



THE STATE
of **ALASKA**
GOVERNOR MIKE DUNLEAVY

Department of Commerce, Community,
and Economic Development

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

March 19, 2025

From: Alcohol.licensing@alaska.gov ; amco.localgovernmentonly@alaska.gov

Licensee: **Pioneer Liquor, Inc.**

DBA: Pioneer Liquor Store

VIA email: rheim@ptialaska.net

CC: None

Local Government 1: City and Borough of Sitka

Local Government 2:

Via Email: sara.peterson@cityofsitka.org; holley.bayne@cityofsitka.org; jessica.earnshaw@cityofsitka.org

Re: Package Store License #872 Combined 2025-2026 Renewal Notice

License Number:	#872
License Type:	Package Store License
Licensee:	Pioneer Liquor, Inc.
Doing Business As:	Pioneer Liquor Store
Physical Address:	216 Katlian St Sitka, AK 99835
Designated Licensee:	Pioneer Liquor, Inc.
Phone Number:	(907) 747-3456; (907) 738-6114
Email Address:	rheim@ptialaska.net

License Renewal Application

Endorsement Renewal Application

Dear Licensee:

Our staff has reviewed your application after receiving your application and required fees. Your renewal documents appear to be in order, and I have determined that your application is complete for purposes of AS 04.11.510, and AS 04.11.520.

Your application is now considered complete and will be sent electronically to the local governing body(ies), your community council if your proposed premises is in Anchorage or certain locations in the Matanuska-Susitna Borough, and to any non-profit agencies who have requested notification of applications. The local governing body(ies) will have 60 days to protest the renewal of your license.

Your application will be scheduled for the **April 14,15th, 2025** board meeting for Alcoholic Beverage Control Board consideration. The address and call-in number for the meeting will be posted on our home page. The board will not grant or deny your application at the meeting unless your local government waives its right to protest per AS 04.11.480(a).

Please feel free to contact us through the Alcohol.licensing@alaska.gov email address if you have any questions.

Dear Local Government:

We have received completed renewal applications for the above listed licenses within your jurisdiction. This is the notice required under AS 04.11.480. A local governing body may protest the issuance, renewal, relocation, or transfer to another person of a license with one or more endorsement, or issuance of an endorsement by sending the director and the applicant a protest and the reasons for the protest in a clear and concise statement within 60 days of the date of the notice of filing of the application. A protest received after the 60-day period may not be accepted by the board, and no event may a protest cause the board to reconsider an approved renewal, relocation, or transfer.

To protest any application(s) referenced above, please submit your written protest for each within 60 days to AMCO and provide proof of service upon the applicant and proof that the applicant has had reasonable opportunity to defend the application before the meeting of the local governing body. If you have any questions, please email amco.localgovernmentonly@alaska.gov.

Dear Community Council (Municipality of Anchorage and Mat-Su Borough only)

We have received a completed renewal application for the above listed license (see attached application documents) within your jurisdiction. This letter serves to provide written notice to the above referenced entities regarding the above application, as required under AS 04.11.310(b) and AS 04.11.525.

Please contact the local governing body with jurisdiction over the proposed premises for information regarding review of this application. Comments or objections you may have about the application should first be presented to the local governing body. If you have any questions, please email Alcohol.licensing@alaska.gov

Sincerely,
Kyle Helie, Licensing Examiner II
For
Kevin Richard, Director



Document reference ID : 4291

Licensing Application Summary

Application ID: 4291

Applicant Name: Pioneer Liquor, Inc.

License Type applied for: Package Store License(PSL) (AS 04.09.230)

Application Status: In Review

Application Submitted On: 11/20/2024 07:38 AM

Entity Information

Business Structure: Corporation

Alaska Entity Number (CBPL): 38415D

Entity Contact Information

Entity Address: PO Box 599, Sitka, AK, 99835, USA

Ownership / Principal Party Details

Principal Parent Entity	Principal Party	Role	%Ownership
Pioneer Liquor, Inc.	David Len Sulser -Supplemental Needs Trust	Stockholder/Shareholder	25.5
Pioneer Liquor, Inc.	Harry Scott Sulser -Supplemental Needs Trust	Stockholder/Shareholder	25.5
Pioneer Liquor, Inc.	Richard D Heim	President	

Pioneer Liquor, Inc.	Linda Heim	Secretary	49
Pioneer Liquor, Inc.	Sandra D. Baird	Vice President	
Pioneer Liquor, Inc.	Christopher D. Heim	Treasurer	

Premises Address

Address: 212 Katlian Street, Sitka, AK, USA

Does the proposed site include a valid street address? Yes

Basic Business information

Business/Trade Name: Pioneer Liquor Store

Local Government and Community Council Details

City/Municipality Sitka (City and Borough of)

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.



Document reference ID : 4291

Renewal Application Summary

Application ID:	4291
License No:	872
License Type applied for Renewal:	Package Store License(PSL)
Licensee Name:	Pioneer Liquor, Inc.
Application Status:	In Review
Application Submitted On:	11/20/2024 07:38 AM

Entity Information

Business Structure:	Corporation
FEIN/SSN Number:	
Alaska Entity number (CBPL):	38415D
Alaska Entity Formed Date:	
Home State:	

Entity Contact Information

Entity Address:	PO Box 599, Sitka, AK, 99835
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Renewal Information

Are there any changes to your ownership structure that have not been reported to AMCO prior to this application?:

No

Do you intend to sell alcoholic beverages and ship them to another location in response to written solicitation in the next two years?:

No

As set forth in AS 04.11.330, how many hours did you operate during the first calendar year for this renewal period?:

The license was regularly operated continuously throughout the first calendar year for this renewal period.

As set forth in AS 04.11.330, how many hours did you operate during the second calendar year for this renewal period?:

The license was regularly operated continuously throughout the second calendar year for this renewal period.

Please select the seasonality:

Year-round

Has any person or entity in this application been convicted or disciplined for a violation of Title 04, 3 AAC 304 or 305, or a local ordinance adopted under AS 04.21.010 in the preceding two calendar years?:

No

Have any notices of violation or citations been issued for this license during the preceding two years?:

No

Attestations

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.

Signature

This application was digitally signed by : Richard D Heim on 11/20/2024 07:40 AM

Payment Info

Payment Type : CC

Payment Id: 91b97a2d-5f6c-4281-99c6-5c4e7465f685

Receipt Number: 100964641

Payment Date: 11/20/2024 7:50:12 AM