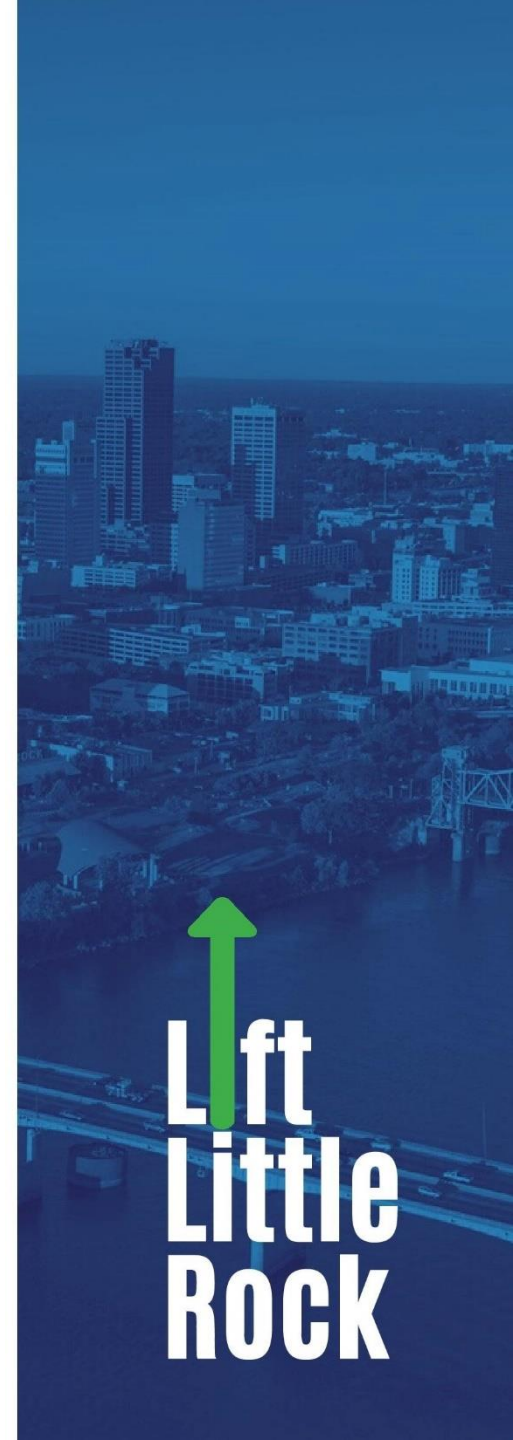



**Lift
Little
Rock**
TO NEW
HEIGHTS



**Lift Little Rock
for the Future**


**Lift
Little
Rock**



Lift Little Rock Initiative will Increase resident's quality of life by:

- Strategically **Improving** our underserved neighborhoods and streets
- **Investing** in public safety
- **Reinvesting** in our parks
- **Enhancing** our Zoo
- **Educating** our children
- **Recruiting** and **Training** for jobs
- **Upgrading** our technology.



**Lift
Little
Rock**

Lift Little Rock by a Penny

- LiftLR Sales tax **would not sunset**
- LiftLR initiative would generate approximately \$50,500,000 per year
- Once LiftLR passes, the current 3/8 cents Capital tax **will not** be renewed
- Tax rate will increase to 10% for only one year, then the rate will drop to **9.625% in 2022**
- All Capital projects will be completed within the **first 10 years**

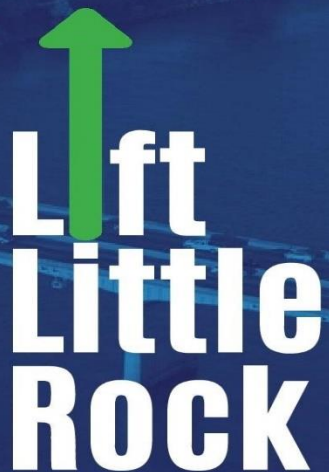


Lift
Little
Rock

Lift Little Rock

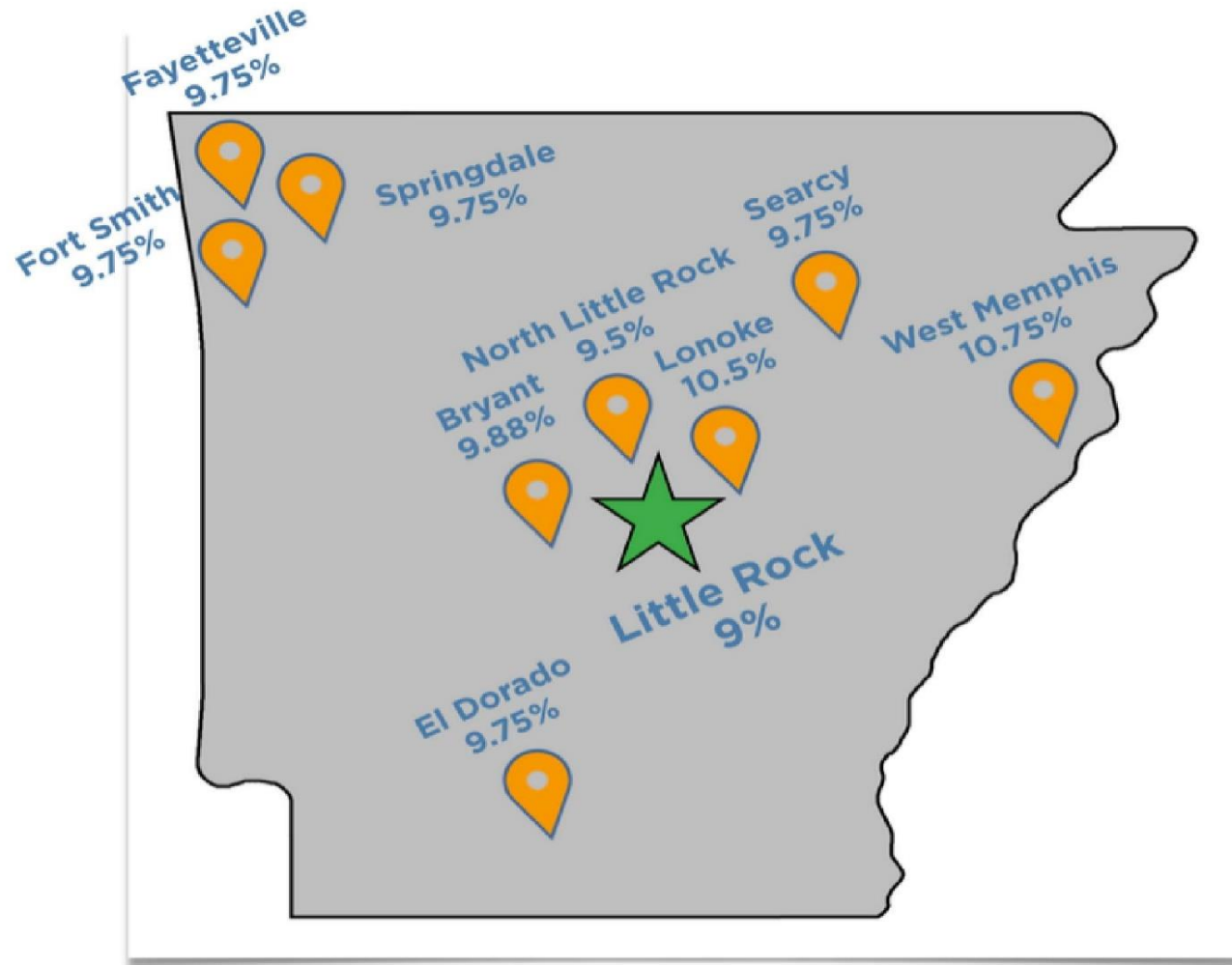
- The 3/8-cent tax will remain in effect through December 31, 2021.
- The impact of the 1% Lift Little Rock tax would be 5/8-cent or 0.625, thereafter.

	Current Tax Rate	Tax Rate with 1% Increase	Tax Rate 1/1/2022
State Tax	6.500%	6.500%	6.500%
County Tax	1.000%	1.000%	1.000%
Local Tax	1.500%	2.500%	2.125%
Total	9.000%	10.000%	9.625%



Lift
Little
Rock

Lift
Little
Rock
TO NEW
HEIGHTS



Lift
Little
Rock

Stewardship

- Prior to the election, the Board of Directors would adopt a resolution, identifying the planned uses of the proceeds of the Lift Little Rock tax over the first ten (10) year period, similar to Resolution 13,343 utilized for the LR-Cent plan.
- Once the Lift Little Rock Tax is in place, quarterly progress reports would be presented to the Lift Little Rock committee



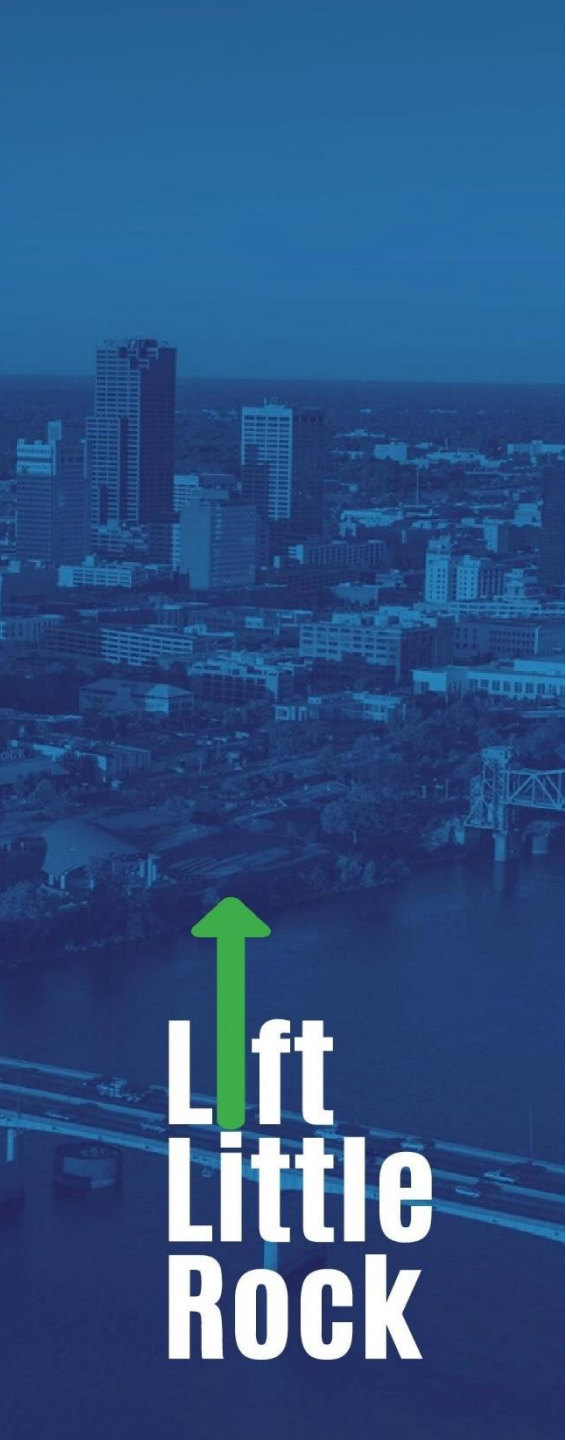
Stewardship

- It is anticipated that the projects identified in the first ten year plan would be completed within that period, utilizing short-term financing to accelerate completion, with projects spread out to ensure a level spending plan that fits within an anticipated annual funding requirement of approximately \$50.5 million.
- The annual spending plan will be designed to include the ongoing or operating expense portion of the plan, such as street resurfacing and fleet replacement.



Stewardship

- Amendment 78 of the Arkansas Constitution requires that short-term notes be repaid with general revenues over a period not to exceed five (5) years. Therefore, notes initiated after the sixth (6th) year of the tax, may extend into the next ten (10) year period, even though the related projects are completed by the end of the first ten (10) years.
- Once approved projects are completed, a self restricted fund for new capital project plans would be presented to the Board of Directors for approval. Initial projects will be focused on developing infrastructure projects city-wide.



Proposed Projects 1st 10 Years

Lift
Little
Rock

Quality of Life

	Description	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years	Estimated Average Annual Ongoing Allocation
	Quality of Life				
	Parks and Recreation, Golf and Fitness:				
1	Hindman/ & War Memorial Park	\$30,000,000		\$30,000,000	
2	General Park Improvements and Parks & Trails Maintenance	20,000,000	21,000,000	41,000,000	2,100,000
3	Indoor Sports Complex	30,000,000	8,000,000	38,000,000	1,000,000
4	West Central Pool	3,000,000		3,000,000	
5	Senior Center	6,000,000		6,000,000	
6	Rebsamen Soccer	8,500,000		8,500,000	
7	Rebsamen Tennis	7,000,000		7,000,000	
8	Jim Dailey Center Pool (indoor olympic)	9,500,000		9,500,000	
9	Expanded Maintenance (New Construction)		8,000,000	8,000,000	1,000,000
10	15 Acre Park - Downtown	5,000,000		5,000,000	

Quality of Life

	Description	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years		Estimated Average Annual Ongoing Allocation
11	1st Tee Golf Expansion (add 9 holes)	2,500,000		2,500,000		
12	Rebsamen Golf (Pro Shop Facility)	3,000,000		3,000,000		
13	Golf Operations and Maintenance		5,250,000	5,250,000		750,000
14	Parks and Recreation, Golf and Fitness Total	124,500,000	42,250,000	166,750,000	33%	4,850,000
	Zoo:					
15	Giraffe Interactive Habitat	20,000,000		20,000,000		
16	Asia & Sloth Bear Habitat	16,000,000		16,000,000		
17	North America Habitat	10,000,000		10,000,000		
18	General Upgrades	4,000,000		4,000,000		
19	Continue Additional Zoo Master Plan Capital					
20	Net Operations Increase, including new exhibits		20,000,000	20,000,000		2,000,000
21	Zoo Total	50,000,000	20,000,000	70,000,000	14%	2,000,000

Hindman Park & War Memorial Park



North Plan View

Hindman Park

LEGEND

- 1 NEW ENTRANCE
- 2 PARKING AREA
- 3 NATURAL SURFACE TRAIL
- 4 FISHING LAKE
- 5 PLAY AREAS
- 6 PARKING LOT
- 7 FISHING PIER
- 8 KAYAK LAUNCH
- 9 PARKING LOT
- 10 EXISTING DISC GOLF
- 11 WESTERN HILLS CONNECT
- 12 MTN. BIKE TRAILS
- 13 PERIMETER PAVED TRAIL
- 14 CHAMP. DISC GOLF
- 15 DOWNHILL BIKE PARK
- 16 BRODIE CREEK CONNECT

- Revitalize Hindman Park to be an outdoor adventure park which will include a championship disc golf course, expanded fishing lake and fishing pier, playgrounds, downhill bike park, mountain bike trails, natural surface trails, paved trails, Trail connections, green space, and a new entrance



Aerial View West

Hindman Park

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

- \$30,000,000 Capital Investment cost into both parks and trail connection

Hindman Park & War Memorial Park



Overall Plan View

War Memorial Park

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

- Reinvestment in War Memorial Park to make it the “Central Park” of our city. To include building baseball fields, open air lawn entertainment, dog park, multi-use trails, expand the lake, picnic and pavilion areas, trail connections, green space, and additional parking

- Estimated Completion date : 2023



Southwest Plan View

War Memorial Park

LEGEND

- 1 OPEN PARK SPACE
- 2 BALL FIELDS
- 3 CONCESSIONS/ RESTROOMS
- 4 AMPHITHEATER
- 5 BOULDERING WALLS
- 6 MULTI-USE PAVED TRAILS
- 7 SOFT-SURFACE TRAILS
- 8 BIKE SKILLS COURSE
- 9 PUMP TRACK
- 10 DOWNHILL ALPINE SLIDE
- 11 CONNECTION TO TRAIL
- 12 PARK ENTRANCE
- 13 PARKING / TAILGATING

- Opportunity to generate revenue attracting youth and adult baseball and softball tournaments, hosting local youth baseball leagues, and fee income for open air lawn entertainment rental

- **Projected Annual Revenue Increase: \$421,000**
(Baseball and Softball Complex only)

Indoor Sports Complex



- A multi-sports indoor facility that can be used for Basketball, Volleyball, Wrestling, and Indoor Soccer
- \$30,000,000 Capital Investment Cost
- Estimated completion date 2023
- Opportunity to generate revenue by attracting National and Regional Youth Sports Tournaments and by hosting local adult and youth athletic leagues
- **Projected Annual Revenue Increase: \$967,000**

West Central Community Pool



LEGEND

- ① NEIGHBORHOOD ENTRY
- ② LARGE POOL
- ③ SLIDE FEATURE
- ④ SPLASH PARK
- ⑤ EXISTING BASEBALL
- ⑥ KIDDIE POOL
- ⑦ SEATING PLAZA
- ⑧ CONCESSION / RESTROOMS
- ⑨ PARKING
- ⑩ NEW ENTRANCE

- Outdoor Pool at the West Central Community Center
- \$3,000,000 Capital Improvement Cost
- Estimated Completion Date : 2022

Aerial View
Southwest

West Central Sports Complex

Senior Center



- A center dedicated to the active lifestyle needs of our elderly and aging residents. Will included a fitness center, meeting rooms, and computer lab

- \$6,000,000 Capital Improvement Cost

- Will be located at the Centre at University Park, and will be built onto existing building

- Estimated Completion Date: 2022

- **Projected Annual Revenue Increase: \$50,000**



Rebsamen Soccer



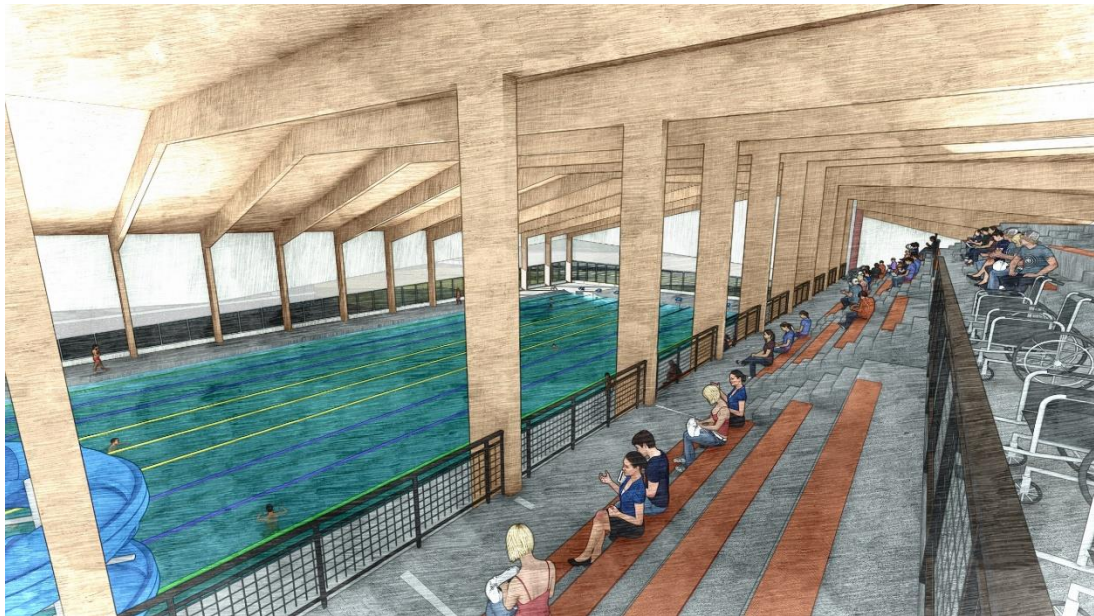
- Repurpose Land along Rebsamen Park Road and the Arkansas river, into 12 competitive Soccer fields, playgrounds, Concessions stands, restrooms, and parking
- \$8,500,000 Capital Improvement Cost
- Estimated Completion Date : 2024
- Opportunity to generate revenue by attracting National and Regional youth soccer tournaments, and by hosting local adult and youth soccer leagues at site
- **Projected Annual Revenue Increase: \$600,000**

Rebsamen Indoor Tennis



- Indoor tennis facility, located at current Rebsamen Tennis center
- \$7,000,000 Capital Investment Cost
- Estimate completion date: 2024
- Opportunity to generate revenue by attracting indoor tennis tournaments with USTA, local leagues, court rental fees, and season passes.
- **Projected Annual Revenue Increase: \$100,000**

Jim Dailey Olympic Pool



- An Olympic sized indoor pool located at Jim Dailey Fitness Center
- \$9,500,000 Capital Improvement Cost
- Estimated completion date: 2028
- Opportunity to generate revenue by attracting youth swim meets, AAA sanction swim meets, increase in membership at Jim Dailey Center, and reservation fee cost
- **Projected Annual Revenue Increase: \$300,000**

Other General Park Improvements

MCE



Aerial View West

East End Park

LEGEND

- 1 URBAN FARMING
- 2 GARDEN STORAGE / BARN
- 3 PARKING AREAS
- 4 OPEN SPACE
- 5 BIKE PUMPTRACK
- 6 LANDFORM PLAY
- 7 BIKE SKILLS COURSE
- 8 SOUTHEAST TRAIL
- 9 PLAY AREAS
- 10 SPLASHPAD
- 11 PICNIC AREA
- 12 RESTROOMS

MCE



Aerial View North

Otter Creek Park

LEGEND

- 1 ENHANCED ENTRANCE
- 2 PERIMETER PAVED TRAIL
- 3 BASKETBALL
- 4 PLAYGROUND
- 5 SOCCER COMPLEX
- 6 FISHING PIER/KAYAK LAUNCH
- 7 FISHING LAKE
- 8 OPEN SPACE
- 9 PARKING

MCE



Aerial View North

Natural Steps

LEGEND

- 1 SOCCER COMPLEX
- 2 PLAYGROUND
- 3 CONCESSION HUB
- 4 ARKANSAS RIVER TRAIL
- 5 PARKING AREAS
- 6 TOT LOT
- 7 PICNIC AREA
- 8 PERIMETER PAVED TRAIL
- 9 PIER / KAYAK LAUNCH

MCE



Aerial View West

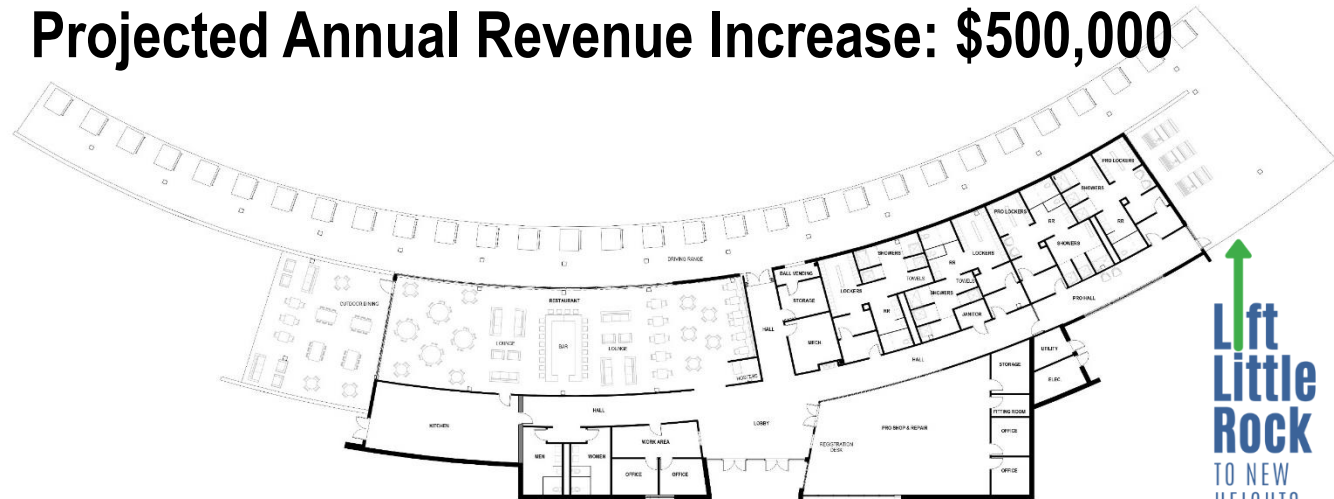
Riverfront Park

LEGEND

- 1 DEFINED AR RIVER TRAIL
- 2 SERVICE ONLY
- 3 PARKING AREA
- 4 SAFETY IMPROVEMENTS
- 5 GATEWAY TO PARK
- 6 DROP-OFF

Rebsamen Golf Pro Clubhouse

- Construct a new Pro Golf Clubhouse and facility at Rebsamen golf course
- \$3,000,000 Capital Improvement Cost
- Estimated completion date: 2024
- Opportunity to partner with USGA, PGA, LPGA, NCAA to bring competitive golf tournaments to the City of Little Rock
- **Projected Annual Revenue Increase: \$500,000**



1st Tee Golf Expansion



- Construct an additional 9 holes and cart paths to 1st Tee Golf Course
- \$2,500,000 Capital Improvement Cost
- Estimated completion date: 2024
- Opportunity to partner with First Tee National and Junior PGA to host national, regional, and local youth golf tournaments
- **Projected Annual Revenue Increase: \$300,000**

Zoo Expansion

- Expand the Zoo to increase both the quality of experience and revenue opportunities at the only Accredited Zoo in the State

- The addition of a multi-species African habitat with giraffes, and interactive learning opportunities will attract students and guest

- Zoo needs an increase in support for its operations of at least \$2MM annually to successfully implement the approved master plan

- The implementation of the Zoo master plan will establish a sound financial base for Zoo operations, position the Zoo for stability and annual growth in revenues, and promote partnerships to leverage private funding



Zoo Expansion Projected Revenue Increase

Zoo Revenue Projection 2021-2030 with Investment

Revenue	2020 Budget	% increase (10 yr)	Projected 2030
Admissions	\$1,634,000.00	186%	\$3,044,380.23
Amenities & Rides	\$232,100.00	186%	\$432,436.14
Education Programs	\$110,000.00	186%	\$204,946.04
Food & Retail	\$818,225.00	186%	\$1,524,472.47
Membership	\$500,000.00	186%	\$931,572.90
Events	\$250,000.00	186%	\$465,786.45
Total Revenue	\$3,544,325.00		\$6,603,594.22



Zoo Expansion Projections

- The Zoo's annual visitation could increase to over 550,000 visitors, doubling its annual attendance – This would make it one of the largest attractions in the state and region
- Master plan implementation for the zoo would create a **\$20 million** dollar impact each year to the local economy, a **\$200 million dollar impact over 10 years**



Public Safety & Infrastructure

	Description	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years		Estimated Average Annual Ongoing Allocation
	Public Safety:					
22	Fire Station 25 - WLR	8,500,000	8,000,000	16,500,000		2,000,000
23	Police Evidence Room	1,500,000		1,500,000		
24	Public Safety Technology		20,000,000	20,000,000		2,000,000
25	Public Safety Vehicle Replacement		26,250,000	26,250,000		2,625,000
26	Public Safety Operations		20,000,000	20,000,000		2,000,000
27	Public Safety Total:	10,000,000	74,250,000	84,250,000	17%	8,625,000
	Infrastructure:					
28	Strategic Infrastructure Improvements	20,000,000		20,000,000		2,000,000
29	Street Resurfacing		30,000,000	30,000,000		3,000,000
30	Total:	20,000,000	30,000,000	50,000,000	10%	5,000,000

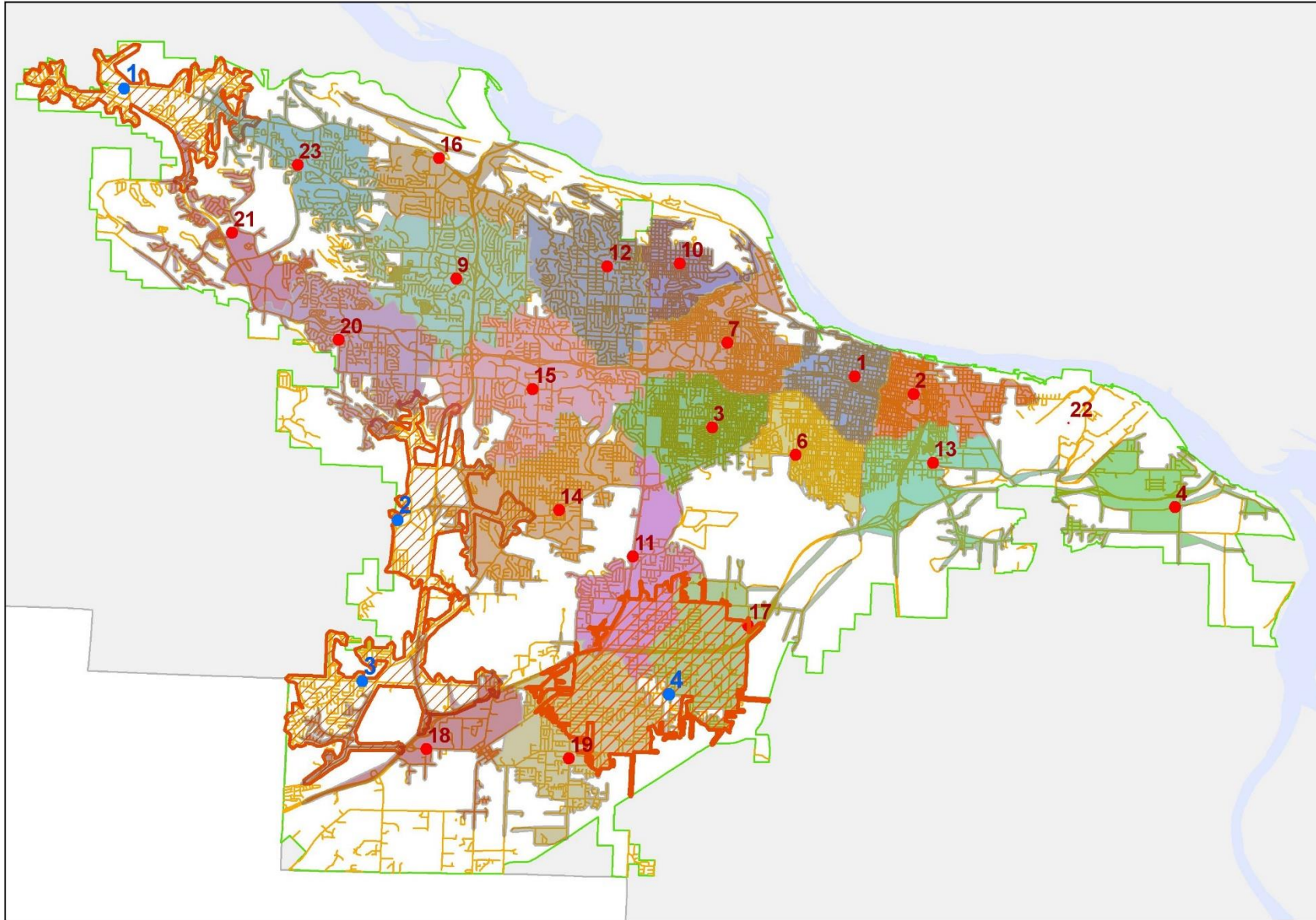


Fire Station #25

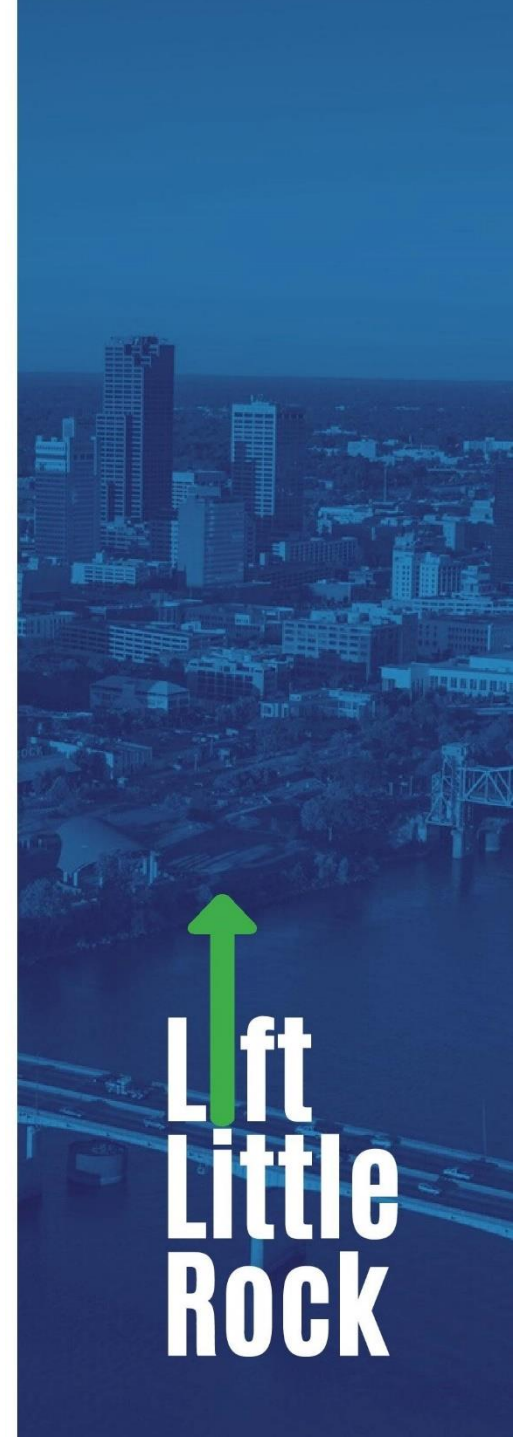


- Build Fire Station 25 in West Little Rock to decrease fire response times, to lower fire insurance premiums, and to stay ISO Rating-1 Accredited
- \$8,500,000 Capital Investment Cost
- Estimated Completion Date : 2026

Fire Station #25



4 Minute Service Areas ~ All Existing and Proposed 1,2,3 and 4



Public Safety

- \$8,000,000 investment in the first 10 years into operations and equipment for **Fire Station #25**
- Invest \$2,000,000 per year in Public Safety Technology
- Invest **\$2,625,000** per year into our public safety vehicle replacement plan
- Additional \$2,000,000 per year into public safety operations

Public Safety

- Over the first 10 years of the LiftLR sales tax, **\$84,250,000** will be invested into Public safety
- **\$8,625,000** will be allocated annually for ongoing operating expenses
- Vehicle Replacement Plan will increase reliability and dependability; increase enhanced operational efficiency, increase first responder safety, decrease maintenance cost and the ability to retire apparatus from the front line after 20 years (reserve for 5 years)

Infrastructure

- **\$50,000,000** in the first 10 years will be invested in key infrastructure projects
- \$20,000,000 to the **Strategic Infrastructure Improvement Plan**, to focus on underserved and overlooked areas of our city
- This plan will complete infrastructure projects in these neighborhoods to improve the quality of life for residents, and to attract economic development opportunities in these communities
- \$3,000,000 per year will be allocated for street resurfacing



Education, Economic Development, Information Technology, and Fleet

Description	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years		Estimated Average Annual Ongoing Allocation
Early Childhood Education		45,000,000	45,000,000	9%	4,500,000
Economic Development	20,000,000		20,000,000	4%	2,000,000
Information Technology		30,000,000	30,000,000	6%	3,000,000
Fleet - Vehicle Replacement (excluding Public Safety)		8,750,000	8,750,000	2%	875,000

Early Childhood Education

- \$4,500,000 a year will be allocated to increasing the early childhood educational opportunities for children and families in the City of Little Rock

This Early Childhood investment will consist of a combination of:

- **Partnerships** with the state's Division of Child Care & Early Childhood Education for high quality infant and toddler care
- Work with **private providers** to provide them the technical assistance they need to allow their facilities to be sustainable as small businesses and to improve the quality of care
- **Expanding** early childhood education seats for those who are most in need



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Early Childhood Education

By expanding early childhood care options for Little Rock Residents we can attract people to live in our city to take advantage of the opportunity, and improve the quality of education for our children.

- A conservative **Return on Investment** for early Childhood Education in **10:1**, a \$10 return for every \$1 invested. (**\$45M investment = \$450M return**)
- Because high-quality early childhood programs promote healthy development, they can generate savings by obviating the need for more expensive interventions later in a child's life*
- Children (over the long term) and parents who participate in early childhood programs are more likely to be employed*

* Data taken from study provided by - The Center for High Impact Philanthropy:
Invest in a Strong Start for Children, High Return Investment



Economic Development

- **Entrepreneurship & Small Business Growth and Retention - \$550,000 annually**

We will move business retention and expansion (BR&E) to the center of Little Rock's economic-development strategy

- **Job Training - \$200,000 annually**

The City will create and staff the Mayor's Workforce Cabinet in an effort to inventory current workforce-development assets and create a plan to expand those efforts effectively.

- **Marketing/Recruiting - \$150,000 annually**

We will expand our marketing and recruiting efforts into new channels to supercharge our economy. **Direct Flight Strategy**- Will allow us to reach out to growing companies with headquarters that are easily accessible to Little Rock to sell them on the benefits of our City as an affordable location for growth.



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Economic Development

- **Incentives - \$1,000,000 annual budget**

City may enter into partnerships to redevelop/renovate/upfit parcels, buildings or existing businesses to provide incubator space, live/work space, laboratory, test kitchen, maker space, workshop or other place-based incentives designed to attract individuals wishing to start businesses in Little Rock.

- **Port Expansion/Supersite - \$100,000/per year for 3-5 years**

Port of Little Rock could finalize the creation of one of the finest industrial sites available in the U.S., which should make Little Rock extremely competitive for the largest projects coming to market in this decade.



Lift
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General Capital Improvements

Description	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years		Estimated Average Annual Ongoing Allocation
General Capital Improvements:					
Courts Building	10,000,000		10,000,000		
City Hall Renovations	15,000,000		15,000,000		
Hinton Center	2,500,000		2,500,000		
Museum of Discovery	5,000,000		5,000,000		
Land Acquisition - Markham Street	2,000,000		2,000,000		
Total General:	34,500,000	-	34,500,000	7%	-
Grand Total:	\$254,000,000	\$250,250,000	\$504,250,000	100%	\$30,850,000

Lift Little Rock by a Penny

- 1 Penny sales tax increase will generate around **\$50,500,000** per year
- Invest **\$254M** in capital improvement projects in the **first 10 years**, that will generate revenue for the City of Little Rock
- Invest \$84M into Public Safety in the first 10 years, with **\$8.6M** in additional annual operating increase to public safety departments
- Additional **\$4.85M** in annual ongoing operational allocation for maintenance and upkeep of our parks
- Create economic development fund like prominent peer cities, to attract businesses and support local small businesses
- Allocate \$3M a year to increase the City of Little Rock's Technology




**Lift
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**Lift Little Rock
for the Future**


**Lift
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Rock**

