City of Minneapolis

Taxable revenues reported before and after enactment of the Indoor Smoking Ordinance by Minneapolis businesses with on-sale liquor licenses:

A comparison of revenues for the 6-month periods from April through September in 2003, 2004, and 2005

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Revenue data were provided by the Minnesota Department of Revenue Tax Research Division. The contents of this report, other than the revenue data, are solely the responsibility of the City of Minneapolis.

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Revenues for Minneapolis Liquor Licensees Before and After Enactment of the Indoor Smoking Ordinance

Executive Summary

To examine business revenue changes for establishments with on-sale liquor licenses, the City requested taxable sales data from the Minnesota Department of Revenue for the period immediately after enactment of the City's Indoor Smoking Ordinance (April – September, 2005) and comparable periods for the two preceding years. To determine whether revenue changes were associated either with business type or with commercial area, liquor licensees were grouped into predefined categories. The state provided data for these categories collectively, in order to protect the privacy of individual businesses.

A total of 353 businesses licensed to serve alcoholic beverages on their premises reported sales revenues in all three study years.

The analysis of combined alcohol and food sales for these establishments found that:

- Revenues for alcohol and food sales combined increased 7.08 percent for the second and third quarters of 2005 (post-ordinance) compared with the same period in 2004. This rate of increase was greater than the 6.20 percent increase from 2003 to 2004.
- Food sales revenues increased 8.59 percent from 2004 to 2005 compared with a 7.23 percent increase from 2003 to 2004.
- Alcohol sales increased 1.80 percent from 2004 to 2005 compared with a 2.99 percent increase from 2003 to 2004.

An analysis of revenues for different business types revealed that:

- For 6 of the 8 business categories, revenues increased from 2004 to 2005, sometimes substantially, and for the 4 types of restaurants, the rates of increase exceeded those for the period from 2003 to 2004.
- For the four types of restaurants, increases ranged from 1.99 percent (for those with no minimum food sales requirement) to 9.02 percent for those licensed to serve wine and beer only with a 60 percent minimum food sales requirement.
- For private clubs, revenues increased 5.38 percent in 2005, and for the category which included hotels and bowling alleys, the rate of increase was 11.00 percent. These rates of increase were somewhat lower than the increases for the previous year.
- For the remaining two categories of businesses, revenues decreased from 2004 to 2005. The rate of decrease for neighborhood bars was 4.15 percent, and for downtown clubs, 0.09 percent. Increases from 2003 to 2004 were small for both categories: 1.06 percent for neighborhood bars and 0.01 percent for downtown clubs.

A subset of 202 liquor licensees were licensed to serve hard liquor and were located in four major commercial areas. A comparison of establishments in these areas found that:

- Revenues increased in all areas from 2004 to 2005, and the rates of increases either exceeded or were comparable to the rates of increases seen from 2003 to 2004.
- In businesses around the University of Minnesota, 2005 revenues increased 8.26 percent over the previous year (compared with 6.58 percent in 2004).
- In Uptown, the 2005 rate of revenue increase was 6.85 percent in contrast to a decrease of 1.70 percent from 2003 to 2004.
- For the Downtown area, revenues increased 6.38 percent in 2005 and 6.49 in 2004.
- In Northeast, revenues increased 3.27 percent in 2005 and 3.31 percent in 2004.

These findings do not directly address the question of whether the Indoor Smoking Ordinance had a beneficial or adverse economic impact on the local hospitality industry. Many factors affect alcohol and food sales including the local economy, the weather, and the attractions offered by entertainment venues. The study also does not take into account inflation.

Complicating the picture further was the passage of two state laws that went into effect four months after the implementation of the City ordinance. The minimum wage was increased, which may have affected staffing levels and customer services in ways that cannot be determined. In addition, the standard blood alcohol level defined to constitute driving while intoxicated was lowered. This change may have reduced the amount of alcohol patrons consumed.

A final critical point is that revenues do not constitute profits, and profitability is a better gauge of business success than gross revenues.

Nonetheless, these findings counter anecdotal reports of a wide-ranging negative impact of the Indoor Smoking Ordinance on liquor licensees, or a deep reduction in revenues for neighborhood bars. The industry as a whole experienced a higher rate of revenue increases post-ordinance than in a comparable period in the previous year. All major commercial areas experienced increased revenues in 2005. And while two types of businesses did experience decreases in revenue, they were either almost negligible (less than 1 percent for downtown clubs) or relatively modest (4.15 percent for neighborhood bars).

Revenues for Minneapolis Liquor Licensees Before and After Enactment of the Indoor Smoking Ordinance

Purpose and scope of the study

This study was conducted at the request of local hospitality industry representatives.

The Minneapolis Indoor Smoking Ordinance was enacted to eliminate the health hazards associated with ambient smoke for patrons and employees of restaurants, bars, and other business establishments. Although a survey conducted two months after enactment revealed that three-fourths of residents supported the ordinance,[1] members of the hospitality industry voiced concerns that it was having a negative effect on their business revenues.

Minneapolis Code of Ordinances §234 prohibits smoking in bowling alleys, pool and billiard halls, and liquor and food establishments. The prohibitions under the ordinance do not apply to guest rooms in a hotel or motel; outdoor spaces; locations where smoking is expressly authorized by state or federal law or rule; or the use of tobacco is part of a recognized religious ritual or activity. The ordinance went into effect March 31, 2005. Violations of this ordinance may result in civil fines or the denial, refusal to renew, revocation, or suspension of a business license.

The analyses in this study are limited to establishments reporting taxable sales of liquor, wine and/or beer for consumption on the premises ("on-sale" licensees) during the periods under study. It is widely believed that these businesses were more likely to experience an impact from the smoking ordinance than businesses where alcoholic beverages are not served. Many fast-food and other restaurants that do not serve alcohol prohibited indoor smoking before the ordinance so there was little reason to expect changes in food sales in this segment of the hospitality industry.

Results of a 2002 Minneapolis household telephone survey reveal a strong association between cigarette smoking and the consumption of alcoholic beverages.[2] Among adults age 21 years and over who reported drinking more than one drink in the past month, 29.8 percent reported current cigarette smoking, more than double the smoking rate (14.0 percent) among adults who did not consume alcoholic beverages in the past month or had only one drink. Among young adults between the ages of 21 and 34, the association was even stronger: those who had more than one drink in the past month had a smoking rate of 31.8 percent, almost triple the rate (11.0 percent) among those who consumed less or no alcohol.

How the study was conducted

The limitation to two quarters of revenue data was dictated by availability. The decisions to focus on three-years of revenue data for comparison purposes, the business classification types, and the commercial areas to be examined were made in consultation with representatives of the local hospitality industry.[3]

[1] Minneapolis Survey, The Mellman Group, June 6, 2005. www.mpaat.org, accessed March 20, 2006
[2] Based on analyses from the Survey of the Health of Adults, the Population, and the Environment, 2002.
[3] The original plan included a comparison of the somewhat larger set of establishments in operation in 2004 and 2005 but not 2003. However, Department of Revenue analyses revealed that for some business types and/or areas, only one business was

Data sources and timeframe

The analyses presented in this report are based on Minnesota Department of Revenue taxable alcohol and taxable non-alcohol (primarily food)[4] sales for City of Minneapolis establishments reporting such sales in the second and third quarters (April through September) of 2005, 2004, and 2003.

To obtain these data, the City submitted to the Minnesota Department of Revenue Tax Research Division a list of tax identification numbers for all businesses in operation between April 1 and September 30, 2005, which were licensed to serve liquor, wine, and/or beer. The 353 establishments that reported taxable sales during this period as well as the second and third quarters of 2004 and 2003 comprised the study sample.

The spreadsheet provided by the City classified all on-sale liquor licensees into one of eight business types based on license requirements so that revenues changes for different segments of the hospitality industry could be examined. The spreadsheet also identified a subset of these businesses which were licensed to sell "hard" liquor (as opposed to only wine or beer) and which were located in one of four major commercial areas within the City. A total of 202 such businesses reported taxable sales for the periods under study and were included in this analysis.

Based on the classification codes provided by the City, the Department of Revenue provided tax revenue data for the predefined business types and areas. Because tax revenue data for individual business establishments are private data under Minnesota law, only data aggregated by business type and location were requested from and provided by the Minnesota Department of Revenue.

Comparison for the aggregate of all on-sale liquor licensees

The study first examines gross revenues for the aggregate of all businesses licensed to sell alcoholic beverages for consumption on the premises (on-sale liquor licensees). Data are presented for food and alcohol sales combined and separately. Data are presented for the two quarters under study combined.[5]

Breakdown of all on-sale liquor licensees by business type

Because different types of businesses may experience different levels of growth or decline in revenues, whether due to the Indoor Smoking Ordinance or other factors, revenue data are presented by business type. For purposes of consistency, the on-sale liquor license type was used to classify businesses. The distinctions between some license types are technical and represent the evolution of liquor control regulations since the repeal of Prohibition. These distinctions, for the most part, would not be apparent to the general public. For example, there are four types of restaurant business types. One group are licensed to sell only wine or beer. The differences between the other three are when they were first licensed and the regulations that prevailed at

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eliminated from a group, creating that possibility that revenue for that business could be deduced, a violation of data privacy requirements.

[4] The term "food sales" in this report actually includes food and other miscellaneous sales items, such as tee shirts. Since food sales constitute most of the revenue, this term is used for the sake of brevity.

[5] Data for individual quarters are presented in the tables in the Appendix, pages 10-11.

that time. Older licensees may have been "grandfathered" into a business type that was no longer used after new licensing requirements were enacted by ordinance.

The eight categories used in this study are:

1) Restaurants with no minimum food sales requirement. Restaurants included in this group are all located outside the downtown area and were licensed between January 1, 1975 and February 13, 1983. No regulations existed at that time to limit the amount of revenue obtained from alcohol sales relative to food sales.
2) Restaurants with a minimum of 60 percent of revenues derived from the sale of food (referred to in this report as 60-40 restaurants). These are restaurants near residential areas that were licensed after February 13, 1983.
3) Restaurants in the Downtown area.
4) Wine licensees. These restaurants are licensed to sell wine (and beer), and depending on location, are required to derive 60 percent or 70 percent of revenues from the sale of food.
5) Downtown Area Clubs. These are primarily entertainment venues.
6) Neighborhood Bars. These establishments are located in residential areas and were licensed between 1934 and 1975; they do not have a minimum food sales requirement.
7) Private Clubs. These establishments have membership requirements.
8) Hotels and Other Businesses including, bowling alleys and golf courses. A few liquor licensees were excluded from this category so as not to distort the results: the Target Center and theaters. These businesses charge an admission fee before alcoholic beverages can be purchased, and alcoholic beverages may not be available at all events.

Breakdown of "hard" liquor licensees by location

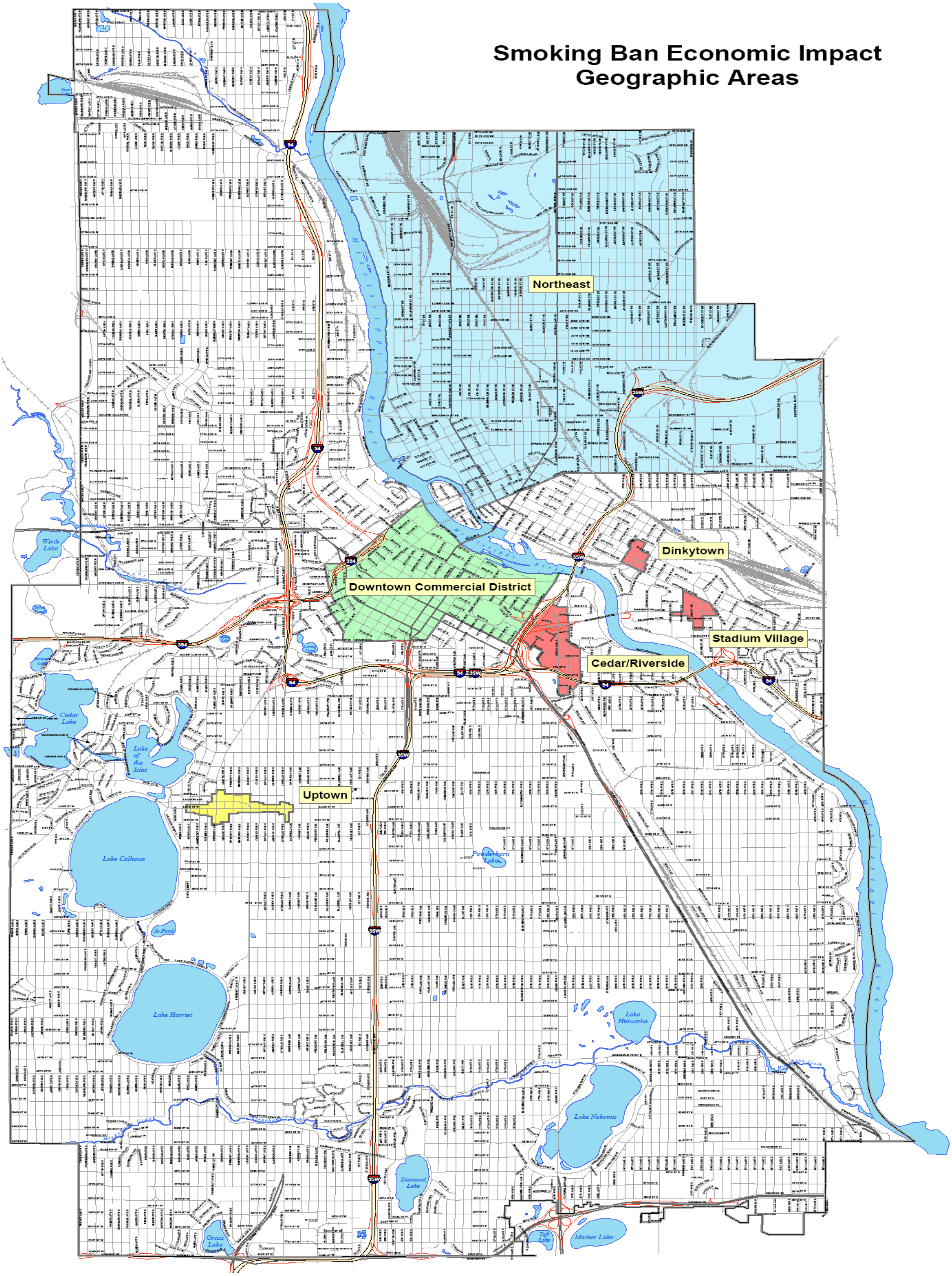
The subset of establishments that includes what are commonly considered "bars" is restricted to businesses licensed to sell hard liquor, not just beer and/or wine. This group of businesses does not neatly align with the Business Type distinction between restaurants and bars. For example, a business licensed as a "Neighborhood Bar" that has a wine or beer license is not included in this analysis, whereas a "Restaurant" with a "hard" liquor license is.

This analysis is limited to establishments located in four primary commercial areas:

- Downtown Area boundaries are defined by City ordinance (Chapter 360.10).
- The University of Minnesota Area includes neighborhoods directly adjacent to the university campus: Dinkytown, Stadium Village, and Cedar-Riverside.
- Uptown (including Lyn-Lake) is defined by the zoning district-Uptown overlay, but generally includes the area around Lake Street and Hennepin Avenue to Lake Street and Lyndale Avenue.
- Northeast (including the East Bank Commercial Area) includes establishments northeast of the Downtown area.

The map on the following page depicts these commercial areas.

Smoking Ban Economic Impact Geographic Areas



Key limitations of the study

This study provides revenue data for Minneapolis businesses with liquor licenses over a three-year period. However, changes in revenue in the period after the ordinance was implemented cannot be causally attributed to the ordinance for several reasons:

- Sales revenue amounts are not adjusted for inflation.[6]

- Factors other than the ordinance which may have affected revenues during the study period were not taken into account in these analyses. For example, revenues during the study period may have been affected by two State laws which went into effect on August 1, 2005 (the beginning of the second month in the second quarter post-enactment):

  The minimum hourly wage was increased $1.00 for large businesses and $0.35 for small businesses.[7] This change may have had effects on staffing levels or customer service. In addition, the legal definition of driving while intoxicated (DWI) was revised to lower the blood alcohol concentration required from 0.10 percent to 0.08 percent.[8] This change may have influenced patrons to reduce their alcohol consumption if they were planning to drive later.

  Other factors that may affect revenues over time include changes in the local economy, events held within the City, population changes, and weather conditions.

- Revenues are not the same as profits. Therefore, changes in revenue over time cannot be assumed to be correlated with changes in profits.

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[6] The increase in Consumer Price Index in the Minneapolis/St. Paul Area for food and beverages combined was 8.03 percent from the first half of 2003 to the first half of 2005; from the first half of 2004 to the first half of 2005, the CPI increase was 3.57 percent. The CPI increase for alcoholic beverages alone from the first half of 2003 to the first half of 2005 was 2.63 percent; from the first half of 2004 to the first half of 2005, the CPI increase was 0.89 percent. The CPI increase for food purchased away from home for the first half of 2003 to the first half of 2005 was 9.09 percent; from the first half of 2004 to the first half of 2005, the CPI increase was 3.82 percent. U.S. Department of Labor, Bureau of Labor Statistics (2005). Consumer Price Index for all urban consumers. Average percentage change in the price of food and beverages, alcoholic beverages, and food away from home, Minneapolis-St. Paul, MN-WI. First half 2003-first half 2005 and first half 2005-first half 2005. www.data.bls.gov. Accessed January 23, 2006.

[7] Effective August 1, the minimum wage for larger employers (those whose annual gross volume of sales is not less than $625,000 increased from $5.15 to $6.15, and the minimum wage for small employers increased from $4.90 to $5.25 (Minnesota Statutes §177.24 Subdivision 1.

[8] Minnesota Statutes §169A.20 Subdivision 1(5).

Study results

All analyses compared the two quarters post ordinance enactment (April through June and July through September), 2005 with the same 6-month period in years 2004 and 2003. For the analyses illustrated in this report, revenues for the second and third quarters of each year were combined. Revenues for each quarter are presented in a table in the Appendix (pages 10-11).

Revenues aggregated for all liquor licensees

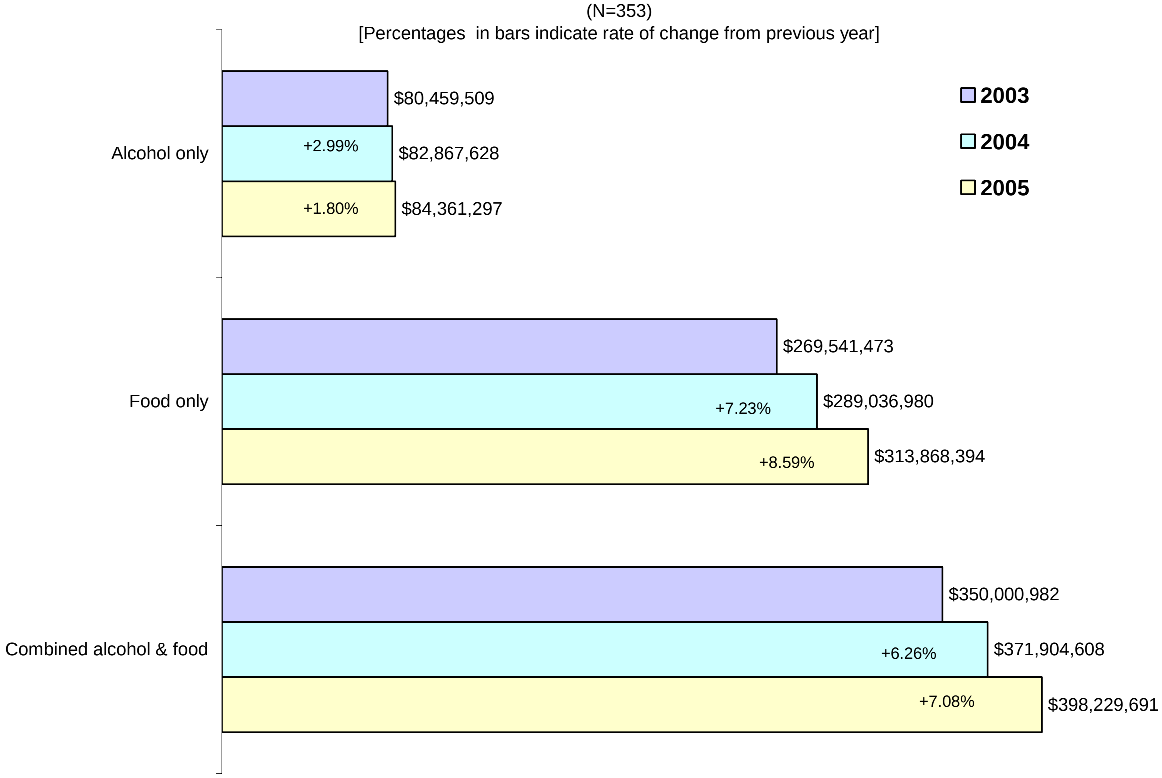
A total 353 establishments with liquor, wine or beer licenses reported taxable revenues for the second and third quarters of all three years in the study period. Alcohol sales, food sales, and alcohol and food sales revenues combined were compared across the three 6-month periods.

Alcohol and food revenues combined totaled over $398 million in 205, an increase of 7.08 percent over the 2004 total of almost $372 million. Most of this increase is attributable to revenues from food sales, which rose from $289 million in 2004 to almost $314 million in 2005, an increase of 8.59 percent. Alcohol sales increased to a much smaller degree (1.8 percent), from almost $83 million to a little over $84 million.

Minneapolis liquor licensee revenues, April through September, 2003, 2005, and 2005

(N=353)

[Percentages in bars indicate rate of change from previous year]



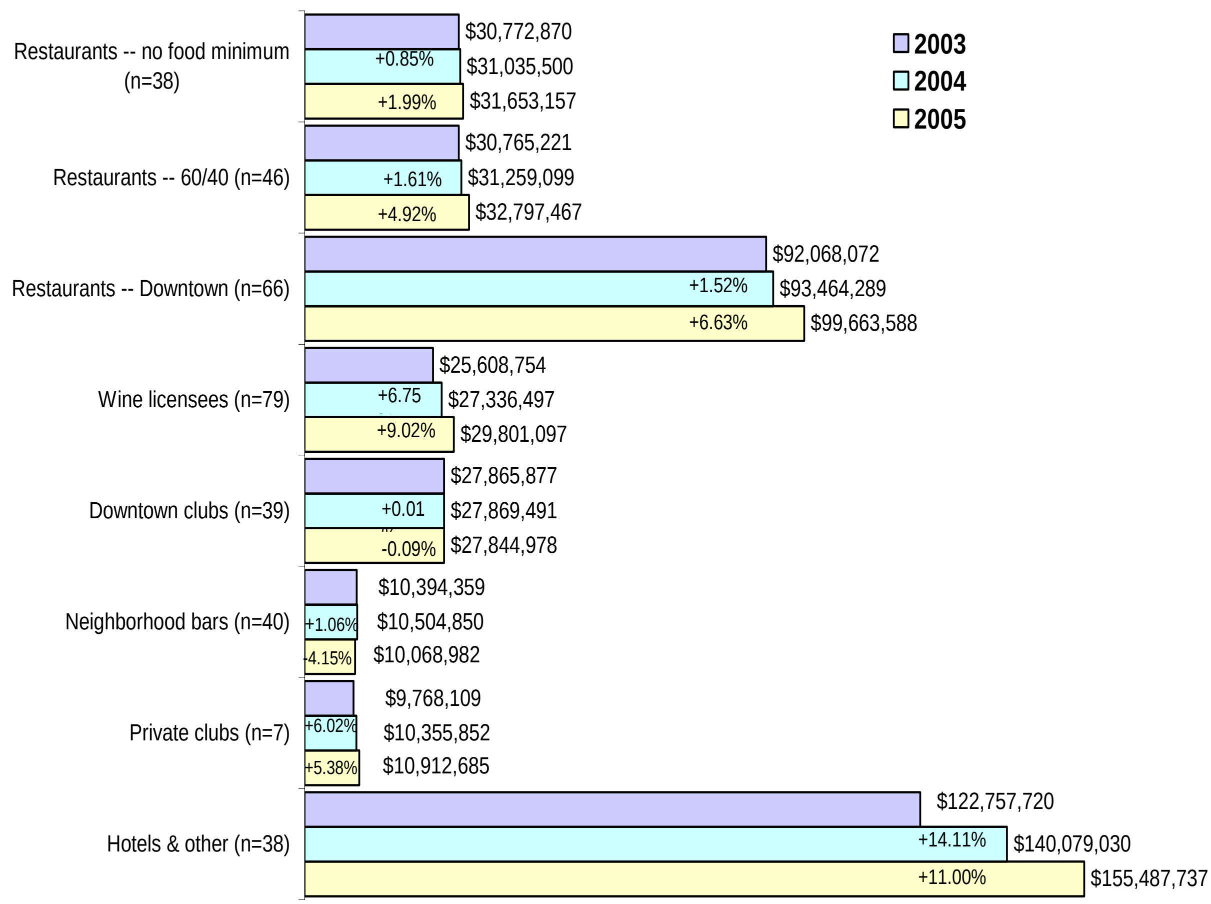
Revenues for all liquor licensees aggregated by business type

On-sale liquor licensees were classified into eight different business types: four represent restaurants licensed under different requirements, one includes entertainment venues (downtown clubs), one includes neighborhood bars, and one includes private clubs. The final category includes all other liquor licensees governed by the Indoor Smoking Ordinance, primarily hotels and bowling alleys. (These groups are defined on page 3.)

Revenues for all restaurant categories including wine licensees, private clubs, and the hotels and other business category increased in 2005 compared with 2004. Only downtown clubs and neighborhood bars reported decreased revenues.

Minneapolis liquor licensee revenues by business type, April through September, 2003, 2004, and 2005

(Percentages in bars indicate rate of change from previous year)



For the four types of restaurants, increases ranged from 1.99 percent (for those with no minimum food sales requirement) to 9.02 percent for those licensed to serve wine and beer only. For all four of the restaurant categories, the rate of increased revenue from 2004 to 2005 exceeded that for the previous year.

For private clubs, revenues increased 5.38 percent, and for the category which included hotels and bowling alleys, the rate of increase was 11.00 percent. These rates of increase were somewhat lower than the previous year's increases.

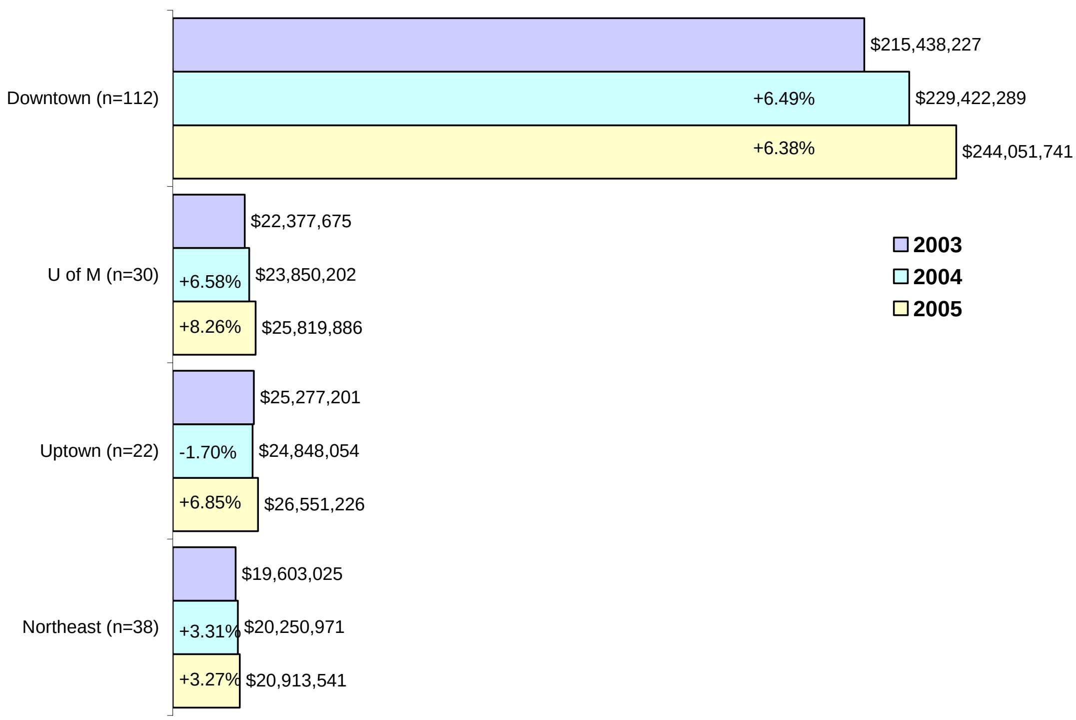
For one of the businesses types with a revenue decrease in 2005, downtown clubs, the decrease was almost negligible at less than 1 percent; the previous year had shown a negligible increase (0.01 percent). The revenues for neighborhood bars decreased by 4.15 percent in 2005, following an increase of 1.06 percent the previous year.

Revenues for the subset of liquor licensees that serve "hard" liquor aggregated by commercial area

A subset of 202 liquor licensees were licensed to serve hard liquor and were located in four major commercial areas. A comparison of these establishments found that revenues increased in all areas from 2004 to 2005, and the rates of increases either exceeded or were comparable to the rates of increases seen from 2003 to 2004.

Minneapolis "hard" liquor licensee revenues by commercial area, April through September, 2003, 2004, and 2005

[Percentages in bars indicate rate of change from previous year]



In businesses around the University of Minnesota, 2005 revenues increased 8.26 percent over the previous year (compared with a 6.58 percent increase in 2004). In Uptown, 2005 revenue increased 6.85 percent in contrast to a decrease of 1.70 percent from 2003 to 2004.

For the other two areas, the rates of revenue increases from 2004 to 2005 were comparable to those from 2003 to 2004. For the Downtown area, revenues increased 6.38 percent in 2005 and 6.49 in 2004. In Northeast, revenues increased 3.27 percent in 2005 and 3.31 percent in 2004.

Summary of findings

This study found that revenues increased after the Indoor Smoking ordinance for all establishments licensed to serve alcoholic beverages, collectively. Increases were seen for both alcohol sales and food sales, although the rate of increase for food sales was substantially larger.

All different types of restaurants, private clubs, and a category including hotels and bowling alleys also experienced revenue increases in 2005. Revenue decreases in 2005 were seen only for neighborhood bars (4.15 percent) and downtown clubs (0.09 percent)

Businesses which were licensed to serve “hard liquor” and located in major commercial areas also experienced revenue growth in 2005. In one area, Uptown, the increase was in contrast to a decrease seen from 2003 to 2004.

These findings do not directly address the question of whether the Indoor Smoking Ordinance had a beneficial or adverse economic impact on the local hospitality industry because they do not take into account other factors that influence business revenues. Furthermore, examining revenues is different from examining profits, and profitability is a better gauge of business success than gross revenues. However, only revenue data are available to the public. Profits are proprietary information, not subject to studies of this sort.

Despite the study limitations, the findings counter anecdotal reports of a wide-ranging negative impact of the Indoor Smoking Ordinance on liquor licensees, or a deep reduction in revenues for neighborhood bars.

Further study

The City plans to conduct a revenue analysis based on complete 2005 revenue data in the future. This study would include revenue data for a longer time span pre-ordinance to more accurately measure revenue trends. The data analyses would also take into account economic factors, such as inflation, employment rates, and local retail sales to better assess changes in hospitality revenues within the larger context of economic change.

Conducting future analyses will depend on the availability of Minnesota Department of Revenue staff to extract and analyze City data.

Appendix

Taxable Sales by Business Type (for all Alcohol On-Sale Licensees) and Area (for Hard Liquor On-Sale Licensees)
Revenues for 2nd Quarter (April, May, June) and 3rd Quarter (July, August, September), 2003, 2004, and 2005

		2005						2004					
	N	Alcohol Revenue		Food / Other Revenue		Total Revenue		Alcohol Revenue		Food / Other Revenue		Total Revenue	
Wine, Beer & Liquor Licensees by Business Type		Q2	Q3	Q2	Q3	Q2	Q3	Q2	Q3	Q2	Q3	Q2	Q3
Downtown Club	39	$8,305,743	$8,108,010	$5,950,291	$5,480,934	$14,256,034	$13,588,944	$8,416,417	$8,428,464	$5,390,502	$5,634,108	$13,806,919	$14,062,572
Downtown Restaurant	66	$12,529,842	$13,079,692	$35,439,279	$38,614,775	$47,969,121	$51,694,467	$11,590,475	$12,007,429	$38,478,120	$31,388,265	$50,068,595	$43,395,694
Neighborhood Bar	40	$3,783,267	$3,628,426	$1,354,135	$1,303,154	$5,137,402	$4,931,580	$3,933,871	$3,830,199	$1,357,937	$1,382,843	$5,291,808	$5,213,042
60/40 restaurant	46	$4,419,714	$4,228,051	$12,024,002	$12,125,700	$16,443,716	$16,353,751	$3,962,955	$4,043,594	$11,511,051	$11,741,499	$15,474,006	$15,785,093
Restaurant/no minimum food	38	$6,182,616	$6,228,885	$9,616,937	$9,624,719	$15,799,553	$15,853,604	$6,180,707	$6,082,390	$9,420,128	$9,352,275	$15,600,835	$15,434,665
Other (hotels, bowling alleys)	38	$4,404,622	$4,570,144	$66,937,674	$79,575,297	$71,342,296	$84,145,441	$5,180,701	$4,772,606	$61,437,905	$68,687,818	$66,618,606	$73,460,424
Wine licensees	79	$1,775,221	$1,800,912	$12,904,118	$13,320,846	$14,679,339	$15,121,758	$1,542,981	$1,601,158	$11,879,452	$12,312,906	$13,422,433	$13,914,064
Private Clubs	7	$582,988	$733,164	$4,936,868	$4,659,665	$5,519,856	$5,392,829	$607,143	$686,538	$4,569,349	$4,492,822	$5,176,492	$5,179,360
Total	**353**	**$41,984,013**	**$42,377,284**	**$149,163,304**	**$164,705,090**	**$191,147,317**	**$207,082,374**	**$41,415,250**	**$41,452,378**	**$144,044,444**	**$144,992,536**	**$185,459,694**	**$186,444,914**
"Hard" Liquor Licensees by Area													
Downtown	112	$22,229,046	$22,638,446	$95,224,110	$103,960,139	$117,453,156	$126,598,585	$21,728,451	$22,152,263	$93,388,468	$92,153,107	$115,116,919	$114,305,370
U of M area	30	$3,150,248	$2,906,040	$9,486,641	$10,276,957	$12,636,889	$13,182,997	$2,903,265	$2,899,161	$8,791,989	$9,255,787	$11,695,254	$12,154,948
Uptown	22	$4,940,274	$4,858,373	$8,289,613	$8,462,966	$13,229,887	$13,321,339	$4,417,943	$4,593,461	$7,795,942	$8,040,708	$12,213,885	$12,634,169
Northeast	38	$3,995,380	$3,949,596	$6,335,353	$6,633,212	$10,330,733	$10,582,808	$4,071,479	$4,009,873	$5,981,445	$6,188,174	$10,052,924	$10,198,047
Total of liquor Licensees	**202**	**$34,314,948**	**$34,352,455**	**$119,335,717**	**$129,333,274**	**$153,650,665**	**$163,685,729**	**$33,121,138**	**$33,654,758**	**$115,957,844**	**$115,637,776**	**$149,078,982**	**$149,292,534**

Note: Green highlighted amounts represent an increase in total revenue from the same quarter in the preceding year. Pink highlighted amounts represent a decrease in revenues from the same quarter in the previous year. Highlight formats were added after receipt of the table from the State.

Note: Alcohol Revenue represents taxable sales at 9.0% tax rate. Food Revenue represents all taxable sales at 6.5% tax rate, including non-food sales.

Revenue data provided by the Minnesota Department of Revenue, Tax Research Division, March 17, 2006.

Appendix

Taxable Sales by Business Type (for all Alcohol On-Sale Licensees) and Area (for Hard Liquor On-Sale Licensees) Revenues for 2nd Quarter (April, May, June) and 3rd Quarter (July, August, September), 2003, 2004, and 2005							
		2003					
	N	Alcohol Revenue		Food / Other Revenue		Total Revenue	
Wine, Beer & Liquor Licensees by Business Type		Q2	Q3	Q2	Q3	Q2	Q3
Downtown Club	39	$8,155,836	$8,906,520	$5,363,888	$5,439,633	$13,519,724	$14,346,153
Downtown Restaurant	66	$11,053,993	$12,093,219	$33,226,437	$35,694,423	$44,280,430	$47,787,642
Neighborhood Bar	40	$3,765,651	$3,981,227	$1,270,235	$1,377,246	$5,035,886	$5,358,473
60/40 restaurant	46	$3,848,399	$4,106,020	$11,206,340	$11,604,462	$15,054,739	$15,710,482
Restaurant/no minimum food	38	$6,019,541	$6,279,803	$9,036,028	$9,437,498	$15,055,569	$15,717,301
Other (hotels, bowling alleys)	38	$3,661,221	$4,547,392	$52,882,425	$61,666,682	$56,543,646	$66,214,074
Wine licensees	79	$1,422,507	$1,473,028	$11,056,034	$11,657,185	$12,478,541	$13,130,213
Private Clubs	7	$501,375	$643,777	$4,324,521	$4,298,436	$4,825,896	$4,942,213
Total	**353**	**$38,428,523**	**$42,030,986**	**$128,365,908**	**$141,175,565**	**$166,794,431**	**$183,206,551**
"Hard" Liquor Licensees by Area							
Downtown	112	$20,140,151	$22,497,154	$80,819,946	$91,980,976	$100,960,097	$114,478,130
U of M area	30	$2,949,823	$2,952,962	$8,010,275	$8,464,615	$10,960,098	$11,417,577
Uptown	22	$4,603,702	$4,835,432	$7,655,733	$8,182,334	$12,259,435	$13,017,766
Northeast	38	$3,934,905	$4,053,689	$5,704,190	$5,910,241	$9,639,095	$9,963,930
Total of liquor Licensees	**202**	**$31,628,581**	**$34,339,237**	**$102,190,144**	**$114,538,166**	**$133,818,725**	**$148,877,403**