

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

FOUR PILLARS

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- An aerial photograph of a city skyline, featuring a large, modern bridge with multiple arches spanning a river. The city buildings are visible in the background under a clear sky.
- 1. Public Safety**
 - 2. Public Infrastructure**
 - 3. Parks & Recreation**
 - 4. Port & Economic Development**

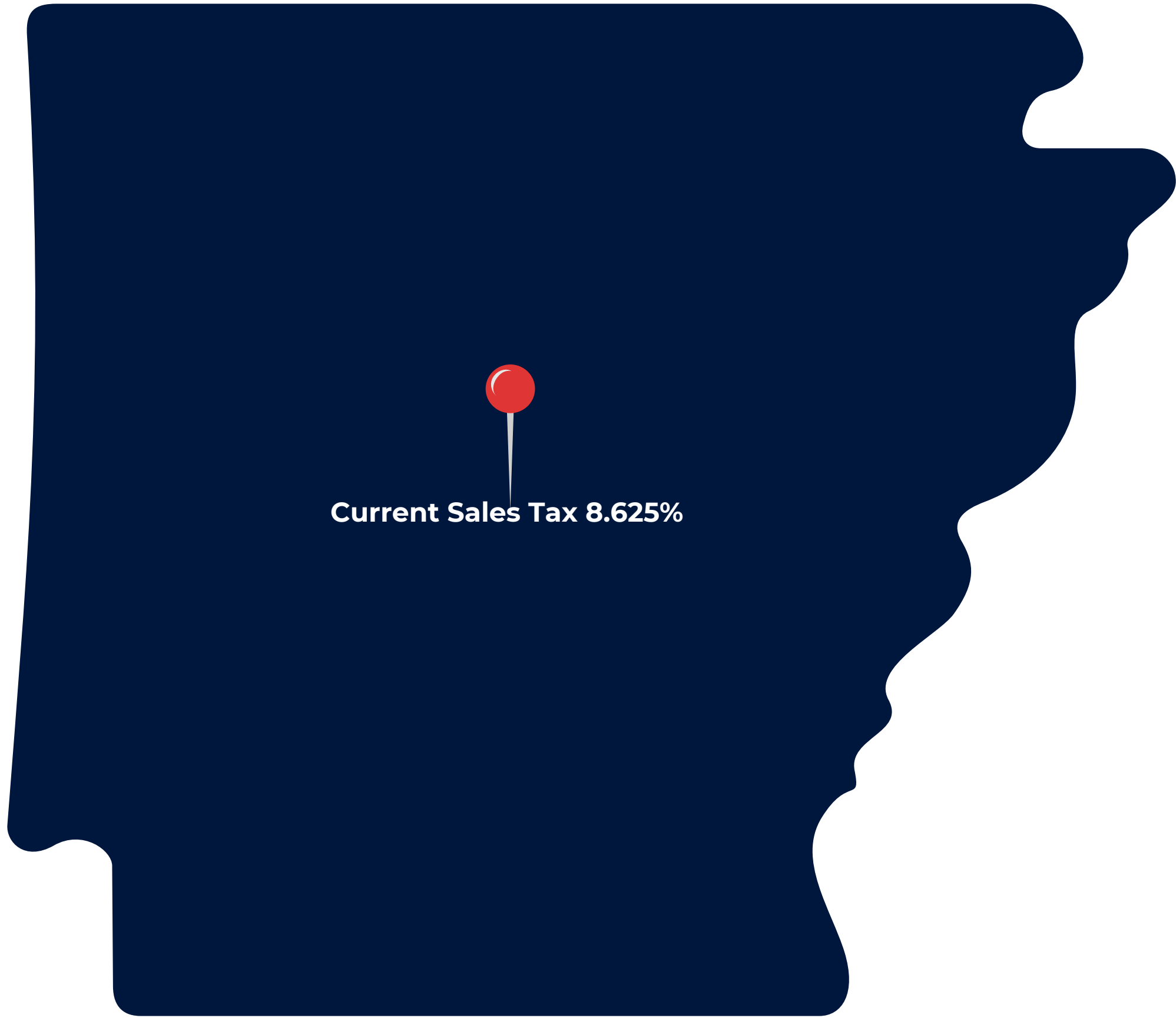
Sales Tax Rates

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%

THREE PURSES

01

General Revenue

02

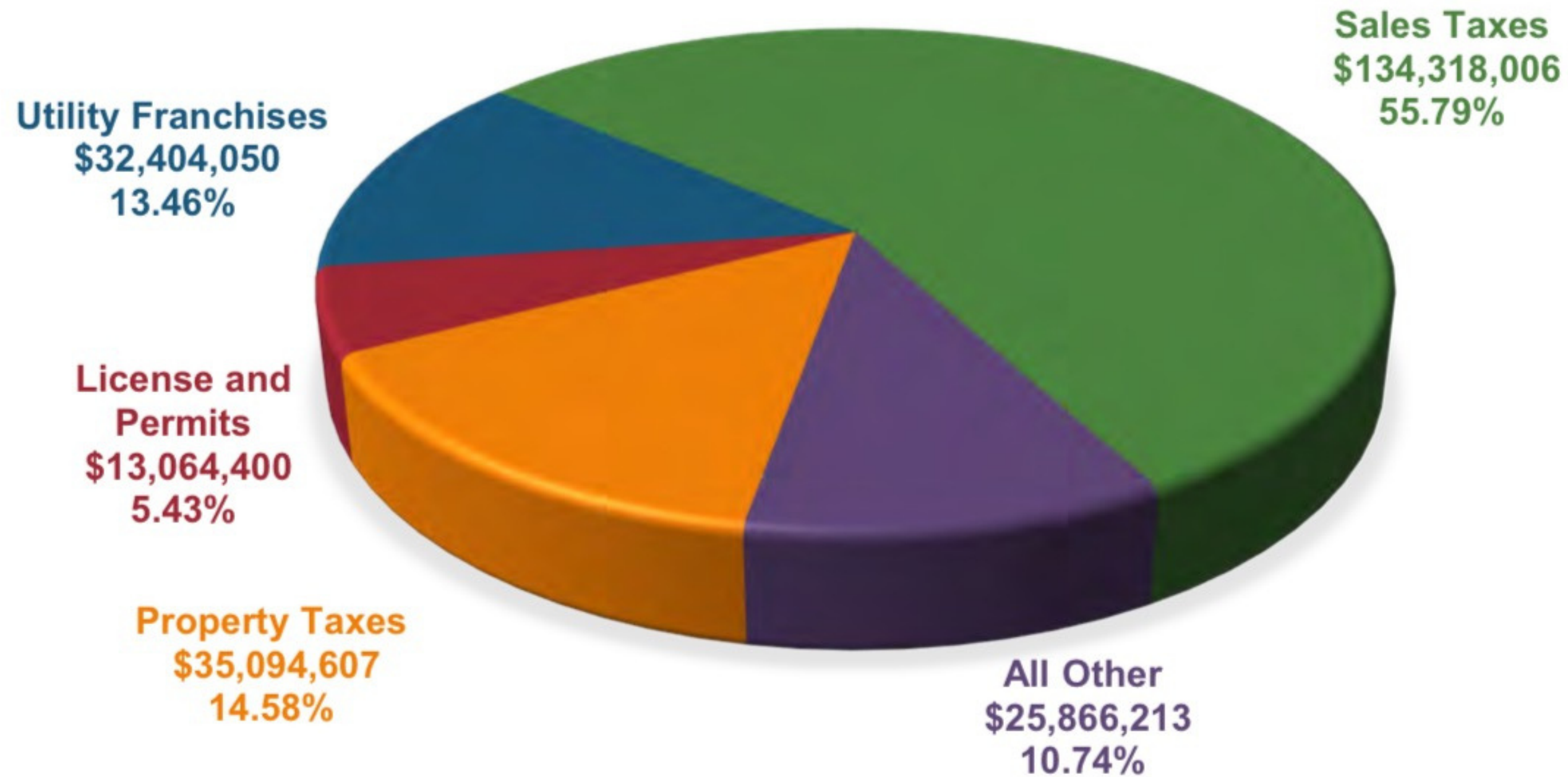
Millage

03

Proposed Tax

FY 2023 GENERAL FUND

SOURCES OF FUNDS FOR 2023



TIMELINE

✓ Election:
Nov. 14, 2023

✓ Election:
March 5, 2024

✓ Election:
Nov. 5, 2024

Collection:
April 1, 2024

Collection:
October 1, 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

Description		Status	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years	Estimated Average Annual Ongoing Allocation
Public Safety:						
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
5	Public Safety Total		\$ -	\$ 68,750,000	\$ 68,750,000	11% \$ 6,875,000
6	Homelessness	New		\$ 20,000,000	\$ 20,000,000	3% \$ 2,000,000
Parks and Quality of Life:						
7	Hindman Park - Improvements focused on Outdoor Recreation including trails, disc golf, and wildlife conservation	New	\$ 15,000,000		\$ 15,000,000	
8	War Memorial Park - Improvements focused on creating a central destination park with recreation opportunities, green space, and connection for all residents	New	\$ 15,000,000		\$ 15,000,000	
9	General Park Improvements and Parks & Trails Improvements & Maintenance	Ongoing	\$ 20,000,000	\$ 16,500,000	\$ 36,500,000	\$ 1,650,000
10	Indoor Sports Complex (\$75M) and Outdoor Sports Complex (\$53M)	New	\$ 128,000,000	\$ 8,000,000	\$ 136,000,000	\$ 800,000
11	West Central Complex / Outdoor Pool	New	\$ 5,000,000		\$ 5,000,000	
12	Senior Center and Pickleball	New	\$ 3,000,000		\$ 3,000,000	
13	Rebsamen Soccer	New	\$ 10,000,000		\$ 10,000,000	
14	Expanded Maintenance (New Construction)	Ongoing		\$ 8,000,000	\$ 8,000,000	\$ 800,000
15	15 Acre Park - Downtown	New	\$ 5,000,000		\$ 5,000,000	
16	1st Tee Golf Expansion and Rebranding	New	\$ 2,000,000		\$ 2,000,000	
17	Rebsamen Golf (Pro Shop Facility)	New	\$ 6,000,000		\$ 6,000,000	
18	Golf Operations and Maintenance	Ongoing		\$ 5,250,000	\$ 5,250,000	\$ 525,000
19	Community Center Investment	Ongoing	\$ 5,000,000		\$ 5,000,000	
20	Rebsamen Tennis Center	New	\$ 5,000,000		\$ 5,000,000	
21	AMFA	Ongoing		\$ 30,000,000	\$ 30,000,000	\$ 3,000,000
22	Zoo Master Plan Implementation	New	\$ 30,000,000		\$ 30,000,000	
23	Zoo Net Operations Increase	Ongoing		\$ 10,000,000	\$ 10,000,000	\$ 1,000,000
24	Parks and Quality of Life Total		\$ 249,000,000	\$ 77,750,000	\$ 326,750,000	54% \$ 7,775,000

FRAMEWORK

Public Infrastructure:

25	Strategic Infrastructure Improvements	Ongoing	\$	72,000,000		\$	72,000,000		\$	7,200,000	
26	Targeted Community Development Infrastructure	Ongoing	\$	5,000,000		\$	5,000,000		\$	500,000	
27	Street Resurfacing, Sidewalks, and Infrastructure	Ongoing			\$	40,750,000	\$	40,750,000		\$	4,075,000
28	Public Infrastructure Total		\$	77,000,000	\$	40,750,000	\$	117,750,000	20%	\$	11,775,000

Port and Economic Development:

29	Economic Development Incentives	New	\$	7,500,000	\$	2,500,000	\$	10,000,000		
30	Little Rock Port Infrastructure	New	\$	5,000,000			\$	5,000,000		
31	Port and Economic Development		\$	12,500,000	\$	2,500,000	\$	15,000,000	3%	\$ 1,500,000

32	Information Technology	Ongoing			\$	12,250,000	\$	12,250,000	2%	\$	1,225,000
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Downtown Investments:

33	Downtown Little Rock Development	Ongoing			\$	7,000,000	\$	7,000,000		\$	700,000
34	Museum of Discovery	Ongoing			\$	3,000,000	\$	3,000,000		\$	300,000
35	Downtown Investments Total				\$	10,000,000	\$	10,000,000	2%	\$	1,000,000

General Capital Improvements:

36	Downtown Parking Decks	New	\$	10,000,000		\$	10,000,000		
37	Public Facilities Fund	Ongoing	\$	16,000,000		\$	16,000,000		
38	Enterprise Resource Planning (ERP) System	New	\$	1,000,000		\$	1,000,000		
39	Broadway Bridge Lights	New	\$	2,500,000		\$	2,500,000		
40	General Total		\$	29,500,000	\$	-	\$ 29,500,000	5%	\$ -

41	Grand Total		\$	368,000,000	\$	232,000,000	\$	600,000,000	100%	\$	32,150,000
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COMMUNITY MEETING





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PUBLIC SAFETY



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.



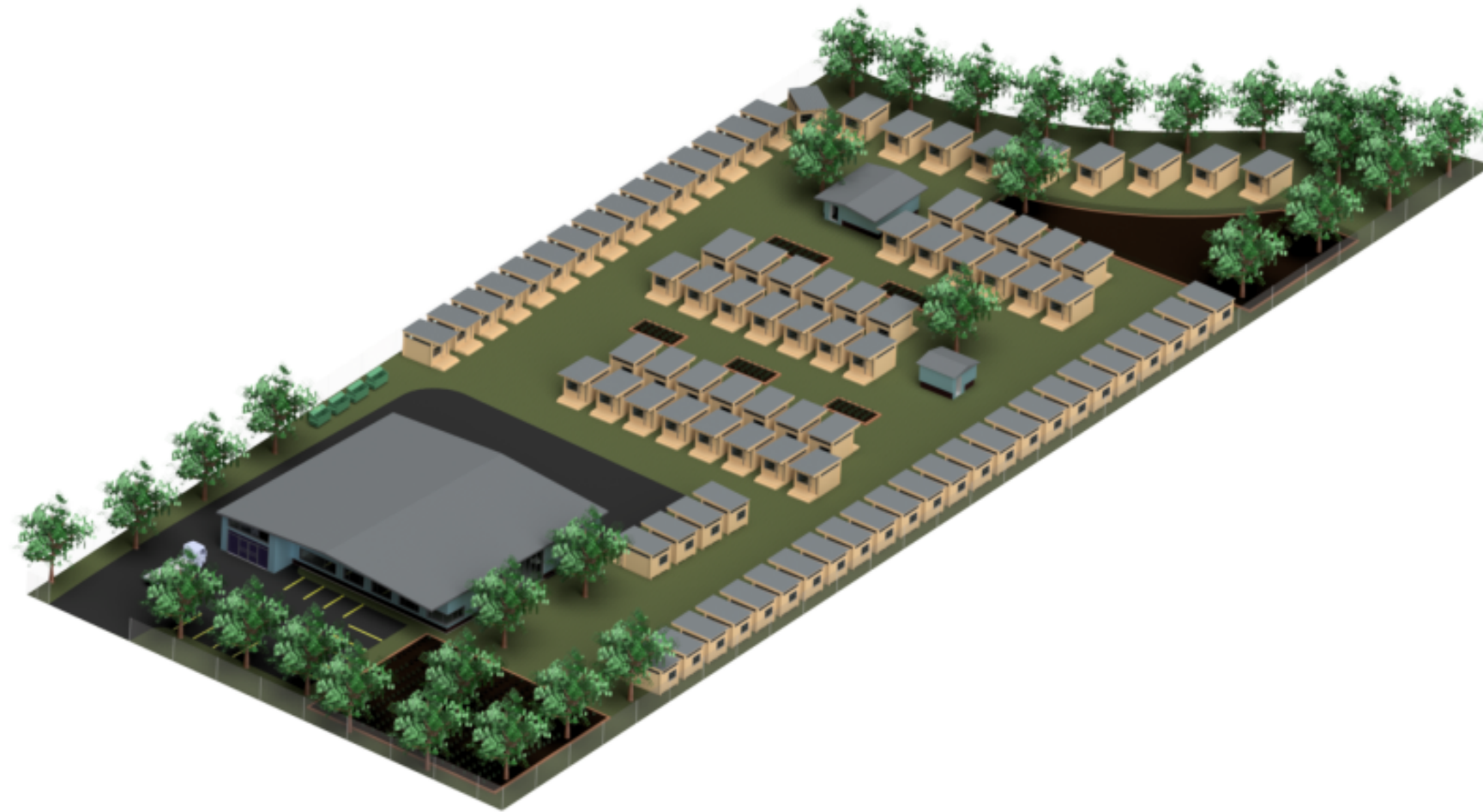
Technologically Advanced Cars

- 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



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PARKS & RECREATION



MCE



Overall Plan View

LEGEND

- 1 WAR MEMORIAL STADIUM
- 2 JIM DAILEY FITNESS CENTER
- 3 ZOO ENTRANCE
- 4 FAIR PARK AND 1-600
- 5 UNIVERSITY AVE.
- 6 CHI ST. VINCENT'S
- 7 PARK ENTRANCE
- 8 SPLASH PAD
- 9 ZOO ROUNDABOUT

War Memorial Park

MCE



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

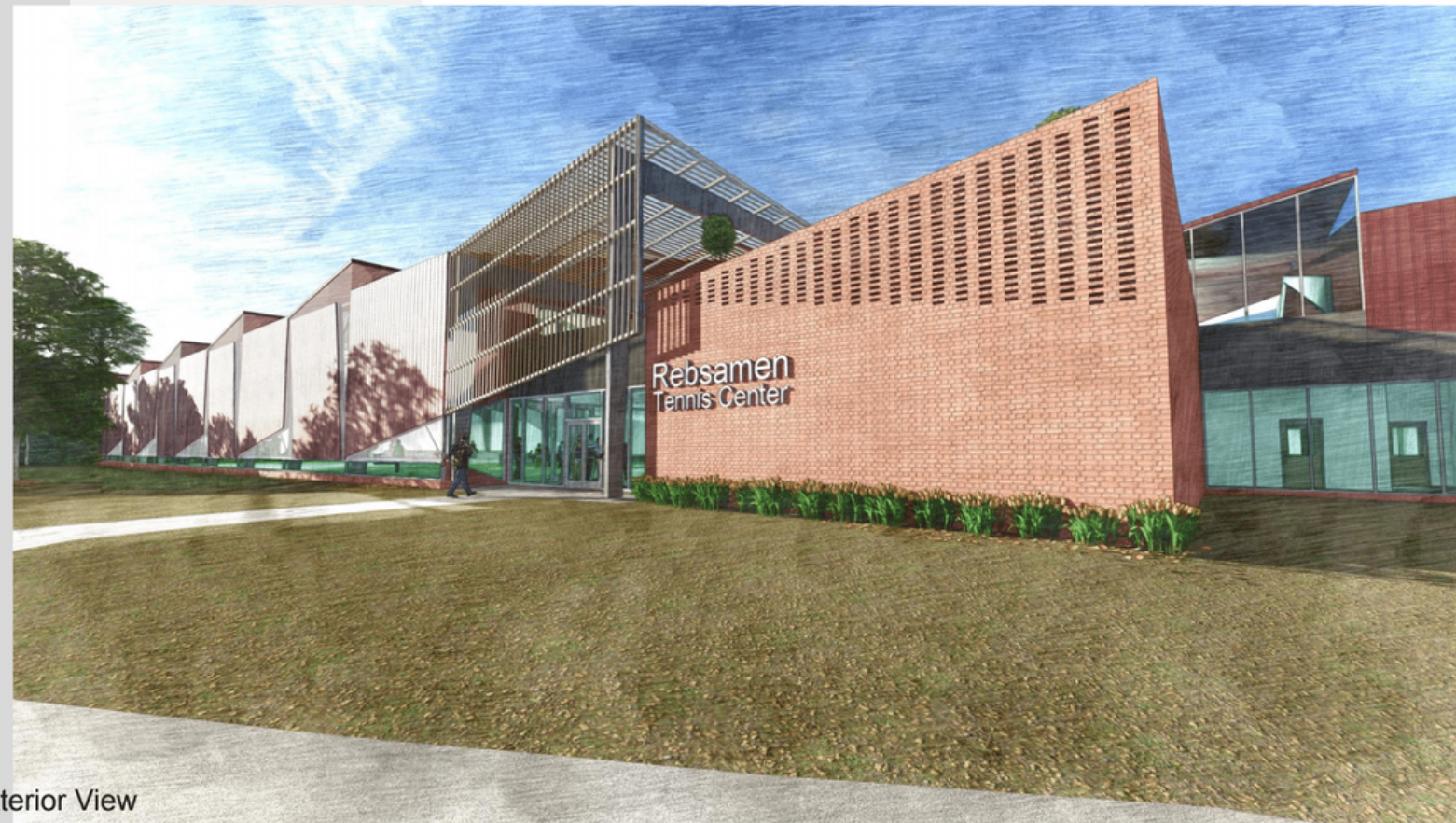
Parks & Recreation

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

Improving Hindman Park through outdoor recreation projects, like trails and disc golf

Parks & Recreation

Expansions and renovations throughout the parks system, investing in quality of life and place for ours and future generations



Exterior View

Rebsamen Tennis Complex

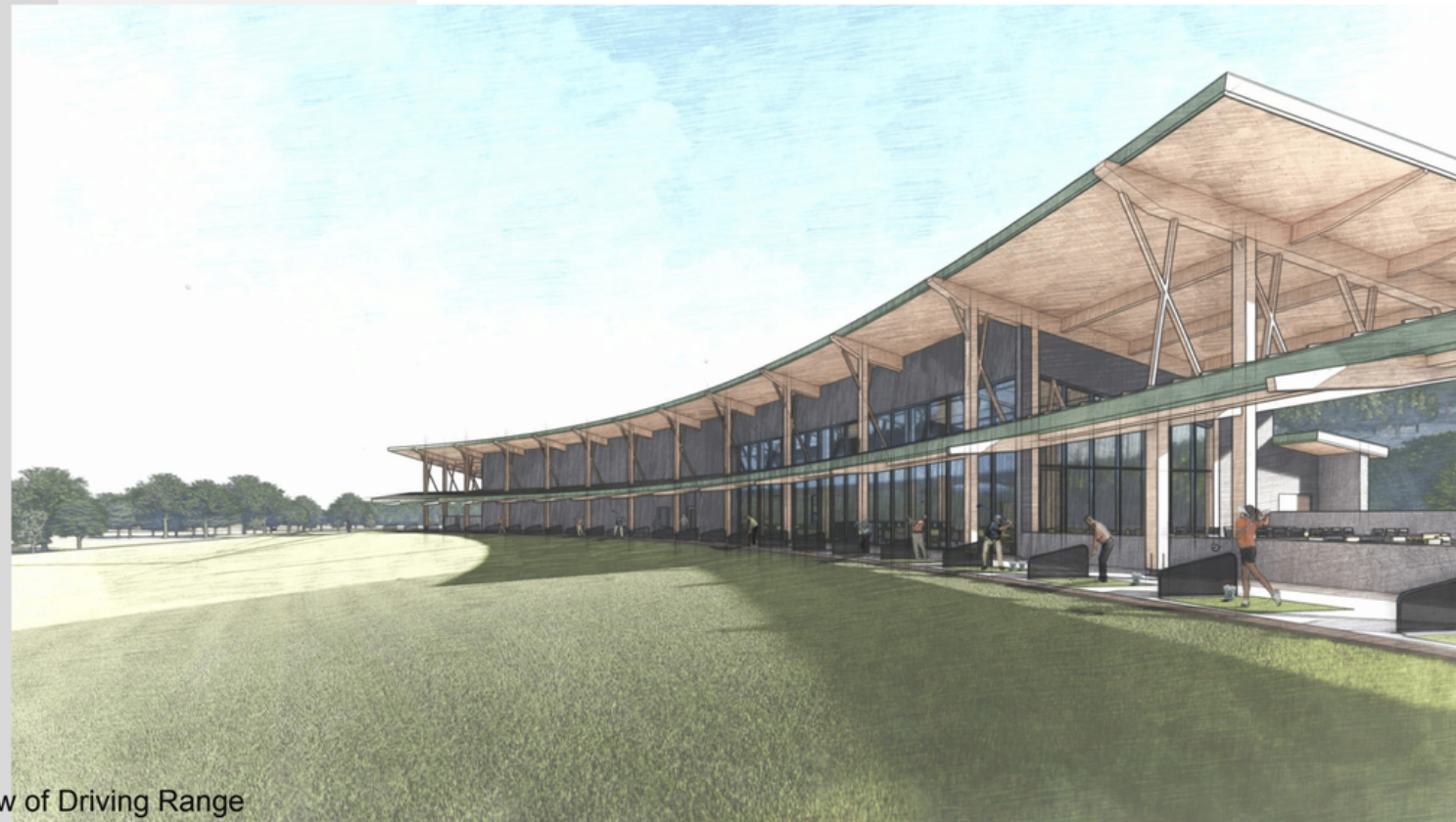


Bird's-eye View

Rebsamen Soccer Complex

Parks & Recreation

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



View of Driving Range

Rebsamen Clubhouse



View of Exterior

Senior Adult Center

SENIOR CENTER INVESTMENT



Interior View

Senior Adult Center

Enhancement & Expansion

- \$3 Million - ARPA Investment
- \$3 Million - Proposed Tax Investment



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

REVENUE PROJECTION

Indoor Sports Complex:

- Operations Revenue projection: \$1.1M/year
- Economic Impact: \$30.2M/year

Outdoor Sports Complex:

- Operations Revenue projection: \$950,000 in Year 1
- Economic Impact: \$19.4M by Year 5



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PUBLIC INFRASTRUCTURE





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

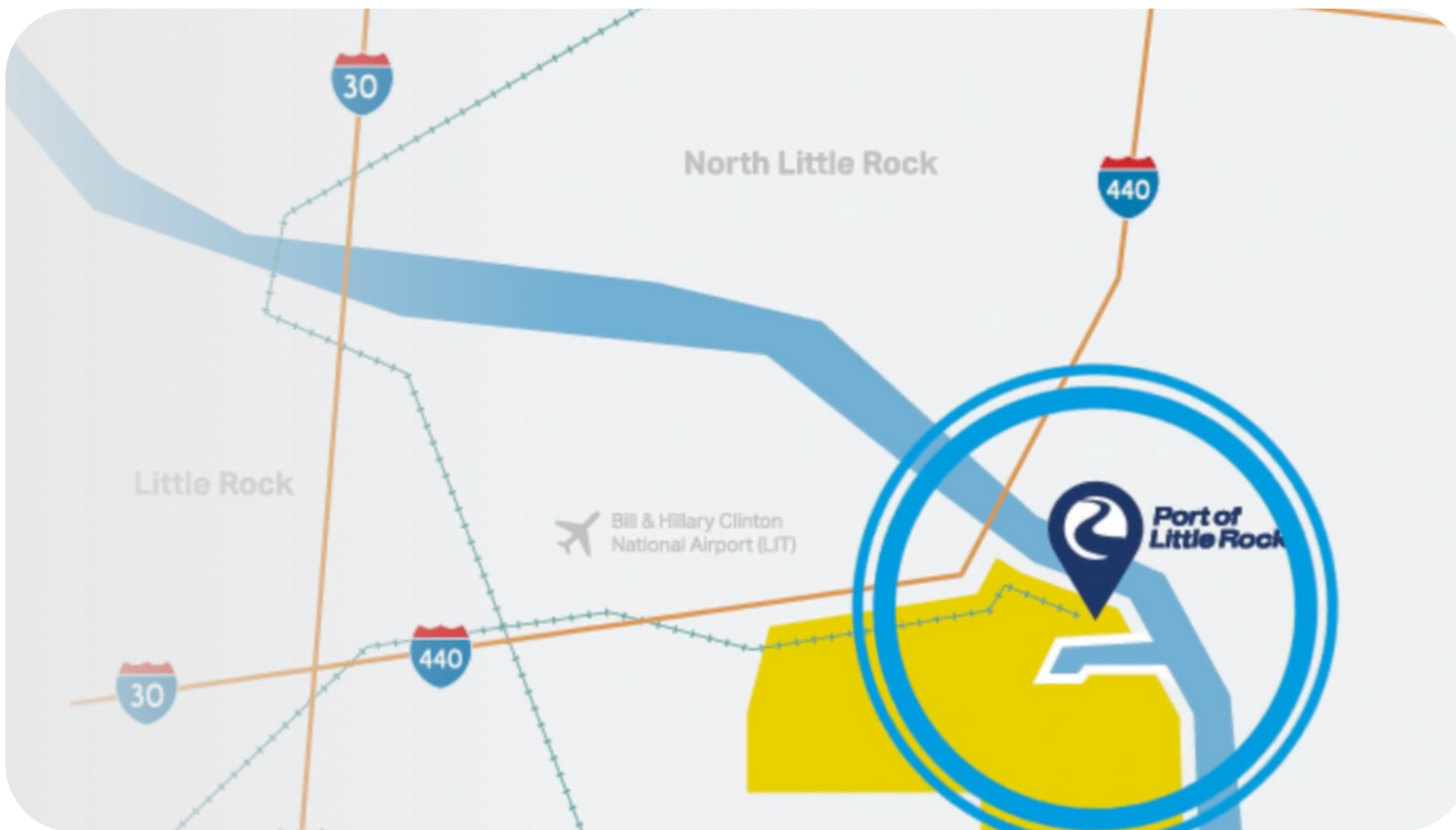




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PORT & ECONOMIC DEVELOPMENT





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

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