



# COMMUNITY MEETING



# OVERVIEW

**Proposal: One Cent Sales Tax Increase**  
**Estimated Revenue over 10 years: \$600+ million**

**Impact: historic improvements to quality of life and place  
that will unite, grow and TRANSFORM Little Rock**

**Current proposal would end tax, or "sunset" after 10 years**

# TIMELINE

**Election:  
Nov. 14, 2023**



**Collection:  
April 1, 2024**

**Election:  
March 5, 2024**



**Collection:  
October 1, 2024**

**Election:  
Nov. 5, 2024**



**Collection:  
April 1, 2025**

**The Little Rock Board of Directors would be required to call for a special election at  
least 70 days prior to each of those election dates**

# FRAMEWORK

## Sales Tax Project List

Capital vs. Operating

Snapshot of Proposed Projects - First 10 years

As of: 8-15-23

Description	Status	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years	Estimated Average Annual Ongoing Allocation
<b>Public Safety:</b>					
1 WLR Fire Station Operations	Ongoing		\$ 8,000,000	\$ 8,000,000	\$ 800,000
2 Public Safety - Community Oriented Policing and Mental Health Response	Ongoing		\$ 10,000,000	\$ 10,000,000	\$ 1,000,000
3 Public Safety Technology & Operations	Ongoing		\$ 13,500,000	\$ 13,500,000	\$ 1,350,000
4 Public Safety and Code Enforcement Vehicle and Apparatus Replacement Including EVs	Ongoing		\$ 37,250,000	\$ 37,250,000	\$ 3,725,000
<b>5 Public Safety Total</b>		<b>\$ -</b>	<b>\$ 68,750,000</b>	<b>\$ 68,750,000</b>	<b>11% \$ 6,875,000</b>
<b>6 Homelessness</b>	New		<b>\$ 20,000,000</b>	<b>\$ 20,000,000</b>	<b>3% \$ 2,000,000</b>
<b>Parks and Quality of Life</b>					
7 Hindman/ & War Memorial Park	New	\$ 30,000,000		\$ 30,000,000	
8 General Park Improvements and Parks & Trails Improvements & Maintenance	Ongoing	\$ 20,000,000	\$ 16,500,000	\$ 36,500,000	\$ 1,650,000
9 Indoor Sports Complex and Outdoor Sports Complex	New	\$ 128,000,000	\$ 8,000,000	\$ 136,000,000	\$ 800,000
10 West Central Complex / Outdoor Pool	New	\$ 5,000,000		\$ 5,000,000	
11 Senior Center and Pickleball	New	\$ 3,000,000		\$ 3,000,000	
12 Rebsamen Soccer	New	\$ 10,000,000		\$ 10,000,000	
13 Expanded Maintenance (New Construction)	Ongoing		\$ 8,000,000	\$ 8,000,000	\$ 800,000
14 15 Acre Park - Downtown	New	\$ 5,000,000		\$ 5,000,000	
15 1st Tee Golf Expansion and Rebranding	New	\$ 2,000,000		\$ 2,000,000	
16 Rebsamen Golf (Pro Shop Facility)	New	\$ 6,000,000		\$ 6,000,000	
17 Golf Operations and Maintenance	Ongoing		\$ 5,250,000	\$ 5,250,000	\$ 525,000
18 Community Center Investment	Ongoing	\$ 5,000,000		\$ 5,000,000	
19 Rebsamen Tennis Center	New	\$ 5,000,000		\$ 5,000,000	
20 AMFA	Ongoing		\$ 30,000,000	\$ 30,000,000	\$ 3,000,000
21 Zoo Master Plan Implementation	New	\$ 30,000,000		\$ 30,000,000	
22 Zoo Net Operations Increase	Ongoing		\$ 10,000,000	\$ 10,000,000	\$ 1,000,000
<b>23 Parks and Quality of Life Total</b>		<b>\$ 249,000,000</b>	<b>\$ 77,750,000</b>	<b>\$ 326,750,000</b>	<b>54% \$ 7,775,000</b>

# FRAMEWORK

<b>Public Infrastructure:</b>						
24	Strategic Infrastructure Improvements	Ongoing	\$ 72,000,000		\$ 72,000,000	\$ 7,200,000
25	Targeted Community Development Infrastructure	Ongoing	\$ 5,000,000		\$ 5,000,000	\$ 500,000
26	Street Resurfacing, Sidewalks, and Infrastructure	Ongoing		\$ 40,750,000	\$ 40,750,000	\$ 4,075,000
<b>27</b>	<b>Public Infrastructure Total</b>		<b>\$ 77,000,000</b>	<b>\$ 40,750,000</b>	<b>\$ 117,750,000</b>	<b>20% \$ 11,775,000</b>
<b>Port and Economic Development</b>						
28	Economic Development Incentives	New	\$ 7,500,000	\$ 2,500,000	\$ 10,000,000	
29	Little Rock Port Infrastructure	New	\$ 5,000,000		\$ 5,000,000	
<b>30</b>	<b>Port and Economic Development</b>		<b>\$ 12,500,000</b>	<b>\$ 2,500,000</b>	<b>\$ 15,000,000</b>	<b>3% \$ 1,500,000</b>
<b>31</b>	<b>Information Technology</b>	Ongoing		<b>\$ 12,250,000</b>	<b>\$ 12,250,000</b>	<b>2% \$ 1,225,000</b>
<b>Downtown Investments</b>						
32	Downtown Little Rock Development	Ongoing		\$ 7,000,000	\$ 7,000,000	\$ 700,000
33	Museum of Discovery	Ongoing		\$ 3,000,000	\$ 3,000,000	\$ 300,000
<b>34</b>	<b>Downtown Investments Total</b>			<b>\$ 10,000,000</b>	<b>\$ 10,000,000</b>	<b>2% \$ 1,000,000</b>
<b>General Capital Improvements:</b>						
35	Downtown Parking Decks	New	\$ 10,000,000		\$ 10,000,000	
36	Public Facilities Fund	Ongoing	\$ 16,000,000		\$ 16,000,000	
37	Enterprise Resource Planning (ERP) System	New	\$ 1,000,000		\$ 1,000,000	
38	Broadway Bridge Lights	New	\$ 2,500,000		\$ 2,500,000	
<b>39</b>	<b>General Total</b>		<b>\$ 29,500,000</b>	<b>\$ -</b>	<b>\$ 29,500,000</b>	<b>5% \$ -</b>
<b>40</b>	<b>Grand Total</b>		<b>\$ 368,000,000</b>	<b>\$ 232,000,000</b>	<b>\$ 600,000,000</b>	<b>100% \$ 32,150,000</b>

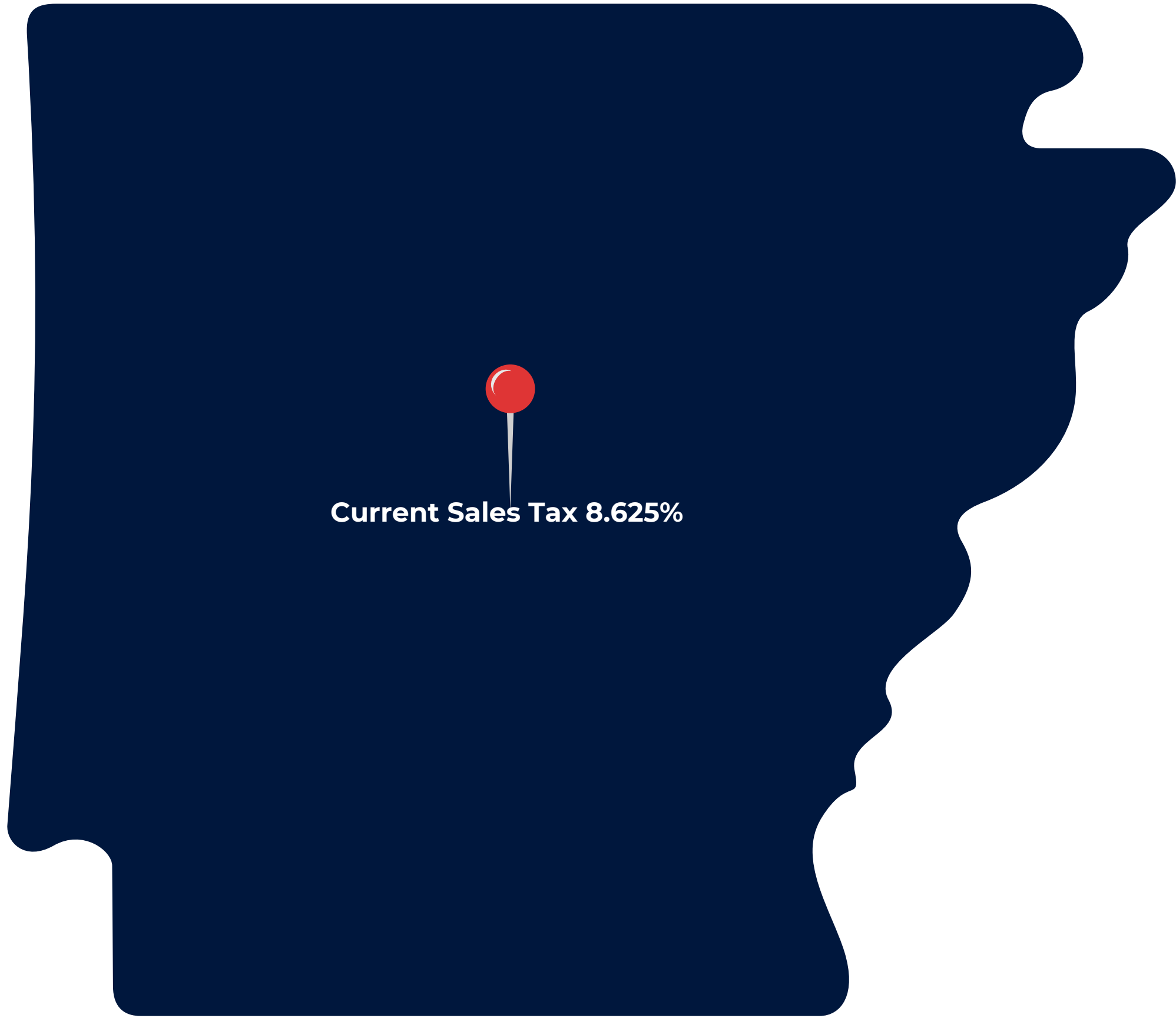
# Sales Tax Rates

The sales tax rate in Little Rock, Arkansas is **8.625%**, which includes:

6.5% Arkansas state sales tax.

1% Pulaski County sales tax.

1.125% Little Rock sales tax.



# Sales Tax Rates

Texarkana: 10.25%

Cabot: 10%

Pine Bluff: 10%

Bryant: 9.875%

Mountain Home: 9.875%

Fayetteville 9.75%

Bentonville: 9.5%

Fort Smith: 9.5%

Hot Springs: 9.5%

North Little Rock: 9.5%

Conway: 9.125%

**Little Rock: 8.625%**

Jonesboro: 8.5%

# FOUR PILLARS

- 1. Public Safety**
- 2. Public Infrastructure**
- 3. Parks & Recreation**
- 4. Port & Economic Development**

# Public Safety

Building on the success of our comprehensive crime reduction strategies to invest in police, fire and code enforcement vehicles, equipment and support.



# CRO Officers

Community Resource Officers

Officers not regulated to a district but open and available to respond across the city to resident needs.



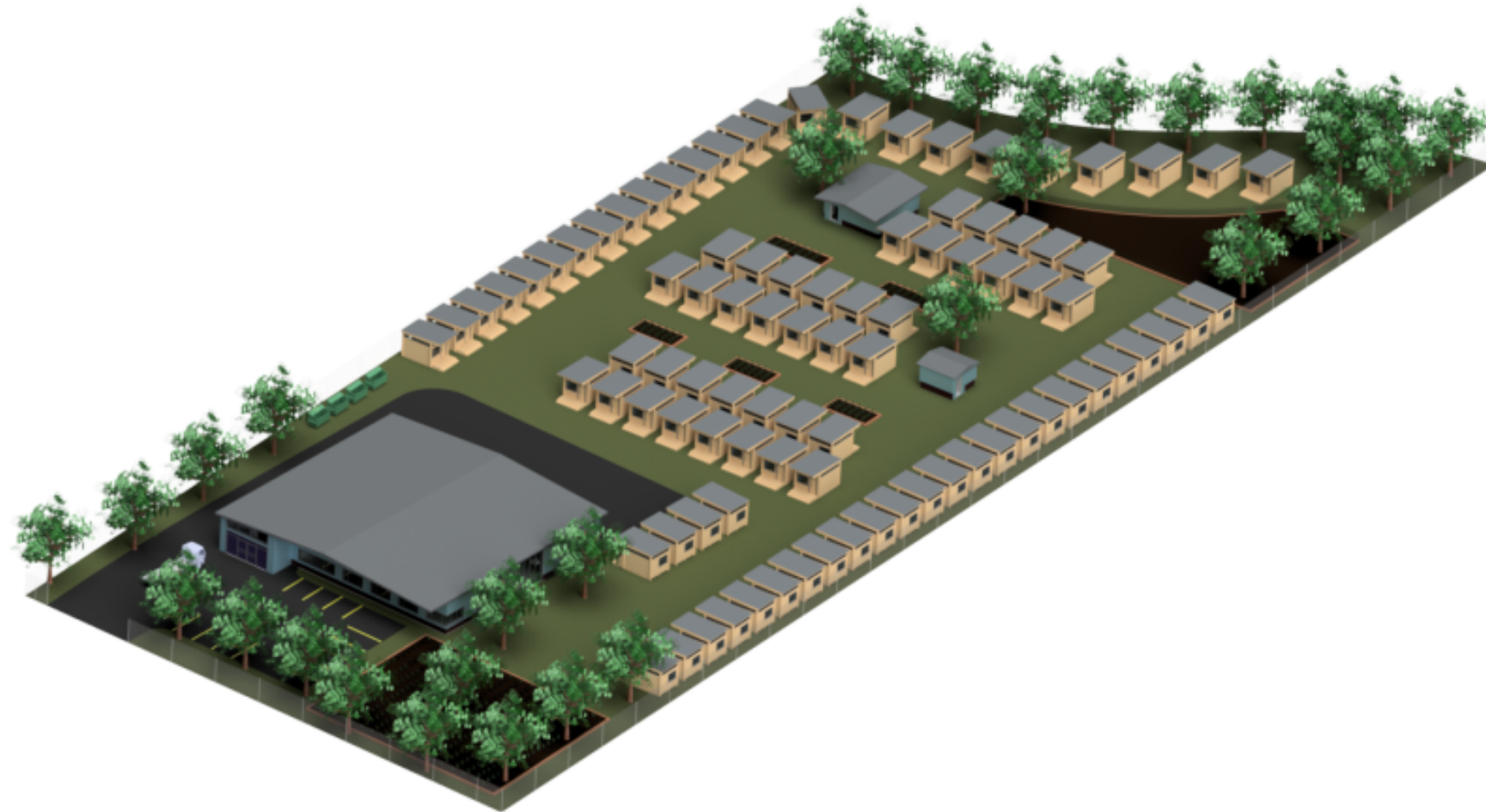
# Technologically Advanced Cars

- Notebook-Computer
- In Car Camera
- Printer
- DVR for in Car Video System



# Functional Zero < \$20M

Operational costs that provide resources for unsheltered residents and ongoing operational costs of the Little Rock Micro Home Village



## Functional Zero in Little Rock

- Achieving minimal homelessness where immediate shelter and support are available to all.
- Addresses not only housing but health, employment, and social needs.

# LRFD Fleet Upgrades



## Details

- Pumper trucks - \$875K
- Aerial trucks - \$1.9M
- Delivery time - 24 - 30 months

MICE



Overall Plan View

**LEGEND**

- 1 WAR MEMORIAL STADIUM
- 2 JIM DAILEY FITNESS CENTER
- 3 ZOO ENTRANCE
- 4 FAIR PARK AND I-630
- 5 UNIVERSITY AVE.
- 6 CHI ST. VINCENT'S
- 7 PARK ENTRANCE
- 8 SPLASH PAD
- 9 ZOO ROUNDABOUT

# War Memorial Park

MICE



Aerial View West

**LEGEND**

- 1 EXISTING DISC GOLF
- 2 PARKING AREA
- 3 KAYAK LAUNCH
- 4 FISHING PIER
- 5 FISHING LAKE
- 6 PLAY AREA
- 7 PARKING
- 8 CHAMP. DISC GOLF COURSE
- 9 PERIMETER PAVED TRAILS
- 10 MTN. BIKE TRAILS

# Hindman Park

# Parks & Recreation

Reimagining War Memorial Park with the amenities and infrastructure to create Little Rock's own central park

Reinvesting in the cities' 63 parks, golf courses, and other public spaces



# Parks & Recreation

A first-class indoor and outdoor youth sports complex to give Little Rock a true "home field advantage" when it comes to youth sports and the economic impact they generate.

## Indoor/Outdoor Sports Complex



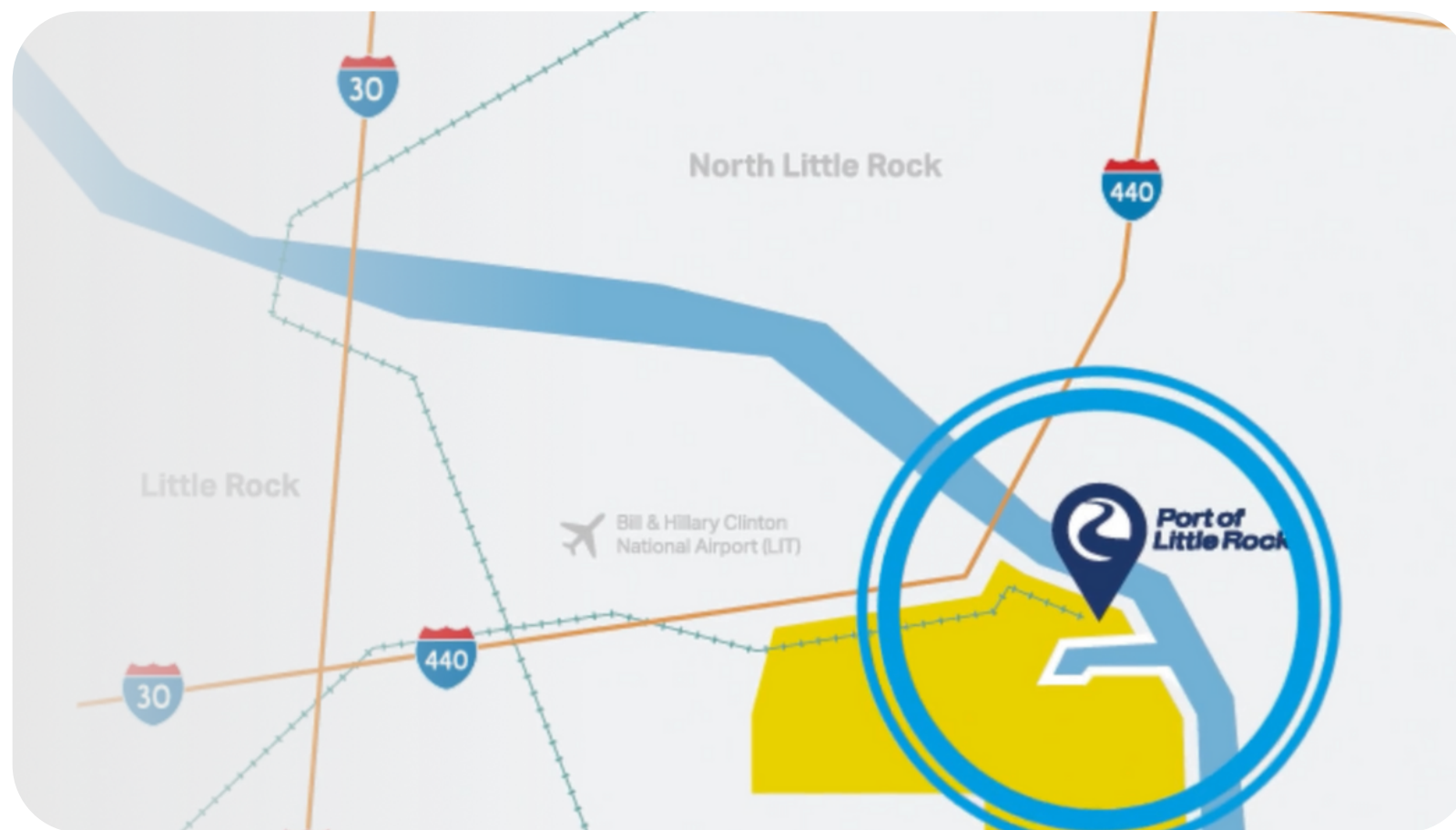
# Public Infrastructure

A growing, thriving city has continuous infrastructure needs. With a real investment into our infrastructure, we can make the street, sidewalk and drainage improvements residents expect and deserve.



# Public Infrastructure Possibilities

- Road reconstruction
- Drainage improvements
- Sidewalk connectivity
- Traffic signal/congestion reduction



# Port & Economic Development

At the intersection of road, river, runway, and rail, the Port of Little Rock is a catalyst for new jobs. Additional investment further solidifies Little Rock's position as the best location for industrial jobs.





**SALES TAX COMMUNITY MEETING**

# **DISCUSSION**



**THANK YOU**