



ALCOHOLIC BEVERAGE CONTROL PERFORMANCE MEASURES INTENT

BUSINESS, ECONOMIC DEVELOPMENT AND LABOR APPROPRIATIONS SUBCOMMITTEE
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BUDGET BRIEF

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL PERFORMANCE MEASURES

Department of Alcoholic Beverage Control - DABC Operations

The legislature intends that the Department of Alcoholic Beverage Control report on the following performance measures for the Department of Alcoholic Beverage Control, whose mission is to "Conduct, license, and regulated the sale of alcoholic products in a manner and at prices that: Reasonably satisfy the public demand and protect the public interest, including the rights of citizens who do not wish to be involved with alcoholic products." 1) On Premise licensee audits conducted (Target = 85%); 2) Percentage of net profit to sales (Target = 23%); Supply chain (Target = 97% in stock); 4) Liquor payments processed within 30 days of invoices received (Target = 97%).

Department of Alcoholic Beverage Control – Parents Empowered

The legislature intends that the Department of Alcoholic Beverage Control report on the following performance measures for the Parents Empowered line item, whose mission is to "pursue a leadership role in the prevention of underage alcohol consumption and other forms of alcohol misuse and abuse. Serve as a resource and provider of alcohol educational, awareness, and prevention programs and materials. Partner with other government authorities, advocacy groups, legislators, parents, communities, schools, law enforcement, business and community leaders, youth, local municipalities, state and national organizations, alcohol industry members, alcohol licensees, etc., to work collaboratively to serve in the interest of public health, safety, and social well-being, for the benefit of every one in our communities." 1) Ad awareness of the dangers of underage drinking and prevention tips (Target =82%); 2) Ad awareness of "Parents Empowered"(Target =70%); 3) Percentage of students who used alcohol during their lifetime (Target = 17%).