

## **OLCC Open Recruitment Agent and Store Location Selection Process**

In the Open Recruitment for liquor store locations, applicants are requested to submit proposals for a particular area. These applications are assessed against a set of criteria listed in the posting. Once the posting period is closed, OLCC utilizes a scoring method to evaluate each of these criteria, and uses the same method for all applicants to ensure uniform evaluation of each submitted proposal.

Applications are evaluated based upon the following criteria:

- Knowledge of applicant related to liquor and/or alcohol sales;
- Retail business experience of the applicant;
- Applicant's knowledge of retail operations, merchandising, and business management;
- Demonstration of applicant's customer service skills;
- Demonstration of supervisory ability and experience of the applicant;
- Financial condition of the applicant;
- Proposed locations' impact on current liquor agent(s);
- Applicant's business plan; and
- Expected consumer sales at an applicant's proposed location (supporting information may include expected traffic flow, population and other factors)

OLCC staff performs an initial screening of the applications based upon the established criteria then forwards qualified applicants to the Commission. The Commission hears all qualified applicant proposals for store appointments; these qualifications include having the appropriate business background, financial ability, and passage of credit and criminal background checks.

When the Commission selects a retail sales agent, the Commission evaluates the knowledge, skills and abilities of all applicants in the following areas:

- a. Retail business experience including, but not limited to, responsibility for inventory control, cash accountability, supervision of personnel and customer service.
- b. Knowledge of retail operations or business management, including study or training in those or related fields.
- c. Customer service skills and ability to communicate and work effectively with the public.
- d. The applicant's and/or representative's record of felony conviction, conviction of crime relating to money management fraud, or a history of conviction of crimes relating to the abuse of alcohol or controlled substances.
- e. The applicant's financial ability to purchase or lease and equip the retail liquor store at a Commission approved location which includes but not limited to start-up costs, operating expenses (rent, payroll, etc.), store improvements fixtures and equipment.
- f. Potential impact on existing sales agents

A detailed business plan is also required as part of the application process.

All applicants present their business plans to the OLCC Board of Commissioners. This is an open and competitive process; all applicants are qualified and any one of them could be selected. The board deliberates and chooses the agent appointment based upon the applicant's business plan proposal and overall vision of taking the store to the next level of customer service.

