

From: Catherine DeVane
To: Sawyer, Jane Preston (CED)
Cc: CED ABC Alcohol Licensing (CED sponsored); Lara Lettuce; Jolynn Lund; Vern Heitzensader
Subject: RE: Hotel/Motel Endorsement Application: Crowne Plaza
Date: Monday, October 27, 2025 11:33:12 AM
Attachments: image002.png
image003.png

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Jane – thanks very much for your email and the phone conference to answer our questions. We take very seriously our strict adherence to all AMCO rules and regulations, so I appreciate the time you have personally put into this. Northwest x Southern Hospitality (NSH) has been operating hotels in the state since 1998 across all brands. We currently manage 4 hotels in Anchorage and 1 in Fairbanks, however over the years our Alaska portfolio has included 8 hotel flags. As it relates to Anchorage Hospitality, LLC and applying for a Hotel/Motel endorsement, we wish to petition the board to make allowances for our main level common area corridor and lobby to be included as part of the licensed area. I want to spell out the reasonings behind this request, as well as how we will continue to enforce the rules and standards for alcohol service & consumption.

1 – Guest Convenience

In hospitality, our guests are at the heart of all hotel operations. In this hotel, offering a restaurant, bar and meeting space/pre-function areas are some of the primary drivers to our business and our guest satisfaction. Guests feel drawn to hotels like ours that offer services and amenities that make them feel like they are at home. Our top guest categories are cruise line passengers, airline crews, and corporate clientele largely derived from the Oil & Gas sector. These types of guests would rather be able to drink a beer or a glass of wine in the comfort of their room instead of at the bar after a long day. Alternatively, we also have the same clientele who come to AK to work/play for weeks but stay at our hotel primarily because of the F&B amenities. Socializing in the bar/restaurant area and going back to your guestroom with a nightcap is something our guests expect at the most basic level. To enjoy these activities, one must carry their drink through the hotel's common areas. Being able to walk from the restaurant to your guestroom with a beverage is a typical course of action found in any hotel by every guest. By not having the corridor and lobby part of the licensed premises, we would be restricting the guest experience, in that they would either feel rushed to finish their beverage, limited in how & where they can relax while on-property, or worst case, going off-property for food & beverage because of the hindrances of going from Point A to Point B. In 2024, of the almost \$10M in revenue we brought in, \$1M of that was in F&B alone. What sets us apart from other hotels is this specific ability to let our guests get that full-service experience and feeling of being able to do it all, on property. Within the NSH portfolio, we have 19 hotels in 4 states, and 16 liquor licenses. In every other state, the liquor licensing rules assume the guest pathway from bar/food outlet to guestroom is included because it supports a more natural and guest-friendly stay.

2 – Maintain Control & Supervision

Our team members are thoroughly trained on AMCO regulations and how to encourage guests to socialize in licensed areas. As always, we continue to ensure the entire licensed area remains secure and controllable by staff to prevent unauthorized use & access. This security plan applies at all of our license outlets within our Alaska portfolio.

- We have clear boundaries designated by signage; additional signage at points of entry indicating no minors without a parent or legal guardian above the age of 21
- We regularly discuss staff meetings how minors must be accompanied by an adult, and how only guests over the age of 21 who have been properly carded are allowed to be served alcohol, and that anyone who appears to be under the age of 30 will be ID'd
- We have our team members participate in internal NSH trainings as well as the required alcohol server education class to ensure they know how to properly adhere to AMCO rules, age verification and enforcement procedures
- Underaged persons are always monitored closely by our professionally trained alcohol servers
- All staff is trained in the identification of fake ID's and proper forms of identification
- Our outdoor patio area is clearly visible to our trained servers so that we can continue to monitor minors exposure to alcohol and guests consumption of alcohol, including when to stop serving intoxicated patrons

The extension of the premised area does not change the nature of the service provided, it would simply permit the contiguous & controlled movement of our guests from a licensed area to their guestrooms. Our internal control methods for any congregating in the lobby include politely asking guests in possession of an open container to retreat back to their room with the beverage or allow us to remove the beverage from the area. A guest who walks into the restaurant/lounge area with an alcoholic beverage is asked to either retreat back to their room or to allow us to discard the beverage for them prior to entry. We have never had any guest issues when we take this approach.

3 – Precedent & Industry Norms

Hotel industry norms include hallways and internal pathways as licensed areas to facilitate the exact purpose of guests being able to move within the hotel from the bar/restaurant. Our request seeks to coordinate with our other markets so we can operate on equal footing and meet guest expectations as an upscale lodging choice. We are promoting tourism by providing a relaxing, home away from home environment so that our guests may eat, drink & enjoy all that the Crowne Plaza and Anchorage have to offer. We have never received any complaint, or license violation at any of our Alaska locations. We simply ask that we are allowed to facilitate the guest experience and continue our standard operating procedures of enforcing and monitoring beverage control through the common areas and to all patrons. Per your email, our job is to ensure no unaccompanied persons under the age of 21 will be prevented from being on the licensed premises, and that is what we have done successfully for almost 20 years at this hotel.

As we have said, we take very seriously the responsibility to the community, to AMCO, and to our guests. We want our guests of all ages to have a great experience while on-property, while at the same time making sure we are limiting the exposure of alcohol around minors as well as the liability we have in our day to day service. As hotel operators for going on 3 decades, we are very equipped to ensure the hotel is a safe, enjoyable, convenient and comfortable experience for all.

Catherine DeVane
(615) 517-5511
Northwest x Southern Hospitality

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(615) 517-5511
Northwest x Southern Hospitality

From: Sawyer, Jane Preston (CED) <jane.sawyer@alaska.gov>
Sent: Tuesday, October 14, 2025 3:06 PM
To: Catherine DeVane <catherined@nwxsouthern.com>
Cc: CED ABC Alcohol Licensing (CED sponsored) <alcohol.licensing@alaska.gov>
Subject: Hotel/Motel Endorsement Application: Crowne Plaza

You don't often get email from jane.sawyer@alaska.gov. [Learn why this is important](#)

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Apologies Catherine, let me clarify. Neither the restaurant endorsement nor the multiple fixed counter endorsement allow for hallways or lobbies of the hotel (not the restaurant) to be licensed premises.

Jane

From: Sawyer, Jane Preston (CED)
Sent: Tuesday, October 14, 2025 12:04 PM
To: 'catherined@nwxsouthern.com' <catherined@nwxsouthern.com>
Cc: CED ABC Alcohol Licensing (CED sponsored) <alcohol.licensing@alaska.gov>
Subject: Hotel/Motel Endorsement Application: Crowne Plaza

Hi, Catherine,

Thank you for your reply.

Correct, you do have a restaurant endorsement and a multiple fixed counter endorsement.



Document reference ID : 1024

Licensing Application Summary

Application ID:	1024
Applicant Name:	Anchorage Hospitality Llc
License Type applied for:	Hotel or Motel Endorsement (HME) (AS 04.09.430)
Application Status:	In Review
Application Submitted On:	12/06/2023 01:16 PM AKST

Entity Information

Business Structure:	Limited liability company
Alaska Entity Number (CBPL):	118298

Entity Contact Information

Mailing Address:	109 W International Airport Road, Anchorage, AK, 99518, USA
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Designated Licensee Information

Authority Type:	I am authorized user by the designated licensee with binding authority
Legal First Name:	William
Legal Last Name:	Lawson
Email Address:	bill@aacdi.com
Phone Number:	509-624-1170

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership
Anchorage Hospitality Llc	Llc Aawl	Member	71
Anchorage Hospitality Llc	Llc Hope Holdings	Member	20

Premises Address

Address: 109 W International Airport Road, Anchorage, AK, 99518, USA

Does the proposed site include a valid street address? Yes

Primary license number

Primary License Information 4844

Local Government and Community Council Details

City/Municipality Anchorage (Municipality of)

Community Council Name Midtown

Property Ownership

Do you, the applicant, own the land, building, and/or warehouse at this proposed licensed location?

No

Property Utilization Status

An Existing Facility

Are you operating under?

Lease

Add Copy of Lease\Sublease document

[Anc CP - Ground Lease.PDF](#)

Premises Diagram

Will the license or permit embrace the entire premises address?

No

Premises Diagram

- [CPA Licensed Premises Diagram.pdf](#)

Security Plan

- [Crowne Plaza Anchorage Security Plan ACCIS.pdf](#)

Attestations

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

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 : William Lawson on 12/06/2023 01:16 PM AKST

Payment Info

Payment Type : CC

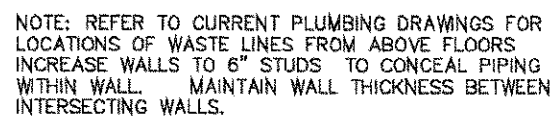
Payment Id: 1d30ba9e-7094-4d03-b613-40115a6bf614

Receipt Number:

Payment Date: 12/06/2023 01:17 PM AKST

Documents

#	File Name	Type	Added On
1	Anc CP - Ground Lease.PDF	License Lease\Sublease document	12/06/2023 12:53 PM AKST
2	CPA Licensed Premises Diagram.pdf	License Location Diagram Document	12/06/2023 01:15 PM AKST
3	Crowne Plaza Anchorage Security Plan ACCIS.pdf	License Location Diagram Security Plan Document	12/06/2023 01:15 PM AKST



CONTRACTOR SHALL VERIFY ALL EXISTING DIMENSIONS AND CONDITIONS BEFORE ORDERING MATERIALS OR BEGINNING WORK. REPORT ALL INCONSISTENCIES TO ARCHITECT PRIOR TO PROCEEDING WITH WORK.



4 26 MAY 07
5 28 AUG 07
6 7 FEB 08

ENGINEER: _____
DATE: 5 FEBRUARY 2007

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PROJECT: HOLIDAY INN HOTEL - ANCHORAGE, ALASKA
W. INTERNATIONAL AIRPORT ROAD AT 'C' STREET
A & A CONSTRUCTION AND DEVELOPMENT, INC.

A2.12



SCALE: $1/8" = 1'-0"$

NOTE:
SEE SHEETS A2.9 and A2.10 FOR TYPICAL WALL TYPE
MARKERS (OTHER THAN ELEVATOR CONTROL CABINETS)

NOTE:
ALL ROOM NUMBERS HAVE CHANGED FROM
PREVIOUS EDITION

CONTRACTOR SHALL VERIFY ALL EXISTING DIMENSIONS AND CONDITIONS BEFORE ORDERING MATERIALS OR BEGINNING WORK. REPORT ALL INCONSISTENCIES TO ARCHITECT PRIOR TO PROCEEDING WITH WORK.