

FY 2010 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: Sec 105 Liquor Control Comission **PROGRAM:** Same

TIMELINE:

October 1, 2009 through September 30, 2010

PROGRAM MISSION STATEMENT

The mission of the Michigan Liquor Control Commission is to provide alcoholic beverages for consumption and generate revenue for the State of Michigan, while protecting the interests of the general public through selective licensing and strict enforcement of the Liquor Control Code and Administrative Rules of the Commission. Failure to provide these services would negatively impact the health, safety and welfare of the citizens of Michigan.

VISION STATEMENT

The Liquor Control Commission is committed to the distribution of alcoholic liquor products through licensure of all liquor related businesses and the enforcement of all of the liquor laws and rules. The Commission operates in the dual roles of regulator and business partner. The Commission is continuously working to improve the services provided to the liquor industry, the licensees and the general public.

PROGRAM STATEMENT

The Commission has five program areas, Enforcement, Licensing, Executive Services, Administrative Services, and Financial Management; that provide the necessary support for the Commission to reach its goals.

The Enforcement Division acts as the investigative arm of the Michigan Liquor Control Commission. Through selective licensure and strict enforcement, the Commission strives to ensure that all businesses licensed to sell alcoholic beverages in Michigan are responsible business partners. The Enforcement Division investigates applicants for new licenses, transfer ownership of existing licensed businesses, and a wide variety of other licensing investigations. The Enforcement Division is also responsible for ensuring that all licensees comply with the Liquor Control Code and Administrative Rules. Compliance is monitored through complaint investigations, nighttime enforcement operations and controlled buy activities utilizing contracted under-aged employees as decoys. Enforcement staff also provides information and assistance to state, county and local law enforcement agencies, as well as local governing bodies, industry trade associations, licensees, attorneys and the general public. Failure to provide these services would negatively impact the health, safety and welfare of citizens of Michigan.

The Licensing Division provides staff support to the Commission under its charge in the Michigan Constitution to control alcoholic beverage traffic in Michigan through licensing of all aspects of the alcoholic beverage business in the state. The Retail licensing section of the Commission processes applications for retail licenses for both on premises consumption (such as restaurants, taverns and bars) and for off premises consumption (such as grocery stores, party stores and drug stores). There are approximately 26,900 licenses issued to 17,300 retail licensees. These licenses are renewed each year by May 1. The licensing section of the Commission also processes applications for licenses for non-profit organizations that

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request one-day licenses. Approximately 6,852 such licenses were issued in fiscal year 2010. The Manufacturers and Wholesalers licensing section is responsible for processing applications for all other types of licenses associated with the alcoholic beverage industry in Michigan. This includes direct shippers, brewers, wineries, wholesalers, salespersons, vendor representatives, etc. amounting to approximately 8,600 licenses.

The Executive Services Division provides an orderly and legal separation between the Licensing and Enforcement functions and the quasi-judicial functions of the Commission. This involves all hearings and appeals functions, server training program administration, responsibility for rules promulgation, legislative analysis, recording and maintaining all Commission minutes, and preparation and dissemination of information and materials related to the goals and missions of the Commission.

The Administrative Services Division coordinates MLCC efforts to develop and implement Michigan Business One Stop for our liquor licensees. The Division also directs, administers and monitors server training programs required by all on-premises licensees and certain off-premises licensees. The division also provides certification and oversight of the Authorized Distribution Agent spirit delivery system and online spirit ordering system providing an efficient and effective spirit distribution system to Michigan licensees and ultimately its citizens.

The Financial Management Division provides financial and accounting services to the Commission. The division is also responsible for overseeing the operation of the liquor distribution system, which is provided by the Authorized Distribution Agents (ADAs). The ADAs take licensee liquor orders, assemble the orders, invoice and collect for the orders, deliver the merchandise, and provide order, sales, adjustment and inventory information to the division. The division receives and processes all price and product quotations for liquor sold in Michigan. The division manages the Liquor Purchase Revolving Fund through collection, accounting, and payment/transfer of all liquor related revenue and expenses. The division performs revenue verification, budgeting, financial analysis, expenditure payment analysis, and financial statement production.

FUND SOURCE:

- Liquor License Revenue
- Liquor Purchase Revolving Fund

LEGAL BASIS:

- The United States Constitution gives each State full authority for the transportation, importation, delivery and use of alcoholic liquor within its borders (The Constitution of the United States of America, Article AXE, 2).
- The Michigan Liquor Control Commission was established by the Legislature by Act 8 of 1933, Extra Session, following the repeal of Prohibition, which has been replaced by the Michigan Liquor Control Code of 1998, PA 58 of 1998.
- The Constitution of Michigan of 1963 (Article IV, 40) specifies that the Commission's role is to "...exercise complete control of the alcoholic

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beverage traffic within this State, including the retail sales thereof..”

- Much of the Commission’s role is defined by Act 58 of 1998, known as the Michigan Liquor Control Code. The Michigan Liquor Control Code is found in Section 436 of the Michigan Compiled Laws. In addition, the commission has promulgated Administrative rules found in the Michigan Administrative Code.

CUSTOMER IDENTIFICATION:

Citizens of the State of Michigan, state and local governmental agencies, and anyone involved in the alcohol beverage industry in Michigan, including retailers, manufacturers, suppliers, wholesalers and other non-retail licensees.

CRITICAL GOALS/MAJOR OBJECTIVES and RESULTS

Program Goals:

- Thoroughly investigate applicants for licensure in a timely manner to ensure all individuals and entities are in fact the true beneficiaries of the license; that no hidden ownerships exist who otherwise would not qualify for licensure; that all finances used to finance the licensed business are from legitimate and verifiable sources; that the licensed individuals and entities are of high moral character increasing the probability that as licensees they will be responsible business partners respecting and abiding by the Liquor Control Code and Administrative Rules; and that the licensed establishments and proposed licensed establishments comply with the Liquor Control Code and Administrative Rules.
- Conduct enforcement and violation investigations to ensure compliance by liquor licensees with the Liquor Control Code and Administrative Rules, protecting the health, safety and welfare of the general public.
- Specifically monitor licensee compliance with the Liquor Control Code requirement to sell alcoholic liquor products only to persons 21 years of age or older through controlled-buy operations using under-age contract employees to check retail licensees.
- Ensure that Liquor Control Regulation Agents and law enforcement agencies throughout Michigan are properly trained on the Liquor Control Code and Administrative Rules.
- Issue liquor licenses to qualified applicants whose business and/or establishment meet the Liquor Control Code, Commission rules and local requirements.
- Provide information to the Commission for review and consideration in carrying out its responsibilities for the regulation and distribution of alcoholic beverages in this state.
- Renew liquor licenses on an annual basis.
- Provide materials and assistance to attorneys, brokers, trade associations, local law enforcement agencies and local governmental units relating to the licensing processes.
- Schedule 95% of original violation hearings within 90 days of receipt of the violation report in the Unit.

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- Issue 100% of final orders from hearings within 45 days of the hearing date.
- Continue to cross train employees and reassign job duties accordingly to ensure consistent workflow.
- Provide additional training (in-house) for employees on reporting and statistical reports.
- Conduct regular follow-ups on the status of violation reports pending complaints.
- Maintain the efficiency in processing and scheduling new violation cases.
- Review on-premises and off-premises server training programs for content and compliance with Liquor Control Code and Administrative Rules; prepare summary reports for Commission with recommendation for Certification approval/denial of proposed server training program.
- Maintain and monitor server training requirements in Licensee's licensing file and on Oracle data base; appraise Commissioners, Enforcement Division, Licensing Division and Attorney General's Division of server training complaints and compliance
- Increase online spirit ordering through Authorized Distribution Agents
- Maximize usage of Michigan Business One Stop for liquor license applicants
- Increase online renewal of retail and non-retail licenses
- Develop internal staff training program on Liquor Control Code, Administrative Rules and Commission policies and procedures.
- Provide accurate and useful information to licensees, applicants, attorneys, governmental agencies and other concerned parties on liquor licenses, the Liquor Control Code, Administrative Rules, and MLCC policies and procedures.
- Meet the legislative mandate of overseeing the operation of the Liquor Purchase Revolving Fund, including production of monthly and annual financial statements.
- Transfer all monies and profits generated by the Liquor Control Commission to the General Fund or other accounts as mandated, in an accurate and timely manner.
- Oversee the accuracy and completeness of the accounting information provided by the Commission's Authorized Distribution Agents (ADAs) through a system of electronic record checking. Process, balance and reconcile all accounting data for liquor sales, adjustments, and purchases received from ADAs.
- Monitor adherence by ADAs to business operating procedures established by the Commission and report possible violations of these to the Enforcement Division for investigation.
- Process and manage all product quotations and pricing for liquor, available for sale in Michigan.
- Measure customer satisfaction, assess the effectiveness of the Commission's wholesaling operation, and provide a vehicle for resolving problems through provision of a toll-free telephone Help Line.
- Verify that all beer, wine and mixed spirit drink taxes are reported and paid to the State of Michigan.

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Processes/Services:

- Conduct licensing investigations producing complete, accurate and timely investigative reports for all new license applications, transfer ownership and/or location of existing licensees, new or amended permits for existing licensing, changes in licensed premises and all other matters involving licensed establishments requiring investigations by the Enforcement Division.
- Thoroughly investigate complaint allegations against existing licensees for violations of the Liquor Control Code and/or Administrative Rules and to accurately report findings and violation reports when appropriate.
- Testify in Administrative Hearings and in Court Hearings involving violations of the Liquor Control Code and Administrative Rules.
- Regularly conduct controlled-buy operations statewide with under-aged decoys to regulate the sale and consumption of alcoholic liquor by minors, thereby reducing the availability of alcohol to minors.
- Thoroughly train and educate local, county and state law enforcement agencies on the provisions of the Liquor Control Code, Administrative Rules and violation report writing.
- Assist other law enforcement agencies in joint operations involving liquor law violations.
- Educate liquor licensees on the Liquor Control Code, Administrative Rules and Commission policies.
- Authorize applications for investigation within 5 working days after all necessary documents have been received.
- Issue licenses and permits within 5 working days after the applications are administratively complete.
- Process all liquor license application renewals received by April 30th.
- Reduce on premises liquor licenses held in escrow through transfer or reactivation to encourage economic growth and create opportunities for employment in local communities.
- Adhere to statutory time frames and internal mandates by processing violation reports, violation appeals and licensing appeals in a timely manner to provide for speedy and efficient adjudication of cases before the Commission, while affording licensees and applicant's due process.
- Meet with prospective server training program coordinators to review proposed server training programs; review programs and make recommendations for improvement and compliance with Liquor Control Code and Administrative Rules on server training programs; draft summary reports for Commission review.
- Update server training files and Oracle data base with licensee's file and with Licensing Division staff; forward complaint information to Hearings and Appeals Section and license pick-up information to Enforcement Division; and provide updated server training status reports to Attorney General's staff for violation hearings.
- Assist Department of Technology, Management and Budget (DTMB) with Michigan Business One Stop development for MLCC license applications and online renewal of existing licenses.
- Perform accuracy checks and balancing and reconciliation procedures on 100% of ADA source accounting information.
- Make preliminary liquor sales entries into MAIN before the close of the applicable accounting month.

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- Resolve or create a plan to resolve the problems reported on the Customer Help Line.
- Verify that all beer, wine and mixed spirit drink taxes are paid through a system of comparison between supplier tax reports and wholesaler invoices, and audits of beer and wine licensees.

PROGRAM EFFECTIVENESS and Efficiency (Current Year)

Program Goals/Metrics

See attached charts

Performance Measures

- Measured the number of completed licensing investigations and monitor the timeliness of submission of licensing investigation reports.
- Measured the number of completed complaint investigations and monitor the timeliness of submission of complaint investigation reports.
- Measured the number of violation reports submitted.
- Measured the number of controlled buy stops made; the number of resulting violations; and the percentages of violations that occurred with no identification checked and the number of violations occurring after identification checked.
- The Off Premises Investigations Authorized and On Premises Investigations Authorized chart reflects the number of days taken to authorize an application for investigation after all necessary documents have been received.
- The Licensing Transaction chart reflects the number of days taken to issue licenses and permits after the application is administratively complete.
- The On Premises Licenses in Escrow chart reflects the statewide number of on premises licenses in escrow.
- The Retail Renewal Applications chart reflects the Renewal Applications Received and Renewal Licenses Printed.
- Measured the number of violation reports processed.
- Measured the number of acknowledgements processed.
- Measured the number of violation hearings held.
- Measured the number of Final Orders issued.
- Measured the number of Appeal Hearings held.
- Measured the number of Penalty Hearings held.
- Measured the number of liquor licensees utilizing the online spirit ordering system
- Measured the number of licensees utilizing Michigan Business One Stop to apply for licenses permits, make fee payments and renew existing licenses.
- Measured the number of Commission certified server training programs for on- and off-premises server training.

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- Verified 100% of the prices charged by the ADAs, and 100% of the license numbers on sales invoices. Recorded the number of price discrepancies and incorrect license numbers found.
- Ensured licensees are refunded overpayments and charged for underpayments. Recorded shortages of State money and deposit errors that were charged to the ADAs.
- Measured the number of customer problems/complaints reported on the customer service help-line.
- Produced monthly financial statements for the Liquor Purchase Revolving Fund. Recorded the amount of time required to complete and issue the reports.
- Measured the dollar amounts of Beer, Wine and Mixed Spirit Drink taxes found unpaid, during reviews of monthly tax reports and invoices.
- Recorded the volume of liquor sales paid for through Electronic Funds Transfer.

Program Improvements Made

- The Enforcement Division has continued to improve accuracy and timeliness of licensing investigative reports through District Meeting training, rewriting of the procedures manual, standardization of report writing and streamlining of investigation procedures and reports.
- Overall complaint investigations completed increased by 6% in 2010; however, violations submitted by Enforcement Division staff decreased 13% from the 2009 levels.
- The controlled-buy operations for fiscal year 2010 decreased by 24% under the levels of 2009 fiscal year. Controlled Buy Operations decreased as a direct result of budget shortfalls. The State budget was not balanced at the beginning of the fiscal year. The net result was that requested overtime needed to complete the controlled buy operations could not be approved. Therefore, no controlled buys were conducted during the months of October and November of 2009, resulting in the overall decline of violations that may have occurred.
- The overall percentage of controlled-buy sales made to minors for the 2010 fiscal year was 13%, which was consistent with the 2009 fiscal year's 13% violation rate.
- The percentage of sales to minors made after the clerk/server viewed the decoy's vertical driver's license decreased to 61%, from 63% for the 2009 fiscal year.
- Licensing investigations completed saw less than a 1% decrease in the 2010 fiscal year from the 2009 fiscal year completed investigations. This downturn mirrors Michigan's economic climate with tight money markets reducing new and transfer license applications.
- The Enforcement Division increased its training efforts with local law enforcement agencies and industry trade groups to educate all parties on the Liquor Control Code, Administrative Rules and Commission policies.
- The Enforcement Division increased the number of training activities with law enforcement agencies in 2009-2010 and completed the upgrade of our PowerPoint law enforcement training program to include alcohol energy drinks, pouch pack drinks and other such updates.
- Implemented online license renewal through the Michigan Business OneStop portal.
- A shared email address has been set up which allows our Investigator's to email final inspections and other important information.
- We implemented enhancements and new reports to process Escrow Renewals and Escrow applications.

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- An internet survey regarding customer service has been implemented on our website in order to provide information to us to improve our service to our customers.
- An enhancement of our business search screen has been implemented which allows us to view the locations of our banquet facilities.
- New "Dram Shop" reports have been developed in order to obtain additional information and reporting about cancellations of liability coverage.
- Our document scanning system has been upgraded to allow ease in printing.
- The violation hearing backlog is being constantly monitored and in the majority of instances, violation hearings are being scheduled within 90 days of receipt in Hearings and Appeals.
- Continued/rescheduled hearings are being closely monitored for extenuating circumstances which would prevent them from being scheduled within 180 days of receipt in Hearings and Appeals.
- Attorney General's office is continuing to draft the majority of complaints within 30 days of receipt of the violation report to enable Hearings and Appeals to schedule violations for hearing within 90 days.
- We have completed documenting the Functional Design and System Design stages (Phases 3 and 4 of the S.E.M.) for a new Liquor Sales, Inventory and Purchasing System that will replace our 30-yr old mainframe computer system. This project has been and continues to be a coordinated effort with the DTMB Technology Division. The Construction Phase is underway.
- Expanded use of the On-Line Internet Liquor Ordering program by licensees.
- Expanded use of the Electronic Fund Transfer payment program to pay for retailers liquor purchases.
- Modified the distilled spirit quotation system, E-Quote, to gather information on whether a product is marketed for a specific group of retail licensees.
- Reduced the cost to print and distribute our Quarterly Liquor Price Lists.

PROGRAM IMPROVEMENT PLANS FOR FY11

- The Enforcement Division will be expanding upon a preliminary investigation report template for use by field investigators.
- Continue to explore opportunities and implement changes in licensing investigations to provide for improved timeliness of the turnaround of applications.
- The Enforcement Division will be promoting a cooperative effort with all law enforcement agencies in Michigan to educate them as to the current trends in underage drinking and the new packaging of alcoholic beverage products.
- The Division will attempt to form a coalition of industry representatives to follow sales trends in the marketplace in an effort to monitor sales and growth to determine possible increases in intoxication.
- Enforcement will work in conjunction with Michigan State Police to cross train officers and agents and to work on smuggling/bootlegging issues and increase public awareness of new products on the market.
- The Division will work in conjunction with the Licensing Division to promote LIVESCAN, an electronic fingerprinting initiative.

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- Work with DTMB Liquor team to provide an automated program to provide us with a report and notices to Licensees that need to come into compliance with the Server Training requirement MCL 436.1501 (1).
- Work with DTMB Liquor team to enhance the online product registration to have alcohol Suppliers register their products; attach their wholesalers to the individual products. In addition, the wholesalers would then select their territories.
- Enhance our application status program on our website to include additional information.
- Continue to work with DTMB Liquor team to provide forms and processes to allow our customers the ability to request licenses in the Michigan Business OneStop Portal.
- Create a step-by-step operating procedures manual detailing the functions of the unit.
- Conduct monthly staff meetings to discuss workflow and ways to improve existing operating procedures.
- Work with DTMB staff to improve efficiency of the ORACLE program.
- Undertake review of agency rules to determine rescission of outdated rules and additions to rules related to Commission objectives.
- Expand community outreach with the use of technology and engagement of key staff with community groups and agencies.
- Continue updating agency publications, forms and website.
- Develop training program on Liquor Control Code and Administrative Rules for internal MLCC staff.
- Implement our primary liquor application on-line through Michigan Business One Stop.
- Increase licensees and applicants use of Michigan Business One Stop through application usage and online renewal.
- Facilitate Commission certification of off-premises server training programs.
- Develop Authorized Distribution Agent audit program to better monitor existing spirit distribution program.
- Develop internal staff training program on Liquor Control Code and Administrative Rules.
- Review/re-write/update Bulletins and Business Operating Procedures to direct and control the Authorized Distribution Agents liquor distribution operations.
- Complete the Construction and Testing stages (Phases 5 and 6 of the S.E.M.) and then implement our new Liquor Sales, Inventory and Purchasing computer system. This project continues to be a coordinated effort with the DTMB Technology Division.
- Require all licensees to use the Internet Ordering program to order their distilled spirits.
- Expand licensee use of the Electronic Fund Transfer program to pay for distilled spirit purchases.

CHALLENGES FOR FY11 and BEYOND

- As with all state agencies, the Michigan Liquor Control Commission will be challenged in FY2011 and beyond by Michigan's economic climate and the need to do more with less. We will need to streamline our functions and processes to ensure swift and efficient service to customers. We will continue to explore ways to better utilize technology, to improve customer service, and continue regulating the sale of alcoholic liquor to best protect Michigan citizens.
- Livescan as indicated above, requires legislative change. The challenge will be to get legislation drafted and passed. The cost savings

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provided should prove to be the impetus for getting the legislation passed in a timely fashion.

- The Licensing Division faces constant challenges to meet the demands of its customers due to the steady increase in new and transfer ownership applications received. This challenge is exacerbated by new license types that are available for issuance and the 90-day timeframe required for processing of applications.
- Constant training needs for staff due to new license availability, rule and policy changes and increased demands for efficiency.
- The challenge to meet the ever changing needs of the general public for accessibility to Licensing information via the internet.
- It will be difficult to maintain our high level of efficiency due to the limited available staff, the need to train new staff, and the potential for spending restrictions that could prevent adequate supplies/equipment/staff/travel.
- The potential retirement of a large number of key employees will result in the loss of large amounts of knowledge and skills that will difficult to replace.

CHARTS



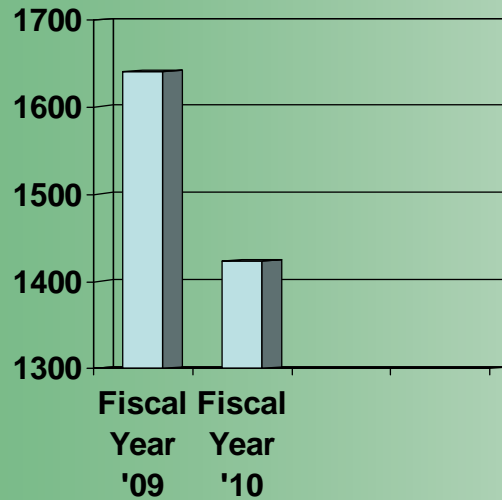
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APPROPRIATION UNIT: Liquor Control PROGRAM: Enforcement Division



Violations Submitted Activity

Violations Submitted

	Fiscal Year '09	Fiscal Year '10
Violations Submitted	1640	1423

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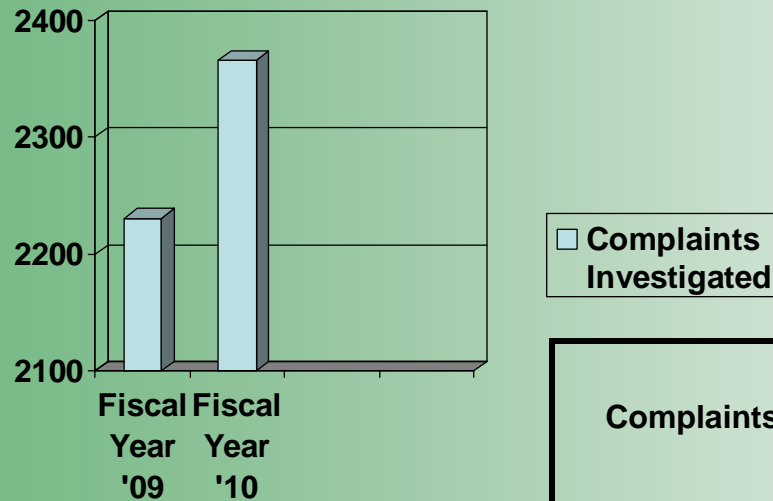
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APPROPRIATION UNIT: Liquor Control PROGRAM: Enforcement Division

Complaint Investigation Activity



	Fiscal Year '09	Fiscal Year ' 10
Complaints Investigated	2231	2366

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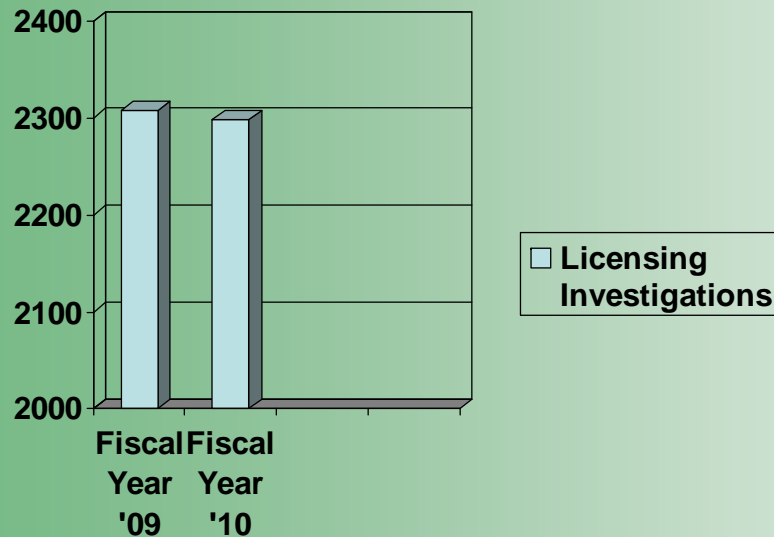
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Licensing Investigation Activity



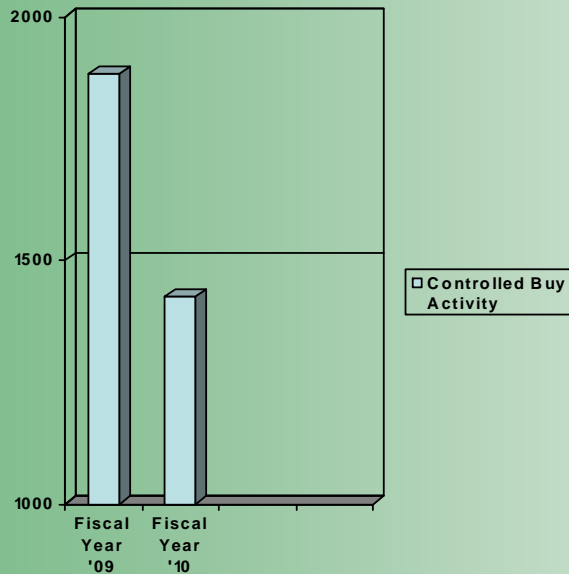
	Fiscal Year '09	Fiscal Year '10
Licensing Investigations	2308	2298

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Controlled Buy Activity



	FY '09	FY '10
Number of Controlled Buy Stops	1884	1426
Number of Resulting Violations	249	191
% of Violations	13%	13%
% of Violations After ID Checked	63%	61%
% of Violations No ID checked	37%	49%



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NEW LICENSES ISSUED

OUTPUTS:

	1 st Quarter		2 nd Quarter		3 rd Quarter		4 th Quarter		Total	
	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009
On Premises Licenses	*23	*22	*24	*23	*30	*33	*32	*32	*109	*110
Off Premises Licenses	**188	**72	**79	**55	**75	**50	**69	**116	**411	**293
Manufacturers and Wholesale Licenses	232	271	175	204	343	385	283	235	1,033	1,095
Total	443	365	278	282	448	468	384	383	1,553	1,498

- * Excluding resort on premises licenses, development district authority licenses and other special acts licenses
- ** Excluding resort off premises licenses

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TRANSACTIONS PROCESSED

OUTPUTS:

	1 st Quarter		2 nd Quarter		3 rd Quarter		4 th Quarter		Total	
	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009
Retail Transfers of Ownership	228	234	201	457	201	275	186	166	816	1,132
New Retail Permits	369	289	333	203	536	482	486	519	1,724	1,493
Other Retail *	862	682	650	809	961	1,031	659	669	3,132	3,191
Manufacturers and Wholesale	66	50	89	176	83	283	180	167	418	676
Total	1,525	1,255	1,273	1,645	1,781	2,071	1,511	1,521	6,090	6,492

* Including transfers of stock, appointment and discharge of fiduciary, add/drop space, change name/corrections, cancellations, revocations, delayed renewals, release from escrow, duplicate licenses and duplicate permits. Excluding processing of renewal applications and issuance of new licenses.

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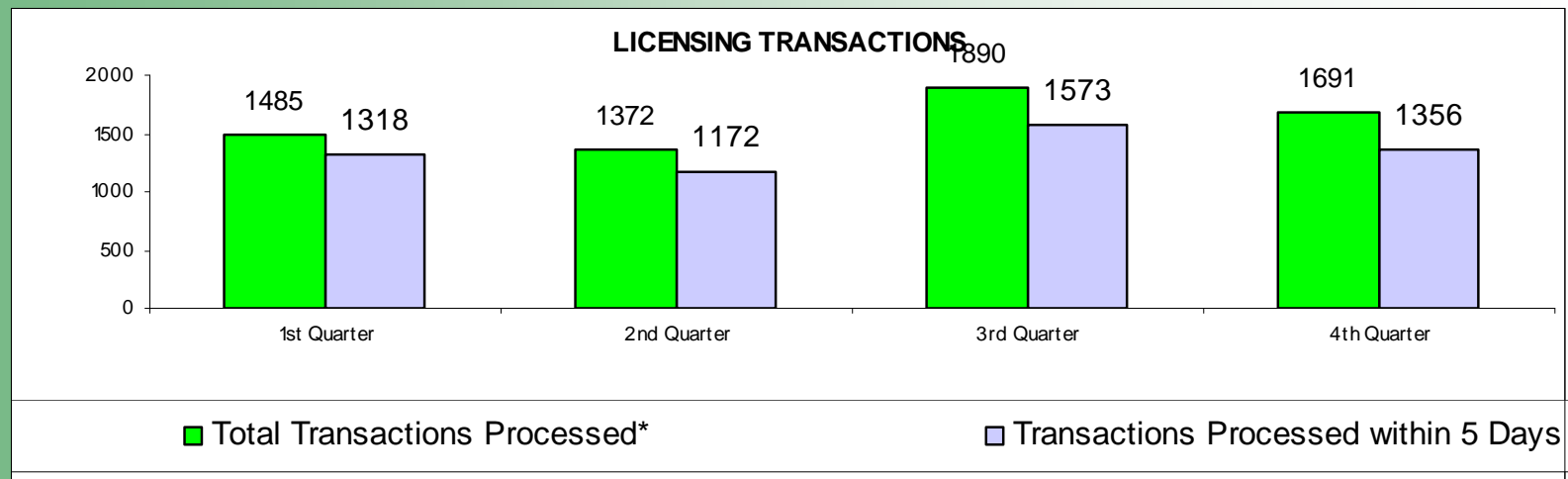


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TRANSACTIONS PROCESSED (w/in 5 days)

OUTPUTS/EFFECTIVENESS:



Objective: To process 95% of transactions within 5 working days after the application is administratively complete.

Outcome: 80.2% of transactions were processed within 5 working days after the application was administratively complete.

Note: Due to the volume of applications received and the influx of work for the annual license renewal it was not possible to meet this goal.

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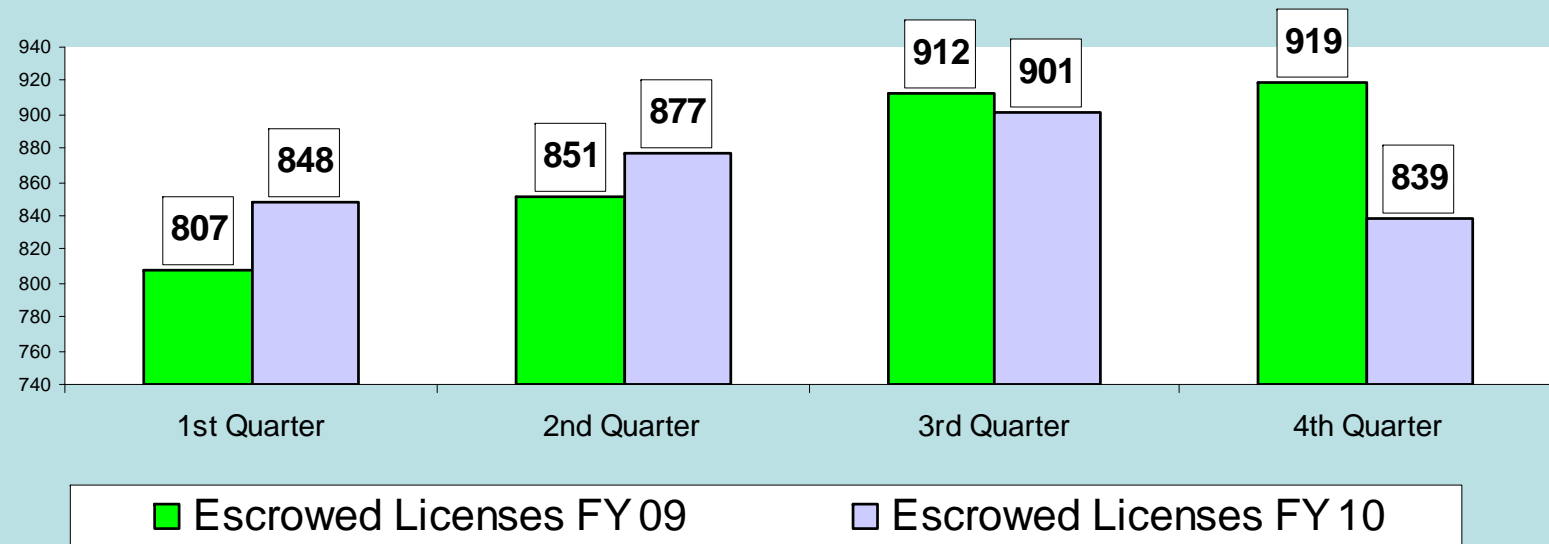
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APPROPRIATION UNIT: Liquor Control PROGRAM: Licensing Division

ON PREMISES LICENSES IN ESCROW

OUTPUTS/EFFECTIVENESS:



Objective: To reduce the number of on premises escrowed licenses by 5%.

Outcome: On Premises licenses in escrow decreased by Approximately 9% from FY 09.

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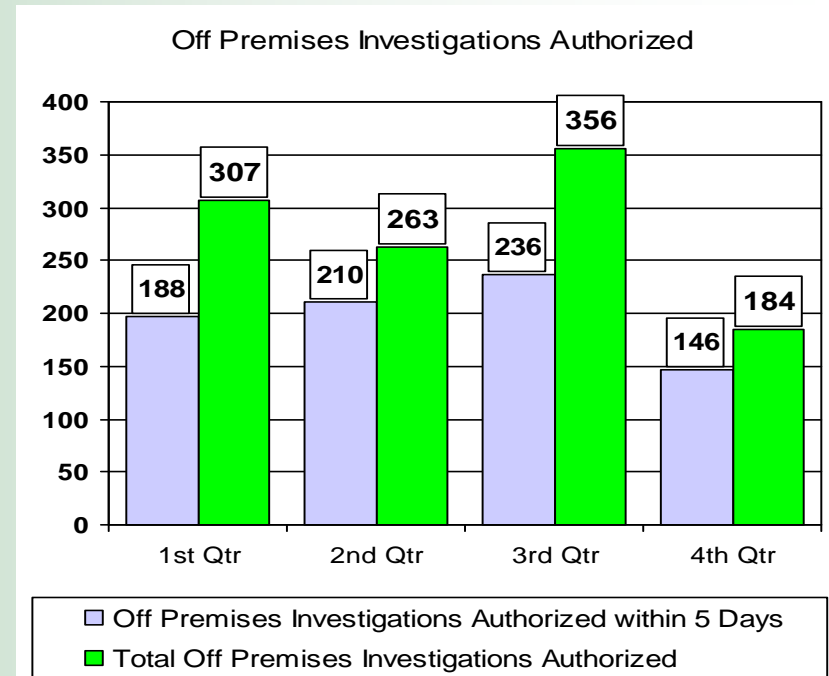
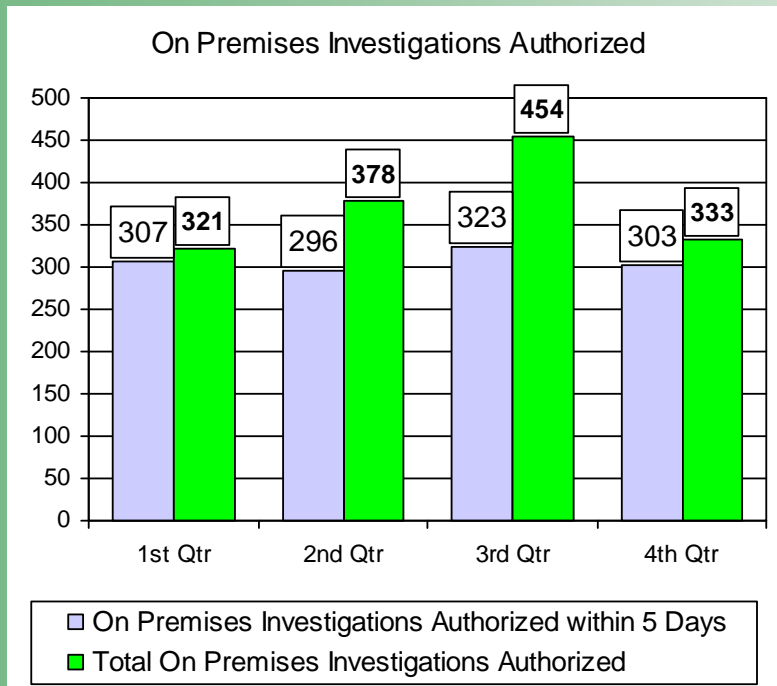
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TRANSACTIONS AUTHORIZED (w/in 5 days)

OUTPUTS/EFFECTIVENESS:



Objective: To authorize 90% of applications for investigations within 5 working days after all necessary documents have been received.

Outcome: 77.2% of Off Premises applications and 83.7% of On Premises applications were authorized for investigation within 5 working days after all necessary documents were received.

***Note:** Due to the volume of applications received in the Fiscal year 2010 it was not possible to meet this goal.

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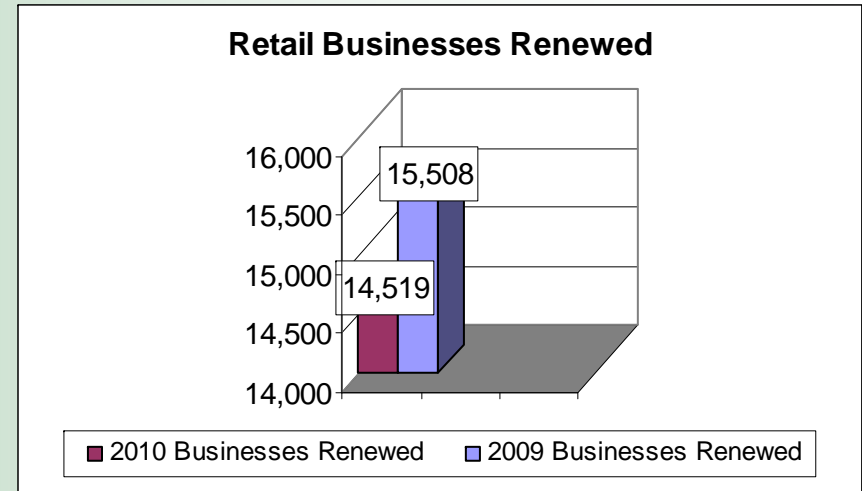
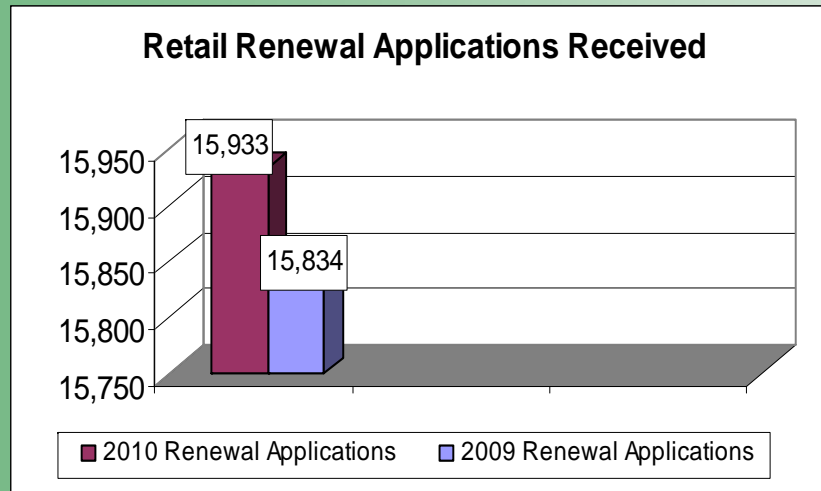


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FY 2010 Program Performance Measures
October 1, 2009 through September 30, 2010
DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH
APPROPRIATION UNIT: Liquor Control PROGRAM: Licensing Division

RETAIL RENEWAL

OUTPUTS/EFFECTIVENESS:



In March 2010 a total of 15,933 retail Renewal Applications were released. As of June 7, 2010 a total of 14,519 businesses were renewed.

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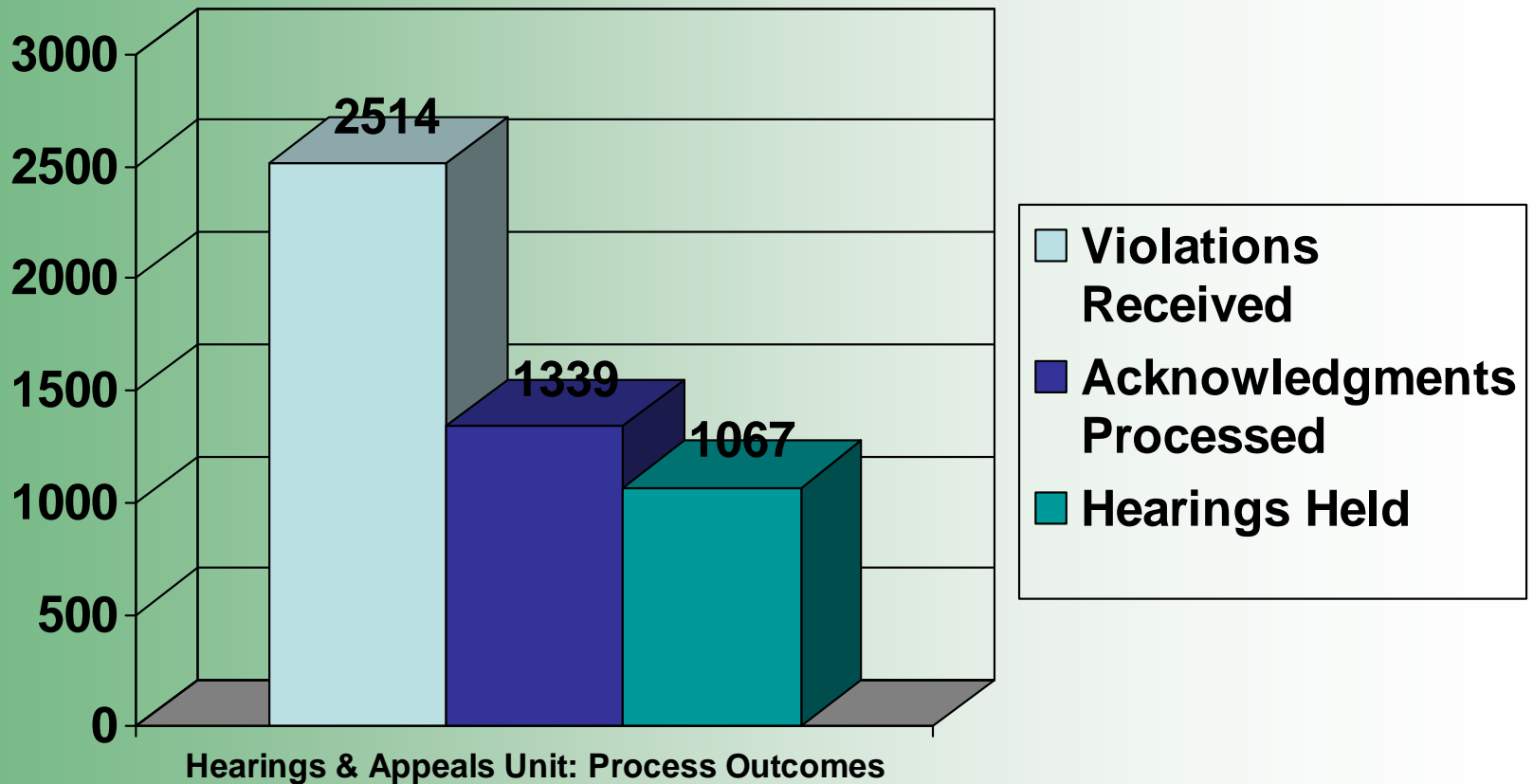
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FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Executive Services Division



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FY 2010 Program Performance Measures

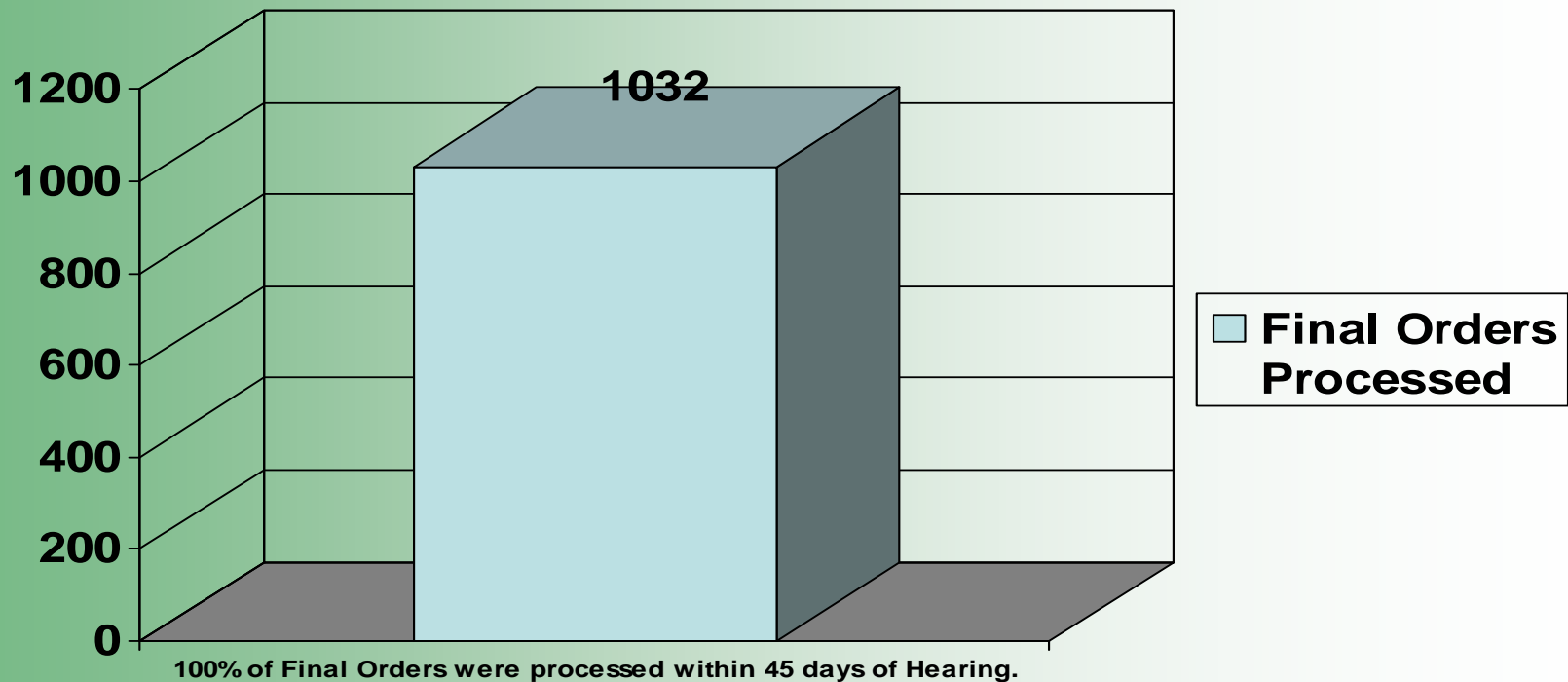
October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Executive Services Division

Objective 1:

- Issue 100% of final orders from hearings within 45 days of the hearing date.
- OUTCOME: Issued 1032 final orders within 45 days of the hearing date.



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FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Executive Services Division

Objective 2:

- To Schedule violation hearings within 90 days of receipt.
- OUTCOME: The total average days from violations received to the scheduling of a hearing and/or the processing of an acknowledgment was 67.0 days for FY10.

<u>HEARING CITY</u>	<u>AVERAGE DAYS TO SCHEDULE HRG.</u>
Ann Arbor	53.1
Cadillac	64.8
Escanaba	71.5
Farmington	66.3
Flint	52.0
Gaylord	56.6
Grand Rapids	57.6
Jackson	52.9
Kalamazoo	60.2
Lansing	60.2
Marquette	64.5
Port Huron	65.3
Saginaw	53.0
St. Ignace	59.4
Sterling Heights	67.0
STATEWIDE AVERAGE	67.0 DAYS

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FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Administrative Services Division

MLCC Approved Server Training Programs

- TAM® - Techniques of Alcohol Management
- TIPS® - Training for Intervention Procedures
- C.A.R.E.® - Controlling Alcohol Risks Effectively
- ServSafe Alcohol™ - Responsible Alcohol Service

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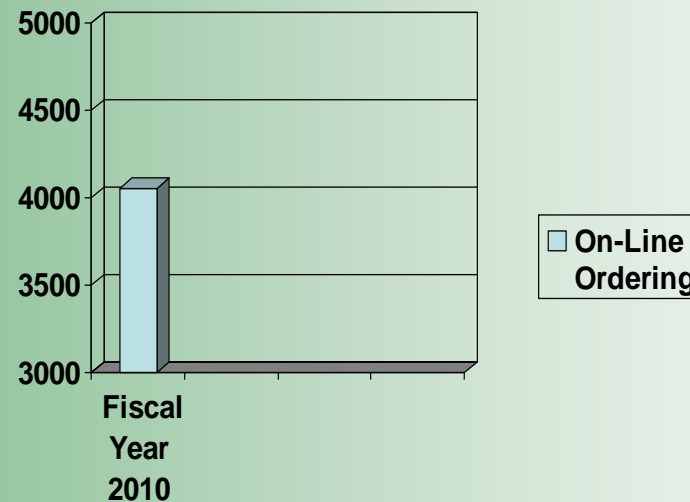
FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Administrative Services Division

On-Line Spirit Ordering



- Out of 12,275 Active Licensees Eligible to Order Spirits On-Line, 4,050 Licensees Ordered On-Line

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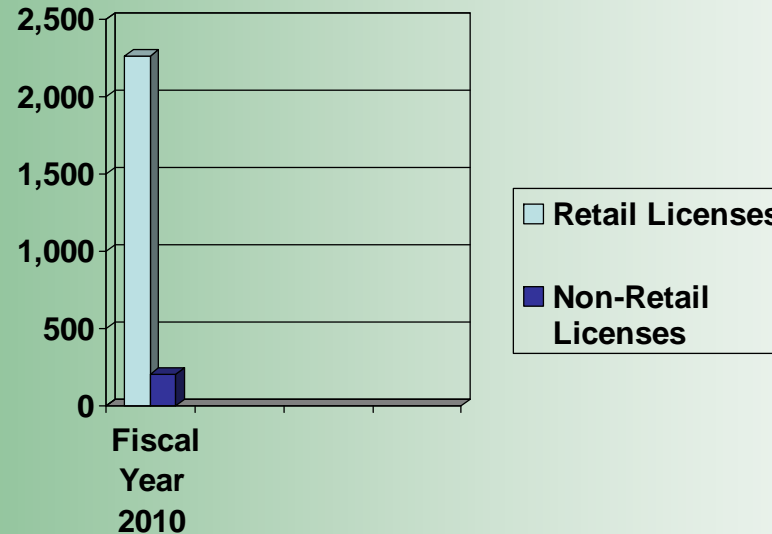
FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Administrative Services Division

On-Line Renewals



2,262 (14%) of Retail Licenses Renewed Via the Web
203 (8%) of Non-Retail Licenses Renewed Via the Web

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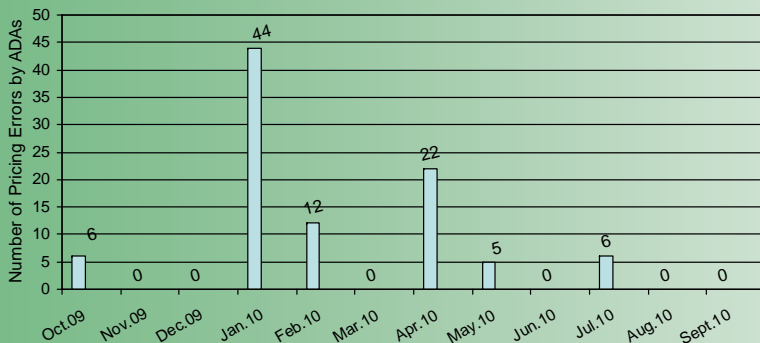
FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

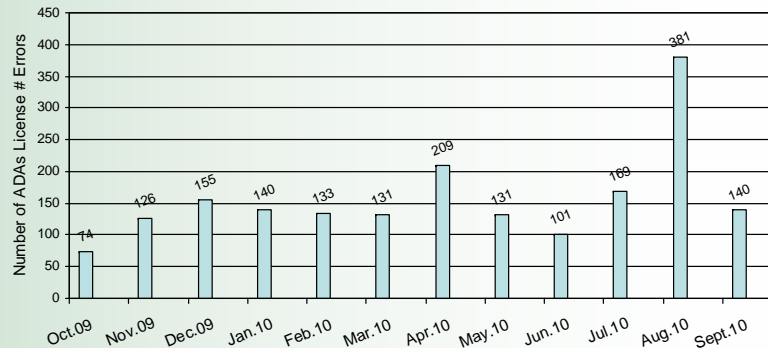
DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Financial Management Division

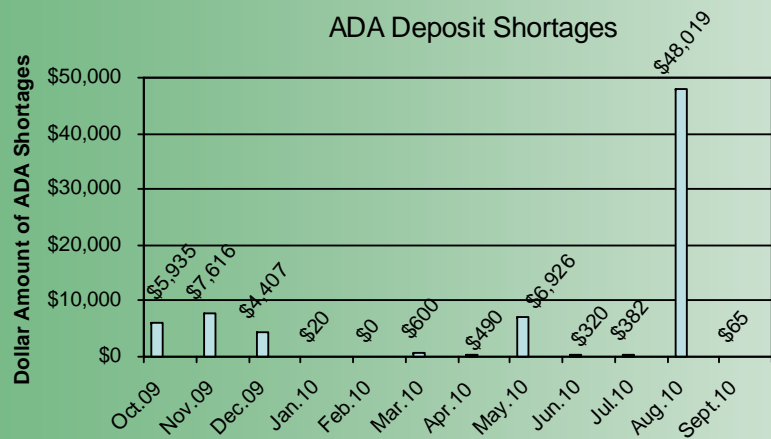
ADA PRICING ERRORS



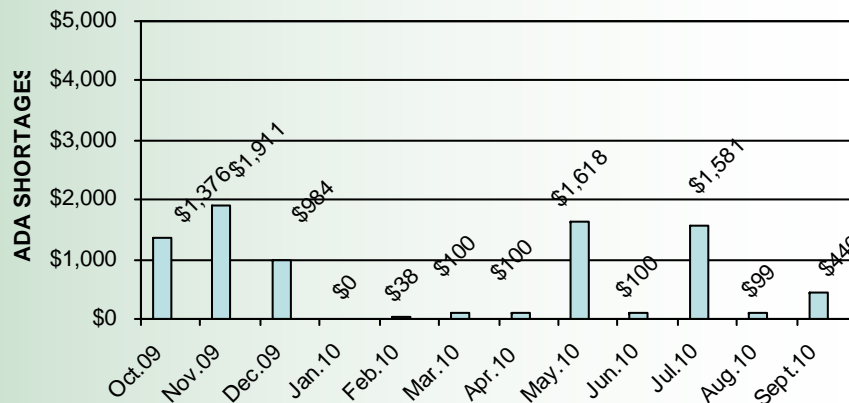
ADAs LICENSE # ERRORS



ADA Deposit Shortages



ADA SHORTAGES



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FY 2010 Program Performance Measures

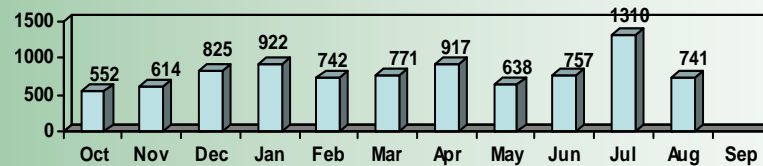
October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Financial Management Division

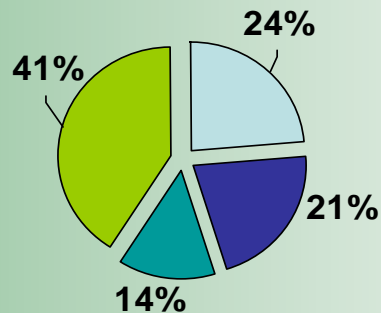
CUSTOMER SATISFACTION

ADA Helpline Calls



□ Total Calls

Types of Calls



- Delivery - 24%
- Orders - 21%
- Customer Service - 14%
- Info-OLO Passwords - 41%

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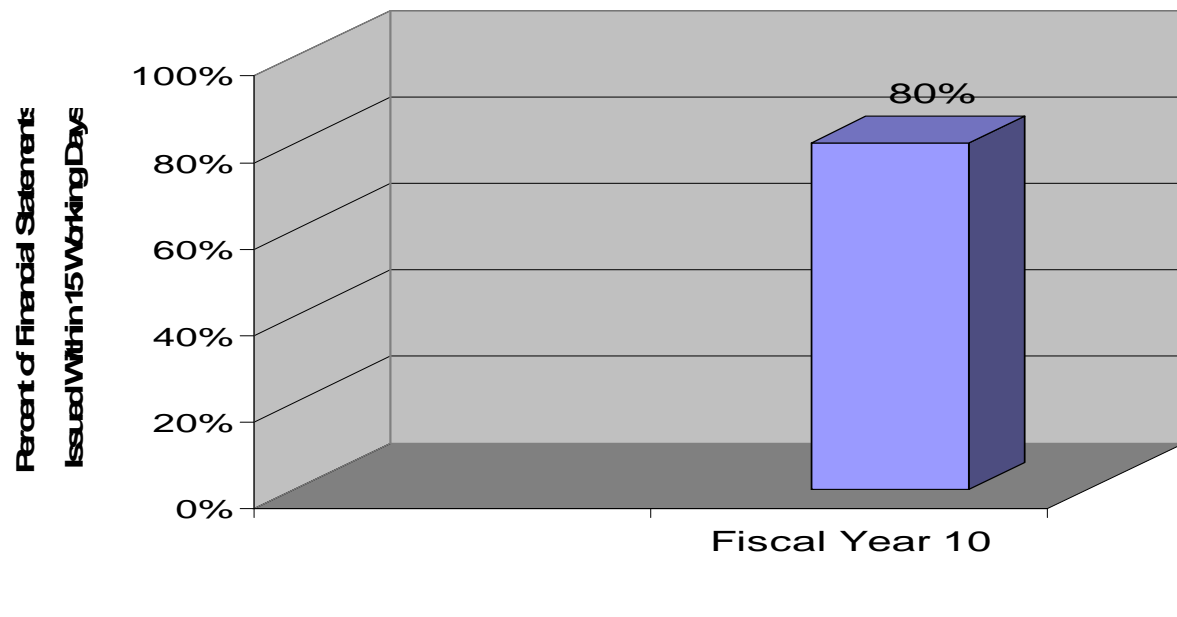
FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Financial Management Division

FINANCIAL STATEMENT TIMELINESS



Objective: Financial Statement Timeliness - To produce monthly financial statements within 15 work days of having all necessary data.

Outcome: 8 of 10 financial statements issued in FY2010 were produced within 15 work days.

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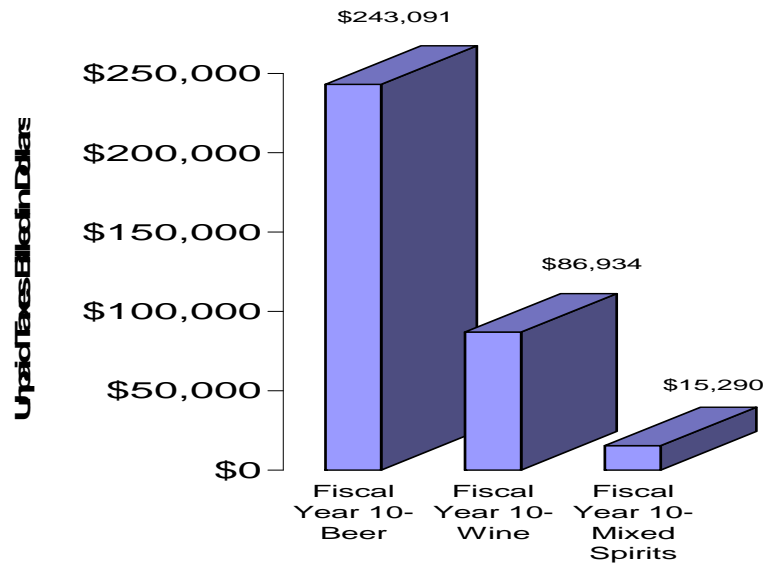
FY 2010 Program Performance Measures

October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

APPROPRIATION UNIT: Liquor Control PROGRAM: Financial Management Division

Verification of Beer, Wine & Mixed Spirit Tax Reports



Objective: To verify all Beer, Wine and Mixed Spirit Drink Reports, and notify licensees of unpaid taxes due. To collect these taxes.

Outcome: Various beer, wine and mixed spirit drink licensees have been billed the total amounts of taxes shown above, which otherwise would not have been collected for the State of Michigan. The total amount for FY2010 is \$345,315.

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FY 2010 Program Performance Measures

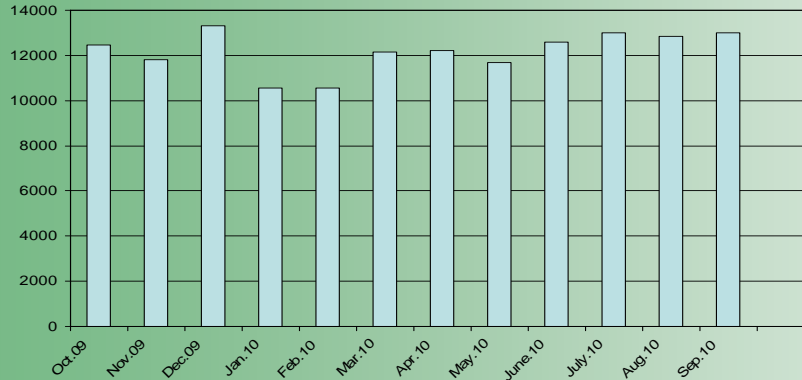
October 1, 2009 through September 30, 2010

DEPARTMENT: ENERGY, LABOR AND ECONOMIC GROWTH

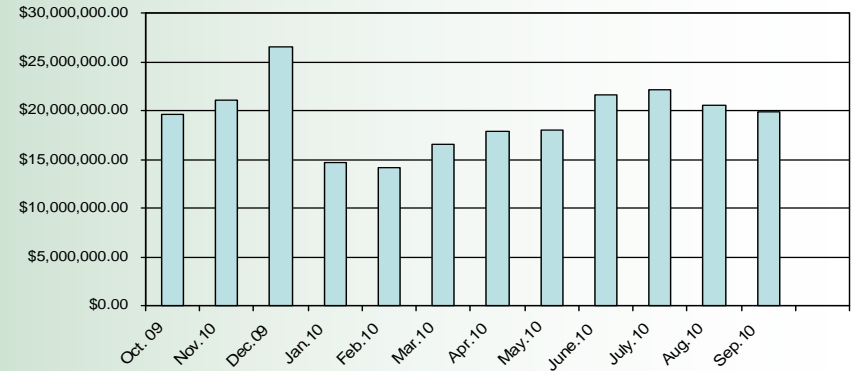
APPROPRIATION UNIT: Liquor Control PROGRAM: Financial Management Division

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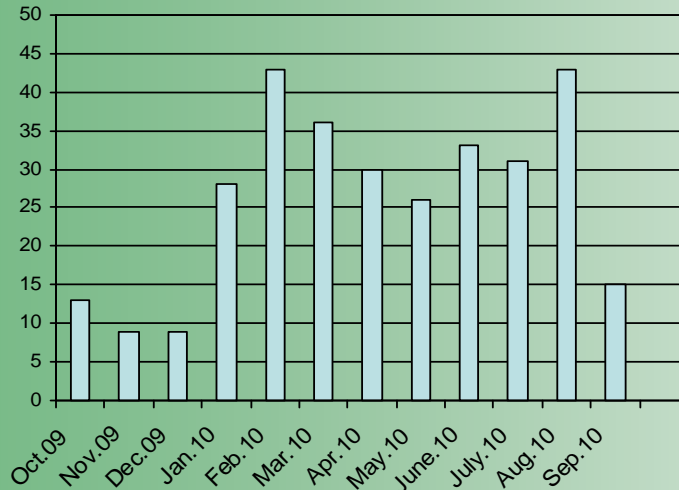
EFT Transactions by Month



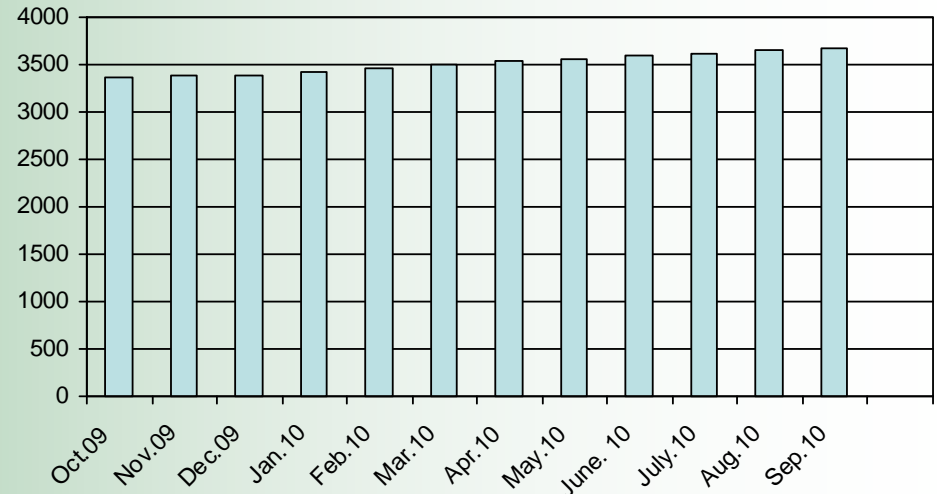
EFT Dollars Transferred by Month



New EFT Participants By Month



Total Cumulative EFT Participants



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