

5982-S

Sponsor(s): Senate Committee on Ways & Means (originally sponsored by Senators Prentice, Hewitt, Doumit, Horn and Reardon)

Brief Description: Implementing the liquor control board's retail business plan. Revised for 1st Substitute: Requiring the liquor control board to implement a retail business plan to improve efficiency and increase revenue.

SB 5982-S - DIGEST

(AS OF SENATE 2ND READING 3/10/03)

Requires the board to devise a retail business plan to implement strategies to improve the efficiency and quality of retail sales operations and maximize revenue-generating opportunities. The board shall present the retail business plan and its supporting study under this act to the appropriate policy and fiscal committees of the legislature by January 31, 2004. Strategies to be implemented include, but are not limited to: (1) Expanding hours of retail sales operations to include Sunday sales in liquor stores as appropriate under this act;

(2) Implementing store hours that will be of the best service to customers and generate the most revenue, based on the study in this act;

(3) Implementing a plan of in-store merchandising, including point-of-sale advertising, and product specific point-of-sale promotional displays and carousels, including displays designed and provided by vendors;

(4) Implementing a plan for in-store merchandising of brands and gift packs; and

(5) Appointing liquor vendors, as referenced in RCW 66.08.050, in any area that could support additional retail sales.

Directs the board to open ten state-operated retail stores on Sunday by September 1, 2003. The board shall select the ten stores that are expected to gross the most revenues on Sunday due to their proximity to shopping centers and other businesses that are open on Sunday, and other appropriate locations based on the experience of liquor stores in other states that have increased gross sales due to Sunday hours.

Declares that the following is not considered advertising for the purposes of RCW 66.08.060: (1) Placement of signs that are visible through the window of retail stores;

(2) Use of media designed to be informational regarding locations or hours of operation of retail outlets; and

(3) In-store merchandising, including point-of-sale advertising, and product specific point-of-sale promotional displays and carousels, including displays designed and provided by vendors.

Repeals RCW 66.16.080.