



EXPLORE THE SCOPE EMBRACE THE IMPACT

Proposal: One Cent Sales Tax Increase

Estimated Revenue over 10 years: \$600+ Million

Impact: Proposal includes a 5/8ths-percent tax for capital improvements that would end, or "sunset," after 10 years, and a permanent, 3/8th-cent tax to cover long-term maintenance and operational costs.

FREQUENTLY ASKED QUESTIONS

Q1: What could a \$68,750,000 investment in Public Safety look like?

- Enhancements to the Real Time Crime Center (RTCC), which utilizes state-of-the-art technology to monitor and address crime in real time across the City. The RTCC is instrumental in helping LRPD address crime in public spaces like our parks and entertainment districts
- Additional social workers and training to help LRPD safely intervene in incidents involving individuals with mental health concerns
- New fire apparatus and operational support to maintain ISO Class 1 fire ranking

Q2: What could a \$77,750,000 investment do to improve Parks and Quality of Life?

[Click here](#) to see a breakdown that highlights how each generation of resident can benefit from the investment in spaces like War Memorial Park, Hindman Park, Indoor/Outdoor Sports Complex, and the expansion of the Centre's at University Senior Center.

Q3: Can there be a Community Sports Model in partnership with the School District in order to help both the City and Schools?

The City and Little Rock School District have determined that having fields and gyms at each school is more advantageous than a single large sports facility.

THE SCOPE:

\$68,750,000 Investment
Strengthening Public Safety

\$11,000,000 Investment
Enhancing Citywide
Infrastructure

\$12,500,000 Investment
Nurturing Port and Economic
Development

\$30,000,000 Investment
Transforming Landmark Parks

\$3,000,000 Investment
Elevating Senior Center
Experience

\$20,000,000 Investment
Compassionate Unhoused
Support



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FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q4: Will the proposed indoor/outdoor youth sports complex take away too much green space at War Memorial Park?

No. We understand the importance of preserving green space and the natural beauty of War Memorial Park. The proposed complex is designed to make efficient use of the park's 210 acres.

Q5: Why is there a significant investment in Parks and Recreation?

Investing in Parks and Recreation is essential for enhancing our city's quality of life. These facilities not only provide recreational opportunities but also contribute to public safety by offering safe spaces for our youth and communities to gather. Parks and recreational areas promote healthy lifestyles, community engagement, and social interactions.

Q6: What could a \$77,000,000 investment do to improve Public Infrastructure?

An assessment of most urgent needs throughout the city will be completed with accessibility, safety and connectivity in mind. The input of residents will be considered as we prioritize the list.

Ultimately, we are considering:

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

Q7: What could a \$12,500,000 investment do to improve Port & Economic Development?

This investment would provide incentives for industry leaders to make Little Rock their headquarters and increase job opportunities for residents.



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FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q8: What is the current tax rate in Little Rock?

The sales tax rate in Little Rock, Arkansas is 8.625%. This includes:

- 6.5% Arkansas state sales tax,
- 1% Pulaski County sales tax
- 1.125% Little Rock sales tax.

Little Rock only receives 1.125% of the 8.625%

Q9: Where does Little Rock fall amongst other cities and the taxes they collect?

Little Rock's local sales tax rate is among the lowest in the State. With the increase, the tax rate would be competitive with other cities across Arkansas and the region.

Q10: Where can I find the current general revenue breakdown for Little Rock?

The current operating budget can be found on the www.LittleRock.gov. (See slide 24)

Q11: This proposal process feels rushed, can we revisit later in the year?

This sales tax proposal was introduced in March 2023 but was rightfully paused as a result of the EF3 Tornado that hit western portions of our city on March 31. Additionally, under new legislation from the Arkansas State Legislature, special elections for sales tax proposals will now follow a specific schedule: During presidential election years, these elections will exclusively occur on the second Tuesday of March or November, while in non-presidential election years, they will occur in November.

Q12: If the Board approves the tax, when can residents vote and see collection begin?

There are three options:

- Vote: Nov. 14, 2023 – Collection: Apr. 1, 2023
- Vote: Mar. 5, 2023 – Collection: Oct. 1, 2023
- Vote: Nov. 5, 2024 – Collection: Apr. 1, 2025