



DECISIONS CONSULTING LLC  
1100 Circle 75 Parkway SE  
Suite 210 Atlanta, GA 30339  
Licensing Director: (678) 660-5121  
licensing@decisions-consulting.com

**March 12, 2024**

Mayor and City Council  
City of Flagstaff  
211 W, Aspen Avenue  
Flagstaff, AZ 86001

Re: Family Dollar, LLC - Store #24029 Application for sale of beer and wine for off-premises consumption only (“Application”)

Dear Honorable Mayor and City Council Members:

This firm represents Family Dollar Stores, LLC and its subsidiaries including Family Dollar, LLC, and we handle licensing matters for all Family Dollar locations and related entities nationally (collectively “Family Dollar”).

This letter is being submitted for consideration in support of our pending application for a license for the retail sale of beer and wine for off-premise consumption only at the Flagstaff Store located at 3494 East Route 66, Flagstaff, AZ 86004. As the license is being considered at the March 19, 2024 Council meeting, this information is being provided in support of Family Dollar’s application.

Family Dollar is a family-oriented store that provides a wide range of food and other retail items to its’ customers. Family Dollar locations that sell alcohol do not sell “discounted alcohol” and the beer and wine our customers have the option of purchasing for off-premises consumption is equivalent in price and quality to what one would find at any local grocery store. For additional information, please see the [linked weekly advertisement \(https://www.familydollar.com/weekly-ads\)](https://www.familydollar.com/weekly-ads) which provides a sampling of the wide range of products that Family Dollar offers to its’ customers. Also, I wanted to provide some additional information relating to how serious Family Dollar takes its obligation to be a responsible seller, complying with all applicable statutes, ordinances, rules, and regulations.

First, in addition to any requirements imposed by the State or Local jurisdiction, Family Dollar has a vigorous internal training and auditing program to ensure strict compliance and zero tolerance for violations. These internal procedures include, but are not limited to, training on the following:

(a) Minimum age requirements and how those requirements apply. This includes the mandatory **use of hand-held scanners to verify birthdates** are within the range required to make the purchase.

(b) How to recognize and differentiate between authentic forms of identification, typically a driver's license, and counterfeit identifications.

(c) How to confirm the person presenting the identification is the person on the identification card.

(d) Sales Associates' rights to refuse to sell any alcoholic beverage to a person who appears to be intoxicated and how to communicate that refusal respectfully.

(e) Understanding the role and personal liability to guarantee compliance with all applicable rules and regulations with emphasis on Family Dollar's zero tolerance policy is strictly enforced.

(f) How to cooperate with Law Enforcement as a partner to ensure compliance with the law.

With specific attention to the City of Flagstaff's local alcohol ordinances, Family Dollar will also train all associates on the local rules and regulations pertaining to off-premises selling including, but not limited to, (1) the duty to maintain a copy of the local ordinances on the premises; (2) duty to secure inventory when not legal to sale; (3) the limited hours for legal sales and any no sales days; (4) duty to maintain the premises and allow zero loitering or drinking in the parking lots, which is absolutely prohibited by Family Dollar, and (5) the duty to confirm proper legal identification and age (as noted above, Family Dollar uses handheld scanners as well). In sum, and as complimentary to other small business in the area, Family Dollar simply wishes to provide a safe, family-oriented option to those families who wish to purchase beer and wine for consumption with their meals at home, just like many other grocery stores.

In addition, Family Dollar uses internal auditing programs and proprietary software to assess abnormal activities which detect, deter, and prohibit any violations of rules and regulations. Further, Family Dollar locations licensed to sell off-premises are all equipped with surveillance cameras that monitor the cash registers, front doors, receiving, and stockroom areas. Based on these vigorous internal compliance matters and a culture of zero tolerance, Family Dollar is proud to say that from 2019 to 2022, the percentage of licensed locations cited for alcohol sales violations nationally averaged ***less than one and a half percent (1.5%) per year*** of all licensed locations. During that period, the highest percentage of cited licensed locations as less than two and a half percent (2.5%).

Further, as a condition of the Series 10 (Beer and Wine Store) liquor license, the Family Dollar agrees to not offer for sale or sell single-serve/mini bottles of beer or wine.

City of Flagstaff  
March 12, 2024  
Page 3

---

In conclusion, Family Dollar greatly appreciates the opportunity to conduct business in the State of Arizona and, specifically, in the City of Flagstaff. Family Dollar respectfully requests that you approve the resolution to allow beer and wine sales for off-premises consumption only at the Flagstaff Store located at 3494 East Route 66, Flagstaff, AZ 86004.

Please do not hesitate to email me [tjackson@decisions-consulting.com](mailto:tjackson@decisions-consulting.com) or give me a call at if you have any questions or want to discuss further.

Sincerely,

Decisions Consulting, LLC

*/s/ Tommy Jackson*

Tommy Jackson, Consultant

cc: Ms. Stacy Saltzburg, MMC, MPA, City Clerk  
([stacy.saltzburg@flagstaffaz.gov](mailto:stacy.saltzburg@flagstaffaz.gov));  
Ms. Stacy Fobar, CMC, Deputy City Clerk ([stacy.fobar@flagstaffaz.gov](mailto:stacy.fobar@flagstaffaz.gov)).