



AMCO  
NOV 15 2023

Alaska Alcoholic Beverage Control Board  
**Form AB-37: Tourism Statement**

A new, transfer, or renewal application for a Beverage Dispensary – Tourism license must be accompanied by a written statement that explains how the establishment encourages tourism and meets the requirements currently listed under AS 04.11.400(d) and 3 AAC 304.325 which will be repealed when AS 04.09.350 is in effect January 1, 2024.

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.

Doing Business As:	Alaskan Hotel	License #:	1378
License Type:	Beverage Dispensary - Tourism License		

**Section 2 – Tourism Statement**

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

See attached insert

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

N/A

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?



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**Form AB-37: 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)?

Over a majority of 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".

NONE

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".

We are planning on doing ghost tours of hotel and adding concierge services.



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**Form AB-37: Tourism Statement**

**Section 3 – Certification**

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

Initials

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.

**Betty Adams**

Printed name of licensee/affiliate

Signature of licensee/affiliate

**Renewal for Tourism Liquor License# AS 04.400 (d)**

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**Alaskan Hotel & Bar #1378**

The Alaskan Hotel & Bar, established in 1913, is "the oldest continuously operating hotel in the state of Alaska"; we not only encourage tourism but depend on it. We have been on the national register of historic sites since 1979. We have 44 rooms, with kitchenettes in over half of them, thereby we offer self-service dining.

The Alaskan Hotel & Bar are in all of the tourism trade organizations - Travel Juneau, DBA and CHARR to name a few. We are active on TripAdvisor, as well as Yelp, along with third party booking sites like Expedia and Booking.com. We have a web page directly aimed toward tourists.

To accommodate convention groups in the hotel, it is essential that we have the bar for the guests to have both meetings and social events. The bar is also essential for us to host many events and groups from out of town, such as wedding receptions, with all their out of town guests who stay at the hotel. We also offer various workshops in the bar during the summer that are of interest to hotel guests and other tourists, such as art and dancing workshops.

We were on the famous "Hotel Impossible" tv show (in fact, many guests have come to us from having seen us on the show) on their 4th season premiere in January 2014. And in 2019, we were also featured on "Portals to Hell", another famous paranormal show hosted by Jack Osbourne. Later in 2019, we were featured on "The Alaskan Triangle" which showcases many places and tells a bit of the history of Alaska.

We accommodate guests before and after charters on smaller cruise ships, like "Uncruise" and week long catamaran tours with Allen Marine. This makes it possible for them to get their guests easily in and off of their boats, along with allowing for the guests to explore Juneau and spend their vacation monies here. We are conveniently located within 2 blocks from their boats.

We have many shows, from comedy, open mic, karaoke to bands performing at our bar which brings both locals and tourists. During Folk Fest, our hotel and bar is an important staple for both bluegrass artists and tourists alike since the whole bar is open to jamming groups.

We have more plans to have other events and tours, such as ghost tours, which we would like to implement as soon as we are able.

We have a saying "Have an Alaskan with Alaskan at The Alaskan" which is the motto we promote to all people coming by, creating an inclusive environment where tourists can mingle with locals in harmony and learn more about Juneau through conversations.

I, Bettye Adams, operate the bar for which this liquor license is being used since June 5th, 1981. No alcoholic beverages are stocked or served in the rooms.



Alaska Alcoholic Beverage Control Board

## Form AB-17: 2024/2025 General Renewal Application

- This form and any required supplemental forms must be completed, signed by the licensee, and postmarked no later than January 2, 2024 per AS 04.11.270, 3 AAC 305.050, 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 February 28, 2024 will be expired per AS 04.11.540, 3 AAC 305.050(e).
- All fields of this application must be deemed complete by AMCO staff and must be accompanied by the mandatory fees and all documents required, or the application will be returned without being processed, per AS 04.11.270.
- 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.

### Section 1 - Establishment Contact Information

Doing Business As:	Alaskan Hotel	License #:	1378
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If your mailing address has changed, write the NEW address below:

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

### Section 2 - Licensee Contact Information

**Contact Licensee:** The individual listed below must be part of the ownership structure of the licensee listed in Section 1. This person will be the designated point of contact regarding this license unless the Optional contact is completed.

Contact Licensee:	Betty 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 (such as legal counsel) about your license, list their information below:

Name of Contact:		Contact Phone:	
Contact Email:			

### Section 3 - for Package Stores ONLY: Written Order Information

Do you intend to sell alcoholic beverages and ship them to another location in response to written solicitation in calendar years 2024 and/or 2025? If so, you will need to apply for a Shipping Endorsement here:  
<https://accis.license365.com/#>

YES NO

### Section 4 - Ownership Structure Certification

YES NO

Did the ownership structure of the licensed business change in 2022/2023?

If Yes, and you have **NOT** notified AMCO, list the updated information on form AB-39: Change of Officers and submit with your renewal application. If No, certify the statement below by initialing the box to the right of the statement:

I certify that the ownership structure of the business who owns this alcohol license did not change in any way during the calendar years 2022 or 2023.

AMCO

NOV 11 2023



Alaska Alcohol & 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

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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 (such as legal counsel) about your license, list their information below:

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Contact Email:			

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YES      NO

    

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YES      NO

    

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I certify that the ownership structure of the business who owns this alcohol license did not change in any way during the calendar years 2022 or 2023.

# 100708768



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## Section 5 – License Operation

Unless you operated more than 240 hours in 2022 or 2023, check ONE BOX for EACH CALENDAR YEAR that best describes how this alcoholic beverage license was operated as set forth in AS 04.11.330:

- |   | 2022                     | 2023                     |
|---|--------------------------|--------------------------|
| 1. The license was <b>only operated during a specified time</b> each year. (Not to exceed 6 months per year)<br><i>If your operation dates have changed, list them below:</i><br>_____ to _____   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The license was only operated to meet the minimum requirement of 240 total hours each calendar year.<br><i>A complete AB-30: Proof of Minimum Operation Checklist, and all documentation must be provided with this form.</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. 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. <i>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.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

## Section 6 - Violations and Convictions

- |  | YES                      | NO                                  |
|--|--------------------------|-------------------------------------|
| Have any Notices of Violation been issued for this license in 2022 or 2023?<br>—   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 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 2022 or 2023?<br><i>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.</i> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

## Section 7 – 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 305, 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 the license being potentially expired if I do not comply with statutory or regulatory requirements.
- I certify that in accordance with AS 04.11.450, no one other than the licensee(s), as defined in AS 04.11.260, 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 I have provided AMCO with all required changes of the ownership structure of the business license and have provided all required documents for any new or changes of 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 305.700.
- 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.

# 100708768



# Form AB-17: 2024/2025 License Renewal Application

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**Bettye Adams**

Printed name of licensee

*Bettye Adams*

Signature of licensee

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

**Recreational Site** applications must include a completed AB-36: Recreational Site Statement

**Tourism** applications must include a completed AB-37: 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:

<https://www.commerce.alaska.gov/web/amco/AlcoholLicenseApplication.aspx>

**FOR OFFICE USE ONLY**

License Fee:	\$ 25.00	Application Fee:	\$ 300.00	Misc. Fee:	\$
Total Fees Due:					\$ 2800.00