



Tourism Statement:

The bar has upgraded it's point-of-sale system, and unveiled the largest projector screen to show films, documentaries and special event screenings, working in the downtown Juneau area. The hotel has upgraded its hardware and software, increased it's visibility across online search engines, regularly gets 5-10 times more views across all mobile devices than the closest competitor, and streamlined online and walk-in bookings both via the website and online travel agencies. Greatly improved customer relations by integrating 24-hour SMS text and voicemail.

Issuance of a liquor license at this establishment has encouraged tourism by allowing a centrally located, nationally registered historic site to be a window into the past, a unique and authentic bar and hotel. The last frontier mythology, enshrined in the snow-dusted alpine peaks, and the hard-scrabble history of the miners and frontiersmen, is what draws the forlorn and existentially dread-soaked tourists from their cookie-cutter cul-de-sacs. Alaska draws the fierce and the brave, adventurers who seek the higher ridge, hunters who hunt by moonlight alone, and when they come barreling down the mountain with a bear slung over their shoulder, they require a robust ale, no other bar will do, but the century-old, haunted bordello, the Alaskan.

The Hotel & Bar has been featured in New York Times, multiple Travel Channel shows, and in Esquire's The Best Bars in America.

Esquire's "Best Bars in America"

"Juneau is our toughest state capital to get a handle on. Its not the nations only mix of eclectic populations, but nowhere else do hardscrabble fishermen, millionaire oil lobbyists, Tlingit Indians, hippies, hipsters, hardcore boozers, and roughly a million cruise-ship passengers a year crowd into a downtown core that can be walked in fifteen minutes. As one of the states top tourist destinations, much of the historic town has become a manufactured version of Last Frontier mythology, but one haunt that's remained an unadulterated touchstone of northern-strength guzzling is the Alaskan Hotel & Bar. Built in 1913, the bar retains its late-Victorian flourishes — wood floor, funky alcoves, high ceiling, stained glass, gaudy furniture in a balcony overlooking a main room where deep-woods flannel mingles comfortably with lawyer-wear and matching Orca Deck outfits. The small stage is the heart of a music scene filled with talent more impressive than you'd expect in a town of thirty thousand."

Best Bars in America, Esquire

The Alaskan Hotel & Bar
167 S Franklin St, Juneau, AK
99801
907-318-9470
bettye@thealaskanhotel.com

AMCO

OCT 28 2021



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 completed and 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.

Doing Business As:	Alaskan Hotel	License #:	1378
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.

see enclosed paper

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

see enclosed paper

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



2.4 If "no" who operates the tourism facility?

--



Alaska Alcoholic Beverage Control Board Tourism Statement

2.5 Do you offer room rentals to the traveling public?

YES
☒

NO
☐

If "yes" answer the following questions:

How many rooms are available?

44

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)?

26 Rooms have kitchenette

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".

No Restaurant

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".

~~None~~ "Food Tours with midgi"

STATE OF ALASKA - ALCOHOLIC BEVERAGE CONTROL BOARD

LICENSE NUMBER

FORM CONTROL

XXXX

ISSUED
11/18/2021
ABC BOARD

LIQUOR LICENSE
2022 - 2023
TEMPORARY

1378

LICENSE RENEWAL APPLICATION DUE
DECEMBER 31, 2023 (AS 04.11.270(b))

THIS LICENSE EXPIRES MIDNIGHT
FEBRUARY 28, 2024 UNLESS DATED BELOW

TYPE OF LICENSE: Beverage Dispenser

LICENSE FEE: \$2,500.00

1106

CITY / BOROUGH: Juneau
Juneau

D/B/A: Alaskan Hotel
167 S Franklin St

Mail Address:
Alaskan Hotel & Bar Inc
167 S Franklin St
Juneau, AK 99801

This license cannot be transferred without permission
of the Alcoholic Beverage Control Board

☐ Special restriction - see reverse side

ISSUED BY ORDER OF THE
ALCOHOLIC BEVERAGE CONTROL BOARD



DIRECTOR

04-900 (REV 7/21)

THIS LICENSE MUST BE POSTED IN A VISIBLE PLACE ON THE PREMISES

STATE OF ALASKA - ALCOHOLIC BEVERAGE CONTROL BOARD

LICENSE NUMBER

FORM CONTROL

XXXX

ISSUED
11/18/2021
ABC BOARD

LIQUOR LICENSE
2022 - 2023
TEMPORARY

1378

LICENSE RENEWAL APPLICATION DUE
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CITY / BOROUGH: Juneau
Juneau

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of the Alcoholic Beverage Control Board

☐ Special restriction - see reverse side

ISSUED BY ORDER OF THE
ALCOHOLIC BEVERAGE CONTROL BOARD

COPY

DIRECTOR

D/B/A: Alaskan Hotel
167 S Franklin St
Mailing Address:
Alaskan Hotel & Bar Inc
167 S Franklin St
Juneau, AK 99801

THIS LICENSE MUST BE POSTED IN A VISIBLE PLACE ON THE PREMISES

04-900 (REV 7/21)



Alaska Alcoholic Beverage Control Board

Form AB-17: 2022/2023 General Renewal Application

- This form and any required supplemental forms must be completed, signed by the licensee, and postmarked no later than 12/31/2021 per AS 04.11.270, 3 AAC 304.160, with all required fees paid in full, or a non-refundable \$500.00 late fee applies.
- Any complete application for renewal or any fees for renewal that have not been postmarked by 02/28/2022 will be expired per AS 04.11.540, 3 AAC 304.160(e).
- All fields of this application must be deemed complete by AMCO staff and must be accompanied by the required fees and all documents required, or the application will be returned without being processed, per AS 04.11.270, 3 AAC 304.105
- Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees in any way that an application will be deemed complete, renewed, or that it will be scheduled for the next ABC Board meeting.

Establishment Contact Information

Licensee (Owner):	Alaskan Hotel & Bar Inc.	License #:	1378
License Type:	Beverage Dispensary - Tourism		
Doing Business As:	Alaskan Hotel		
Premises Address:	167 S. Franklin St., Juneau 99801		
Local Governing Body:	City & Borough of Juneau		
Community Council:	None		

If your mailing address has changed, write the NEW address below:

Mailing Address:	167 S. Franklin St				
City:	Juneau	State:	AK	ZIP:	99801

Section 1 - Licensee Contact Information

Contact Licensee: The individual listed below must be listed in Section 2 or 3 as an Official/Owner/Shareholder of your entity and must be listed on CBPL with the same name and title.

This person will be the designated point of contact regarding this license, unless the Optional contact is completed.

Contact Licensee:	Bettye Adams	Contact Phone:	907-723-2241
Contact Email:	bettye@thealaskanhotel.com		

Optional: If you wish for AMCO staff to communicate with anyone other than the Contact Licensee about your license, list them below:

Name of Contact:	Morgan Gaither	Contact Phone:	720-428-986
Contact Email:	morgang22@gmail.com		

Name of Contact:		Contact Phone:	
Contact Email:			

Name of Contact:		Contact Phone:	
Contact Email:			



Alaska Alcoholic Beverage Control Board

Form AB-17: 2022/2023 License Renewal Application

Section 2 - Entity or Community Ownership Information

Sole Proprietors should skip this Section.

Use the link from Corporations, Business and Professional Licensing (CBPL) below to assist you in finding the Entity #.

<https://www.commerce.alaska.gov/cbp/main/search/entities>

Alaska CBPL Entity #:	36521 D
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READ BEFORE PROCEEDING: Any new or changes to Shareholders (10% or more), Managers, Corporate Officers, Board of Directors, Partners, Controlling Interest or Ownership of the business license must be reported to the ABC Board within 10 days of the change and must be accompanied by a full set of fingerprints on FBI-approved card stock, AB-08a's, payment of \$48.25 for each new officer with a date-stamped copy of the CBPL change per AS 04.11.045, 50 & 55, or a Notice of Violation will be issued to your establishment and your application will be returned.

The only exception to this is a Corporation who can meet the requirements set forth in AS 04.11.050(c).

DO NOT LIST OFFICERS OR TITLES THAT ARE NOT REQUIRED FOR YOUR ENTITY TYPE.

- Corporations of any type including non-profit must list ONLY the following:
 - All shareholders who own 10% or more stock in the corporation
 - Each President, Vice-President, Secretary, and Managing Officer regardless of percentage owned
- Limited Liability Corporations, of any type must list ONLY the following:
 - All Members with an ownership interest of 10% or more
 - All Managers (of the LLC, not the DBA) regardless of percentage owned
- Partnerships of any type, including Limited Partnerships must list ONLY the following:
 - Each Partner with an interest of 10% or more
 - All General Partners regardless of percentage owned

Important Note: All entries below must match our records, or your application will be returned per AS 04.11.270, 3 AAC 304.105. You must list full legal names, all required titles, phone number, percentage of shares owned (if applicable) and a full mailing address for each official of your entity whose information we require. If more space is needed: attach additional completed copies of this page. Additional information not on this page will be rejected.

Name of Official:	Beth Adams				
Title(s):	Sec/Treasurer	Phone:	907-723-2241	% Owned:	4.9%
Mailing Address:	1675, FRANKLIN ST				
City:	JUNEAU	State:	AK	ZIP:	99801

Name of Official:	Michael Thomas Adams				
Title(s):	President	Phone:	907-723-174	% Owned:	50%
Mailing Address:	1675, FRANKLIN ST				
City:	JUNEAU	State:	AK	ZIP:	99801

Name of Official:	Joshua Seth Adams				
Title(s):	Vice Pres	Phone:	907-723-5806	% Owned:	10%
Mailing Address:	1675, FRANKLIN ST				
City:	JUNEAU	State:	AK	ZIP:	99801

AMCO

AMCC

NOV 12 2021

OCT 28 2021

**Form AB-17: 2022/2023 License Renewal Application****Section 3 – Sole Proprietor Ownership Information****Corporations, LLC's and Partnerships of ALL kinds should skip this section.**

READ BEFORE PROCEEDING: Any new or changes to the ownership of the business license must be reported to the ABC Board within 10 days of the change and must be accompanied by a full set of fingerprints on FBI approved cardstock, AB-08a's, payment of \$48.25 for each new owner or officer and a date stamped copy of the CBPL change per AS 04.11.045, or a Notice of Violation will be issued to your establishment and your application will be returned.

Important Note: All entries below must match our records, or your application will be returned per AS 04.11.270, 3 AAC 304.105. You must list full legal names, phone number, and mailing address for each owner or partner whose information we require.

If more space is needed, attach additional copies of this page. Additional owners not listed on this page will be rejected.

This individual is an: ☐ Applicant ☐ Affiliate

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

This individual is an: ☐ Applicant ☐ Affiliate

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

Section 4 – License Operation

Check ONE BOX for EACH CALENDAR YEAR that best describes how this liquor license was operated:

1. The license was regularly operated continuously throughout each year. (Year-round)

2020	2021
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

2. The license was only operated during a specific season each year. (Seasonal)

If your operation dates have changed, list them below:

_____ to _____

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

3. The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

A complete AB-30: Proof of Minimum Operation Checklist, and all documentation must be provided with this form.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

4. 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 calendar years. A complete 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.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

If you have not met the minimum number of hours of operation in 2020 and/or 2021, you are not required to pay the fees, however a complete AB-29 is required with Section 2 marked "OTHER" and COVID is listed as the reason.

Section 5 – Violations and Convictions

Have ANY Notices of Violation been issued for this license OR has ANY person or entity in this application been convicted of a violation of Title 04, 3AAC 304 or a local ordinance adopted under AS 04.21.010 in 2020 or 2021?

Yes	No
<input type="checkbox"/>	<input checked="" type="checkbox"/>

If you checked YES, you MUST attach a list of all Notices of Violation and/or Convictions per AS 04.11.270(a)(2)

If you are unsure if you have received any Notices of Violation, contact the office before submitting this form.



Alaska Alcoholic Beverage Control Board

Form AB-17: 2022/2023 License Renewal Application

Section 6 – Certifications

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, are true, correct, and complete.

- I agree to provide all information required by the Alcoholic Beverage Control Board or requested by 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 and potentially expired if I do not comply with statutory or regulatory requirements.
- 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 this entity is in good standing with Corporations, Business and Professional Licensing (CBPL) and that all entity officials and stakeholders are current and accurately listed, and I have provided AMCO with all required changes of Shareholders (10% or more), Managers, Corporate Officers/Board of Directors, Partners, Controlling Interest or Ownership of the business license, and have provided all required documents for any new or changes in officers.
- I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of patrons 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, if applicable for this license type as set forth in AS 04.21.025 and 3 AAC 304.465.
- 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 from what is currently approved and on file with the Alcoholic Beverage Control 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.

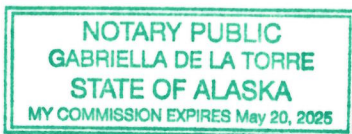
Betty Jean Adams
Signature of licensee

[Signature]
Signature of Notary Public

Betty Jean Adams
Printed name of licensee

Notary Public in and for the State of: Alaska

My commission expires: May 20, 2025



Subscribed and sworn to before me this 26th day of October, 2021.

Restaurant/Eating Place applications must include a completed AB-33: Restaurant Receipts Affidavit

Recreational Site applications must include a completed Recreational Site Statement

Tourism applications must include a completed Tourism Statement

Wholesale applications must include a completed AB-25: Supplier Certification

Common Carrier applications must include a current safety inspection certificate

All renewal and supplemental forms are available online

Any application that is not complete or does not include ALL required completed forms and fees will not be processed and will be returned per AS 04.11.270, 3 AAC 304.105.

FOR OFFICE USE ONLY

License Fee:	\$ <u>2500.00</u>	Application Fee:	\$ 300.00	Misc. Fee:	\$
Total Fees Due:					\$ <u>2800.00</u>

AMCO

Department of Commerce, Community, and Economic Development

CORPORATIONS, BUSINESS & PROFESSIONAL LICENSING

State of Alaska / Commerce / Corporations, Business, and Professional Licensing / Search & Database Download / Corporations / Entity Details

ENTITY DETAILS

Name(s)

Type	Name
Legal Name	ALASKAN HOTEL & BAR, INC.

Entity Type: Business Corporation

Entity #: 36521D

Status: Good Standing

AK Formed Date: 8/26/1985

Duration/Expiration: Perpetual

Home State: ALASKA

Next Biennial Report Due: 1/2/2023

Entity Mailing Address: 167 S FRANKLIN ST, JUNEAU, AK 99801

Entity Physical Address: 167 S FRANKLIN ST, JUNEAU, AK 99801

Registered Agent

Agent Name: Bettye Adams

Registered Mailing Address: 167 S FRANKLIN ST, JUNEAU, AK 99801

Registered Physical Address: 167 S FRANKLIN ST, JUNEAU, AK 99801

Officials

☐ Show Former

AK Entity #	Name	Titles	Owned
	Bettye Adams	Director, Secretary, Treasurer, Shareholder	49.00
	Joshua Adams	Vice President, Shareholder	1.00
	Mike Adams	President, Shareholder	50.00

Filed Documents

Date Filed	Type	Filing	Certificate
8/26/1985	Creation Filing	Click to View	
5/08/1987	Biennial Report		
11/15/1988	Biennial Report		
2/19/1991	Biennial Report		
1/06/1993	Biennial Report	Click to View	
12/13/1994	Biennial Report	Click to View	
12/20/1996	Biennial Report	Click to View	
3/15/1999	Biennial Report	Click to View	
12/11/2000	Biennial Report	Click to View	
2/18/2003	Biennial Report	Click to View	
1/30/2005	Biennial Report	Click to View	
10/15/2007	Biennial Report	Click to View	
5/27/2009	Change of Officials	Click to View	
10/11/2011	Biennial Report	Click to View	
10/11/2011	Biennial Report	Click to View	
6/19/2013	Biennial Report	Click to View	
10/17/2013	Correction	Click to View	Click to View
10/09/2014	Biennial Report	Click to View	
12/16/2016	Biennial Report	Click to View	
10/09/2018	Biennial Report	Click to View	
4/13/2021	Biennial Report	Click to View	

Department of Commerce, Community, and Economic Development

DIVISION OF CORPORATIONS, BUSINESS & PROFESSIONAL LICENSING

State of Alaska / Commerce / Corporations, Business, and Professional Licensing / Search & Database Download / Business License / License #46118

LICENSE DETAILS

License #: 46118

Print Business License

Business Name: ALASKAN HOTEL AND BAR, INC

Status: Active

Issue Date:

Expiration Date: 12/31/2023

Mailing Address: 167 SOUTH FRANKLIN STREET
JUNEAU, AK 99801

Physical Address: 167 S Franklin St
Juneau, AK 99801-5000

Owners

ALASKAN HOTEL AND BAR, INC.

Activities

Line of Business	NAICS	Professional License #
72 - Accommodation and Food Services	721110 - HOTELS (EXCEPT CASINO HOTELS) AND MOTELS	

Endorsements

End #	Issue	Renew	Expiration	Action End	Action Note	Address
1	11/9/2006		12/31/2008			167 SOUTH FRANKLIN, JUNEAU, AK 99801

License Lapse(s)

If this business license lapsed within the last four years the lapsed periods will appear below. Lapsed periods are the unlicensed period between an expiration date and renewal date.