

September 29, 2006

Board of Selectmen  
Town of Tisbury  
Town Hall  
51 Spring Street  
Tisbury, MA 02568

Dear Board of Selectmen,

Seven months ago the Board of Selectman appointed the Beer and Wine Review Committee to research the possible impact to the Town of allowing the sale of beer and wine in restaurants. We have concluded our work. On behalf of the committee, please accept the attached report that was approved by a vote of: 6-in favor, 0-against and 1-abstaintion, on Tuesday, September 26, 2006.

Thank you for providing us with the opportunity to serve the town.

Sincerely,

John W. Coskie  
Vice Chairmen  
Beer and Wine Review Committee

# *Town of Tisbury*

Beer and Wine Review Committee

## Report of Findings

September 26, 2006

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## I. Executive Summary and Conclusion

The committee concludes that there would be little or no impact on the town, its taxpayers or the overall business community if beer and wine were introduced in restaurants. If the Selectmen are interested in pursuing the question of beer and wine in restaurants and inns the committee recommends the option to petition under the Home Rule Amendment.

The Selectmen appointed the Beer and Wine Review Committee to study the impact, on the town of Tisbury, if beer and wine were to be introduced in restaurants. The committee has only assessed the impact of introducing beer and wine, purposely not considering voter, business owner, taxpayer or public opinion on the issue of whether beer and wine should be introduced.

To understand this issue we identified four areas to be researched and evaluated.

1. The financial impact on the town and its taxpayers
2. The impact on the business community.
3. The experience of other towns that have recently gone “wet”, and the reasons some have remained dry?
4. The character of the town.

The detailed analysis is contained in subsequent sections and addenda of this report.

The committee found that there would be no significant economic benefit or detriment to the town. There was little testimony from town department heads that indicated any projected increase in budgets for town services. There would be a slight shift in tax burden to the restaurant community. However such shift would be minimal and the resulting benefit to the broad residential tax base would be insignificant, almost immeasurable.

Overall the business community did not think this prospective change would have any negative impact for them. However, forecasted benefits were projected primarily by hospitality trades. Specifically by restaurateurs where hours, season, and staff may increase. Other market segments, and the much broader business population, did not envision a significant change.

Other towns that have recently gone wet have not seen an increase in the cost of town services, shift in tax burden or change in the character of their towns. One of the recently converted wet towns is Rockport, MA, with a seasonal economy like Tisbury. Rockport has almost one full year and one summer season completed. This summer they have found no negative impact and a slight positive impact with increased tourism. Towns that remain dry typically have little or no commerce in the hospitality market segment and therefore have no reason to contemplate such a change. Of the seven dry towns we studied, Tisbury remains the only dry town that has such a substantial business community.

In the course of interviewing town department heads there was a recurring question: will the character of the town change? It is a very subjective and opinion based topic. Our taxpayer survey did little to gain deeper insight or further define “character”. We came to no conclusion.

Massachusetts General Laws govern the control and sale of all alcoholic beverages within the state. The Massachusetts Liquor Control Act places a quota or limits on the number of on-premise licenses a city or town can issue. The Town has the ability to issue a maximum of five (5) on-premise licenses for Wine and Malt. Additionally, the Town has the ability to issue an unlimited number of seasonal licenses. The “season” is defined April 1st to January 15 or any portion thereof.

The Town has the ability to further define which restaurants may sell alcohol under the Massachusetts Constitution. Article 89, amends the constitution to allow towns to petition the state legislature to enact laws specific to each town. This is known as a Home Rule Petition (HRP). The HRP allows the Town to define the parameters by which beer and wine may be sold. Most recently the HRP was approved in Rockport to allow the sale of alcohol in restaurants to seated patrons, having dinner that is served on china. The HRP can be as restrictive or broad as the town determines.

The committee concludes that there would be little to no impact to the town.

Thank you for providing us with the opportunity to serve the town.

Jilana Abrams  
John Coskie  
Nancy Hall  
John Jones

James Morse  
Thomas Rabbitt  
Bud Raymond  
Gretchen Snyder

## II. Report of Beer and Wine Rules and Regulations

The rules and regulations regarding the issue of allowing the sale of beer and wine in restaurants and Inns is fairly complex. This summary will attempt to simplify the process a town must use in order to allow beer and wine sales.

The simplest path to allowing the sale of beer and wine would be to follow the provisions of Massachusetts General Law, Chapter 38, Section II. This requires a minimum 10% of registered voters to sign a petition, provided by the Secretary of the Commonwealth, authorizing the Secretary of the Commonwealth to place the question on the bi-annual state election. The Secretary would then place on the ballot the following question:

“Shall licenses be granted in the town of Tisbury for the sale therein of wines and malt beverages (wine, beer, ale and all other malts) YES or NO”

If the results of the ballot question approved the measure, it would allow five year round licenses and 18 seasonal licenses. It would also allow the local licensing authority to issue an unlimited amount of one day licenses for special occasion applicants. This method, if chosen, would only allow the restrictions currently in state law. It is essentially an up or down vote of the existing state statute.

The second option is for the selectmen to petition the town through a warrant article to allow a petition to the General Court, under Article 89, the Home Rule Amendment, requesting allowance for the sale of beer and wine with particular restrictions and specific requirements to be determined by the local selectmen or their representatives. This allows towns to fashion their own laws and regulations with the approval of the legislature. The enactment of regulations is appropriate as it gives the selectmen an opportunity to involve the public in the details concerning issuing licenses. It allows selectmen to make broad decisions as to the requirements and obligations regarding issuance of licenses and who will qualify for licenses.

The advantage of this method is that a town is able to fashion legislation more narrowly than the state statute. It is the preferred method that has been followed by the towns of Lancaster (2001), Belmont (2004), Pepperell (2004) and Rockport (2005).

If the legislature approves the final petition, it would then come back for final local vote. A local licensing board would then be created to administer the rules and regulations. The license fees generated would be designed to cover these and enforcement costs.

There is a ballot question on the state ballot in November that if approved state wide, would allow a new class of liquor license to be issued to food stores such as Stop and Shop to sell wine only. This license would only be allowed in towns that currently allow package liquor sales with the local authority having final say as to whether they grant the license.

### III. Interviews with Dry and Recently “Wet” Towns

There are 14 towns in Massachusetts that are still dry. They are Alford, Aquinnah, Chilmark, Dunstable, Gosnold, Hawley, Lincoln, Montgomery, Mount Washington, Tisbury, Wenham, West Tisbury, Weston, and Westhampton. What most of these towns have in common is they are bedroom communities, which do not have a town center that generates income for the town, have few if any stores or restaurants and there is little or no reason to introduce beer and wine to these towns.

Seven towns in Massachusetts – Carlisle, Harvard, Westwood, Topsfield, Lancaster, Belmont and Rockport have gone from dry to wet since 1997. The town of Rockport which is the closest match to Tisbury voted to go wet 1,939 for and 1,562 against out of a possible 5,382 voters. The town went wet in 2005 and according to the town clerk of Rockport; there has been no added expense to any of the town departments. There has been an increase in year round restaurants and shops and an increase in town activity. The town also generated \$16,000 based on the fees they set. They have not had a full summer season since the change from dry to wet but up to this point, there has been little change to the town since it has gone wet. The town of Belmont serves beer and wine in restaurants with 40 seats or more and has not incurred any added town expenses and little change in the town positive or negative. The other towns that have gone from dry to wet are still in the process of finalizing their applications.

## IV. Interviews with Tisbury Department Heads and Interested Townspeople

As part of our information gathering process we invited various town department heads whose departments may be impacted by a change such as beer and wine in restaurants: John Schilling the fire chief, Ted Saunier, police chief, Fred LaPiana of the DPW, Marion Mudge, the town clerk, , Tony Peak chairman of the Planning board, Tim McLean the Town treasurer, Patty Blakesly the Asst. tax assessor, Jay Wilbur the Harbor master, Finance committee member: Rob Doyle, Peg Regan, principal MVRHS, Katherine Kavanaugh, a parent and high school alternative school director, Tisbury business owners: Larry Gomez, and Nat Benjamin, to assist us in evaluating the positive and negative effects that beer and wine in restaurants may have on the Town of Tisbury. We asked for their thoughts concerning costs and revenues to their department such as: Will they be required to have more staff, any additional cost to train the staff, any modification of shift hours/ scheduling, additional equipment to be purchased? Could beer and wine provide an additional revenue source to the town: as in license fees and/or personal property tax from business. Could beer and wine increase costs to the town? And finally, personal opinions on how beer and wine could effect the town.

In summary, the Fire, Police and DPW agreed that there would be no significant impact to their departments. Ted Saunier, the police chief believes beer and wine would not increase calls to his department. He said the number of calls is more directly related to population than number of establishments serving alcohol. He felt he would need 8 hours per year of alcohol enforcement training for one officer and he personally felt that having beer and wine in restaurants would give more legal restrictions and controls not in effect now with BYOB and he says that more pedestrians on the street increase public safety. John Schilling, the fire chief says there would be no significant impact to his department. Jay Wilbur, the harbormaster said the harbor is already at capacity and no increase in income is possible. He believes that beer and wine could dramatically change the character of the harbor for the worst. Fred LaPiana.of the DPW said that more trash pickup and public toilet facilities would be required, but said there could be no more seasonal (May to October) restaurants on Main street because of the sewer capacities- our present sewer is at max in the summer.

Marion Mudge, the town clerk spoke to us about the process of putting the question of beer and wine on the ballot, sharing various articles and resources with us.

The planning board has no position; they are in the midst of implementing results of their master survey in efforts to enliven downtown in efforts to avoid Vineyard Haven becoming a tacky tourist town.

Patty Blakesly, the town assistant assessor and Tim Mc Lean, town treasurer agreed that there would be no significant revenue increase or decrease for the town. There would be an insignificant shift from residential to commercial tax base. Peg Regan, the high school principal did not think it would impact her students, however Katherine Kanavaugh, the head of the alternative school in the high school presented studies of MV teens to prove why she felt that beer and wine would be detrimental to teenagers and adolescents and shared her concern for their safety.

The Fin Com had no opinions nor felt any significant impact plus or minus.

Larry Gomez, owner of Greenwood House, thought that BYOB made Tisbury quaint and unique, He does not experience any loss of business because he is in a dry town. He was more concerned that going out for meals was already expensive and perhaps we should try improving the town with street beautification and an active movie theater which are less threatening to the town's character before we try beer and wine.

Rob Doyle, a member of the Fin Com offered his personal opinion, as a sailor and having a boat in Vineyard Haven harbor, that the harbor was in danger of losing the family oriented boats to more party boats, thus changing the character of the harbor.

Nat Benjamin, owner of Gannon&Benjamin Marine Railway agreed the harbor was at full capacity in the summer. He pointed out that Vineyard Haven is known as a center of traditional wooden boats on the east coast, and that it is part of the Vineyards charm to have each town different from one another. He wondered why we would risk the character of the town with beer and wine for the benefit of a few businesses. Perhaps it would be better to spend energy on focusing on what we already have by beautifying and making the harbor coastline more pedestrian friendly.

All in all it seems beer and wine in restaurants may have little direct impact financially for the town. There was a concerned consensus suggesting the town focus on street beautification and an active movie theatre, which would enhance rather than threaten the town's character before we try beer and wine.

## V. Business Survey

One component of the information gathering was to understand how the business community felt about this issue, and the perceived impact as defined by them. We created a cover letter describing our task and a one page survey to try and identify pertinent data. We chose a simple one page survey in an attempt to increase our response rate and keep our postage costs to a minimum. Additionally, the intent was to issue a survey that would minimize the emotional response and get at the issue of benefits and costs; will the business owners' revenues increase more jobs, change in hours?

It is obvious that restaurants would be the likely beneficiaries of beer and wine becoming available at food establishments. We sought to understand if there would be any perceived positive or negative impact beyond those that would be the primary beneficiaries. To do so, we had the Town of Tisbury provide us with a list of all businesses that are registered to operate in town. We mailed a cover letter and survey (Appendix A) to them and ask for a response within three weeks. A total of 550 surveys were mailed, 45 were returned as undeliverable, thus leaving an available survey population of 505 businesses. A total of 119 completed surveys were received by the committee, or 24% of the available survey population. We then segmented the surveys into 11 major categories:

Construction	Financial
Healthcare	Lodging
Media	Real Estate
Recreation	Retail
Restaurant	Service
Transportation	

There were three anonymous surveys that were not categorized.

Of the 119 respondents these are some of the findings:

- 1) Not a single business believed that such a change would have a negative revenue impact or reduction in their workforce. (questions 2 & 4)
- 2) Overall, only 54 or 45% of respondents believed there would be a positive revenue impact on their business, 65 or 55% believed there would be no change. (question 3)
- 3) Overall 43 or 36% believed they would hire additional staff. Of those 36 or 83% anticipated hiring 1-2 people; the majority of those positive respondents were in the retail and restaurant trade (retail-22 of 43 and restaurant-6 of 8). Only 2 or 18% of lodging owner respondents expected to increase staff. (question 5)
- 4) Overall, 82 or 69% of business owners indicated that they would not extend their daily hours of operation. Retail and Restaurant owners were the exception; 23 or 53% retailers and 5 or 62% of restaurateurs expected their daily hours to increase. (question 6)
- 5) Overall, only 13 businesses or 10% indicated that they would extend their seasonal days of operation. Only 9% of retailers and 37% of restaurateurs would extend their season. Not a single lodging owner felt this change would cause them to extend their season. (question 7)

In summary, the committee found that the business community was somewhat split, but overall a proponent of this change. However, when quantifying the impact, they felt the positive revenue benefit would only be felt by restaurateurs (7 of 8 or 88%), Retail (26 of 43 or 60%) and lodging (5 of 11 or 45%). In their own words, there will be marginal impact felt by the general business population.

The Business Survey results are in Addendum A.

## VI. Taxpayer Survey

In the interest of fairness to proponents and opponents of the issue we probably ended up “over engineering” the Taxpayer Survey. As a result it was somewhat confusing and not completed in a manner that allows it to be statistically valid. Additionally, it is very hard for such a survey to elicit facts that allow for any measurable data to judge the impact on the town of such a change. A survey of the general populace tends to elicit opinion rather than defensible facts.

It was clear from the respondents that they wanted to be asked for their opinion; for or against. The charge to the committee was to understand the impact, not the opinion. The committee feels the best place for opinion is at the ballot box.

Questions 3 & 4 were the only questions posed in a fashion to allow for statistical relevance. However, we have not included the Taxpayer Survey as part of our findings or conclusion. The Taxpayer Survey results are contained in Addendum B for reference purposes only.

**ADDENDUM A**  
**Business Survey Letter**

Dear Business Owner,

The Tisbury Board of Selectman has appointed a committee to evaluate and recommend whether the town of Tisbury should make beer and wine available at local restaurants. As part of this charge we are evaluating all costs, benefits, and how such a change affects the character of the town.

It is important that we gather information from all available sources to formulate our recommendation. One of the steps in our process is to understand how such a change will impact local businesses. Please complete the attached form by Monday, March 20, 2006, and return it to:

Beer and Wine Review Committee  
P.O. Box 2497  
Tisbury, MA 02568

Your feedback is valuable to our overall assessment of this important issue. Thank you for your input and participation.

Beer and Wine Review Committee

## Business Survey Questions

Please circle your response:

1) Will having beer and wine available at local restaurants have a positive effect on your business?

Yes

No

2) If a **negative** effect, what would your change in net revenues (revenues less expense) be?

-\$1 to -\$4,999

-\$5,000 to -\$9,999

-\$10,000 to -\$19,999

-\$20,000 to -\$49,999

Reduction greater than \$50,000

3) If a **positive** effect, what would your change in net revenues (revenues less expense) be?

\$1 to \$4,999

\$5,000 to \$9,999

\$10,000 to \$19,999

\$20,000 to \$49,999

Increase greater than \$50,000

4) If a **negative** effect, how would your staffing change?

-1 to 2 person staff reduction

-3 to -4

-5 to -9

Greater than a 10 person loss

5) If a **positive** effect, how would your staffing change?

+ 1 to 2 person staff increase

+ 3 to 5

+ 5 to 9

Greater than a 10 person increase

6) Would your hours of operation:

Decrease

Increase

No change

7) Would your season of operation

Decrease

Increase No change

---

**Type of Business (jewelry store, inn, restaurant, etc)**

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**Business Name**

## Survey Summary Results

1) Will having beer and wine available at local restaurants have a positive effect on your business?

N	44
Y	75
Grand Total	119

2) If a **negative** effect, what would your change in net revenues (revenues less expense) be?

(blank)	0
Grand Total	0

3) If a **positive** effect, what would your change in net revenues (revenues less expense) be?

1-4,999	21
5,000-9,999	12
10,000-19,999	11
20,000-49,999	5
>50,000	5

Business Type	1-4,999	5,000-9,999	10,000-19,999	20,000-49,999	>50,000	Grand Total
Construction		1		1		2
Financial						
Healthcare	2					2
Lodging	2	1	1	1		5
Media						
Real Estate	1			1	2	4
Recreation	2					2
Restaurant	2	2	1	1	1	7
Retail	8	5	9	1	1	24
Service	2				1	3
Transportation	2					2
Unknown						
Grand Total	21	9	11	5	5	51

4) If a **negative** effect, how would your staffing change?

(blank)	
Grand Total	

5) If a **positive** effect, how would your staffing change?

1-2	36
3-5	4
6-9	2
5-9	1

Business Type	1-2	3-5	5-9	6-9	Grand Total
Construction	2				2
Financial	1				1
Healthcare	1				1
Lodging	2				2
Media					
Real Estate	1		1		2
Recreation	1				1
Restaurant	3	1		2	6
Retail	19	3			22
Service	3				3
Transportation	2				2
Unknown (blank)	1				1
<b>Grand Total</b>	<b>36</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>43</b>

6) Would your hours of operation:

No Change	82
Increase	37
<b>Grand Total</b>	<b>119</b>

Business Type	Increase	No Change	Grand Total	
Construction		1	4	5
Financial			2	2
Healthcare			7	7
Lodging			11	11
Media			3	3
Real Estate		4	7	11
Recreation			2	2
Restaurant		5	3	8
Retail		23	20	43
Service		4	16	20
Transportation			4	4
Unknown			3	3
<b>Grand Total</b>		<b>37</b>	<b>82</b>	<b>119</b>

7) Would your season of operation:	
No Change	106
Increase	13
Grand Total	119

Business Type	Increase	No Change	Grand Total
Construction	1	4	5
Financial		2	2
Healthcare		7	7
Lodging		11	11
Media		3	3
Real Estate	1	10	11
Recreation		2	2
Restaurant	3	5	8
Retail	4	39	43
Service	4	16	20
Transportation		4	4
Unknown		3	3
Grand Total	13	106	119

**Addendum B**  
Taxpayer Survey Letter

Dear Tisbury Taxpayer,

The Tisbury Board of Selectman has appointed a committee with the charge to explore the possible impact on the community if beer and wine is available in restaurants. As part of this charge we are evaluating all costs, benefits, detriments and how such a change would affect the character of the town.

It is important that we gather information from all available sources. One of the steps in our process is to understand how Taxpayers believe such a change will impact them. Please complete the attached form by Friday, July 14, 2006, and return it to:

Beer and Wine Review Committee  
P.O. Box 1239  
Tisbury, MA 02568

Your feedback is valuable to our overall assessment of this important issue. Thank you for your input and participation.

Beer and Wine Review Committee

Jilana Abrams	James Morse
John Coskie	Thomas Rabbitt
Nancy Hall	Bud Raymond
John Jones	Gretchen Snyder

### Taxpayer Survey Questions

- 1) Considering the character of the town, please rank the importance of the following having a **POSITIVE** impact (1=high positive impact, 8=low positive impact):
  - a. \_\_\_\_\_ Increased traffic
  - b. \_\_\_\_\_ Steamship Authority
  - c. \_\_\_\_\_ Architectural consistency
  - d. \_\_\_\_\_ Pedestrian friendly environment
  - e. \_\_\_\_\_ Parking
  - f. \_\_\_\_\_ Beer and Wine served in restaurants
  - g. \_\_\_\_\_ Movie Theater
  - h. \_\_\_\_\_ Year-round businesses on Main Street
  
- 2) Considering the character of the town, please rank the importance of the following having a **NEGATIVE** impact (1=high negative impact, 8=low negative impact):
  - a. \_\_\_\_\_ Increased traffic
  - b. \_\_\_\_\_ Steamship Authority
  - c. \_\_\_\_\_ Architectural consistency
  - d. \_\_\_\_\_ Pedestrian friendly environment
  - e. \_\_\_\_\_ Parking
  - f. \_\_\_\_\_ Beer and Wine served in restaurants
  - g. \_\_\_\_\_ Movie Theater
  - h. \_\_\_\_\_ Year-round businesses on Main Street
  
- 3) Do you dine in Tisbury more frequently than in “wet” towns because you can bring your own beer and wine?                      YES                      NO                      NOT A FACTOR
  
- 4) Do you dine in Edgartown or Oak Bluffs more often because of the availability of beer and wine in restaurants?    YES                      NO                      NOT A FACTOR
  
- 5) Rank your **GREATEST** concern of introducing beer and wine in restaurants (1=high concern, 7=low concern):
  - a. \_\_\_\_\_ It will lead to bars in Tisbury
  - b. \_\_\_\_\_ Full Liquor Licenses
  - c. \_\_\_\_\_ Traffic will increase
  - d. \_\_\_\_\_ Late night crowds and noise
  - e. \_\_\_\_\_ Alcohol Regulation Enforcement
  - f. \_\_\_\_\_ Public Safety
  - g. \_\_\_\_\_ Not concerned
  
- 6) Rank the factor that most impacts where you dine: (1=high impact, 4=low impact):
  - a. \_\_\_\_\_ Proximity to your residence
  - b. \_\_\_\_\_ Quality of food
  - c. \_\_\_\_\_ Food value
  - d. \_\_\_\_\_ Availability of beer and wine

---

Street Address (Condo Unit Number)

## Taxpayer Survey Data

- 1) Considering the character of the town, please rank the importance of the following having a **POSITIVE** impact (1=high positive impact, 8=low positive impact):
- a. \_\_\_\_\_ Increased traffic
  - b. \_\_\_\_\_ Steamship Authority
  - c. \_\_\_\_\_ Architectural consistency
  - d. \_\_\_\_\_ Pedestrian friendly environment
  - e. \_\_\_\_\_ Parking
  - f. \_\_\_\_\_ Beer and Wine served in restaurants
  - g. \_\_\_\_\_ Movie Theater
  - h. \_\_\_\_\_ Year-round businesses on Main Street

### Question 1

	A	B	C	D	E	F	G	H
1	27	129	177	294	185	136	296	356
2	5	58	80	89	88	38	104	102
3	16	48	69	70	81	43	76	57
4	28	82	78	47	68	54	46	54
5	26	85	60	39	63	33	49	22
6	32	73	52	23	47	37	24	11
7	78	51	34	13	23	64	19	15
8	409	88	77	47	78	236	38	32

- 2) Considering the character of the town, please rank the importance of the following having a **NEGATIVE** impact (1=high negative impact, 8=low negative impact):
- a. \_\_\_\_\_ Increased traffic
  - b. \_\_\_\_\_ Steamship Authority
  - c. \_\_\_\_\_ Architectural consistency
  - d. \_\_\_\_\_ Pedestrian friendly environment
  - e. \_\_\_\_\_ Parking
  - f. \_\_\_\_\_ Beer and Wine served in restaurants
  - g. \_\_\_\_\_ Movie Theater
  - h. \_\_\_\_\_ Year-round businesses on Main Street

### Question 2

	A	B	C	D	E	F	G	H
1	435	74	41	49	112	216	47	42
2	80	59	19	19	70	55	25	10
3	22	73	43	19	53	33	17	16
4	29	71	85	53	70	46	45	29
5	12	82	64	44	46	31	37	29
6	17	36	55	59	44	25	46	45
7	8	41	52	58	41	35	69	57
8	39	145	205	273	151	167	289	335

Question 3

Do you dine in Tisbury more frequently than in “wet” towns because you can bring your own beer and wine?

**Yes** 164  
**No** 215  
**Not a factor** 316

Question 4

Do you dine in Edgartown or Oak Bluffs more often because of the availability of beer and wine in restaurants?

**Yes** 205  
**No** 246  
**Not a factor** 246

- 5) Rank your **GREATEST** concern of introducing beer and wine in restaurants (1=high concern, 7=low concern)::
- a. \_\_\_\_\_ It will lead to bars in Tisbury
  - b. \_\_\_\_\_ Full Liquor Licenses
  - c. \_\_\_\_\_ Traffic will increase
  - d. \_\_\_\_\_ Late night crowds and noise
  - e. \_\_\_\_\_ Alcohol Regulation Enforcement
  - f. \_\_\_\_\_ Public Safety
  - g. \_\_\_\_\_ Not concerned

Question 5

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>
<b>1</b>	318	226	217	303	194	221	143
<b>2</b>	51	45	52	75	40	60	3
<b>3</b>	40	48	79	64	56	56	5
<b>4</b>	30	45	62	40	46	57	6
<b>5</b>	29	52	51	31	71	51	7
<b>6</b>	24	50	35	19	58	53	1
<b>7</b>	100	103	83	63	86	87	154

- 6) Rank the factor that most impacts where you dine: (1=high impact, 4=low impact):
- a. \_\_\_\_\_ Proximity to your residence
  - b. \_\_\_\_\_ Quality of food
  - c. \_\_\_\_\_ Food value
  - d. \_\_\_\_\_ Availability of beer and wine

**Question 6**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	87	603	322	84
<b>2</b>	99	58	212	81
<b>3</b>	179	11	79	75
<b>4</b>	270	8	42	391