



**AGENDA ITEM EXECUTIVE SUMMARY**

**Agenda Item Number: \*IIA5**

**Title:**

Motion to approve a Proposal for an A-1 Liquor License Application for Mr. A's Prairie and Liquor, Located at 1401 Prairie St., St. Charles.

**Presenter:**

Police Chief James Keegan

**Meeting:** City Council Meeting

**Date:** October 5, 2020

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted:

**Executive Summary** *(if not budgeted please explain):*

After review and discussion at the Government Operations Committee meeting on September 21, the applicant was asked to provide an updated business plan including hours of operation. Requested information is attached.

**Attachments** *(please list):*

Section II. Business Summary including hours of operation for Mr. A's Prairie and Liquor

**Recommendation/Suggested Action** *(briefly explain):*

Motion to approve a proposal for an A-1 Liquor License application for Mr. A's Prairie Liquor and Wine, located at 1401 Prairie St., St. Charles.

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the retail wine and liquor industry presently makes 450,000 dollars in sales.

Liquor sales are up due to Covid 19 and people are staying home more and more. This should help us grow our business.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

to help service and cater to the local people of St Charles and become an active member of the chamber of commerce as well.

### **Business Goals and Objectives**

#### **Short Term:**

Clean up and re organize the location. Operational hours within the limits of the city laws. We will being to operate 10am-10pm and adjust as needed within the limits of the license.

#### **Long Term:**

build a clientele that appreciates our selection and cater to the local community.

### **Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.