



CITY OF PALM DESERT  
CITY CLERK DEPARTMENT

**INTEROFFICE MEMORANDUM**

To: BUILDING AND SAFETY DIVISION AND PLANNING DIVISION

From: MICHELLE NANCE, ASSISTANT CITY CLERK

Date:

Subject: APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S) BY:

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A copy of the subject ABC License Application is attached for your review and recommendation to the City Council or to another department(s) for further action. A response is required. Please mark the appropriate response below and return to my office by \_\_\_\_\_.

**Responding Department:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Response:**

No comment – okay to present to City Council.

Refer to \_\_\_\_\_ - related comments

(attach additional sheets, if necessary):

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Other – Additional comments (attach additional sheets, if necessary):

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CITY OF PALM DESERT  
CITY CLERK DEPARTMENT

**INTEROFFICE MEMORANDUM**

To: BUILDING AND SAFETY DIVISION AND PLANNING DIVISION

From: MICHELLE NANCE, ASSISTANT CITY CLERK

Date: 04/13/2026

Subject: APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S) BY:

Suncrest Country Club (Keithcrest Food and Beverage, LLC) 73450 Country Club Drive Palm Desert, CA 92260

A copy of the subject ABC License Application is attached for your review and recommendation to the City Council or to another department(s) for further action. A response is required. Please mark the appropriate response below and return to my office by 04/20/2026.

**Responding Department:** PLANNING DIVISION **Date:** 04/14/2026

**Response:**

- No comment – okay to present to City Council.
- Refer to \_\_\_\_\_ - related comments

(attach additional sheets, if necessary):

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- Other – Additional comments (attach additional sheets, if necessary):

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**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

**TO:** Department of Alcoholic Beverage Control  
 34-160 GATEWAY DR.  
 STE 120  
 PALM DESERT, CA 92211  
 (760) 324-2027

File Number: **678114**  
 Receipt Number: **3096252**  
 Geographical Code: **3318**  
 Copies Mailed Date: **April 6, 2026**  
 Issued Date:

DISTRICT SERVING LOCATION: **PALM DESERT**

First Owner: **KEITHCREST FOOD AND BEVERAGE LLC**

Name of Business: **SUNCREST COUNTRY CLUB**

Location of Business: **73450 COUNTRY CLUB DR  
 PALM DESERT, CA 92260**

County **RIVERSIDE**

Is Premises inside city limits **Yes** Census Tract: **0449.19**

Mailing Address:(If different from premises address) **1900 MAIN ST, STE 700  
 C/O MICHAEL CHO, PTWWW  
 IRVINE, CA 92614-7318**

Type of license(s): **41** Dropping Partner: Yes  No

Transferor's license/name: **374701 / BEFELD, GERHARD WERNER**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
41 - On-Sale Beer And Wine - Eating	PER	Y			

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ISSUE TEMPORARY PERMIT	NA	1	04/06/26	\$100.00
Application Fee	PERSON TO PERSON TRF	NA	0	04/06/26	\$420.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	04/06/26	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/06/26	\$78.00
41 - On-Sale Beer And Wine - Ea	ANNUAL FEE	NA	0	04/06/26	\$565.00
<b>Total</b>					<b>\$1,211.00</b>

Have you ever been convicted of a felony? **No**

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of RIVERSIDE

Date: April 6, 2026

Applicant Name(s)

**KEITHCREST FOOD AND BEVERAGE LLC**

RECEIVED  
 CIVIL CLERK'S OFFICE  
 PALM DESERT, CA  
 2026 APR 10 AM 9:13