## Penny Sales Tax Initiative

# 

## REBUILD REBUILD THE ROCK TM PEOPLE. PLACE. PROGRESS.





 Rebuild The Rock initiative would generate approximately \$53M per year

 Once Rebuild The Rock passes, the current 3/8 cents Capital tax will not be renewed

• Tax rate will be to 9.625%

•All Capital projects will be completed within the first 10 years







•The 3/8-cent tax will remain in effect through December 31, 2021.

•The impact of the penny tax would be 5/8-cent or 0.625, thereafter.

State Tax County Tax Local Tax Total

Current Tax Rate 6.500% 1.000% 1.500% 9.000%

Tax Rate 1/1/2022 6.500% 1.000% 2.125% 9.625%

















## REBUILD THE ROCK Penny Sales Tax Initiative



## **Mechanisms of Accountability**

## THE ROCK TM **PEOPLE. PLACE. PROGRESS.**

# REBUILD THE ROCK Penny Sales Tax Initiative

## Citizen Led Commission

Reallocation Resolution



## **Citizen Led Committee**

- Report and Review appropriations
- Reallocation
- Public Hearings

## REBULD THE ROCK Penny Sales Tax Initiative

 Quarterly Meetings to report on Project updates To evaluate spending against Priority allocations

To make semiannual reports to City Board on progress and

Recommendations to Mayor & City Manager on future projects and

 Annual Public Development Meeting- report on progress/ presentation on projects • Public Hearings on current projects • Public Forums on future projects



## **Reallocation Resolution**

- by vote of City Board

# REBUILD THE ROCK Penny Sales Tax Initiative

Resolution that sets priorities and reallocates funds every 10 years

• Reallocation resolution must be Introduced by the Mayor, and must be passed by City Board by 12/31 of the year prior to the 10th year of the previous resolution

 Resolution shall have expected revenue allocated by Division/ Department, Resolution may have disbursements by projects.

• Revenue must be allocated as presented

• Reallocation Resolution can be amended by <sup>3</sup>/<sub>4</sub> vote of City Board



## **Citizen Accountability Process**

•Commission host pubic meetings (inform and public input)

Manager

City Board

• Board votes on resolution (Majority vote to pass 50% + 1)

# REBUILD THE ROCK Penny Sales Tax Initiative

Commission make recommendations to Mayor & City

Mayor introduces and presents Reallocation Resolution to



## **Rebuild The Rock Priority Needs**

Capital vs. Operating Snapshot of Proposed Projects - First 10 years

			Estimated	Total Estimated		Estimated Average Annual
		Capital	<b>Operating Expense</b>	Investment		Ongoing
	Description	Investment	Increase	1st 10 years		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	20,000,000	21,000,000	41,000,000		2,100,000
	Maintenance					
3	Indoor Sports Complex	37,000,000	8,000,000	45,000,000		1,000,000
4	West Central Complex	12,000,000		12,000,000		
5	Senior Center	6,000,000		6,000,000		
6	Rebsamen Soccer	13,500,000		13,500,000		
7	Jim Dailey Center Pool (indoor Olympic)	9,500,000		9,500,000		
8	Expanded Maintenance (New Construction)		8,000,000	8,000,000		1,000,000
9	15 Acre Park - Downtown	5,000,000		5,000,000		
10	1st Tee Golf Expansion (add 9 holes)	2,500,000		2,500,000		
11	Rebsamen Golf (Pro Shop Facility)	3,000,000		3,000,000		
12	Golf Operations and Maintenance		5,250,000	5,250,000		750,000
13	Parks and Recreation, Golf and Fitness Total	138,500,000	42,250,000	180,750,000	34%	4,850,000
	Zoo:					
14	Giraffe Interactive Habitat	20,000,000		20,000,000		
15	North America Habitat	10,000,000		10,000,000		
16	Net Operations Increase, including new exhibits		20,000,000	20,000,000		2,000,000
17	Zoo Total	30,000,000	20,000,000	50,000,000	9%	2,000,000

17	Zoo Total	30,0

		4070.0
38	Total General:	25,0
	Land Acquisition - Markham Street	2,0
	JE Davis Upgrades & Acquisition	1,0
	Hinton Center	2,0
	City Hall Renovations	7,0
33	Downtown Parking Decks	13,0
	General Capital Improvements:	
32	Total:	
31	Neighborhood Empowerment Capacity Fund	
	Museum of Discovery	
	Program	
29	Downtown Little Rock Partnership Ambassador Safety	
	Neighborhood Programs:	
28	Affordable Housing Fund	20,0
27	Information Technology	
20		30,0
26	Economic Development	30,0
25	Early Childhood Education	
24	Total.	20,0
	Street Resurfacing Total:	20,0
	Strategic Infrastructure Improvements	20,0
	Infrastructure:	
21	Public Safety Total:	8,5
	Public Safety Vehicle Replacement	0.5
	Public Safety Technology & Operations	
	Fire Station 25 - WLR	8,5
	Public Safety:	

39 Grand Total:

\$272,0

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<u> </u>	4,500,000
<u> </u>	6,175,000
	4,175,000
	2,000,000
	6,725,000
	2,725,000
	2,000,000 2,000,000
(	0 0 0 0 <b>12%</b>

## THE ROCK TM **PEOPLE. PLACE. PROGRESS.**

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# REBUILD THE ROCK Penny Sales Tax Initiative

Rebuild The Rock Initiative will Prioritize: **Quality of Life & Place Economic Development Early Childhood Education Public Safety** Infrastructure **Affordable Housing** 



Quality of Life	Capital Investment	Estimated Operating Expense Increase	Total Estimated Investment 1st 10 years		Estimated Average Annual Ongoing Allocation
Parks and Recreation, Golf and Fitness:					
Hindman/ & War Memorial Park	<u>\$30,000,000</u>		<u>\$30,000,000</u>		
<u>General Park Improvements and Parks &amp;</u> Trails Maintenance	20,000,000	21,000,000	41,000,000		2,100,000
Indoor Sports Complex	37,000,000	8,000,000	45,000,000		1,000,000
West Central Complex	12,000,000		12,000,000		
<u>Senior Center</u>	6,000,000		6,000,000		
Rebsamen Soccer	13,500,000		13,500,000		
<u>Rebsamen Tennis - Private</u>					
Jim Dailey Center Pool (indoor olympic)	9,500,000		9,500,000		
Expanded Maintenance (New Construction)		8,000,000	8,000,000		1,000,000
<u>15 Acre Park - Downtown</u>	5,000,000		5,000,000		
<u>1st Tee Golf Expansion (add 9 holes)</u>	2,500,000		2,500,000		
Rebsamen Golf (Pro Shop Facility)	3,000,000		3,000,000		
Golf Operations and Maintenance	_	5,250,000	5,250,000		750,000
Parks and Recreation, Golf and Fitness Total	138,500,000	42,250,000	180,750,000	<u>34%</u>	4,850,00

## Total















### LEGEND



North Plan View

## **Hindman Park**



- EXISTING DISC GOLF PARKING AREA KAYAK LAUNCH FISHING PIER FISHING LAKE PLAY AREA PARKING B CHAMP. DISC GOLF COURSE PERIMETER PAVED TRAILS
- MTN. BIKE TRAILS

11145

**Aerial View West** 

## **Hindman Park**

## Hindman Park & War Memorial Park

- Revitalize Hindman Park to be and outdoor adventure park which will include a championship disk golf course, expanded fishing lake and fishing pier, playgrounds, downhill bike park, mountain bike trials, natural surface trails, paved trials, Trail connections, green space, and a new entrance
- \$30,0000,000 Capital Investment cost into both parks and trail connection













### LEGEND

- WAR MEMORIAL STADIUM
- JIM DAILEY FITNESS CENTER

- PARK ENTRANCE
- ZOO ROUNDABOUT

## **Overall Plan View**

## **War Memorial Park**



### LEGEND

- OPEN PARK SPACE
- CONCESSIONS/ RESTROOMS
- AMPHITHEATER

- PARKING / TAILGATING

L L T

### Southwest Plan View

## **War Memorial Park**

## Hindman Park & War Memorial Park

- Reinvestment in War Memorial Park to make it the "Central Park" of our city. To build baseball fields, open air lawn entertainment, dog park, multi-use trials, expand the lake, picnic and pavilion areas, trail connections, green space, and additional parking
- Estimated Completion date : 2023
- 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
- \$37,000,000 Capital Investment Cost
- Estimated completion date 2025
- 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













## **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: 2024
- 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
- \$13,500,000 Capital Improvement Cost
- Estimated Completion Date : 2025
- Opportunity to generate revenue by attracting National and Regional youth soccer tournaments, and by holding local adult and youth soccer leagues at site
- Projected Annual Revenue Increase: \$600,000









## **Jim Dailey Olympic Pool**

• An Olympic sized indoor pool located at Jim Dailey Fitness & Aquatic 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













## **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











## 1<sup>st</sup> Tee Golf Expansion

- Construct an additional 9 holes and cart paths to 1<sup>st</sup> 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









## **Other General Park Improvements**



**Aerial View West** 

Aerial View North

### LEGEND

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

## **East End Park**



- SOCCER COMPLEX
- 2 PLAYGROUND
- 3 CONCESSION HUB
- ARKANSAS RIVER TRAIL
- 5 PARKING AREAS
- 6 TOT LOT
- PICNIC AREA
- 8 PERIMETER PAVED TRAIL9 PIER / KAYAK LAUNCH







## IIIEE

**Aerial View North** 

## **Otter Creek Park**



**Aerial View West** 

### BASKETBALLPLAYGROUND

LEGEND

5 SOCCER COMPLEX

ENHANCED ENTRANCE

**2** PERIMETER PAVED TRAIL

- 6 FISHING PIER/KAYAK LAUNCH
- FISHING LAKE
- 8 OPEN SPACE
- 9 PARKING

### LEGEND

- DEFINED AR RIVER TRAIL
- 2 SERVICE ONLY
- 8 PARKING AREA
- SAFETY IMPROVEMENTS
- GATEWAY TO PARKDROP-OFF

## **Riverfront Park**



 Job Creation - \$3,000,000 annually Port Expansion/ Business Retention & Expansion/ Infrastructure Improvements/ Marketing & Recruiting. 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. We will also move business retention and expansion (BR&E) to the center of Little Rock's economic-development strategy

 Tech Fund - \$100,000 annually The City will build a Technology Fund to invest in and support the growth of the technology industry in Little Rock.

# REBUILD THE ROCK Penny Sales Tax Initiative

## **Economic Development**

• Entrepreneurship & Small Business Growth - \$1,000,000 annually Small Business & Local Growth Fund







## 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 and other entities 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 with a focus on south of I-630 and southwest Little Rock.
- Creating a City "529 savings account program" to enhance savings for later higher education opportunities along with financial literacy. This investment will be provided to every public school student divided between their graduation from kindergarten and the 5th grade.

## REBULD THE ROCK Penny Sales Tax Initiative



## 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 at the beginning of life

- A conservative Return on Investment for early Childhood Education in 10:1, a \$10 return for every \$1 invested. (\$45M investment = \$450M return)
- obviating the need for more expensive interventions later in a child's life\*
- employed\*

• No matter the size of a college savings account early in life, such investments in our youngest learners enhances their likelihood of attending a higher education institution.

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

# REBUILD THE ROCK Penny Sales Tax Initiative

• Because high-quality early childhood programs promote healthy development, they can generate savings by

• Children (over the long term) and parents who participate in early childhood programs are more likely to be





## Public Safety



## Fire Station 25 - WLR

## Public Safety Technology & Operations

## Public Safety Vehicle Replacement





**Estimated Operating Expense Increase** 

**Total Estimated Investment** First 10 years

**Estimated Average Annual Ongoing Allocation** 

8,500,000

8,000,000 16,500,000

20,000,000 20,000,000

2,000,000

27,250,000 27,250,000 2,725,000

### <u>12%</u> 6,725,000 <u>63,750,000</u> <u>55,250,000</u>











## 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

# REBUILD THE ROCK MARKED

# REBUILD THE ROCK Penny Sales Tax Initiative



## REBUILD THE ROCK TM PEOPLE. PLACE. PROGRESS.

# Public Safety \$8,000,000 i operations ar

Invest \$2,000,000 per year in Public Safety Technology & Operations

Invest **\$2,725,000** per year into our public safety vehicle replacement plan

# REBUILD REBUILD THE ROCK Penny Sales Tax Initiative

\$8,000,000 investment in the first 10 years into operations and equipment for Fire Station #25



## REBUILD THE ROCK TM PEOPLE. PLACE. PROGRESS.

# Public Safety Over the first tax, \$63,750

**\$6,725,000** 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)

# REBUILD Penny Sales Tax Initiative

Over the first 10 years of the Rebuild The Rock sales tax, **\$63,750,000** will be invested into Public safety



## REBUILD THE ROCK M PEOPLE. PLACE. PROGRESS.

## Infrastructure

• **\$61,750,000** 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, overlooked, and strategic 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

• \$4,175,000 per year will be allocated for street and neighborhood street resurfacing

# REBUILD THE ROCK Penny Sales Tax Initiative



# THE ROCK TM **PEOPLE. PLACE. PROGRESS.**

## **Affordable Housing Fund**

•Build Housing Fund to acquire and rehab Affordable Single Family Units in the City

•\$2MM invested into fund annually

• Fund will address homelessness issues as well as affordable housing in underserved communities.

# REBUILD THE ROCK Penny Sales Tax Initiative



**Neighborhood Programs**  Neighborhood Empowerment Capacity fund - \$500K Annually Fund created to provide micro grants available to neighborhood associations, business and community development organizations to help provide resources, and necessary funding to complete neighborhood and empowerment projects.

 Downtown Little Rock Partnership - \$550k Annually Funding will be allocated to DLRP to expand the Ambassador Safety Program, provide funding for revenue generating Downtown events, and to provide additional funding to support programing.

 Museum of Discovery - \$225,000 Annually Provide funding to our cities Children's STEM museum to help support operations and expansion, and to fund collaborative programs between the City and Museum of Discovery.

# REBUILD THE ROCK Penny Sales Tax Initiative

PEOPLE. PLACE. PROGRESS.







**Giraffe Interactive Habitat** 

North America Habitat



10,000,000

Continue Additional Zoo Master Plan Capital Projects (2030)

Net Operations Increase, including new <u>exhibits</u>



Capital **Investment** 

**Estimated Operating Expense Increase** 

**Total Estimated Investment** First 10 years

20,000,000

20,000,000

10,000,000

20,000,000 20,000,000 2,000,000 9% <u>30,000,000</u> <u>20,000,000</u> <u>50,000,000</u> 2,000,000



**Estimated** 

Ongoing

**Allocation** 



## **Zoo Expansion**

- private funding

## REBULD THE ROCK Penny Sales Tax Initiative

• 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 a 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







Rev Admi Amenitie Education Food Mem Eν

Total F



## Zoo Expansion Projected Revenue Increase

## Zoo Revenue Projection 2021-2030 with Investment

Revenue	\$3,544,325.00		\$6,603,59
vents	\$250,000.00	186%	\$465,786
nbership	\$500,000.00	186%	\$931,572
& Retail	\$818,225.00	186%	\$1,524,47
on Programs	\$110,000.00	186%	\$204,946
ies & Rides	\$232,100.00	186%	\$432,436
nissions	\$1,634,000.00	186%	\$3,044,38
venue	2020 Budget	% increase (10 yr)	Projected







## **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







## **General Capit**

Capi Invest

**Downtown Parking Decks** 

**<u>City Hall Renovations</u>** 

Hinton Center

JE Davis Upgrades & Acquisition

Land Acquisition - Markham Street

**Total General:** 

**Grand Total:** 

13,000

7,000,

2,000,

1,000

2,000,000

25,000,000

ital li	mprovemen	ts	
<u>ital</u> ment	Estimated Operating Expense Increase	<u>Total Estimated</u> <u>Investment</u> <u>First 10 years</u>	Estimated Ave Annual Ongo Allocation
<u>0,000</u>		<u>13,000,000</u>	
) <u>,000</u>		<u>7,000,000</u>	
) <u>,000</u>		<u>2,000,000</u>	
) <u>,000</u>		<u>1,000,000</u>	

\$272,000,000 \$258,000,000 \$530,000,000 100% \$34,475,000

2,000,000

25,000,000

5%





# THE PROOF A STRONGER TOMORROW

# REBUILD THE ROCK MARKED FOR PEOPLE. PLACE. PROGRESS.

