



PROJECT ANCHORAGE

A plan to revitalize Anchorage



ANCHORAGE ASSEMBLY WORKSESSION AGENDA

- Introduce Business Coalition
- Define Project Anchorage
- Review OKC Inspiration
- Discuss Proposed Timeline
- Gather Feedback & Answer Assembly Questions



Current Business Coalition





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Grow our economy by:



Lowering property taxes



Building new projects to improve Anchorage



Ensuring visitors contribute





PROJECT ANCHORAGE

High-level structure:



3% Sales Tax



2/3 for Property Tax Relief



1/3 for Capital Improvement Projects (Chosen by Anchorage Residents)



INSPIRATION

Oklahoma City Metropolitan Area Projects (MAPS)

Debt-free public improvement program funded by a temporary penny sales tax that aims to attract billions of dollars in private investment and retain/attract population.

Established in 1990s, renewed three more times, attracted billions in private investments and resulted in 40%+ population increase.



Featured MAPS Projects

Scissortail Park

70-acre urban oasis extending from the core of downtown to the shore of the Oklahoma River



Innovation District

Small Business Development & Entrepreneurship Hub with an Innovation Hall



Featured MAPS Projects

Riversport Rapids

Whitewater rafting and kayaking center with racecourse
Host of 2024 Olympic Trials



MAPS Arena

Hosted Garth Brooks, Justin Timberlake, and many more artists
Home of OKC Thunder since 2008



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Backstory

2023 Sales Tax Committee

- 16 business community members and 2 Assemblymen
- Established interest, structure and exemptions of tax
- Produced comprehensive sales tax recommendation report

2024–2025 Business Coalition

- 16 businesses or associations, 3 Assemblymen (so far!)
- Focused on implementing committee recommendations
- Modeled around Project 80s & OKC MAPS





Timeline: A History of Key Events

Oklahoma City (OKC) Visits

- 2015 - Anchorage municipal, business and non-profit leaders traveled to OKC
- 2016 - OKC leaders visited Anchorage and met with Anchorage residents
- 2022 - Anchorage municipal, business and non-profit leaders traveled to OKC
- 2023 – OKC former mayor Mick Cornett visited Anchorage and presented at AEDC’s luncheon

AEDC/Business Coalition Involvement

- Summer 2023 - AEDC board directed an ad-hoc committee to research and offer recommendations on the idea of a sales tax to invest in quality-of-life capital projects.
- Spring 2024 - Project Anchorage business coalition formed, conducted voter polling, engaged a professional team, and commissioned additional economic research.
- Summer & Fall 2024 – Project Anchorage coalition is conducting community outreach and a media campaign to gather project ideas.
- Fall 2024 – Project selection and costing committees formed to review project submissions against feasibility, cost, and equity criteria.



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High-level structure:



3% Sales Tax



2/3 for Property Tax Relief



1/3 for Capital Improvement Projects (Chosen by Anchorage Residents)





2% for Revenue Diversification & Property Tax Relief

Goals

- Increased housing affordability
- Reduced cost of doing business
- Capture visitor spending

Key Details

- Estimated to result in ~20% reduction in property taxes
- \$1,156 of property tax savings on average home
- \$3,080 for each \$1M in assessed value
- Does not result in new revenues



1% for Community Investment Projects

Goals

- Improved quality of place
- Increased retention & attraction of talent
- Attract private investment
- Capture visitor spending

Key Details

- Estimated \$60M in annual revenue raised for projects
- Capital improvement projects
- Community-driven process
- Ballot proposition will have community selected projects



Contribution From Visitors

- Visitor spending would account for at least 20% of the new revenue, not including commuters from other parts of Alaska.
- Increased tourism will lead to additional revenue through increased bed tax, rental car tax and direct spending to Anchorage businesses.



Key Considerations

- **Visitor spending would account for at least 20% of the new revenue**, not including commuters from other parts of Alaska.
- Total increase in Anchorage resident contributions estimated to be < 0.5%
- Consumer spending only, not applicable to B2B or non-profit spending

Exemptions for household necessities:

- Most groceries
- Medical care
- Rental housing
- Financial services and transactions
- Gasoline
- Childcare and products such as diapers and formula
- Cap on taxes of amount over \$1,000



Proposed Timeline: Next Steps

Project Selection

- Continued community outreach until project portal closes September 15

Assembly Approval

- August 2024 – Initial Assembly worksession
- September 2024 – AO on structure of ordinance introduced with additional work session conducted
- October 2024 – Municipal review of selected project cost estimates is requested. Public hearing on AO.
- November 2024 – Work session on project selection and costing. Proposed passage of AO, including projects.

Voter Approval

- The business coalition will run a robust educational campaign to win approval by Anchorage voters in the April 2025 Municipal election



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Submit your project today!

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