

8.0 MARKET ZONE OVERVIEW

8.1 "DRY" MARKET AREAS

As previously mentioned, in determining market zones, the Board considered information provided by the ABCC, the Department of Tax and Revenue and other information sources regarding population demographics, retail business statistics, potential resident and non-resident bidders, competitive dynamics, liquor consumption statistics, ABCC historical performance and other factors. The end result was the creation of 98 market zones within the State. These zones are reflective of the State's growth expectations over the next several years and consider the potential impact of the sale of licenses on border traffic from the states of Kentucky, Maryland, Ohio, Pennsylvania and Virginia.

The market zones represent the market areas within which successful bidders may locate their stores. In certain areas of the State, however, there are "dry" areas in which the retail sale of liquor is prohibited by local municipality or county ordinance. The market zones established by the Board encompass these areas. As a result, it is important that interested bidders be familiar with the market zones which are affected by this. A list of the dry areas of the State is presented below in alphabetical order by county.

<u>County</u>	<u>"Dry" Market Areas</u>
Brooke	Only the Town of Bethany.
Calhoun	Entire county.
Grant	Entire county, except the City of Petersburg.
Hampshire	Only the Town of Capon Bridge.
Jackson	Entire county, except the Cities of Ripley and Ravenswood.
Kanawha	Only the Town of East Bank.
Lincoln	Entire county, except the Town of Hamlin.
Marion	Only the Town of Worthington.
Pocahontas	Entire county, except the Town of Durbin and the City of Marlinton.
Roane	Entire county, except the City of Spencer.
Upshur	Entire county, except the City of Buckhannon.
Wayne	Only the Towns of Wayne and Fort Gay.
Wetzel	Entire county, except the City of New Martinsville and the Town of Hundred.

If any of these counties include market zones which are of interest, please be advised to verify the boundaries of the "dry" versus "wet" status (i.e., permits the lawful retail sale of liquor) with local government officials as well as the procedures necessary to convert a "dry" area to a "wet" area.