

**Rowan/Kannapolis ABC Board
2026-2027 Proposed Budget Message**

As General Manager at the Rowan/Kannapolis Alcohol Beverage Control Board, it is my responsibility yearly as our fiscal year reaches a conclusion to abide in compliance with the Governmental Accounting Board to evaluate our previous year's performance as well as our projections for the coming year.

Our sales for this fiscal year (\$23,006,000 estimated) for 2025/26 reflect a decrease of 1.7% in sales. Based on current economic indicators and potential legislative changes to canned cocktail sales, we anticipate a continued decline in sales of up to 2% for the 2026/207 budget year. Operational expenses are also expected to rise; therefore, the board has opted to not provide cost of living raises for the year and to make cuts to some non-essential services.

Our Board of Directors and our administration staff have decided to delay two long term growth plans. Instead, we will be upgrading our POS system in 2026/2027 and performing needed maintenance on the warehouse.


As we evaluate our other success endeavors, we again have received numerous political and private recognition of our educational programs. We recently continued our spring programs in high schools after very successful events in the middle schools back in the fall. We again had a prestigious group of speakers who had a tremendous impact on our students. All Rowan Co. middle schools and high schools in Rowan County, as well as A.L. Brown in Kannapolis, were presented programs which try to educate students with issues regarding alcohol, drugs, bullying, and other issues. Some of the great speakers that were used in this year's events were legendary Duke University great player, now commentator, Mike Gminski; legendary U.N.C Tarheels star Al Wood; legendary Duke stars Gene Banks and Robert Brickey; also motivational speakers: Ricky Stenhouse, Jr., NASCAR driver; Ivory Latta, legendary UNC and WNBA star; Larry Dixon, Morehouse College basketball coach; Alex Hiatt, "Cases for a Cause" motivational speaker; and Tyler Haines, Catawba College head football coach. We have received wonderful feedback from school leaders, parents, and elected officials about the successful impact of the group with our students.

Numerous elected officials in both U.S. Congress and State Legislative positions continue to recognize our programs this past year as well as our total tenure of service, with recognition highlighted in the Congressional Record on a federal level and recognition on the state level from Governors, a Lt. Governor and state ABC leaders.

In my closing remarks, I want to once again extend my appreciation to the work ethics of our office staff and dedicated workers in all of our business locations. The TEAM concept that we set our goals around, continue and I cherish the opportunity to serve our community in this role in its numerus endeavors'.

Challenges in our system have been met and I feel secure that we will move forward for a successful future and serve our system as is required.

Respectfully submitted,


Terry Osborne
General Manager