



ALCOHOL & MARIJUANA CONTROL OFFICE 550 West 7th Avenue, Suite 1600 Anchorage, AK 99501 Main: 907.269.0350

MEMORANDUM

TO:	Alcoholic Beverage Control Board	DATE: April 8, 2024	
FROM:	Audrey Saylor OLE	RE: #15765 Devil's Club Brewing Company	
Requested Action:	New Seasonal REPL Tourism License		
Statutory and Regulatory Authority:	restaurant or eating place tourism license (1) sell brewed beverages and wine for c period not to exceed six months in each o (2) allow a person (A) under 21 years of age access as prove		
	 premises; and (B) to enter or remain on the licensed premises to consume food or nonalcoholic beverages as authorized under AS 04.16.010(c)(5). (b) The biennial seasonal restaurant or eating place tourism license fee is \$1,250. (c) The board may issue or renew a license under this section only if (1) the board determines that (A) the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b); (B) there is supervision on the premises adequate to reasonably ensure that a person under 21 years of age will not obtain alcoholic beverages; and (C) it is unlikely that persons under 21 years of age not employed on the premises will enter and remain on the licensed premises for purposes other than dining; and (2) the sale and service of food and alcoholic beverages and any other business conducted on the licensed premises of the restaurant or eating place is under the sole control of the licensee. (d) The board may issue a license under this section only in a municipality or established village that 		
	 (1) has a population of 40,000 or less; an (2) receives more than 4, regulation. (e) The board may issue a license or approf a license under this section if it appear tourism trade. (f) The board may authorize the holder or license (1) to allow a person who is at least 16 years and remain on the licensed premises for a discussion of a license for a license	000 visitors a year, as determined by the board in rove an application for the transfer of ownership rs that issuance or transfer will encourage the f a seasonal restaurant or eating place tourism ears of age but under 21 years of age to enter dining only; ars of age to enter and remain on the licensed	

(B) the parent or guardian of the person consents to the person being on the 23

licensed premises; and

(3) subject to AS 04.16.049, to employ or permit the employment of a person who is at least 16 years of age but under 21 years of age on the licensed premises if the employer provides adequate supervision to ensure that the person does not obtain alcoholic beverages.

(g) The holder of a seasonal restaurant or eating place tourism license shall ensure that gross receipts from the sale of food for consumption on the licensed premises are not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises in each calendar year. At the time the holder submits an application for renewal of the license, the holder shall submit a statement to the board certifying that the holder has met the requirement under this subsection for the designated period of the license under AS 04.11.680. The board may renew a seasonal restaurant or eating place tourism license only if the license provides evidence satisfactory to the board that, during the designated period of the license under AS 04.11.680, the gross receipts from the sale of food for consumption on the licensed premises were not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises.

(h) The board shall adopt a regulation establishing a formula to limit the number of seasonal restaurant or eating place tourism licenses.

(i) The holder of a seasonal restaurant or eating place tourism license may provide entertainment on or adjacent to the licensed premises only between the hours of 10:00 a.m. and 11:00 p.m. unless additional hours are approved by the director upon the written request of the licensee for a specific occasion. The director may not grant approval for additional hours of entertainment on or adjacent to the licensed premises of an individual licensee more than three times in a calendar year. In this subsection, "entertainment" includes dancing, karaoke, live performances, or similar activities, but does not include recorded or broadcast performances without live participation.

(j) Except as provided under AS 04.09.620, 04.09.640, and AS 04.16.120(c), the holder of a seasonal restaurant or eating place tourism license commits the offense of failure to comply with the terms of a seasonal restaurant or eating place tourism license if the person sells brewed beverages or wine in violation of (a) of this section, engages in activity not authorized by the board under (f) of this section, or fails to comply with the requirements of (f), (g), or (i) of this section.

(k) Failure to comply with the terms of a seasonal restaurant or eating place tourism license is a violation.

Staff Rec.: Approve with Delegation

Background: This is an application for a New Seasonal REPL Tourism License is Juneau.

Attachment: AB-40 Application Summary from ACCIS Diagram Menu



Alaska Alcoholic Beverage Control Board

Form AB-40: Seasonal REPL-Tourism Statement

The ABC Board must conclude that the issuance or transfer of a Seasonal Restaurant/Eating Place – Tourism license will encourage the tourism trade. Please include a written statement that explains how the establishment will encourage tourism and meets the requirements listed under Section 170, ch. 8, SLA 2022, 3 AAC 304.310, 3 AAC 304.907 and 3 AAC 304.908. The biennial license fee is \$1,250.00.

Visitor statistics identifying the number of visitors to the municipality or established village where the license will be located. (This license type is solely available in municipalities or established villages with resident populations or 40,000 or less and 4,000 or more visitors per year).

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

Section 1 – Establishment Information

Enter information for the licensed establishment or the business seeking to be licensed.

Licensee:	License #:	15765
Doing Business As:		

Section 2 – Certifications

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

I certify that my season may not exceed 6 months in each calendar year.

I certify that the licensed premises is located in a municipality or an established village has a population of 40,000 or less and receives more than 4,000 visitors a year as determined by under 3 AAC 304.907.

I certify that I have provided appropriate documentation to establish visitor counts in the municipality or an established village in which the license will be located.

I certify that the sale and service of food and alcoholic beverages and any other business on the licensed premises is under the sole control of the licensee.

I certify the licensed premises is a bona fide restaurant as defined in AS 04.21.080(b).

I certify I have provided a menu of a variety of types of food appropriate for meals that are prepared on the licensed premises.

I certify that any provided entertainment will be in compliance with sec. 170(i), ch. 8, SLA 2022, which states: The holder of a seasonal restaurant or eating place tourism license may provide entertainment on or adjacent to the licensed premises only between the hours of 11:00 a.m. and 11:00 p.m. unless additional hours are approved by the director upon the written request of the licensee for a specific occasion. The director may not grant approval for additional hours of entertainment on or adjacent to the licensed premises of an individual licensee more than three times in a calendar year. In this subsection, "entertainment" includes dancing, karaoke, live performances, or similar activities, but does not include recorded or broadcast performances without live participation.



Initials

		h	
--	--	---	--

hw

h	
65	
65	

h



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

Alaska Alcoholic Beverage Control Board

Form AB-37: Tourism Statement

Section 2 – Certifications continued

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

I certify there is supervision on the licensed premises adequate to reasonably ensure that a person under 21 years of age will not gain access to alcoholic beverages.

I certify that non-employees under 21 years of age will not enter and remain on the licensed premises except for the purposes of dining only.

I certify I understand that with each renewal application, I must provide a statement (Form AB-33) that the gross receipts from the sale of food for consumption on the licensed premises are not less than the total of the gross receipts from the sale of alcoholic beverages for consumption on the licensed premises in each calendar year.

I certify that I understand the ABC Board will limit the availability of Seasonal REPL Tourism licenses as described at 3 AAC 304.908.

I certify I understand that failure to comply with the terms of the Seasonal REPL – Tourism license is a violation.

Section 3 – **Signatures**

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

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

Printed name of licensee/affiliate

Signature of licensee/affiliate

h	. W	
h.	\mathbb{V}	

Initials

65

h	

65





PREPARED BY

TRAVEL JUNEAU

www.traveljuneau.com

907.586.2201

MEET THE TEAM



LIZ PERRY JOINED DECEMBER 2012 PRESIDENT & CEO



KRISTI SWITZER JOINED JULY 2023 DESTINATION MARKETING MANAGER



HEATHER COLLINS JOINED FEBRUARY 2023 EVENT & GROUP SALES MANAGER



TAMMIE HANSON JOINED NOVEMBER 2023 PARTNERSHIP SERVICES MANAGER



SARAH LANDEN JOINED MARCH 2022 VISITOR SERVICES MANAGER



THERESA SULLIVAN JOINED JUNE 2006 DIRECTOR OF FINANCE



JOINED OCTOBER 2022 VISITOR SERVICES COORDINATOR

FROM THE BOARD CHAIR

Why is Travel Juneau important to you?

Travel Juneau is the marketing entity that represents Juneau as a destination for all activities. It focuses on persuading fully independent travelers (FIT) and groups to Juneau for business, conventions, and leisure. Your membership and support help demonstrate the many ways visitors accomplish their goals in Juneau, whether through business or pleasure.

The strategic goals of Travel Juneau have never been clearer: Significantly increase FIT and business travel to Juneau, especially during periods with lower hotel occupancy levels. We know when tourists visit in the summer, and we know when legislative activity happens in the winter, but how do we encourage people to visit Juneau for a weekend in February? Weekend travel in the summer is an easy decision, how do we encourage weekday visits to Juneau in July?

Improvements to Centennial Hall and improvements at Eaglecrest are critical to making these goals become reality. Hotel and lodging availability is important, too.

Consistent marketing of our unique cultural experiences and adventure activities, only 2 hours by air from Seattle, is a sure way to reach our goal and consistently add visitors to Juneau year-over-year.

I look forward to collaborating with you to make our community grow, continue to provide career and business opportunities to our residents, and protect the visitor industry, a pilar of our economy.

Thank you for your partnership, for a great 2023, and I look forward to a prosperous 2024.

Sincerely,

Jugh Pierre

McHugh Pierre Board Chair



	FY23	FY22
CURRENT ASSETS	\$1,104,291	\$762,545
WEBSITE & OTHER CAPITAL ASSETS	-0-	\$7,155
TOTAL ASSETS	\$1,104,291	\$769,700
CURRENT LIABILITIES	\$570,560	\$321,672
NET ASSETS	\$533,731	\$448,028
TOTAL LIABILITIES & NET ASSETS	\$1,104,291	\$769,700

FY23 INCOME

73.1%	CBJ Hotel Bed Tax and MPFs	\$1,170,236
4.2%	Partner fees	\$67,767
9.6%	Ad & Event Income	\$153,285
1.6%	TBMP (pass-through)	\$25,178
10.0%	Crossing Guard Program (pass-through)	\$161,311
1.5%	Other	\$22,041

TOTAL INCOME

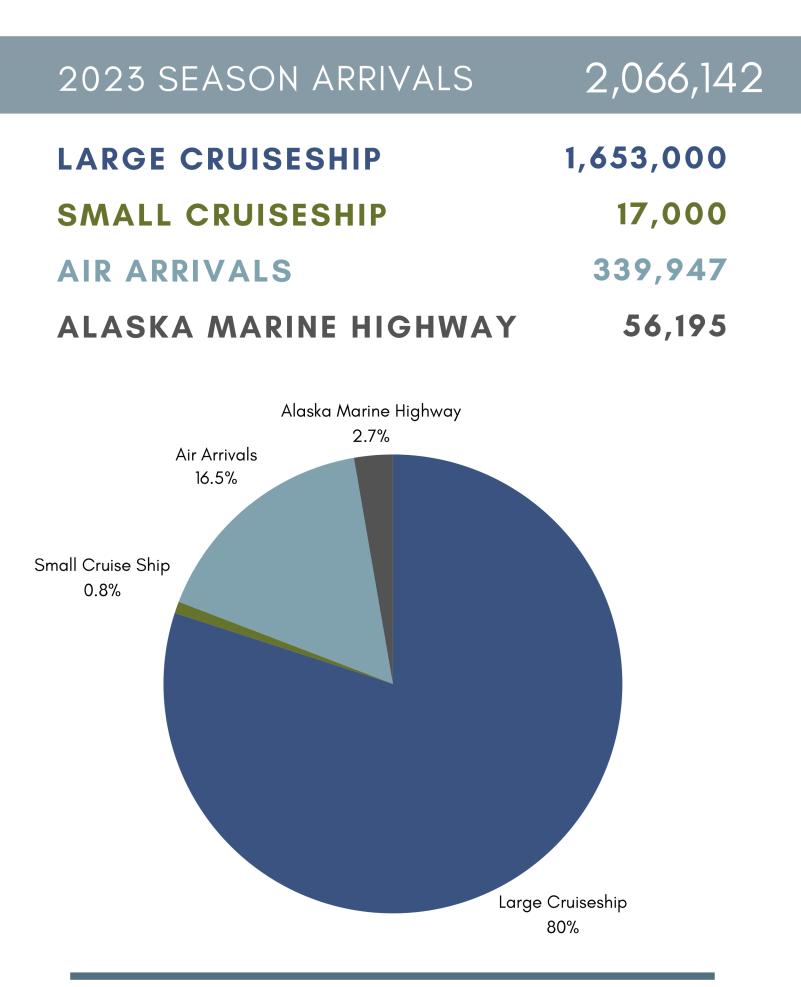
\$1,599,818

FY23 EXPENSES

33.7%	Destination Marketing	\$510,460
18.3%	Administration	\$276,619
15.2%	Visitor Information Services	\$230,739
10%	Crossing Guard (pass-through)	\$151,305
12.6%	Convention Sales	\$191,597
8.5%	Partnership Services	\$128,985
1.7%	TBMP (pass-through)	\$25,178

TOTAL EXPENSES

\$1,514,883



CONVERTION SALES

\$30.55 FOR EVERY \$1 INVESTED IN CONVENTION SALES IN FY23

	FY23	FUTURE MEETINGS
ROOM NIGHTS	12,281	19,760
EEI (ESTIMATED	\$9.4M	\$9.8M
ECONOMIC IMPACT)		

DESTINATION MARKETING

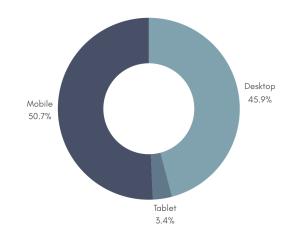
TRAVELJUNEAU.COM STATS

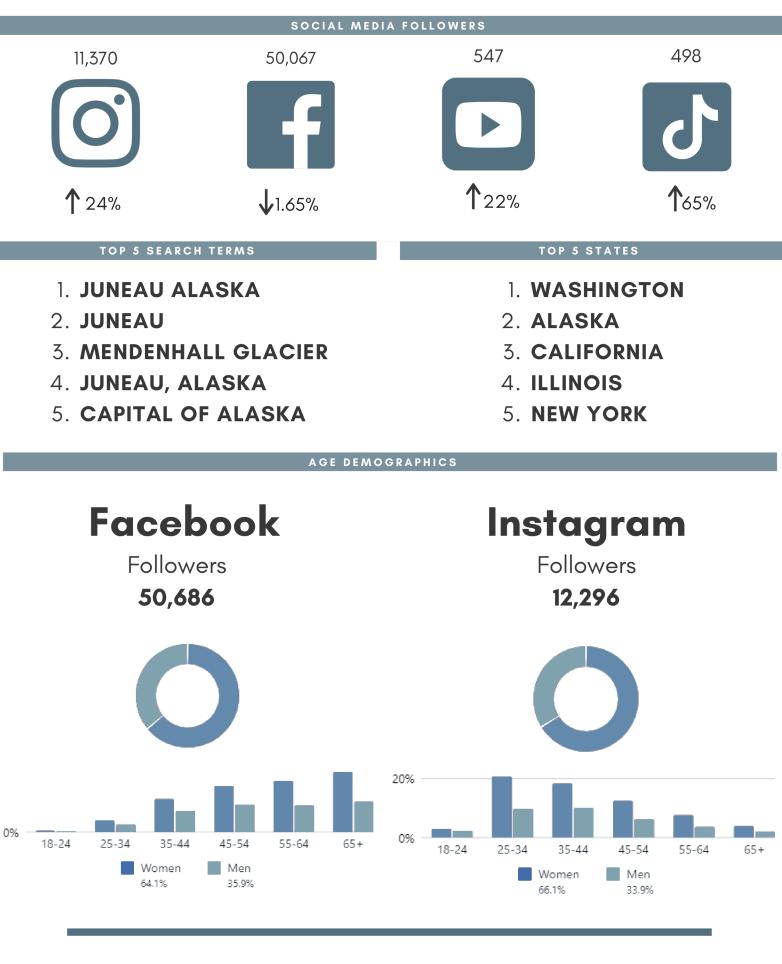


TOP 5 LANDING PAGES

- 1. traveljuneau.com
- 2. traveljuneau.com/events
- 3. traveljuneau.com/things-to-do/glaciersightseeing/mendenhall-glacier/
- 4. traveljuneau.com/alaskanbeer
- 5. traveljuneau.com/plan-your-trip/getting-hereand-around/travel-to-juneau-by-ferry

DEVICE





VISITOR SERVICES



A

BOARD OF DIRECTORS

CHAIR McHugh Pierre Goldbelt, Inc

VICE-CHAIR Dan Blanchard UnCruise Adventures

TREASURER Tom Sullivan First National Bank Alaska **SECRETARY** Kirby Day Holland America Group

> **MEMBERS** Andy Kline Alaska Seaplanes

> > Will Race Cedar Group

Serene Hutchinson Juneau Tours & Whale Watch

> Kristen Strom Eaglecrest Ski Area

Skye Stekoll Forbidden Peak Brewery

CBJ STAFF LIAISON Alexandra (Alix) Pierce Tourism Manager

CBJ ASSEMBLY LIAISON

Greg Smith CBJ Assembly

CURRENT ASSOCIATE PARTNERS

TIER 1







TIER 2

Alaska Litho First National Bank Alaska

TIER 3

Alaska Broadcast Communications, Inc. Alaska Electric Light & Power Company Coeur Alaska – Kensington Mine Cruise Lines International Assn. of Alaska Elgee Rehfeld, LLC Holland America Group – Princess Cruises McKinley Research Group, LLC Northrim Bank Printing Trade Company Royal Caribbean Group True North Federal Credit Union





Document reference ID : 2131

Licensing Application Summary

Application ID:	2131
Applicant Name:	Devil's Club Brewing Llc
License Type applied for:	Seasonal REPL Tourism License (SRTL) (AS 04.09.360)
Application Status:	In Review
Application Submitted On:	02/06/2024
Entity Information	
Business Structure:	Limited liability company
Alaska Entity Number (CBPL):	10021634
Entity Contact Information	
Entity Address:	100 N. Franklin St., Juneau, AK, USA
Initial Application Information	
Authority Type:	I am authorized user by the designated licensee with binding authority
Prefix:	Mr
Legal First Name:	Evan
Legal Last Name:	Wood
Email Address:	evan@devilsclubbrewing.com

Additional Authorized User

Legal Name:

Phone Number:

Relation with licensee:

Jacob Ridle

907-209-8451

Executive Management

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership	
Devil's Club Brewing Llc	Evan B. Wood	Manager, Member	25.93	
Devil's Club Brewing Llc	Margaret Cowan	Manager, Member	10	
Devil's Club Brewing Llc	Jacob Ridle	Manager, Member	25.93	

https://accis.elicense365.com/process/workflow?WorkitemID=1266&WorkitemTypeID=1&WorkitemType=LIC# and the standard sta

51 AM Workitem Process				
Devil's Club Brewing Llc	Ryan Lindsay	Manager, Member	25.93	
Promisos Addross				

Premises Address

Address:	100 N. Franklin St., Juneau, AK, United States, 99801
Does the proposed site include a valid street address?	Yes

Basic Business information

Business/Trade Name:	Devil's Club Brewing Company
What is your primary business at this location?	Restaurant

Premises Contact Details

Contact Person Name	Evan Wood
Business Phone Number	907-209-8451
Email Address	evan@devilsclubbrewing.com
Address:	100 N. Franklin St., Juneau, AK, United States, 99801

Local Government and Community Council Details

City/Municipality	Juneau (City and Borough of)
Property Ownership	
Do you, the applicant, own the land, building, and/or warehouse at this proposed licensed location?	Νο
Property Utilization Status	An Existing Facility
Are you operating under?	Lease
Add Copy of Lease\Sublease document	FINAL Signed Lease.pdf

Premises Diagram

Premises Diagram

• Schematics smaller.pdf

Ninety Day Sign Requirements

Posted the 90 day sign:YesDate Posted:01/11/2024

Seasonal Information

Are you conducting seasonal business?	Yes
Please Provide your six-month operating period	04/01-9/31
Operation Period Details	April through September

Restaurant Detail

Dining after standard closing hours: AS 04.16.010(c)	No
Dining by persons 16 – 20 years of age: AS 04.16.049(a)(2)	No
Dining by persons under the age of 16 years, accompanied by a person over the age of 21: AS 04.16.049(a)(3)	No
Employment for any persons under 21 years of age: AS 04.16.049(c)	No

List where within the premises minors are anticipated to have access in the course of either dining or employment. (Example: Minors will only be allowed in the dining area. OR Minors will only be employed and present in the Kitchen.)

We do not plan to pursue AS 04.09.450.

Describe the policies, practices and procedures that will be in place to ensure that minors do not gain access to alcohol while dining or employed at your premises.

We do not plan to pursue AS 04.09.450.

Is an owner, manager, or assistant manager who is 21 years of age or older always present on the premises	Yes
during business hours?	

Employment for any persons under 21 years of age: AS 04.16.049(c)

Food Service Permit

Is your license located in Municipality of Anchorage?	
Do you have Approved food service permit for this premises?	Yes
Copy of the current food service permit for this premises OR the plan review approval.	<u>Receipt</u> from <u>Alaska</u> DEC.pdf

Entertainment & Service

Are any forms of entertainment offered or available within the licensed business or within the proposed licensed Yes premises?

Describe the entertainment offered or available and the hours in which the entertainment may occur:

Live performances between the hours of 10am and 11pm.

Food and beverage service offered or anticipated is:

Counter Service

No

Hours Of Operation

Sunday	11:00 AM
	- 11:00 PM

https://accis.elicense365.com/process/workflow?WorkitemID=1266&WorkitemTypeID=1&WorkitemType=LIC#

11:00 AM - 11:00 PM
11:00 AM - 11:00 PM

Tourism Statement

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

We will cater to the over 1,000,000 cruise ship passengers that arrive in downtown Juneau, especially with our proximal location.

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

Our facility was constructed in 1916 to serve the public and tourism populations.

Does the licensee or applicant for this liquor license also operate the tourism facility in	
which this license is located?	
Who operates the tourism facility?	N/A
Do you offer room rentals to the traveling public?	No

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

We are a restaurant.

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

Financial Interest

I hereby certify that no person other than a proposed licensee listed on the liquor license application has a direct or indirect financial interest, as defined in AS 04.11.450(f) in the business for which a liquor license is being applied for.

I hereby certify that any ownership change shall be reported to the board as required under AS 04.11.040, AS 04.11.045, AS 04.11.050, and AS 04.11.055.

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application,

and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

Public Notice Posting Attestation and Publishers Affidavit

Attestations

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

Workitem Process

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 305.700.

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

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

I certify that all proposed licensees have been listed with Division of Corporation, Business, and Professional Licensing.

I certify that I and any individual identified in the business entity ownership section of this application, has or will read AS 04 and its implementing regulations.

Signature

This application was digitally signed by : Evan Wood on 1/11/2024 11:53:55 AM

Payment Info

Payment Type : CC

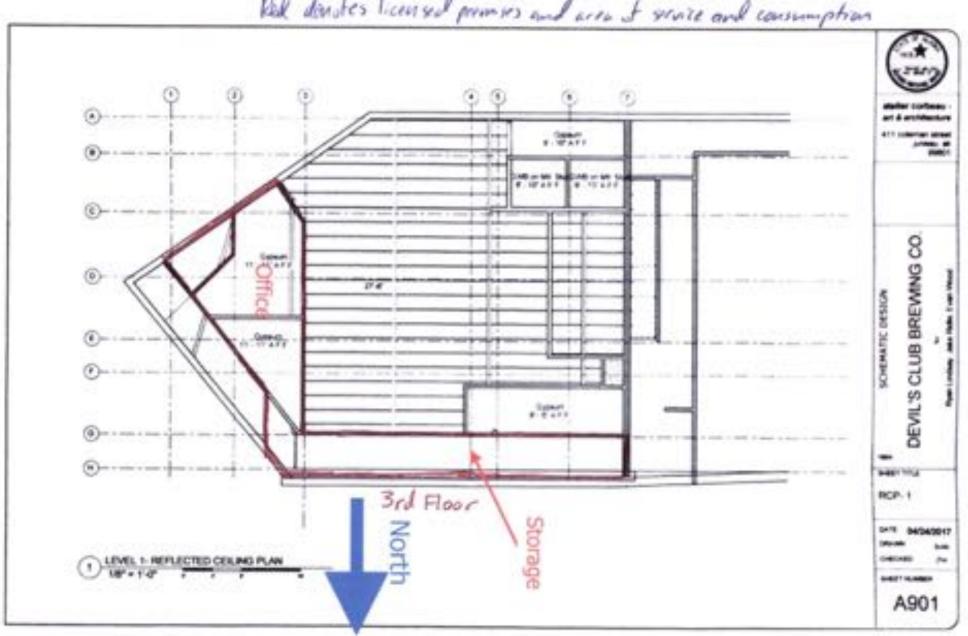
Paymentld: b65ec4e6-c72a-4c62-b0a8-ee92bb02b7b2

Receipt Number: 100772417

Documents

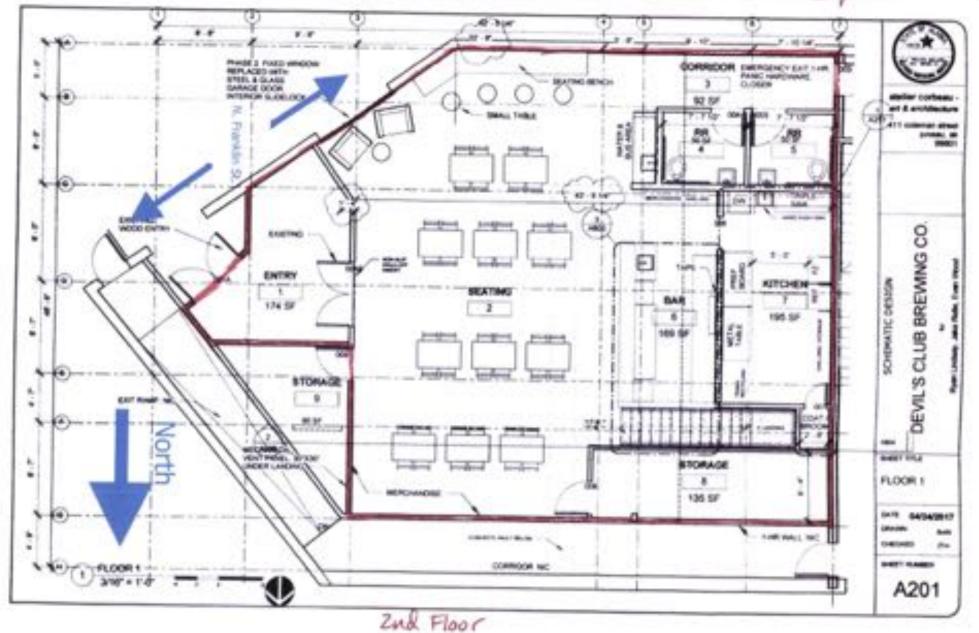
#	File Name	Туре	Added On
1	FINAL Signed Lease.pdf	License Lease\Sublease document	01/11/2024 01:46 AM
2	Receipt from Alaska DEC.pdf	${\tt LicenseRestaurantDetailFoodServicePermitDocument}$	01/11/2024 02:11 AM
3	Schematics smaller.pdf	License Location Diagram Document	01/11/2024 08:53 PM
4	Empire affadvit.pdf	Publishers Affidavit	02/06/2024 07:58 PM

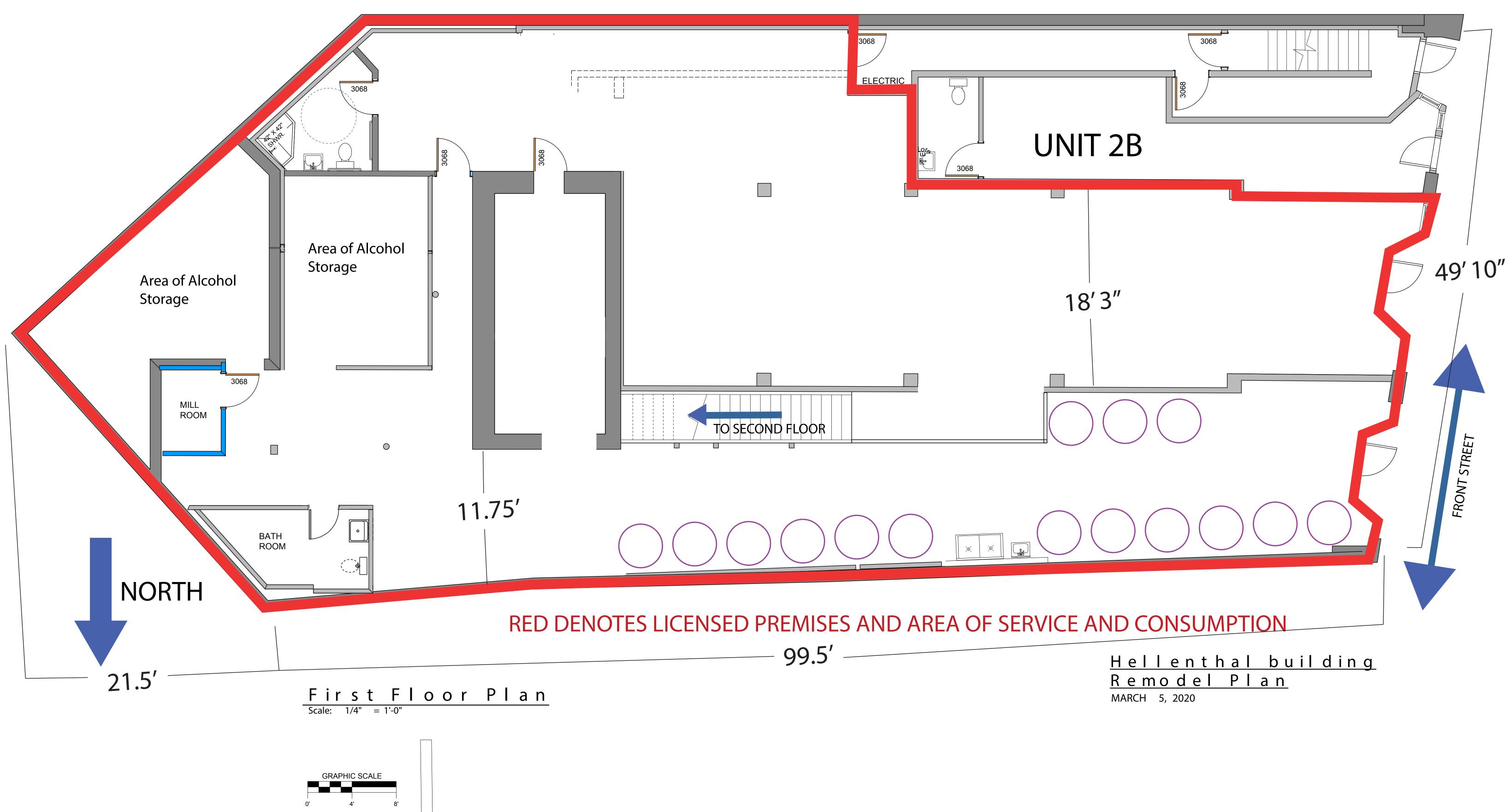
Download



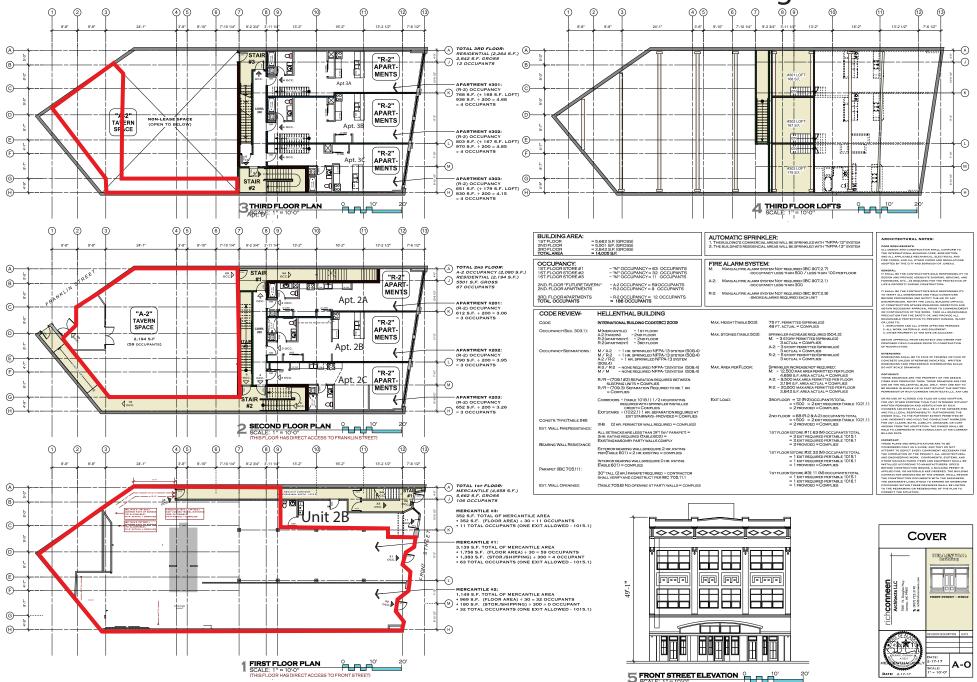
Red denotes licensed premiers and area I service and consumption

Red denotes licensal premises and area of service + consumption





Red denotes Premises in Building



-DEVIL'S CLUB KITCHEN-JUNEAU • ALASKA

SHAREABLES

HOUSE POPCORN! @ @

Coated in nutritional yeast & salt Choice of butter OR olive oil -5-

HUMMUS PLATTER [®]

House charred carrot hummus served with toasted baguette and assorted pickled veggies -9-

PRETZEL & BEER CHEESE (2)

Bavaraian pretzel bites, baked, buttered, & salted Served with our house beer cheese -11-

TURKEY PESTO TOASTIES

Turkey, provolone cheddar, balsamic reduction, and pesto on toasted brioche Cut into 4ths for sharing or...not! Served with a side of sriracha aioli -12-

FATTY PICKLE @ @

The good kind, that's it, just 1 pickle -2-

SANDWICHES.

ALL CHEESE GRILLED CHEESE

On brioche bread with provolone & swiss (\vee) Served with house beer cheese OR tomato sauce + \$2 salami / pepperoni / capicola -12-

(V)EGAN DRIVE ®

Chickpeas, house charred carrot hummus, vegan aioli, rotating vegetables and greens on toasted ciabatta loat Served with a good pickle spear -13-

THE KAYLA

Turkey, swiss, and house 1000 island dressing topped with coleslaw on toasted ciabatta loaf Served with a good pickle

-14-

CUBANO

Pork shoulder, ham, swiss, mustard aioli, and the good pickles on traditional Cuban loaf Served with a side of coleslaw -15-

ITALIAN BAGUETTE

Pepperoni, salami, capicola, provolone, pesto, greens, and balsamic reduction on toasted baguette Served with a side of coleslaw

-15-

Vegetarian @Vegan @Gluten Free