



March 1, 2024

Dear Members of the House Labor and Commerce Committee,

Thank you for the opportunity to discuss the benefits of HB 189. Alaska Center for the Performing Arts (ACPA) has been welcoming artists, patrons, community organizations and businesses to our theatres for over 35 years. We have the pleasure of working with our 8 resident companies to bring a variety of experiences, stories and concerts to all of Alaska. Most recently, we have partnered with the Nederlander Organization to launch Broadway Alaska and have the pleasure of being a presenter in our space. This Broadway season is well underway as we have already brought **HAMILTON, COME FROM AWAY** and **SIX** to Alaska, generating over \$20 million in economic impact to downtown Anchorage! We are excited to bring **Aladdin** in April!

HB 189 allows us to continue this work and expand our local business operations and revenue while enhancing the theatre experience for our patrons. ACPA is in partnership with Crush Bistro. Crush provides and sells high quality concessions in our ACPA lobbies. Under our current alcohol license, patrons may only consume alcohol in our upper-level lobbies and within limited timeframes. Under the rules of our license, there is no alcohol allowed in theatres. HB 189 allows the rules of our license to provide what the vast majority of theatres across the country offer: the opportunity to enjoy an alcoholic beverage while seated in the theatre.

In response to patron requests and in keeping with industry trends, ACPA requests this licensing change to accommodate our patrons and ensure their experience at the theatre is relaxed and responsible. Currently, if a patron purchases a drink during a 15-20 minute intermission, they need to procure, drink and be back in their seats within minutes. This system is rushed, unnecessary and leads to a harried atmosphere or product waste.

Amending our licensing rules to allow for in theatre consumption and slightly expanded service period increases ACPA's economic impact on downtown Anchorage; drives increased operating revenue to help us reinvest in the facility and personnel; keeps our theatre license in line with the national standards and increases the quality of our patron experiences. It is a win for local businesses, the arts in Alaska and the lively downtown experience we all help to curate in Anchorage.

Thank you for your consideration and please contact me with any questions.

Respectfully,

A handwritten signature in black ink that reads "Codie Costello". The signature is fluid and cursive, with the first name "Codie" and last name "Costello" clearly legible.

Codie Costello
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