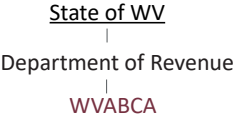


AGENCY

The West Virginia Alcohol Beverage Control Administration (WVABCA) is a revenue generating state agency under the West Virginia Department of Revenue. The WVABCA's mission is to regulate and control the manufacture, sale, distribution, transportation, storage and consumption of alcohol while assuring the greatest degree of personal freedom consistent with the health, safety and welfare of every West Virginian. The WVABCA's core functions are; enforcing the laws and regulations, performing all licensing functions and operating a wholesale Distribution Center in a cost efficient manner.



WET and DRY COUNTIES

State law allows local jurisdictions to hold public referendums and/or approve local laws or regulations on alcohol sales.

There are counties and municipalities in the state that remain dry.

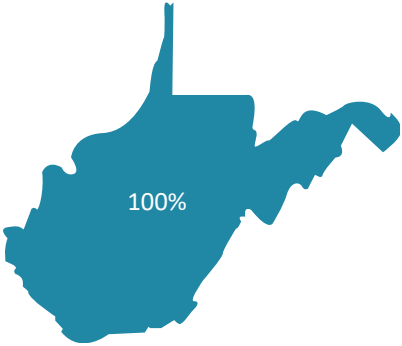
Dry applies to off premises sales of spirits and wine.

Population 21 and over
(Estimate) (2017) **1,388,784**

NET REVENUE

WV distributes its net revenue into one avenue:

- General Fund (100%)



HISTORY

The WVABCA was created in 1935. In 1981, the state privatized wine sales. In 1990, a law was passed to discontinue all retail sales of alcohol by the state, but it retained the distribution of liquor. Two hundred and fourteen state liquor stores were bid out to allow the private sector to purchase retail liquor outlet stores in assigned market zones in 1990 and 1991. Every ten years the Retail Liquor Licensing Board RLLB reviews the market zones and the existing number of retail liquor outlet stores in the state to direct the WVABCA to proceed with the rebid. There are currently 181 retail liquor outlet stores in West Virginia that were obtained through a bidding process and who also pay annual license fees. These licenses will expire June 30, 2020.


ENFORCEMENT

The Enforcement Division is committed to enforcing state laws pertaining to the sale, purchase, transportation, manufacture, consumption, and possession of alcoholic beverages.

Some of the duties of the Enforcement Division include:

- Initial inspection for licensing purposes
- Background checks on applicants for a WVABCA license
- Inspections of Class A and Class B licensed establishments
- Inspections to ensure that premises are properly licensed
- Responding to complaints received from the public regarding violations
- Underage alcohol compliance checks

\$24,586,843
FY 2019 Operating Revenue



From 2003 through 2019, the West Virginia Alcohol Beverage Control Administration has contributed more than 314 million to the state.

Figures are from FY 2019

DISTRIBUTION

In West Virginia, the WVABCA conducts wholesale sale of spirits, while the retail sale of spirits is privately owned and provided by 181 retail liquor outlet stores. Wine reaches the retail market through suppliers and distributors with approved and registered products not assigned to a specific territory. Beer is under a franchise system with specific franchise agreements detailing geographic and brand requirements.

Does jurisdiction allow direct shipping of wine?



Tax per standard drink:

SPIRITS: \$0.039

WINE: \$0.134

BEER: \$0.081

OUTLETS AND GROCERY STORES

West Virginia has 181 privately owned retail liquor outlet stores.

- Jurisdiction does allow the sale of spirits in convenience stores
- Servers must be 18 years old and older to serve beer at on-premise outlets, and employees at off-premise outlets must be 18 years old to sell beer
- The sale of beer, wine and spirits are permitted in grocery stores
- Sunday sales are allowed
- Keg registration is not required
- For every 100,000 residents ages 21 and older, there are 12.7 spirits outlets
- No beverage service training law

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION IN ACTION



DUI SIMULATOR PROGRAM -- The DUI Simulator Program is a prevention program primarily for high school students which includes a classroom lecture, survey and actually operating a driving Simulator. Within the 18-foot by 8.5-foot trailer, most every hardware feature that's in a traditional vehicle is part of the Simulator. Three large TV screens provide a complete field of view. The Simulator allows students the opportunity to experience various driving conditions, hazards and scenarios while safely operating a simulation system. The program mimics the difficulties drivers will encounter at various blood alcohol content (BAC) levels.

Since 2010, the DUI Simulator has attended 604 events and 54,127 people have participated. In June 2019, the WVABCA unveiled a brand-new technological advanced Simulator with a larger trailer. The new Simulator will meet the growing demand for the program and allow the WVABCA to continue to deliver this life saving program. Survey results indicate that 96.64% of students rank the program as great or good.

The DUI Simulator program would not be possible without funding from NABCA, State Farm® and the WV Governor's Highway Safety Program.

NO SCHOOL SPIRITS PSA CONTEST -- The 2019-2020 school year marks the seventh year for the NO School Spirits PSA (public service announcement) contest. This program invites middle and high school students to submit a video entry addressing the dangers of underage alcohol consumption. Entry packets are sent at the start of the school year and entries are judged in January. First place students participate in editing of their entry into a PSA to air on TV stations for the upcoming prom and graduation season. A radio spot is also created and aired.

Large public events are held at the winning schools each spring to award and recognize the winners and sponsors. First-place wins \$5,000.00, second-place is \$2,500.00, third-place is \$1,000.00, fourth- and fifth-place prizes are \$750.00. Prize money must be used for a school sanctioned event, material or equipment. Students also receive individual Letters of Commendation from the Governor of West Virginia and the WVABCA Commissioner.

The program is sponsored by the NABCA, State Farm® and the Governor's Highway Safety Program.

DEFINITIONS

Control systems -- jurisdictions that directly control the distribution and sale of beverage alcohol in their borders.

Three-tier system -- the method of alcohol distribution developed after Prohibition in the United States. Producers/manufacturers (first tier) can sell products only to wholesalers/distributors (second tier) who then sell to retailers (third tier).

Revenue Per Capita -- revenue per person.

Wet and dry counties -- Wet jurisdictions are those that permit the sale of spirits, wine, or beer for on-premise and off-premise consumption. Dry jurisdictions prohibit some or all alcohol sales, whether on- or off-premise.

Sources: 2016 Survey Database, State Alcohol Tax Rates (July 2016), Educational Awards Program Reports for 2014-2015, West Virginia Alcohol Beverage Control Administration, The Beverage Information Group's 2015 Fact Book, Alcohol Policy Information System (APIS)