

AEDC'S STRATEGIC VISION



What is placemaking?

Placemaking is "the practice of creating or enhancing a community's assets to improve its overall attractiveness or livability."

Placemaking includes large public infrastructure projects, as well as pop-up or temporary efforts.

Source: International Economic Development Council (IEDC)

WHY INVEST IN PLACE?

Anchorage is engaged in a national competition for talented workforce, entrepreneurs, and the investment that follows.

Our community's success depends on our ability to attract talent by becoming a desirable place to live, work, and play.



In a 2014 poll of millennials and baby boomers, who together constitute nearly half the U.S. population:

76%

said affordable and convenient transportation (other than cars) are a factor in deciding where to live & work

65%

believe investing in schools, transportation, and walkability is more important than investing in site selection

68%

believe local investments are the best way to make short-term economic improvements

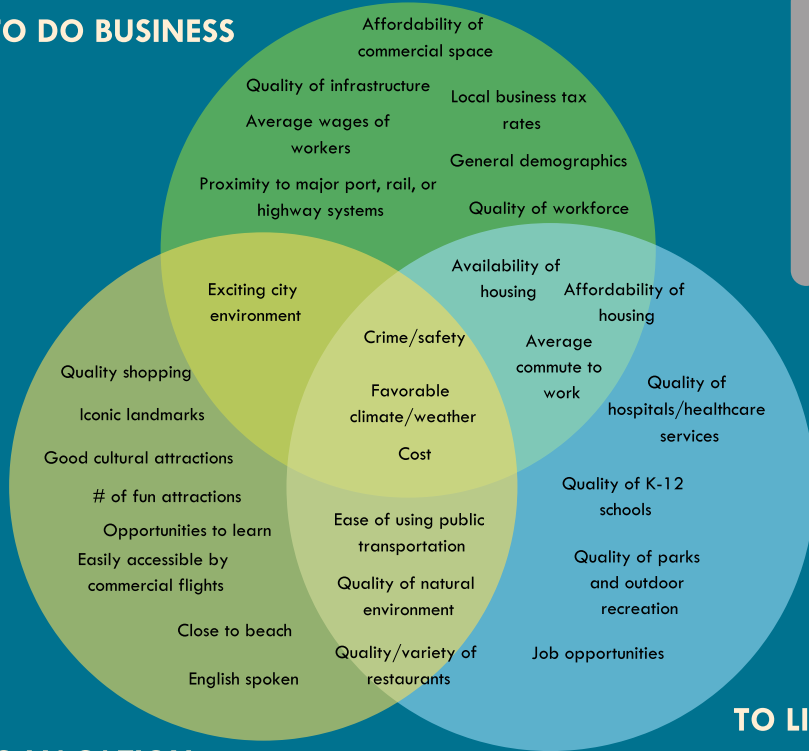
66%

of 25-34 year olds with college degrees look for a job after they choose a community

HOW DOES ANCHORAGE STACK UP?

To Be The Best Place

TO DO BUSINESS



TO VACATION

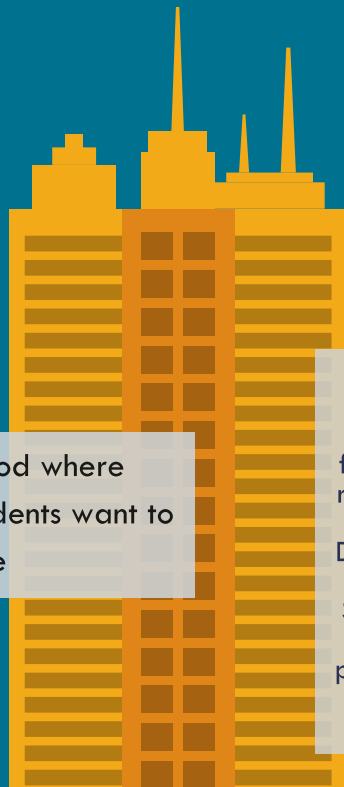
Courtesy of Chris Fair, President and CEO of Resonance Consultancy (2019).

TO LIVE

- #8** Violent crimes per 1,000 residents, 3-year avg. annual change (2014-2016)
- #18** Most expensive home prices in the 270-city Cost of Living Index (COLI)*
- #7** Mean travel time to work (U.S. Census Bureau)

Data from AEDC's 2017 Live. Work. Play. Report Card.
*Does not include rental prices.

47%
of employers say the Anchorage housing market impacts their ability to attract workers



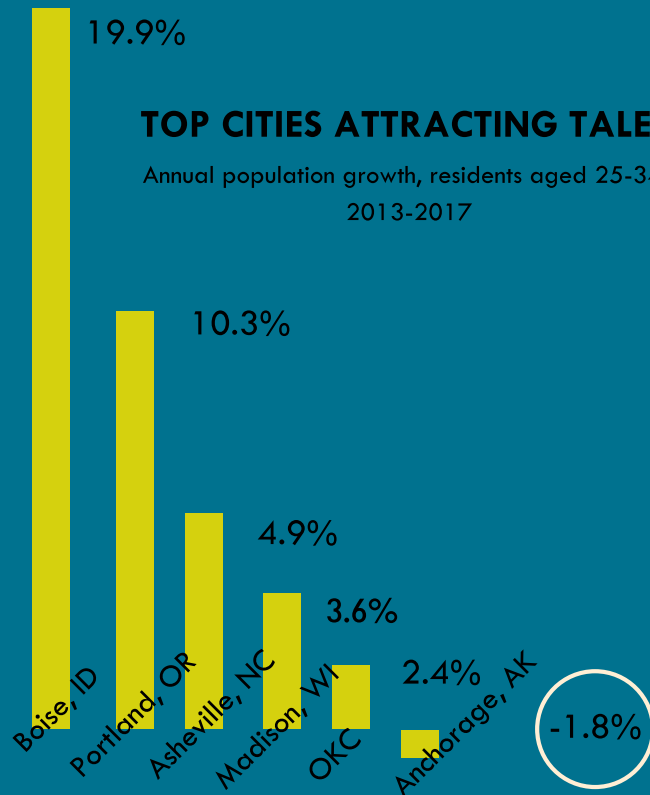
DOWNTOWN #1

Neighborhood where Anchorage residents want to live

Yet, according to recent census data, fewer than 100 year-round residents live in the stretch of Downtown Anchorage between A and L Streets, an area with some of the highest property values in the city.

TOP CITIES ATTRACTING TALENT

Annual population growth, residents aged 25-34, 2013-2017



HOW CAN ANCHORAGE IMPROVE?

THE THREE-PRONGED PLAN

It all starts downtown

- Walkability
- Mixed-use residential and high-density housing
- Programming and events

Focus on existing assets

Build around employment hubs

Don't start what you can't pay for

Ask women what they want

Chester Greenbelt connects us

- Sports and recreation year-round
- Multi-modal transit
- Mixed-use residential at Chester Creek Sports Complex

U-Med is our hub

- Workforce housing
- Retail development
- Intersection between community and campus

METROPOLITAN AREA PROJECTS (MAPS)

In 1993, Oklahoma City adopted a Local Option Tax, known as MAPS, to support community projects. MAPS is a one-cent, limited term tax, which allowed the projects to be built debt-free.

MAPS projects have included a downtown library, convention center, arena, music hall, ballpark, and other improvements, revitalizing downtown and providing new cultural and entertainment facilities.

Facade Loan and Grant Programs

Often a low-cost way to change the quality of the built environment.

Property tax moratoriums

A development incentive for achieving local growth.

Local Option Sales Tax

Municipal tax dedicated to specific projects.

Revolving Loan Funds

Pools of money at below-market interest rates, dedicated to placemaking initiatives.

Other strategies include tax credits and tax increment financing.

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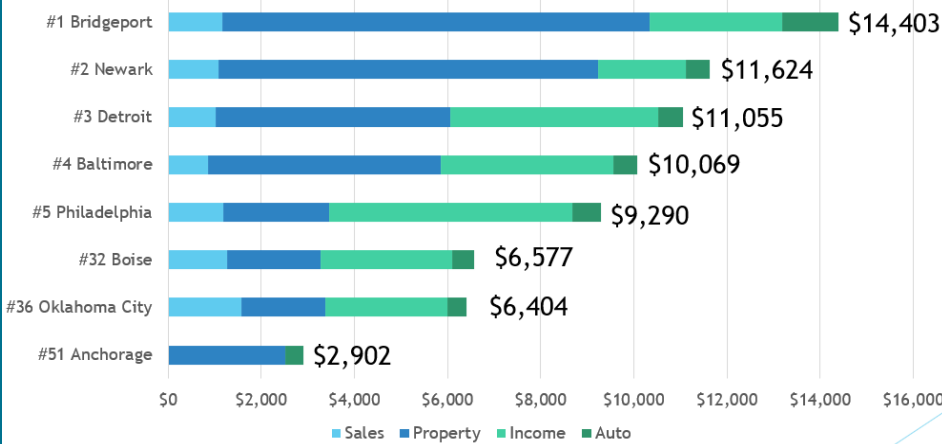
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Average tax burden for household making \$75,000 / year



We have room to grow.

And we must if we intend to compete with cities like Boise, Oklahoma City, Bozeman, or Bend. We have to improve the quality of our "product" - our city.

