



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

Alaska Alcoholic Beverage Control Board
Tourism Statement

A new, transfer, or renewal application for a beverage dispensary – tourism or restaurant / eating place – tourism license must be accompanied by a written statement that explains how the establishment encourages tourism and meets the requirements listed under AS 04.11.400(d) and 3 AAC 304.325.

This document must be submitted to AMCO's main office before any tourism license application will be reviewed.

Section 1 – Establishment Information

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

Doing Business As:	Embassy Suites Anchorage	License #:	4774
License Type:	Beverage Dispensary - Tourism		

Section 2 – Tourism Statement

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

Our 169-room hotel runs almost 87% occupancy annually. We are projecting to sell almost 54,000 room nights in 2019. These 54k rooms sold are a large supply for the tourism demand in the city. Having a liquor license allows us to serve wine, beer, and spirits at our hotel. This offering is a perk and demand generator for our guests. The Embassy Suites brand is part of the Hilton family as well. Having a Hilton flag is also a demand driver. Hilton requires a liquor license for their Embassy Suites brands for the satisfaction of our guests. Given these points, a liquor license helps us encourage tourism to the City of Anchorage and Alaska.

2.2. Explain how the facility was/will be constructed or improved as required by AS 04.11.400(d)(1):

The hotel was constructed on the premise of serving alcohol. We have meeting rooms, a restaurant, bar, and storage that support the serving of alcohol. We are not planning on changing any of these designs in 2020.

2.3 Does the licensee or applicant for this liquor license also operate the tourism facility in which this license is located?

YES

NO

2.4 If "no" who operates the tourism facility?

The hotel is operated by Stonebridge Companies and the General Manager of the hotel is Bill Remmer.

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2.5 Do you offer room rentals to the traveling public?

YES

NO

If "yes" answer the following questions:

How many rooms are available?

We have a 169-room hotel that is opened 365 days a year.

How many of the available rooms (if any) have kitchen facilities (defined as: a separate sink for food preparation along with refrigeration and cooking appliance devices, including a microwave)?

We offer all-suite hotel rooms. The rooms do not have any kitchens but do have mini-refrigerators and small wetbars. We do not stock alcoholic beverages in the guest-rooms.

Do you stock or plan to stock alcoholic beverages in guest rooms?

YES

NO

If "no" is your facility located within an airport terminal?

YES

NO

2.6 If your establishment includes a dining facility, please describe that facility. If it does not please write "none".

Inside the Embassy Suites Anchorage is a full-services restaurant that features a metropolitan décor with an Alaskan flair that seamlessly complements a healthy collection of American favorites along with Alaskan specialties.

2.7 If additional amenities are available to your guests through your establishment (eg: guided tours or trips, rental equipment for guests, other activities that attract tourists), please describe them. If they are not offered, please write "none".

As a full-service Hilton Hotel, we offer many amenities for our guests. These amenities include a business center, A/V Equipment rental, complimentary breakfast, coin laundry, baggage storage, complimentary wi-fi, gift shop/on-site convenience store, fitness center, pool, pool table, complimentary evening receptions, and housekeeping services. We do not offer guided tours or rental equipment out of the hotel, but we will put guests in local business that offer these services as part of concierge efforts.

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Alaska Alcoholic Beverage Control Board
Beverage Dispensary – Tourism License
Form AB-17d: 2020/2021 Renewal License Application

What is this form?

This renewal license application form is required for all individuals or entities seeking to apply for renewal of an existing beverage dispensary-tourism liquor license that is due to renew by December 31, 2019. All fields of this form must be complete and correct, or the application will be returned to you in the manner in which it was received, per AS 04.11.270 and 3 AAC 304.105. The Community Council field only should be verified/completed by licensees whose establishments are located within the Municipality of Anchorage or outside of city limits within the Matanuska-Susitna Borough.

This form must be completed and submitted to AMCO’s main office before any license renewal application will be reviewed. Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees that an application will be considered complete, or that a license will be renewed.

Section 1 – Establishment and Contact Information

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

Licensee:	Apple Nine Hospitality Management, Inc.	License #:	4774
License Type:	Beverage Dispensary - Tourism		
Doing Business As:	Embassy Suites Anchorage		
Premises Address:	600 E Benson Blvd		
Local Governing Body:	Municipality of Anchorage		
Community Council:	Midtown		

Mailing Address:	814 E Main Street				
City:	Richmond	State:	VA	ZIP:	23219

Enter information for the individual who will be designated as the primary point of contact regarding this application. This individual **must be a licensee** who is required to be listed in and authorized to sign this application.

Contact Licensee:	Bryan Peery	Contact Phone:	804-344-8121
Contact Email:	bpeery@applereit.com		

Optional: If you wish for AMCO staff to communicate with an individual who is not a licensee named on this form (eg: legal counsel) about this application and other matters pertaining to the license, please provide that person’s contact information in the fields below.

Name of Contact:	Amy Kramer	Contact Phone:	804-727-6414
Contact Email:	akramer@applereit.com		

Department of Commerce, Community, and Economic Development
ALCOHOL & MARIJUANA CONTROL OFFICE

[State of Alaska](#) / [Commerce](#) / [Intranet](#) / [ABC License](#) / [Home](#) / [Owner/Enterprise](#)

ADD/UPDATE OWNER OR ENTERPRISE

ID:

Name:

Address:

City:

State:

ZIP:

Email:

LICENSES

4774	Embassy Suites Anchorage	600 E Benson Blvd
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INTERESTED PARTIES

[Add Interested Party](#)

ID	Name	%	Aff	Pres	VP	Sec	Treas	Off	Mbr	Mgr		
3436	David Buckley <i>removing</i>	0.00	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit	Delete				
3437	Bryan Peery <i>staying</i>	0.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Edit	Delete
3438	Kristian Gathright <i>removing</i>	0.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Edit	Delete
3720	Apple Nine Hospitality Inc <i>staying</i>	100.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Edit	Delete
Total Percentage												

New: Matthew Rash

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Alaska Alcoholic Beverage Control Board
Form AB-17d: 2020/2021 Tourism Renewal License Application

Section 2 – Entity or Community Ownership Information

Licenses who directly hold a license as an individual or individuals should skip to Section 3. General partnerships and local governments should skip to the second half of this page. All licensees that are corporations or LLCs must complete this section. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). The CBPL Entity # below is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>

Alaska CBPL Entity #:	127413
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You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.



This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each *shareholder 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*.

Important Note: The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application. You must list **ALL** of your qualifying officials, additional copies of this page or a separate sheet of paper may be submitted if necessary.

Name of Official:	Bryan Peery				
Title(s):	President	Phone:	804-344-8121	% Owned:	0
Mailing Address:	814 E. Main St.				
City:	Richmond	State:	VA	ZIP:	23219

Name of Official:	Matthew Rash				
Title(s):	VP, Secretary	Phone:	804-344-8121	% Owned:	0
Mailing Address:	814 E. Main St.				
City:	Richmond	State:	VA	ZIP:	23219

Name of Official:	Apple Nine Hospitality, Inc.				
Title(s):	Sole shareholder	Phone:	804-344-8121	% Owned:	100
Mailing Address:	814 E. Main St				
City:	Richmond	State:	VA	ZIP:	23219

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Alaska Alcoholic Beverage Control Board
Form AB-17d: 2020/2021 Tourism Renewal License Application

Section 3 – Sole Proprietor Ownership Information

Entities, such as corporations or LLCs, should skip this section. This section must be completed by any licensee who directly holds the license as an **individual or multiple individuals** and is applying for license renewal. If more space is needed, please attach a separate sheet that includes all of the required information.

The following information must be completed for each licensee and each affiliate.

This individual is an: applicant affiliate (spouse)

Name:		Contact Phone:	
Mailing Address:			
City:	State:	ZIP:	
Email:			

This individual is an: applicant affiliate (spouse)

Name:		Contact Phone:	
Mailing Address:			
City:	State:	ZIP:	
Email:			

Section 4 – Alcohol Server Education

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

Initials

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check *identification of a patron* have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, as set forth in AS 04.21.025 and 3 AAC 304.465.



Section 5 – License Operation

Check a single box for each calendar year that best describes how this liquor license was operated:

2018 2019

The license was regularly operated continuously throughout each year.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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The license was regularly operated during a specific season each year.

<input type="checkbox"/>	<input type="checkbox"/>
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The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

If this box is checked, a complete copy of Form AB-30: Proof of Minimum Operation Checklist, and all necessary documentation must be provided with this application.

<input type="checkbox"/>	<input type="checkbox"/>
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The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both of the calendar years.

If this box is checked, a complete copy of Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated for at least the minimum requirement, unless a complete copy of the form (including fees) has already been submitted for that year.

<input type="checkbox"/>	<input type="checkbox"/>
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Alaska Alcoholic Beverage Control Board
Form AB-17d: 2020/2021 Tourism Renewal License Application

Section 6 – Violations and Convictions

Applicant violations and convictions in calendar years 2018 and 2019:

Yes No

Have any notices of violation (NOVs) been issued for this license in the calendar years 2018 or 2019?

Has any person or entity named in this application been convicted of a violation of Title 04, of 3 AAC 304, or a local ordinance adopted under AS 04.21.010 in the calendar years 2018 or 2019?

If "Yes" to either of the previous two questions, attach a separate page to this application listing all NOVs and/or convictions.

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 current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.

I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name or the ownership (including officers, managers, general partners, or stakeholders) from what is currently approved and on file with the Alcoholic Beverage Control (ABC) Board.

I certify on behalf of myself or of the organized entity 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 am submitting as part of this application a completed copy of the attached Tourism Statement form, for review by the Alcoholic Beverage Control Board.

As an applicant for a liquor license renewal, 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. I agree to provide all information required by the Alcoholic Beverage Control Board or AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned to me as incomplete.

Signature of licensee

Bryan Peery, President

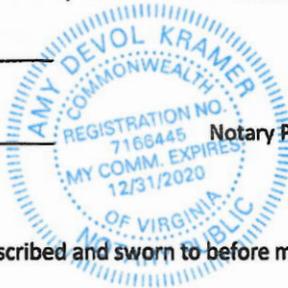
Printed name of licensee

Signature of Notary Public

Notary Public in and for the State of Virginia, City of Richmond

My commission expires: 12/31/2020

Subscribed and sworn to before me this 2nd day of December, 2019.



Seasonal License? Yes No

If "Yes", write your six-month operating period: _____

License Fee:	\$ 2500.00	Application Fee:	\$ 300.00	TOTAL:	\$ 2800.00
Miscellaneous Fees:					
GRAND TOTAL (if different than TOTAL):					