



MEMORANDUM

TO: Alcoholic Beverage Control Board

DATE: Wednesday, November 01, 2023

FROM: Gabriel Gonzales, Local Gov. Specialist

RE: For consideration: City of Wasilla petition for additional Restaurant and Eating Place licenses under AS 04.11.405

Sec. 04.11.405. Petition for additional restaurant or eating place licenses for certain local governing bodies.

- (a) A first-class city, a home rule city, or a unified municipality may submit a resolution to the board, adopted by its legislative body, petitioning the board for the issuance of additional restaurant or eating place licenses under AS 04.09.210 that exceed the limits under AS 04.11.400(a) in accordance with this section.
- (b) The board, following a public hearing, may issue one or more additional restaurant or eating place licenses under AS 04.09.210 within the boundaries of the municipality, if the board finds that
- (1) the municipality
 - (A) serves as a center for commercial activity within and outside the boundaries of the municipality by providing goods and services to a population that is greater than the permanent resident population within the boundaries of the municipality; --*Third paragraph of the resolution: 102,205 is the population of the Mat-Su Borough. The city of Wasilla estimates its population as 10,175, DCRA lists Wasilla population as 9,547.*
 - (B) maintains a local law enforcement department; -- *Fourth paragraph of the resolution: Wasilla Police Department has 28 sworn peace officers and numerous other staff members who provide robust local law enforcement services.*
 - (C) exercises planning or land-use authority; -- *Fifth paragraph of the resolution: Wasilla Planning Commission and Planning staff exercise land use authority, and*
 - (D) at the time of the petition, meets or exceeds the maximum limit under AS 04.11.400(a) for restaurant or eating place licenses issued under AS 04.09.210; --*AMCO records: Wasilla currently has 15 restaurant or eating place licenses. Wasilla's population allows for only seven (9,547/ 1,500 = 6.3)*

- (2) the number of additional licenses does not exceed the number of additional licenses requested by the municipality in the petition; and
- (3) granting the additional licenses is in the public interest.

(c) A resolution submitted by a municipality under (a) of this section must include

- (1) information demonstrating that the petitioner meets the criteria in (b) of this section;
- (2) the most recent estimate of the number of people who claim residency or work outside the boundaries of the municipality and who are served by the municipality, including the
 - (A) population located outside the boundaries of the municipality that relies on the municipality for goods and services; --*Ninth paragraph of the resolution: 102,205 Borough residents*
 - (B) visitor population; --*Ninth paragraph of the resolution: an estimated 174,000 annual visitors arrive in Wasilla each year, and*
 - (C) nonresident worker population that resides in the municipality, but that is not counted in the latest federal or state census for the municipality;
- (3) the number of existing restaurant or eating place licenses
 - (A) within the boundaries of the municipality; --*Second and sixth paragraph of the resolution: 15 REPLs within the boundaries of Wasilla*
 - (B) in a geographic area that the municipality serves under (2) of this subsection; --*AMCO data shows five REPLs in Palmer, one in Houston, and 18 in the Mat-Su Borough. Also listed in paragraph two of Wasilla resolution.*
- (4) information showing that the number of additional licenses requested does not exceed one license for each 1,500 population of the population identified under (2) of this subsection; --*9th paragraph of the resolution: Wasilla non-resident population it serves (102,205), added to the estimated visitor population each year (174,000), divided by the REPL ratio (1:1,500) equals 185. Wasilla is requesting 20 additional REPLs and*
- (5) additional justification, as necessary, to demonstrate that granting of the additional licenses is in the public interest. – *paragraphs eight, eleven, and twelve*

(d) If the board grants a petition for additional restaurant or eating place licenses under this section to a municipality, the board may not authorize additional restaurant or eating place licenses to the same municipality under this section for the following year.

Attachments include:

City of Wasilla, Alaska Resolution #23-36

By: Deputy Administrator
Adopted: October 23, 2023
Yes: Crafton, Graham, Johnson, Rubeo, Sullivan-Leonard, Velock
No: None
Absent: None

**City of Wasilla
Resolution Serial No. 23-36**

A Resolution Of The Wasilla City Council Petitioning The Alaska State Alcoholic Beverage Control Board To Issue Up To 20 Additional Restaurant Or Eating Place Licenses Within The City Of Wasilla Under Alaska Statute 04.11.405.

WHEREAS, the City of Wasilla ("City") is incorporated as a first class city and is eligible to seek additional Restaurant or Eating Place Licenses (REPL) from the Alaska State Beverage Control Board through the process outlined in Alaska Statute ("AS") 04.11.405; and

WHEREAS, Wasilla is a hub of regional commerce for much of the Matanuska-Susitna Borough ("Mat-Su Borough") and there are REPLs in the region that include Wasilla (15), Palmer (5), Houston (1), and the Mat-Su Borough (18), that are not within any incorporated city in the Mat-Su Borough; and

WHEREAS, though only an estimated 10,175 people live within Wasilla City limits in 2023, many of the 102,205 residents of the Mat-Su Borough rely on Wasilla for goods and services meeting the requirement outlined in AS 04.11.405(b)(1)(A); and

WHEREAS, the Wasilla Police Department's 28 sworn peace officers and numerous other staff members provide robust local law enforcement services including police patrol, and criminal investigation, meeting the conditions outlined in AS 04.11.405 (b)(1)(B); and

WHEREAS, the Wasilla Planning Commission and Planning staff are tasked with wide-ranging planning and land use authority including but not limited to zoning regulation and oversight, management of City lands, and updates to the Wasilla Comprehensive Plan, meeting the conditions outlined in AS 04.11.405 (b)(1)(C); and

WHEREAS, Wasilla currently exceeds the number of licenses allowed under AS 04.11.040(a) with 15 active full REPLs, meeting the conditions outlined in AS 04.11.405 (b)(1)(D); and

WHEREAS, the 2023 Comprehensive Economic Development Strategy (CEDS) for the City and region indicates that Leisure and Hospitality employment only accounts for 12 percent of the total jobs created whereas 28 percent in retail trade, 23 percent in health care and social assistance, 10 percent in construction, 7 percent in government, and 21 percent in all other sectors; and

WHEREAS, the increased REPL would enhance our local economic development and create jobs in the region; and

WHEREAS, when considering the cumulative number of geographically integrated populations, residents versus non-residents, the City has 10,175 residents; 102,205 Borough residents; and 174,000 visitors each year, well above the additional population of that would be required for the 20 additional licenses requested to maintain the 1 to 1500 ratio mandated under Title 4; and

WHEREAS, out-of-state visitors spent an estimated \$98 million in the Mat-Su Borough in 2016, distributed throughout a variety of sectors: food/beverage (28 percent), and lodging (23 percent); and

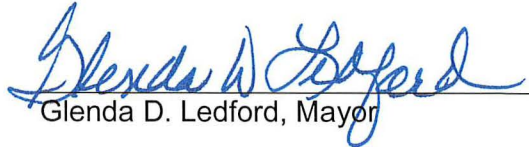
WHEREAS, the visitor's spending is estimated to have resulted in direct employment of 1,350 jobs and \$34 million in labor income in 2016; and

WHEREAS, allowing the sale of beer and wine at additional local restaurants would allow for an increase in consumer options for locals and visitors alike and fosters entrepreneurial opportunities in Wasilla.

NOW, THEREFORE, BE IT RESOLVED, that the Wasilla City Council, petitions the Alaska State Alcoholic Beverage Control Board to issue up to 20 additional restaurant or eating place licenses within the City of Wasilla under Alaska Statute 04.11.405.

Effective Date. This resolution takes effect upon adoption.

ADOPTED by the Wasilla City Council on October 23, 2023.



Glenda D. Ledford, Mayor

ATTEST:



Jamie Newman, MMC, City Clerk

[SEAL]

**City of Wasilla
Legislative Staff Report
Resolution Serial No. 23-36**

A Resolution Of The Wasilla City Council Petitioning The Alaska State Alcoholic Beverage Control Board To Issue Up To 20 Additional Restaurant Or Eating Place Licenses Within The City Of Wasilla Under Alaska Statute 04.11.405.

Originator: Crystal Nygard, Deputy Administrator
Date: 9/22/2023

Agenda of: 10/23/2023

Route to:	Department Head	Signature	Date
X	Public Works Director	<i>Garth School</i>	10/10/2023
X	Finance Director	<i>Angela Pitt, Controller</i>	10/11/23
X	Deputy Administrator	<i>Crystal Nygard</i>	10/10/23
X	City Clerk	<i>Michelle</i>	10/10/23
X	Mayor	<i>Blenda Bedford</i>	10/10/23

Fiscal Impact: yes or no

Funds Available: yes or no

Account name/number:

Attachments: Resolution Serial 23-36 (2¹³ pages)

Summary Statement: Alaska Statute 04.11.405 allows cities to seek additional Restaurant and Eating Place Licenses (REPL) from the Alaska State Beverage Control Board. Currently, the city of Wasilla, the commerce hub of the Matanuska Susitna Borough, is asking the ABC for an additional 20 REPL's to support to increased number of businesses relocating inside the city limits that are in the leisure/hospitality and/or the restaurant and lodging industries.

There is a total of 64 REPL's in the entire Mat-Su region with 15 located in the City of Wasilla. The City of Palmer has 5; Houston 1; and Mat-Su with 18 which are not incorporated city in the Matsu Borough.

The current visitors number are difficult to locate, but in the summer of 2016 Palmer and Wasilla had approximately 174,000 visitors. When distributed throughout the various sectors the food/beverage generated 28% of the total dollars spent. The Mat-Su Borough has seen a sharp increase in bed tax revenue in 2022 and 2023, indicating more visitor volume, but no exact numbers are known until the release of the 2022 AVSP.

This resolution would allow a vehicle for increased economic growth in the city, additional jobs, and allow for an increase in consumer options for locals and visitors alike and foster entrepreneurial opportunities in Wasilla.

Proposed Action: Adopt the Resolution.