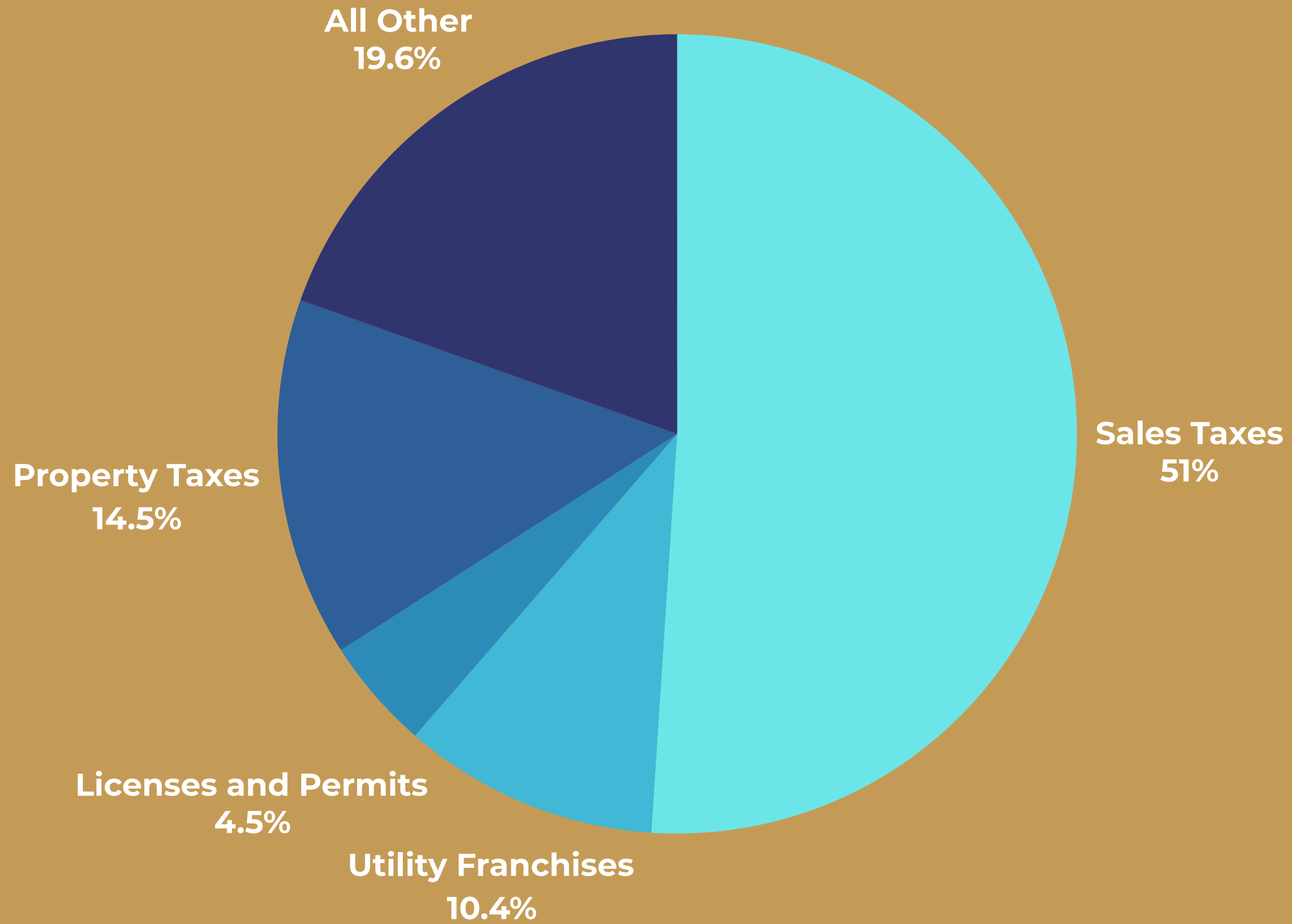


# OVERVIEW

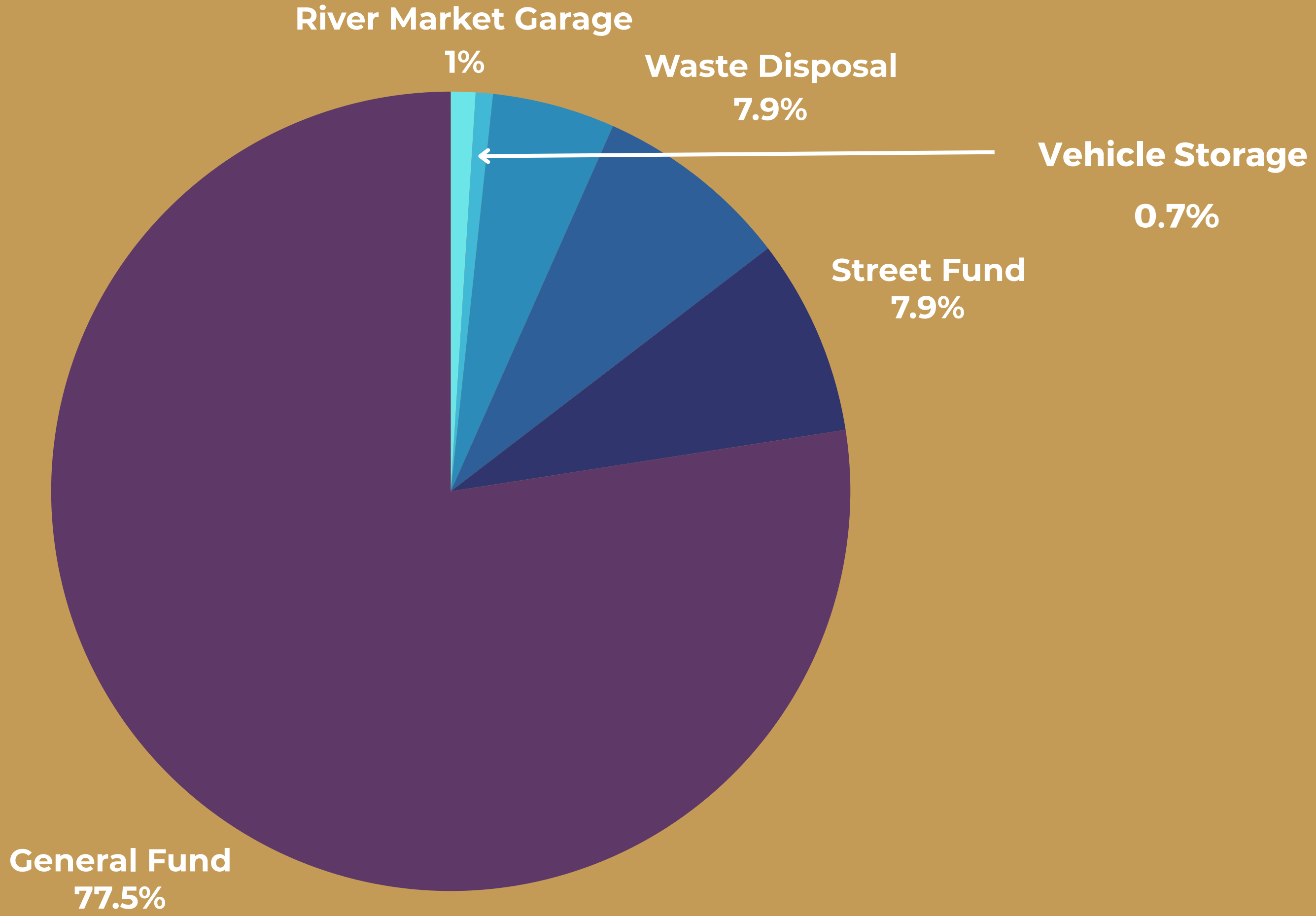
**Proposal: One Cent Sales Tax Increase**  
**Estimated Revenue over 10 years: \$650+ million**

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

**Current proposal reflects 5/8ths-percent tax for capital improvements  
that would "sunset," after 10 years and a permanent, 3/8th-cent tax to  
cover long-term maintenance and operational costs.**



# Sources of Revenue



**Total Budget - \$330,622,668**



# 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%



# Sales Tax Rates

## Little Rock Sales Tax : 8.625%

- State : 6.5%
- County : 1.0 %
- City : 1.125%



# Sales Tax Rates

Chicago, IL : 10.25%

Birmingham, AL 10.0%

Memphis, TN : 9.75%

St. Louis, MO : 9.68%

Chattanooga, TN : 9.25%

Nashville, TN : 9.25%

Huntsville, AL : 9.0 %

**Little Rock, AR : 8.625%**

# OUR CITY OUR PROGRESS

Results despite limited resources

**NEW JOBS**

**11,000**

**OVERALL  
CRIME**

**5%**

**INFRASTRUCTURE**

**15,400FT  
OF SIDEWALK  
REPLACED**

# FOUR PILLARS

## Proposed expenditures and allocations



### PUBLIC SAFETY

- Fleet
- Technology



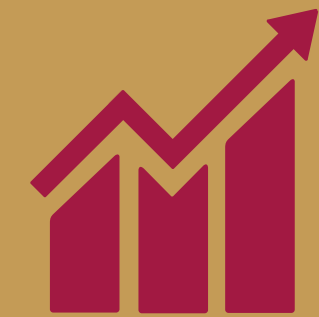
### PUBLIC INFRASTRUCTURE

- Drainage
- Sidewalks
- Resurfaced roads



### PARKS & RECREATION

- Sports Complexes
- Enhanced green space
- Trails
- Golf Courses
- Senior amenities
- Community Centers



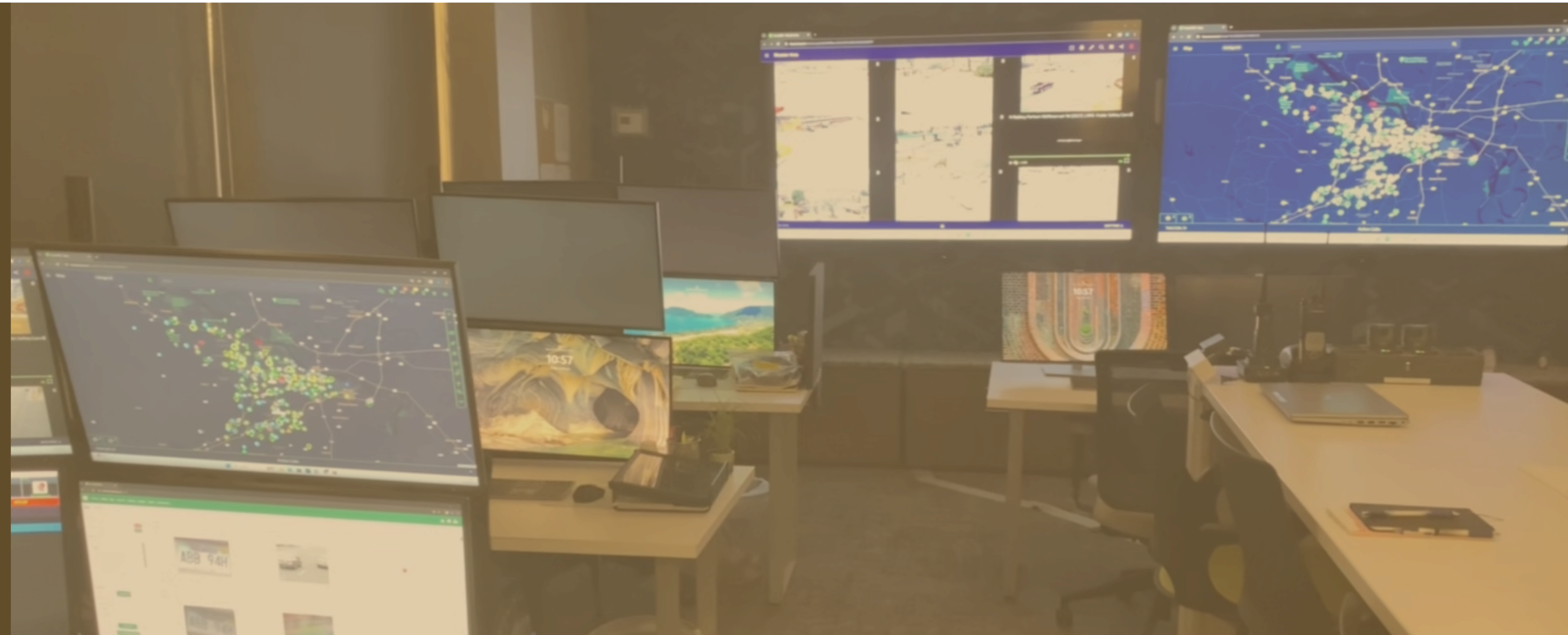
### PORT & ECONOMIC DEVELOPMENT

- Expansion
- Generate revenue



# PUBLIC SAFETY

Little Rock Police Department



## Sales Tax Project List

Capital vs. Operating

Snapshot of Proposed Projects

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 Teams	Ongoing		\$ 15,000,000	\$ 15,000,000	\$ 1,500,000
3 Public Safety Technology, Real-Time Crime Center & Field Operations	Ongoing		\$ 30,000,000	\$ 30,000,000	\$ 3,000,000
4 Public Safety and Code Enforcement Vehicle and Apparatus Replacement Including EVs	Ongoing		\$ 50,000,000	\$ 50,000,000	\$ 5,000,000
5 Fire Station Renovation Fund	New		\$ 5,000,000	\$ 5,000,000	\$ 500,000
6 Code Enforcement	New		\$ 5,000,000	\$ 5,000,000	\$ 500,000
<b>7 Public Safety Total</b>		\$ -	\$ 113,000,000	\$ 113,000,000	17% \$ 11,300,000
<b>8 Homelessness</b>	New	\$ -	\$ 20,000,000	\$ 20,000,000	3% \$ 2,000,000
<b>9 Affordable Housing</b>	New	\$ 10,000,000	\$ -	\$ 10,000,000	2% \$ -

# PUBLIC SAFETY

Little Rock Fire Department



**Sales Tax Project List**

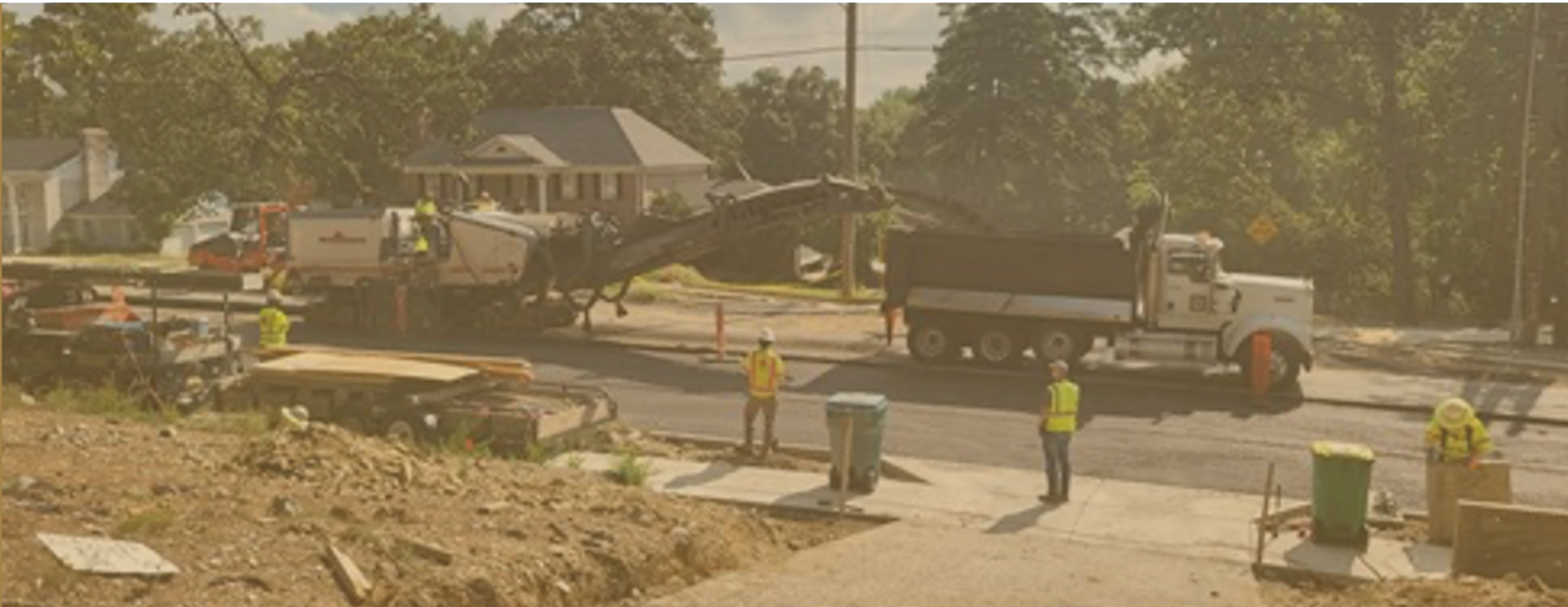
Capital vs. Operating

Snapshot of Proposed Projects

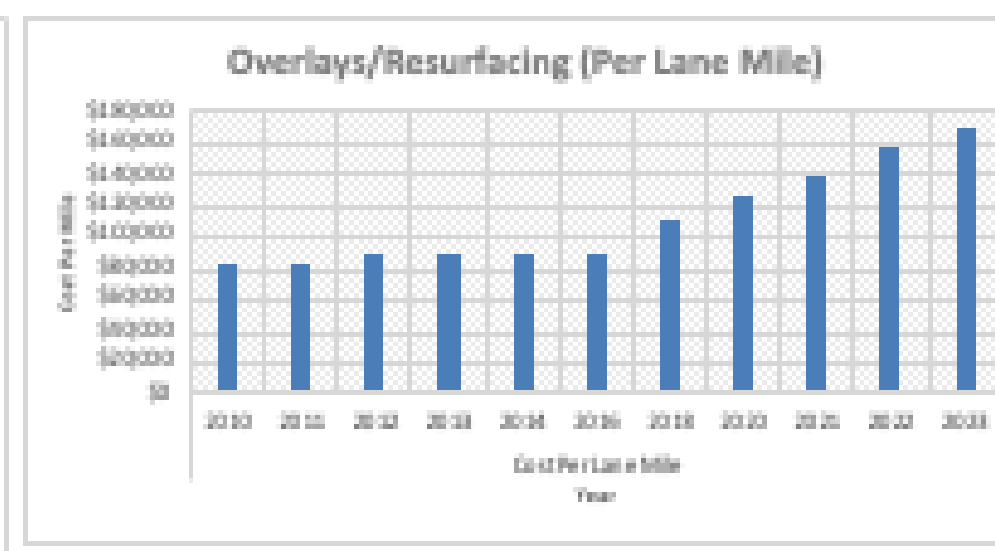
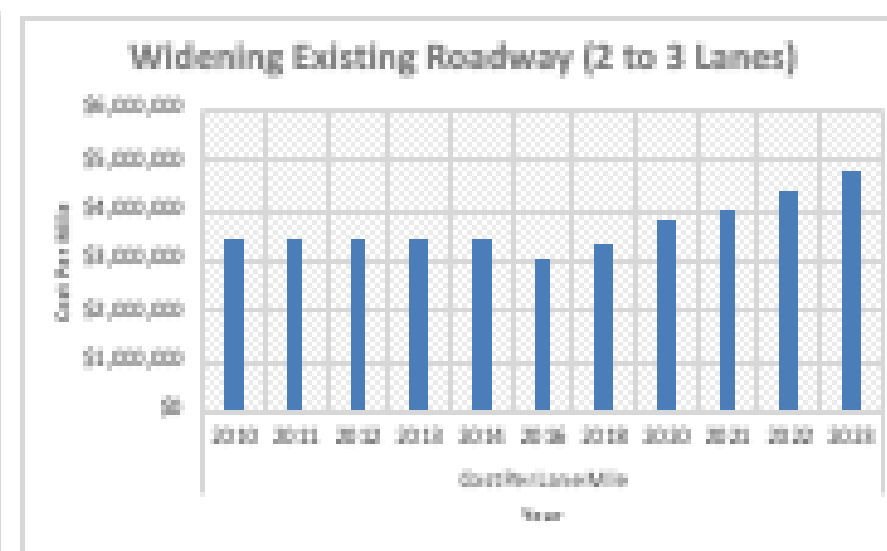
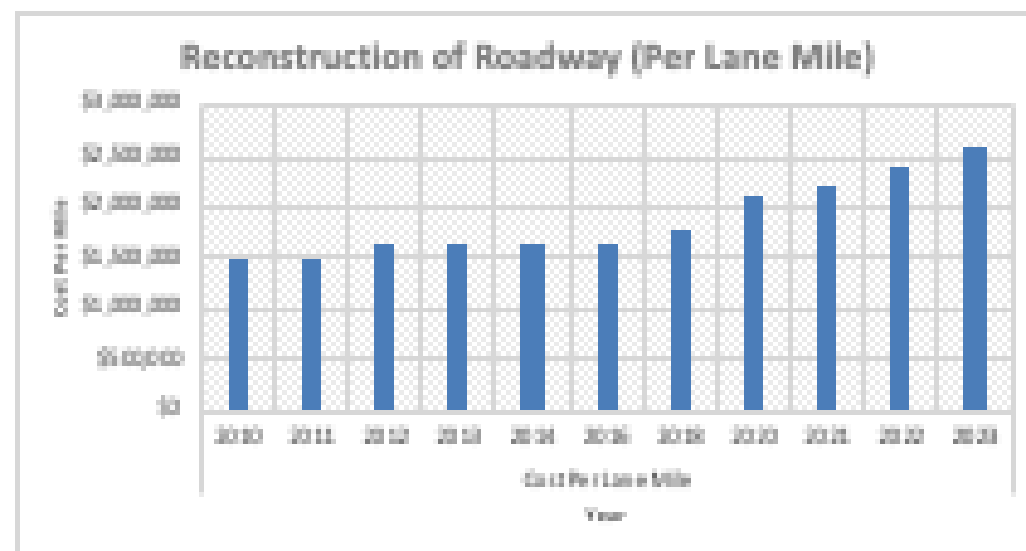
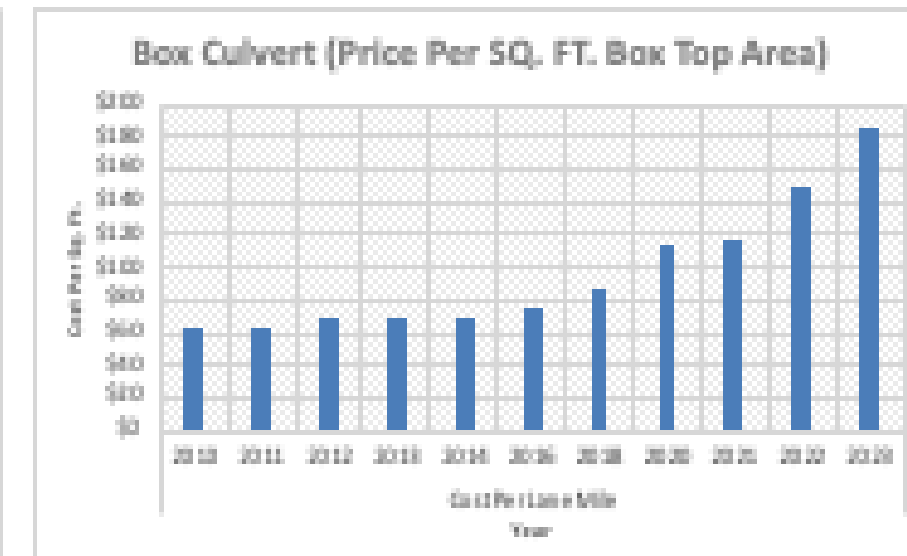
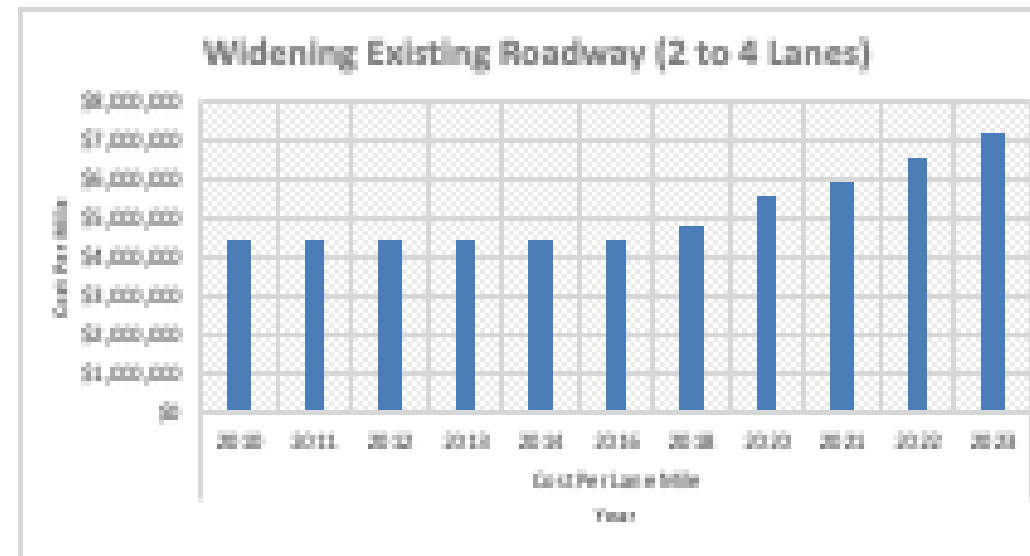
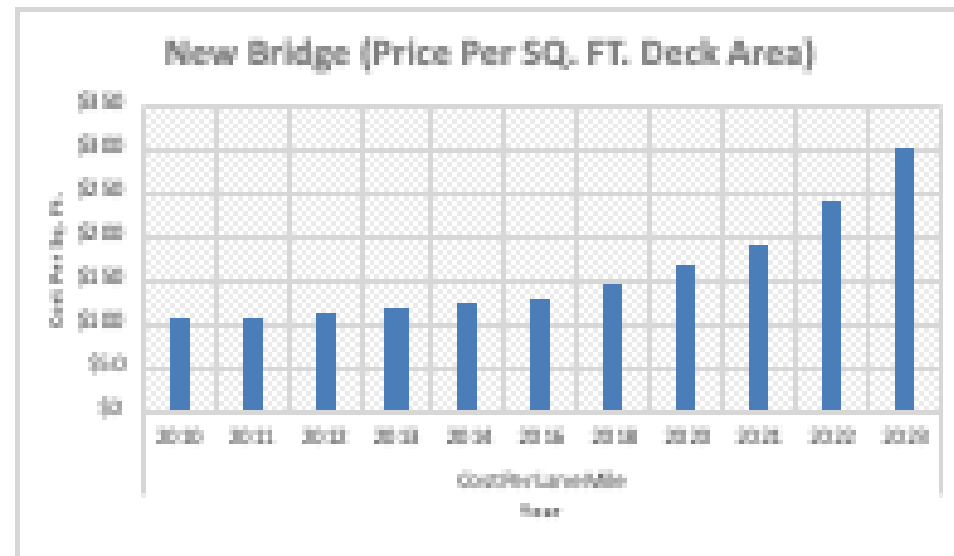
<b>Description</b>	<b>Status</b>	<b>Capital Investment</b>	<b>Estimated Operating Expense Increase</b>	<b>Total Estimated Investment 1st 10 years</b>	<b>Estimated Average Annual Ongoing Allocation</b>
<b>Public Safety:</b>					
1 WLR Fire Station Operations	Ongoing		\$ 8,000,000	\$ 8,000,000	\$ 800,000
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3 Public Safety Technology, Real-Time Crime Center & Field Operations	Ongoing		\$ 30,000,000	\$ 30,000,000	\$ 3,000,000
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5 Fire Station Renovation Fund	New		\$ 5,000,000	\$ 5,000,000	\$ 500,000
6 Code Enforcement	New		\$ 5,000,000	\$ 5,000,000	\$ 500,000
<b>7 Public Safety Total</b>		<b>\$ -</b>	<b>\$ 113,000,000</b>	<b>\$ 113,000,000</b>	<b>17% \$ 11,300,000</b>
<b>8 Homelessness</b>	New	<b>\$ -</b>	<b>\$ 20,000,000</b>	<b>\$ 20,000,000</b>	<b>3% \$ 2,000,000</b>
<b>9 Affordable Housing</b>	New	<b>\$ 10,000,000</b>	<b>\$ -</b>	<b>\$ 10,000,000</b>	<b>2% \$ -</b>

# PUBLIC INFRASTRUCTURE

Capital Improvements with Public Works



# CONSTRUCTION COSTS 2010 - 2023

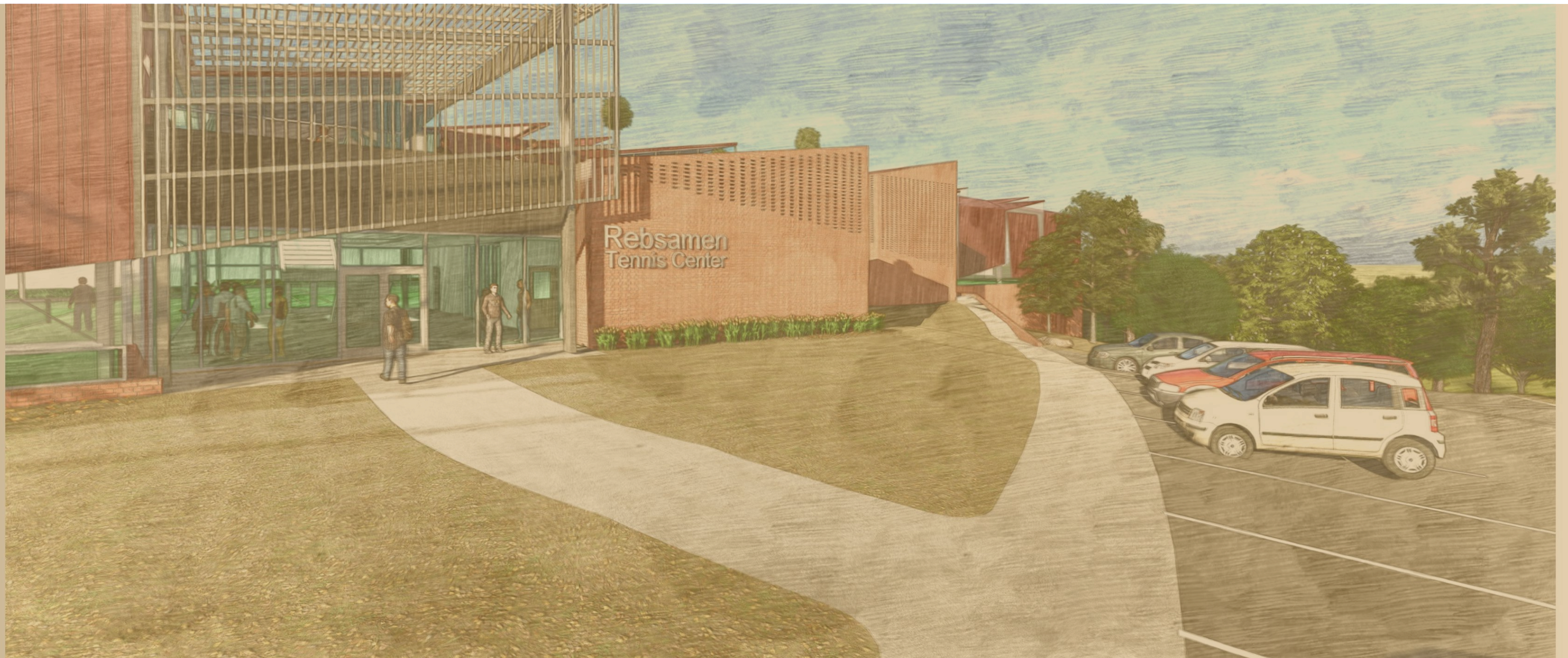


**AVERAGE INCREASE IN ROADWAY CONSTRUCTION COSTS IN ARKANSAS FROM 2010 TO 2023 = 109%**

**Public Infrastructure:**

28 Strategic Infrastructure Improvements	Ongoing	\$	80,000,000		\$	80,000,000	\$	-		
29 Targeted Community Development Infrastructure	Ongoing	\$	5,000,000		\$	5,000,000	\$	-		
30 Street Resurfacing, Sidewalks, and Infrastructure	Ongoing			\$	48,000,000	\$	48,000,000	\$	4,800,000	
31 Sustainable Infrastructure	New	\$	1,000,000		\$	1,000,000	\$	-		
32 Equipment for Trash Collection	New	\$	3,000,000		\$	3,000,000	\$	-		
<b>33 Public Infrastructure Total</b>		<b>\$</b>	<b>89,000,000</b>	<b>\$</b>	<b>48,000,000</b>	<b>\$</b>	<b>137,000,000</b>	<b>21%</b>	<b>\$</b>	<b>4,800,000</b>

# PARKS & RECREATION





**Parks and Quality of Life:**

10	General Park Improvements & Maintenance	Ongoing	\$ 16,500,000	\$ 10,000,000	\$ 26,500,000	\$ 1,000,000
11	General Trail Improvements & Maintenance	Ongoing	\$ 5,000,000	\$ 2,500,000	\$ 7,500,000	\$ 250,000
12	Hindman Park (Improvements focused on Outdoor Recreation) - Southwest Little Rock	New	\$ 14,000,000	\$ 1,000,000	\$ 15,000,000	\$ 100,000
13	War Memorial Park (Central Destination Park)	New	\$ 14,000,000	\$ 1,000,000	\$ 15,000,000	\$ 100,000
14	Indoor Sports Complex (10 Multi-Purpose Courts) - Downtown Little Rock	New	\$ 60,000,000	\$ 4,000,000	\$ 64,000,000	\$ 400,000
15	Outdoor Sports Complex (Multi-Purpose Fields) - Southwest Little Rock (West of I-430)	New	\$ 55,000,000	\$ 4,000,000	\$ 59,000,000	\$ 400,000
16	West Central Complex / Outdoor Pool	New	\$ 8,000,000	\$ 2,000,000	\$ 10,000,000	\$ 200,000
17	Senior Center and Pickleball	New	\$ 3,000,000	\$ 1,500,000	\$ 4,500,000	\$ 150,000
18	Murray/Rebsamen Park Soccer	New	\$ 1,500,000		\$ 1,500,000	\$ -
19	Jim Dailey Fitness and Aquatics Center	Ongoing	\$ 3,000,000	\$ 1,000,000	\$ 4,000,000	\$ 100,000
20	15 Acre Park - Downtown	New	\$ 10,000,000		\$ 10,000,000	\$ -
21	1st Tee Golf Expansion and Rebranding	New	\$ 3,000,000	\$ 1,250,000	\$ 4,250,000	\$ 125,000
22	Rebsamen Golf Pro Shop and Renovations	New	\$ 10,000,000	\$ 4,000,000	\$ 14,000,000	\$ 400,000
23	Community Center Investment	Ongoing	\$ 8,000,000	\$ 2,000,000	\$ 10,000,000	\$ 200,000
24	Rebsamen Tennis Center Indoor Complex	New	\$ 8,000,000	\$ 1,500,000	\$ 9,500,000	\$ 150,000
25	Zoo Master Plan Implementation	New	\$ 30,000,000		\$ 30,000,000	\$ -
26	Zoo Net Operations Increase	Ongoing		\$ 10,000,000	\$ 10,000,000	\$ 1,000,000
<b>27</b>	<b>Parks and Quality of Life Total</b>		<b>\$ 249,000,000</b>	<b>\$ 45,750,000</b>	<b>\$ 294,750,000</b>	<b>45%</b>
						<b>\$ 4,575,000</b>

# LITTLE ROCK ZOO



LITTLE ROCK ZOO

# LITTLE ROCK ZOO

## Master Plan Implementation

- Update/Upgrade Outdated Facilities
- Improve Back of the House Inefficiencies
- Tourism Economic Impact



# PORT & ECONOMIC DEVELOPMENT



<b>36</b>	<b>Port Expansion and Economic Development Total</b>		\$	<b>30,000,000</b>	\$	<b>-</b>	\$	<b>30,000,000</b>	<b>5%</b>	\$	<b>-</b>
<b>37</b>	<b>Information Technology</b>	Ongoing	\$	<b>750,000</b>	\$	<b>11,500,000</b>	\$	<b>12,250,000</b>	<b>2%</b>	\$	<b>1,150,000</b>
	<b>Downtown Investments:</b>										
38	Downtown Little Rock Development	Ongoing	\$	9,000,000	\$	1,000,000	\$	10,000,000		\$	100,000
39	River Market Hall Renovation	New	\$	3,000,000			\$	3,000,000			
40	Museum of Discovery	Ongoing			\$	3,000,000	\$	3,000,000		\$	300,000
<b>41</b>	<b>Downtown Investments Total</b>		\$	<b>12,000,000</b>	\$	<b>4,000,000</b>	\$	<b>16,000,000</b>	<b>2%</b>	\$	<b>400,000</b>
	<b>General Capital Improvements:</b>										
42	Downtown Parking Decks	New	\$	10,000,000			\$	10,000,000		\$	-
43	Enterprise Resource Planning (ERP) System	New	\$	1,000,000			\$	1,000,000		\$	-
44	Broadway and Downtown Bridge Lights	New	\$	2,500,000	\$	1,500,000	\$	4,000,000		\$	150,000
45	Repairs to City-owned Structures	New	\$	2,000,000			\$	2,000,000		\$	-
<b>46</b>	<b>General Total</b>		\$	<b>15,500,000</b>	\$	<b>1,500,000</b>	\$	<b>17,000,000</b>	<b>3%</b>	\$	<b>150,000</b>
<b>47</b>	<b>Grand Total</b>		\$	<b>406,250,000</b>	\$	<b>243,750,000</b>	\$	<b>650,000,000</b>	<b>100%</b>	\$	<b>24,375,000</b>

# DISCUSSION



**THANK YOU**