a busy year, seeing increases in numbers of products sold and increases in revenues. Liquor shipments from the state warehouse totaled 5,193,612 cases, an increase of 3.57 percent. Revenues generated by ABC store retail sales totaled \$869,111,881, an increase of 4.81 percent. The local ABC boards, their members and the employees who staff the 423 retail stores are to be thanked for this great result. And they too deserve recognition for the more than \$10.5 million the local boards returned directly to their communities for alcohol education and treatment, the more than \$7.4 million for alcohol law enforcement and the more than \$57.5 million generated for local governments.

I want to recognize and thank Commissioners Kevin Green and Joel Keith for their contriutions. I invite you to review the attached report for more information about the ABC Commission and the local ABC board results for fiscal year 2014. I am pleased to share these successes and the direction of the state's ABC Commission in 2014. And as we begin a new fiscal year, I am also pleased to report that we will be housed for administrative purposes within the Department of Public Safety. Although we remain an independent agency reporting directly to the Governor, this move aligns us with a team that always has been a strong partner for our regulatory mission. I believe the move is the right fit for the ABC Commission's focus going forward.





ABC Chief Administrator Mike Herring Retires

Mike Herring retires December 2014 as Chief Administrator of the North Carolina Alcoholic Beverage Control Commission with 33 years of service, all at the same state agency. During his tenure, he has played a strong leadership role in shaping many important aspects of alcohol policy that created efficiencies while increasing the Commission's effectiveness with industry and the general public.

In his three decades at the Commission, the number of local ABC boards has increased by nearly 30, gross sales of liquor have gone from \$281 million to nearly \$870 million annually, warehouse capacity has doubled and shipments to the local boards' retail shelves now top five million cases a year.

Soon after his graduation from NC State University, Herring started as a field auditor for the Commission on Nov. 1, 1981. His career path includes his early work in audit, monitoring how well the 1,500 businesses with mixed beverage accounts in 1981 were complying with the newly passed liquor-by-the-drink legislation. Herring was promoted to head the Audit Division in 1987 and was named Assistant Administrator in 1993. By the time he was sworn in as Chief Administrator in 1995, with responsibility for operations of the entire agency, the number of mixed beverage accounts had grown to 2,500. And at his retirement, that number stands at more than 5,600. The staff of the Commission today includes



Mike Herring



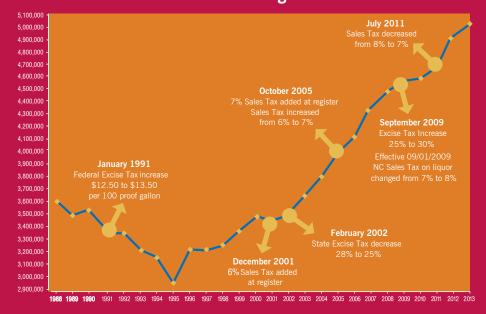
Bob Hamilton

approximately 40 professionals who focus on permits, legal, audit, education, IT, local board audit and pricing, administration and the initiative to reduce underage drinking.

Herring has provided oversight of the Commission during a time when the Commission encouraged the local boards to convert from retail ABC stores where customers had to request specific brands and bottles from a clerk standing behind a counter to stores that are overwhelmingly customerfriendly, profitable and efficient self-service locations. Under his direction, the Commission also invested in technology that resulted in one of the first web sites in the control system. In 2003 North Carolina implemented the first internetbased price quote filing system for distillers. (Distillers set the case price for their products, which are then sold with a standard mark-up at the same retail price throughout the state). The efficiency of the warehouse operation has cost controls in place and also allows for growth and fair distribution to local boards, large and small.

As Herring retires, he is succeeded as Chief Administrator by Bob Hamilton. Hamilton was named Deputy Administrator in 2012 with oversight of the Commission's legal, permit, and audit/investigative sections. Hamilton has served since 2010 as rule-making coordinator for the Commission. Hamilton's experience includes 10 years as Executive Director of the NC Auctioneer Licensing Board.

NC ABC Warehouse Case Shipments Climb Under Herring's Watch





For his 33 years of service to the NC ABC Commission and the State of North Carolina, Mike Herring was presented with the prestigious *Order of the Long Leaf Pine* award, which recognizes individuals for extraordinary service to the state, contributions to their communities, and many years of service to their organizations.

NC Initiative to Reduce Underage Drinking Readies Campaign Launch

North Carolina parents and children perceive the problem of alcohol differently.

Students in middle school and high school see a much bigger issue than their parents do.

Both want a conversation, but don't know how to start it.

Closing that perception gap and encouraging the family conversation is the focus of an awareness campaign being launched in the fall of 2014 by the NC Initiative to Reduce Underage Drinking.

"Talk it Out" is the theme of the campaign being developed for broadcast, print and social media markets across North Carolina. The advertising materials will provide links to a web site (Talkitoutnc.org) that will provide detailed information and resources geared to helping parents and their teens have important conversations about alcohol and why children should not drink until they are adults.

The campaign is part of the Initiative's larger scope that includes outreach with the public safety and public health communities as well as partnership with the alcohol industry to address the underage drinking issue head-on. It also fits within the broader mission of the Governor's Task Force to Combat Substance Abuse and Underage Drinking.

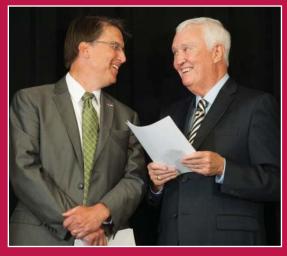
The Initiative is a long-range program with a goal of affecting a cultural shift by both parents and children away from the idea that it's OK for youth to drink. Similar multi-year alcohol education programs in other states, most notably Utah, have proven effective in changing attitudes and creating more healthy behaviors. According to national data, underage drinking results in the deaths of 140 children a year, or an average of more than two deaths per week in North Carolina.*

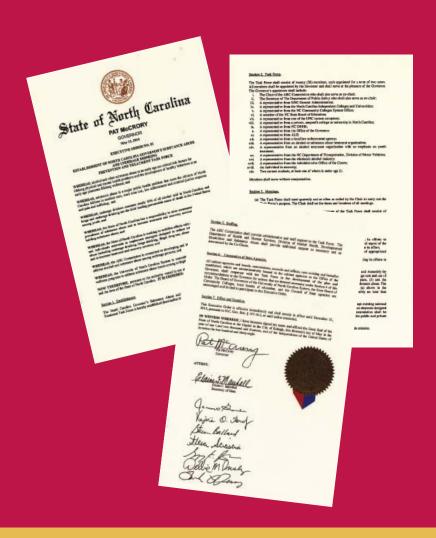
* http://apps.nccd.cdc.gov/DACH_ARDI/Default/Report.aspx?T=AAM&P = 1d871a19-9d55-4c6c-96cf-724dd03ba776&R=d7a9b303-48e9-4440-bf47-070a4827e1fd&M=15128839-E1DA-4B11-B0C2-07DD961F4E9 A&F=AAMCauseGenderUnder21&D=H



Starting in the last fiscal year and carrying forward into the current one, the NC ABC Commission put the foundation in place and began implementing the Initiative to Reduce Underage Drinking.







A few key milestones:

May 2014

Executive Order signed by Gov. Pat McCrory establishes the statewide Task Force to Combat Substance Abuse and Underage Drinking.

July 2014

Statewide telephone survey of 500 parents of middle and high school students and telephone survey of 300 NC students in middle and high school. The survey is designed to generate a current understanding of the attitudes and perceptions of underage drinking in NC.

August 2014

Focus groups (parents of underage children / middle school girls / middle school boys) are conducted to further validate the survey.



START THE CONVERSATION. STOP UNDERAGE DRINKING.

Numbers to Know

What % of NC Youth ...

say alcohol is a problem

87%

say it's a big problem

58%

know someone around their age who has tried alcohol

64%

say parents talking more with them would help stop underage drinking

84%

say they think most people their age are embarrassed/afraid to talk to their parents about alcohol

55%

average age of first experience with alcohol

14

What % of NC Parents ...

perceive alcohol as serious problem

37%

feel they are not fully prepared with information to address topic with children

62%

September 2014

ABC Commission Chairman
Jim Gardner and NC Lt. Gov.
Dan Forest meet with news
outlets in major markets across
the state to share key findings
of the research and preview
the advertising campaign being
developed to raise awareness
about the scope of the issue.

December 2014

Advertising campaign rolls out statewide on broadcast and social media to raise awareness and drive visits to the initiative web site.

Local Boards' Dollars Have Important Community Impact

The work of the state ABC Commission to establish the North Carolina Initiative to Reduce Underage Drinking is not happening in a vacuum.

For decades the local ABC boards' retail sales have generated funds that support work in communities across the state to raise awareness and treat the results of alcohol's damaging effects.

In the fiscal year just ended, the local boards distributed \$75 million locally, and more than \$10 million of that funded alcohol education and treatment at the community level. As the largest boards in the state, Wake and Mecklenburg ABC always count for the bulk of the alcohol education spending at the board level, but smaller boards with smaller budgets are doing their parts too.

Five local boards in Brunswick County have pooled their resources to co-sponsor a \$12,000 alcohol education program for their region. Brunswick County, Ocean Isle Beach, Southport, Shallotte, and Sunset Beach started the collaborative venture in April and hope to sustain it over a three-year period. "We are trying to work together locally to help stop underage drinking," said Arthur Duncan, General Manager of the Shallotte board.

And in Moore County, the ABC board this year contributed \$100,000 to local programs (\$20,000 apiece to Bethesda House, Bethany House and Friend to Friend alone) in addition to contributions to the Boys and Girls Club, Moore County Day Reporting Center and Moore County Public Schools' 'second chance' program.

Moore County General Manager Pam Smith said the ABC board makes its evaluations thoughtfully and with an eye toward long-term impact. "We make sure the programs are successful, and they have a demonstrated need. We want to make sure the money is being put to good use," Smith said.

NC Distillers Expand Reach

As momentum continues to build around the farm-to-table movement that celebrates all things local, North Carolina's distilled spirits are winning recognition for their home-grown quality. Across the state, ABC stores feature special displays of the liquors manufactured in North Carolina that are designed to remind retail customers of the array of NC-produced products available for purchase. At the end of the fiscal year, North Carolina had 14 distilleries with 49 different products.

Buying Local

Meanwhile, the ABC system's business customers – who frequently also like to feature local products in their innovative bar offerings – make their buying decisions from a catalog, called the quarterly price book.

Working in partnership with the NC Department of Agriculture, the NC ABC Commission has brought the familiar Got To Be NC marketing campaign to NC-distilled product listings in the price book. "Goodness Grows" in NC has been a trademark of state agricultural products for a generation, but the NC Department of Agriculture developed a refreshed look and feel to its branding over the spring and summer. The ABC Commission's quarterly price book included the 'grown.raised.caught.made.' tagline in an advertisement in the summer edition. Along with the inserted advertising, the page of NC products now features 'got to be NC/Goodness Grows' as a full page watermark.

Selling Worldwide

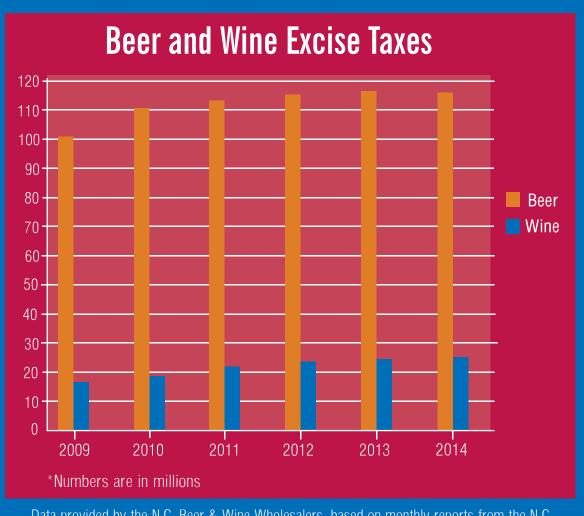
In addition to promoting NC liquors to state residents and local businesses, the state ABC Commission also collaborated with Agriculture in the last fiscal year to help encourage international export of NC-produced spirits. The Commission worked in partnership with Agriculture representatives who led a tour of NC distilleries for a group of Chinese business people in February 2013.

With this kind of ongoing collaboration, the ABC Commission is continuing to raise awareness at home and abroad about the high quality of NC-distilled spirits. It's a story that just keeps growing.



By the Numbers

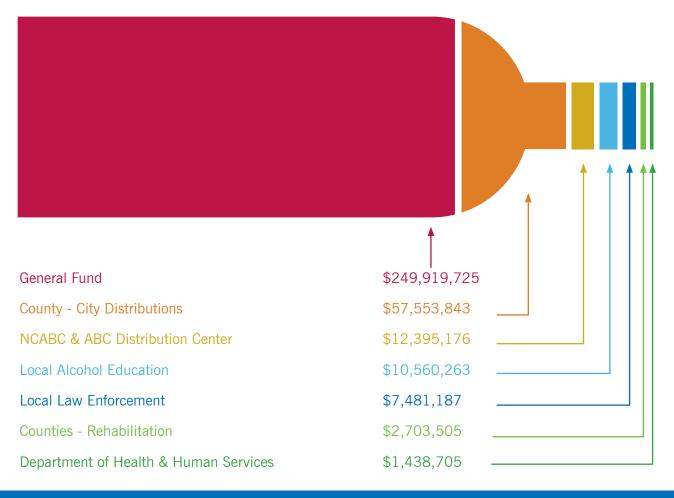




Data provided by the N.C. Beer & Wine Wholesalers, based on monthly reports from the N.C. Department of Revenue. Note: in September 2009 beer excise tax increases went into effect.

ABC Store Sales Generate \$329 Million for State and Local Governments

Local ABC Boards in North Carolina are established and operated with no state funds. Through the sales of \$869,111,881 in spirituous liquor and fortified wine in ABC stores in the fiscal year ending June 30, 2014, total revenue distributions amounted to \$329,657,228 to the state's General Fund and the cities and counties where alcohol sales are allowed.



Local board update

Mergers

Jackson County
Town of Sylva

Opened ABC stores

Jackson County
Johnston County
Greensboro

Closed a store

Pitt County

Mixed Beverages referendum passed

Rutherford College (Burke County)

Fair Bluff (Columbus County)

Broadway (Lee & Harnett County

Hertford (Perguimans County)

Marshville

Jonesville (Vadkin County)

Carteret County

Northampton County Rockingham County

ABC store referendum passed

Marshville (Union County)

Jonesville (Yadkin County)

Rockingham County

Revenues From Spirituous Liquor North Carolina ABC Boards July 1, 2013 — June 30, 2014

	6/30/14	6/30/13	Increase/ - Decrease	Percent Change
Liquor Sales - Regular	701,774,682	667,555,022	34,219,660	5.13%
Mixed Beverage Sales	165,842,823	160,140,085	5,702,738	3.56%
Total Sales	867,617,505	827,695,107	39,922,398	4.82%
State Excise Tax	186,407,058	177,562,513	8,844,545	4.98%
Liquor Sales Tax	49,123,969	46,445,049	2,678,920	5.77%
Mixed Beverage Tax - Revenue	14,388,698	14,132,805	255,893	1.81%
Mixed Beverage Tax - DHHS	1,438,705	1,413,122	25,583	1.81%
Rehabilitation Tax	2,703,505	2,627,655	75,850	2.89%
Cost of Goods Sold	447,052,915	426,079,947	20,972,968	4.92%
Operating Expenses	126,734,144	122,215,923	4,518,221	3.70%
Interest Income	142,131	228,817	-86,686	-37.88%
Other Income	995,378	2,627,891	-1,632,513	-62.12%
Profit Before Distribution	89,936,496	86,417,900	3,518,596	4.07%
Profit Percent To Sales	10.37%	10.44%		-0.07%
Law Enforcement	7,481,187	7,297,194	183,993	2.52%
Alcohol Education	10,560,263	10,710,291	-150,028	-1.40%
Net Profit	71,895,046	68,410,415	3,484,631	5.09%
County - City Distributions	57,553,843	55,835,532	1,718,311	3.08%
Mixed Beverage Tax Retained	12,950,257	12,726,196	224,061	1.76%
Surcharge Collected	4,085,397	4,031,857	53,540	1.33%
Bailment Collected	8,309,779	8,023,024	286,755	3.57%
Bottles Sold:				
Regular	43,456,008	42,342,302	1,113,706	2.63%
Mixed Beverage	7,434,649	7,323,358	111,291	1.52%
Total	50,890,657	49,665,660	1,224,997	2.47%
Miniatures	15,862,412	14,311,545	1,550,867	10.84%
Number Of Stores	423	422	1	

ABC Boards by County and # of Stores Alamance Alamance Municipal (5) Alleghany Sparta (1) Anson Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1) Beaufort County (6)	Gross Sales 10,617,264 699,006 1,155,467 1,480,696 2,697,054 4,674,048	Percent Change Over FY13 3.67% 3.78% -0.79%	Forecast for FY15 9,945,100 694,578 1,167,300 1,459,000	2,495,671 159,729 261,914	Cost of Liquor Sold 5,506,889 367,332	Operating Expenses 1,988,564 124,336
Alamance Municipal (5) Alleghany Sparta (1) Anson Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1)	1,155,467 1,480,696 2,697,054	3.78% -0.79% 5.30%	694,578 1,167,300	159,729	367,332	124,336
Alleghany Sparta (1) Anson Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1)	1,155,467 1,480,696 2,697,054	3.78% -0.79% 5.30%	694,578 1,167,300	159,729	367,332	124,336
Sparta (1) Anson Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1)	1,155,467 1,480,696 2,697,054	-0.79% 5.30%	1,167,300		· .	· · · · · · · · · · · · · · · · · · ·
Anson Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1)	1,155,467 1,480,696 2,697,054	-0.79% 5.30%	1,167,300		· .	· · · · · · · · · · · · · · · · · · ·
Wadesboro (1) Ashe West Jefferson (1) Avery High Country (1)	1,480,696 2,697,054	5.30%		261,914	617,543	
Ashe West Jefferson (1) Avery High Country (1)	1,480,696 2,697,054	5.30%		261,914	617,543	
West Jefferson (1) Avery High Country (1)	2,697,054		1,459,000			238,519
Avery High Country (1)	2,697,054		1,459,000			
High Country (1)		1		337,081	785,866	223,078
Beaufort County (6)	4,674,048	5.46%	2,708,500	639,258	1,389,711	416,449
		0.93%	4,664,500	1,069,337	2,461,292	835,760
Bertie County (1)	686,414	3.37%	600,000	159,893	363,399	145,920
Bladen	·	·	·	·	·	
Elizabethtown (1)	1,202,196	-2.50%	1,228,000	271,432	640,507	163,444
Brunswick						
Belville (2)	2,870,920	8.79%	2,459,613	647,174	1,539,004	528,803
Boiling Spring Lakes (1)	631,636	20.13%	606,511	144,271	339,448	129,767
Brunswick County (2)	2,492,592	6.47%	2,470,763	589,759	1,283,501	429,645
Calabash (1)	1,365,524	4.86%	1,336,000	323,363	708,287	262,194
Oak Island (1)	2,343,398	6.62%	2,550,000	558,677	1,203,148	420,422
Ocean Isle Beach (1)	1,519,325	6.71%	1,608,388	361,402	765,651	295,550
Shallotte (1)	1,579,459	7.63%	1,489,000	365,429	830,146	238,530
Southport (1)	2,218,409	6.08%	2,096,000	524,407	1,142,022	271,212
Sunset Beach (1)	1,500,775	5.93%	1,569,000	345,958	786,742	277,818
Buncombe		<u> </u>		<u> </u>	1	
Asheville (9)	25,699,513	8.47%	27,233,644	6,251,203	12,986,846	4,034,429
Black Mountain (1)	1,807,547	6.94%	1,843,063	413,320	952,485	298,018
Weaverville (1)	2,293,628	4.77%	2,466,930	520,701	1,216,737	400,452
Woodfin (1)	1,390,166	5.71%	1,363,900	313,072	740,456	296,659
Burke				·		·
Morganton (1)	2,801,860	3.47%	2,805,000	642,576	1,476,975	368,077
Valdese (1)	806,489	-0.87%	816,500	183,718	422,098	183,209
Cabarrus	· · · · · · · · · · · · · · · · · · ·			·	·	
Concord (5)	11,318,382	8.58%	11,853,000	2,675,564	5,916,246	1,753,727
Mount Pleasant (1)	571,511	4.75%	590,000	128,833	305,172	131,496
Caldwell		I	,	,	,	
Granite Falls (1)	951,017	1.88%	922,000	217,565	505,108	174,717
Lenoir City (2)	2,964,571	0.86%	2,914,600	677,643	1,579,484	469,118
Camden County (2)	1,132,119	6.00%	1,284,000	255,252	624,086	225,779
Carteret County (6)	11,984,293	2.92%	11,500,000	2,815,394	6,163,247	1,760,364
Caswell County (4)	1,915,759	-2.81%	1,957,330	441,146	1,012,502	383,195
Catawba County (10)	16,303,414	2.61%	16,290,957	3,807,145	8,507,617	3,007,589
Chatham	, -, -, -		, , , ,	, ,,,,,,	, , ,	, ,
Chatham County (3)	2,728,339	7.76%	2,707,397	623,491	1,441,923	530,073
Pittsboro (1)	1,111,896	11.87%	1,101,106	254,952	583,188	159,716

Other	Local Profits				Local Distributions		
Income & Expense	Profit Before Distribution FY14	Profit Percent FY14	Profit Before Distribution FY13	Percent Change Over FY13	FY14	Forecast for FY15	
905	627,045	5.91%	537,767	16.60%	470,285	429,0	
787	48,396	6.92%	54,199	-10.71%	42,647	g	
149	37,640	3.26%	42,786	-12.03%	44,000	49,8	
- 1-	21,72.72		,		,	,	
-11,413	123,258	8.32%	109,016	13.06%	51,632	53,0	
1,486	253,122	9.39%	227,479	11.27%	276,348	281,0	
4,402	312,061	6.68%	305,462	2.16%	208,335	159,5	
2,999	20,201	2.94%	21,782	-7.26%	20,201	6,3	
59	126,872	10.55%	132,887	-4.53%	110,992	119,9	
-2,195	153,744	5.36%	114,309	34.50%	152,667		
949	19,099	3.02%	864	2110.53%	19,099	17,	
-1,1851	177,836	7.13%	146,120	21.71%	36,915	42,	
479	72,159	5.28%	82,890	-12.95%	67,340	87,8	
1,061	162,212	6.92%	151,970	6.74%	146,557	167,	
-8,776	87,946	5.79%	77,001	14.21%	87,948	63,	
96	145,450	9.21%	92,661	56.97%	125,011	64,	
349	281,117	12.67%	230,926	21.73%	281,117	274,	
-13,205	77,052	5.13%	82,994	-7.16%	49,271	49,	
-186,521	2,240,514	8.72%	2,567,289	-12.73%	1,871,369	1,592,	
357	144,081	7.97%	149,929	-3.90%	140,678	150,	
-67,305	88,433	3.86%	76,491	15.61%	26,467	30,	
0	39,979	2.88%	13,895	187.72%	13,445	3,	
1,051	315,283	11.25%	301,374	4.62%	315,282	269,	
-10,358	7,106	0.88%	-6,861	203.57%	0	203,	
97,256	1,070,101	9.45%	857,465	24.80%	371,120	385,	
20	6,030	1.06%	3,629	66.16%	0	2,	
129	53,756	5.65%	55,374	-2.92%	72,336	28,	
21,682	260,008	8.77%	251,549	3.36%	256,617	230,	
9	27,011	2.39%	51,798	-47.85%	25,659	37,	
3,000	1,248,288	10.42%	1,094,517	14.05%	1,110,184	501,	
85	79,001	4.12%	68,725	14.95%	69,001	48,	
2,829	983,892	6.03%	934,604	5.27%	933,225	912,	
-210	132,642	4.86%	99,913	32.76%	83,901	87,	
3,566	117,606	10.58%	88,291	33.20%	52,939	62,3	

4000		Sales			0.1.1	
ABC Boards by County and # of Stores	Gross Sales	Percent Change Over FY13	Forecast for FY15	State Taxes Collected	Cost of Liquor Sold	Operating Expenses
Siler City (1)	1,208,321	1.62%	1,231,694	274,744	635,178	225,436
Cherokee						
Andrews (1)	642,640	1.71%	690,900	145,646	340,952	157,598
Murphy (1)	2,434,466	1.33%	2,464,500	553,970	1,296,535	460,123
Chowan County (1)	1,301,888	4.51%	1,420,000	298,260	692,320	257,229
Clay County (1)	1,867,767	5.50%	1,782,000	423,066	990,076	253,119
Cleveland						
Kings Mountain (1)	1,267,866	1.10%	1,357,475	289,843	678,516	236,040
Shelby (2)	3,709,526	1.67%	3,734,300	853,554	1,975,097	737,411
Columbus						
Brunswick (1)	470,067	0.91%	501,343	105,007	250,763	90,557
Lake Waccamaw (1)	280,176	-4.62%	281,938	63,208	150,289	64,937
Tabor City (1)	616,000	3.08%	620,000	139,004	329,973	109,321
West Columbus (1)	598,984	-1.24%	628,815	134,990	326,405	119,254
Whiteville (1)	1,051,170	2.34%	1,010,000	241,417	551,600	193,099
Craven County (6)	8,563,010	2.02%	8,759,931	2,010,119	4,436,738	1,218,529
Cumberland County (10)	29,583,475	0.62%	30,100,000	6,990,947	15,097,664	4,434,068
Currituck County (3)	4,714,264	7.51%	4,937,740	1,091,433	2,453,526	735,888
Dare County (5)	14,784,390	4.20%	15,184,000	3,524,785	7,664,386	1,736,507
Davidson						
Lexington (2)	3,685,262	4.30%	3,478,100	848,766	1,953,728	530,219
Thomasville (1)	2,307,276	4.20%	2,326,350	530,274	1,235,716	356,731
Davie						
Cooleemee (1)	810,103	6.22%	795,930	185,730	428,638	191,676
Duplin						
Kenansville (1)	436,521	-2.17%	446,500	99,206	230,485	99,236
Wallace (1)	1,423,490	-2.21%	1,458,000	326,398	757,268	216,797
Warsaw (1)	493,114	-0.33%	500,000	111,561	264,642	114,230
Durham County (8)	28,735,744	6.08%	29,230,116	6,782,772	14,788,106	4,273,202
Edgecombe County (6)	4,309,936	0.81%	4,350,000	971,743	2,304,083	856,793
Forsyth					1	
Triad Municipal (14)	36,923,775	5.26%	38,078,364	8,653,873	19,148,580	5,472,912
Franklin						
Bunn (1)	731,889	7.20%	690,200	165,111	388,146	131,346
Franklinton (1)	845,152	4.08%	814,180	191,308	451,723	149,025
Louisburg (1)	1,285,285	4.59%	1,362,978	292,394	693,327	234,548
Youngsville (1)	805,225	0.38%	795,000	181,673	429,902	151,249
Gaston			505 504	444.55	051 11-	10010
Bessemer City (1)	482,857	1.66%	525,704	111,239	251,419	106,133
Cherryville (1)	973,708	1.33%	1,002,265	220,699	517,223	216,493
Cramerton (1)	1,702,940	6.77%	1,675,000	395,092	881,527	249,938
Gastonia (5)	8,668,503	5.36%	8,914,800	2,021,920	4,543,132	1,437,526
Mount Holly (1)	1,808,753	3.13%	1,830,000	408,794	969,214	272,412
Gates County (1)	414,490	-4.43%	450,000	93,365	228,257	111,223

Other	Local Profits				its Local Distributions		
Income & Expense	Profit Before Distribution FY14	Profit Percent FY14	Profit Before Distribution FY13	Percent Change Over FY13	FY14	Forecast for FY15	
-3,570	69,393	5.74%	64,953	6.84%	44,035	41,000	
	1		ı				
31	-1,525	-0.24%	-22,370	93.18%	0	0	
409	124,247	5.10%	135,648	-8.40%	115,000	105,000	
1,342	55,421	4.26%	18,783	195.06%	55,421	20,000	
610	202,116	10.82%	190,342	6.19%	18,000	26,000	
388	63,855	5.04%	66,937	-4.60%	54,323	15,200	
353	143,817	3.88%	193,929	-25.84%	143,757	180,000	
	1+0,017	0.0070	130,323	23.0470	140,707	100,000	
-1,221	22,519	4.79%	18,306	23.01%	14,641	14,291	
74	1,816	0.65%	133	1265.41%	0	0	
523	38,225	6.21%	46,787	-18.30%	38,672	24,000	
615	18,950	3.16%	34,043	-44.34%	171	450	
644	65,698	6.25%	43,092	52.46%	50,984	46,000	
3,193	900,817	10.52%	852,868	5.62%	1,293,055	791,621	
11,833	3,072,629	10.39%	2,966,445	3.58%	3,019,122	1,862,788	
-1,763	431,654	9.16%	415,970	3.77%	134,928	177,000	
-5,475	1,853,237	12.54%	1,905,867	-2.76%	1,569,267	1,581,436	
1,075	353,624	9.60%	334,474	5.73%	353,312	169,500	
19,495	204,050	8.84%	184,604	10.53%	83,743	82,600	
1,262	5,321	0.66%	14,578	-63.50%	19,000	19,000	
1,202	5,321	0.00%	14,576	-03.50%	19,000	19,000	
45	7,639	1.75%	8,232	-7.20%	7,638	0	
26	123,053	8.64%	144,562	-14.88%	123,000	180,000	
24	2,705	0.55%	6,481	-58.26%	2,944	0	
-50,552	2,841,112	9.89%	2,599,311	9.30%	2,026,696	1,400,547	
-50,313	127,004	2.95%	214,850	-40.89%	116,929	156,800	
				·	·		
-57,197	3,591,213	9.73%	3,206,875	11.98%	3,133,678	2,426,023	
4	47,290	6.46%	34,661	36.44%	41,290	20,478	
501	53,597	6.34%	32,371	65.57%	49,397	24,000	
232	65,248	5.08%	64,763	0.75%	65,248	78,604	
0	42,401	5.27%	45,737	-7.29%	42,401	0	
65	14,131	2.93%	-12,767	210.68%	0	4,551	
485	19,778	2.93%	13,845	42.85%	22,000	18,215	
472	176,855	10.39%	115,250	53.45%	84,323	63,800	
38,019	703,944	8.12%	666,190	5.67%	424,721	429,600	
-3,602	154,731	8.55%	139,793	10.69%	12,279	56,700	
79,521	61,166	14.76%	209,855	-70.85%	1,200	0	

		Sales							
ABC Boards by County and # of Stores	Gross Sales	Percent Change Over FY13	Forecast for FY15	State Taxes Collected	Cost of Liquor Sold	Operating Expenses			
Granville County (2)	3,387,170	4.62%	3,334,831	771,747	1,796,869	423,858			
Greene County (2)	713,559	4.28%	728,000	160,811	380,220	142,150			
Guilford									
Gibsonville (1)	948,025	8.52%	975,600	214,699	506,836	163,057			
Greensboro (14)	39,298,820	4.21%	40,600,000	9,350,091	20,134,635	5,612,230			
High Point (6)	14,972,472	4.92%	15,272,668	3,465,103	7,704,925	2,213,498			
Halifax County (5)	4,539,717	1.64%	4,530,127	1,038,716	2,394,149	845,672			
Harnett									
Angier (1)	1,423,811	8.61%	1,474,673	320,920	756,935	277,366			
Dunn (2)	1,909,501	-1.72%	1,923,000	435,280	1,017,459	342,408			
Lillington (1)	1,170,675	1.82%	1,132,500	275,109	615,485	220,055			
Haywood									
Canton (1)	1,127,403	7.22%	1,167,866	255,792	604,876	218,046			
Maggie Valley (2)	2,000,566	15.29%	2,000,000	459,634	1,056,220	363,226			
Waynesville (1)	2,125,213	-0.85%	2,108,692	493,625	1,108,373	417,525			
Henderson			'		'				
Fletcher (1)	1,737,800	5.00%	1,766,431	390,398	927,261	338,285			
Hendersonville (3)	5,477,665	6.71%	5,585,000	1,274,613	2,849,246	1,064,024			
Laurel Park (1)	1,079,248	-1.56%	1,145,000	246,827	565,580	242,566			
Hertford County (3)	2,291,648	7.57%	2,233,000	520,019	1,201,696	469,048			
Hoke County (1)	1,233,050	3.08%	1,177,500	283,789	649,024	170,246			
Hyde County (2)	678,539	5.17%	680,000	170,794	322,072	168,285			
Iredell									
Mooresville (3)	8,544,323	7.88%	8,750,721	2,003,381	4,457,979	993,020			
Statesville (2)	5,195,351	1.90%	5,266,344	1,198,563	2,757,804	921,802			
Jackson									
Jackson County (2) ¹	567,783		2,808,500	135,864	284,800	101,235			
Sylva	2,358,569	-15.02%		558,486	1,210,679	306,445			
Johnston County (7)	11,541,096	5.90%	12,407,680	2,656,201	6,064,825	1,669,595			
Jones County (3)	899,619	-1.63%	920,000	203,033	475,585	233,562			
Lee					•				
Sanford (2)	4,691,476	2.44%	4,750,000	1,083,192	2,465,024	896,890			
Lenoir County (3)	3,489,783	1.65%	3,503,000	801,423	1,839,442	566,450			
Lincoln					•				
Lincoln County (1)	2,356,650	10.25%	2,321,500	544,929	1,241,071	266,818			
Lincolnton (1)	2,117,270	0.55%	2,200,000	498,338	1,079,445	430,591			
Macon									
Franklin (1)	2,443,196	3.09%	2,560,125	562,088	1,285,684	519,513			
Highlands (1)	1,893,939	7.16%	1,895,834	449,929	963,340	328,233			
Martin County (2)	1,867,748	1.38%	2,030,000	422,992	993,224	358,824			
McDowell					'				
Marion (2)	2,135,552	4.49%	2,126,939	492,855	1,123,156	402,064			
Mecklenburg County (23)	119,698,582	5.82%	124,355,000	29,120,590	60,102,605	14,250,881			

 $^{^{\}rm 1}$ Jackson County opened ABC store and merged with Sylva $\,$ May, 2014 $\,$

		Local	Local Distributions						
Other									
Income & Expense	Profit Before Distribution FY14	Profit Percent FY14	Profit Before Distribution FY13	Percent Change Over FY13	FY14	Forecast for FY15			
21,723	416,419	12.29%	356,550	16.79%	316,266	208,159			
1,521	31,899	4.47%	24,749	28.89%	19,952	3,700			
2,011	65,444	6.90%	49,264	32.84%	14,402	6,850			
-3,873	4,197,991	10.68%	4,665,010	-10.01%	3,797,991	3,883,015			
5,392	1,594,338	10.65%	1,534,146	3.92%	1,490,312	1,374,037			
5,888	267,068	5.88%	306,868	-12.97%	193,105	156,403			
	·								
28	68,618	4.82%	176,571	-61.14%	43,168	67,252			
6,220	120,574	6.31%	152,890	-21.14%	131,872	122,000			
1,121	61,147	5.22%	43,553	40.40%	3,350	0			
	·								
-5,010	43,679	3.87%	5,408	707.67%	3,153	0			
-18,527	102,959	5.15%	66,702	54.36%	6,941	16,000			
-39,455	66,235	3.12%	147,730	-55.16%	5,658	10,200			
	·								
231	82,087	4.72%	74,209	10.62%	54,325	58,800			
-4,519	285,263	5.21%	286,439	-0.41%	221,744	220,000			
456	24,731	2.29%	45,894	-46.11%	24,731	8,841			
294	101,179	4.42%	82,643	22.43%	66,027	66,958			
5	129,996	10.54%	124,474	4.44%	127,996	72,450			
-1,567	15,821	2.33%	-40,546	139.02%	0	0			
1,851	1,091,794	12.78%	949,111	15.03%	842,673	941,000			
1,487	318,669	6.13%	348,045	-8.44%	318,668	345,138			
203	46,087	8.12%			3,182	141,880			
1,081	284,040	12.04%	369,374	-23.10%	218,002				
3,740	1,154,215	10.00%	1,094,685	5.44%	957,066	1,384,508			
6	-12,555	-1.40%	-6,252	-100.82%	0	0			
6,822	253,192	5.40%	363,827	-30.41%	237,596	265,000			
1,356	283,824	8.13%	265,429	6.93%	81,947	75,650			
343	304,175	12.91%	257,170	18.28%	233,338	230,400			
7,360	116,256	5.49%	87,743	32.50%	156,258	103,000			
529	76,440	3.13%	62,373	22.55%	78,347	72,000			
0	152,437	8.05%	106,830	42.69%	152,437	82,700			
530	93,238	4.99%	120,205	-22.43%	32,926	105,700			
-1,278	116,199	5.44%	98,322	18.18%	116,199	100,356			
263,603	16,488,109	13.77%	15,307,589	7.71%	13,467,056	12,939,534			

		Sales				
ABC Boards by County and # of Stores	Gross Sales	Percent Change Over FY13	Forecast for FY15	State Taxes Collected	Cost of Liquor Sold	Operating Expenses
Mitchell						
Spruce Pine (1)	1,145,441	7.08%	1,165,000	263,964	608,512	233,395
Montgomery (2)	1,288,817	-1.32%	1,284,142	293,134	676,366	313,960
Moore County (4)	9,668,081	9.25%	9,328,300	2,302,817	4,946,608	1,085,917
Nash County (9)	8,969,624	1.41%	8,950,000	2,072,753	4,660,603	1,502,899
New Hanover County (8)	36,254,842	4.02%	37,116,404	8,786,815	18,042,515	3,954,180
Northampton County (4)	968,064	-2.08%	1,025,000	218,702	516,564	224,090
Onslow County (6)	14,615,820	2.65%	14,045,000	3,467,366	7,492,624	2,344,580
Orange County (8)	16,977,876	5.39%	17,230,408	4,048,040	8,655,960	2,951,302
Pamlico County (2)	1,186,883	2.41%	1,134,300	271,010	629,585	248,019
Pasquotank County (1)	3,089,832	1.61%	3,000,000	727,558	1,626,863	444,058
Pender County (4)	5,170,517	5.06%	5,161,000	1,190,851	2,683,399	906,290
Perquimans			'			
Hertford (1)	880,266	4.18%	934,000	199,105	469,617	162,952
Person County (2)	2,643,407	2.78%	2,668,501	606,906	1,395,250	389,205
Pitt County (10)	16,182,987	1.66%	16,633,300	3,839,472	8,272,870	2,280,743
Polk			'			
Columbus (1)	554,407	-4.62%	589,004	125,718	292,601	140,522
Tryon (1)	264,751	229.56%	278,244	65,831	120,938	71,142
Randolph			'			
Asheboro (1)	2,999,287	3.54%	3,179,000	694,801	1,554,670	423,404
Liberty (1)	751,978	0.77%	777,410	170,202	399,715	163,599
Randleman (1)	1,339,867	5.02%	1,332,125	305,304	703,742	239,623
Richmond			'			
Hamlet (1)	880,415	1.09%	921,000	198,397	471,533	162,838
Rockingham (2)	1,946,353	-2.15%	1,939,600	446,908	1,024,805	362,143
Robeson			1			
Fairmont (1)	588,921	5.03%	603,779	133,783	311,545	105,483
Lumberton (2)	3,277,836	-8.43%	3,300,000	756,693	1,706,882	677,324
Maxton (1)	490,683	-12.40%	500,000	110,901	263,288	118,686
Pembroke (1)	896,201	660.43%	980,000	205,145	482,292	173,934
Red Springs (1)	617,937	-12.02%	690,700	139,597	329,726	142,698
Rowland (1)	201,531	-7.99%	202,000	45,589	106,838	51,789
Saint Pauls (1)	1,019,761	5.42%	1,029,600	230,174	549,967	198,236
Rockingham			<u>'</u>			
Eden (1)	1,638,645	-2.44%	1,650,000	378,698	860,834	313,327
Madison (1)	1,071,080	1.79%	1,065,000	244,572	568,280	227,111
Reidsville (1)	2,036,970	0.19%	2,000,000	466,715	1,087,347	384,177
Rowan/Kannapolis (7)	10,633,448	4.55%	10,804,714	2,443,185	5,603,304	2,070,983
Rutherford						
Forest City (1)	1,770,447	0.89%	1,784,000	404,668	938,536	322,850
Lake Lure (1)	730,574	7.47%	738,000	172,827	414,866	158,755
Rutherfordton (1)	1,154,110	2.94%	1,142,000	263,522	602,772	250,655

Other	Local Profits				Local Distributions		
Other Income & Expense	Profit Before Distribution FY14	Profit Percent FY14	Profit Before Distribution FY13	Percent Change Over FY13	FY14	Forecast for FY15	
	'						
63	39,633	3.46%	18,634	112.69%	13,825	0	
187	5,544	0.43%	32,902	-83.15%	5,544	0	
5,021	1,337,760	13.84%	1,187,429	12.66%	976,571	1,054,453	
3,815	737,184	8.22%	846,372	-12.90%	528,762	482,000	
15,965	5,487,297	15.14%	5,234,853	4.82%	4,443,510	4,062,417	
25	8,733	0.90%	11,552	-24.40%	0	0	
1,643	1,312,893	8.98%	1,377,849	-4.71%	898,388	930,000	
1,943	1,324,517	7.80%	1,214,504	9.06%	700,000	686,550	
533	38,802	3.27%	48,803	-20.49%	28,802	26,900	
1,795	293,148	9.49%	294,971	-0.62%	293,148	179,000	
382	390,359	7.55%	351,667	11.00%	365,752	316,431	
248	48,840	5.55%	53,559	-8.81%	48,840	39,800	
1299	253,345	9.58%	249,989	1.34%	211,667	216,000	
373,295	2,163,197	13.37%	1,760,694	22.86%	1,616,715	1,350,000	
	4.424	0.000/	2.100	020.00%	2.000	6.050	
0	-4,434	-0.80%	3,168	-239.96%	3,000	6,252	
6513	13,353	5.04%	-50,757	126.31%	403	640	
340	326,752	10.89%	314,578	3.87%	264,966	222,000	
112	18,574	2.47%	21,840	-14.95%	18,574	20,100	
540	91,738	6.85%	65,224	40.65%	123,924	60,000	
0.10	31,700	0.0070	00,221	10.00%	120,321	00,000	
33	47,680	5.42%	36,189	31.75%	42,680	0	
0	112,497	5.78%	131,049	-14.16%	102,497	57,490	
	1	-	-				
141	38,251	6.50%	25,882	47.79%	35,000	18,631	
40	136,977	4.18%	258,632	-47.04%	218,666	149,600	
-309	-2,501	-0.51%	549	-555.56%	0	0	
8	34,838	3.89%	-6,343	649.24%	967	1,400	
0	5,916	0.96%	27,263	-78.30%	26,763	0	
0	-2,685	-1.33%	5,255	-151.09%	0	0	
33	41,417	4.06%	47,781	-13.32%	50,118	1,200	
547	86,333	5.27%	97,212	-11.19%	100,940	75,400	
153	31,270	2.92%	19,263	62.33%	31,643	32,220	
0	98,731	4.85%	100,334	-1.60%	78,333	61,564	
2,620	518,596	4.88%	424,997	22.02%	518,596	561,319	
					1		
1,423	105,816	5.98%	113,348	-6.65%	84,074	65,000	
1,039	-14,835	-2.03%	19,900	-174.55%	15,208	0	
747	37,908	3.28%	43,242	-12.34%	52,890	54,000	

		Sales							
ABC Boards by County and # of Stores	Gross Sales	Percent Change Over FY13	Forecast for FY15	State Taxes Collected	Cost of Liquor Sold	Operating Expenses			
Sampson	·								
Clinton (1)	1,796,475	2.37%	1,826,950	410,671	944,881	230,397			
Garland (1)	214,535	-4.02%	230,000	48,374	108,684	52,186			
Newton Grove (1)	445,229	1.50%	468,000	101,374	237,464	90,836			
Roseboro (1)	751,707	-0.02%	821,533	170,882	401,108	157,573			
Scotland County (1)	1,723,540	3.22%	1,678,000	392,591	920,429	328,017			
Stanly									
Albemarle (1)	2,509,388	5.55%	2,485,920	580,223	1,301,855	402,788			
Locust (1)	1,264,826	8.76%	1,284,085	289,369	664,595	250,753			
Norwood (1)	482,340	3.94%	480,000	109,409	255,877	106,837			
Stokes									
Walnut Cove (1)	788,974	4.39%	773,000	177,946	423,940	146,653			
Surry									
Dobson (1)	522,399	-2.37%	534,000	118,052	277,264	126,812			
Elkin (1)	1,280,958	6.60%	1,176,100	291,586	672,364	235,947			
Mount Airy (1)	1,997,077	2.35%	2,016,350	458,782	1,038,084	377,308			
Pilot Mountain (1)	822,040	5.61%	860,000	185,584	435,137	159,157			
Swain									
Bryson City (1)	1,721,817	7.00%	1,732,446	396,652	905,391	283,810			
Transylvania									
Brevard (2)	3,028,476	11.19%	3,386,550	714,831	1,601,782	539,260			
Tyrrell County (1)	403,616	22.73%	415,093	96,666	210,899	92,784			
Union									
Indian Trail (1)	2,902,487	8.37%	3,000,000	670,748	1,516,986	458,198			
Monroe (1)	3,824,424	2.31%	3,900,000	893,427	1,993,409	563,364			
Waxhaw (1)	1,633,104	8.59%	1,875,000	383,407	849,958	284,419			
Wingate (1)	1,254,084	9.16%	1,263,000	283,359	672,338	245,160			
Vance County (1)	3,313,951	3.20%	3,150,000	759,014	1,723,725	581,039			
Wake County (24)	102,721,215	7.25%	104,856,530	24,531,696	52,363,207	8,994,523			
Warren County (3)	2,153,531	5.13%	2,140,000	491,552	1,211,453	386,051			
Washington County (1)	813,295	0.00%	810,000	184,166	427,288	194,306			
Watauga									
Blowing Rock (1)	1,421,688	5.67%	1,411,332	346,881	705,938	237,800			
Boone (1)	5,334,057	5.05%	5,517,000	1,265,845	2,738,993	637,501			
Wayne County (5)	7,756,505	1.90%	7,929,853	1,789,196	4,057,468	1,252,503			
Wilkes									
North Wilkesboro (1)	1,105,633	6.89%	1,098,000	254,748	591,404	264,530			
Wilkesboro (2)	1,889,666	4.19%	1,995,000	433,251	1,001,488	491,076			
Wilson County (5)	6,971,836	2.51%	6,746,000	1,606,204	3,614,033	1,256,988			
Yancey									
Burnsville (1)	986,810	7.58%	1,086,300	224,723	520,793	199,797			
TOTALS	869,111,881	4.81%	885,587,907	205,021,004	447,896,368	126,734,144			

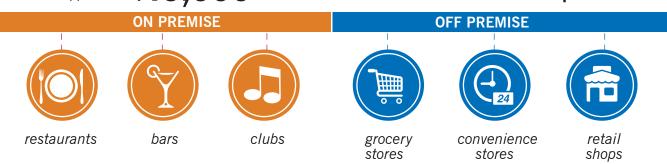
Other	Local Profits				Local Distr	ibutions
Income & Expense	Profit Before Distribution FY14	Profit Percent FY14	Profit Before Distribution FY13	Percent Change Over FY13	FY14	Forecast for FY15
121	210,647	11.73%	182,080	15.69%	199,138	148,656
1	5,292	2.47%	3,823	38.43%	1,000	0
0	15,555	3.49%	11,461	35.72%	15,412	0
57	22,201	2.95%	45,205	-50.89%	13,000	13,000
511	83,014	4.82%	87,715	-5.36%	83,014	50,590
76	224,598	8.95%	199,939	12.33%	198,300	200,000
0	60,109	4.75%	49,579	21.24%	2,847	3,500
-7,804	2,413	0.50%	1,985	21.56%	121	100
0	40.425	E 120/	20 201	E E00/	20.001	24.000
0	40,435	5.13%	38,321	5.52%	30,691	24,800
110	381	0.07%	16,057	-97.63%	2,885	7,103
253	81,314	6.35%	46,501	74.87%	77,288	73,800
1,728	124,631	6.24%	135,103	-7.75%	119,355	88,772
-6,767	35,395	4.31%	29,572	19.69%	2,454	0
0,707	33,333	4.0170	23,372	13.0370	2,404	
201	136,165	7.91%	165,600	-17.77%	132,000	72,000
	,		,		,	,
2,992	175,595	5.80%	217,870	-19.40%	174,260	317,819
-8,053	-4,786	-1.19%	-21,249	77.48%	0	0
	·			·		
-1,456	255,099	8.79%	212,777	19.89%	127,042	180,000
1,412	375,636	9.82%	384,000	-2.18%	375,443	368,600
30	115,350	7.06%	84,477	36.55%	14,986	92,300
-6,534	46,693	3.72%	53,209	-12.25%	2,636	8,000
-34,210	215,963	6.52%	158,136	36.57%	51,457	59,515
21,535	16,853,324	16.41%	16,285,465	3.49%	16,275,412	10,777,444
57	64,532	3.00%	147,049	-56.12%	9,851	11,000
2,349	9,884	1.22%	9,884	0.00%	15,619	0
2,141	133,210	9.37%	108,940	22.28%	71,379	76,101
-5,137	686,581	12.87%	656,083	4.65%	566,165	548,800
985	658,323	8.49%	696,428	-5.47%	658,323	524,174
0	-5,049	-0.46%	15,321	-132.95%	0	0
455	-35,694	-1.89%	5,862	-708.90%	0	55,500
11,893	506,504	7.27%	473,822	6.90%	361,869	363,000
	41 407	4.010/	22.000	05.740/	0.100	4.000
0	41,497	4.21%	33,003	25.74%	2,129	4,800
476,131	89,936,496	10.35%	86,417,900	4.07%	75,595,293	64,084,960





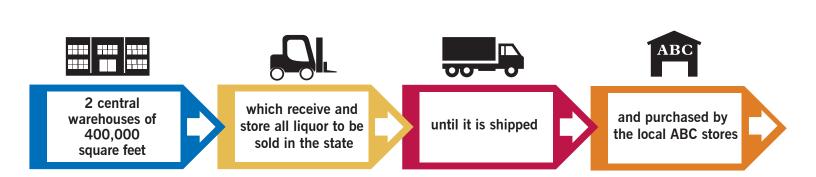
OVERSIGHT OF . . .

Approximately 18,000 Retailers that Sell Alcohol for Consumption



166 Active Local ABC Boards

own or lease the property
and
hire and manage the staff of the state's
423 Retail ABC Stores



1,900
SPECIAL ORDER products

2,100
LISTED products

3,960
SPECIAL ORDERS
processed during
the fiscal year

PERMITS



1,299

by permit holders heard by Commission during the fiscal year



4,671
permit holders,
employees and
applicants
TRAINED



7,684
retail and commercial
PERMITS ISSUED

REVENUE DISTRIBUTIONS



\$869,111,881 million

in liquor revenues generated during fiscal year 2014



\$329,657,228 million

in total liquor revenue distributions
by NC ABC boards during fiscal year.
Distributions benefit the state's
General Fund and the cities and counties
where alcohol sales are allowed.



\$713,650

in revenues generated from penalties paid by permit holders to local school districts where violations occurred



\$15.4 million

collected by the state ABC

Commission from permit
application, renewal and other fees
for the benefit of the General Fund



Local ABC boards in North Carolina

are established and operated with no state-appropriated funds.

The state ABC Commission and warehouse operations are funded through fees from warehouse management.



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