



## MEMORANDUM

TO: Bob Klein, Chair, and Members of the  
Alcoholic Beverage Control Board

DATE: November 12, 2019

FROM: Erika McConnell, Director

RE: 5846 Four Points by Sheraton,  
Anchorage

**Requested Action:** New license application

**Statutory and Regulatory Authority:** AS 04.06.090(b): “The board shall review all applications for licenses made under this title and may order the director to issue, renew, revoke, transfer, or suspend licenses and permits authorized under this title.”

AS 04.11.400(d): “The board may approve

(1) the issuance of a new beverage dispensary or restaurant or eating place license without regard to (a) of this section if it appears that the issuance will encourage the tourist trade by encouraging the construction or improvement of

(A) a hotel, motel, resort, or similar business relating to the tourist trade with a dining facility or having kitchen facilities in a majority of its rental rooms and at least a minimum number of rental rooms required according to the population of the incorporated city, unified municipality, or population area established under (a) of this section in which the facility will be located, as follows:

- (i) 10 rental rooms if the population is less than 1,501;
- (ii) 20 rental rooms if the population is 1,501 — 2,500;
- (iii) 25 rental rooms if the population is 2,501 — 5,000;
- (iv) 30 rental rooms if the population is 5,001 — 15,000;
- (v) 35 rental rooms if the population is 15,001 — 25,000;
- (vi) 40 rental rooms if the population is 25,001 — 50,000; and
- (vii) 50 rental rooms if the population is greater than 50,000; or

(B) an airport terminal; and”

(2) the renewal or transfer of ownership of a beverage dispensary or restaurant or eating place license issued under (1) of this subsection if the

(A) holder of the license operates a hotel, motel, resort, or similar business relating to the tourist trade that

- (i) has a dining facility on the licensed premises or kitchen facilities in a majority of its rental rooms; and

- (ii) maintains at least the minimum number of rental rooms that the hotel, motel, resort, or similar business had at the time of initial licensure or that were required at the time of initial licensure; or
- (B) licensed premises are located inside an airport terminal.

**Staff Rec.:** Approve the new license application

**Background:**

This is a new license application for a Beverage Dispensary – Tourism license in the Municipality of Anchorage.

AS 04.11.400(d)(1)(B) requires 50 rental rooms if the population is greater than 50,000. The Municipality of Anchorage has a certified population of 294,205.

The applicant offers 112 rental rooms, none of which include kitchenettes. Alcohol is not stocked in the rental rooms, and the establishment has a dining facility.

Attachment: Tourism Statement  
AB-00  
AB-02

1) Explain how issuance of a liquor license at your establishment has/will encourage tourism.

a. **Four Points by Sheraton requires all their properties to offer Best Brews which is a selling perk across the country. Four Points by Sheraton is a worldwide know Marriott hotel and is mainly known for its Best Brew events. This has proven to increased tourism and business attraction.**

2) Explain how the facility was/will be constructed or improved in accordance with this application.

a. **This facility will be newly constructed located in the main floor of the hotel. It has an open floor design entry with a rustic mid-century modern ambiance.**

3) Who operates the facility for which a liquor license is being applied?

a. **Four Points by Sheraton Staff**

Do you offer room rentals to the traveling public? a. If so, how many of these rooms are available? **Yes, we offer 112 rooms for nightly rental .**

Do any of the rental rooms have kitchen facilities (defined as: a separate sink for food preparation along with refrigeration and cooking appliance devices, including a microwave)? If yes, how many of the rental rooms have kitchen facilities that meet this definition? **No**

Do you stock alcoholic beverages in guest rooms? b. If not, is your facility located within an airport terminal? **No, the facility is in a hotel.**

4) Does your establishment include a dining facility? **Yes**

5) Are additional amenities available to your guests through your establishment (eg: guided tours or trips, rental equipment for guests, other activities that attract tourists)?

**Yes, we offer Best Brews every Wednesday from 4PM to 5PM to our Marriott Bonvoy members.**



AMCO  
AUG - 8 2019

- 1) At Four Points by Sheraton, Best Brews™ is the signature brand program. It is the core of our evening food & beverage experience. But Best Brews is not only about a great beer. It is about connecting guests to the local area through a relaxed, familiar environment. The foundation of the Best Brews programs is grounded in four pillars. They help shape the program and guide the experience. Those four pillars are:

**Product** – The beer that is served as the Best Brews must meet the Best Brews criteria. Best Brews are craft, local beer.

**Service** – The service at a Four Points bar should tie back to our core values of honest, uncomplicated and comfort. The service should be tailored to each guest and genuine. The way guests are greeted, treated and served is important to the guests' experience.

**Ambiance** – Ambiance plays a major role in defining the guests' experience. The atmosphere should represent the Four Points brand, casual and laid back. The lighting, music, TVs and collateral play a part in creating the ambience. Please refer to the Activation Guide for more information on Ambiance. See below for a list of required collateral.

**Moments** – Moments are activations that bring Best Brews to the forefront of the guest experience. Moments are what separate just having a beer at the bar from a truly memorable guest experience

- 3) Four Points by Sheraton is the dba for YC Anchorage Hotel Group LP and all employees will be employed by YC Anchorage Hotel Group LP.
- 5) We will be offering Alcohol between the hours of 4-5pm to ONLY Marriott members during this time.





## Church, John D (CED)

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**From:** Aly Leon <Aly@TheKishanGroup.com>  
**Sent:** Thursday, September 19, 2019 12:02 PM  
**To:** Alcohol Licensing, CED ABC (CED sponsored)  
**Subject:** RE: 5846 dba Four Points by Sheraton, Anchorage Incomplete Letter and Application

Hi John,

Great to hear about the application.

To answer your question, no the license/bar will be operated between 10am-11:59pm. Below is additional information about the Best Brews program provided by Marriott franchises. Marriott Loyalty members will be exclusively allowed to enjoy the Best Brews program from 4pm-5pm everyday.

“At Four Points by Sheraton, Best Brews™ is the signature brand program. It is the core of our evening food & beverage experience. But Best Brews is not only about a great beer. It is about connecting guests to the local area through a relaxed, familiar environment.

The foundation of the Best Brews programs is grounded in four pillars. They help shape the program and guide the experience.”

Thank you,

Aly Leon  
The Kishan Group  
(775) 829-4611  
[aly@thekishangroup.com](mailto:aly@thekishangroup.com)



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**From:** Alcohol Licensing, CED ABC (CED sponsored) <alcohol.licensing@alaska.gov>  
**Sent:** Thursday, September 19, 2019 12:25 PM  
**To:** Aly Leon <Aly@TheKishanGroup.com>  
**Cc:** Alcohol Licensing, CED ABC (CED sponsored) <alcohol.licensing@alaska.gov>  
**Subject:** RE: 5846 dba Four Points by Sheraton, Anchorage Incomplete Letter and Application

Hi Aly,

I have reviewed the submitted corrections and most of the application now appears to be in order. We did have a new question come up based on your response to the questions we had regarding your hours of operations and the Best Brews program. Is the Best Brew event (once a week for one hour) going to be the only time that the license/bar will be operated?



Alcohol and Marijuana Control Office  
 550 W 7<sup>th</sup> Avenue, Suite 1600  
 Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
 Phone: 907.269.0350

**Alaska Alcoholic Beverage Control Board**  
**Form AB-00: New License Application**

**What is this form?**

This new license application form is required for all individuals or entities seeking to apply for a new liquor license. Applicants should review Title 04 of Alaska Statutes and Chapter 304 of the Alaska Administrative Code. All fields of this form must be completed, per AS 04.11.260 and 3 AAC 304.105.

This form must be completed and submitted to AMCO's main office, along with all other required forms and documents, before any license application will be considered complete.

**Section 1 – Establishment and Contact Information**

Enter information for the business seeking to be licensed.

Licensee:	YC Anchorage Hotel Group Limited Partnership		
License Type:	Beverage Dispensary - Tourism	Statutory Reference:	AS 04.11.400 (d)
Doing Business As:	Four Points by Sheraton, Anchorage		
Premises Address:	325 W 8th Ave		
City:	Anchorage	State:	AK
		ZIP:	99501
Local Governing Body:	Municipality of Anchorage		
Community Council:	South Addition		

Mailing Address:	5851 S Virginia St		
City:	Reno	State:	NV
		ZIP:	89502

Designated Licensee:	Balbir Gosal		
Contact Phone:	775-815-7500	Business Phone:	775-829-4611
Contact Email:	aly@thekishangroup.com		

Seasonal License?  Yes  No If "Yes", write your six-month operating period: \_\_\_\_\_

OFFICE USE ONLY			
Complete Date:	License Years:	License #:	5846
Board Meeting Date:	Transaction #:	1094138	
Issue Date:	BRE:		





## Alaska Alcoholic Beverage Control Board Form AB-00: New License Application

### Section 2 – Premises Information

Premises to be licensed is:

- an existing facility       a new building       a proposed building

The next two questions must be completed by beverage dispensary (including tourism) and package store applicants only:

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the outer boundaries of the nearest school grounds? Include the unit of measurement in your answer.

Denali Monessori Elementary - 0.4 miles

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the public entrance of the nearest church building? Include the unit of measurement in your answer.

First Covenant Church - 0.3 miles

### Section 3 – Sole Proprietor Ownership Information

This section must be completed by any sole proprietor who is applying for a license. Entities should skip to Section 4. If more space is needed, please attach a separate sheet with the required information. The following information must be completed for each licensee and each affiliate (spouse).

This individual is an:  applicant       affiliate

Name:					
Address:					
City:		State:		ZIP:	

This individual is an:  applicant       affiliate

Name:					
Address:					
City:		State:		ZIP:	





Alaska Alcoholic Beverage Control Board  
**Form AB-00: New License Application**

**Section 4 – Entity Ownership Information**

This section must be completed by any entity, including a corporation, limited liability company (LLC), partnership, or limited partnership, that is applying for a license. Sole proprietors should skip to Section 5.

If more space is needed, please attach a separate sheet with the required information.

- If the applicant is a **corporation**, the following information must be completed for each *stockholder who owns 10% or more* of the stock in the corporation, and for each *president, vice-president, secretary, and managing officer*.
- If the applicant is a **limited liability organization**, the following information must be completed for each *member with an ownership interest of 10% or more*, and for each *manager*.
- If the applicant is a **partnership**, including a **limited partnership**, the following information must be completed for each *partner with an interest of 10% or more*, and for each *general partner*.

Entity Official:	YC Anchorage GP, LLC				
Title(s):	General Partner	Phone:	775-829-4611	% Owned:	100
Address:	3532 Sunnybrook Ct				
City:	Sparks	State:	NV	ZIP:	89434

Entity Official:	Nadeem Akhtar				
Title(s):	Affiliate - <sup>member of</sup> YC Anchorage GP, LLC	Phone:	775-829-4611	% Owned:	100
Address:	3532 Sunnybrook Ct				
City:	Sparks	State:	NV	ZIP:	89434

Entity Official:					
Title(s):		Phone:		% Owned:	
Address:					
City:		State:		ZIP:	

Entity Official:					
Title(s):		Phone:		% Owned:	
Address:					
City:		State:		ZIP:	







Alcohol and Marijuana Control Office  
 550 W 7<sup>th</sup> Avenue, Suite 1600  
 Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
 Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board  
**Form AB-00: New License Application**

This subsection must be completed by any applicant that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations (DOC) and have a registered agent who is an individual resident of the state of Alaska.

DOC Entity #:	10018452	AK Formed Date:	01/21/2014	Home State:	AK
Registered Agent:	Baldev Johal	Agent's Phone:	775-829-4611		
Agent's Mailing Address:	1908 Chena Landings Loop				
City:	Fairbanks	State:	AK	ZIP:	99701

Residency of Agent: Yes No

Is your corporation or LLC's registered agent an individual resident of the state of Alaska?

**Section 5 - Other Licenses**

Ownership and financial interest in other alcoholic beverage businesses: Yes No

Does any representative or owner named in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

If "Yes", disclose which individual(s) has the financial interest, what the type of business is, and if licensed in Alaska, which license number(s) and license type(s):

**Section 6 - Authorization**

Communication with AMCO staff: Yes No

Does any person other than a licensee named in this application have authority to discuss this license with AMCO staff?

If "Yes", disclose the name of the individual and the reason for this authorization:





# Alaska Alcoholic Beverage Control Board Form AB-00: New License Application

## Section 7 – Certifications

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application.



I certify that all proposed licensees have been listed with the Division of Corporations.



I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.




I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 304.465.



I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application.




As an applicant for a liquor license, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete.

  
\_\_\_\_\_  
Signature of licensee

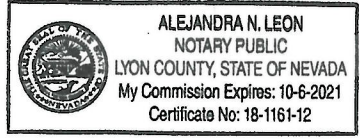
**Nadeem Akhtar**

Printed name of licensee

  
\_\_\_\_\_  
Signature of Notary Public

Notary Public in and for the State of Nevada  
County of Washoe  
My commission expires: 10/6/2021

Subscribed and sworn to before me this 1<sup>st</sup> day of August, 2019.





## Alaska Alcoholic Beverage Control Board

# Form AB-02: Premises Diagram

### What is this form?

A detailed diagram of the proposed licensed premises is required for all liquor license applications, per AS 04.11.260 and 3 AAC 304.185. Your diagram must include dimensions and must show all entrances and boundaries of the premises, walls, bars, fixtures, and areas of storage, service, consumption, and manufacturing. If your proposed premises is located within a building or building complex that contains multiple businesses and/or tenants, please provide an additional page that clearly shows the location of your proposed premises within the building or building complex, along with the addresses and/or suite numbers of the other businesses and/or tenants within the building or building complex.

The **second page of this form is not required**. Blueprints, CAD drawings, or other clearly drawn and marked diagrams may be submitted in lieu of the second page of this form. The first page must still be completed, attached to, and submitted with any supplemental diagrams. An AMCO employee may require you to complete the second page of this form if additional documentation for your premises diagram is needed.

This form must be completed and submitted to AMCO's main office before any license application will be considered complete.

Yes No

I have attached blueprints, CAD drawings, or other supporting documents in addition to, or in lieu of, the second page of this form.

## Section 1 – Establishment Information

Enter information for the business seeking to be licensed, as identified on the license application.

Licensee:	YC Anchorage Hotel Group Limited Partnership	License Number:			
License Type:	Beverage Dispensary - Tourism				
Doing Business As:	Four Points by Sheraton, Anchorage				
Premises Address:	325 W 8th Ave				
City:	Anchorage	State:	AK	ZIP:	99501





Alaska Alcoholic Beverage Control Board  
**Form AB-02: Premises Diagram**

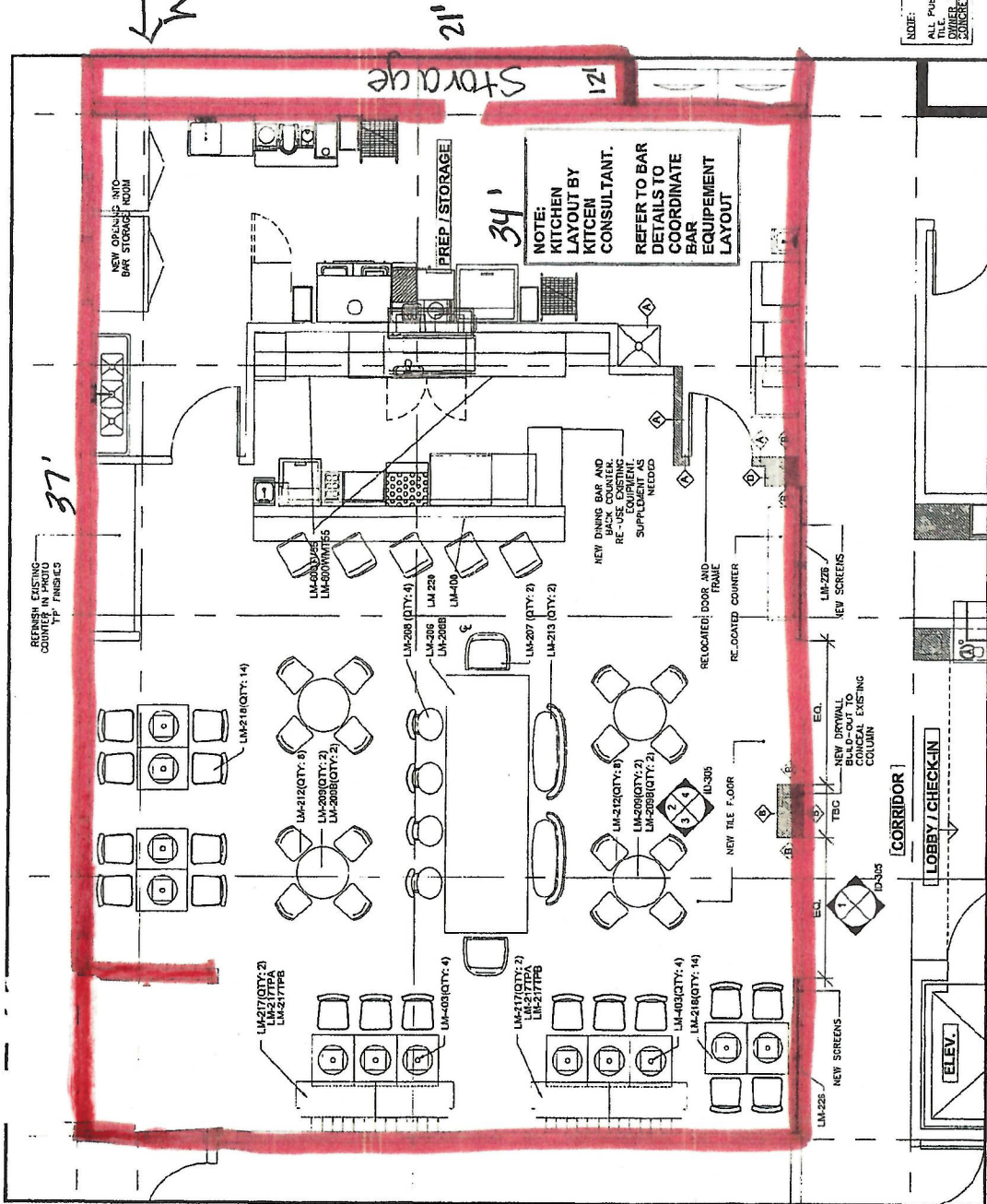
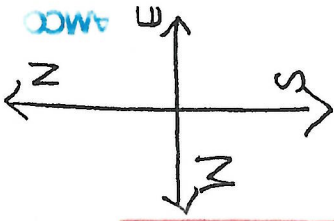
**Section 2 – Detailed Premises Diagram**

Clearly indicate the boundaries of the premises and the proposed licensed area within that property. Clearly indicate the interior layout of any enclosed areas on the proposed premises. Clearly identify all entrances and exits, walls, bars, and fixtures, and outline in red the perimeter of the areas designated for alcohol storage, service, consumption, and manufacturing. Include dimensions, cross-streets, and points of reference in your drawing. You may attach blueprints or other detailed drawings that meet the requirements of this form.

Please see  
attached  
drawing.

AUG - 8 2019

AMCC



LEVEL: JESSIE ROOM FURNITURE PLAN

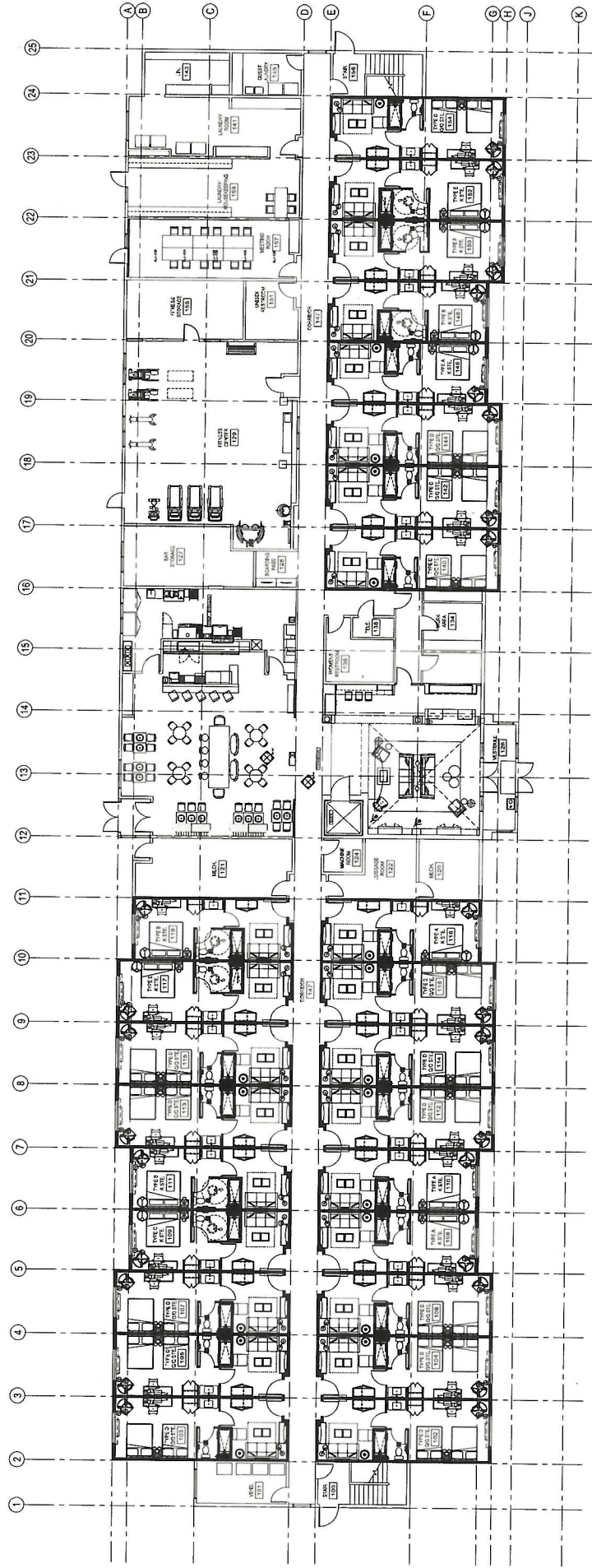
# FOUR POINTS

BY SHERATON  
325 W 8th Ave, Anchorage, AK 99501

Project No. 112222  
Date: 08/13/19  
Author: J. [unreadable]  
Checked: [unreadable]  
Level: 02/02/2019  
Furniture Plan

1D-212

RECEIVED  
SEP 13 2019  
ALCOHOL & GAMING CONTROL OFFICE  
STATE OF ALASKA



① MELORE OVERALL PLAN  
SCALE: 1/8" = 1'-0"

**RECEIVED**  
**SEP 19 2019**  
ALCOHOL MARJUANA CONTROL OFFICE  
STATE OF ALASKA

**NOTE:**  
- ALL PUBLIC SPACE FLOORING SHOWN AS  
TILE  
- STAIR, CARPET TO MATCH GUEST  
CORRIDORS

Four Points by Sheraton  
325 W 8th Ave  
Anchorage, AK 99501  
REVISIONS:  
REV# DATE DESCRIPTION  
1 MAR 08 2019  
2 APR 16 2019  
3 MAY 16 2019  
4 JUN 13 2019  
5 JUL 13 2019  
6 SEP 13 2019  
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**BY SHERATON**  
325 W 8th Ave, Anchorage, AK 99501

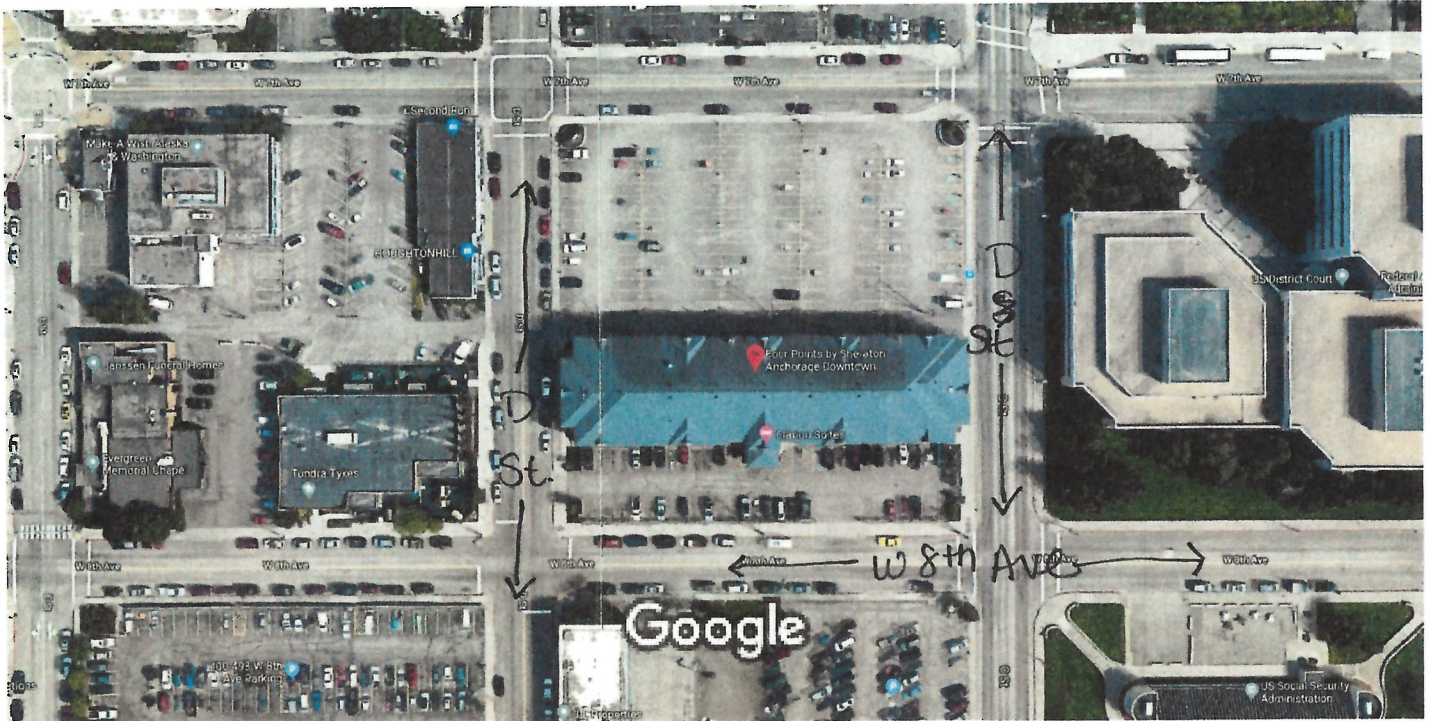
# FOUR POINTS

**ID-100**  
Enne Design  
ARCHITECTS  
400 W 5TH AVENUE  
ANCHORAGE, ALASKA 99501  
507.277.0622





# Four Points by Sheraton Anchorage Downtown



Imagery ©2019 Google, Imagery ©2019 Maxar Technologies, Municipality of Anchorage, U.S. Geological Survey, Map data ©2019



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SEP 13 2019  
ALCOHOL MARIJUANA CONTROL OFFICE  
STATE OF ALASKA