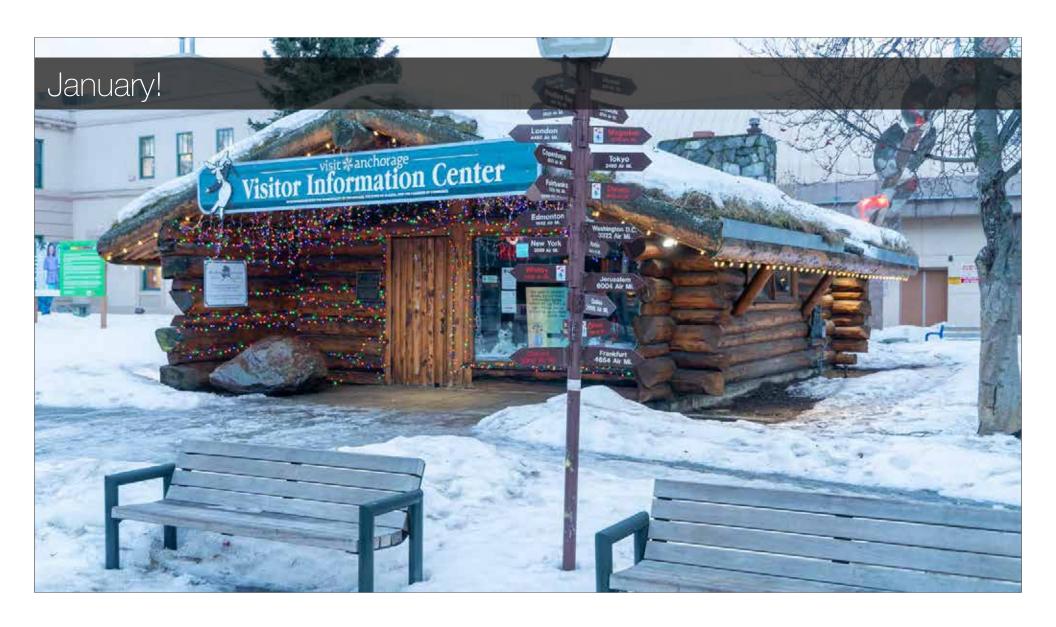
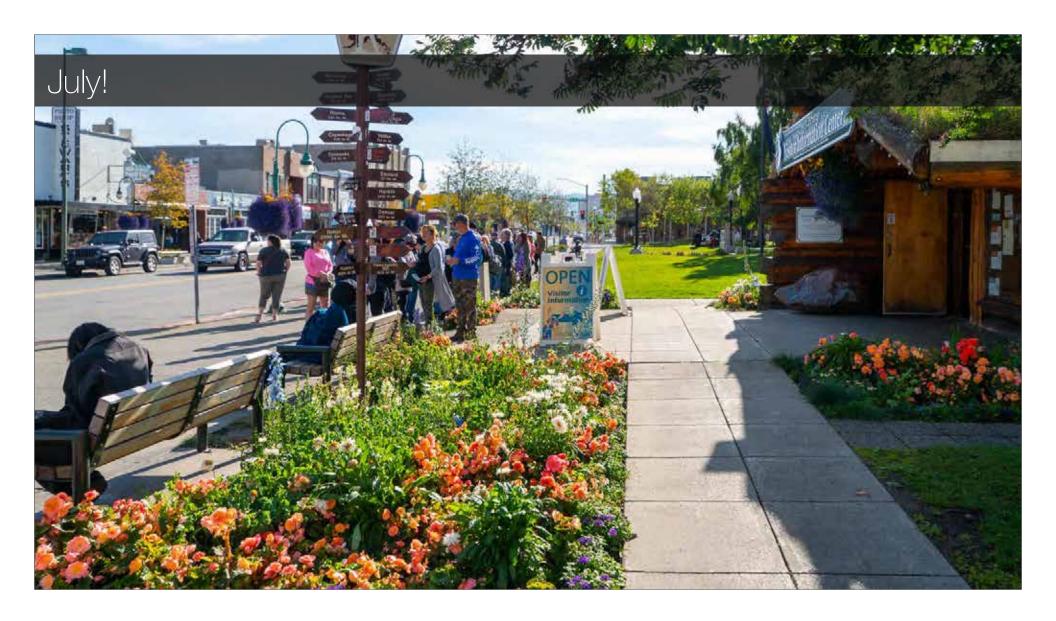
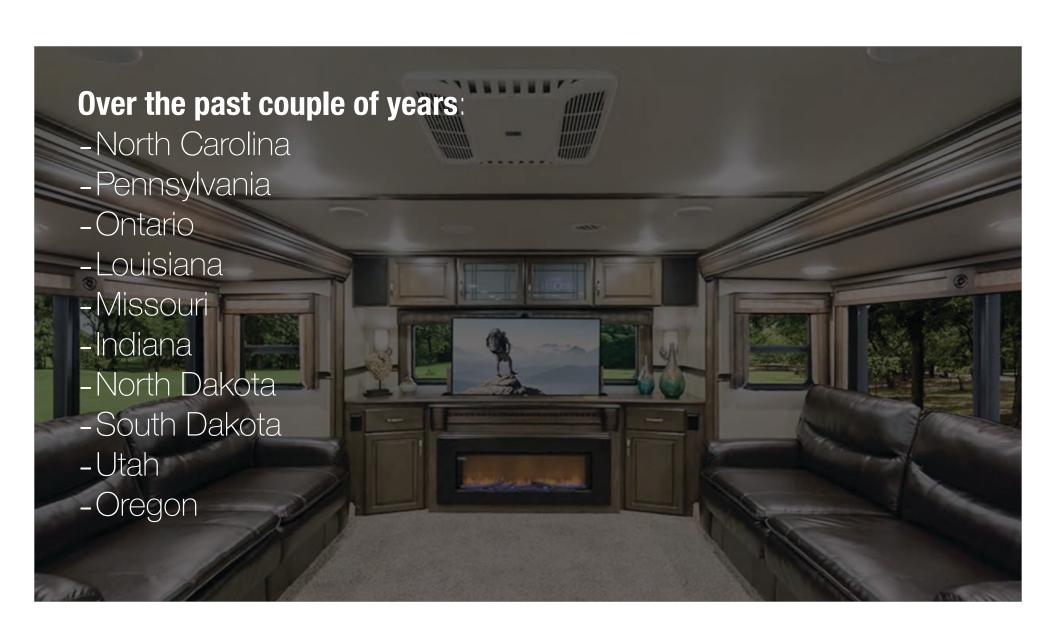


WINTER | SUMMER





PLANNING THE SUMMER TRIP



#1 bucket destination for RVers: The Lower 48 to Alaska

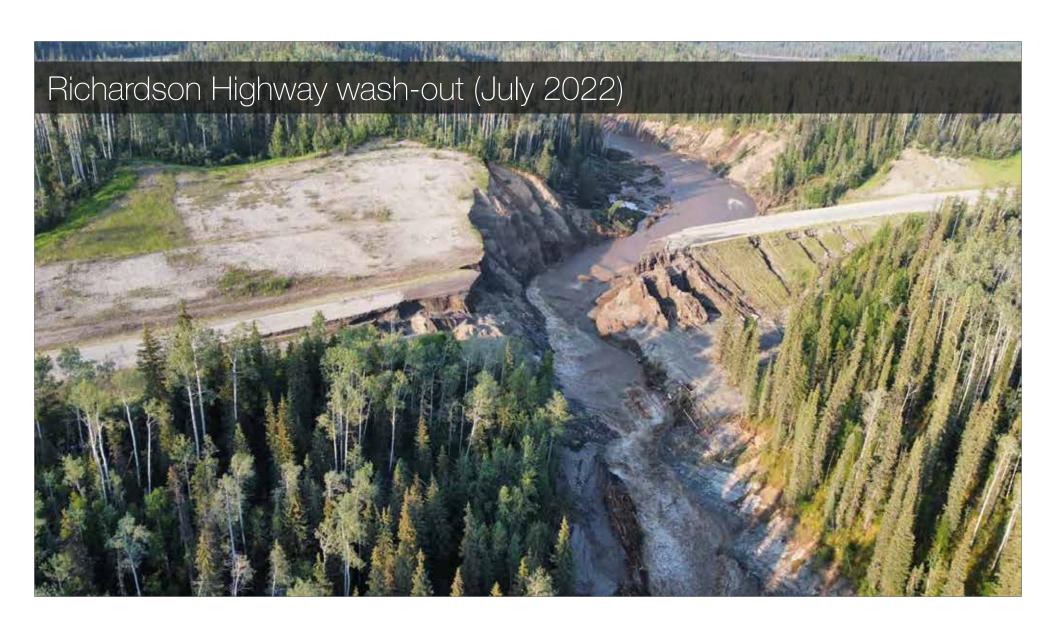
About RVers:

- 2 million live in them full-time (U.S.)
- Digital nomads | Work-From-Anywhere
- 2021: More than 600,000 new unit sales
- Average age of an RVer: 38
- 40% of Americans own an RV
- Travel more than any other group
- They do spend money like locals

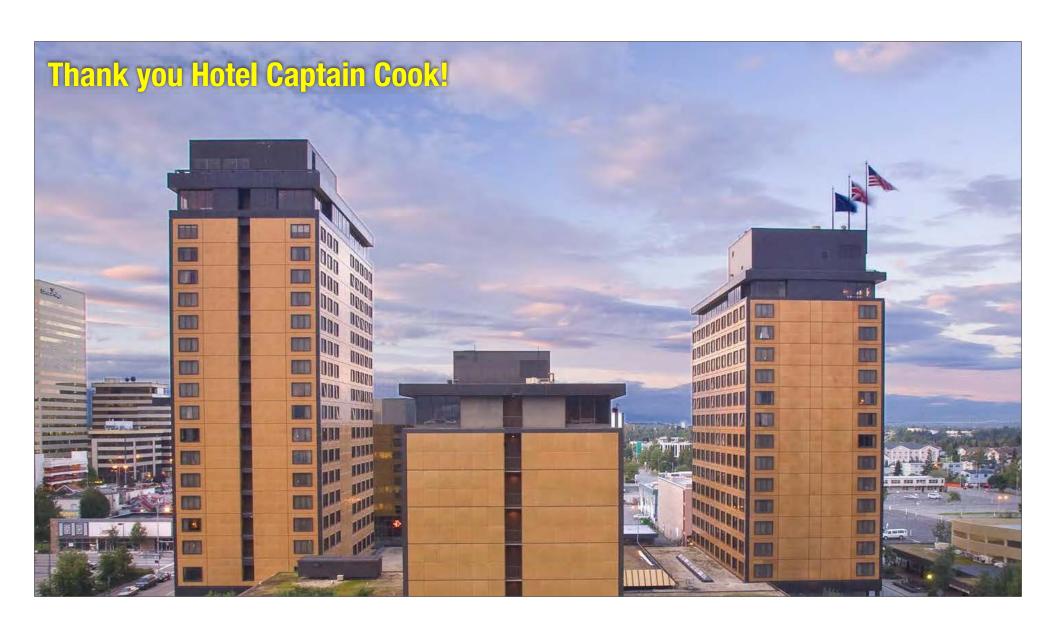
Diesel through Canada: \$7 a gallon (about a dollar per mile). Ouch!











VISITING & LIVING RESEARCH



1. Alaska is a dangerous state.

3:42 4

The perils of the 49th state are frequently exaggerated, but they're not complete works of fiction. According to the bureau of vital statistics, roughly 400 people a year succumb to an untimely demise in Alaska making it the second most deadly state in the Union. Although bear attacks always make headlines, they are few and far between compared to the number of people who fall out of boats, break through frozen lakes, or simply die of exposure in the extreme cold. As moribund as that sounds, the largest number of accidental deaths are far less dramatic. Dozens of Alaskans die each year in their sleep from carbon monoxide poisoning due to faulty heaters or clogged chimneys.

With the highest number of bush planes in the country per capita, aviation fatalities are not uncommon but account for only a small portion of all transportation deaths. Cars, snowmobiles, and ATVs still claim more lives but the best way to meet your maker is to get a job aboard a commercial fishing boat. Considered the most dangerous job in the country, it carries a 20% greater risk of injury or death over any other occupation. For hardened Alaskans nothing is safe, but perspective is everything. More than 150 people are killed every year by falling coconuts,

ii matadornetwork.com

2. Cabin fever is a real problem.

9:34

Every winter thousands of Alaskans get SAD. More than just a little down in the dumps, they become crippled by the symptoms of Seasonal Affective Disorder (SAD). Given its geographic place on the planet, winter in Alaska is not just cold, it is dark. Daylight in the northernmost regions is nonexistent for months at a time creating a physiological shift in mood and disposition. Sufferers of SAD often experience anxiety, malaise, and deep depression. In an attempt to cope, many turn to overeating, extended periods of sleep, booze, or drugs. As the symptoms become more severe this can be a causation of suicide. Alaska ranks second only to Wyoming for the highest rate of suicides in the country.

3. Cruise ships bring the cash and trash.

Tourism is the second largest industry in Alaska. Of the 2 million tourists to visit the state each year, more than half arrive by ship. As one of the most popular cruising destinations in the world, more than \$60 million dollars in revenue is collected by coastal towns through docking fees and other taxes. But the cost to the environment is steep.

matadornetwork.com

It's not just the bears that get violent.

-III LTE

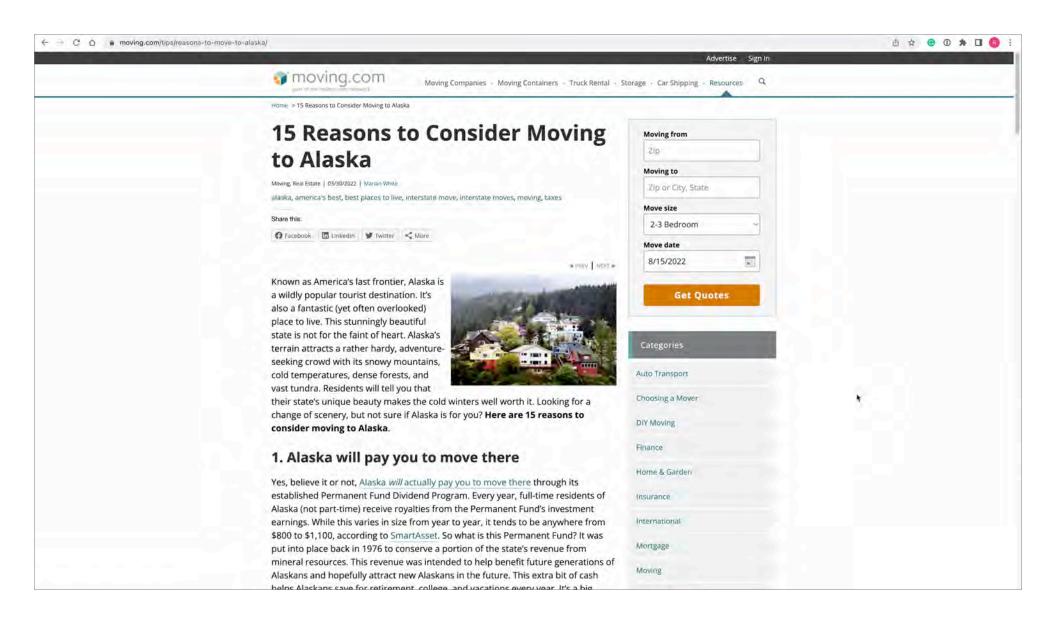
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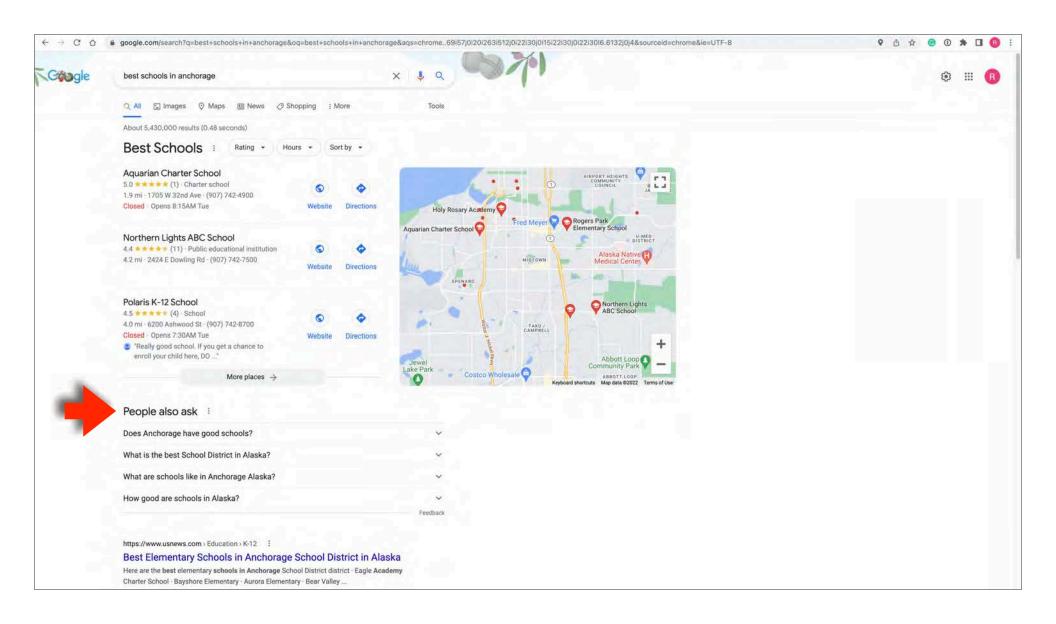
.II LTE ...

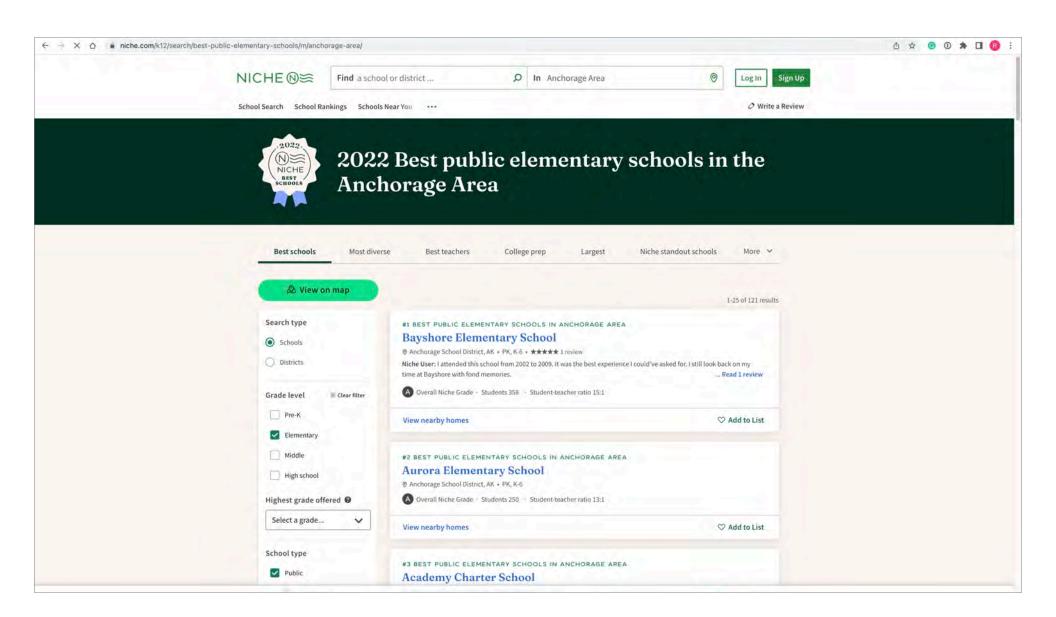
As beautiful and unspoiled as it is, Alaska is a difficult place to dwell. The climate is harsh and the rigors of daily life can extol a heavy price. For some residents, the stress of Alaskan living boils over into violent encounters. According to statistics provided by the FBI and the United States Census Bureau, Alaska is second to only Tennessee as the nation's most violent state. Despite higher than average incomes, a low poverty rate, and a sparse population density, violent crimes are surprisingly frequent. The Anchorage Daily News reported that more than 37% of all Alaskan women reported some form of sexual assault.

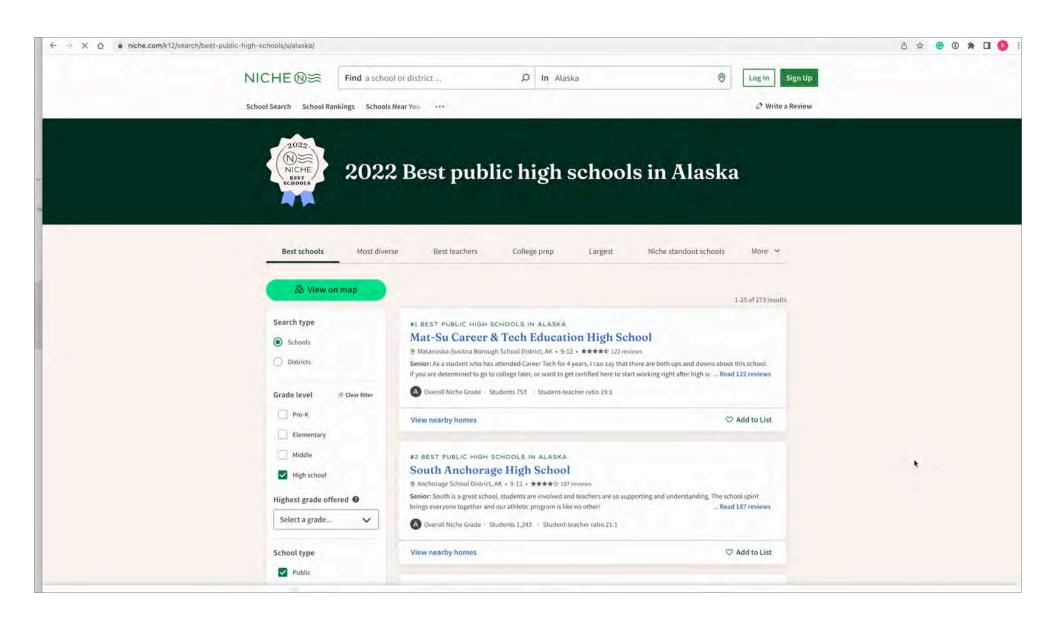
Alaskans secretly love their oil.

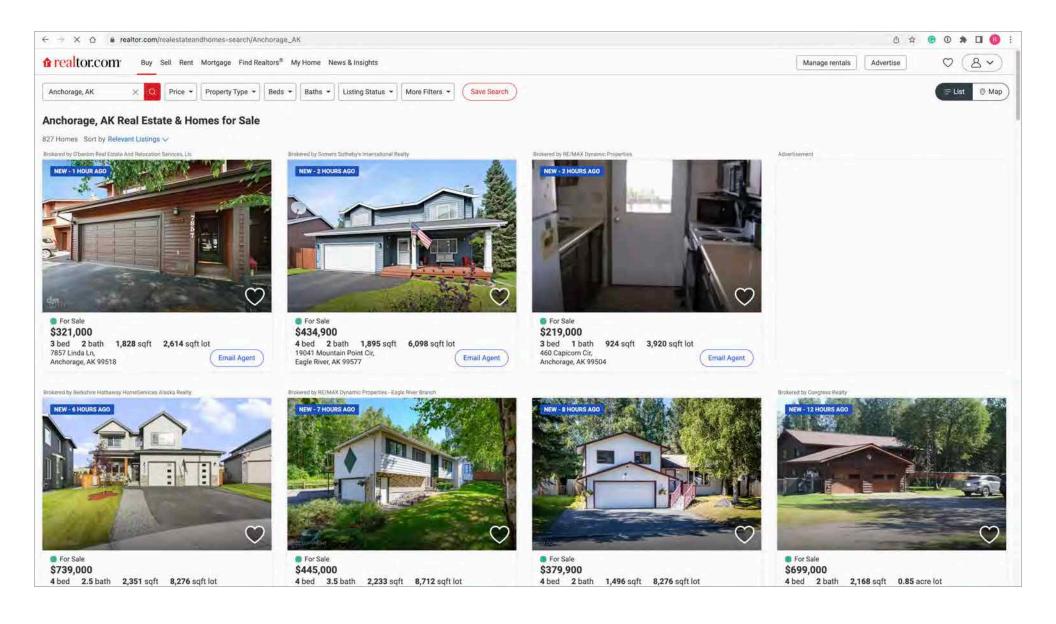
Prior to the Deepwater Horizon accident in 2010, the most infamous oil spill in American history occurred in 1989 with the grounding of the Exxon Valdez tanker. What made the disaster so notable, aside from the 10.8 million gallons of crude dumped in the ocean, was the pristine setting where it took place. Only hours after the ship's hull was ruptured, Prince William Sound was slathered in oil. Millions of fish, birds, and marine

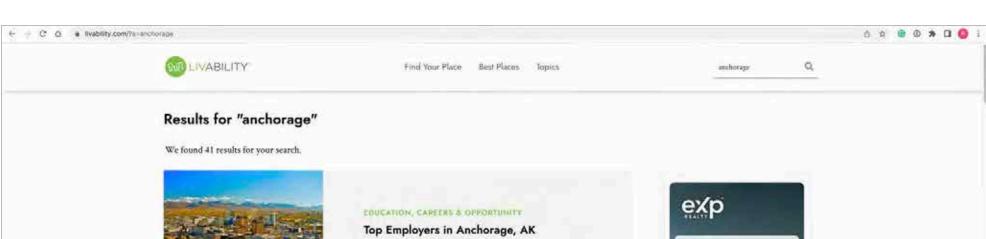














EXPERIENCES & ADVENTURES

Things to Do in Anchorage, AK

Learn more about major employers in the area

Discover amazing adventures and culture in Anchorage





WHERE TO LIVE HOW

Best Neighborhoods in Anchorage, AK

Neighborhoods in Anchorage consist of urban apartment areas and plenty of suburban areas with medium to large homes

Best Neighborhoods in Anchorage, AK



Neighborhoods in Anchorage consist of urban apartment areas and plenty of suburban areas with medium to large homes

By Kelsey Robertson on December 11, 2015.

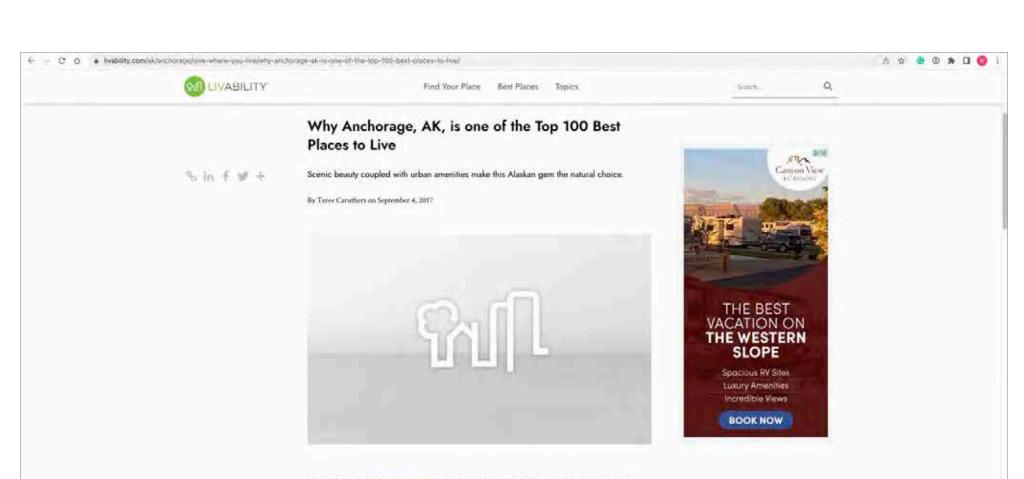




Anchotage, AK is broken into more than 30 neighborhoods within the areas of the Anchorage Bowl, Eagle River and south of Anchorage.

Anchorage Bowl

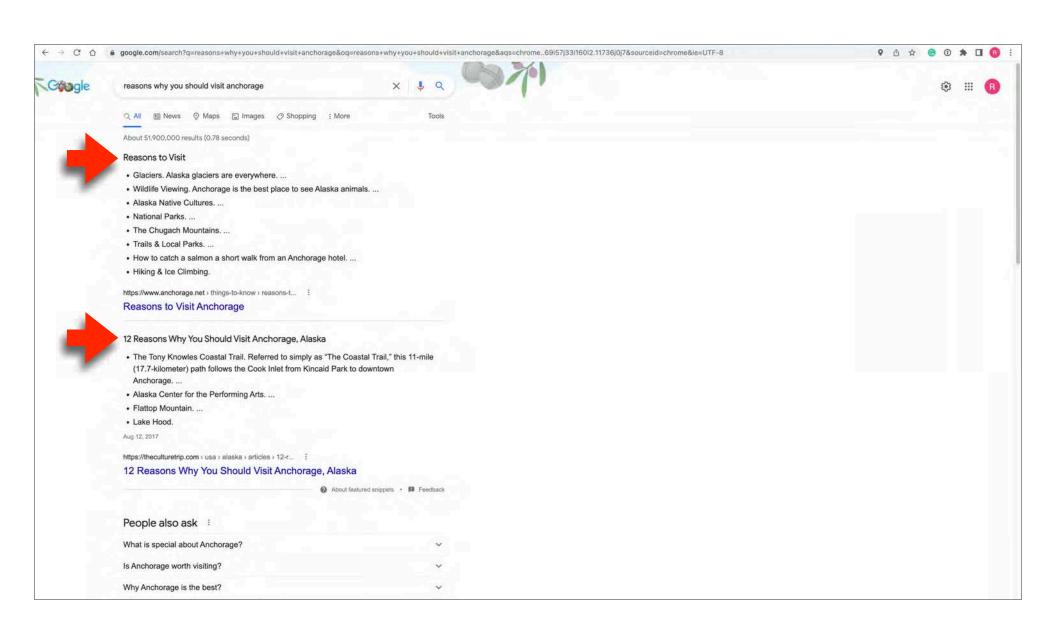
The northern region of the Anchorage Bowl contains the city center and eastern residential areas. The city center, as well as the surrounding areas, such as Russian Jack Park and Government Hill, are made up of one- to four-bedroom apartments and homes. With a great nightlife downtown and in surrounding areas, this location is a hotspot for professional, young and mixed-aged singles.



It's hard to ignore Arcthouge, Allaha's natural beauty. But if you look beyond the snow-capped mountains, crystal clear lakes and breathtaking glacial expanses, you'll find a diverse city with a thriving economy, high quality educational system and a host of cultural and recreational amenities – all reasons why Anchorage is one of the Top 100 Best Places to

Natural Attractions

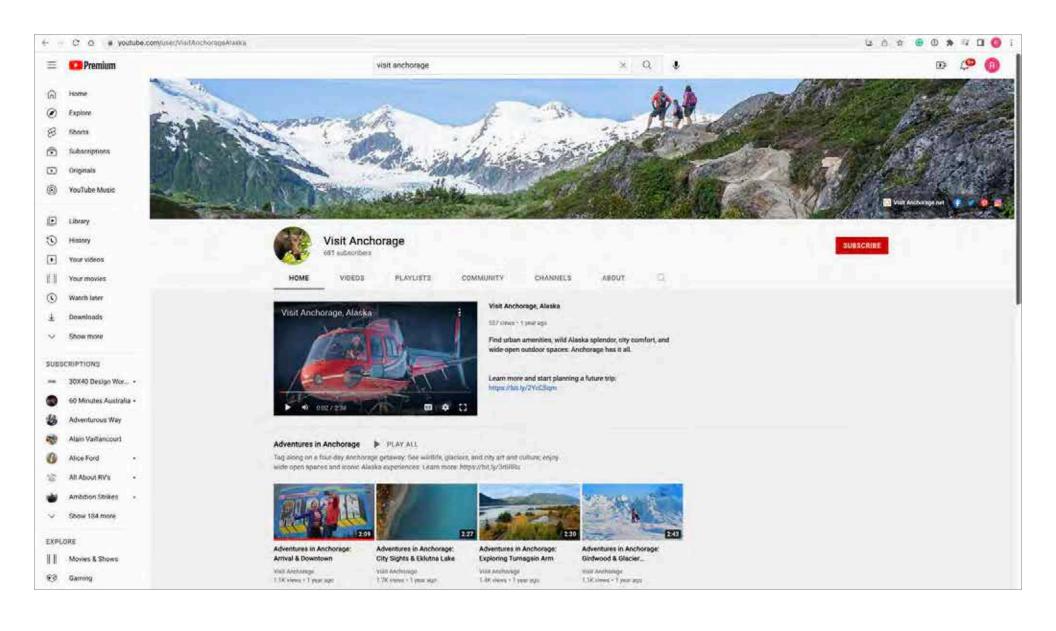
If you are an adventure-junkie or just love being outside, Anchorage is the place for you.

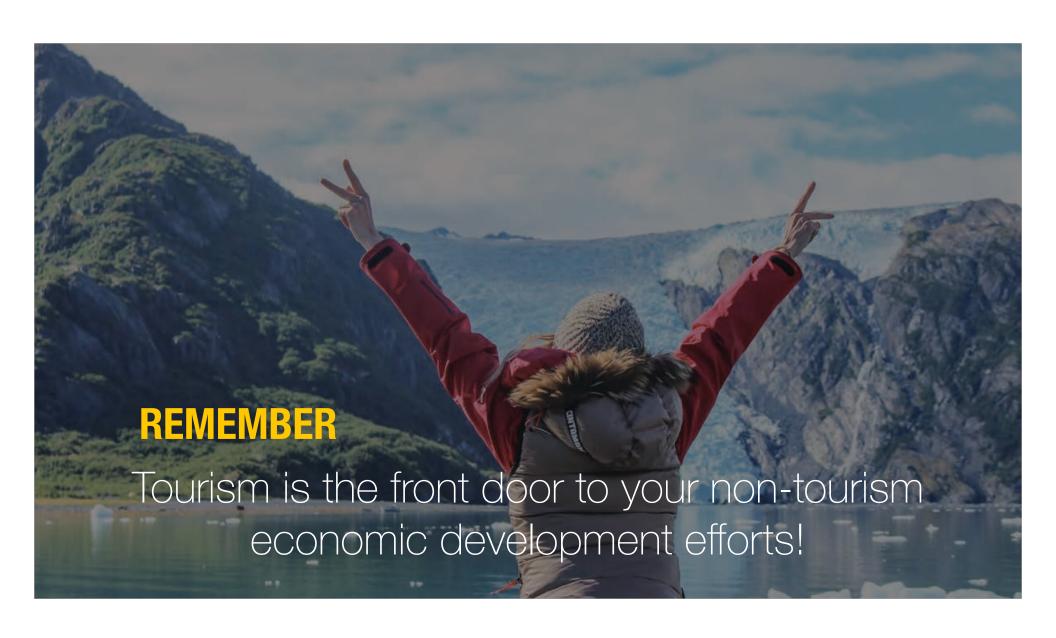




About Anchorage

Urban and wild aren't opposites; they are Anchorage's two defining elements. There's no need to choose one or the other since they are both part of life here. Anchorage lives under midnight sun and auroras. Shares the backyard with moose. Fishes in urban salmon streams at lunch. Cheers runners and reindeer on the main street. The city's adventures may be beyond belief, but they aren't beyond the boundaries.





Overall initial findings

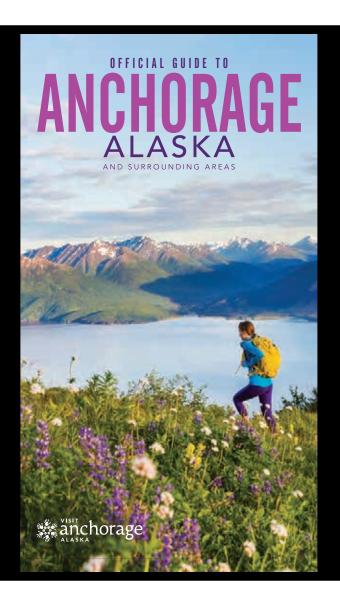
- It's not very safe
- Schools are "ok"
- It's expensive to live here
- It's an expensive city to visit
- The recreation is world class
- Alaska is an "exotic" destination
- There are lots of jobs and opportunities

SPENDING TIME IN ANCHORAGE





- South Anchorage
- West Anchorage
- East Anchorage
- Mid-Town
- Downtown
- Mountain View
- Eagle River
- Girdwood





Anchorage opens doors to the best of Alaska. You can find all the iconic experiences you live dreamed of in one place. Surrounded by sprawling mountain ranges, curving coastline, and towering glaciers in variegated shades of blue, the city combines dazzling natural splendor with exhilarating urban life.

6 SPECTACULAR REASONS TO LOVE ANCHORAGE

international airport provides direct flights from major U.S. hubs. Rail, air, and road ties offer quick connections to Denali, Katmai, Kenai Fiords, and other nearby national parks. On a clear day, you can see Denali from downtown, and a sprawling trail system knits the city into the surrounding Chugach Mountains. There s no easier way to experience the best of Alaska than with a trip to inspiring Anchorage.

ABUNDANT WILDLIFE: Moose meander along city bike paths, beluga whales swim along the Cook Inlet coast, migratory birds flock to Potter Marsh, and black bears mosey through spacious parks and hillside berry patches. In Anchorage, you never need to travel far to spot some spectacular Alaska wildlife



 GATEWAY TO GL
 IERS: Anchorage is surrounded by ancient rivers of ice, and dozens of glistening glaciers are only a short hike, drive, or flightseeing tour away. Try the Alveska Aerial Tram, the Spencer Glacier Whistle Stop train, and day cruises in Prince

William Sound and Portage Valley: Whether you explore by boat, air, or foot, Anchorage makes it easy to get close to a glacier.



OPEN SPACES: Laced with hundreds of miles of trails and bordered by hundreds of thousands of acres of wild Alaska parkland, Anchorage is the perfect place to find widellopen space and secluded natural splendor

while still staying close to familiar urban amenities. Experience the vast beauty of Chugach State Park and the Chugach National Forest, fill your lungs with clear mountain air in Girdwood or Portage Valley, and take time to enjoy some Alaskall style solitude.

ANCHORAGE BY SEASON

MAGNIFICENT IN EVERY MONTH

In Anchorage, every month offers something special to experience I from seasonal natural wonders and unique holiday celebrations to sun soaked summer adventures and cozy winter





MID-MARCH - END OF APRIL

Best for wildlife viewers, hoping for a final dose of snow sports. By mid∰March, Anchorage has more sunlight each day than in any of the other 49 states, so it a prime time to visit before . summer arrives

- · Northern lights viewing
- Spring skiing and snowboarding
- · Grav whale watching
- Flightseeing





and life in the Great Land.

Kayaking and rafting

Glacier and wildlife

• Hikina

Biking

Flightseeing

day cruises

• Fishing

• ATV tours







Make the most of the midnight sun to enjoy classic Alaska

Dog sledding (cart or glacier)

Bear viewing

· Whale watching

Museums and

cultural centers

Paddleboarding

· Markets and festivals

sights and experiences. Summer is the most popular time

to visit, with myriad ways to immerse in nature, culture,

MID-NOVEMBER - MID-MARCH

Winter sparkles with plenty of snow and prime

opportunity for aurora views. Anchorage boasts

tons of fun to be found under blankets of white

If paradise is best explored on skis, skates, or

MID-SEPTEMBER - MID-NOVEMBER

Green is a fall color in Alaska Nighttime skies return, so auroras are once again visible. Stroll the hills for blueberries, enjoy the trails before snow flies, or catch a goes up at local theaters.

- Hiking
- Bikina
- Flightseeing
- Northern lights viewing
- Performing arts



• Northern

sleds this is the time to visit

- liahts viewina Dog sledding
- Fat tire biking
- Ice fishing Snowmobiling tours
- Snowshoeing Wildlife viewing • Performing arts • Fur Rendezvous

• Ice climbing

• Iditarod Trail Sled

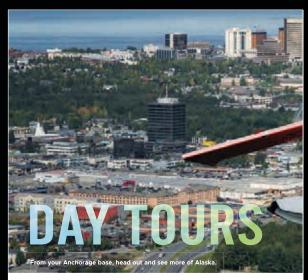












Go offlarid after breakfast in town, visit a glacier at lunch, then be back in the city in time for dinner. Whether you explore by road, rail, air, or sea, Anchorage offers plenty of ways to pack a day (or a week) with only**∦**in**∦**Alaska adventure.

STEP BY STEP

Start your trip with a stop at the downtown Visitor Information Center Find tours trips and free transportation to top attractions and accommodations, as well as local advice and travel tips from the pros. Choose a walking tour that highlights local history. Experience culinary adventures on a dining tour or snap a better shot with a photo expedition.



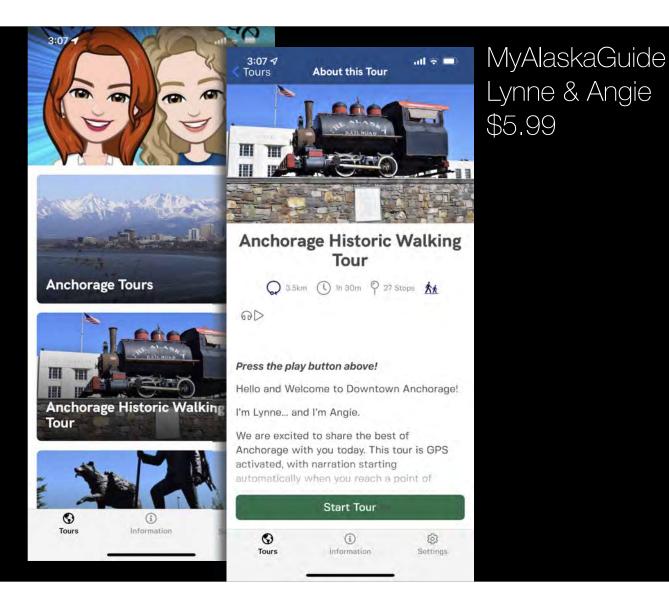
Many tours, trips, and shuttles pick up near the

A stroll in Anchorage yields more than just fresh air. Art installations and murals dot the city, making any exploration colorful. Just a few blocks north, Ship Creek flows through town. Anchorage got its start on the banks of the creek 100 years ago. What was once tent city is now salmon central. Cast for chinook salmon, watch fish swim upstream, or stop in at the nearby Ulu Factory to learn about Alaskas iconic

BEHIND THE WHEEL

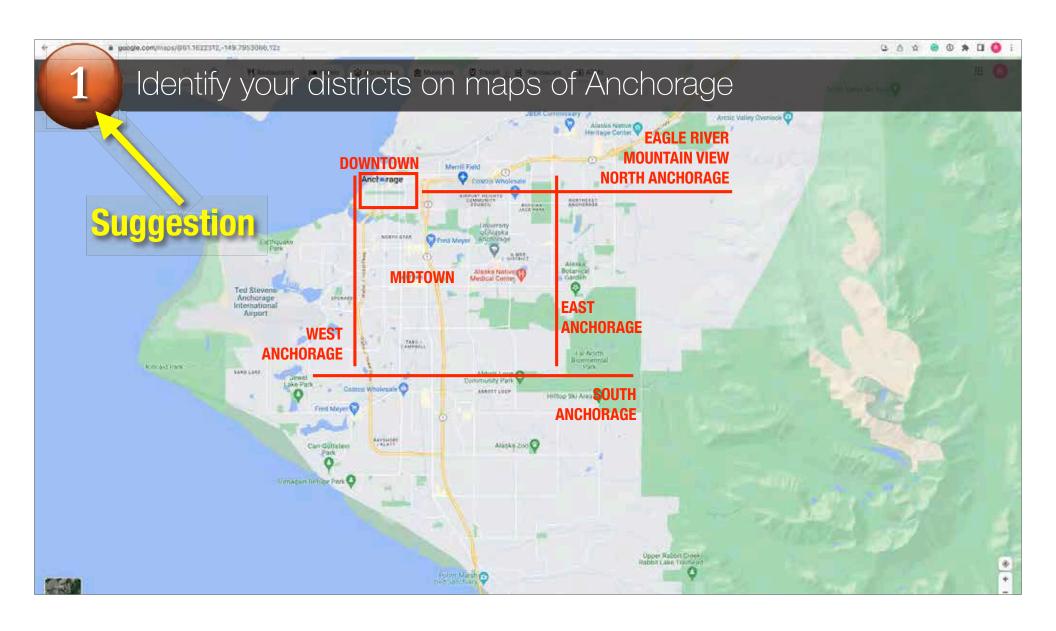
Tours and shuttles are an inexpensive way to spend time outside the city center Anchorage Trolley Tours offers one thour sightseeing tours that start and end downtown. Or head for the mountains instead; amazing hikes and fantastic views are just minutes away. Hop on the Flattop Mountain Shuttle or drive to the Glen Alps Trailhead in southeast Anchorage and check out Flattop Mountain, the most climbed peak in Alaska.

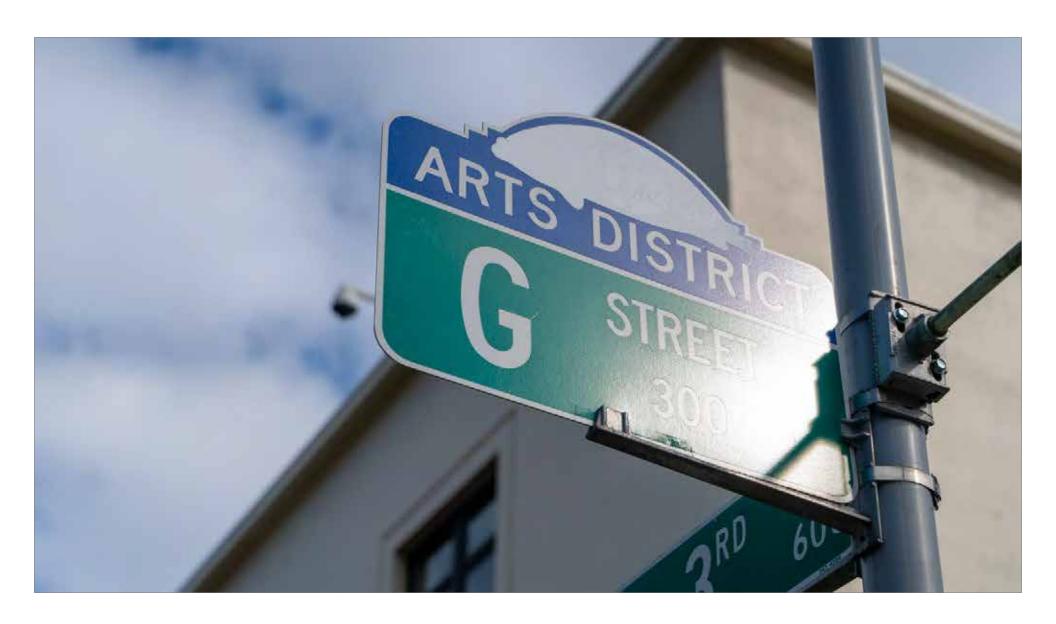
Renting a car opens up even more options. An amazing number of glaciers are within driving distance. Visiting one can be as easy as stopping roadside for a few minutes or as exhilarating as a day spent hiking or climbing. If you prefer gold over glaciers, Crow Creek Mine allows visitors to pan at historic strikes.





INITIATIVE # 1: IDENTIFYING YOUR DISTRICTS

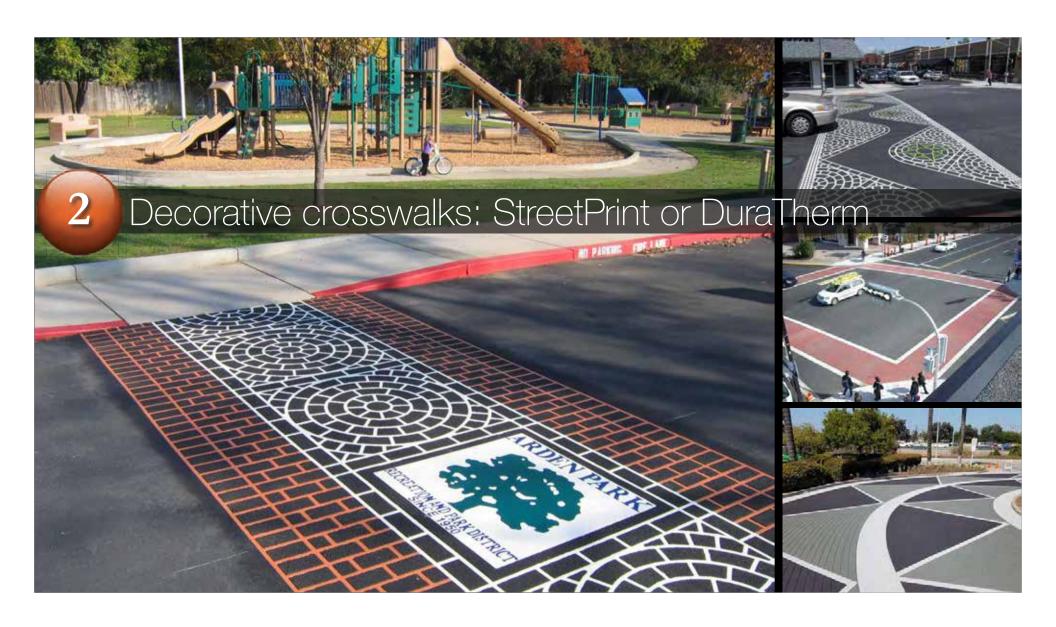




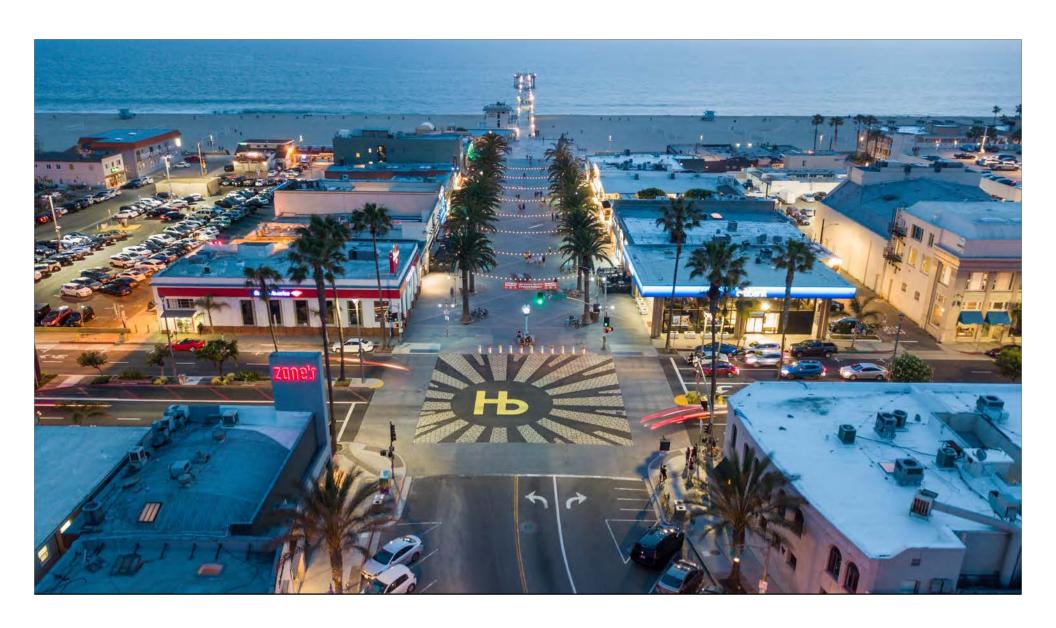




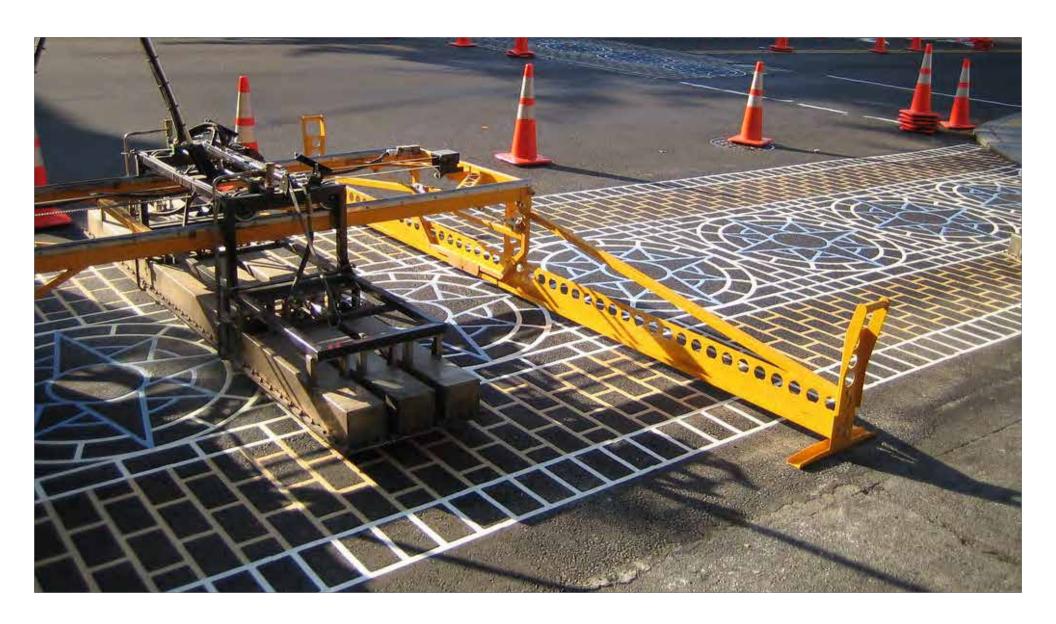








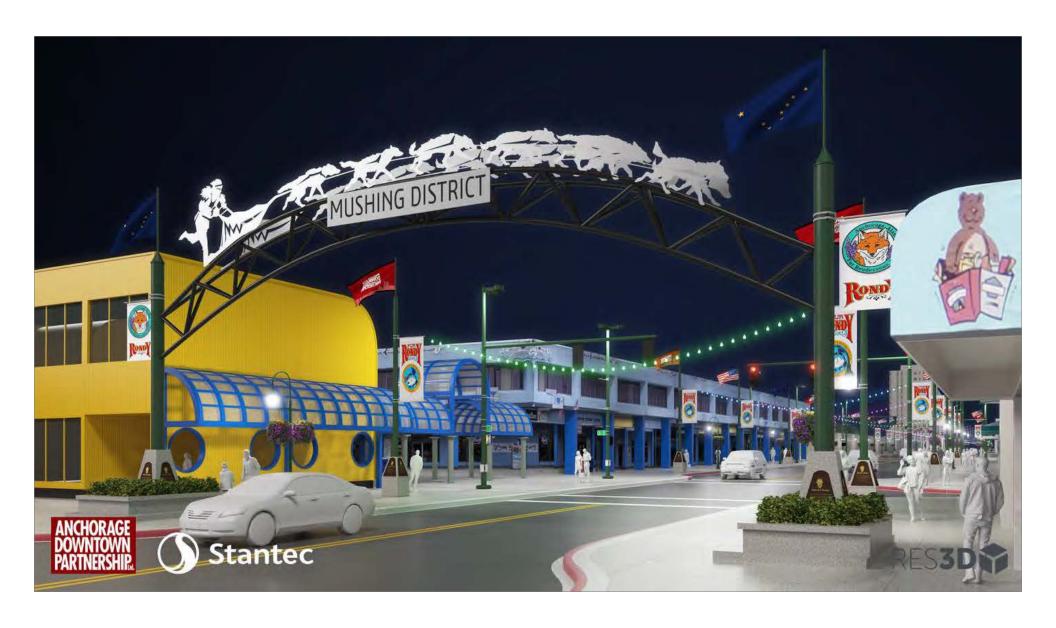




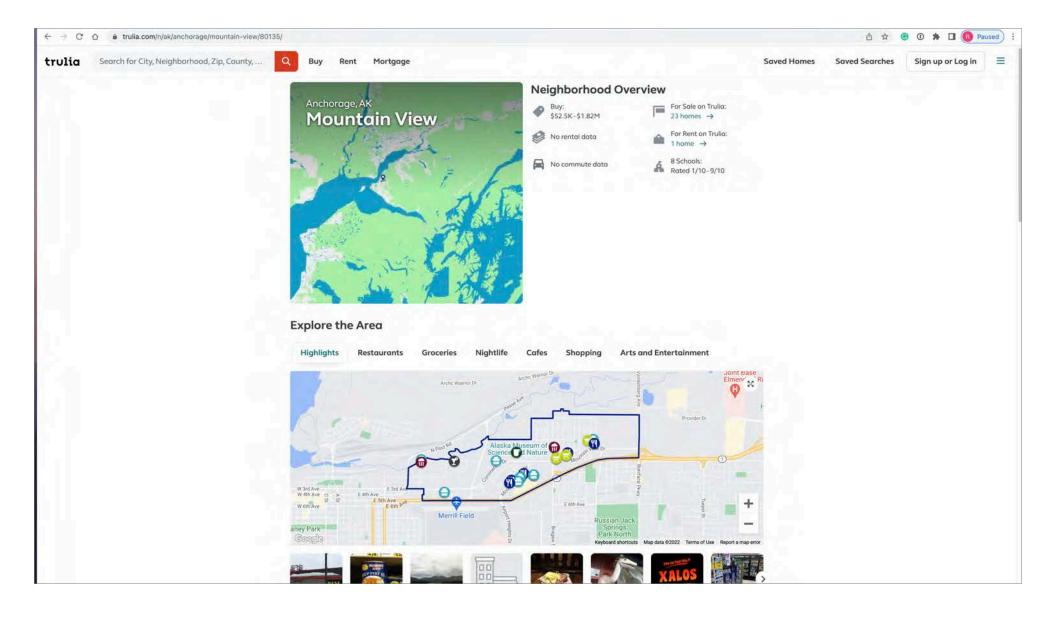


Use pole banner identifiers, consistently, in each district.





MOUNTAIN VIEW



Download as PDF

Print/export Printable version

Wikidata item

Languages

Add links

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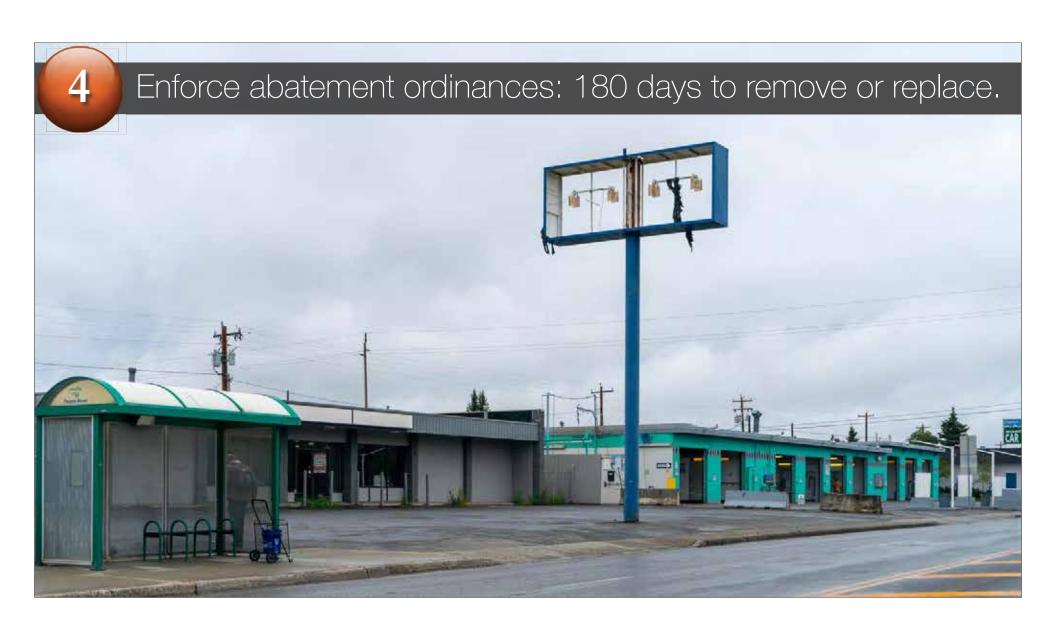
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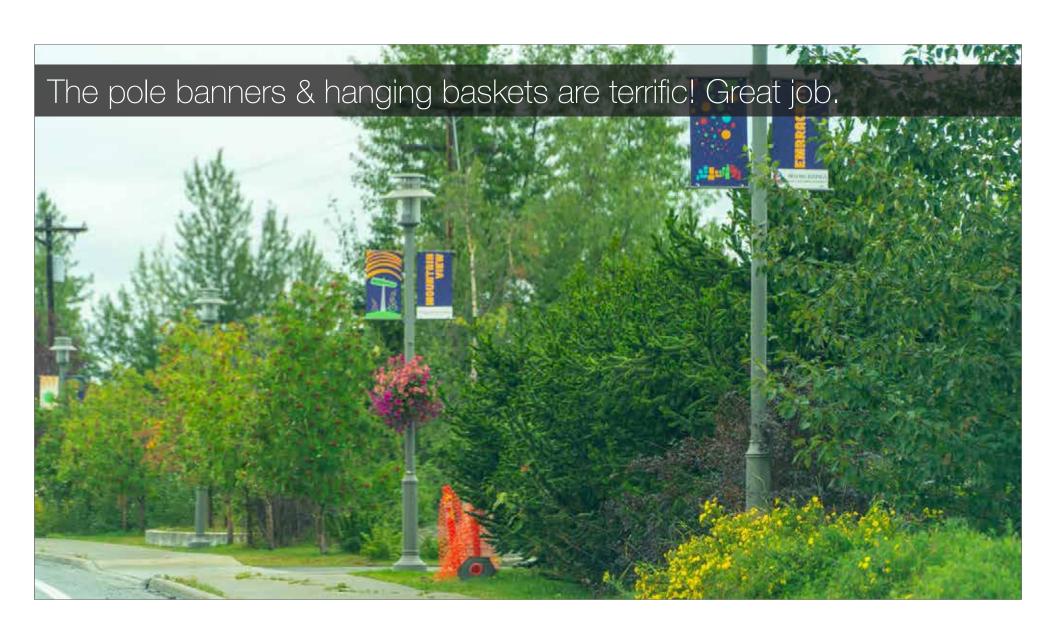
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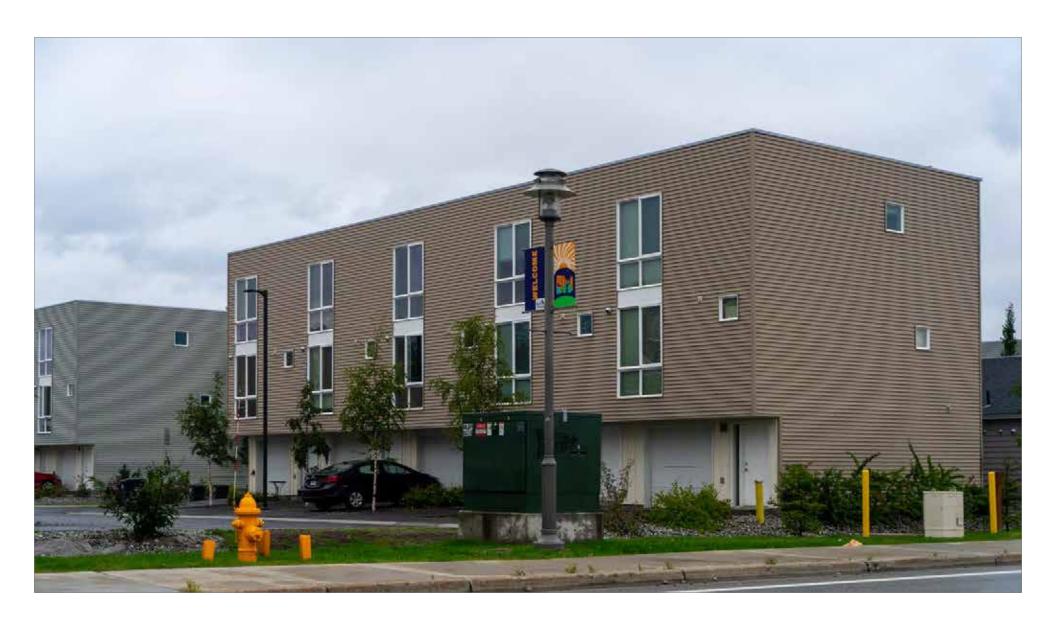














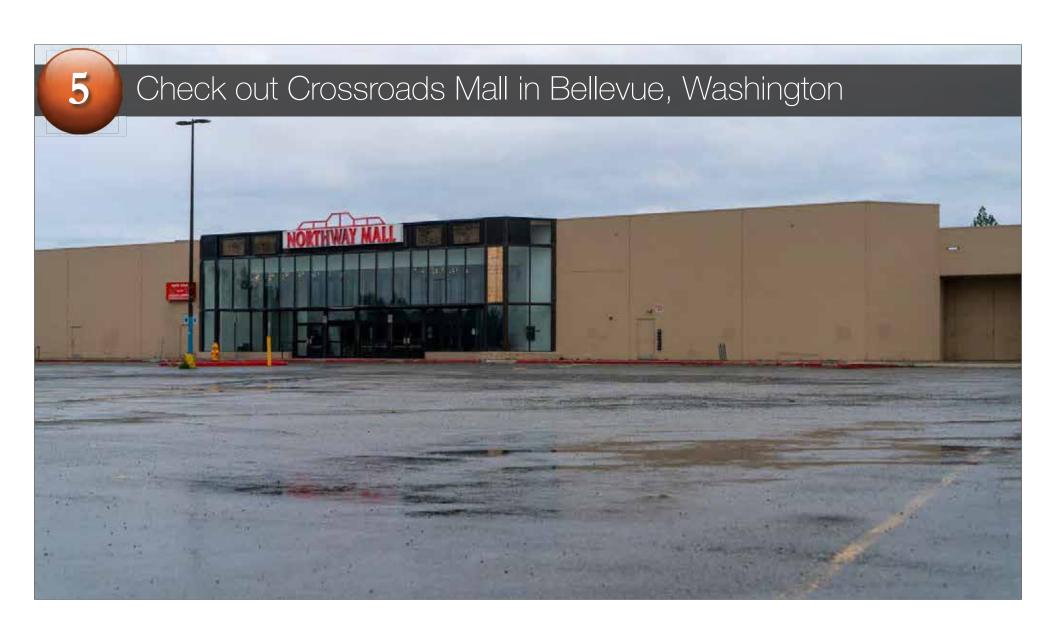


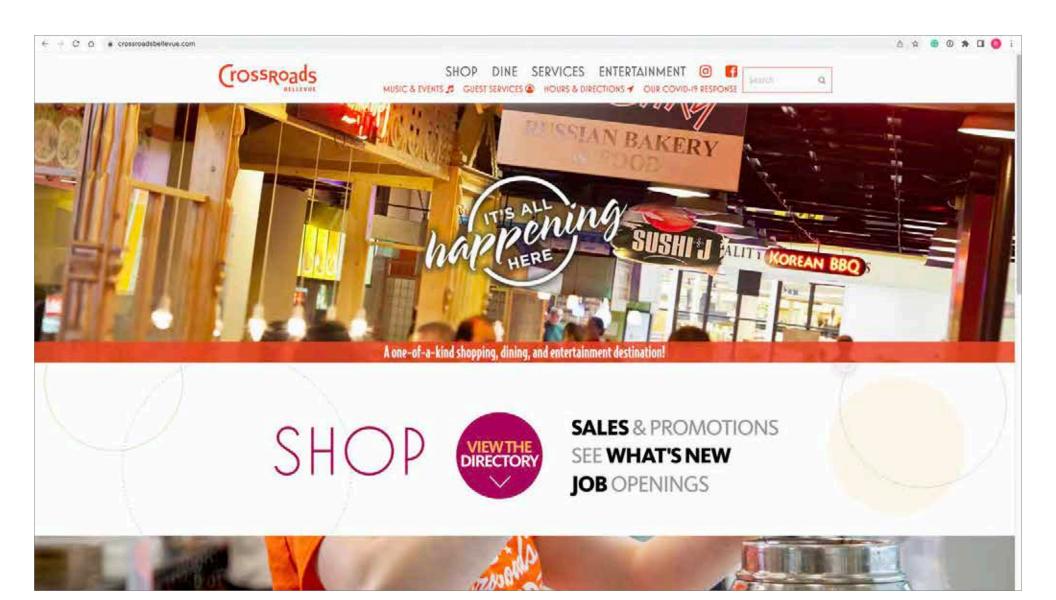


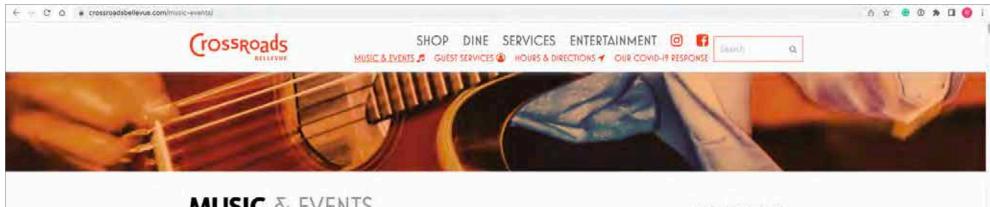




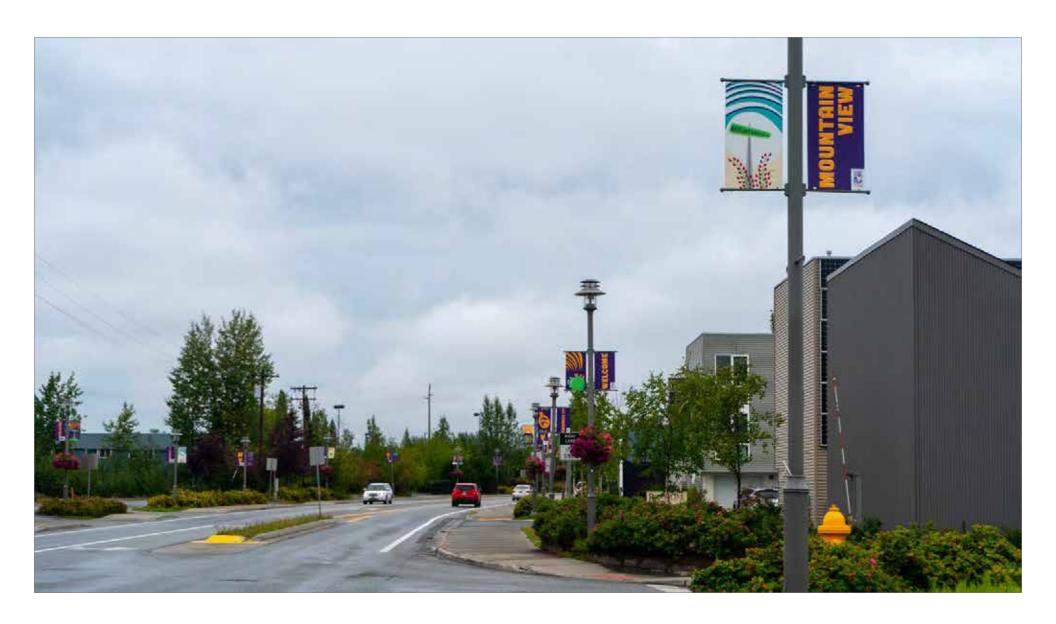






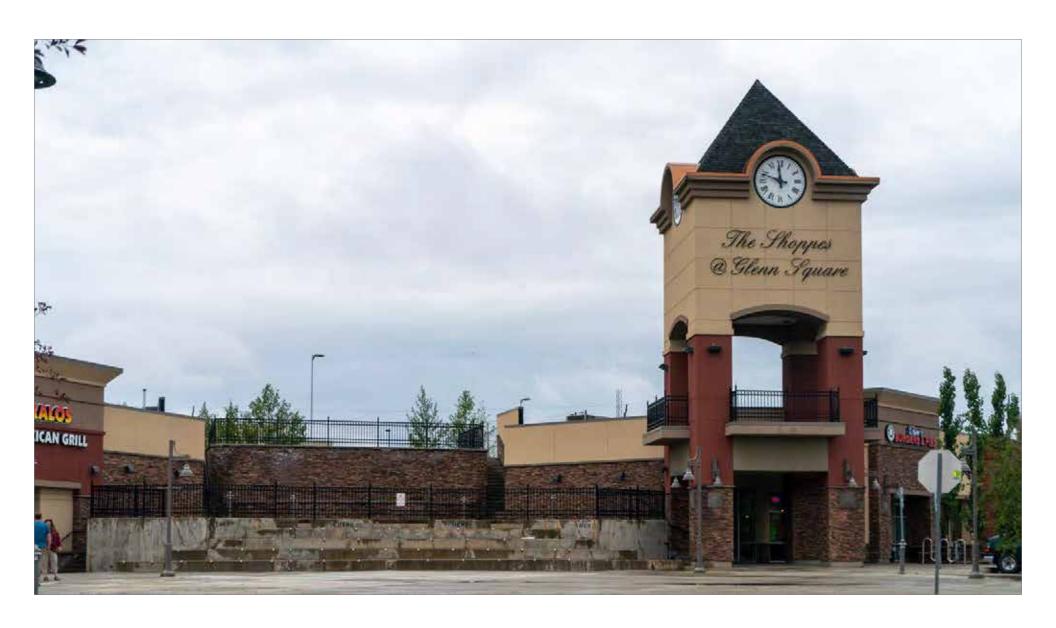


MUSIC & EVENTS MUSIC & EVENTS MARKET STAGE **Coming up at Crossroads** CROSSROADS MONDAY, AUGUST 01, 2022 FARMERS MARKET ALL-DAY EVENT SUMMER ART CAMP Free Introductory Art Class @ The Studio Fine Art Classes AT THE STUDIO SUMMER CLIMBING CAMP Pro Belay @ Edgeworks Climbing Bellevue CERAMIC, CLAY & CRAFTS SUMMER CAMP ALL-DAY EVENT Reserve a salon suite @ Phenix Salon Suites CROSSROADS MOVIES IN THE PARK ALL-DAY EVENT FAMILY FUN Sign up for Summer Climbing Camp @ Edgeworks Climbing Bellevue ~ SALES & **PROMOTIONS** ALL-DAY EVENT Summer Membership Sale @ Edgeworks Climbing Bellevue COMMUNITY

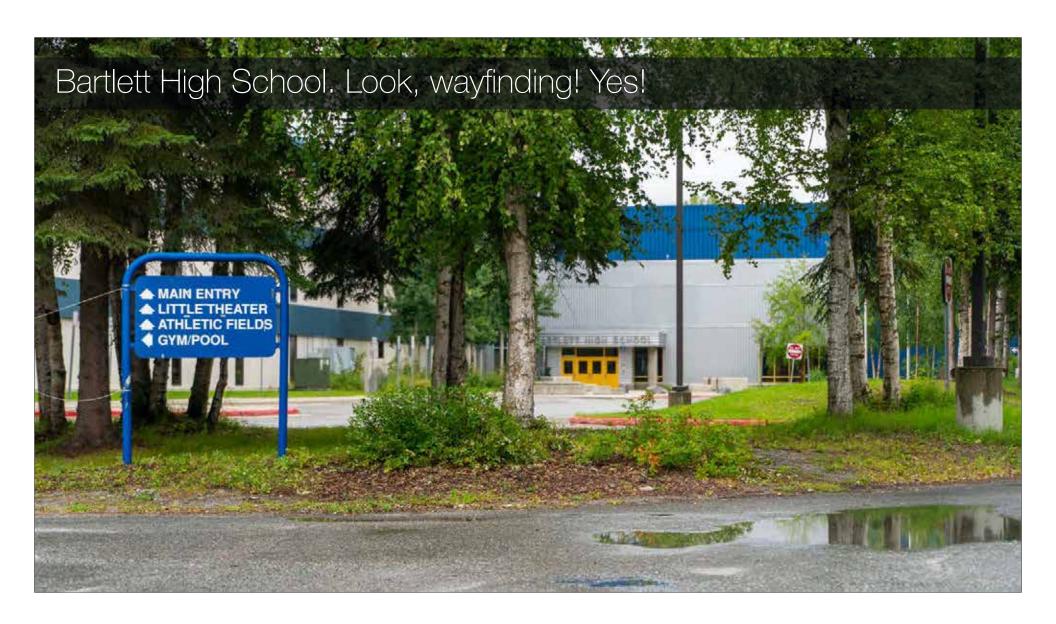


EASTANCHORAGE: MULDOONAREA



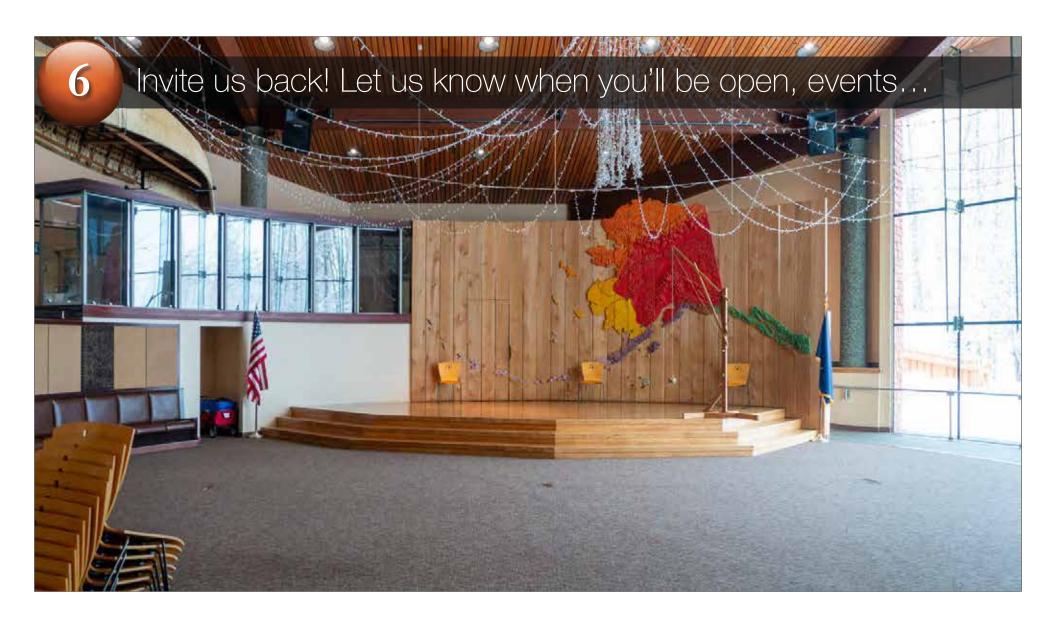


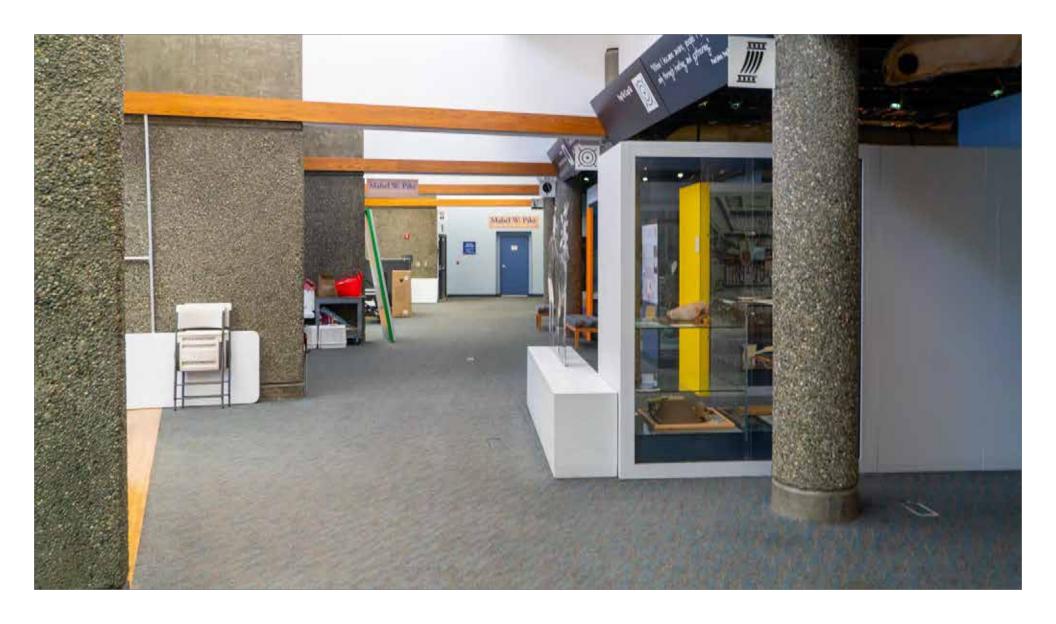




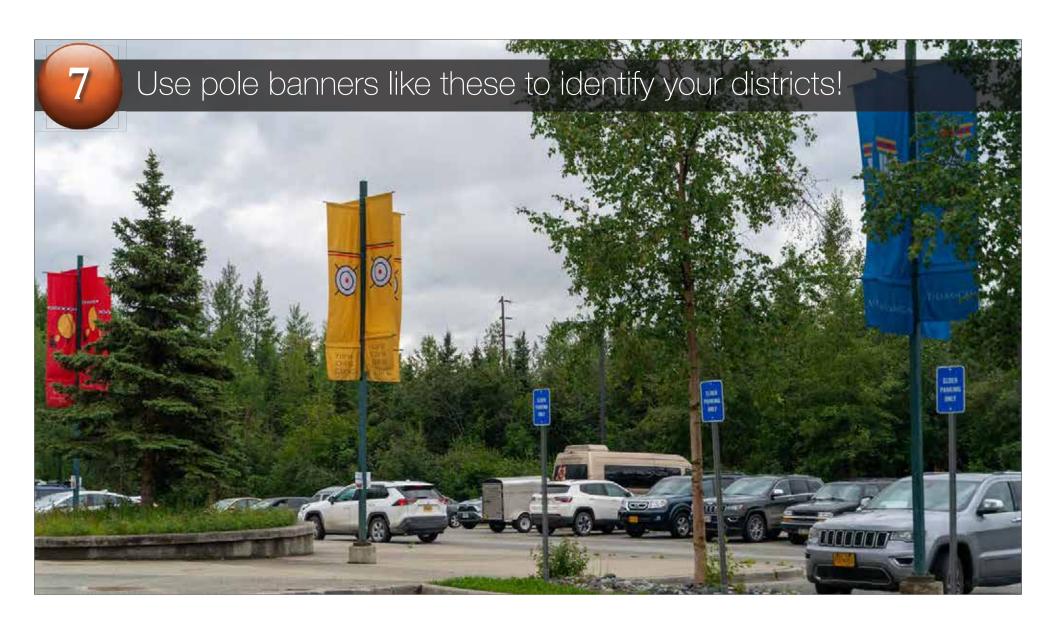












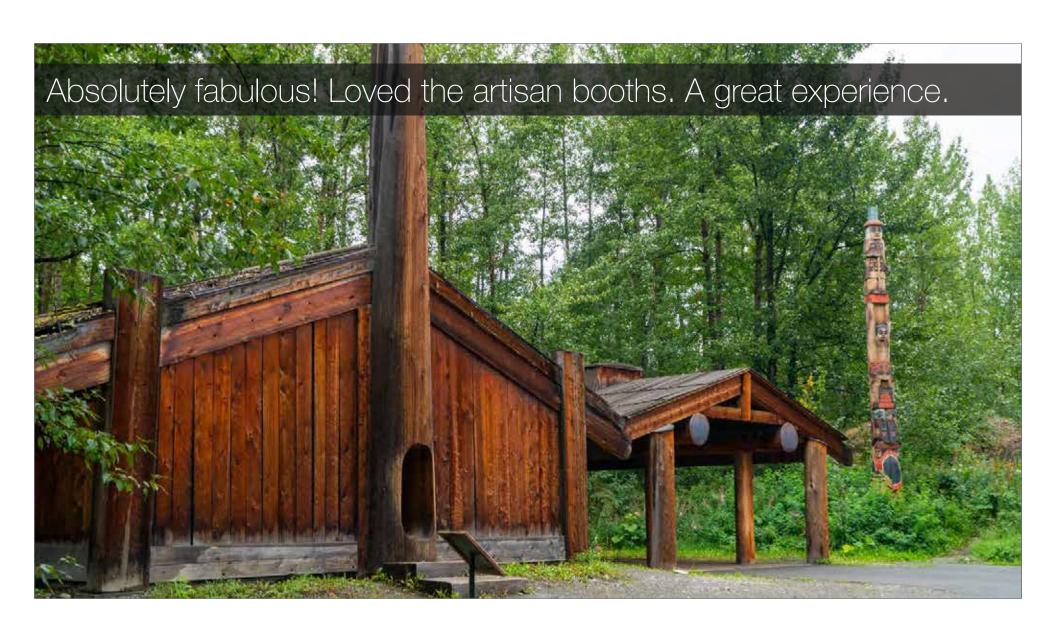




















EAGLERIVER



Great "sense of place" with the river rock fencing & gateway sign

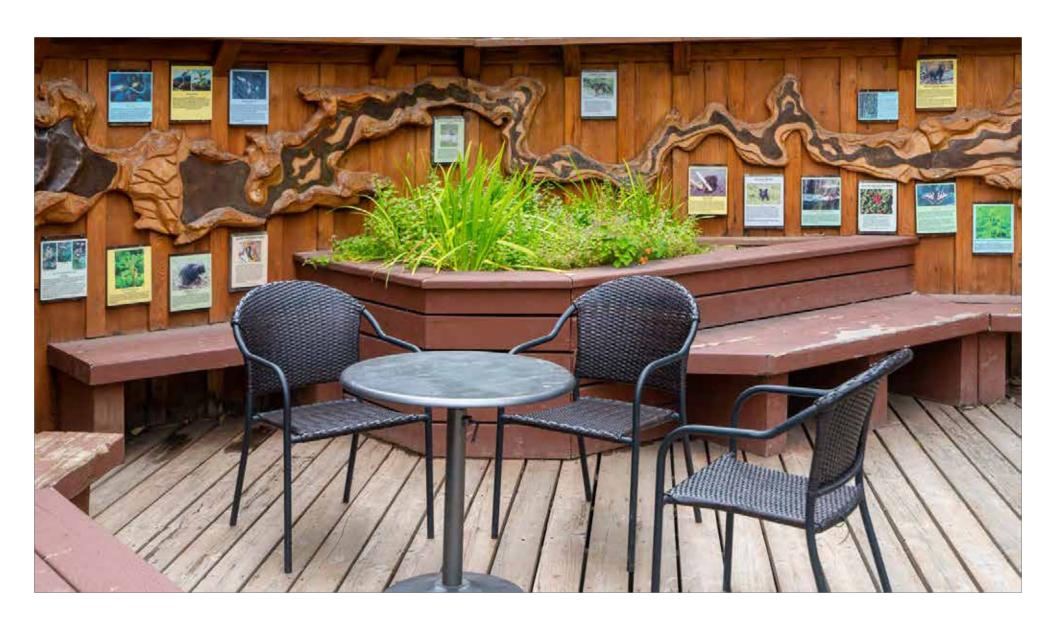






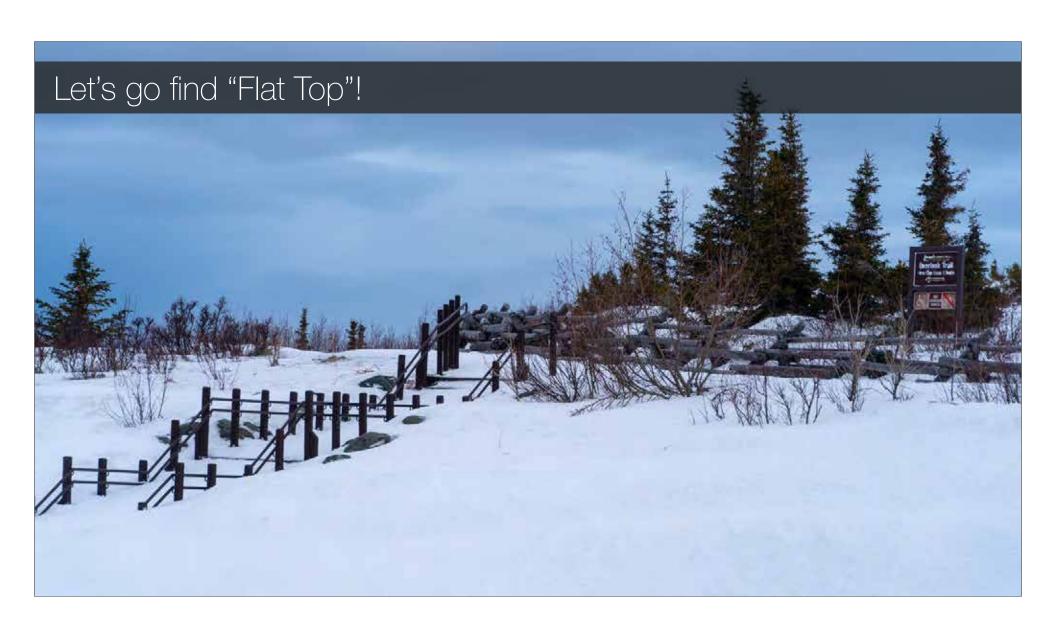








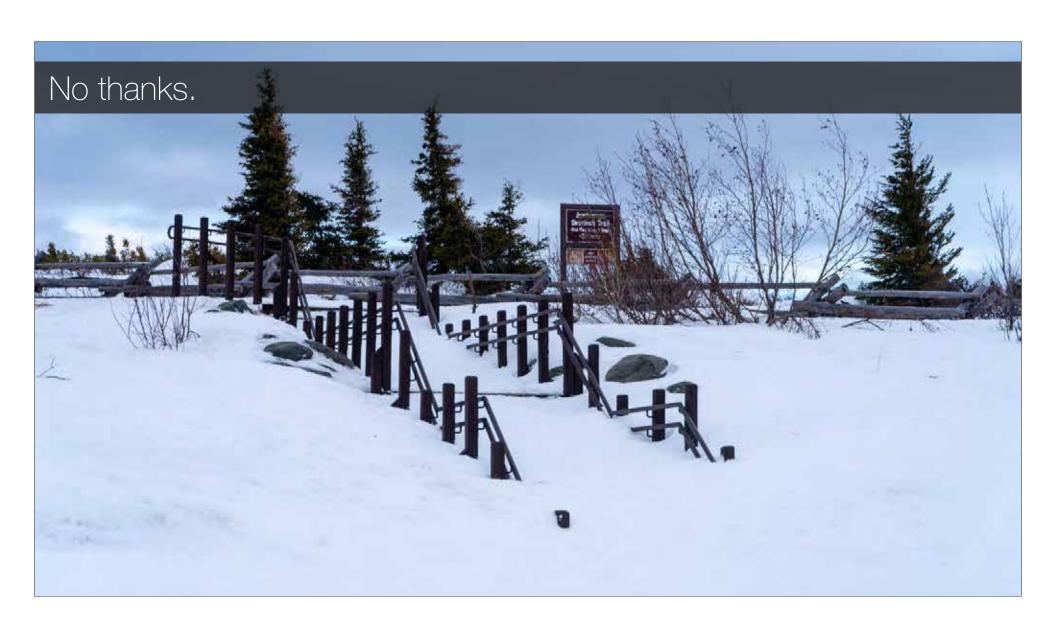
EASTANCHORAGE

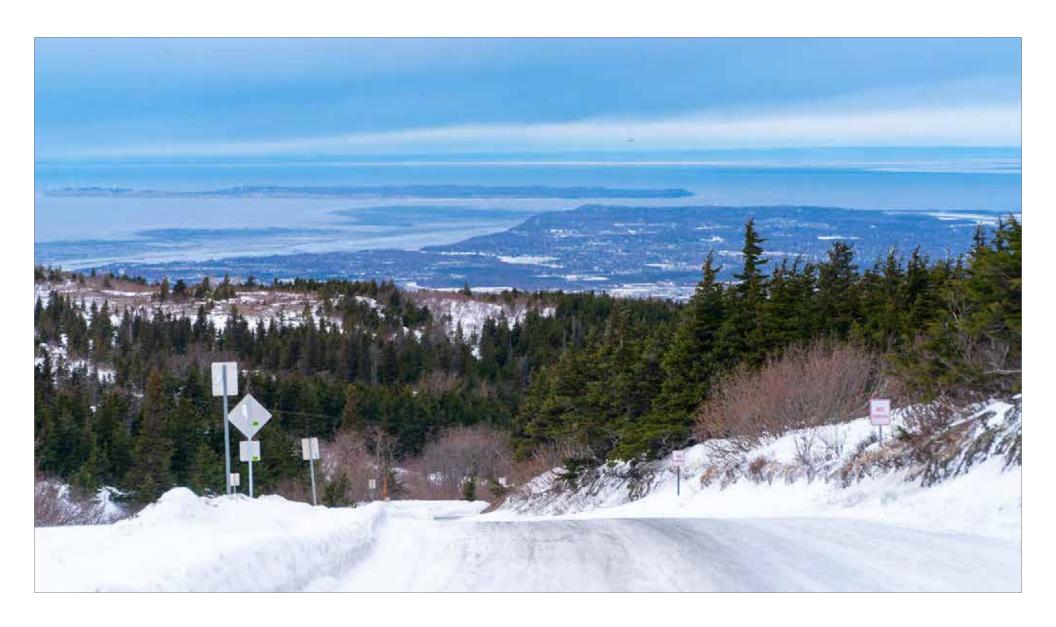










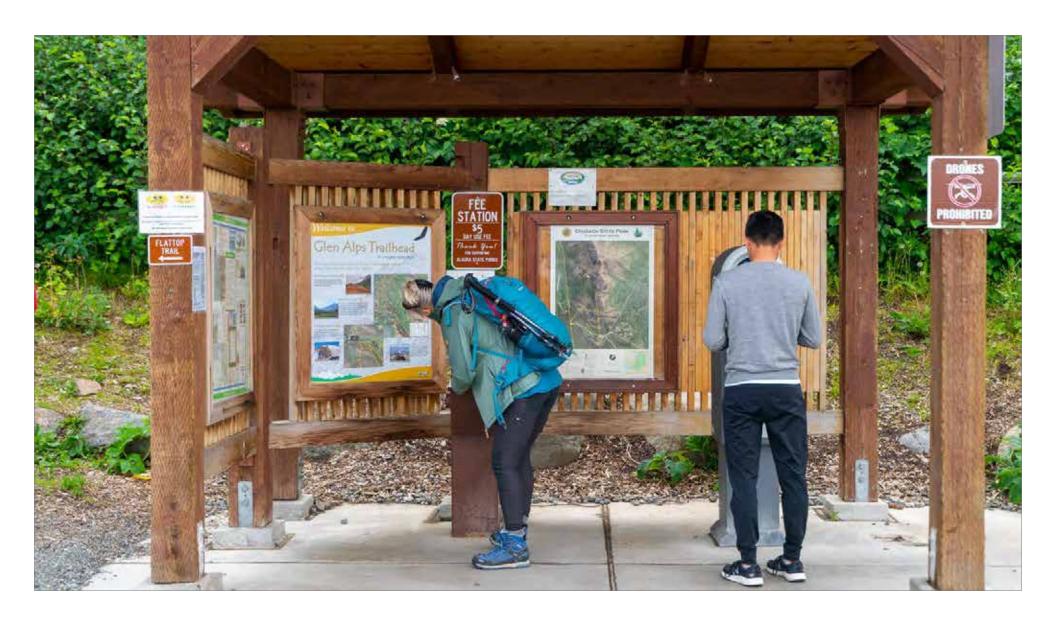










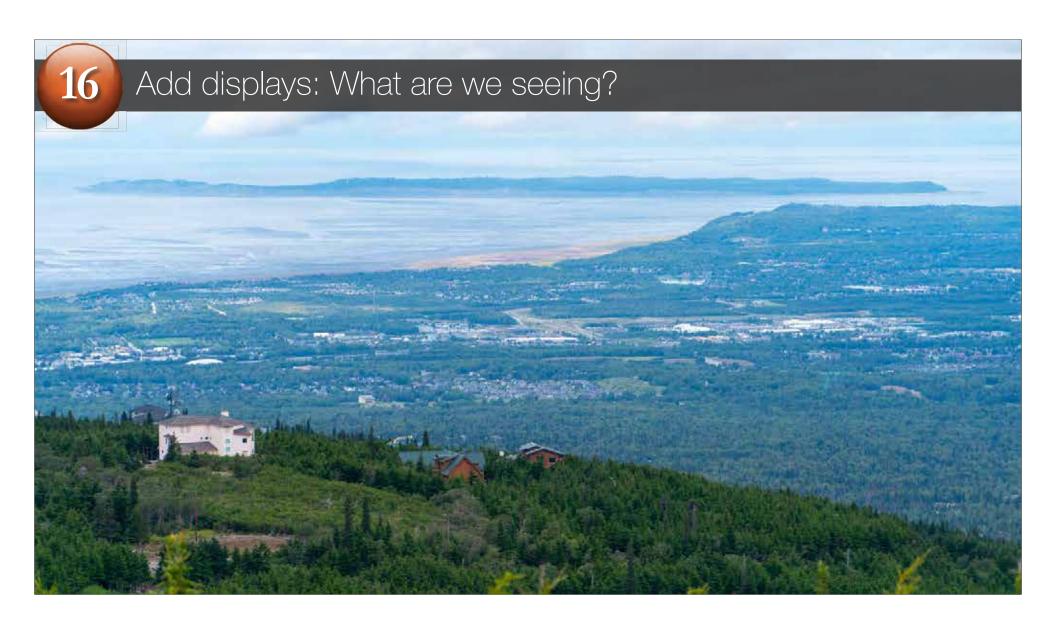








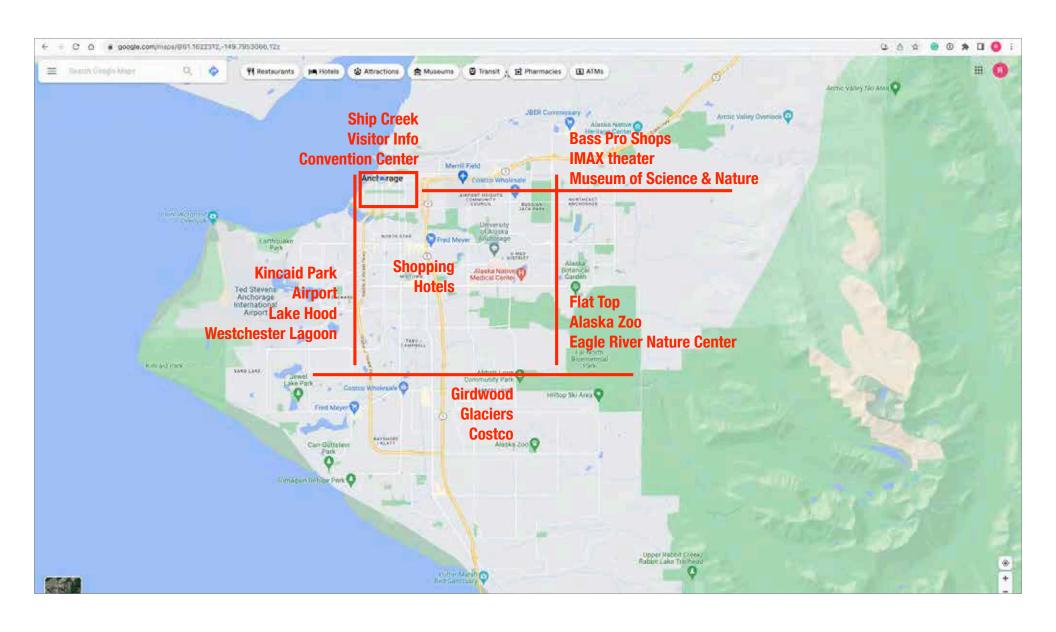






INITIATIVE # 2: WAYFINDING: VEHICULAR & TRAILS







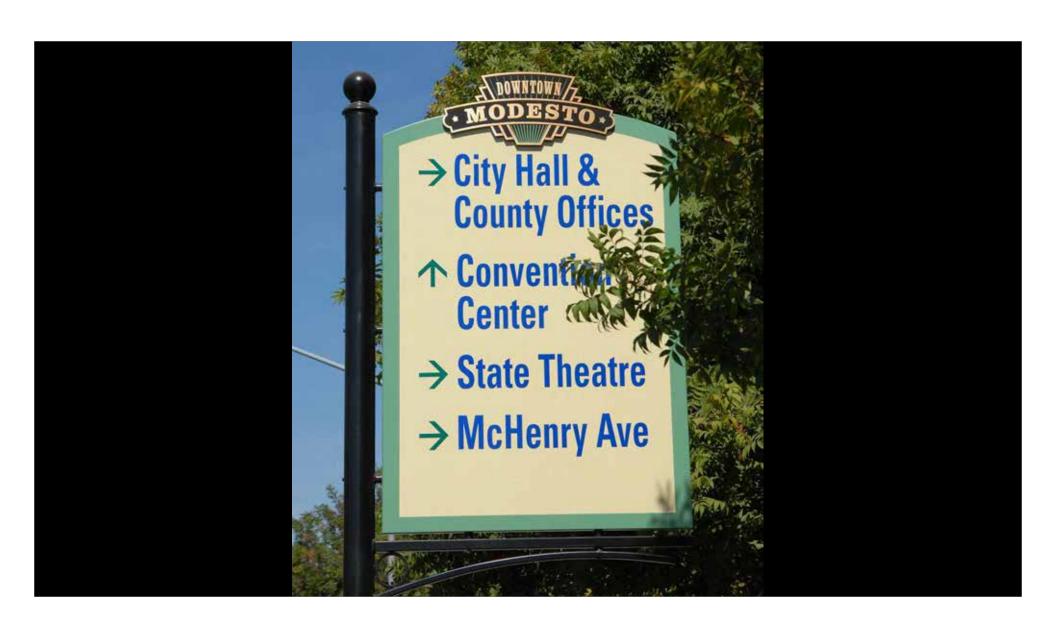
The number one, very top priority for the City of Anchorage:

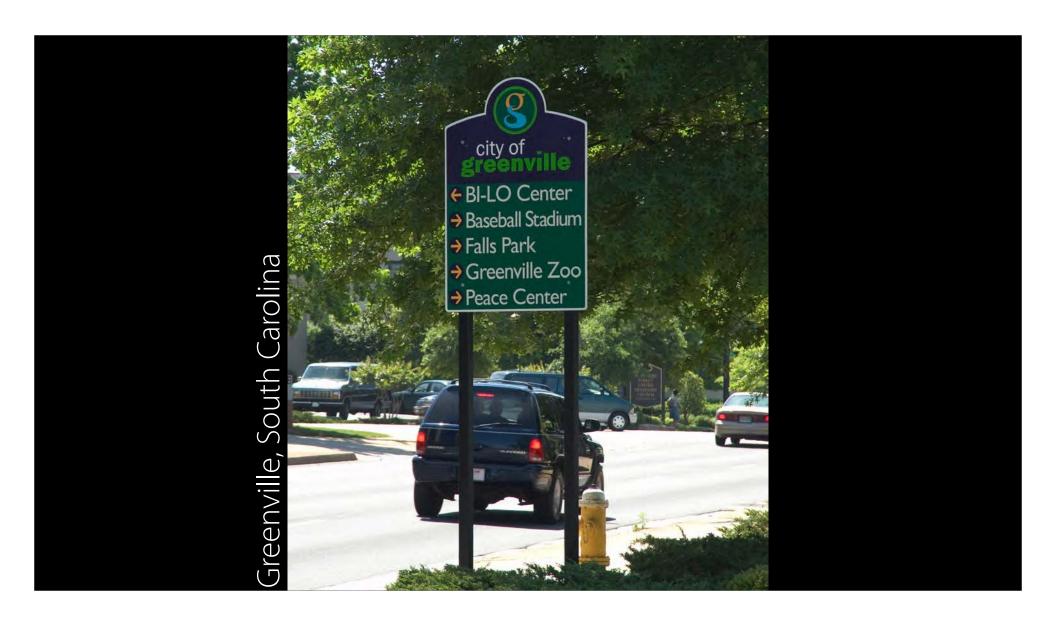
A comprehensive wayfinding system

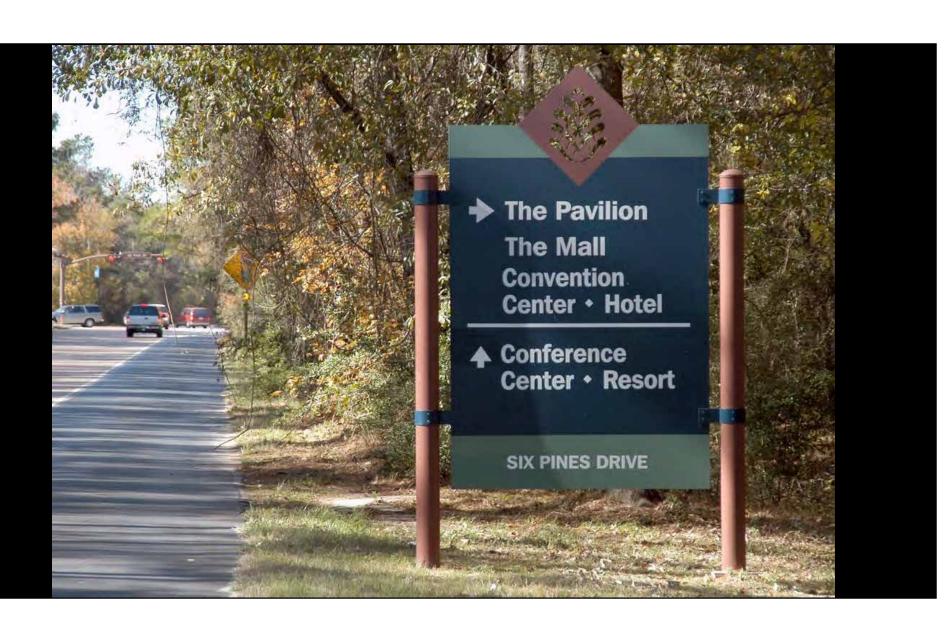
Benefits of a wayfinding system

- 1. It creates a much better visitor experience
- 2. Visitors will learn what you have to offer and how to find it
- 3. It will increase visitor spending dramatically
- 4. It will keep visitors here longer
- 5. It will give them incentive to come back again
- 6. It will mitigate traffic flow
- 7. It will increase the desire to live in Anchorage













Note

Navigation systems are **NOT** a substitute or replacement for wayfinding systems.

The Anchorage Wayfinding system:

- 1. Vehicular wayfinding: attractions, amenities, parking, visitor info
- 2. Pedestrian wayfinding: Downtown
- 3. Trail signage & markers
- 4. 24/7 Visitor info kiosks and trail guides



French Lick, Indiana











Turlock, California

Wayfinding needed for:

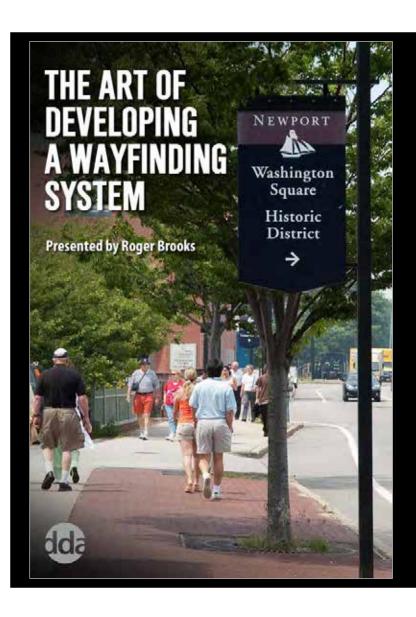
- Lake Hood | Airport
- Each district | Mushing | Arts...
- Medical facilities
- Visitor information
- Public parking
- Public restrooms
- Alaska Native Heritage Center
- Ship Creek
- Alaska Railroad Depot
- Westchester Lagoon
- Eagle River Nature Center
- Alyeska Resort
- Alaska Wildlife Conservation Center

- Flattop | Glen Alps Trail Head
- Coastal Trail (entrance/exit points)
- Captain Cook memorial
- Veterans Memorial
- Convention Center
- Alaska Zoo
- Kincaid Park
- Sports fields & facilities
- Earthquake Park
- Bass Pro
- Museum of Science & Nature
- Anchorage Museum
- Town Square Park
- Neighborhoods
- University

Wayfinding needed for:

- Sullivan Park
- Chester Creek Trail
- Winner Creek Trail
- Crow Creek Mine
- Alaska Aviation Museum
- McHugh Creek Trailhead
- Alaska Botanic Garden
- Potter Marsh
- Far North Bicentennial Park
- Campbell Creek Science Center
- Hilltop Ski Area
- Flattop Mountain Shuttle
- Alaska Jewish Museum

- Alaska Veterans Museum
- Little Lithuanian Museum & Library
- Hilltop Bike Park
- Sport Fish Hatchery
- Campbell Point Lake
- Jewel Lake
- Sand Lake
- Goose Lake
- Valley of the Moon Park
- Eklutna Lake
- Alaska Center for the Performing Arts
- Police Officers Museum
- Joint Base Elmendorf-Richardson



18

DestinationDevelopment.org

- > The Vault
- > Product Development: Tourism
- > Developing a Wayfinding System

The three parts to this video

- What's typically included in a wayfinding system
- Ten rules of wayfinding
- How to get a wayfinding system designed

Why develop a system?

- It educates locals & visitors of what you have.
- It delivers a pleasant visitor experience.
- It helps mitigate traffic flow.
- It introduces your brand.
- It creates a "sense of place" and a sense of arrival.
- It eliminates sign clutter and "broken" systems.







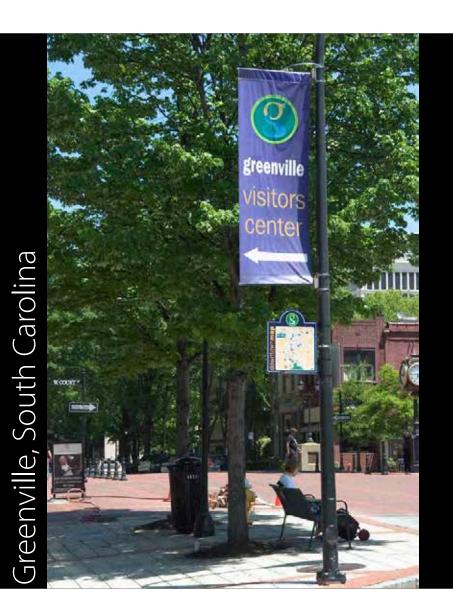
Wayfinding

Wayfinding is an investment, not an expense. Wayfinding systems increase retail sales & services.

And finally...

IF there was better wayfinding in communities, it would cut the divorce rate in half, since couples would no longer argue about stopping to ask for directions.

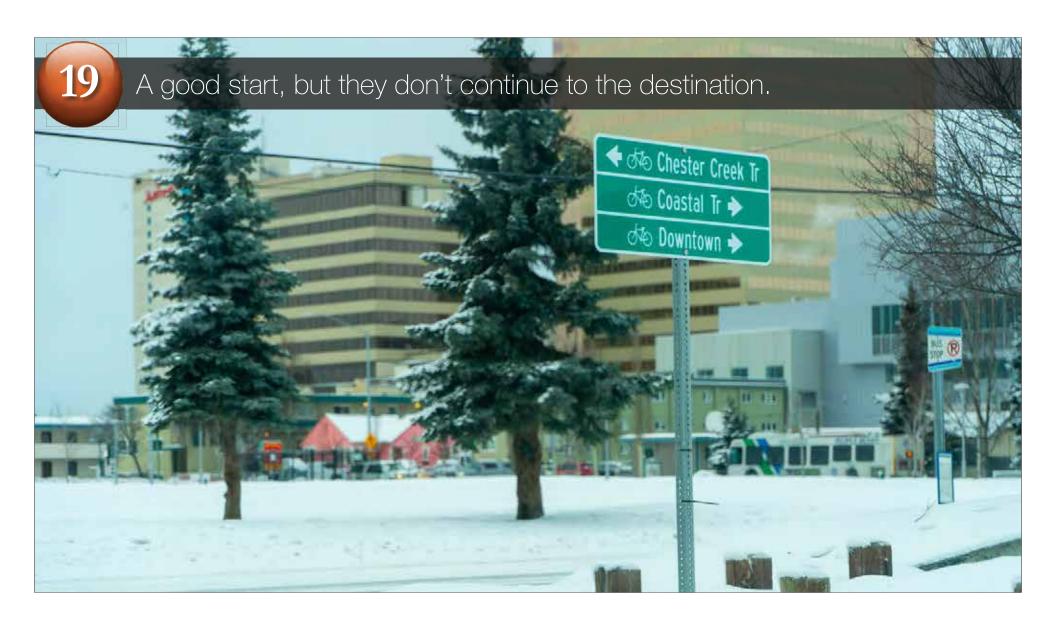




What's typically included recap

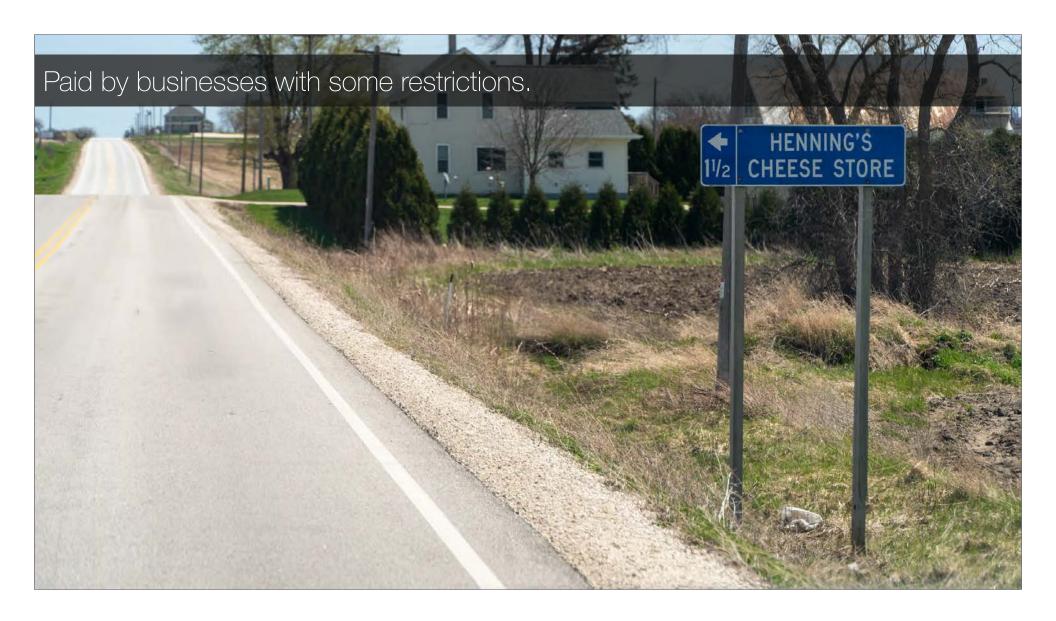
- Vehicular wayfinding
- Pedestrian wayfinding, trail system signage
- Amenities, attractions, services
- Place identifiers
- Gateways: City, downtown/districts
- Auxiliary signage
- Pole banners (often seasonal)
- Visitor information

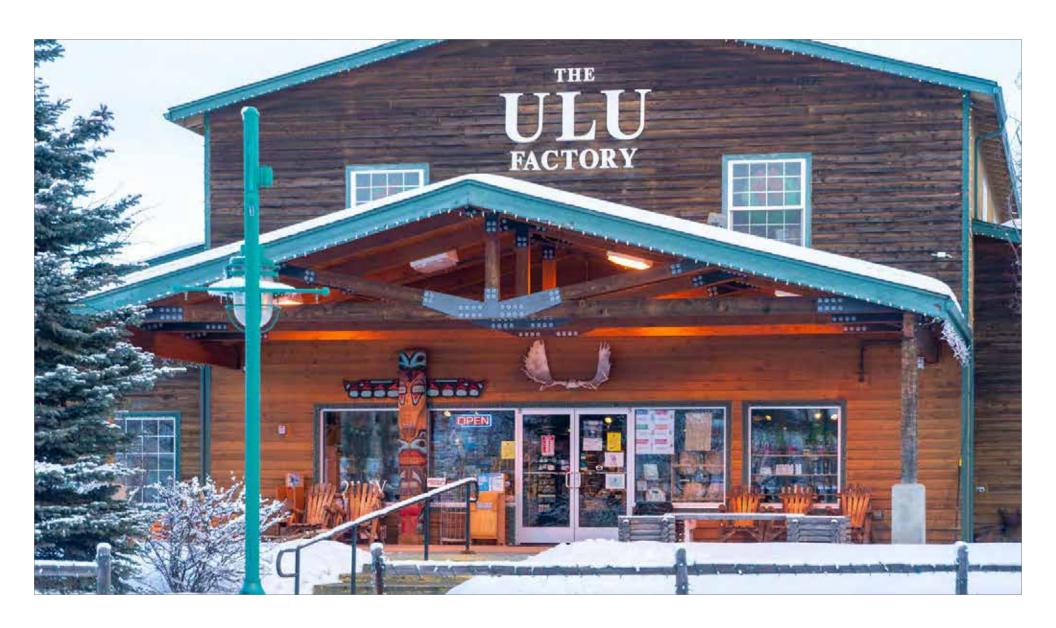




Tourism Oriented Directional Signs (TOD Signs)

- DOT.alaska.gov
- 90" x 18"
- 25% of gross receipts from motorists who reside more than 20 miles away
- Application fee: \$100
- \$400 for the signage (4 to 5 years)
- Applicant: Manufacture, installation, maintenance (professional sign contractor)









GIRDWOOD









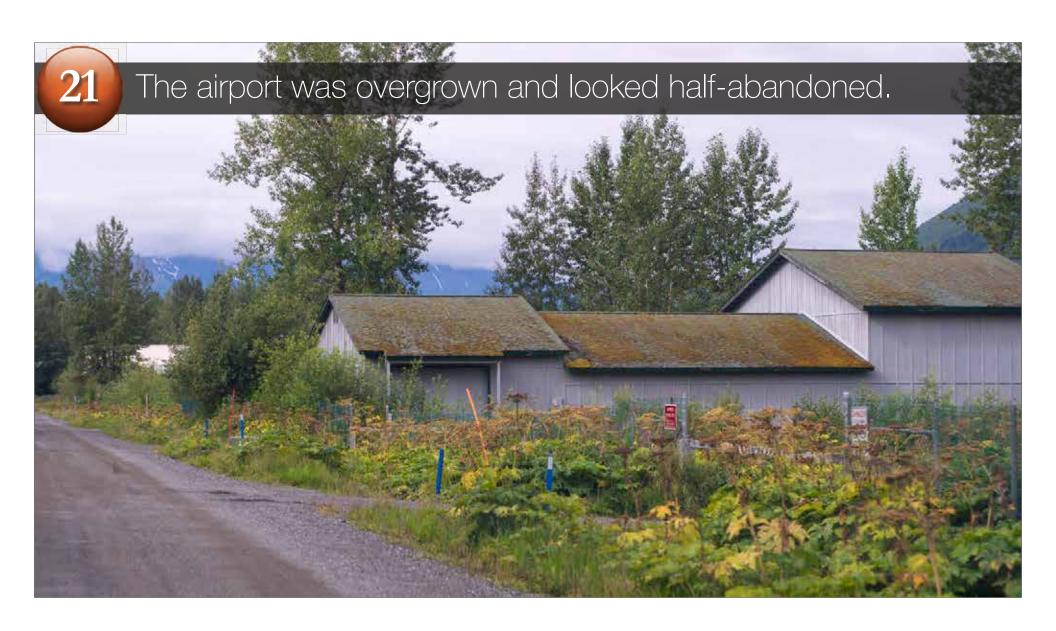


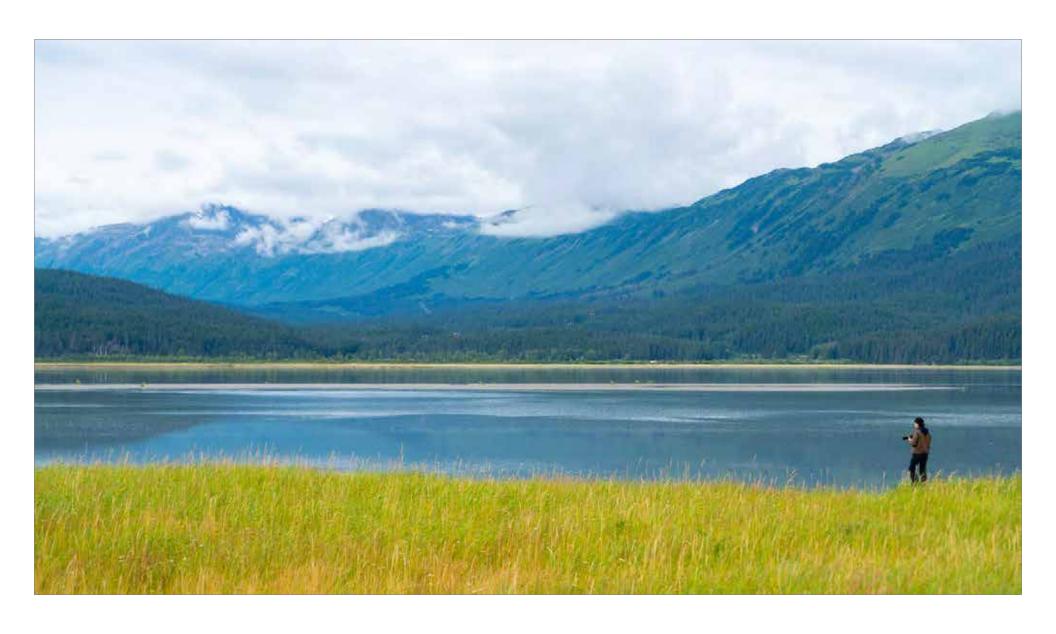














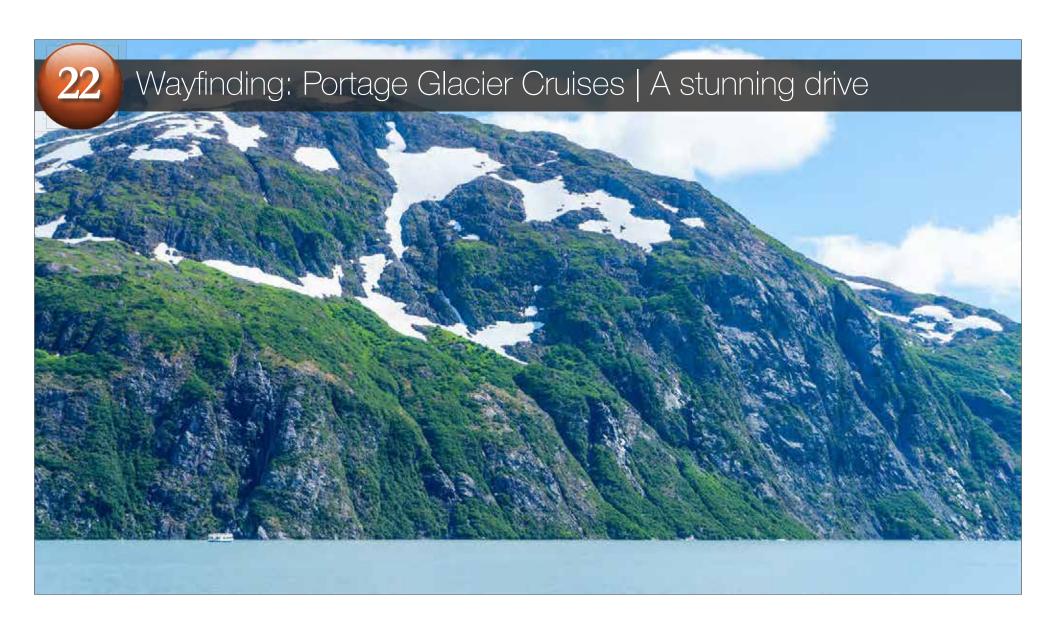




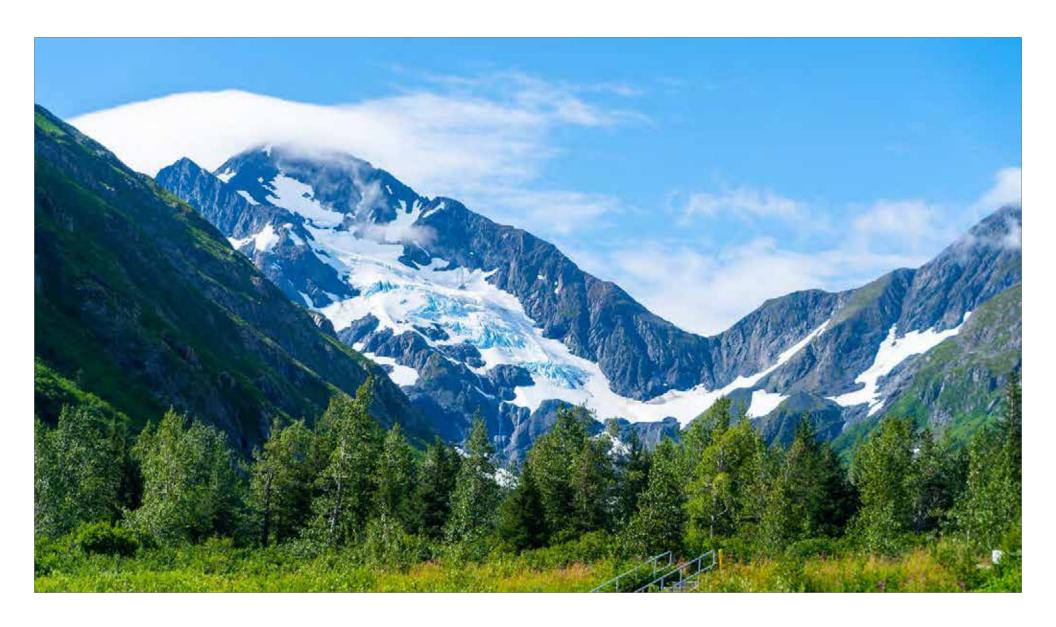






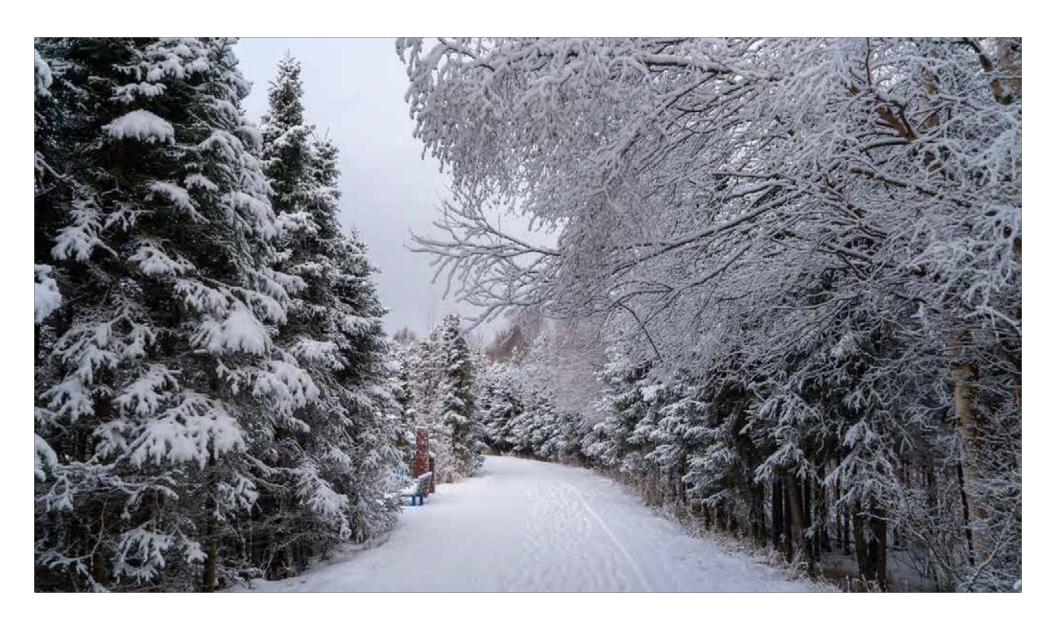




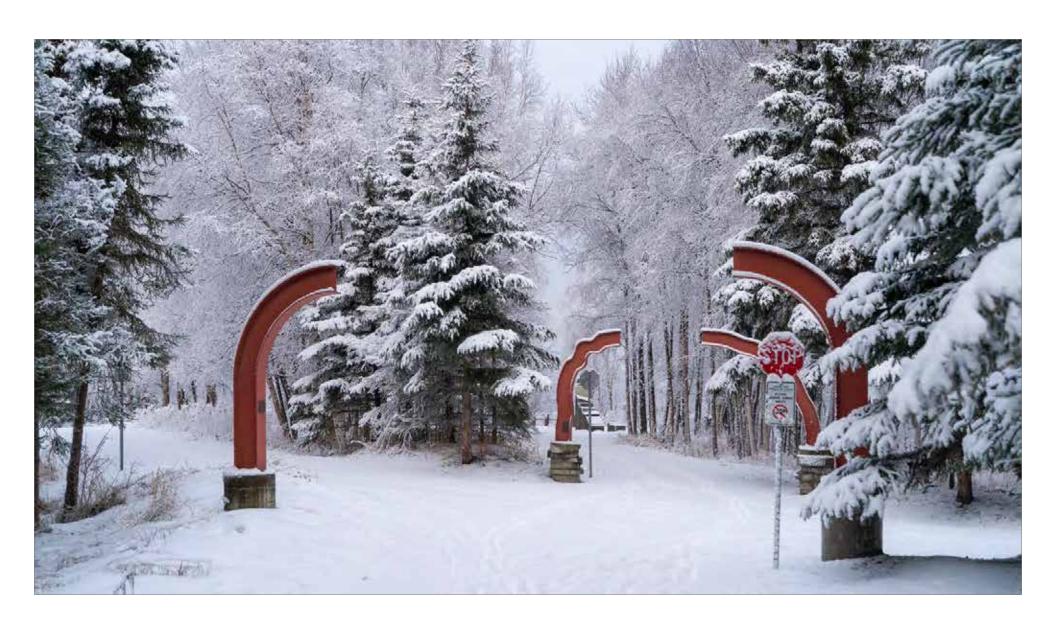


WESTANCHORAGE









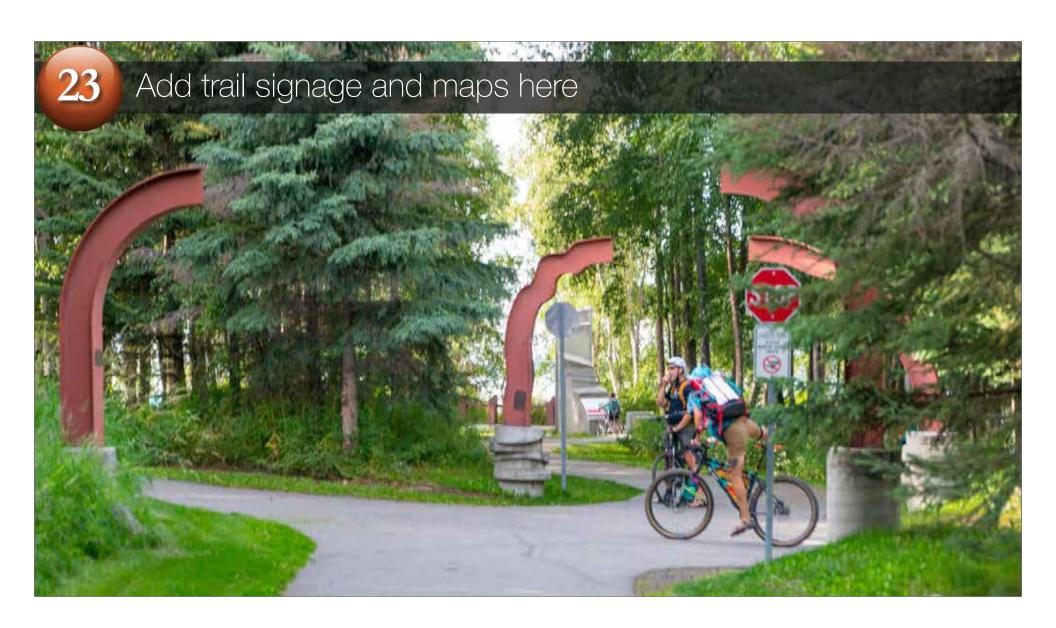


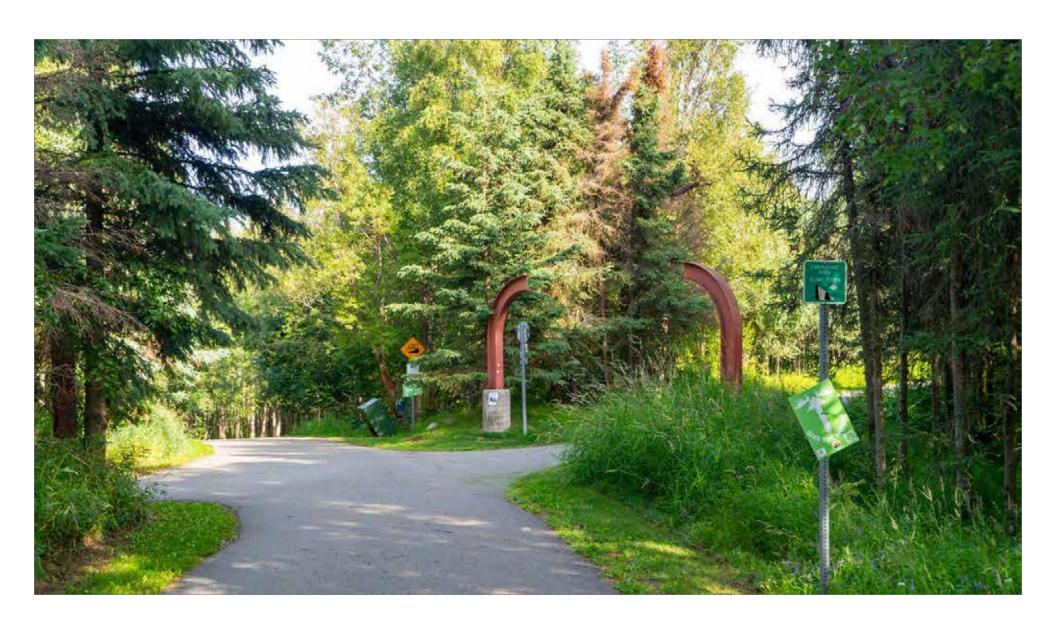


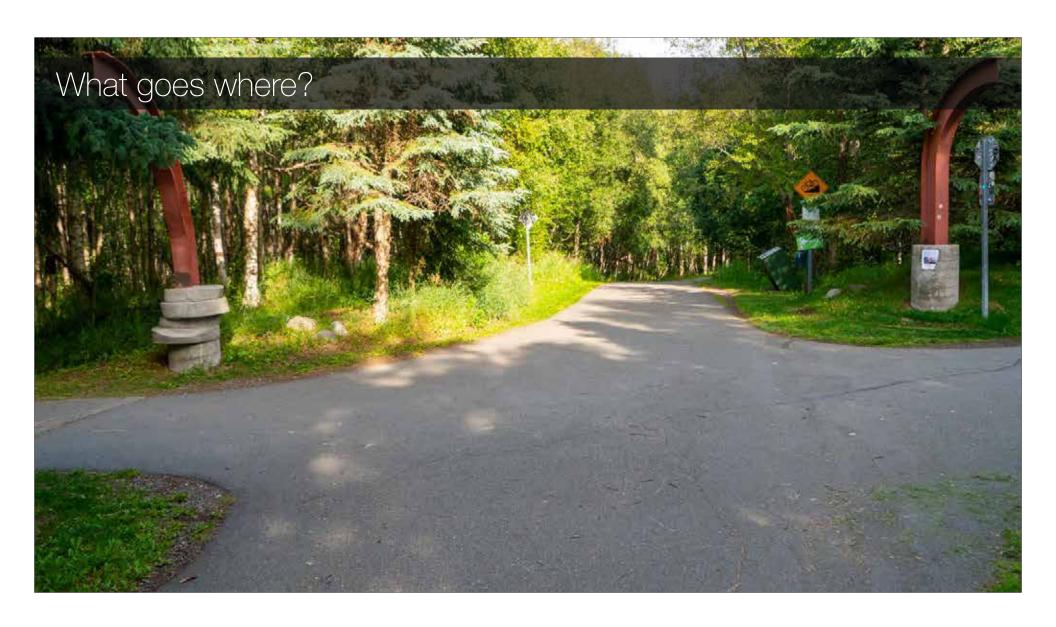










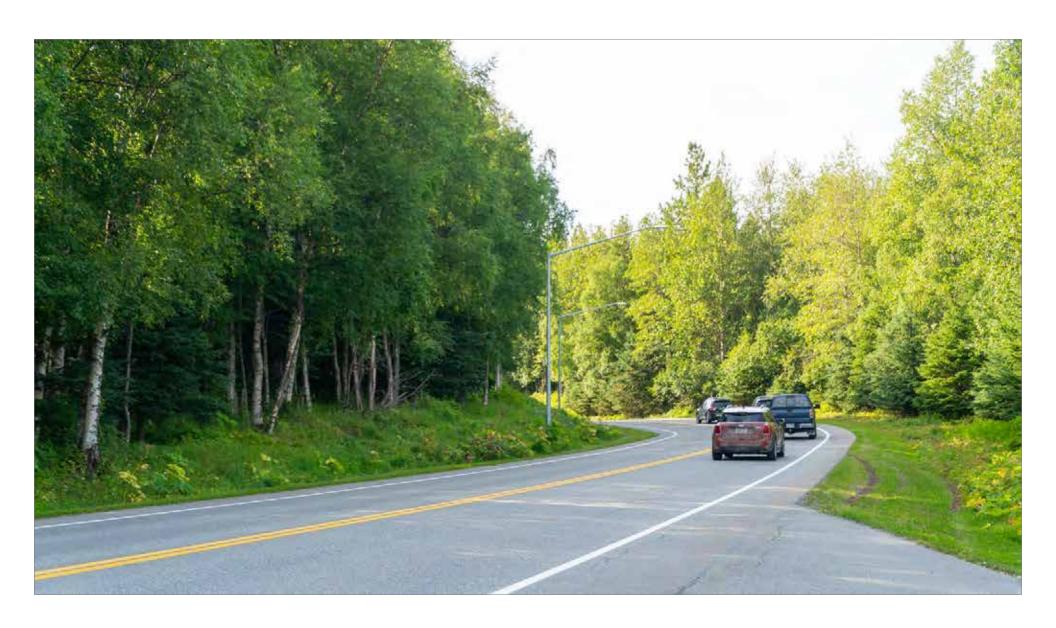


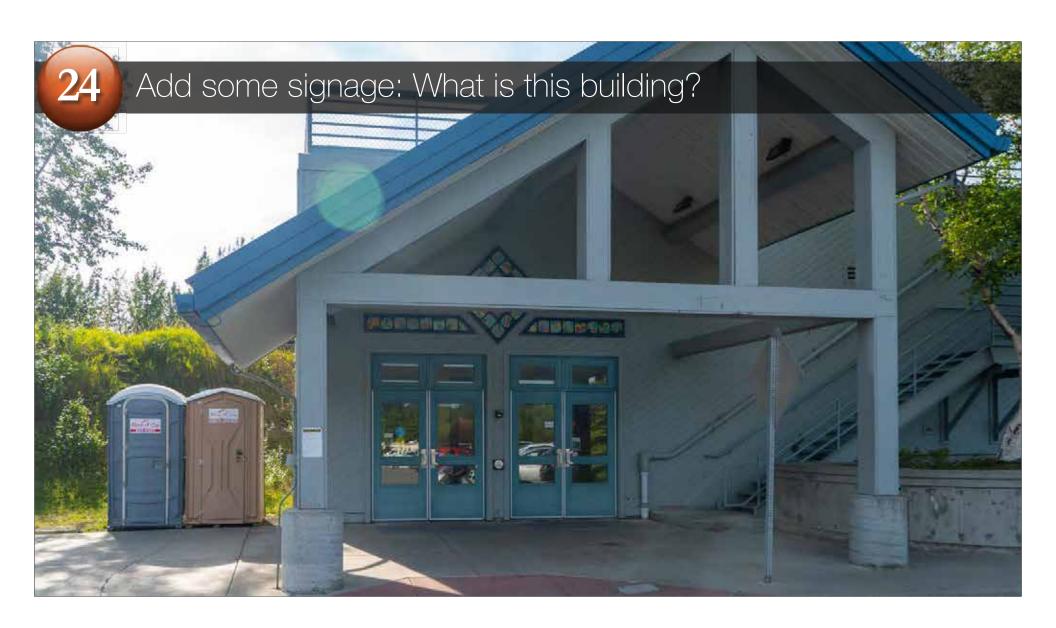








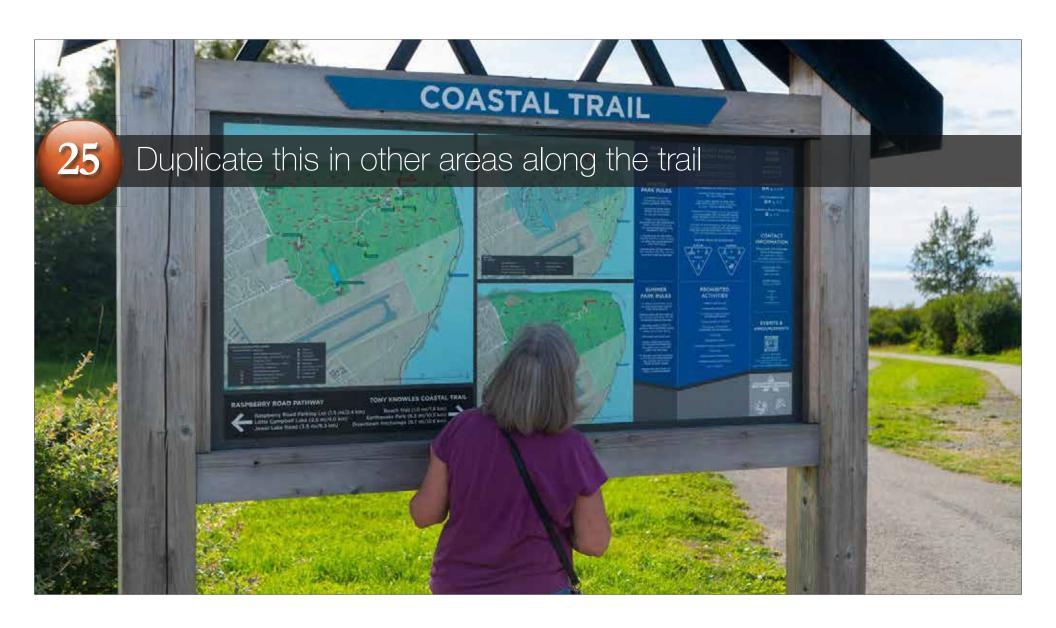




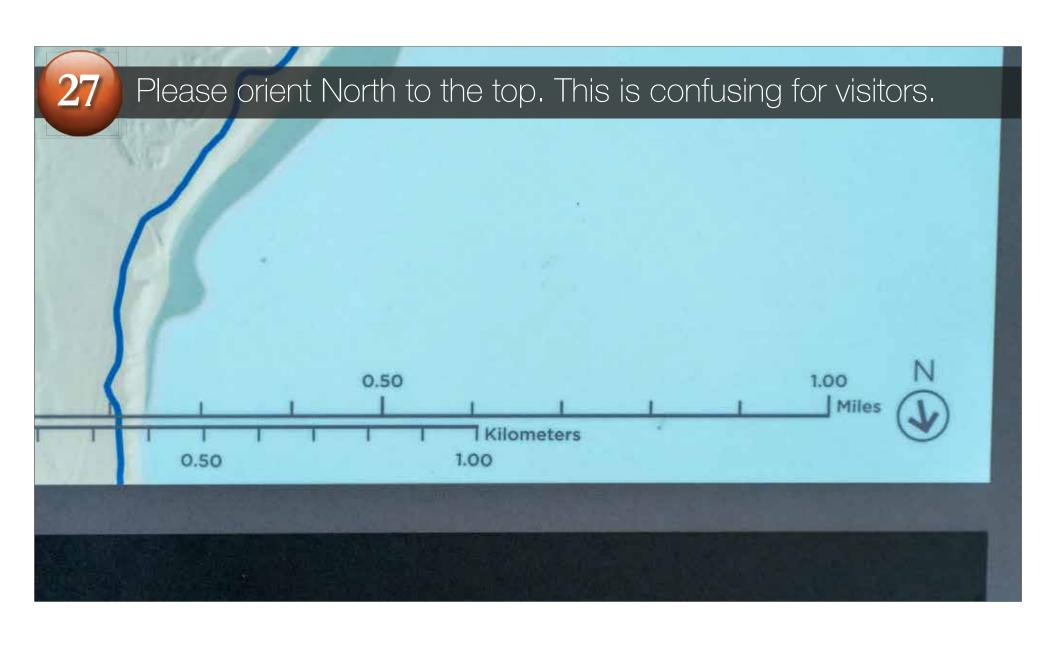


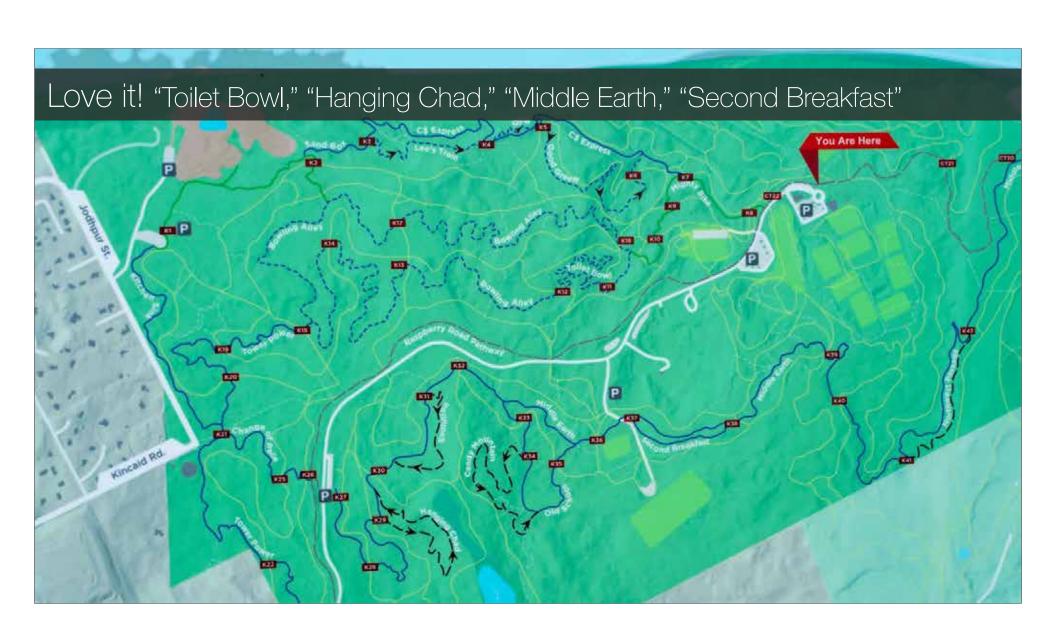


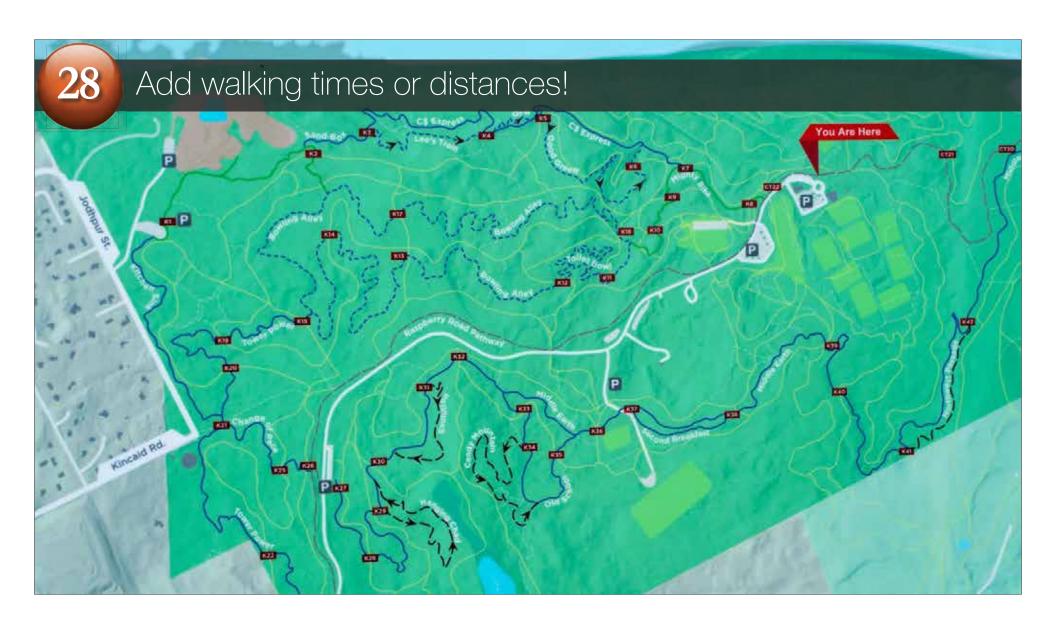






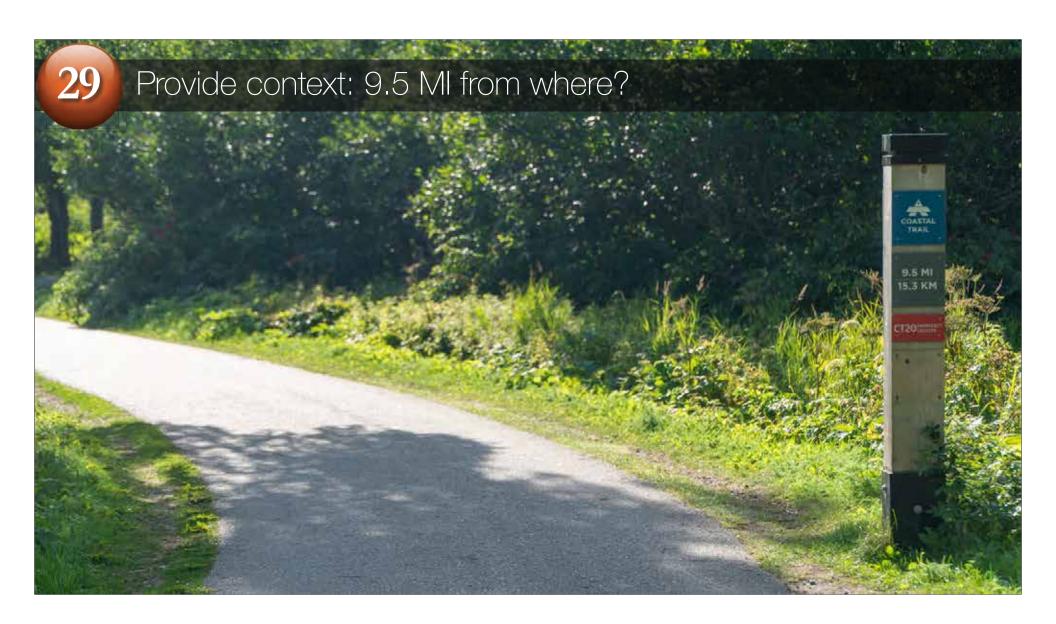


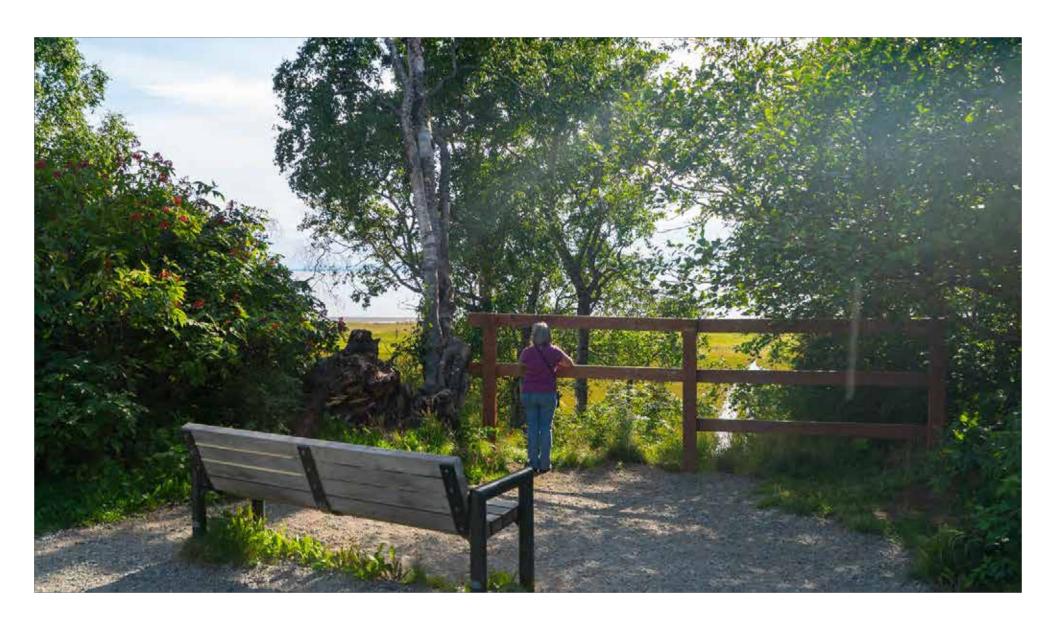






























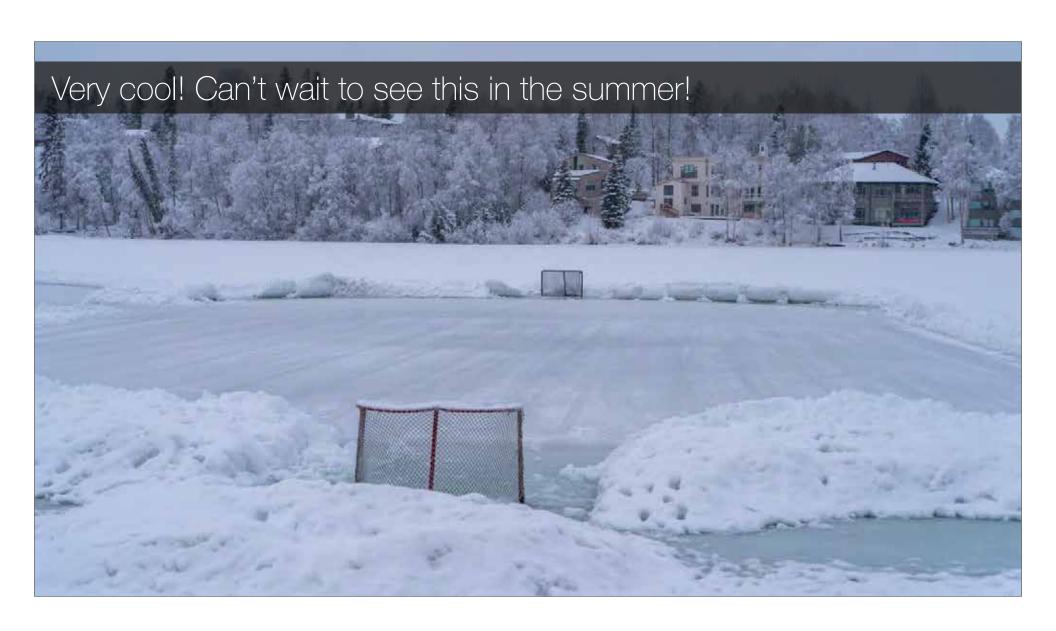


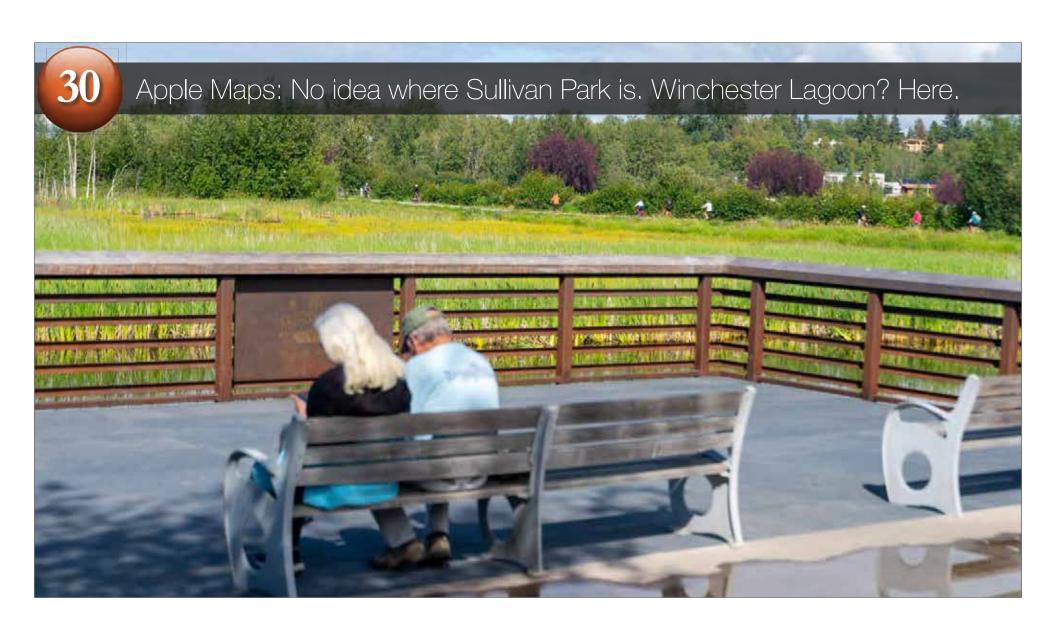




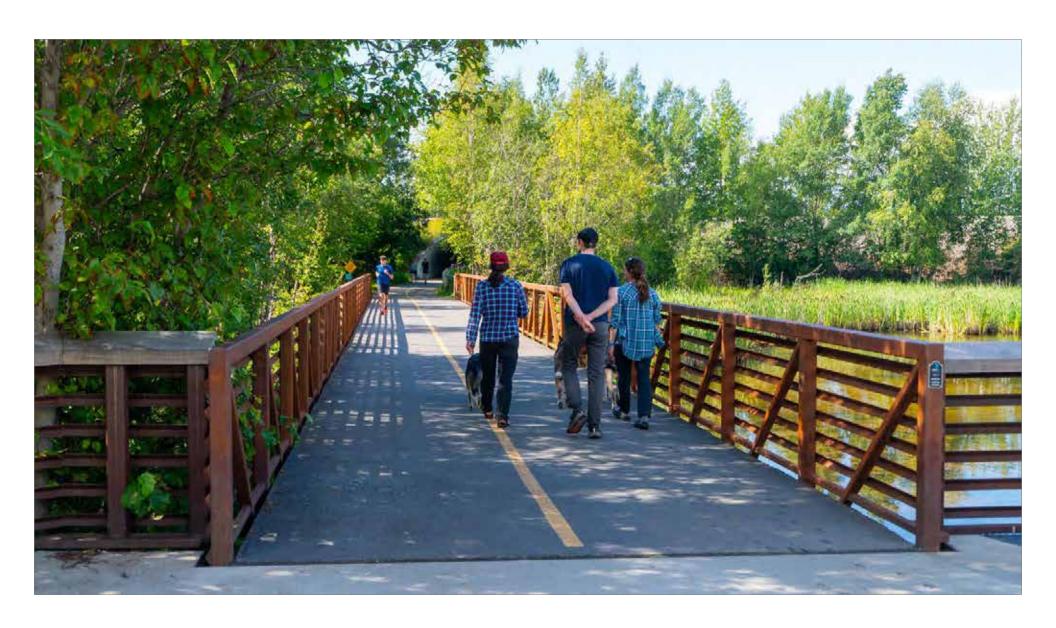


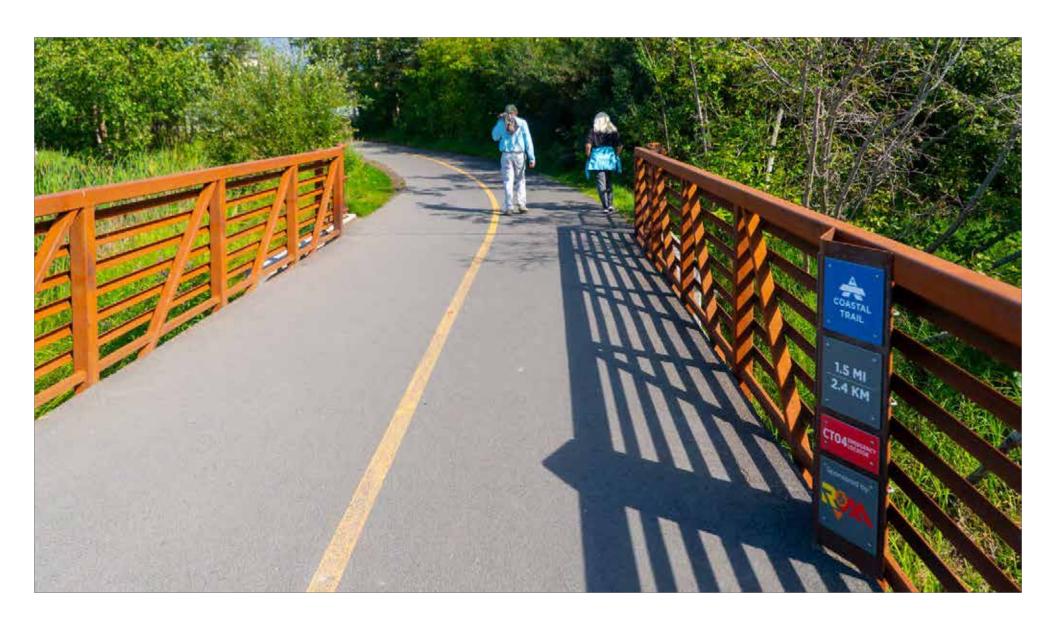


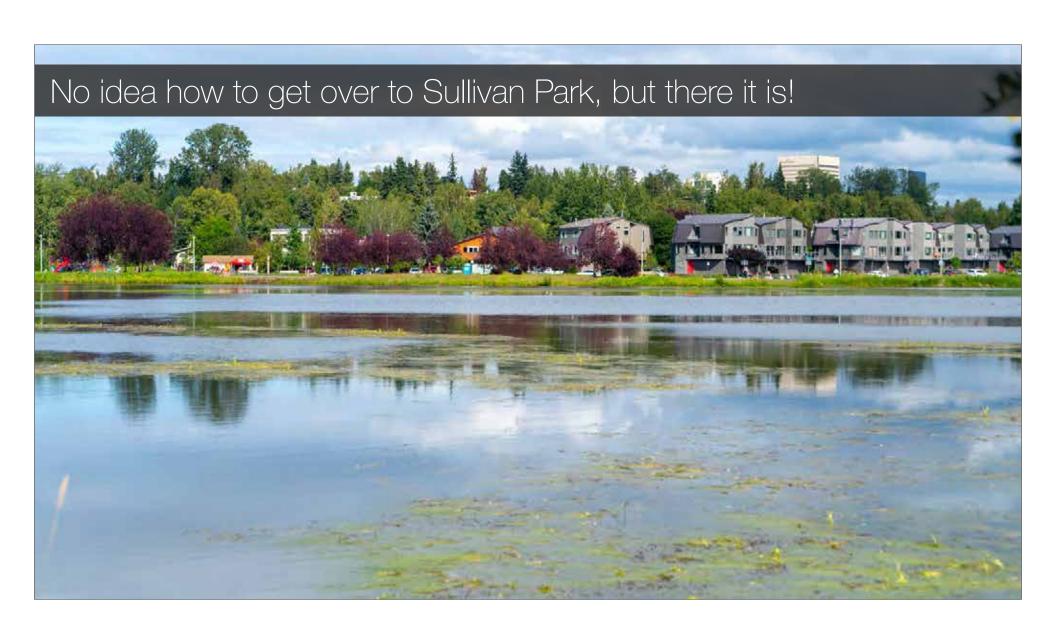












MID-TOWN

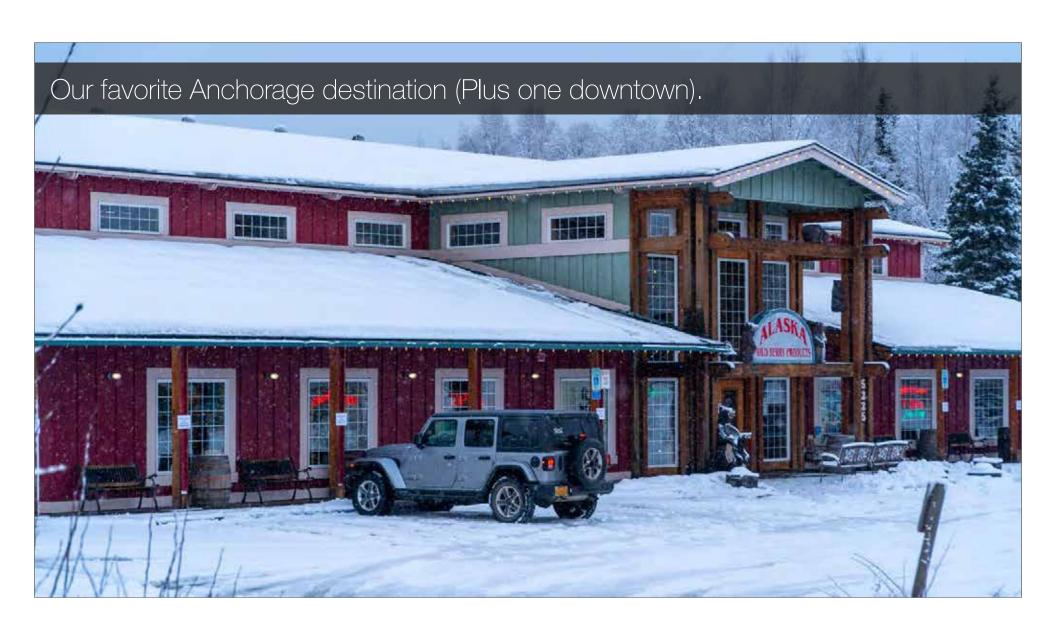








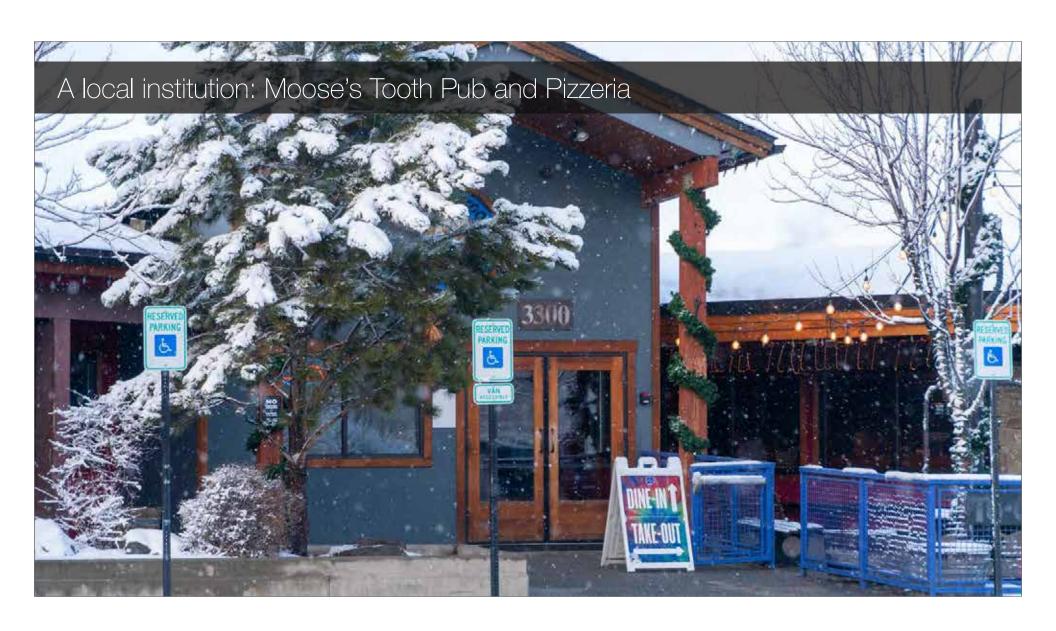






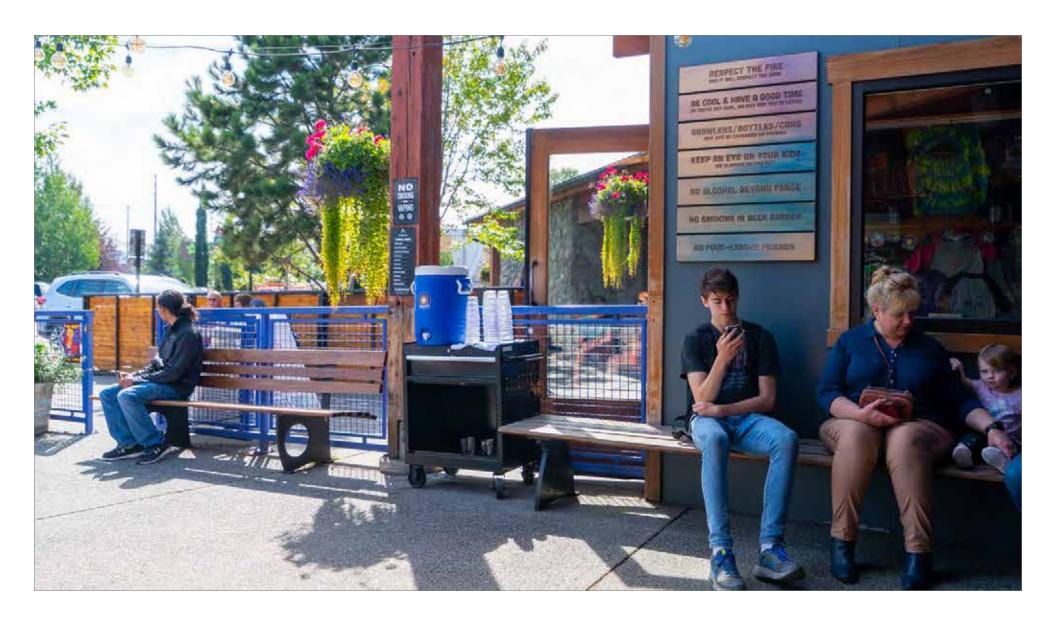














Mid-Town Anchorage

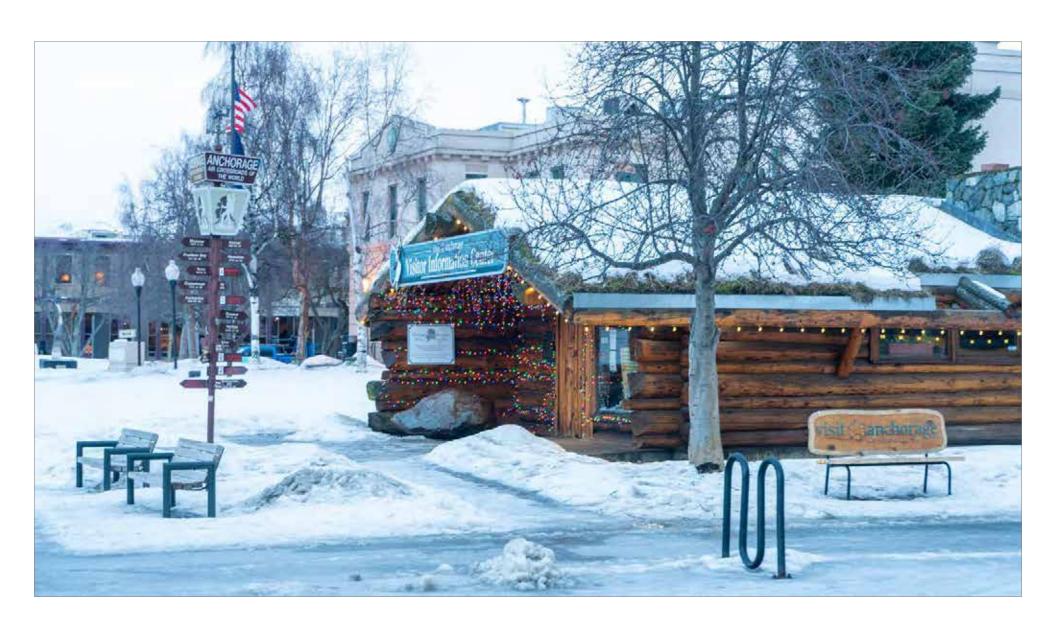
- Mid-Town Mall
- Lots of big box retail
- Nordstrom Rack (Alaskans fly to Seattle for the real thing)
- Lots of lodging options
- The place you pass through to get to all the other places







DOWNTOWN

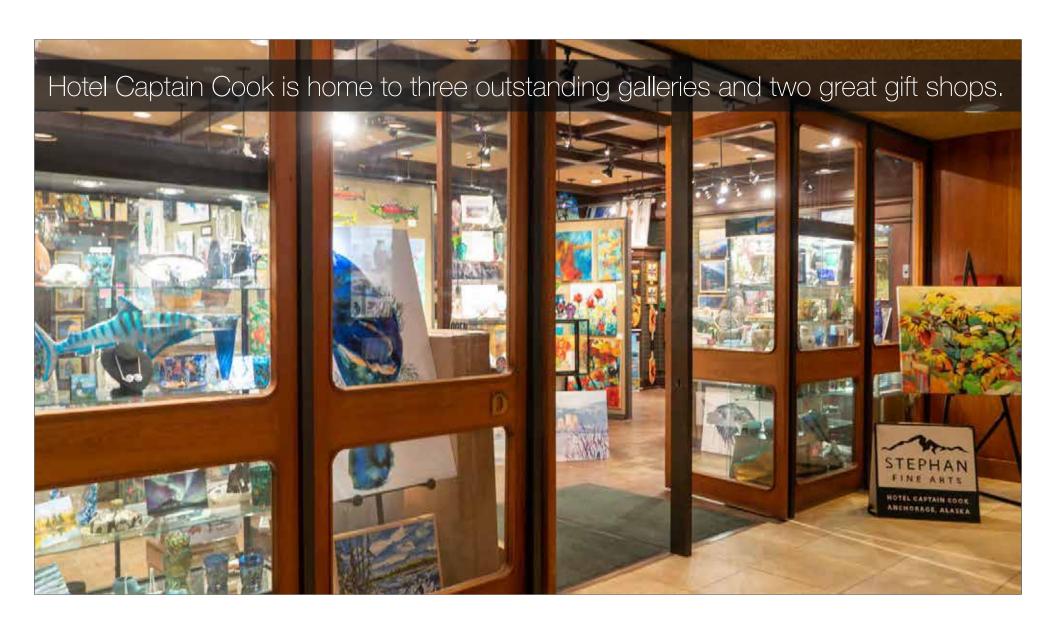




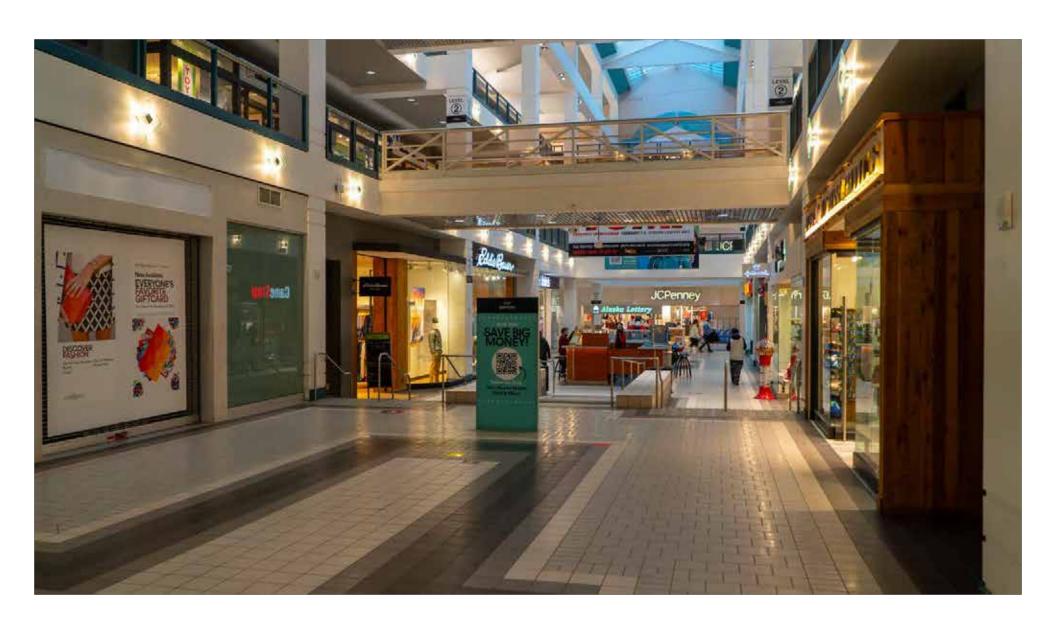


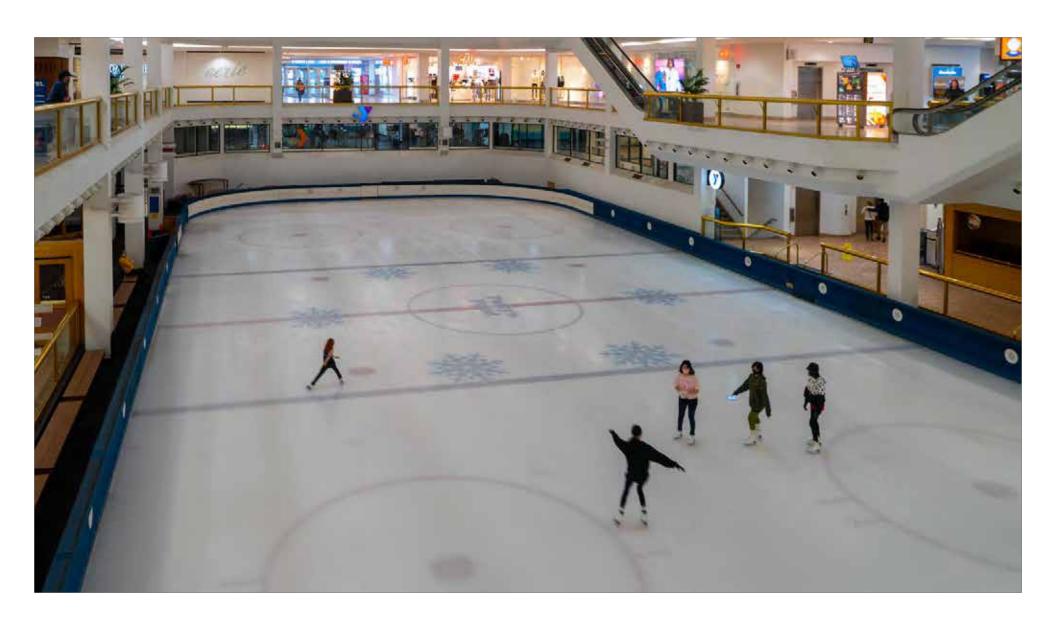


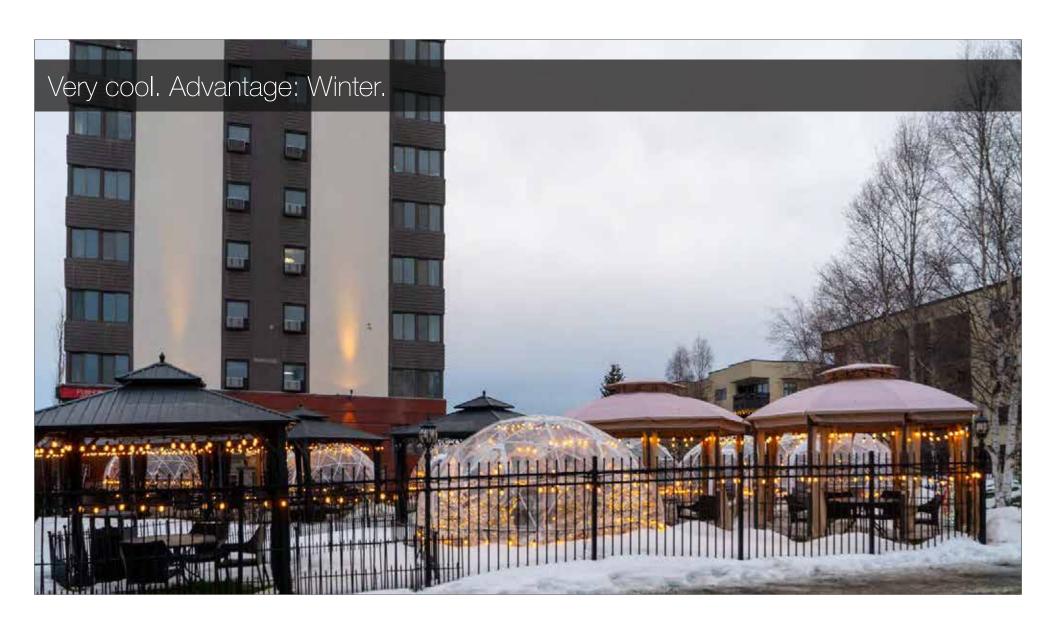


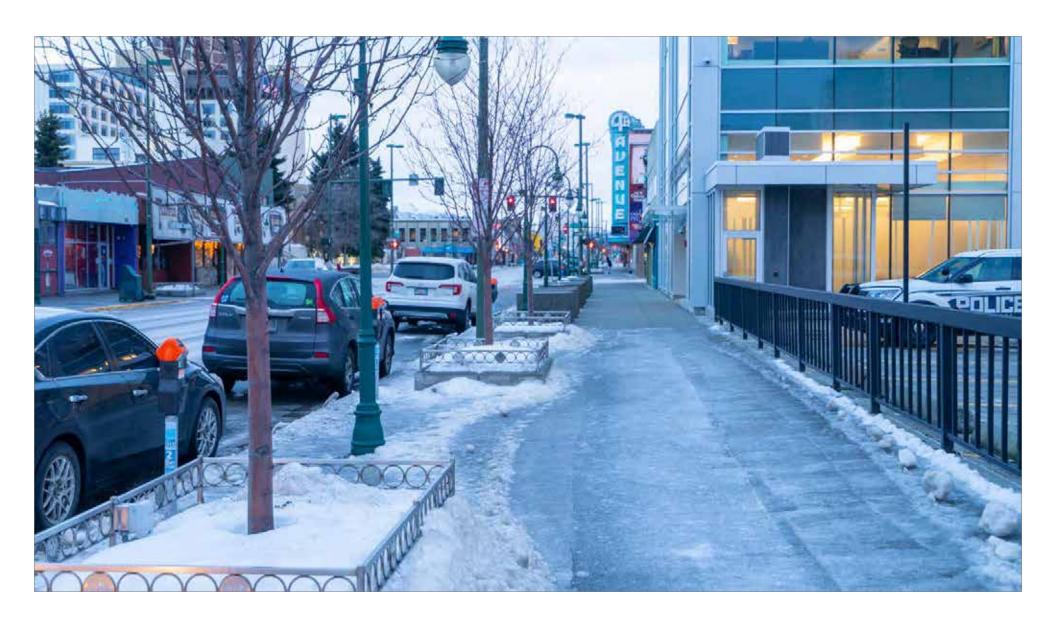










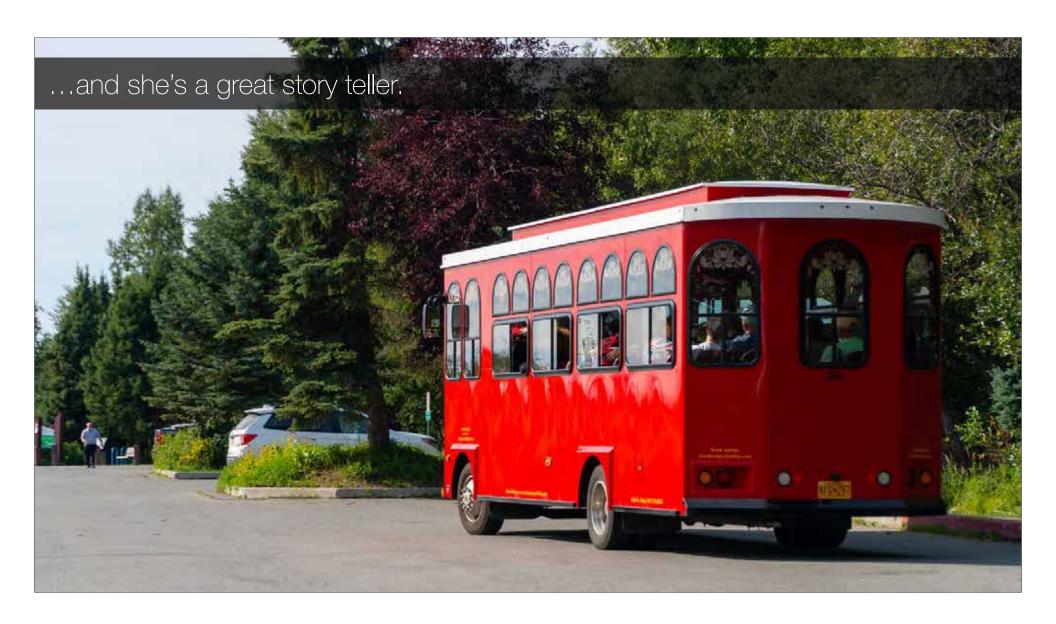




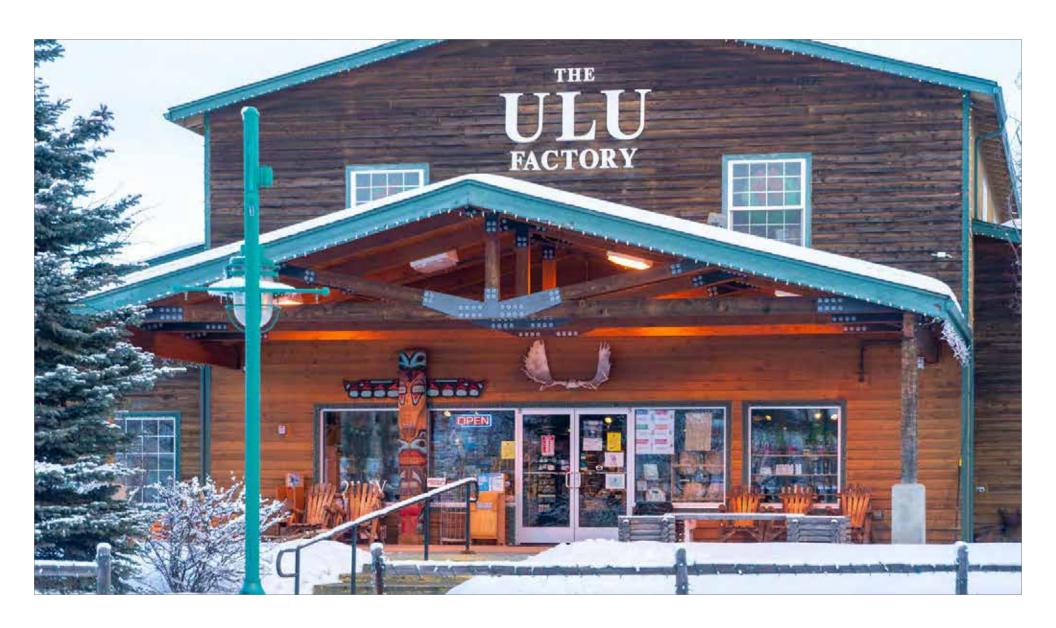




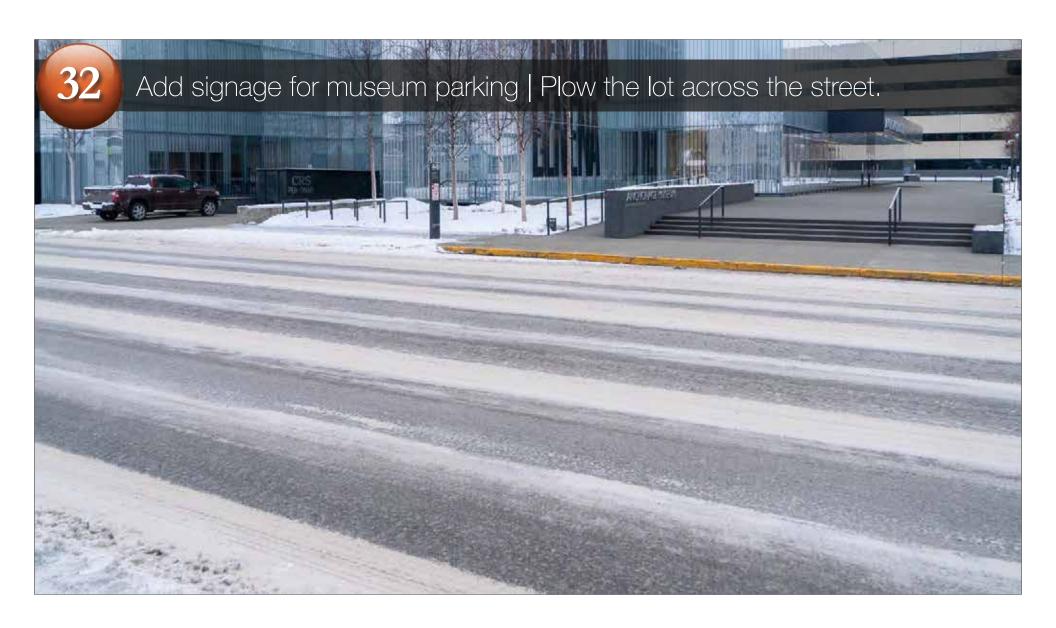




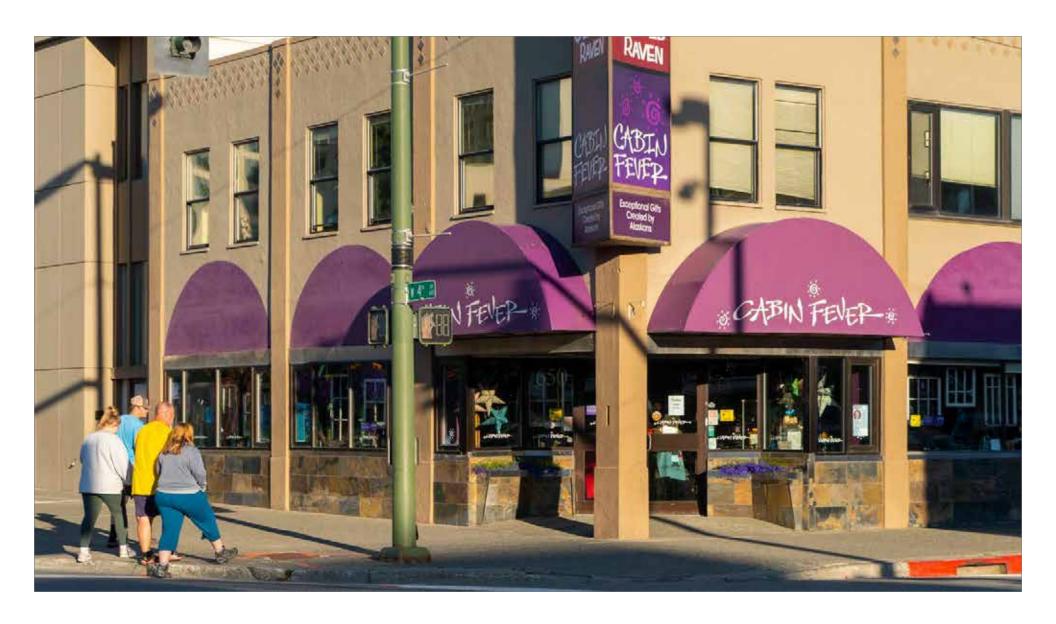








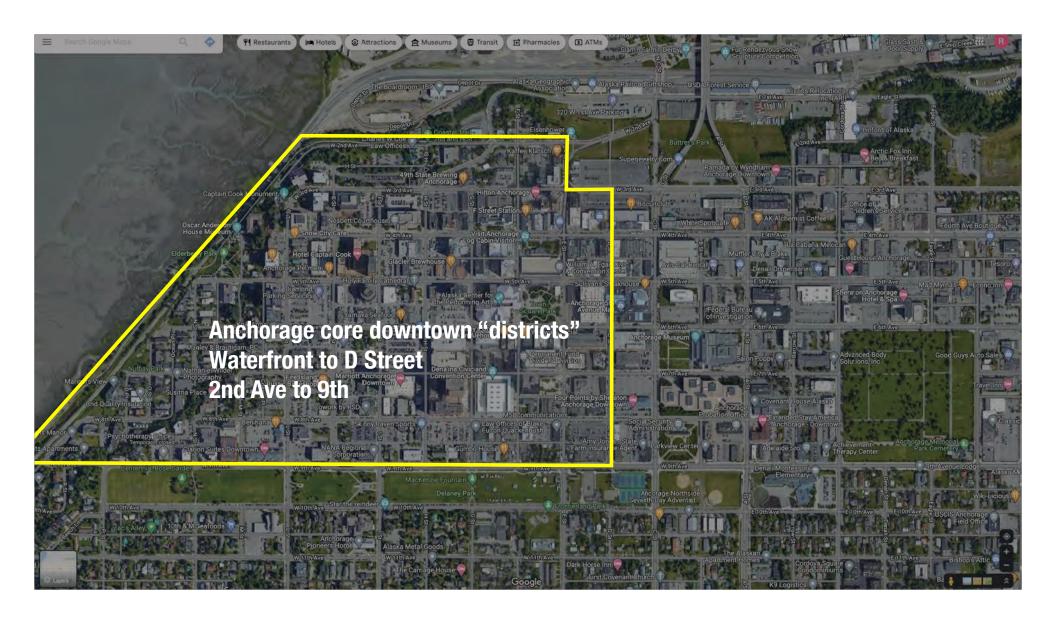


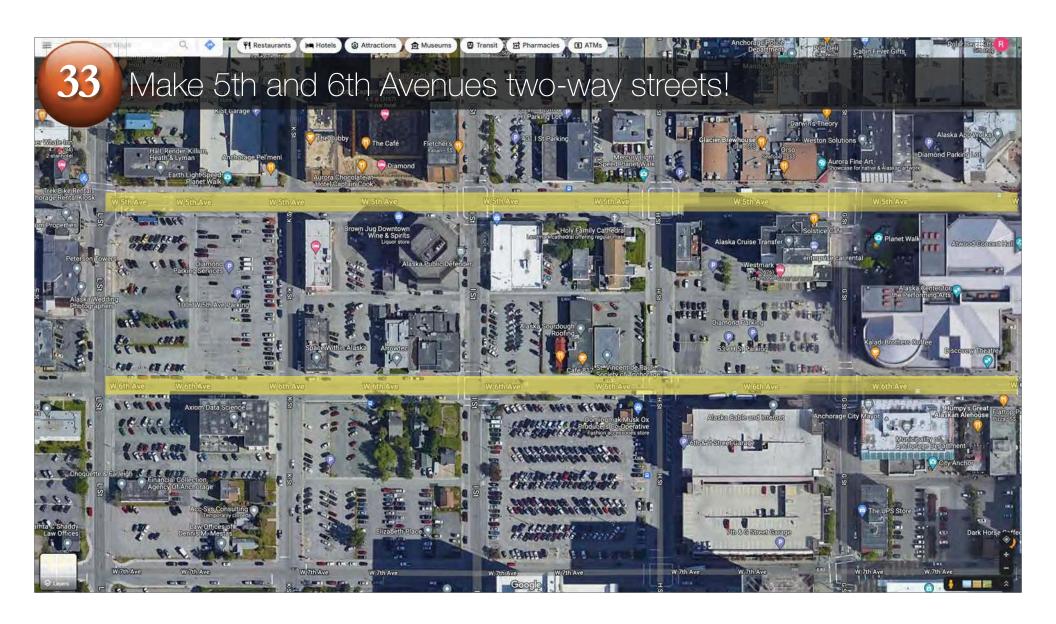




INITIATIVE #3: TURN YOUR ONE-WAY STREETS BACK TO TWO-WAY STREETS









Note

Angle-in parking increases spending by more than 20% and increases the number of parking spaces by a third.





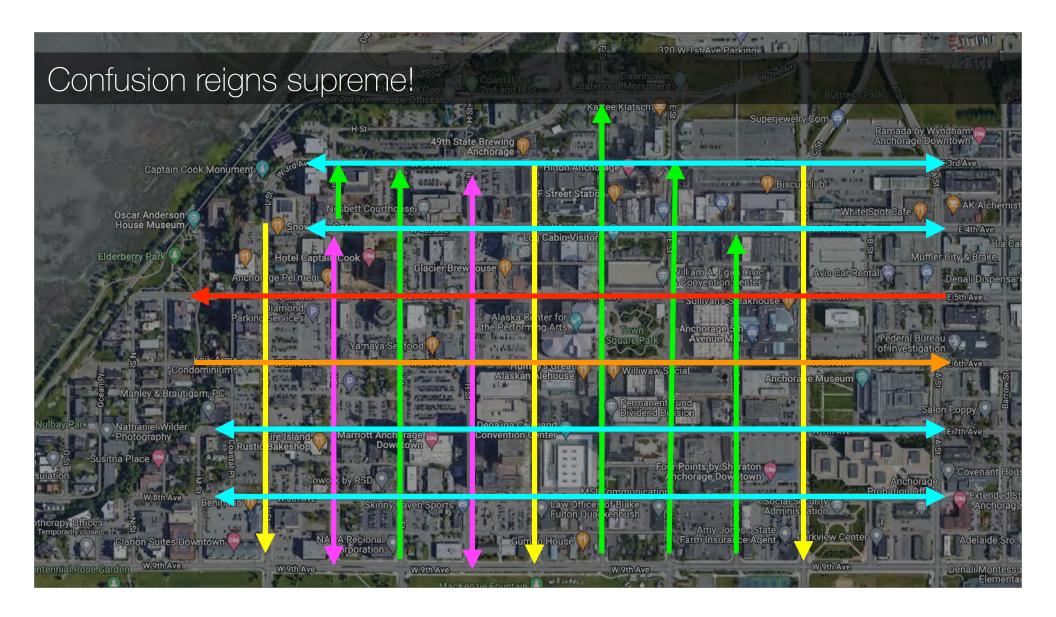




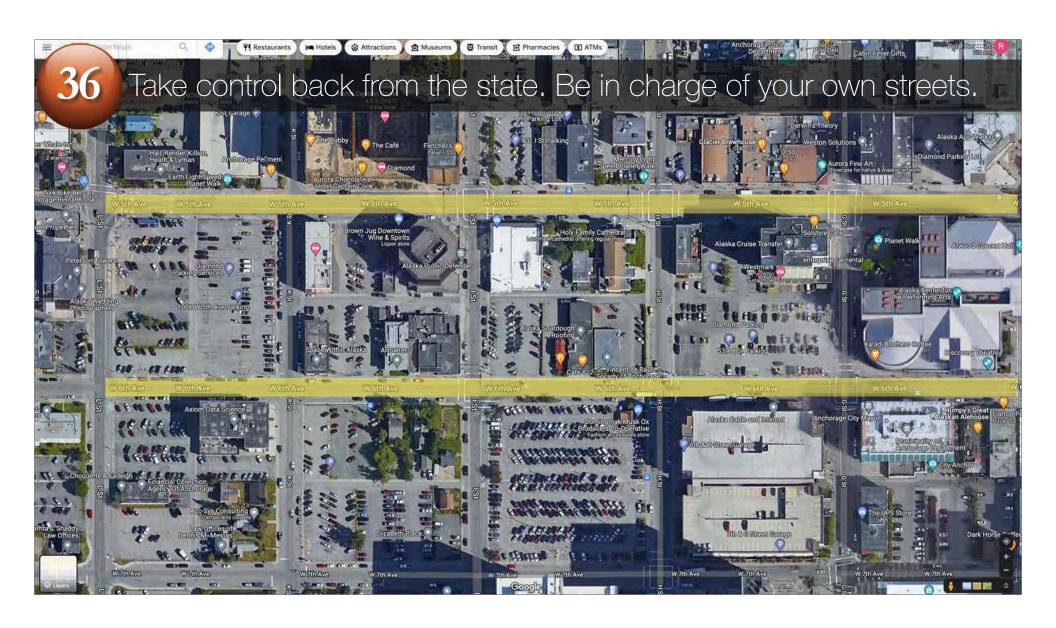
Note

Congestion is a downtown's best friend.

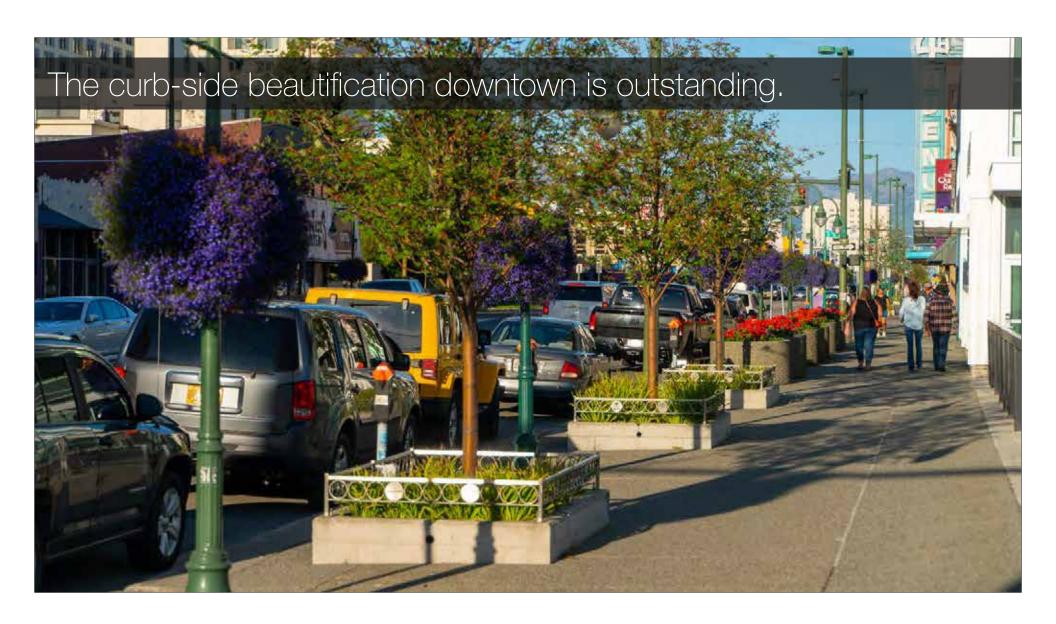
Goal: People coming TO downtown not THROUGH downtown



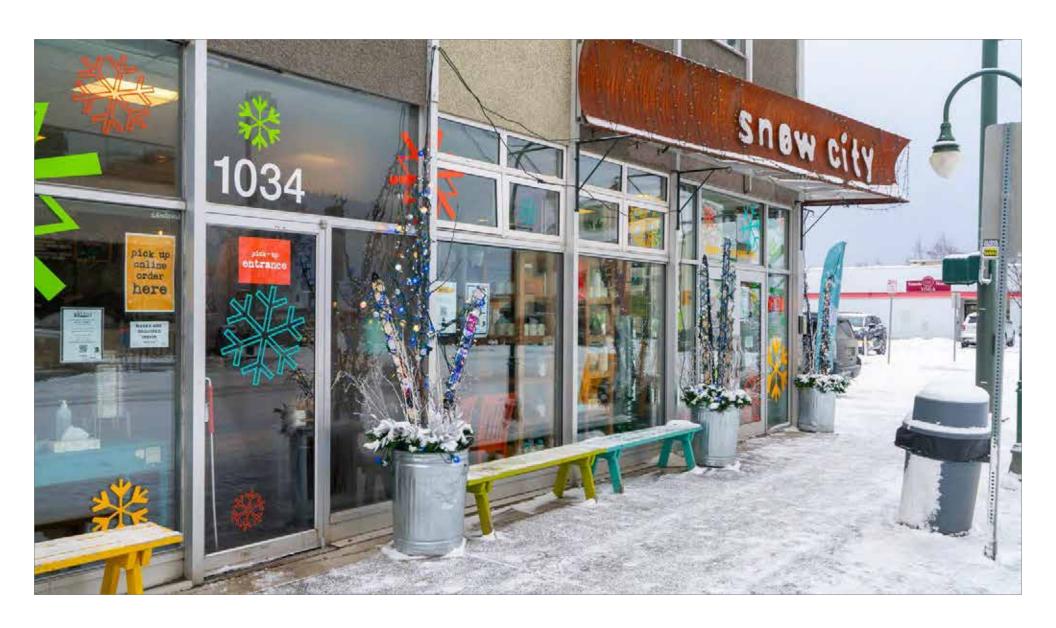


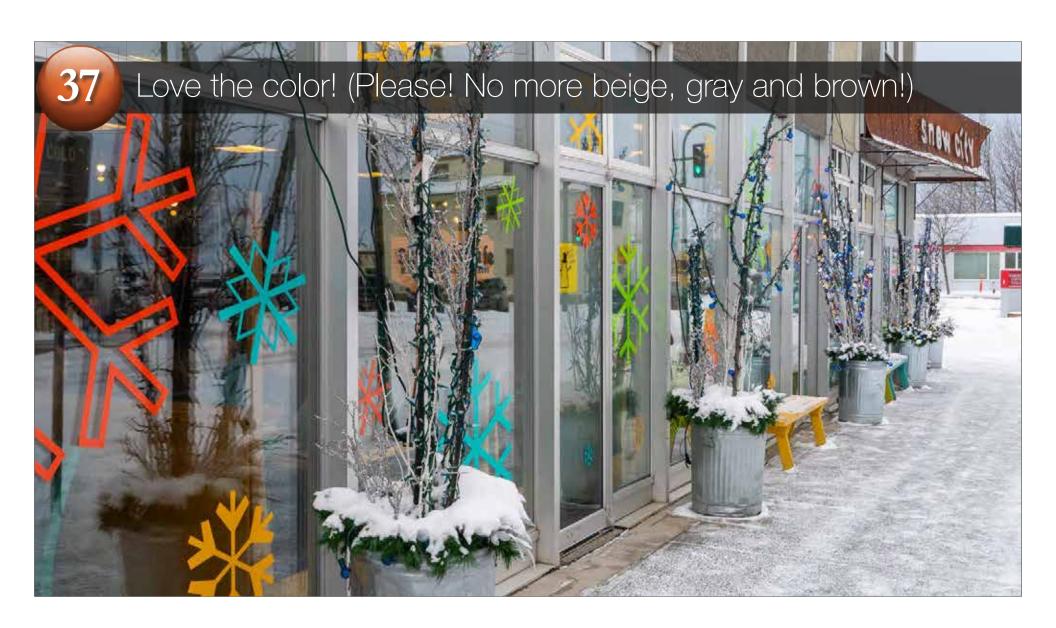


INITIATIVE # 4: DOWNTOWN: BEAUTIFICATION











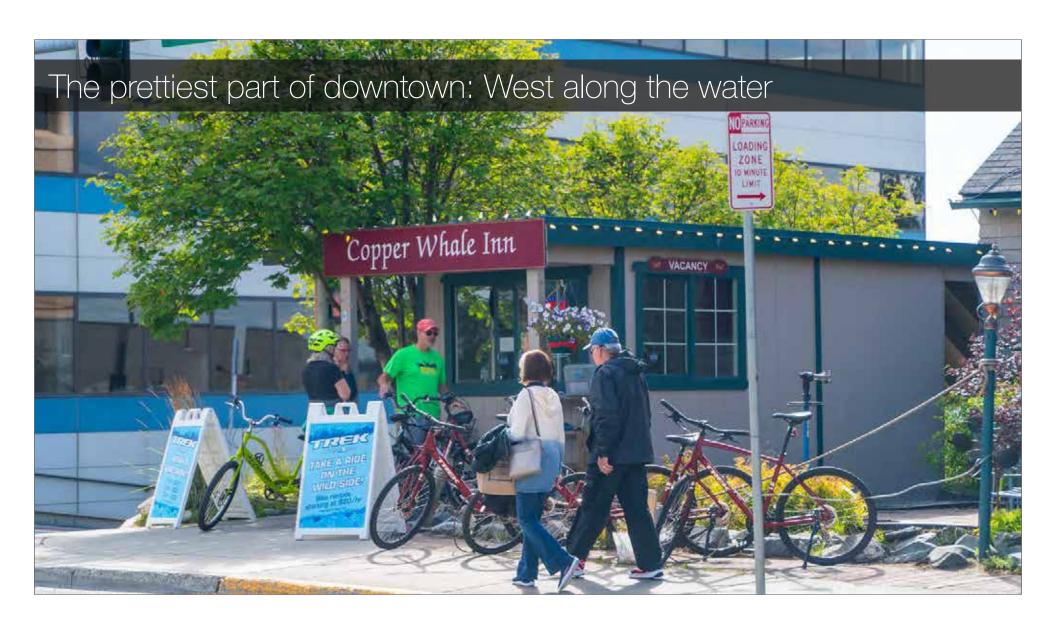


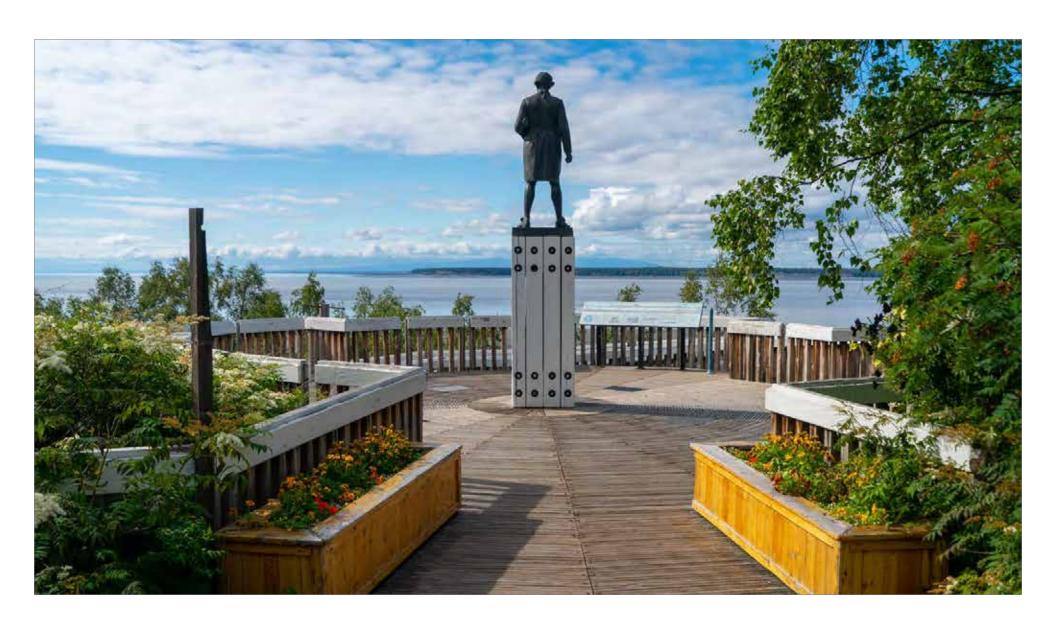




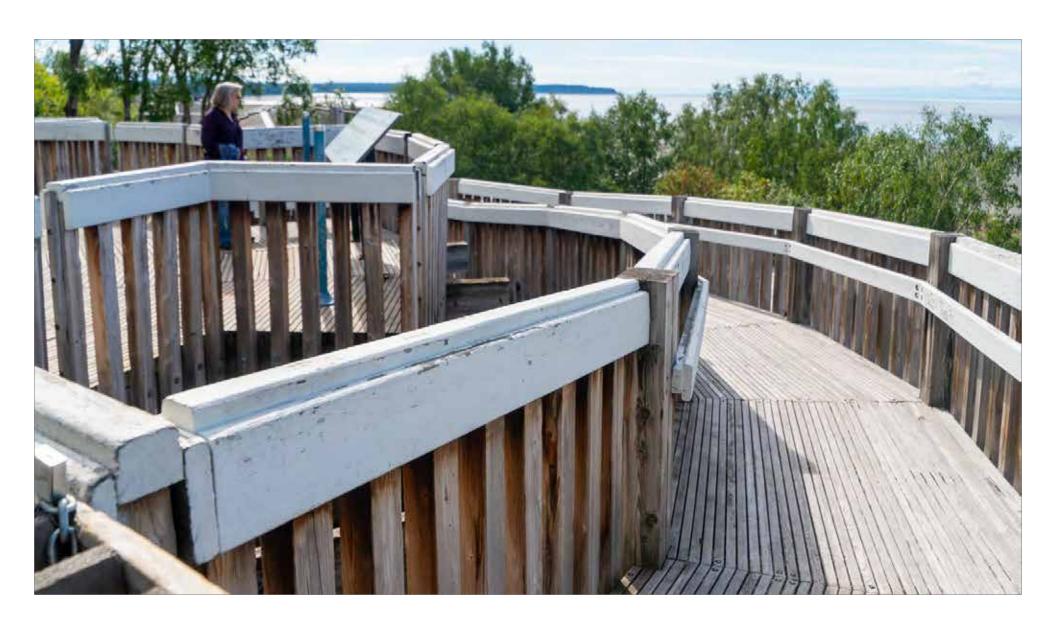




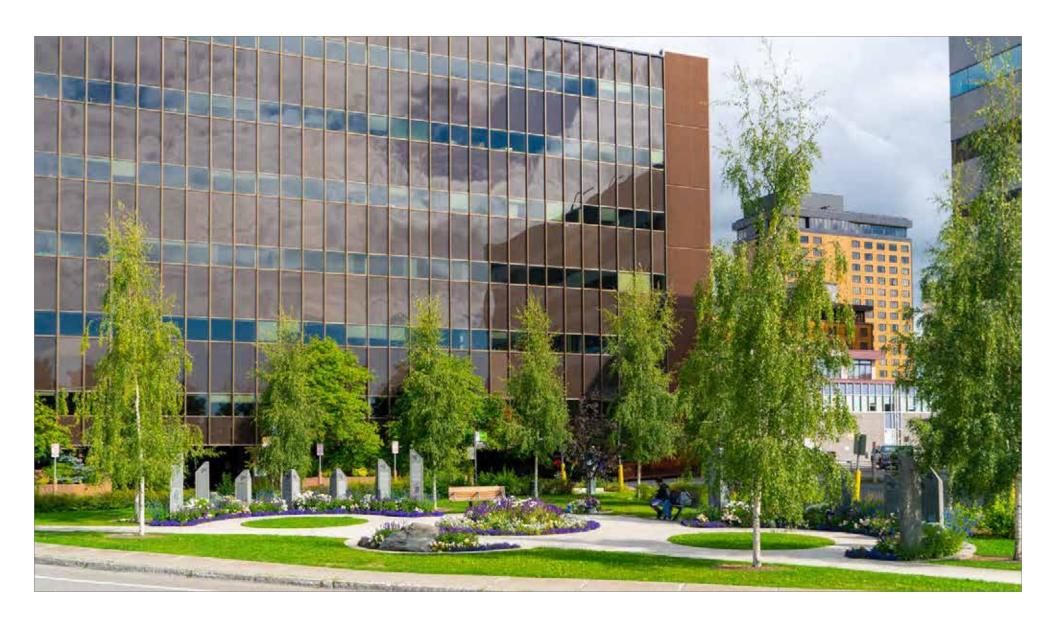


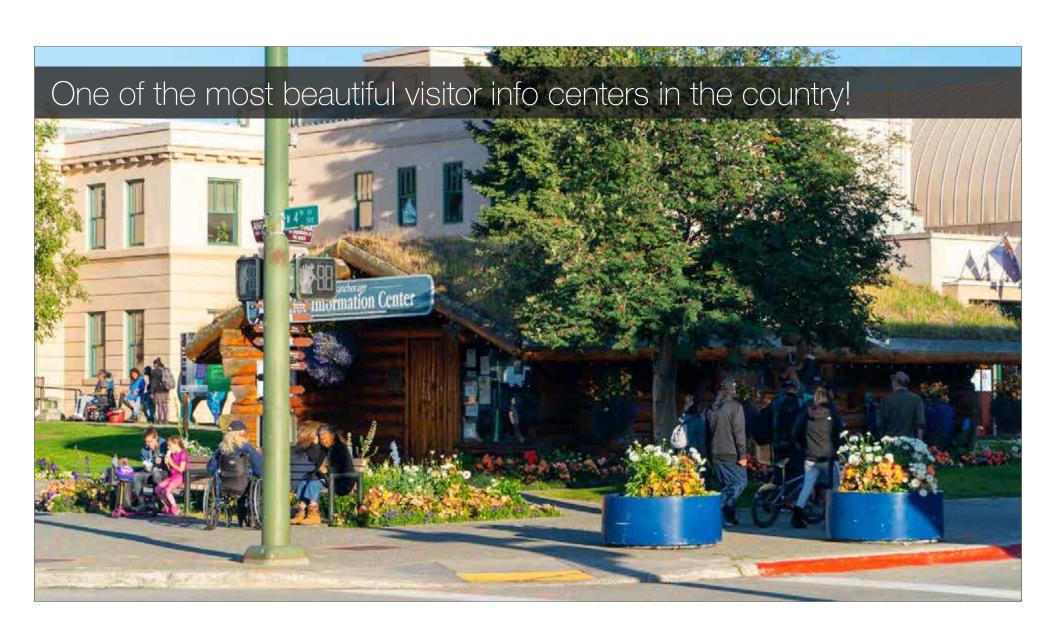








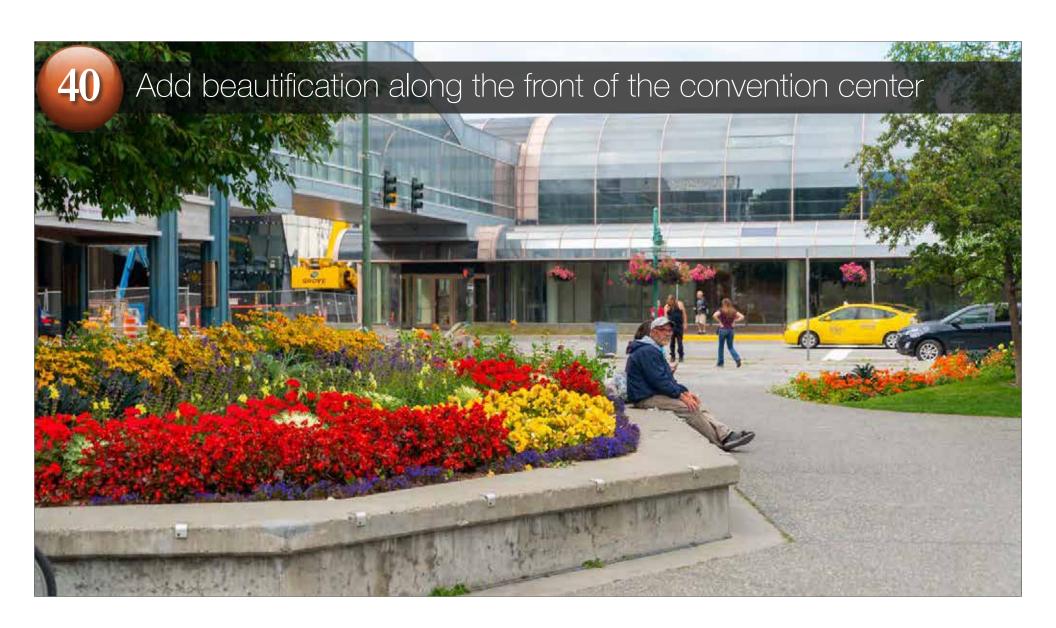




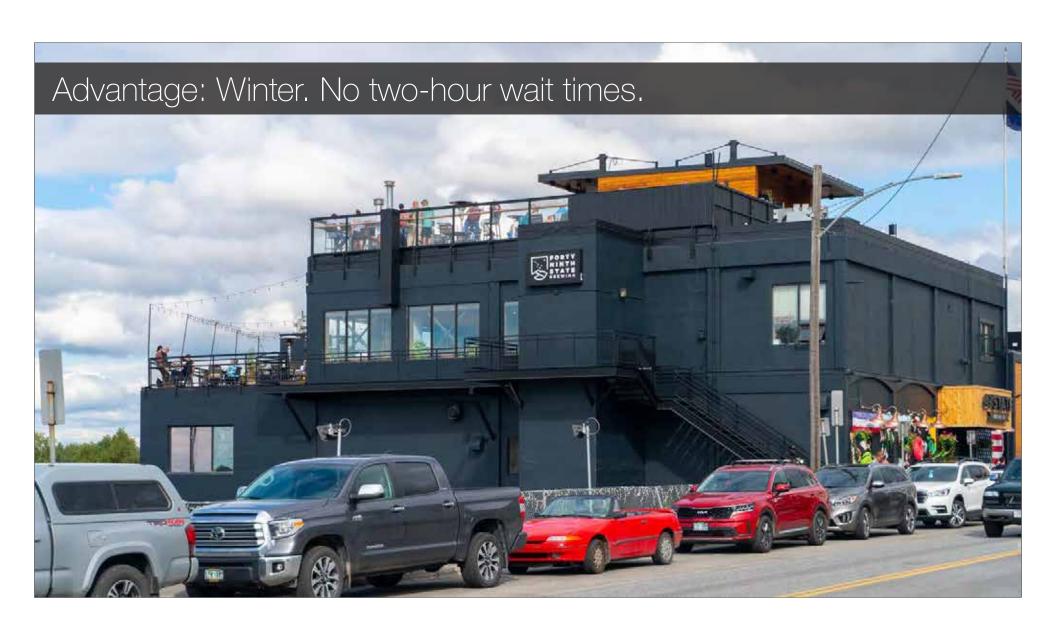






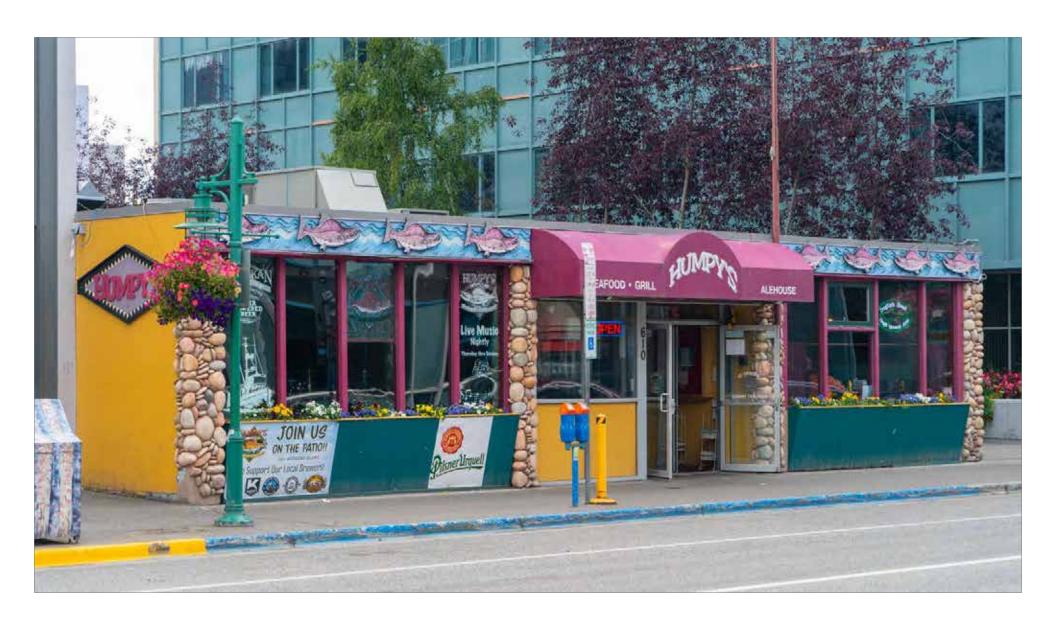










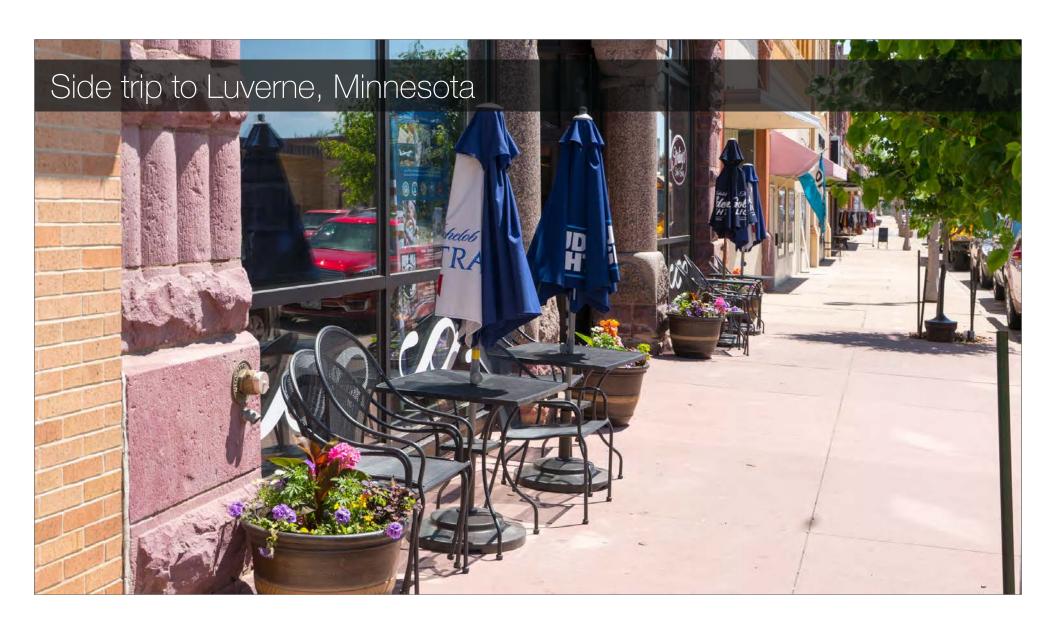




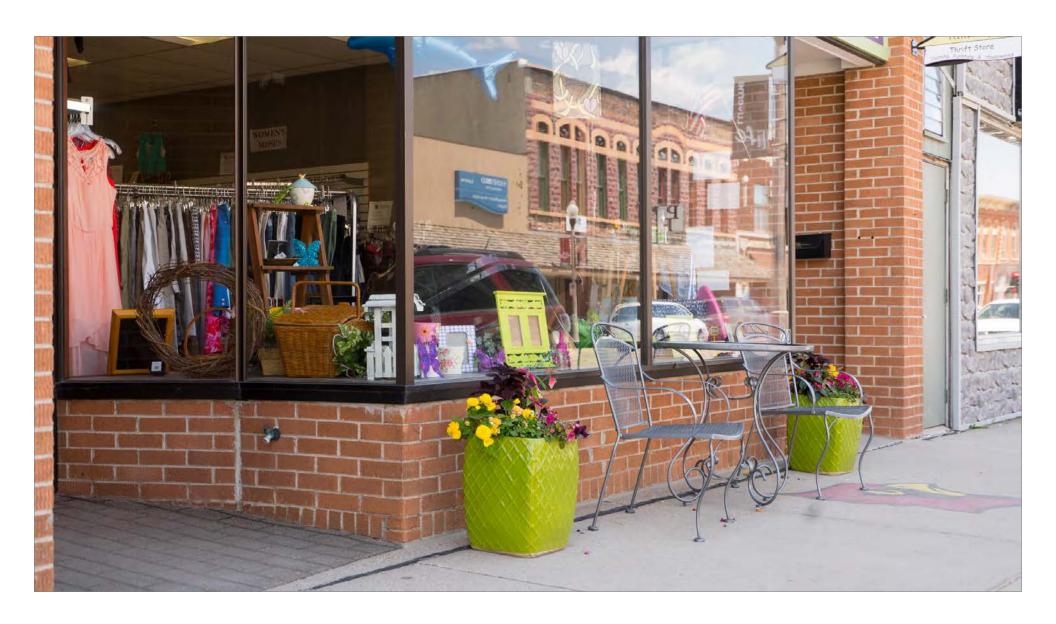


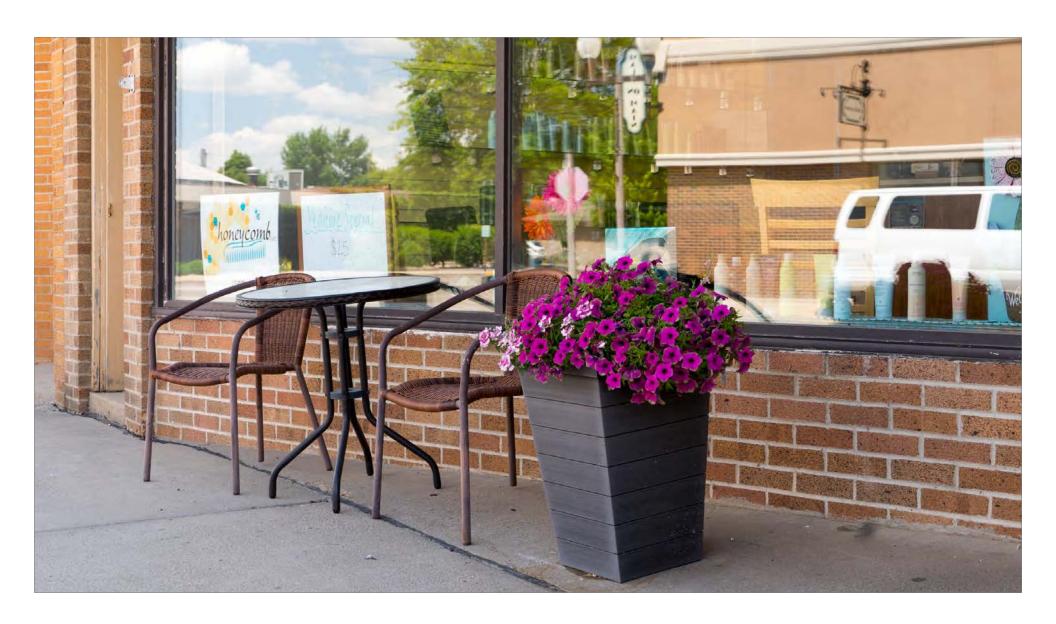






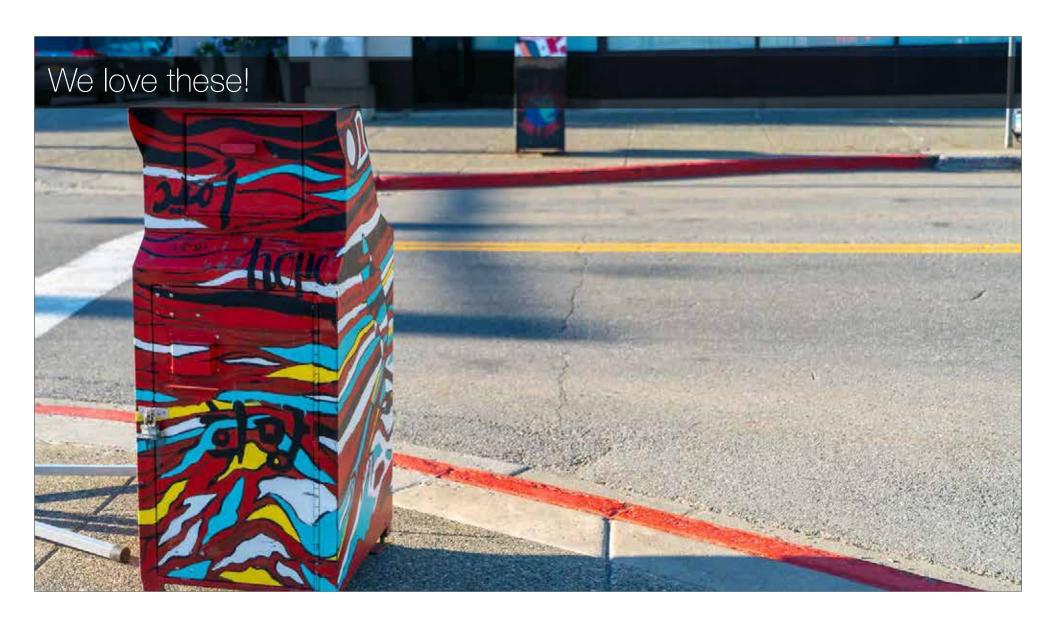


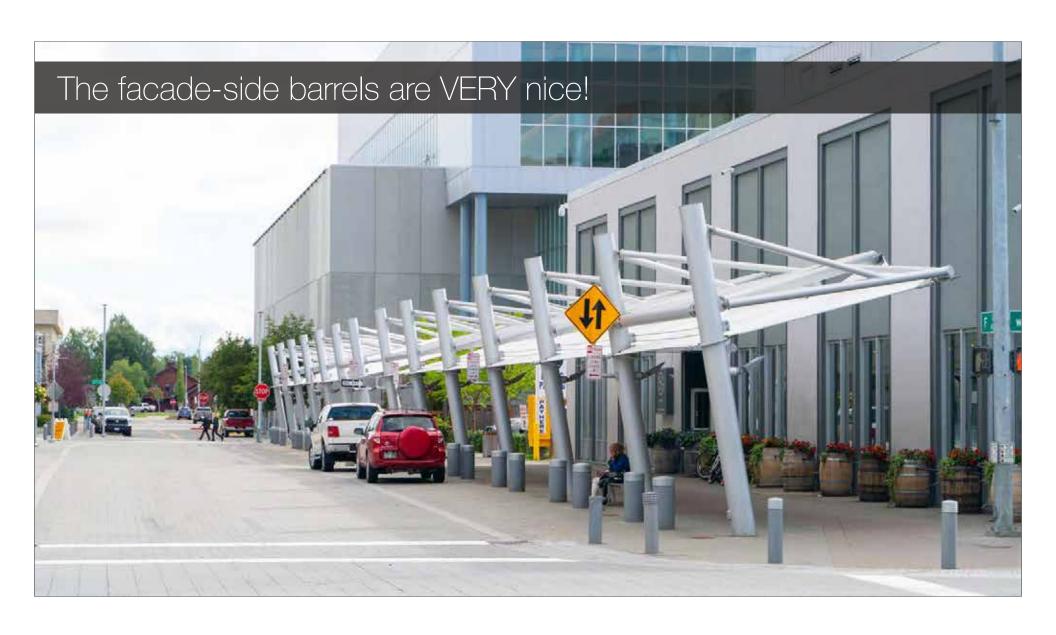


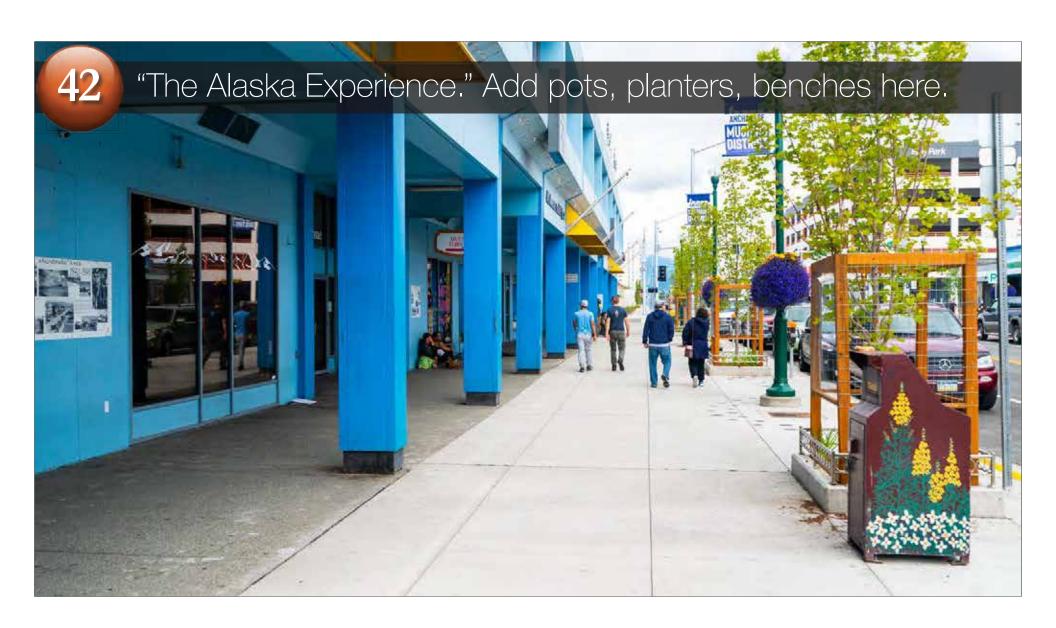


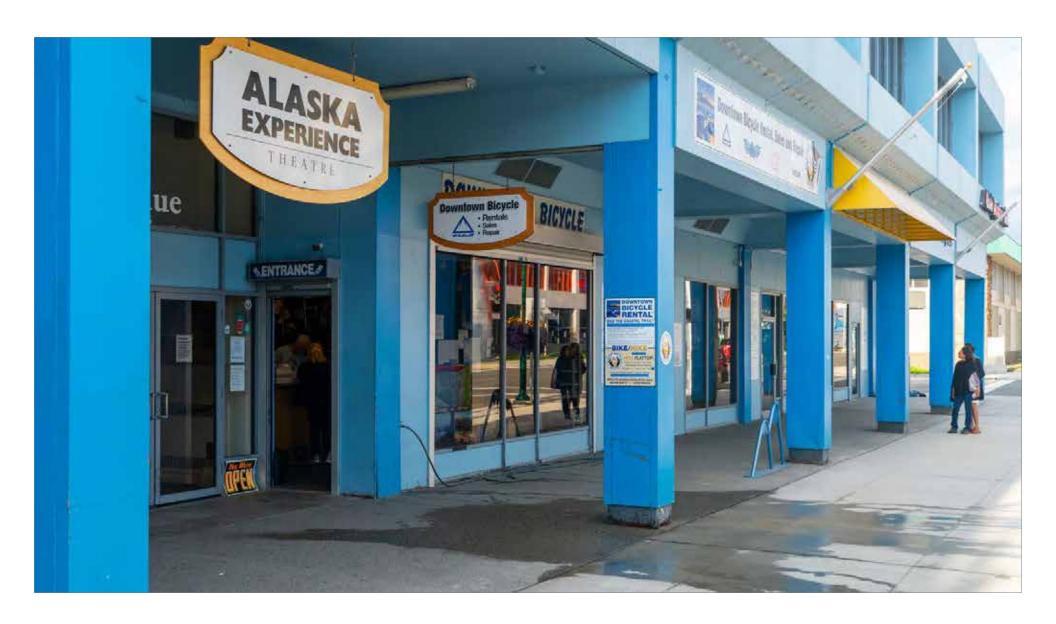


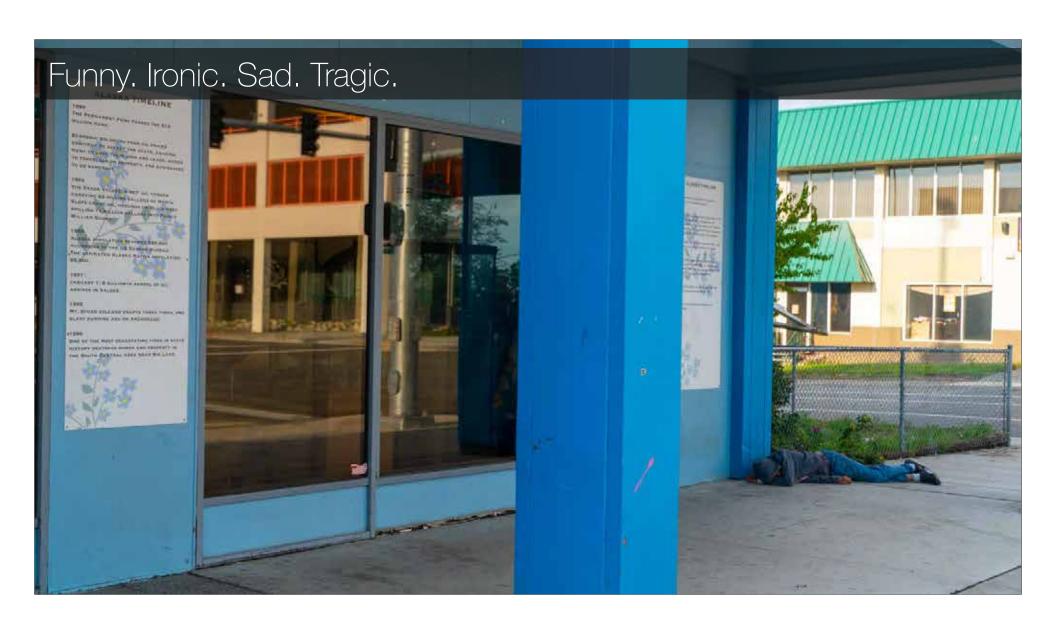




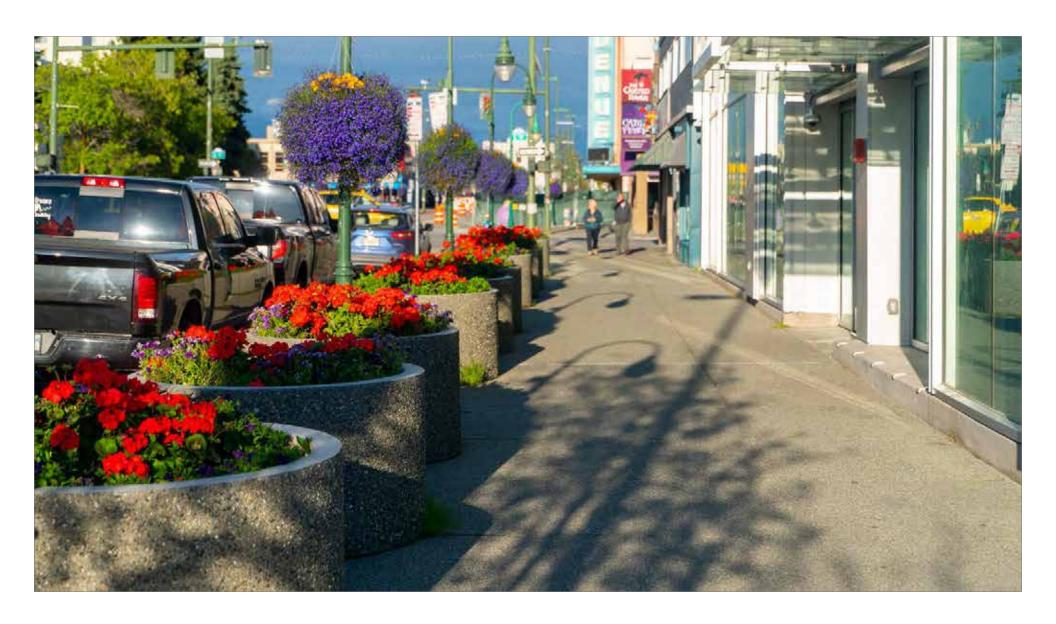




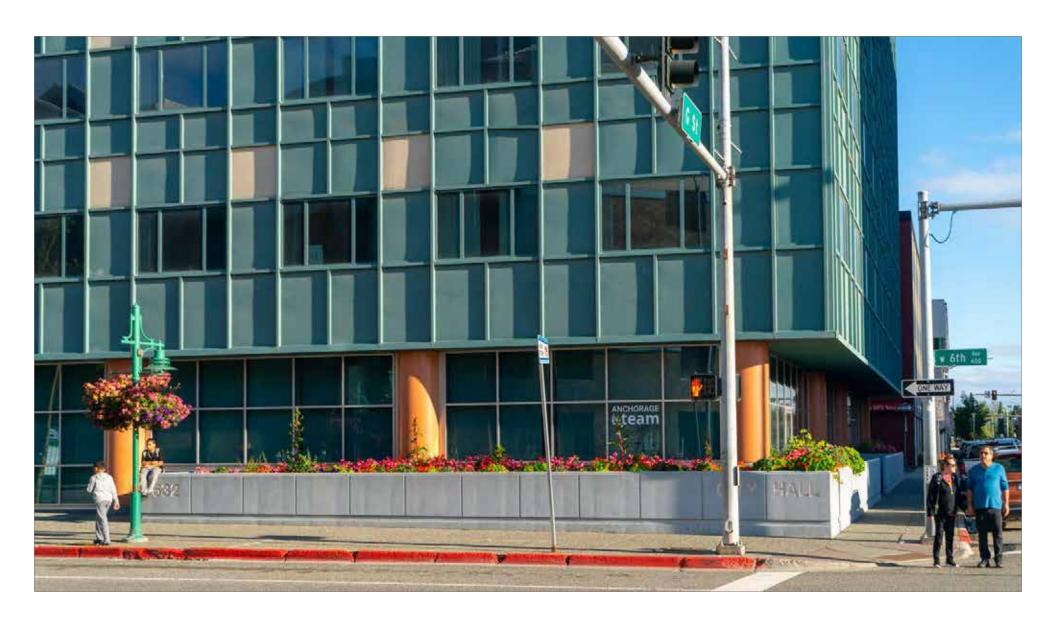


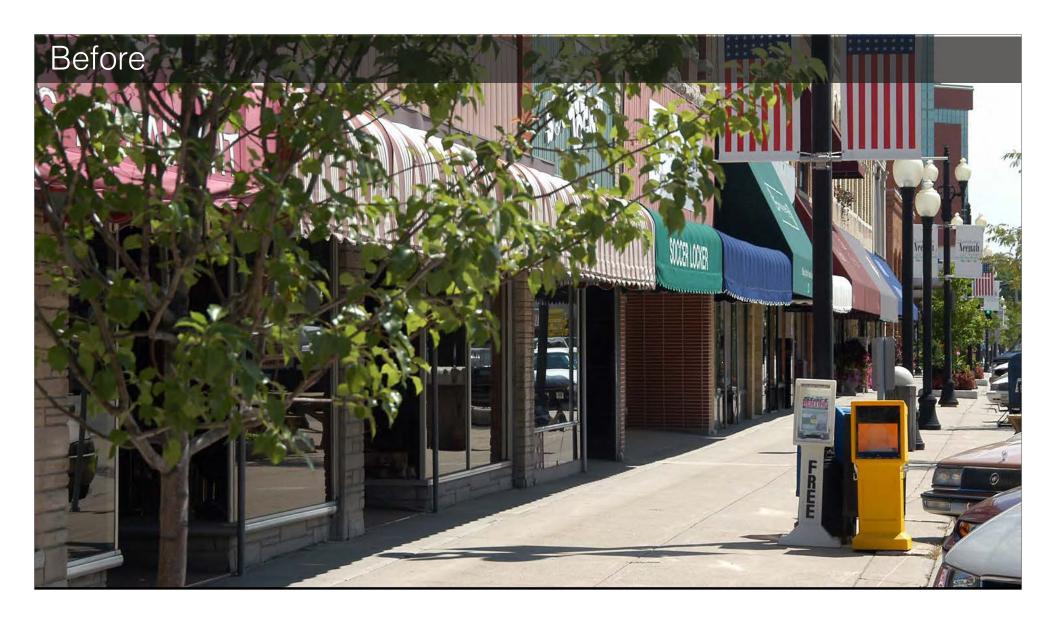




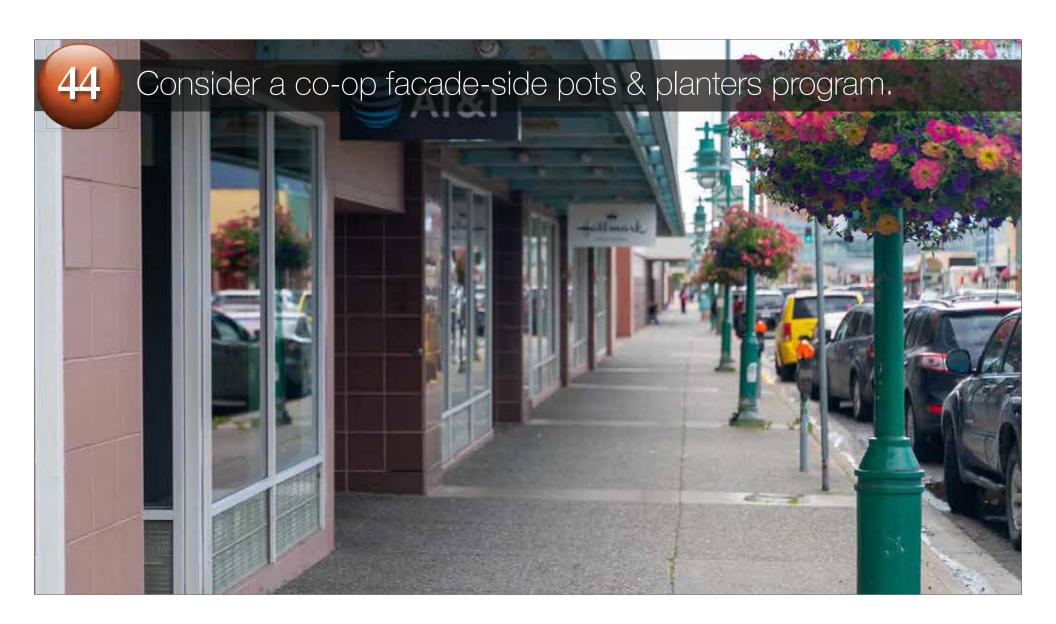


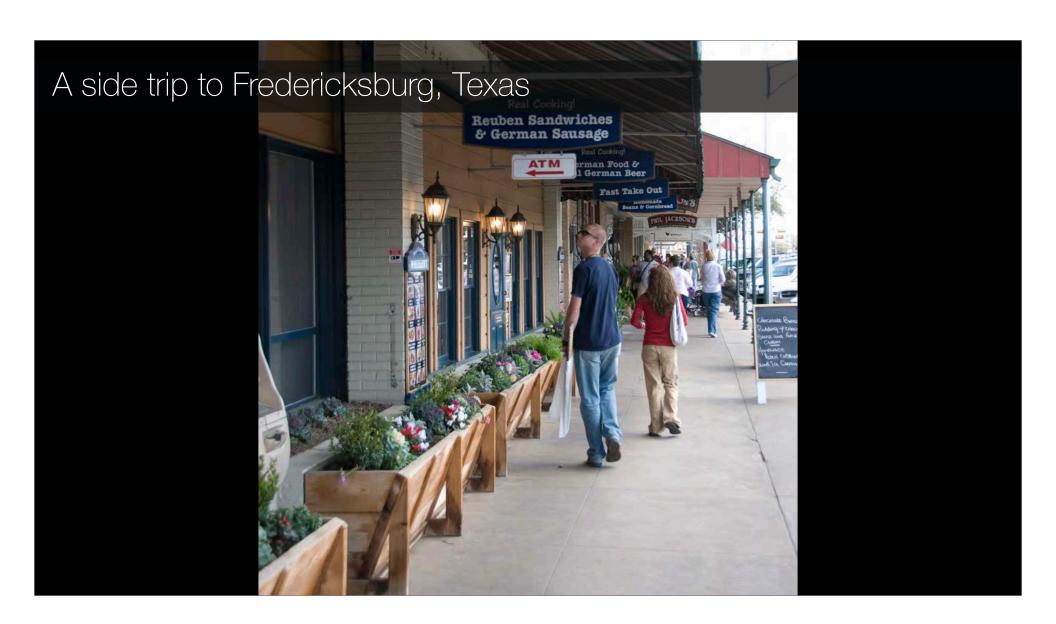






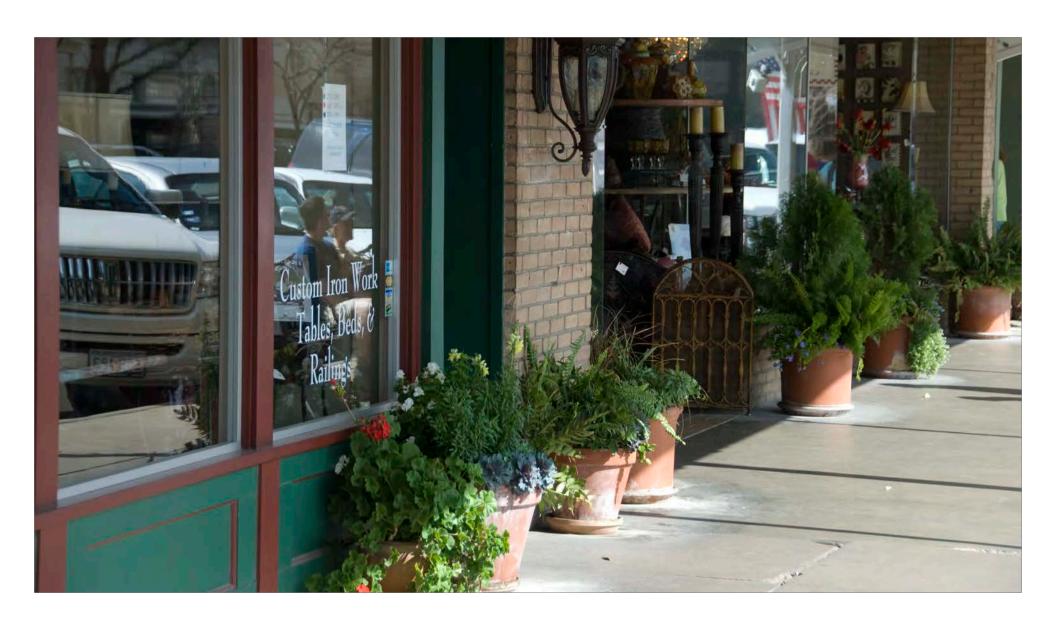












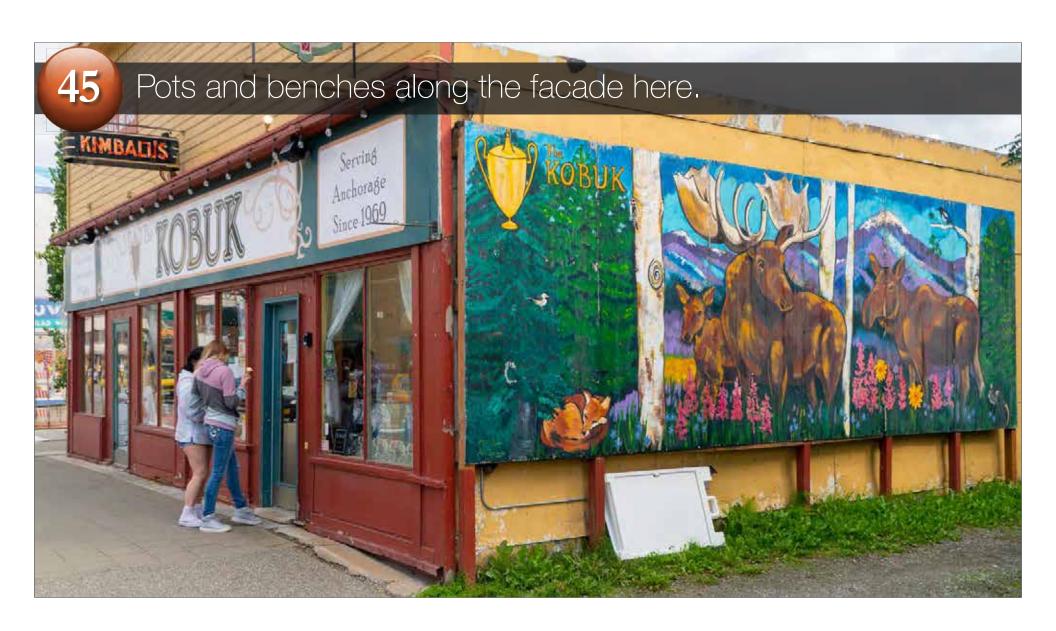














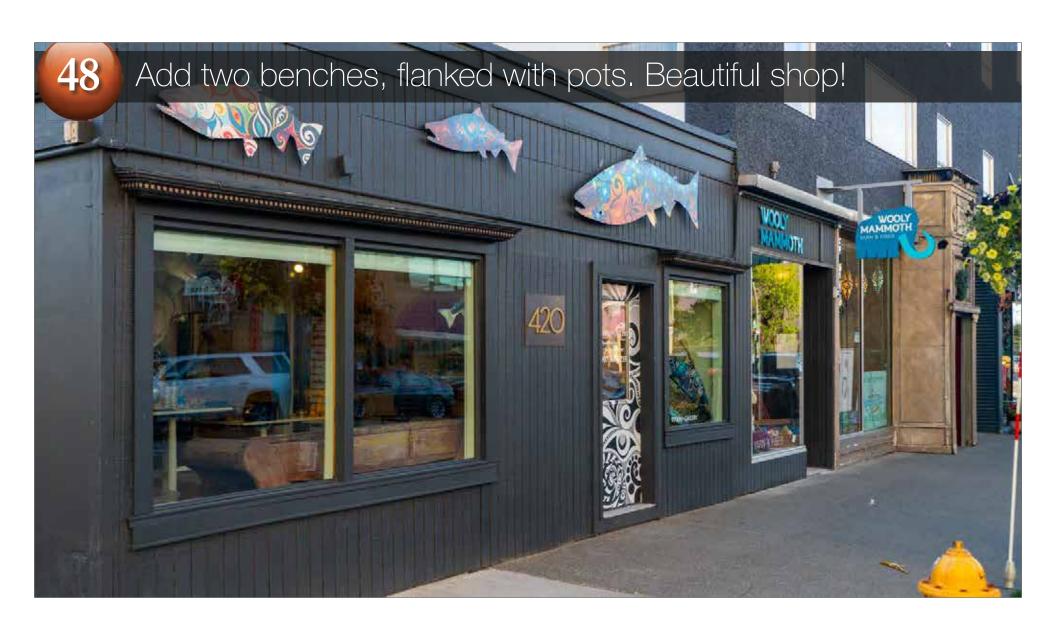








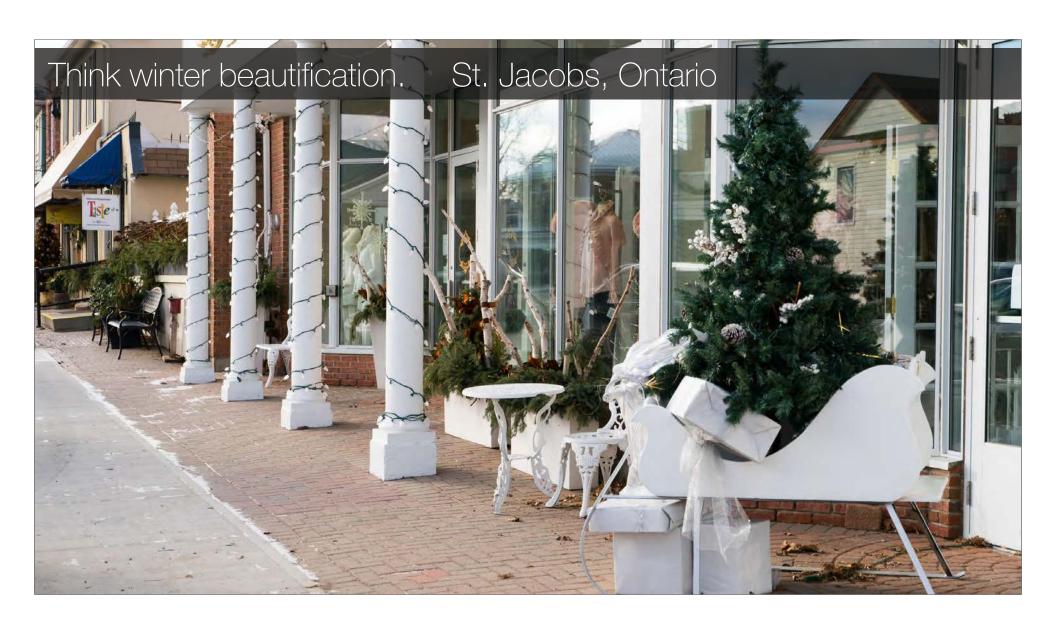


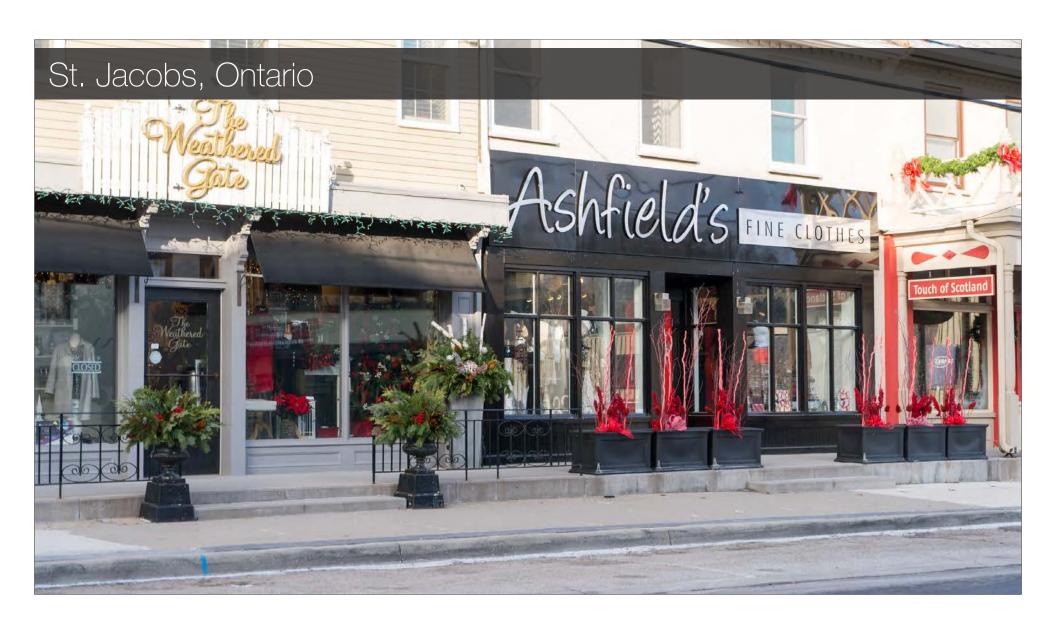




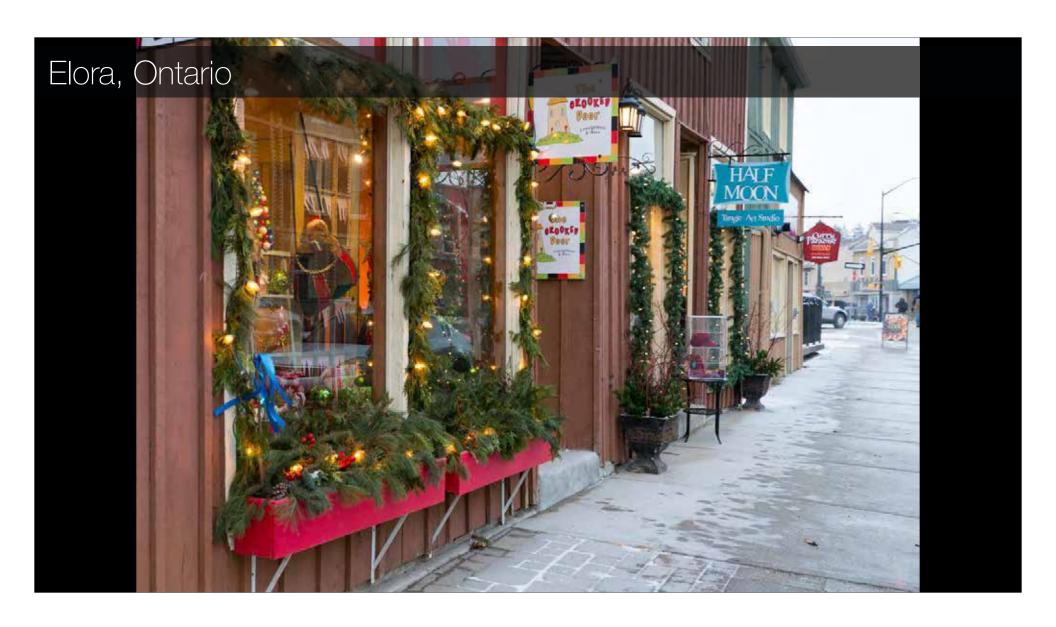




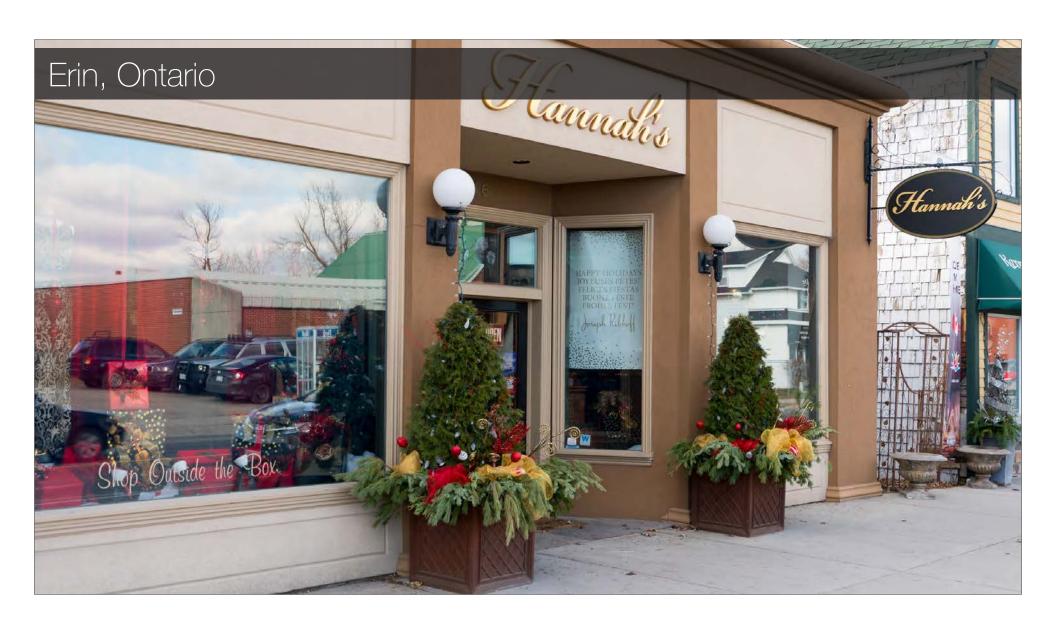


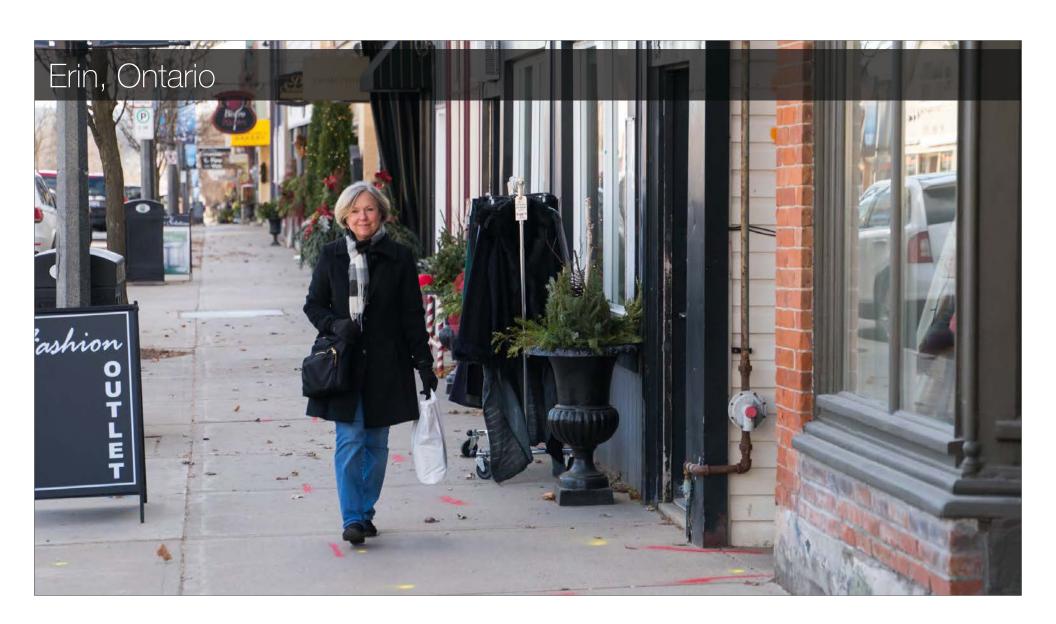






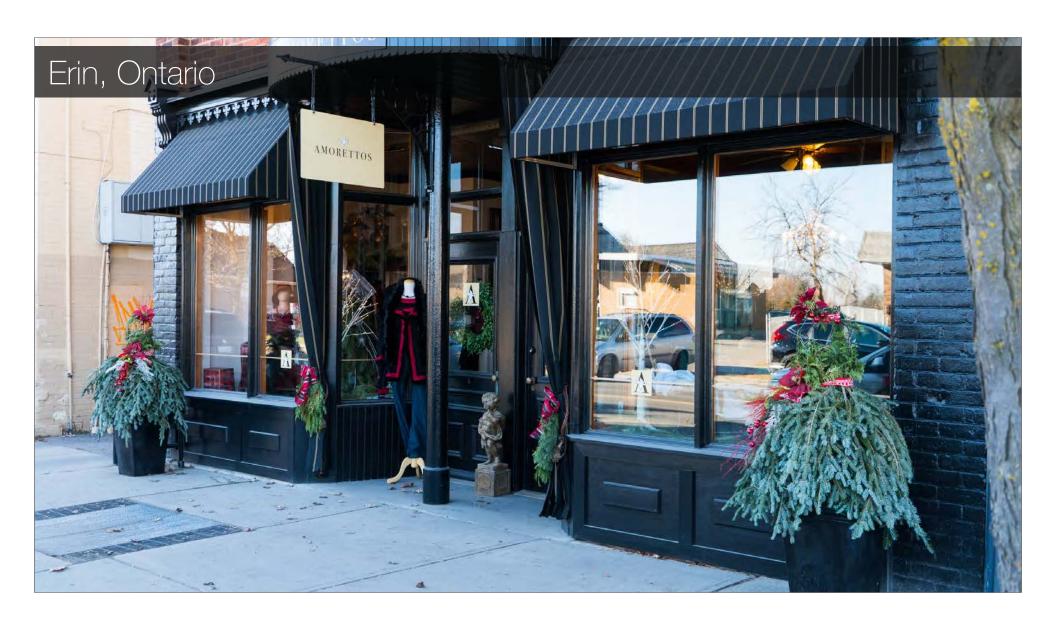


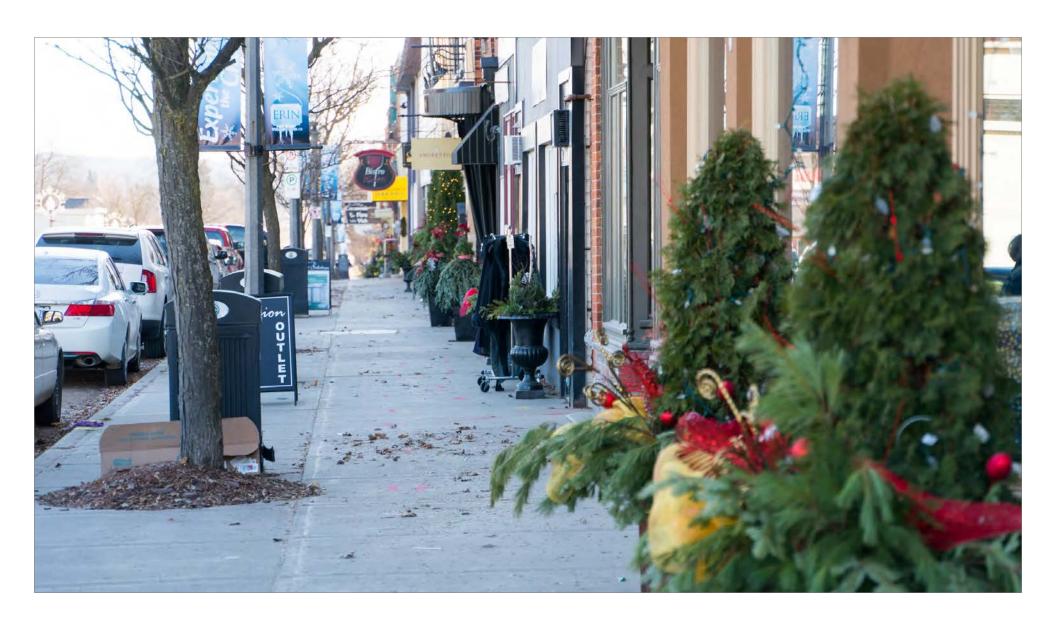


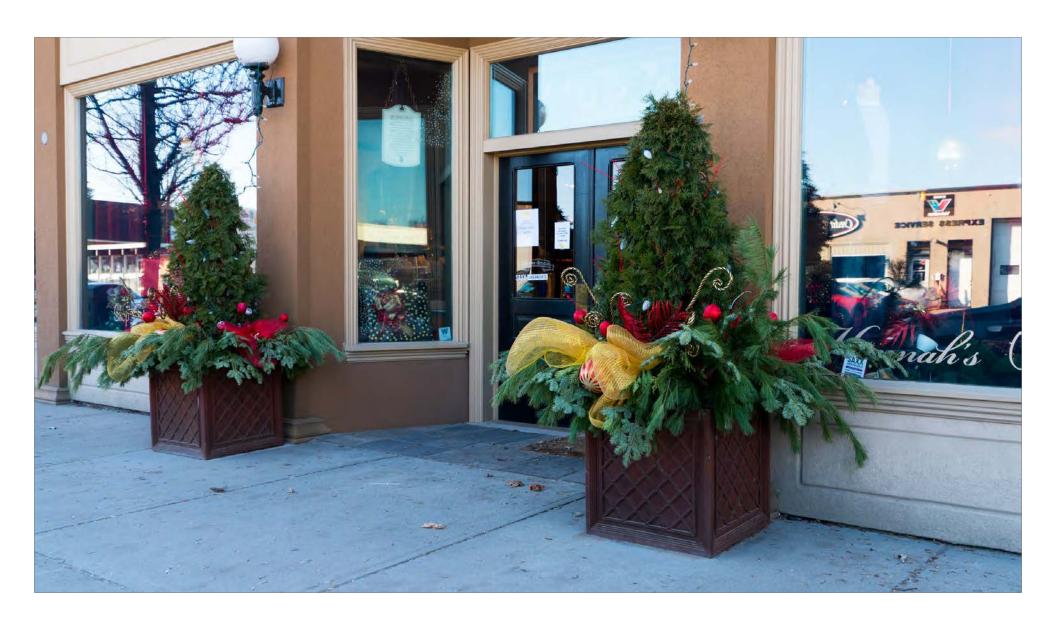






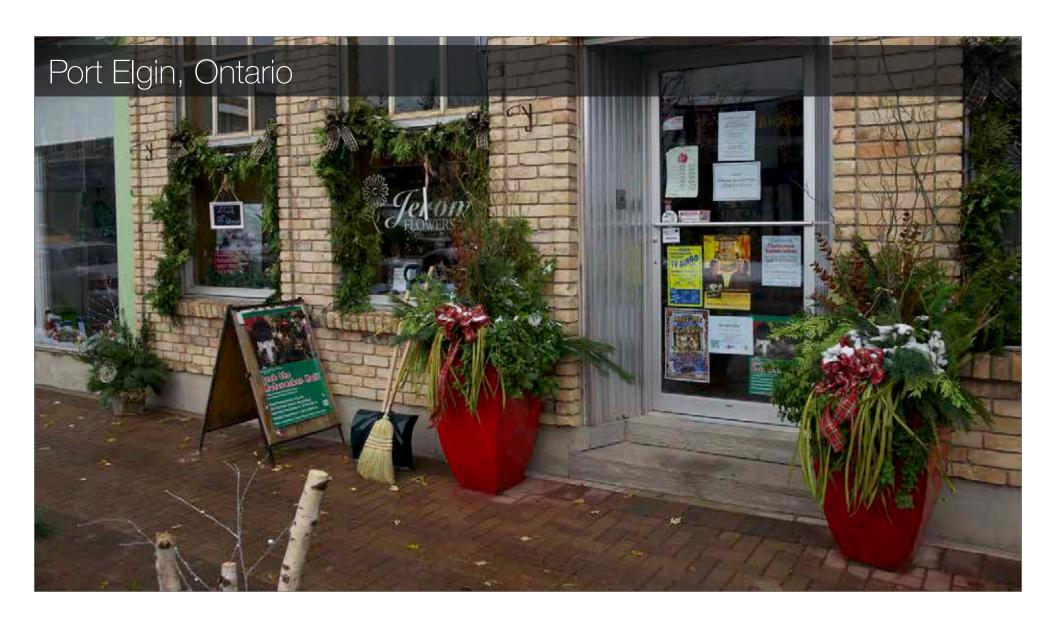


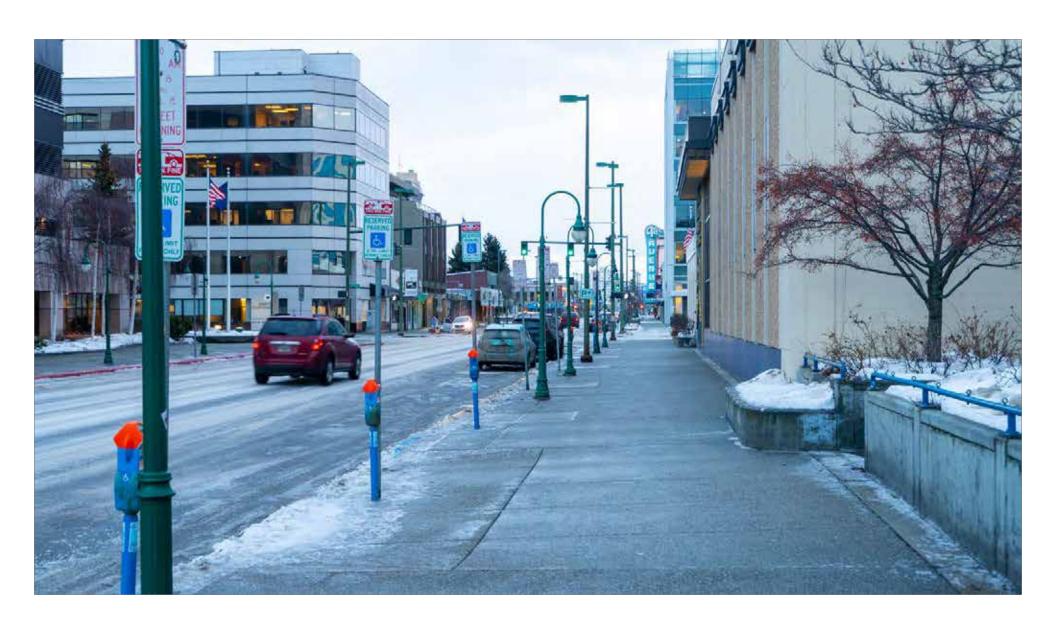


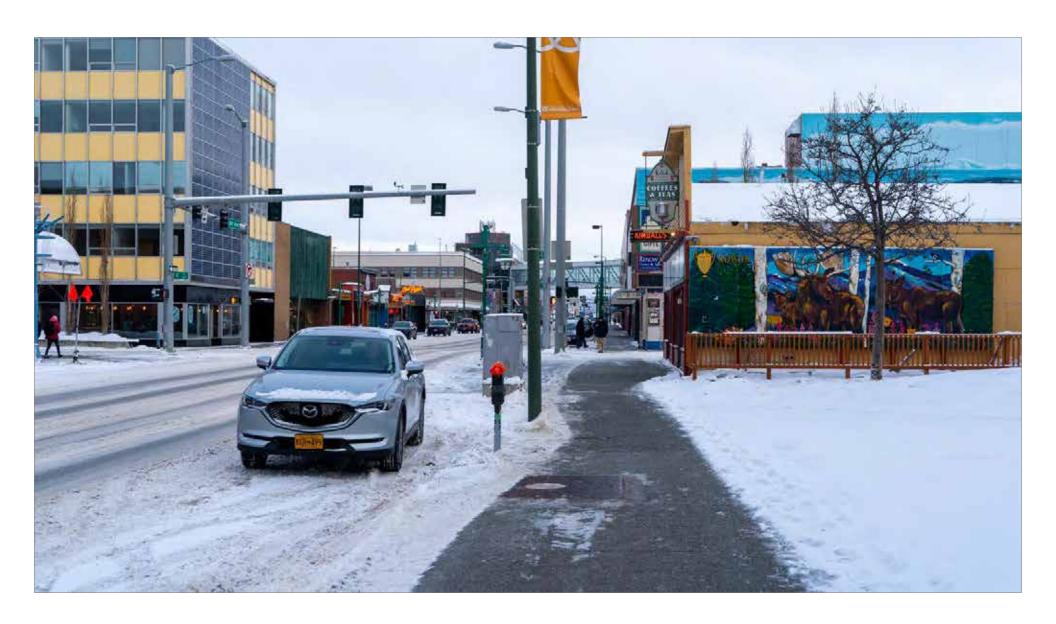








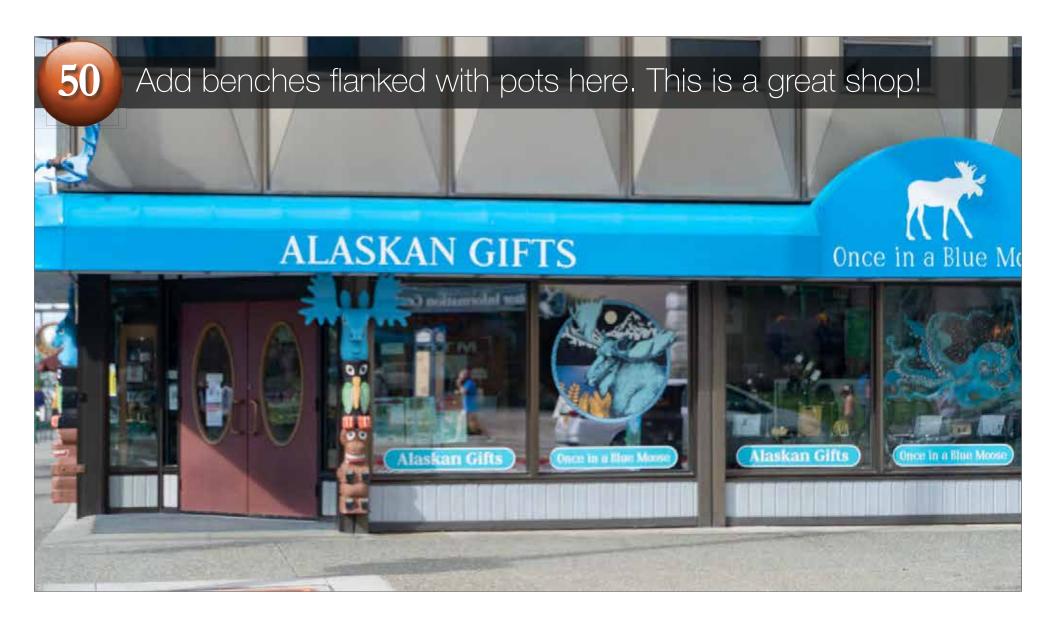


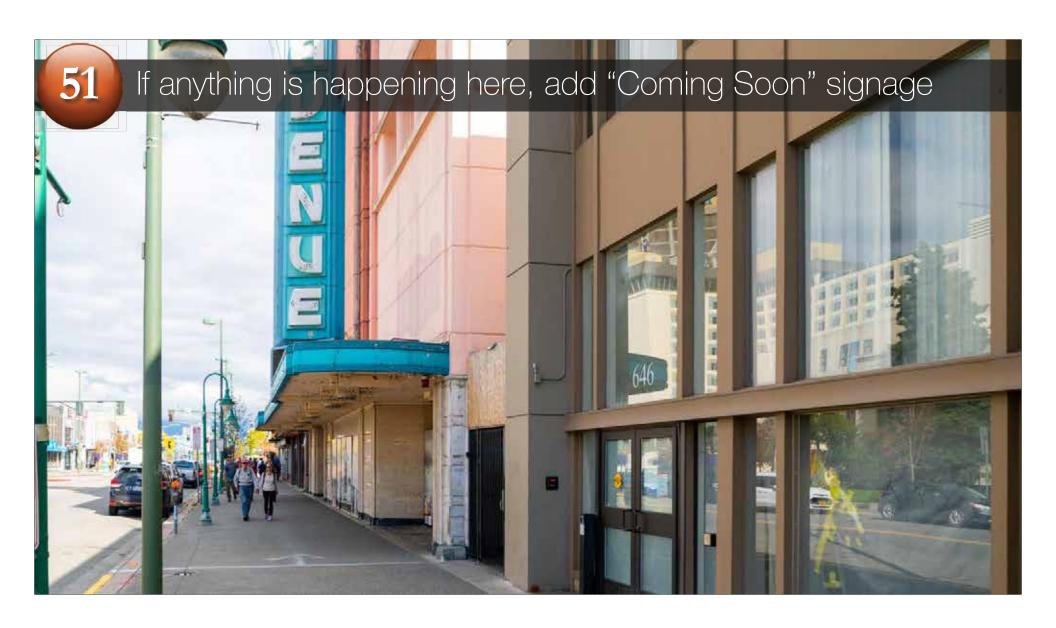




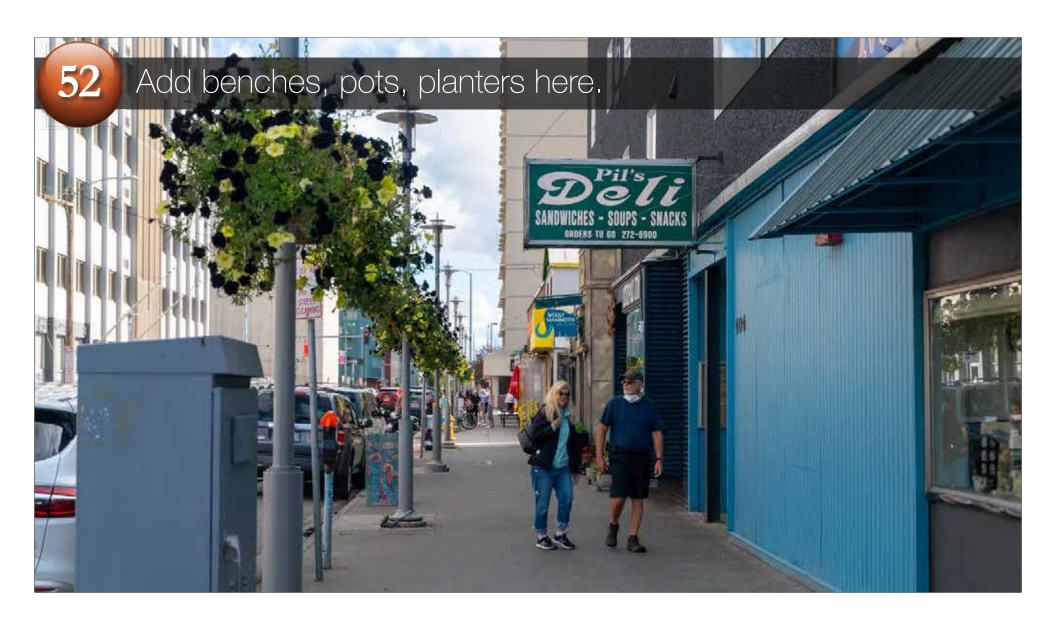


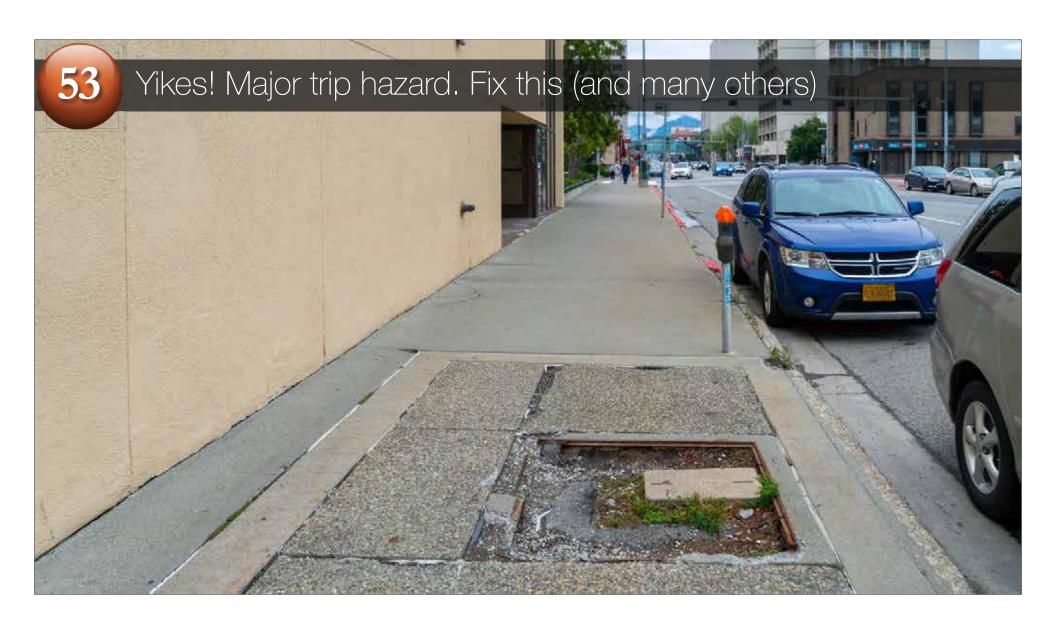


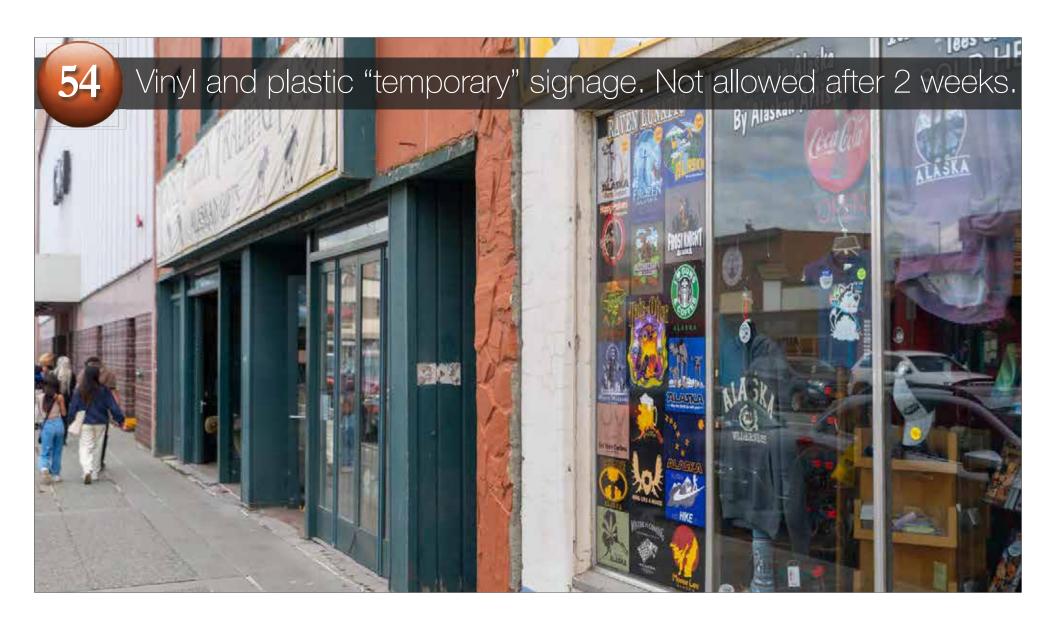


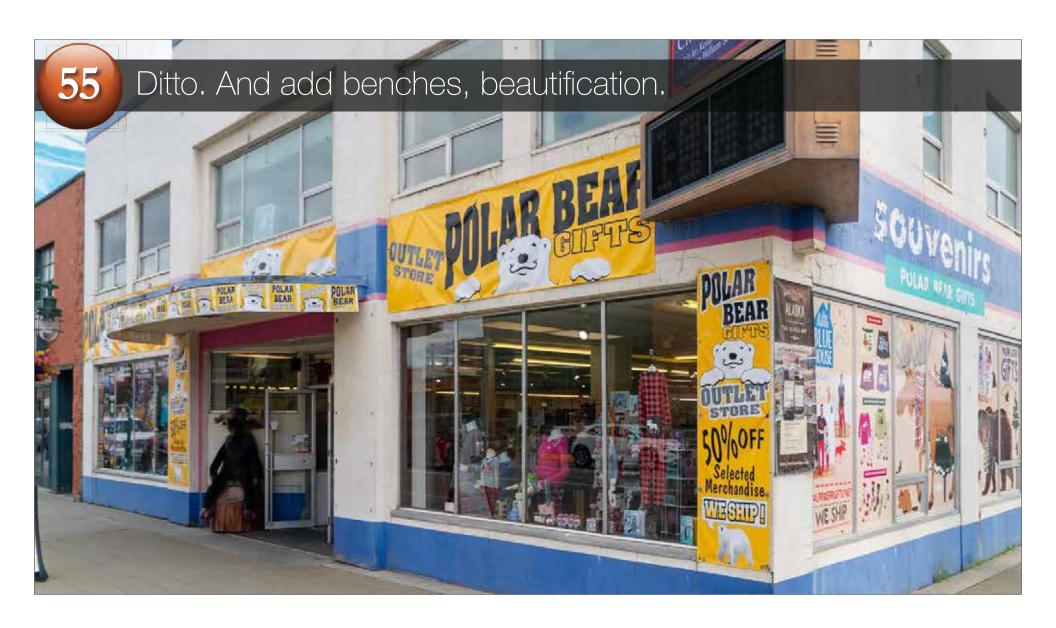


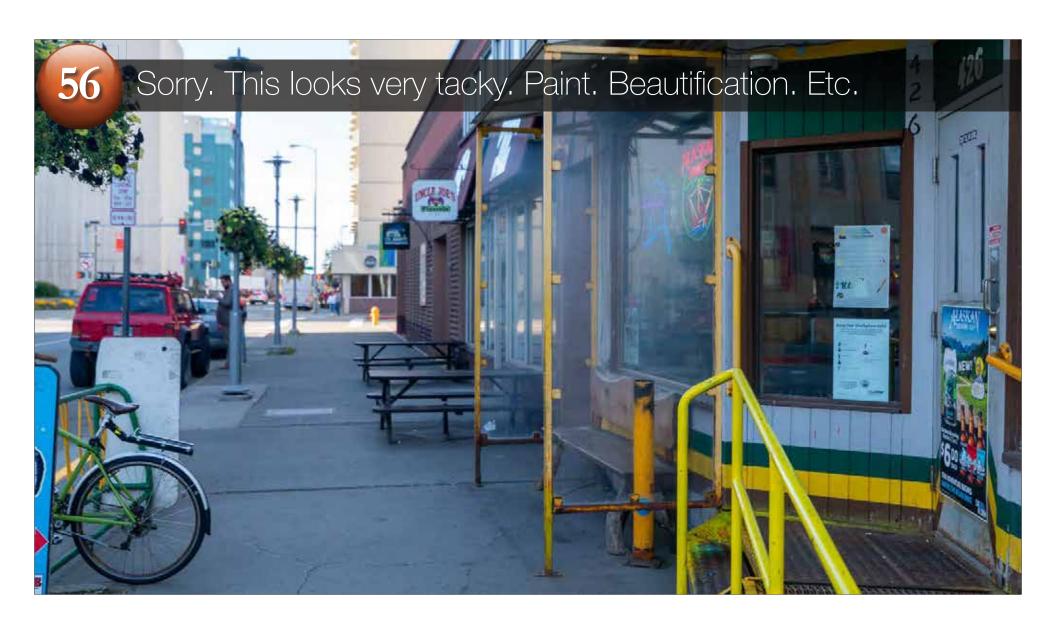


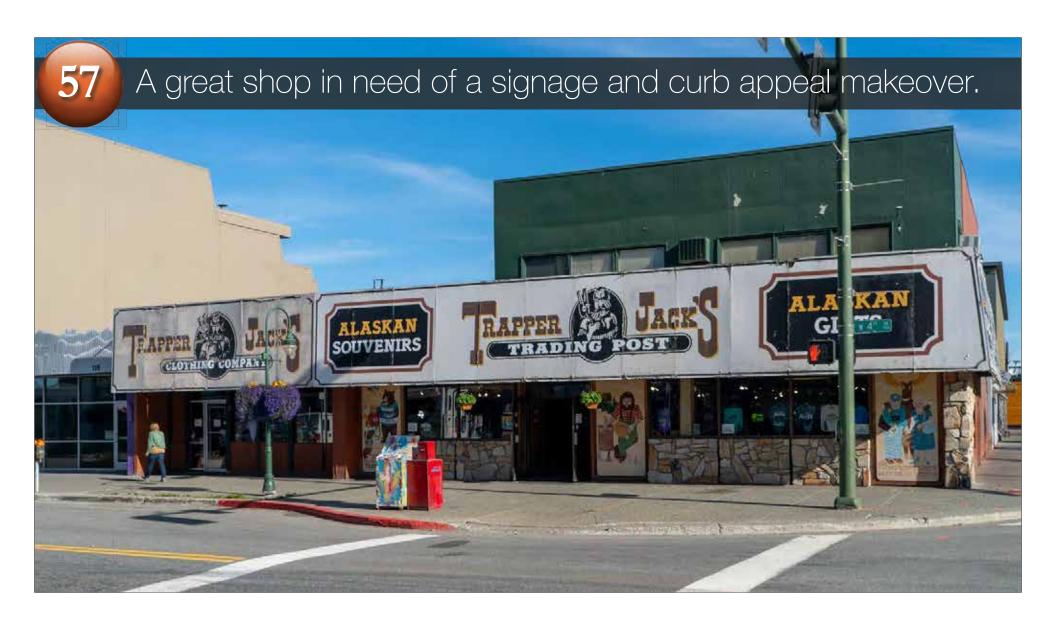










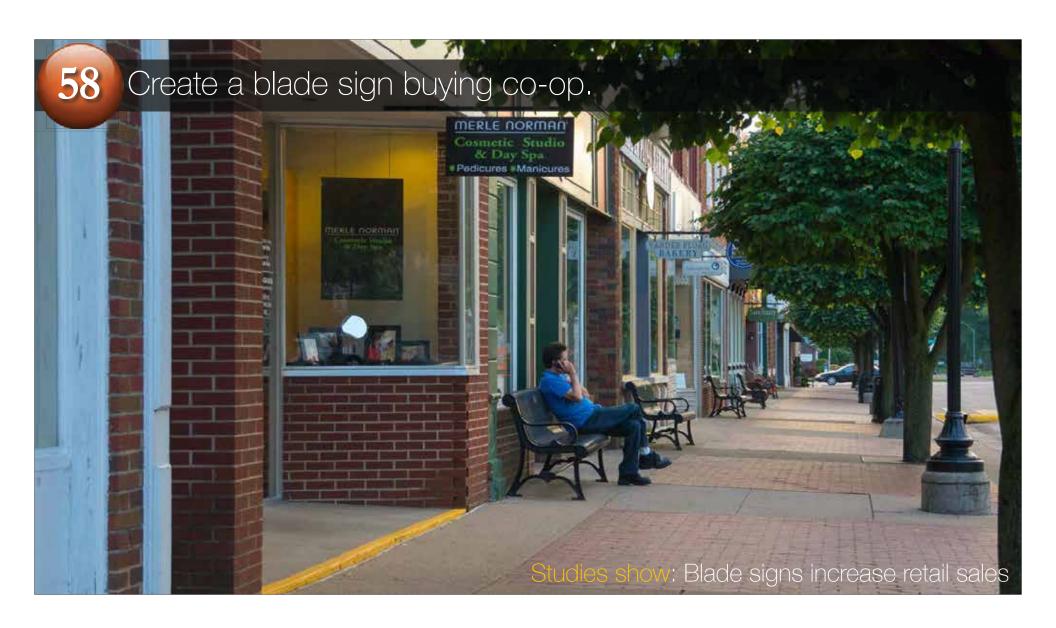


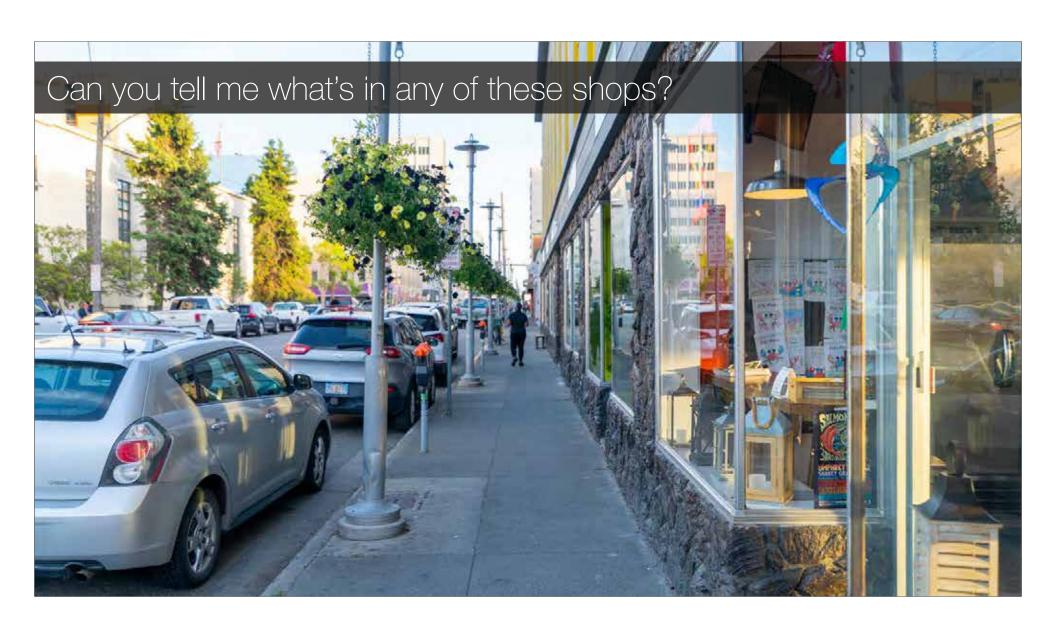
INITIATIVE #5: DOWNTOWN: BLADE SIGNS



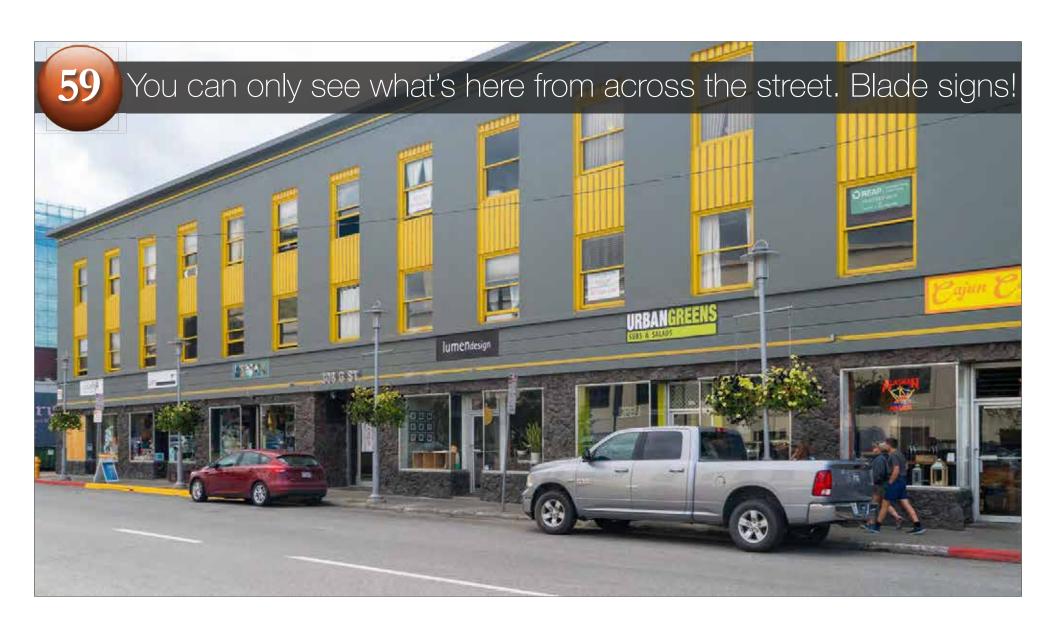


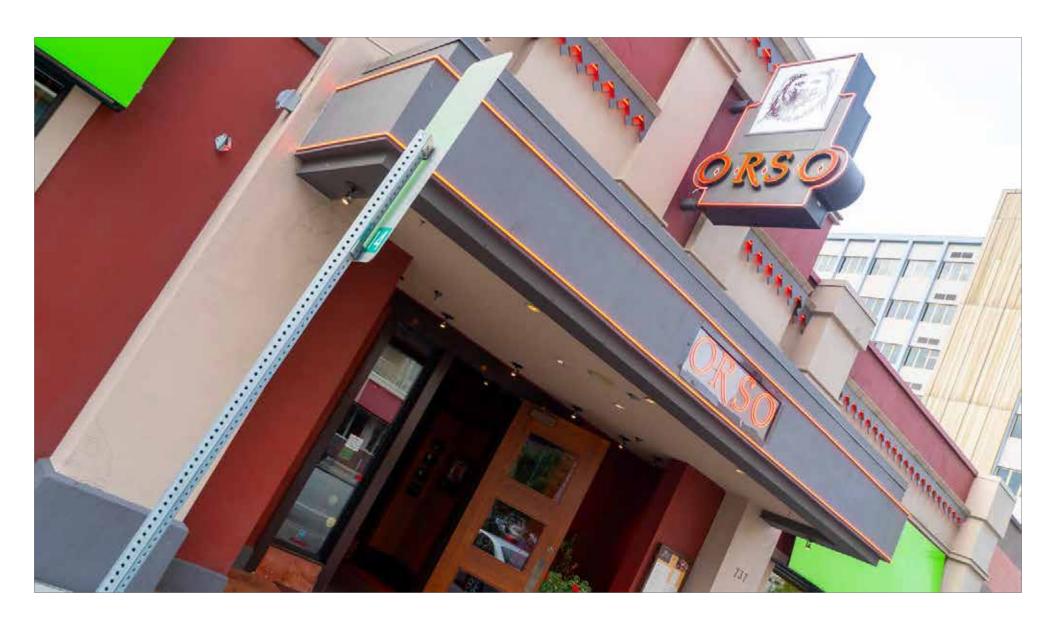


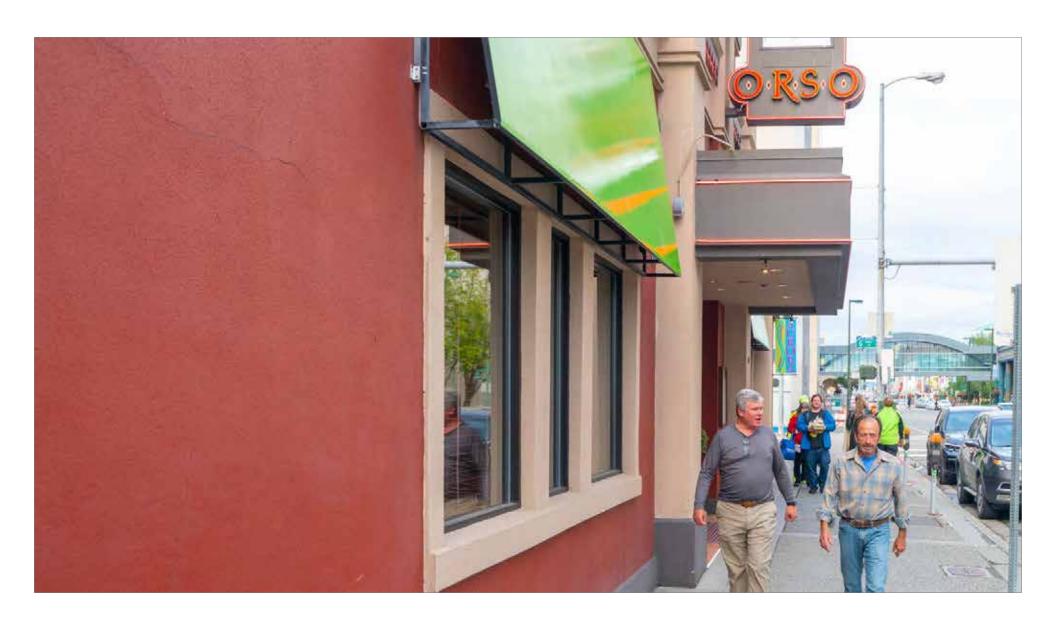




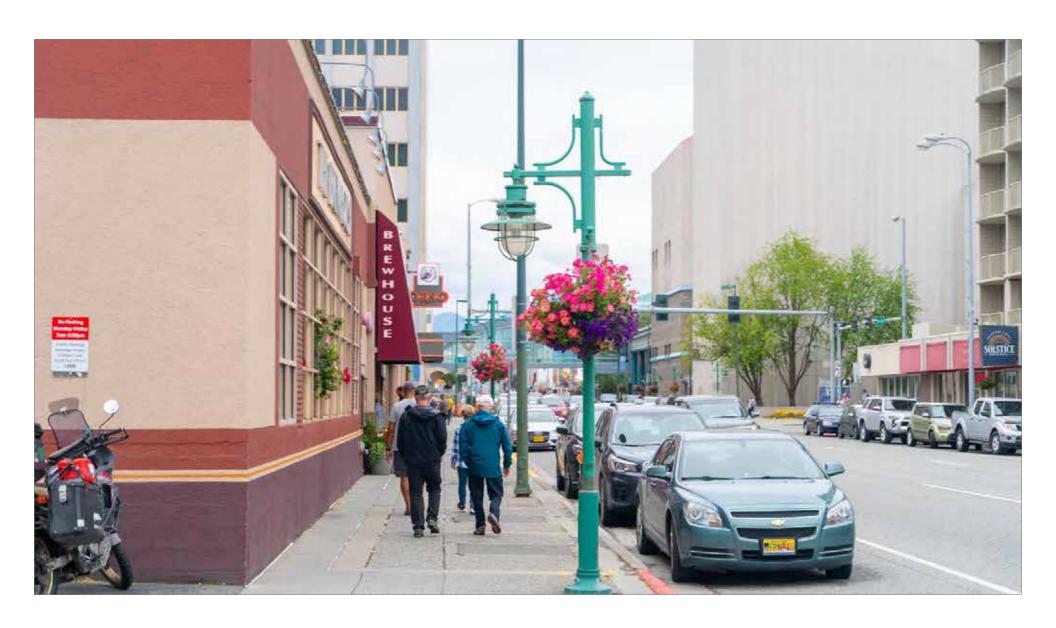


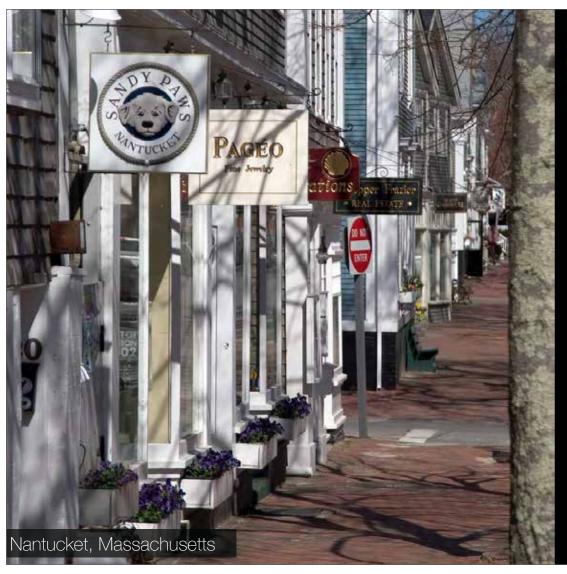












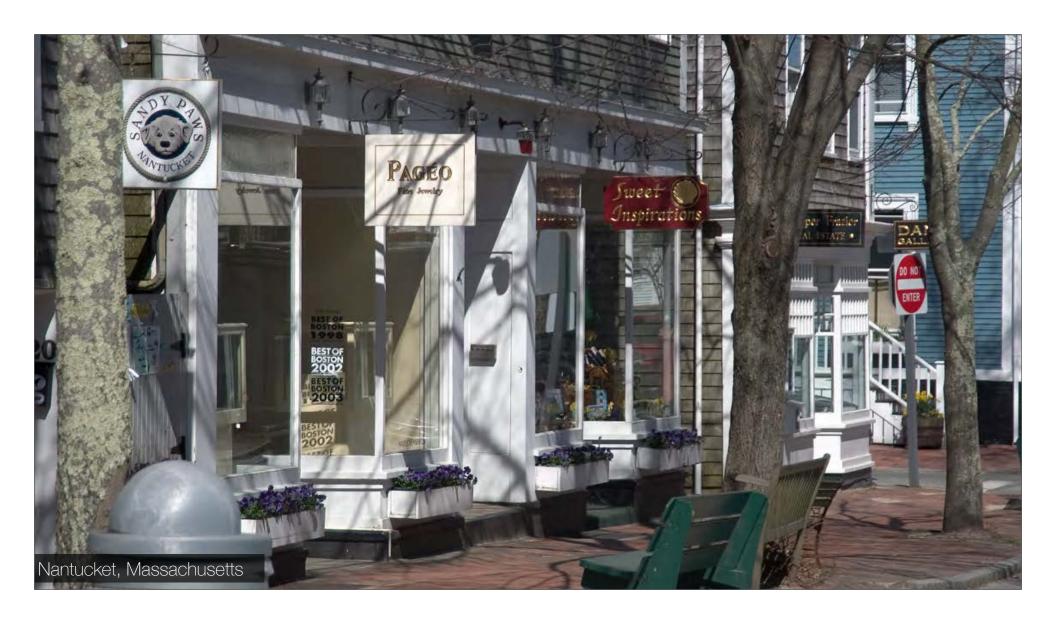
60

General placement rules:

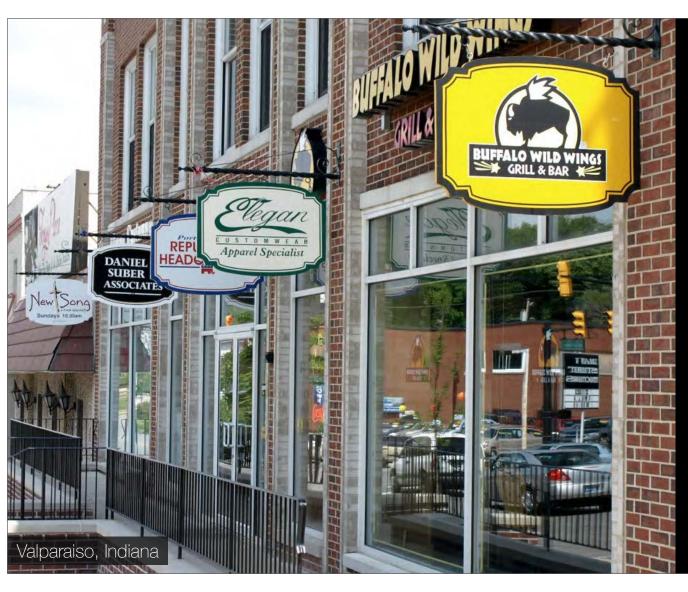
- No lower than 7' (2.1m)
- No higher than 9' (2.7m)
- No wider than 42" (1m)
- Approximately 18" from the facade (46cm)

Typical sign sizing:

- No taller than 24" (60cm)
- No wider than 42" (105cm)
- Consistent distance from the facade







In urban, larger scale, situations:

- Higher speed limits
- Multi-lanes of traffic
- Taller, larger buildings
- Longer site distance

Sign placement:

- No lower than 7'
- No higher than 10'

Sign sizing guidelines:

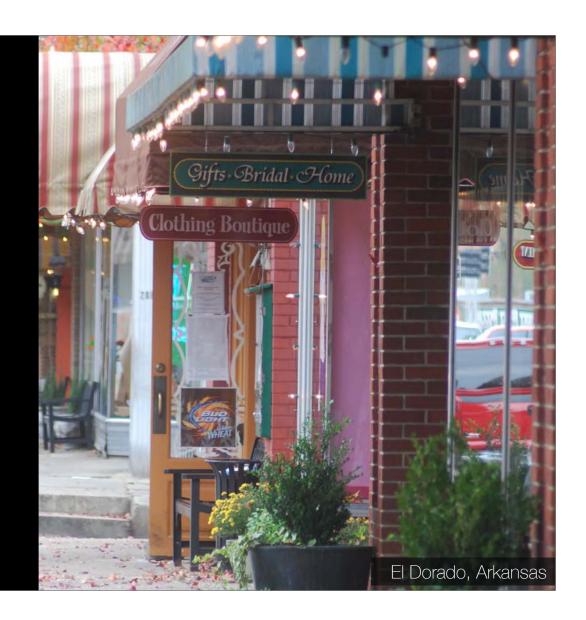
- No wider than 48"
- No taller than 36"
- Consistent distance from the facade

Under awnings:

- No wider than 46"
- No lower than 7'

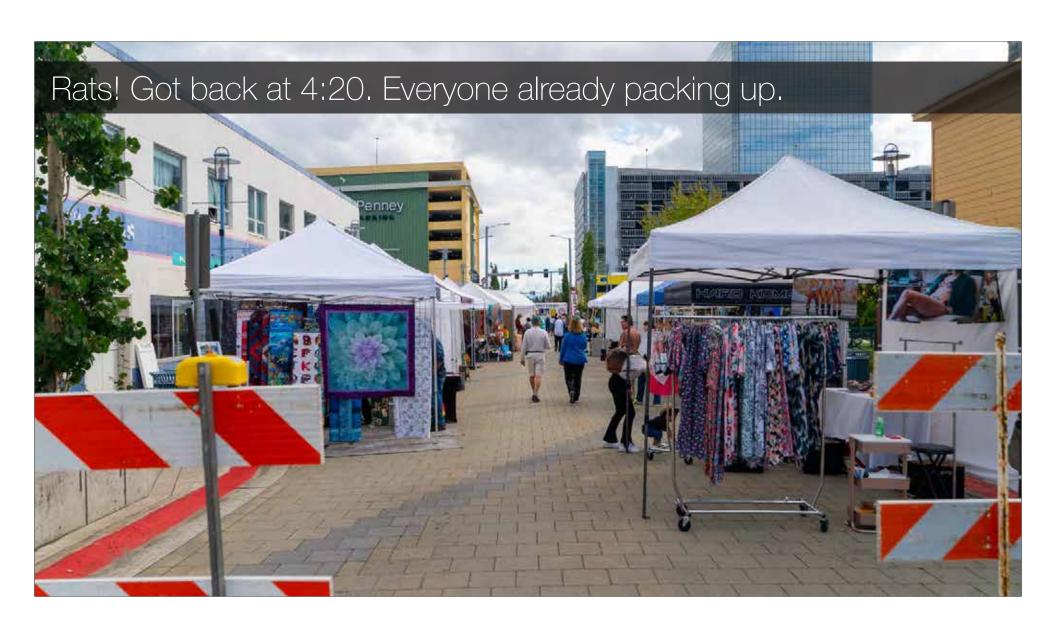
Signage size guide:

- Height: 6" to 8"
- Width: 42" to 46"



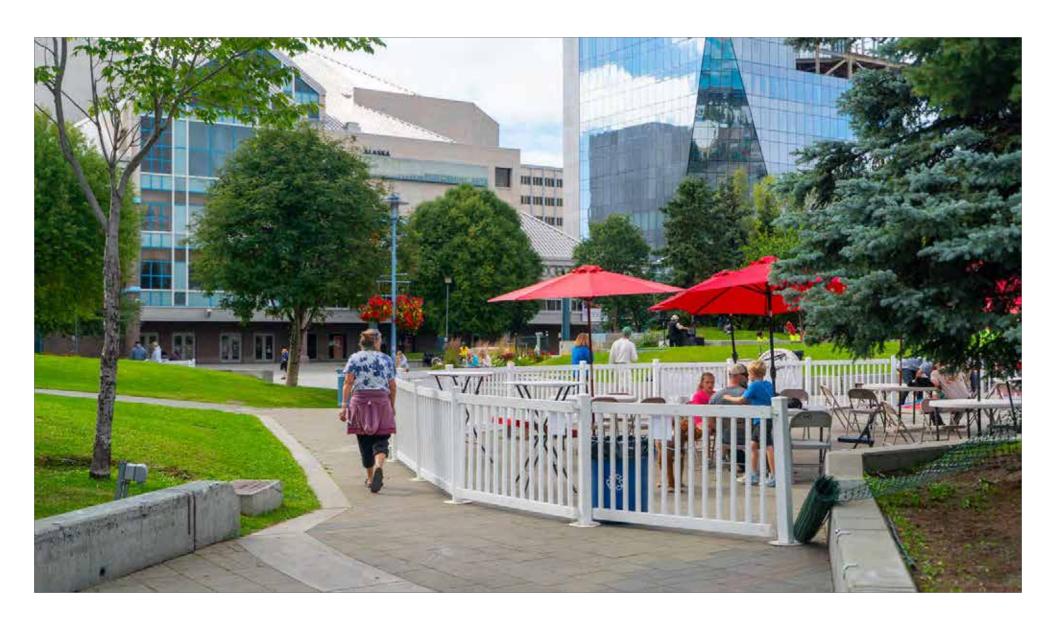


INITIATIVE #6: INVITE US BACK!

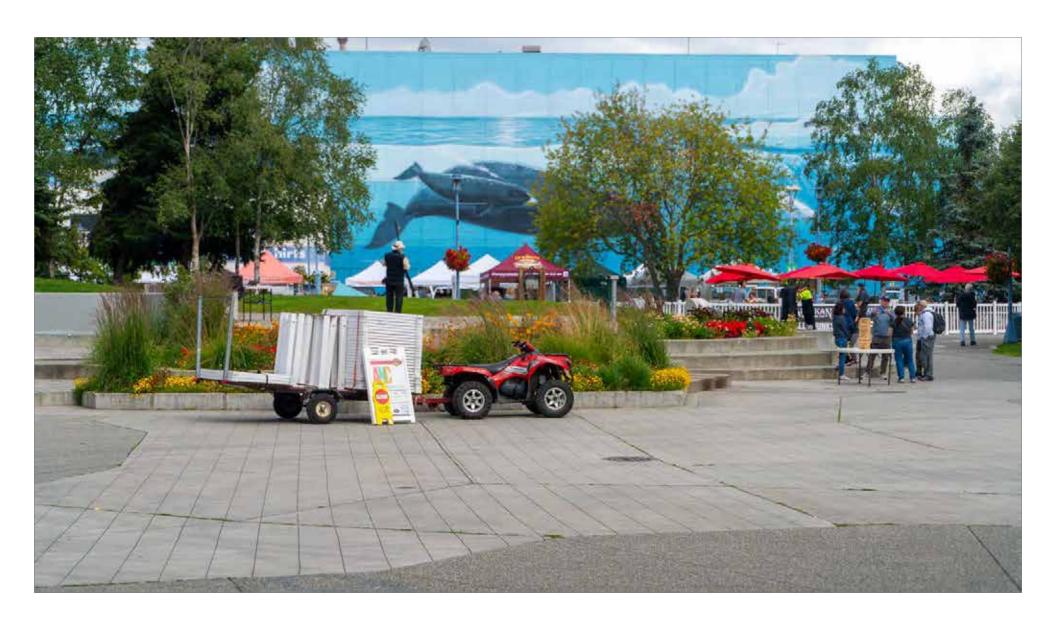




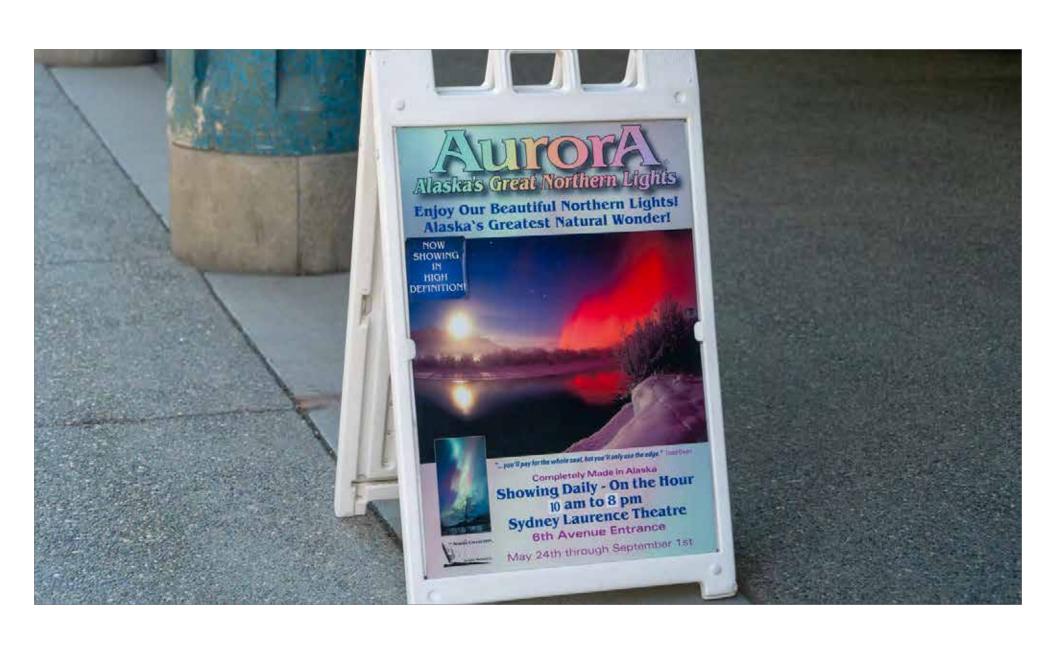




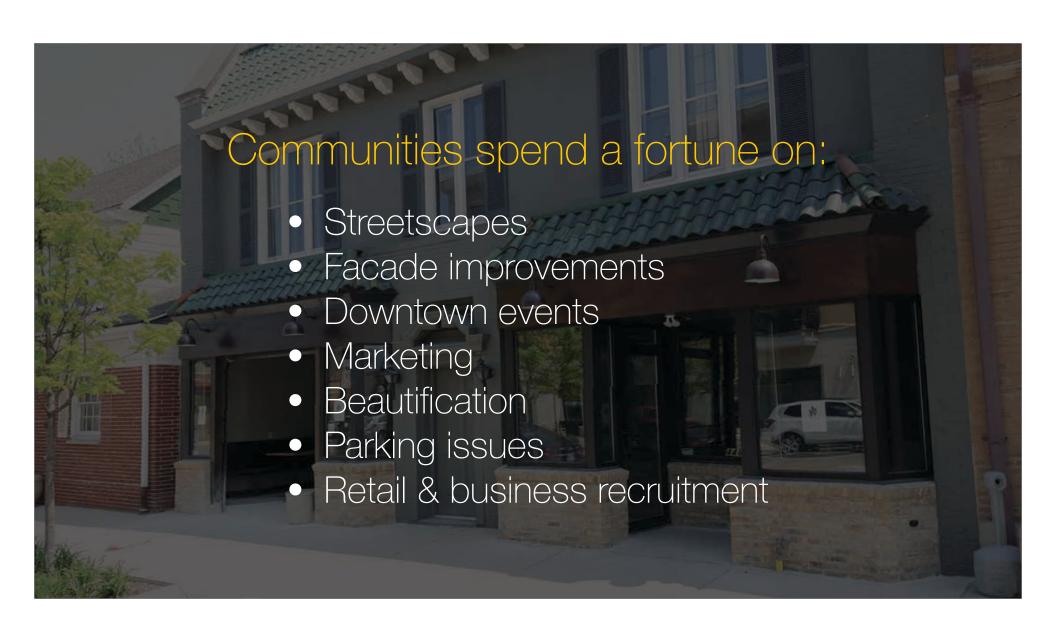


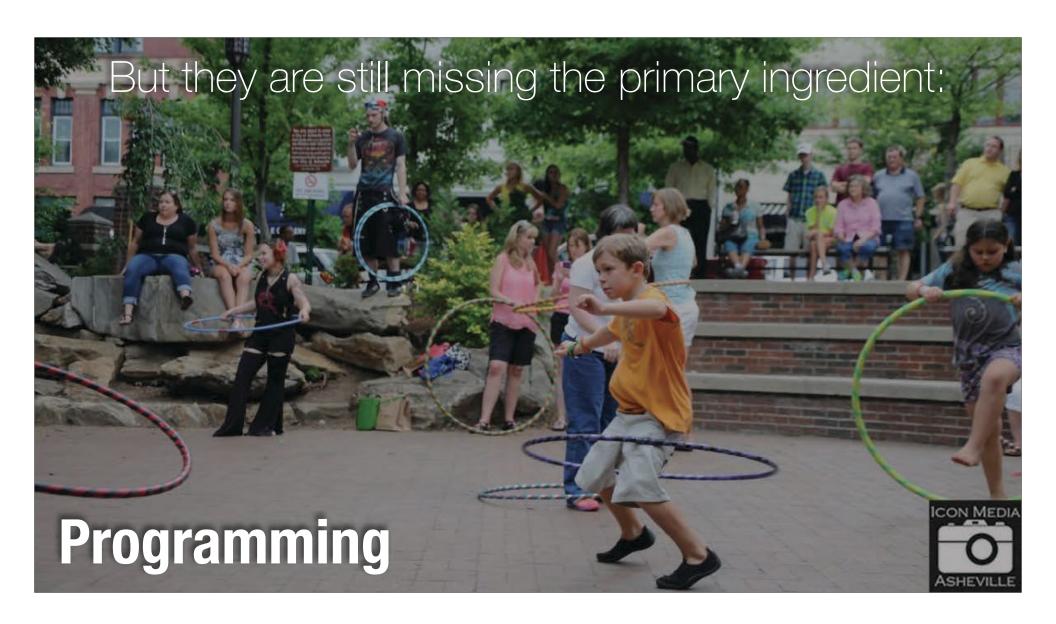


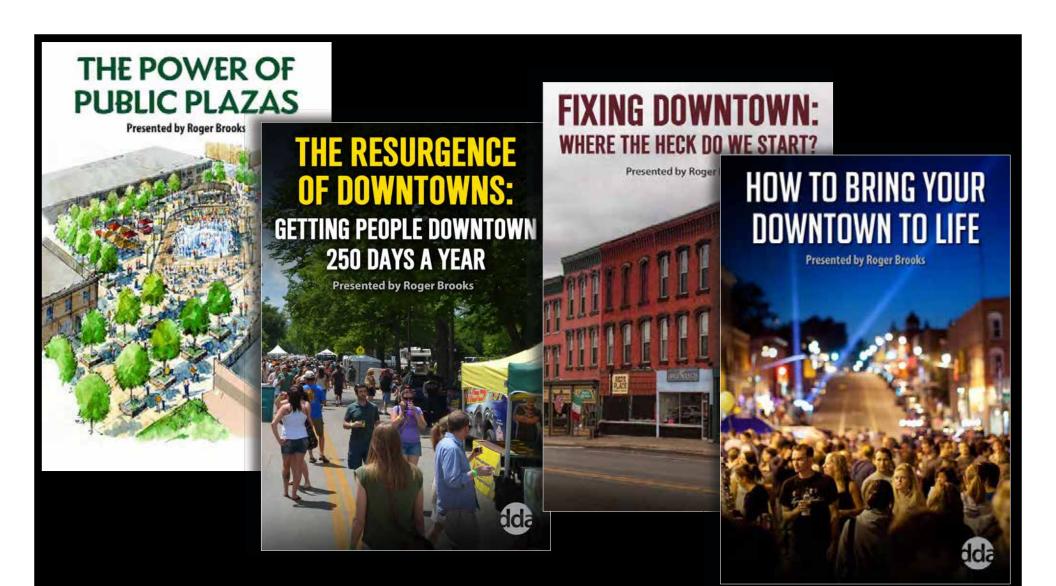




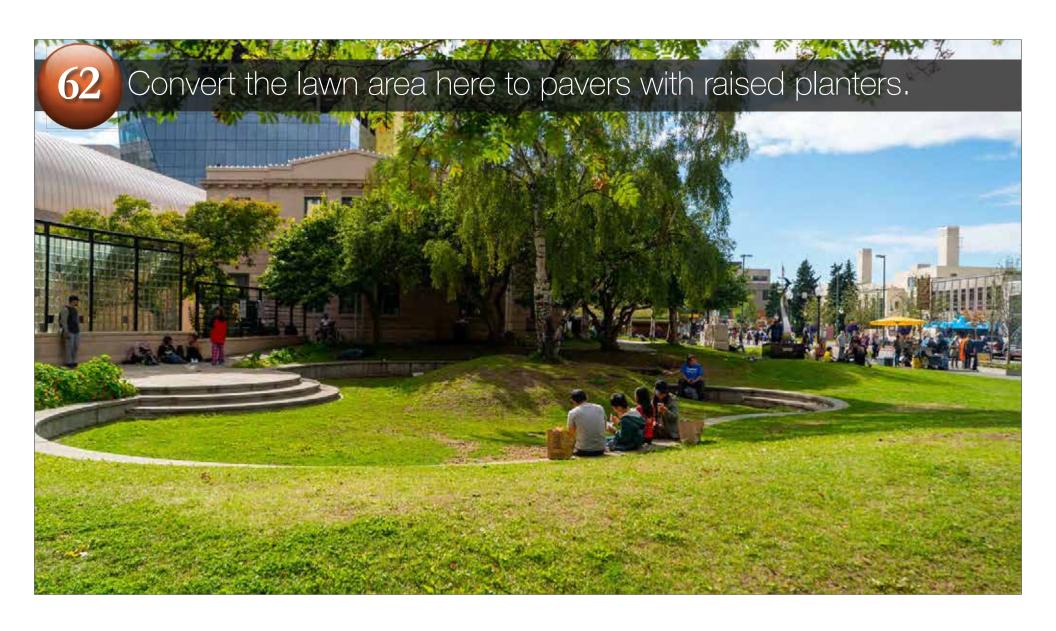
INITIATIVE #7: DOWNTOWN: ACTIVATION

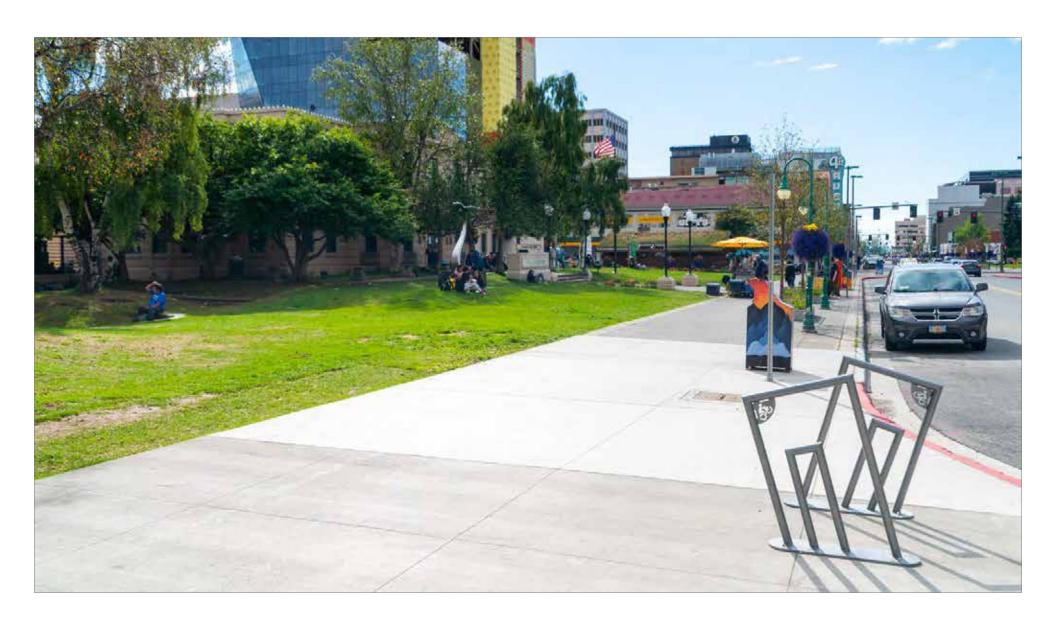


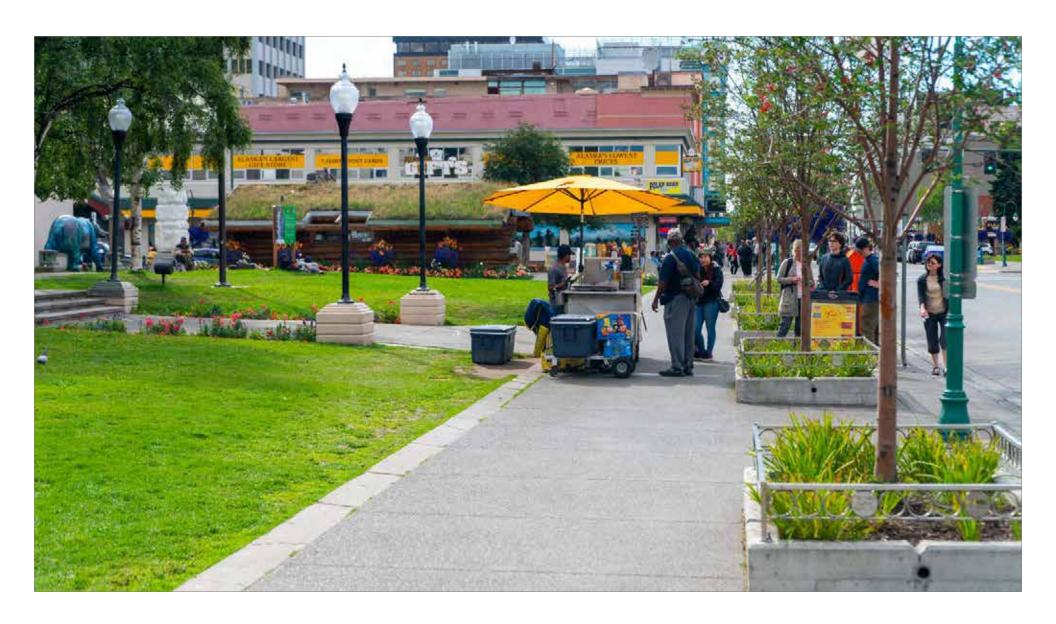


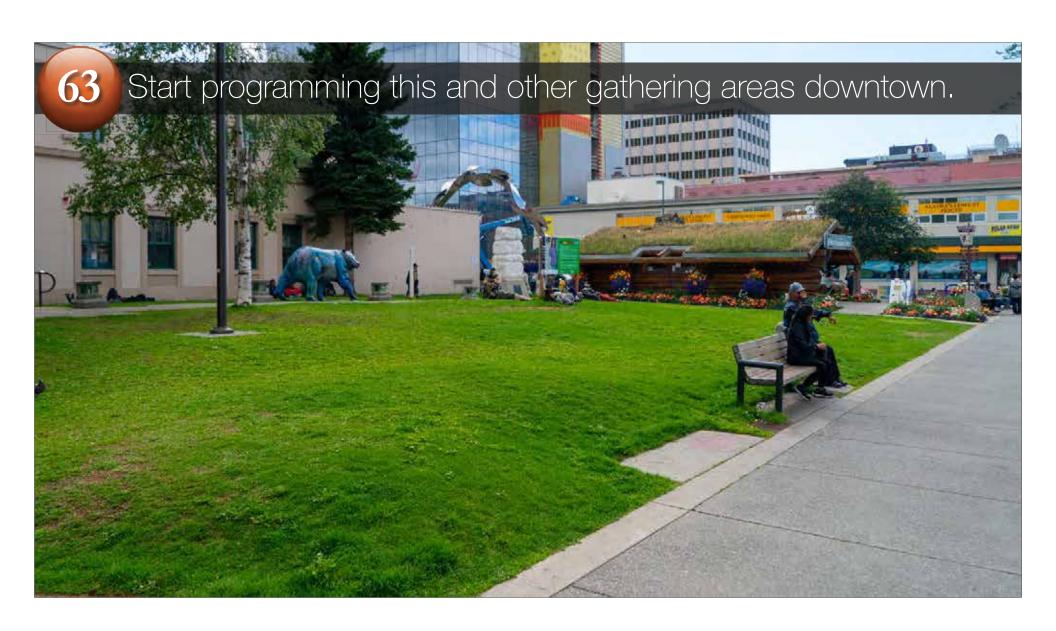






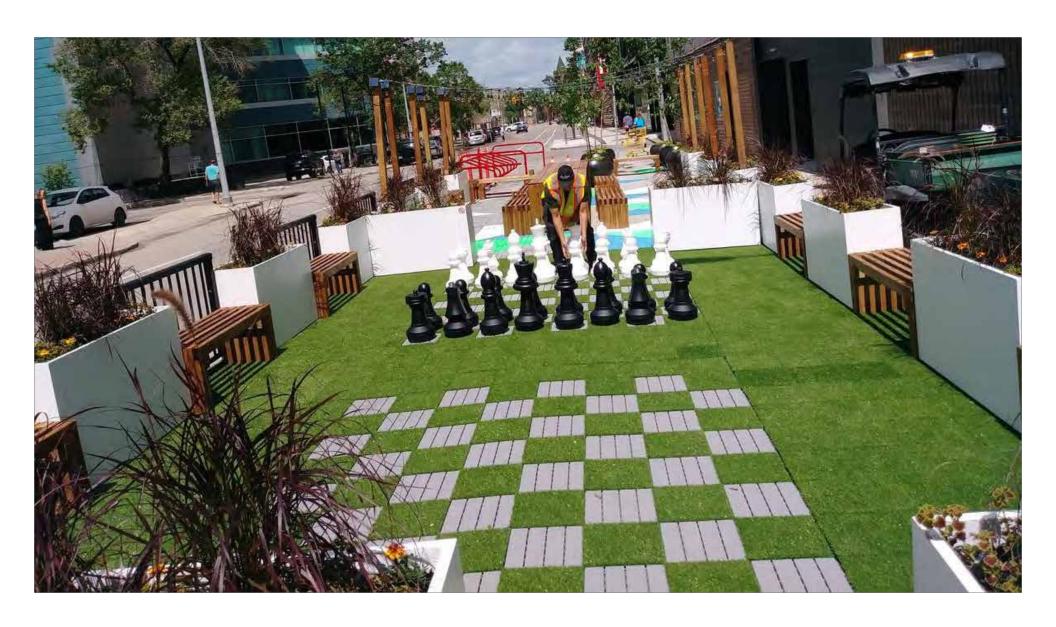






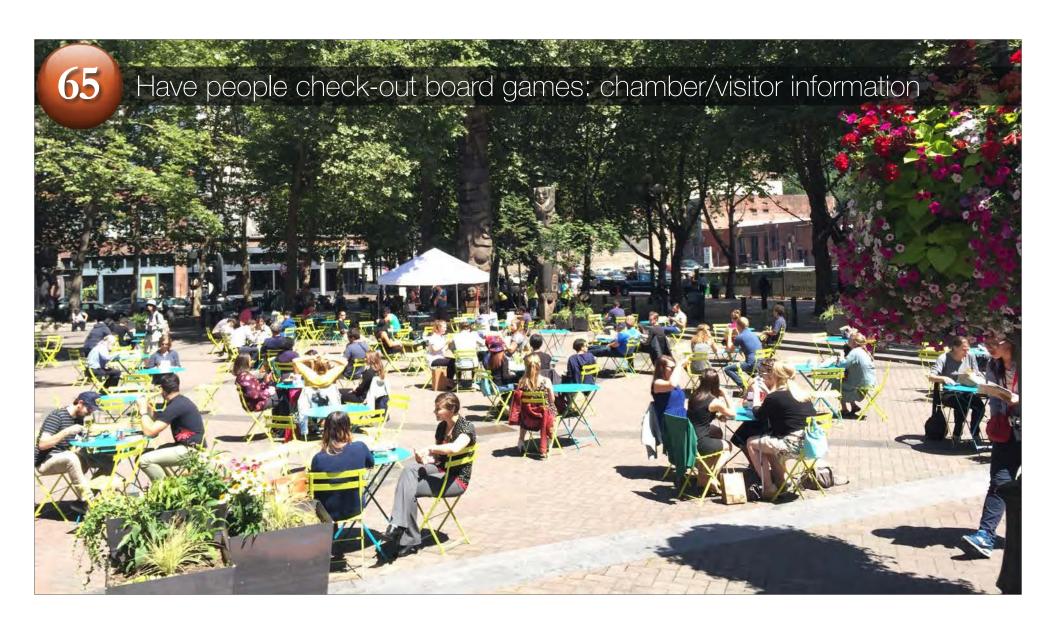




























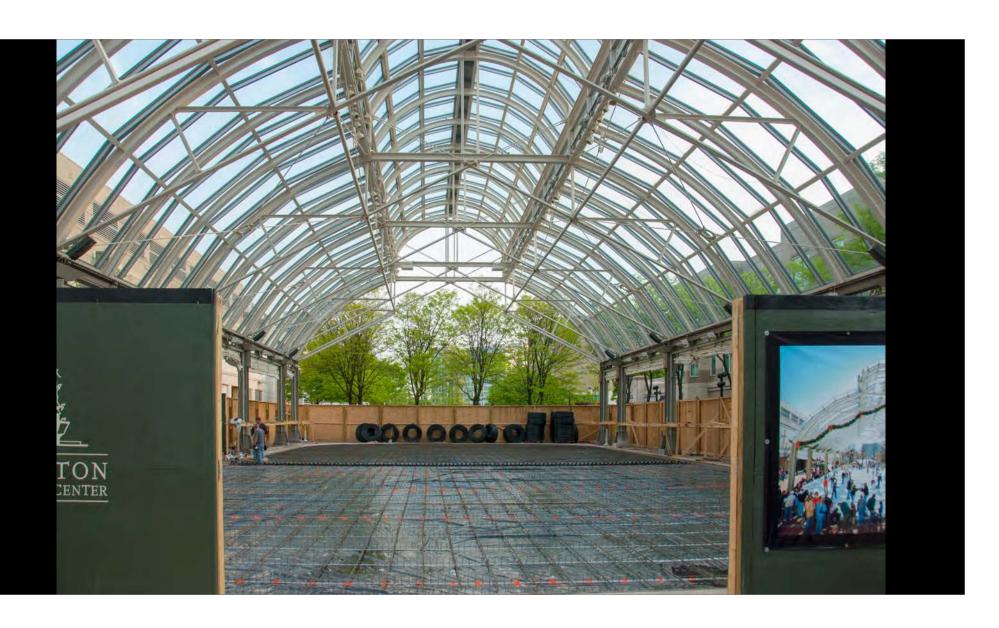












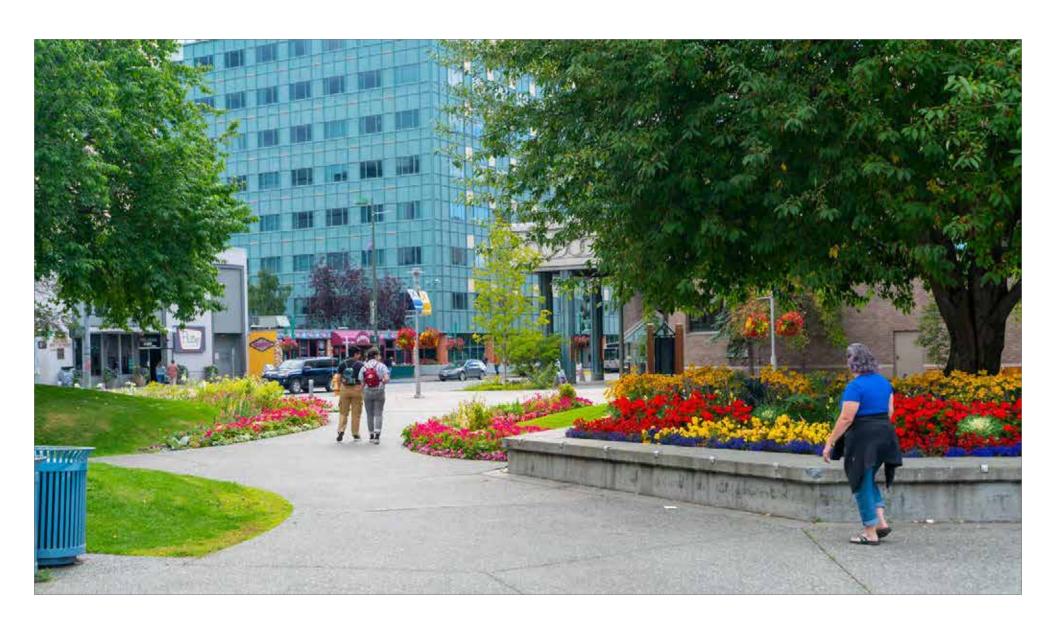


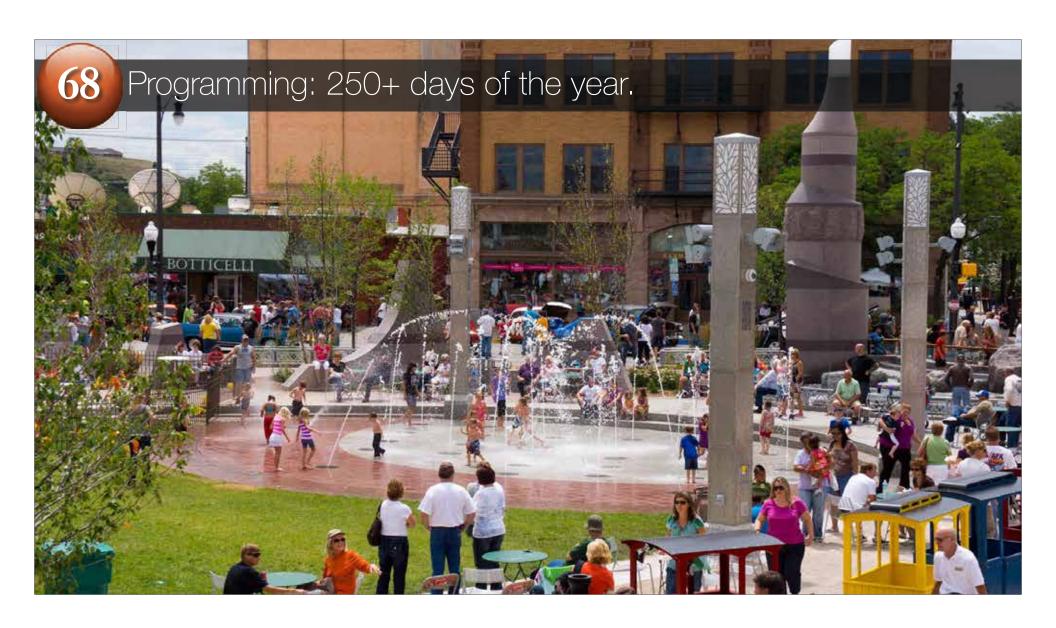




















Destination Rapid City

Programming Main Street Square and downtown:

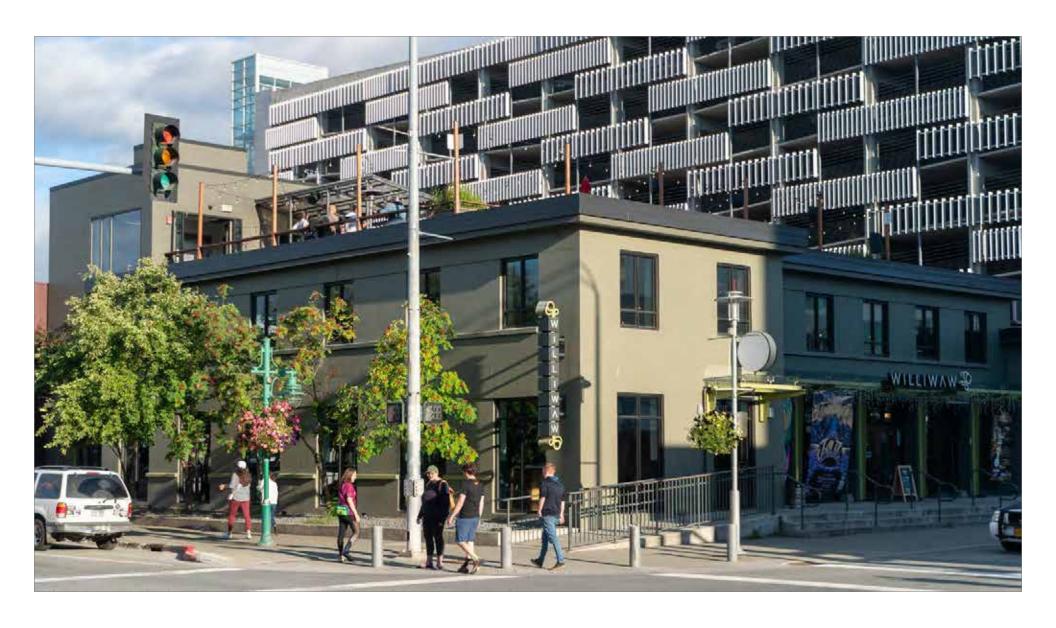
- -\$550,000 per year
- -Five full-time staff

Funding:

- -City: \$50,000
- -BID: \$50,000
- -lce skate rentals: \$130,000
- -Beer garden events: \$120,000
- -Vendor sales: \$100,000
- -Sponsorships: \$160,000
- -Grants, foundation support, misc: \$70,000

\$680,000





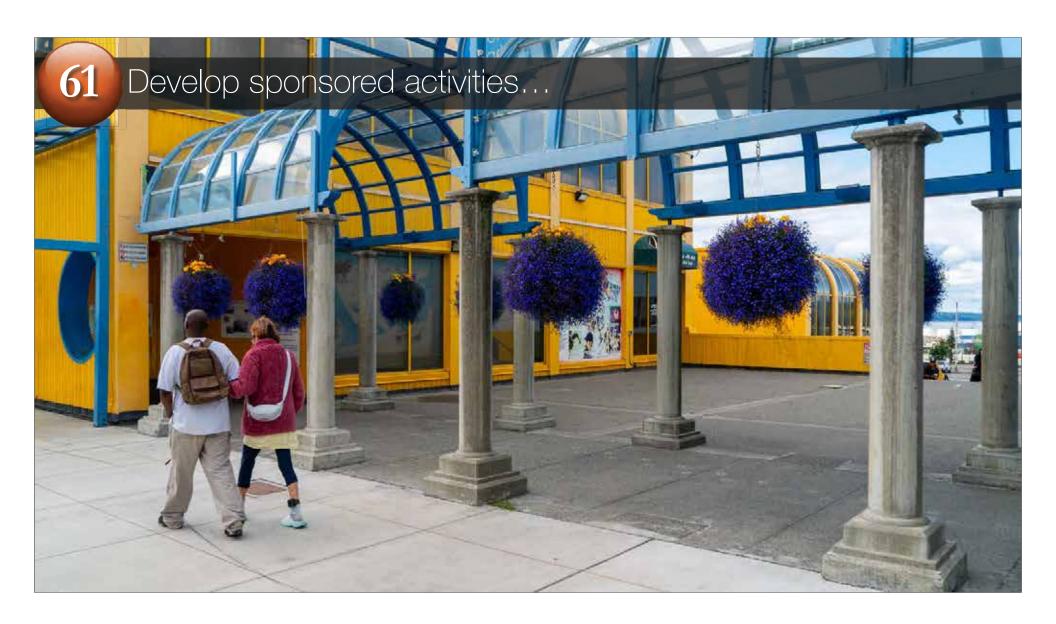












Plaza sponsor menu





Six ECR4Kids 4-to-score giant game set @ \$200 each. Six Giant Jenga sets @ \$70 each.

Total investment: \$1,250





Four MegaChess w/25" tall King @ \$750 each.

Total investment: \$1,800

Option: 37" tall King \$1,100 each.

Total investment: \$3,500





Four Playcraft Extera Outdoor Foosball tables @ \$1,200 each And four Joola Nova Outdoor table tennis tables, paddles, and covers, bag of balls @ \$700 each.

Total investment: \$7,600

Plaza sponsor menu







48 qty. US Games standard hula hoops, 36": \$164

48 qty. Hoop bundle pack 32": \$200

Three racks @ \$190 each: \$570

Total investment: \$950





Six Magis Spun Armchairs @ \$400 each

Total investment: \$2,400







1 harp, 1 Pagoda bells, 1 Melody From Freenotes Harmony Park or Ensemble Collection (5 instruments)

Total investment: \$7,000 to \$20,000





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SCHOOL STAR

CHACH W

Introducing Our NEW Inclusive Mallets

Now available for any instrument by request only

(for a small upcharge)







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Counteast Predu Catalog



Download CAlldetails Files



World Map Of Installed Instruments



Guide to Creating







Plaza sponsor menu







8 qty. 10'x10' Ez Pop-up Canopy Tent with removable end side walls, roller bag, four sand bags with each: \$290 each

Total investment: \$2,500





Park In A Cart Portable Skatepark w/cart **Total investment: \$4,500 or \$9,000 for two**







4 quantity Driveway Games all-weather corn hole set: \$120 each **Total investment: \$500**

Plaza sponsor menu







8 qty. Tacklife Gas Fire Table, 28", 50,000 BTU Auto-ignition, propane tank, one fill: \$220 each **Total investment: \$1,800**







3 qty. (1 for parts) Zume Games portable badminton set w/freestanding base: \$40 Extra rackets, shuttlecocks

Total investment: \$150





1 Stamina outdoor fitness multi-station: \$240 3 qty. Stamina outdoor fitness striders: \$440

Total investment: \$1,600

Plaza sponsor menu







200 qty. Value Series gray rattan indoor-outdoor stack chairs @ \$26 each: \$5,200

50 qty. Round Coral steel patio table 32.5" @ \$60 ea: \$3,000

50 qty. Jordan Mfg. 9' Market umbrella @ \$52 ea: \$2,600

Total investment: \$10,800





4 qty. MegaChess Giant Checkers Set - 10" @ \$200

This uses the same mats as the chess sets.

Four separate mats @ \$65 each.

Total investment: \$1,060





4 full Imagination Playground 105-piece sets \$4,975 ea.

4 storage carts @ \$1,200 ea.

Total investment: \$24,700

Approximate cost:

6 4-to-score, 6 giant Jenga sets, 4 MegaChess sets, 4 MegaCheckers sets, 4 foosball tables, 4 ping pong tables, 96 hula hoops, 6 Spun Chairs, 5 musical instruments, 8 vendor tents, 2 portable skatepark kits, 4 corn hole sets, 8 fire pits, 3 badminton sets, 4 exercise machines, 4 105-piece Imagination Playground sets, 4 storage bins, 50 tables, 50 umbrellas, 200 stackable chairs.

Consider:

For **everything** shown here: \$76,110

Sponsor sandwich boards or plaques: \$2,000

Adding it all up: the hard one-time costs

- Cleaning up the location
- The plaza surface
- Power and water
- Trash receptacles
- Barrier planters
- Public restrooms
- Stage or performance platform
- Lighting
- Security cameras
- Activities

- \$3,000
- \$10,000 (largely self-funded)
- \$7,000 (added \$2,000 for water)
- \$2,000
- \$8,000
- \$65,000* (portable trailer purchase)
- \$12,000
- \$800
- \$3,500
- \$76,110
- \$187,410

Comparison

One varsity softball field:

Mobilization & mgmt.

Layout

Earthwork & drainage

Water, subgrade, final grade, turf

\$30,000 Dougouts

Fencing \$28,000

Bleachers (600 seats) Φ 04 Δ 000

Pre-fab press box

Storage bldg., batting cages

Cost:

\$77,500

\$7,000

\$82,000

\$190,000

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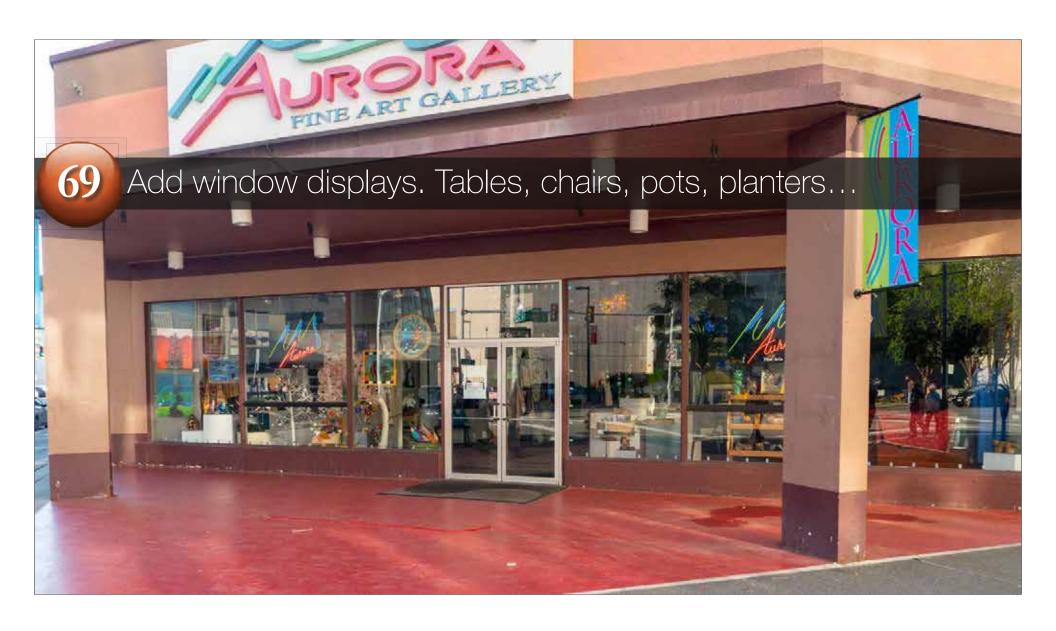
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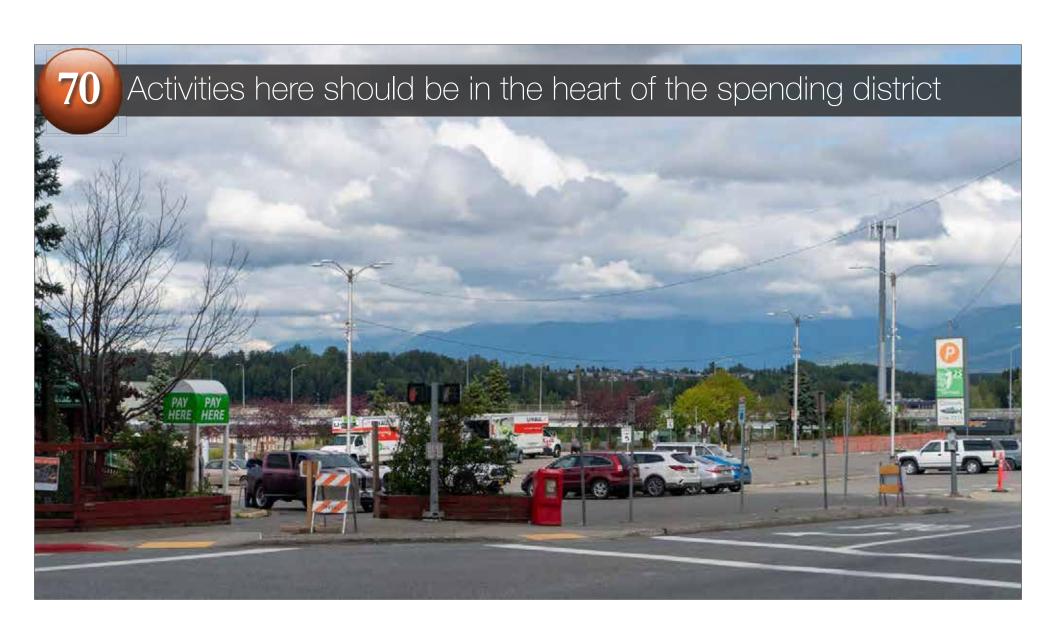
Does not include:

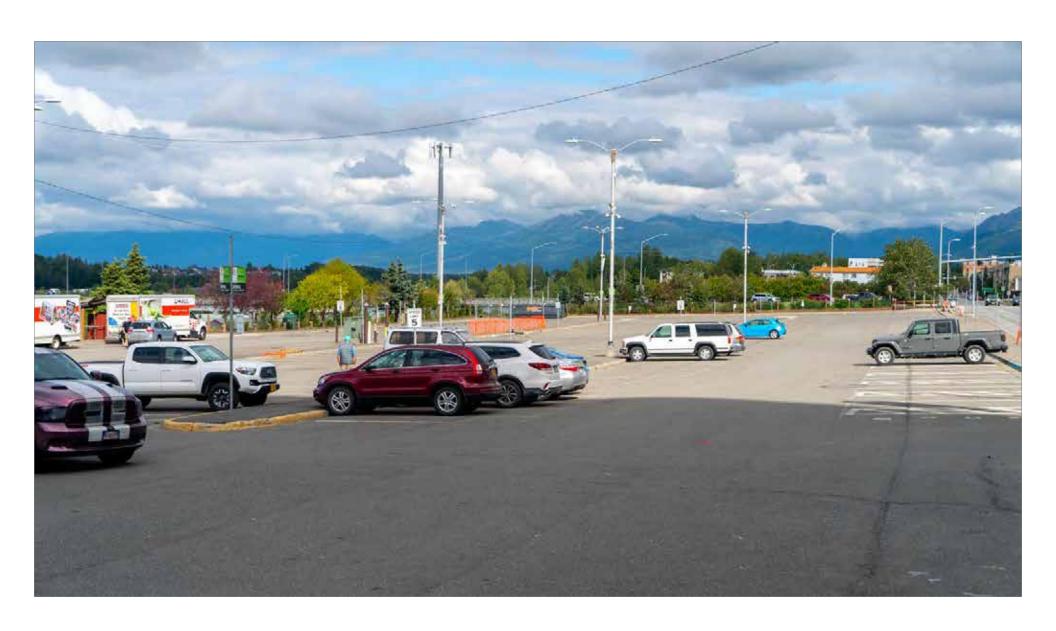
- Scoreboard
- Field lighting
- Parking (\$243,000)
- Restrooms
- Concessions
- Sidewalks
- Contingency (8%).

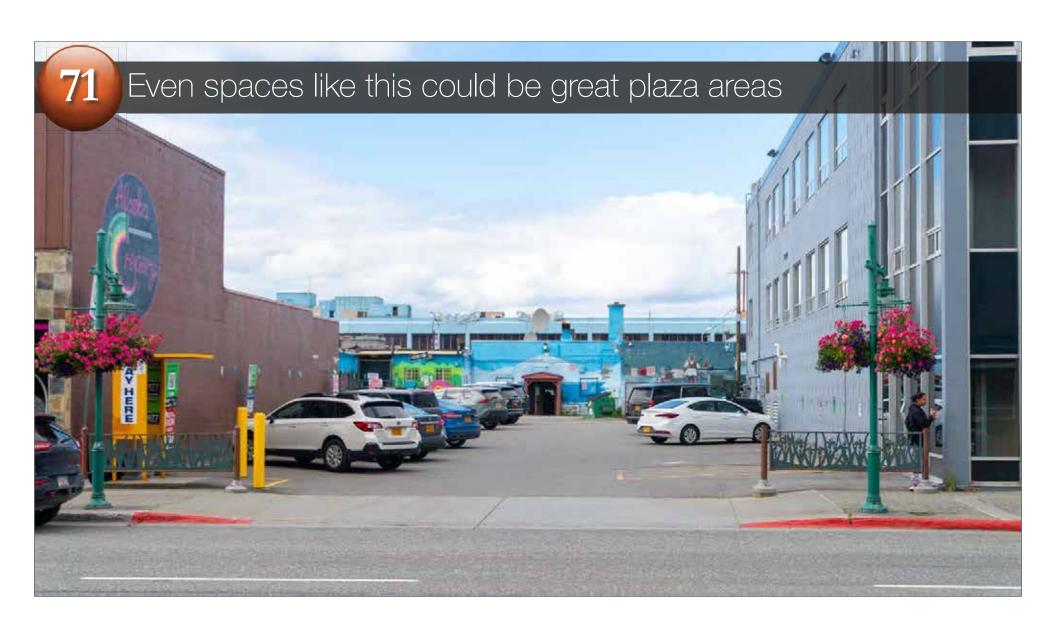
\$414,500

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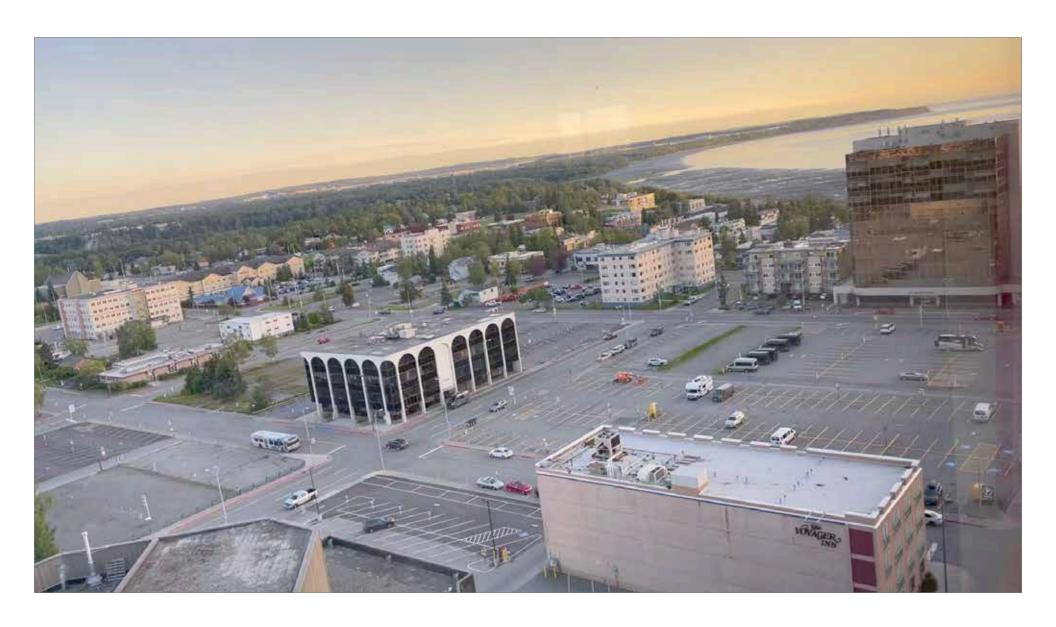






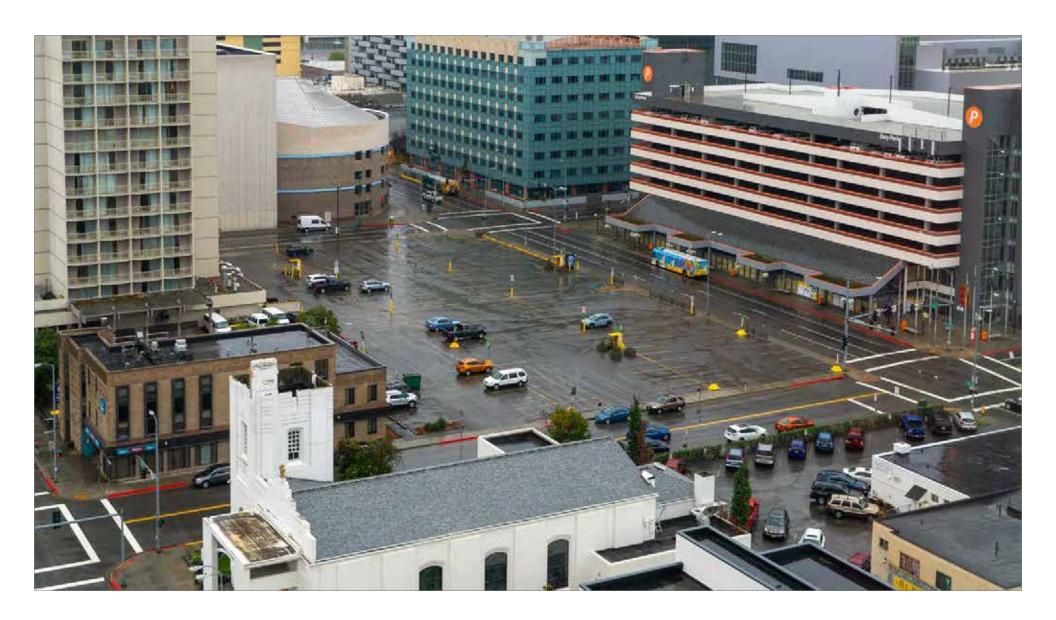


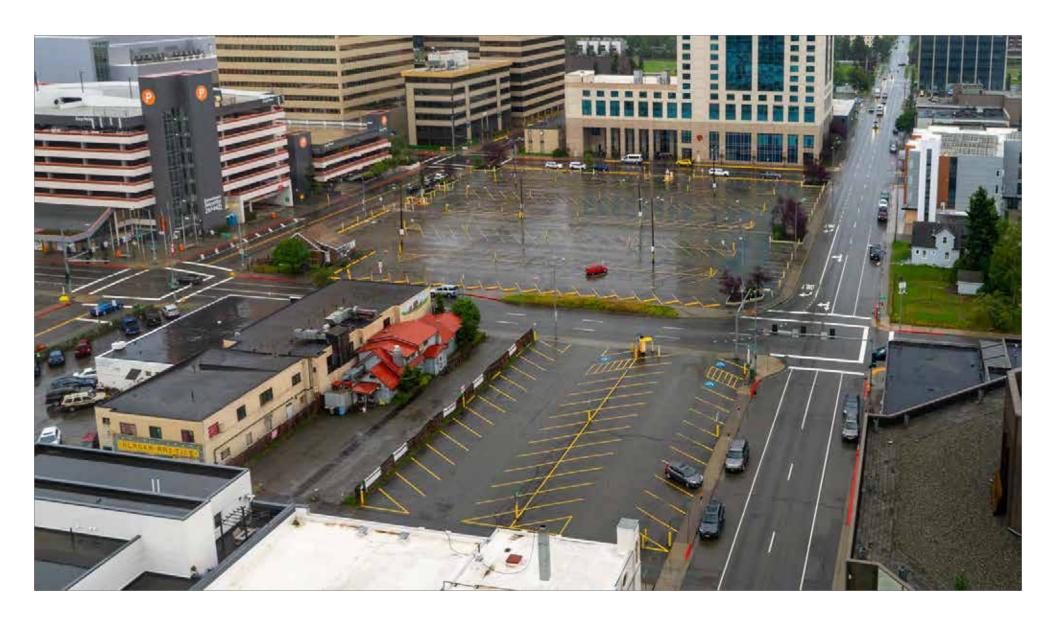
INITIATIVE #8: DOWNTOWN: PARKING LOT INFILL

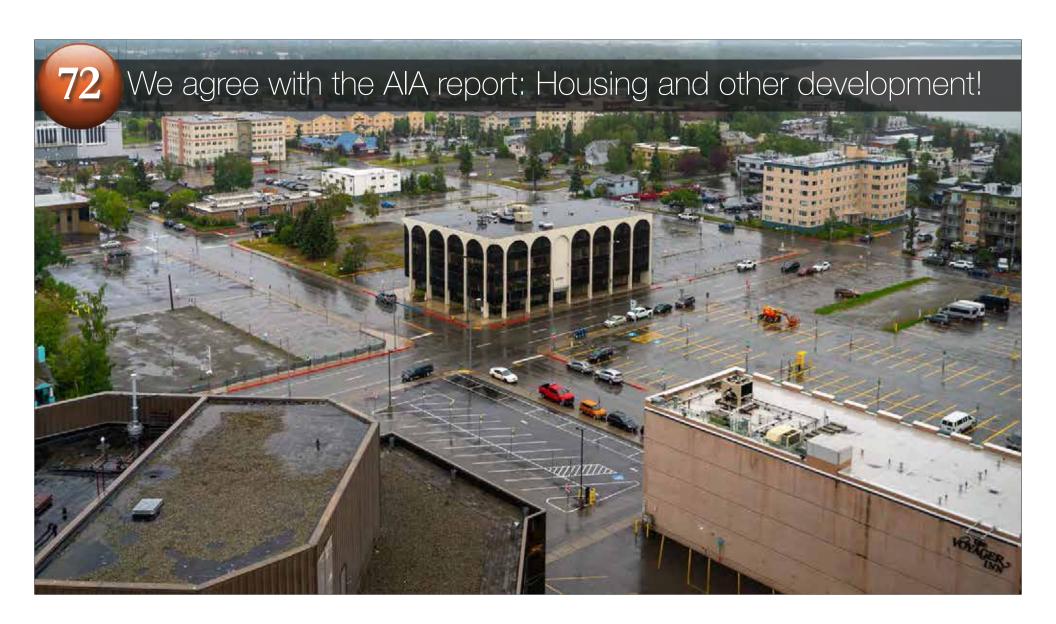








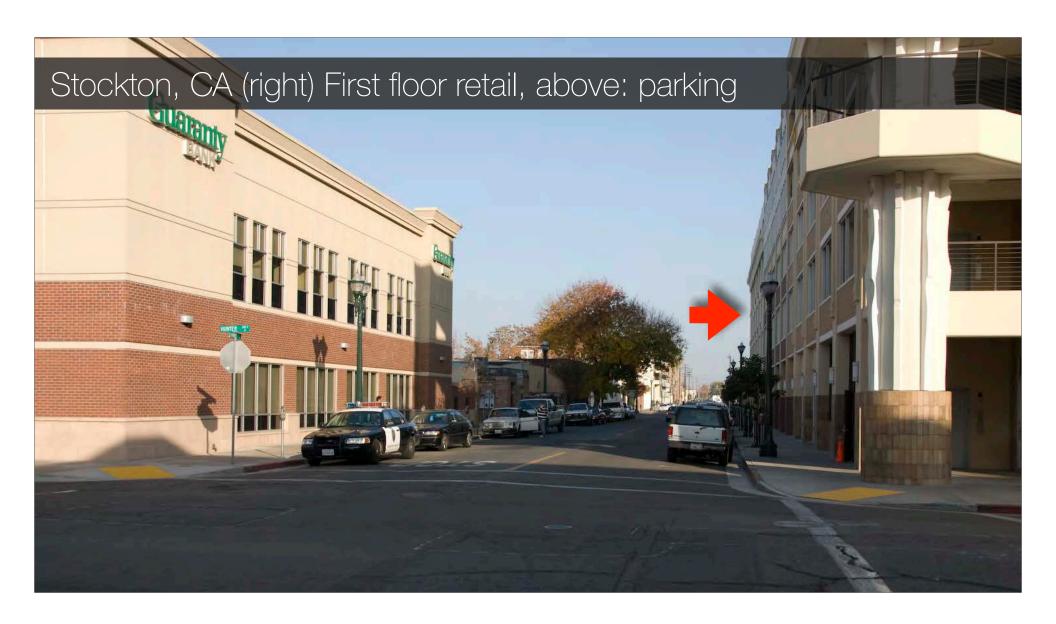


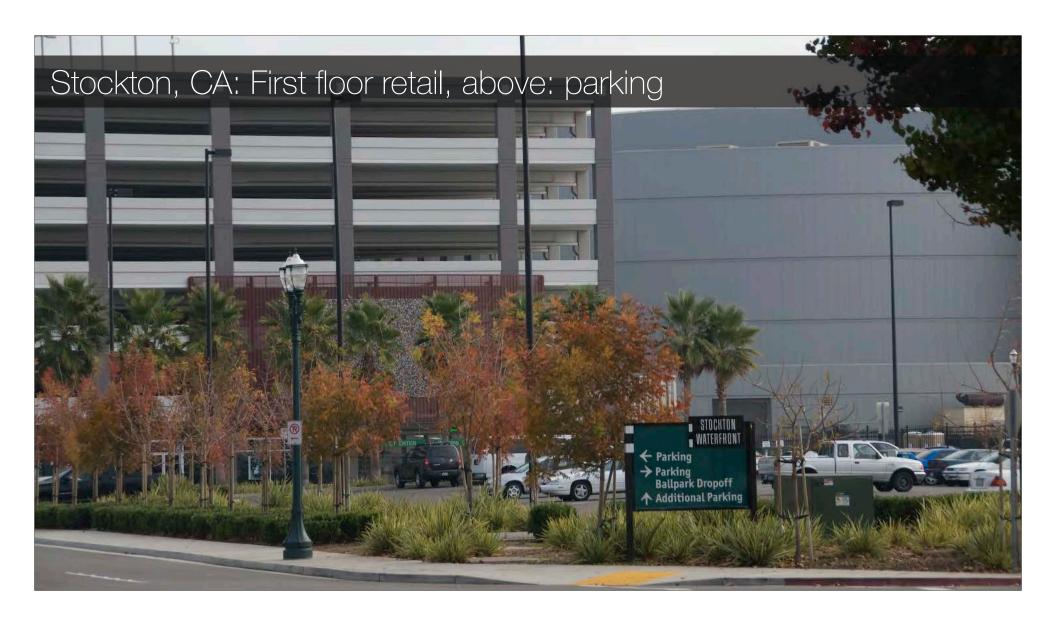


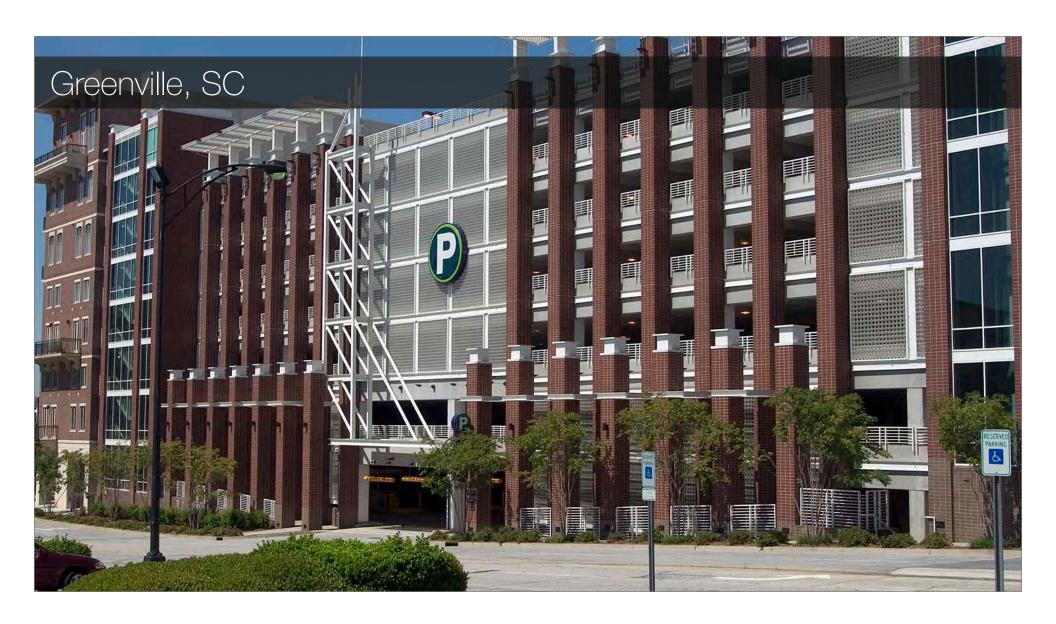
By the way...

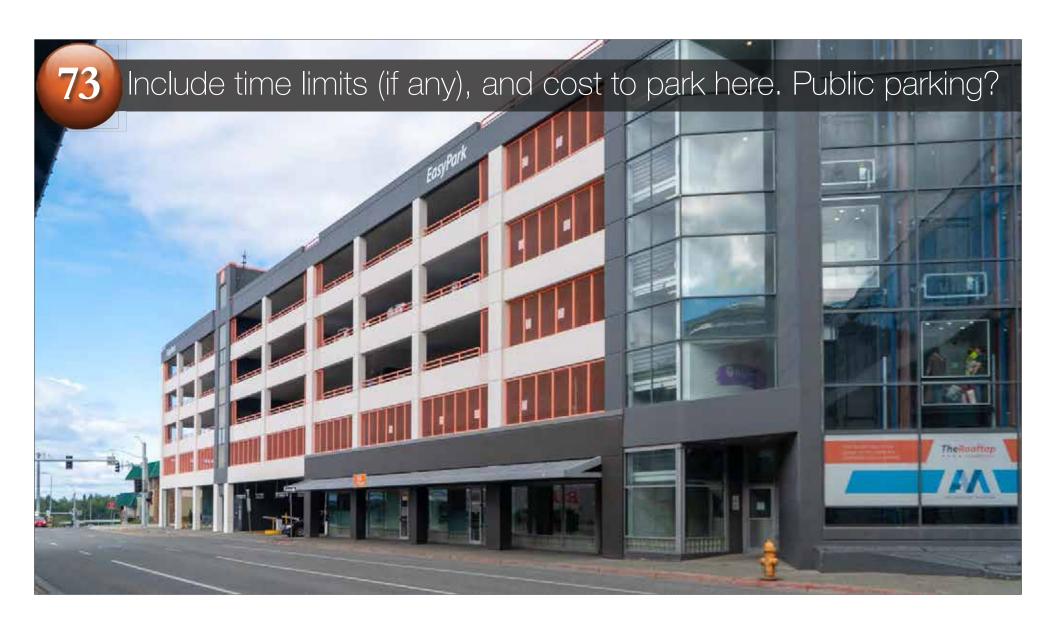
The days of X amount of parking for X square feet of retail, office, housing, etc. ended 30 years ago.

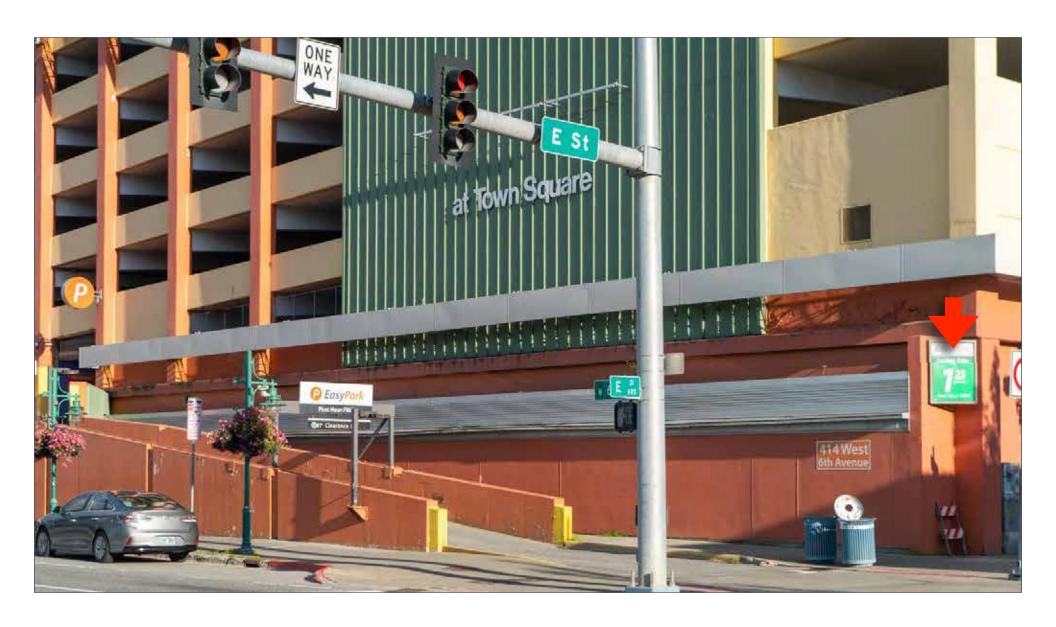
We are in the age of shared parking solutions.

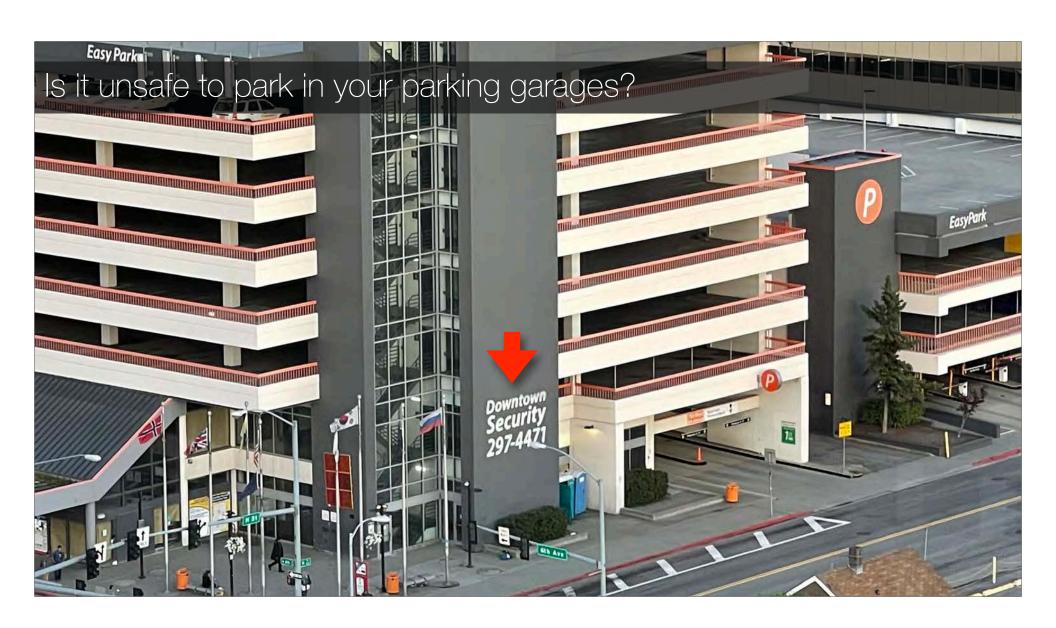










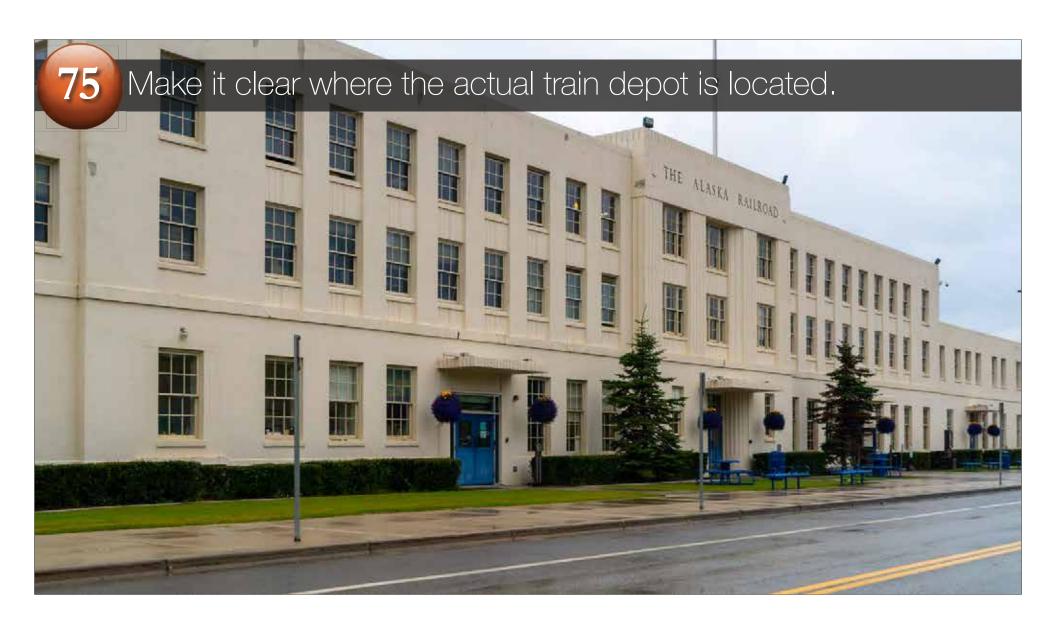


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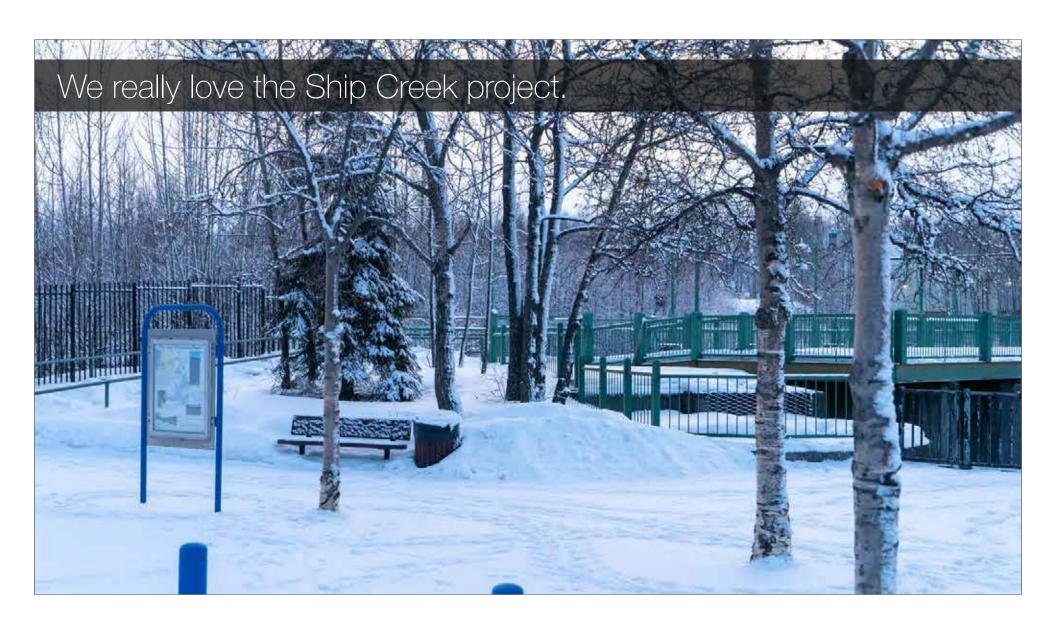




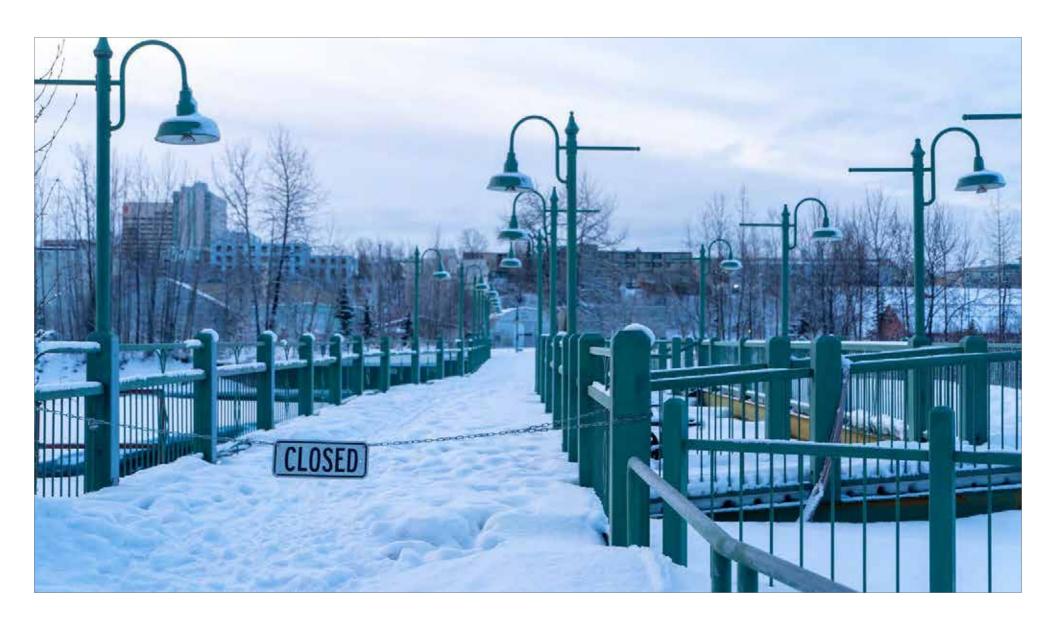


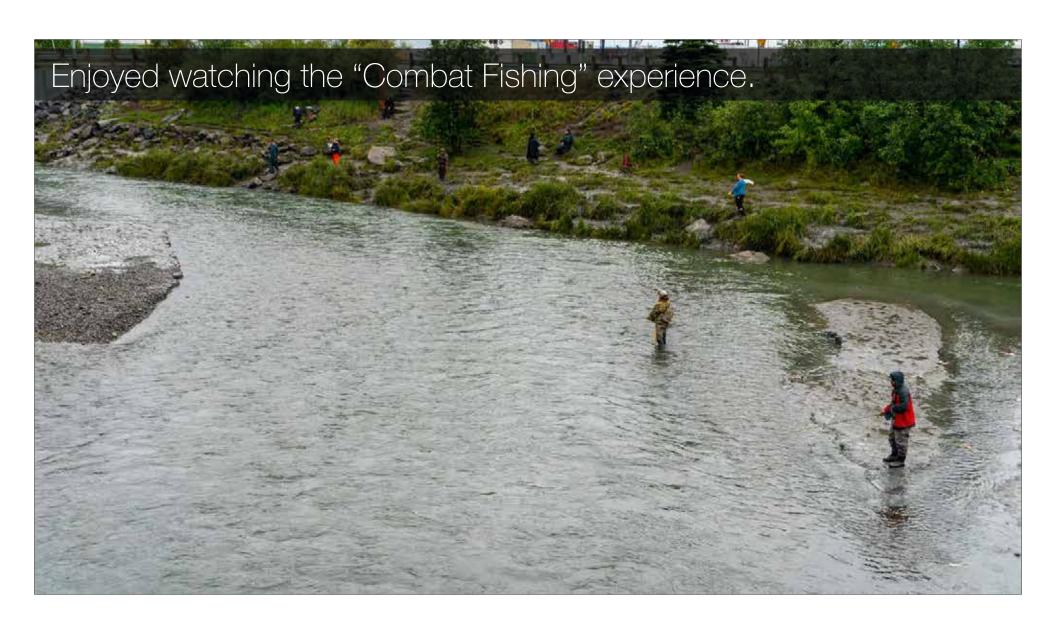










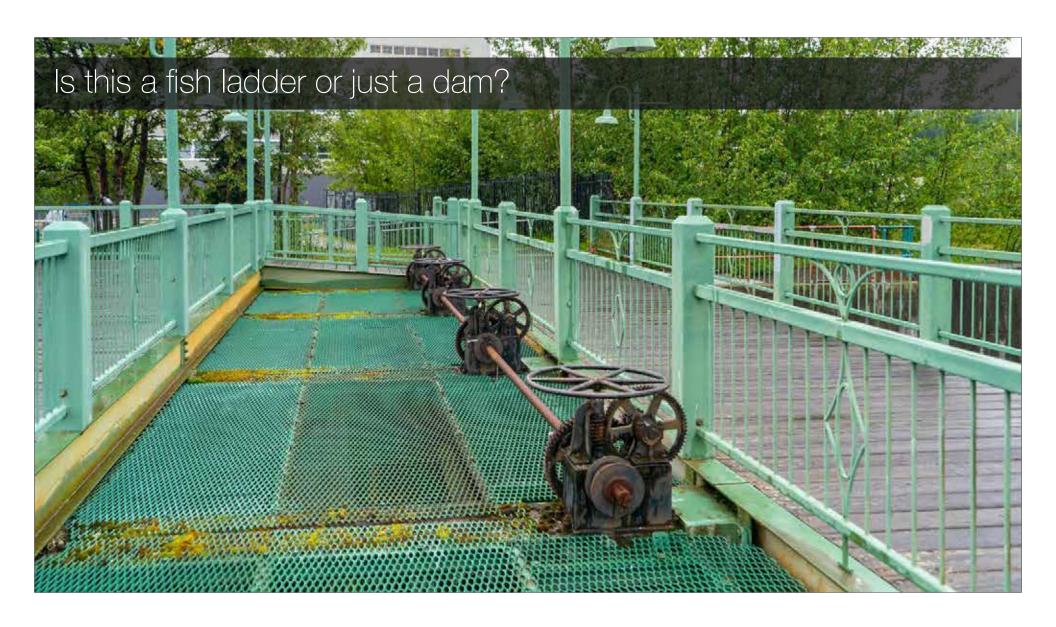












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Where do you go from here?

Create a "Destination Anchorage Team"

Go through these suggestions and turn many, most or all into recommendations!

This effort is 100% about making something happen!

PEOPLE DO MOT wat happen

The order, by initiative

- 1. Invite us back: Readerboards at the VIC, Town Square Park
- 2. Blade sign program downtown | Buying co-op
- 3. Facade-side beautification | retail signage | benches
- Parking lot infill (private-sector development)
- 5. One-way streets back to two-way streets
- 6. Wayfinding: Vehicular | Pedestrian | On-trail, trail heads
- 7. District identification
- 8. Activate downtown (Programming!)

Timelines: 2022

- 1. Invite us back: Readerboards at the VIC, Town Square Park
- 2. Blade sign program downtown | Buying co-op
- 3. Facade-side beautification | retail signage | benches

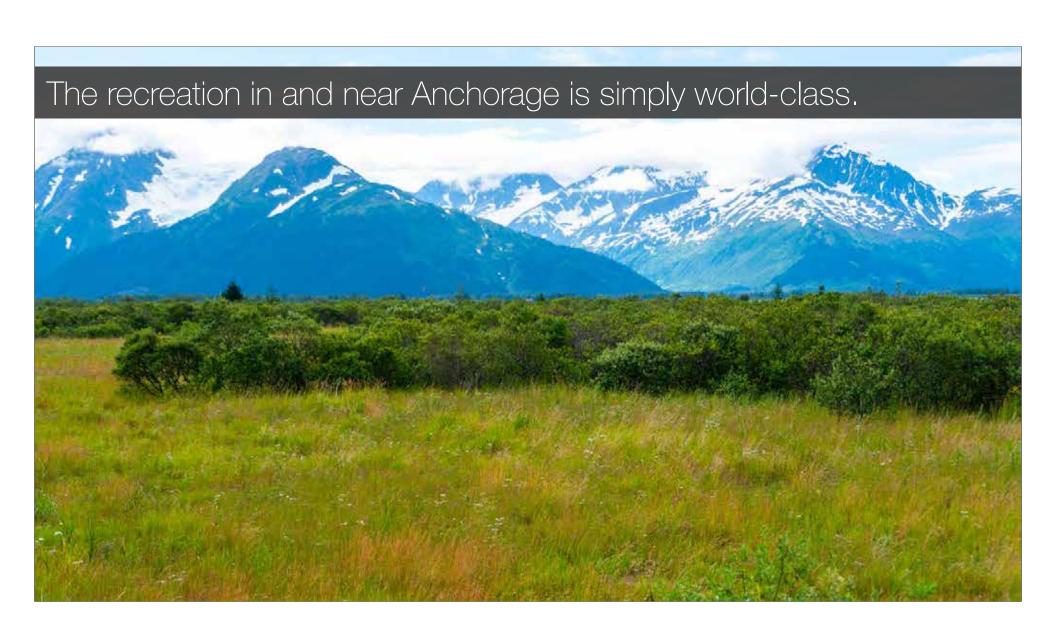
Timelines: 2023

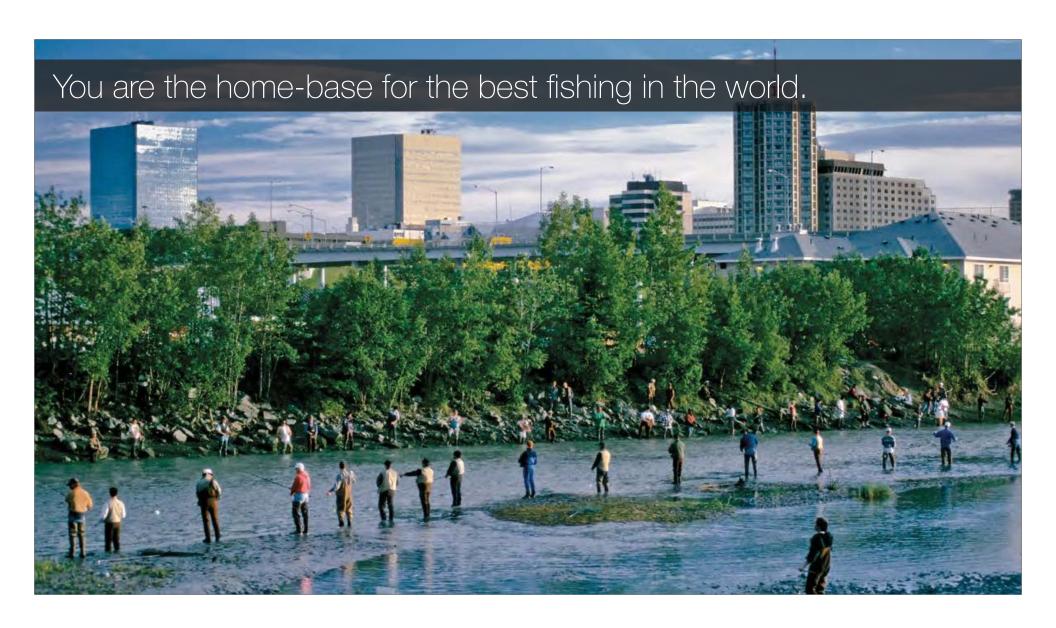
- 1. One-way streets back to two-way streets
- 2. Wayfinding: Vehicular | Pedestrian | On-trail, trail heads
- 3. District identification
- 4. Downtown Programming

Timelines: Ongoing

- 1. Parking lot infill (private-sector development)
- 2. Downtown Programming

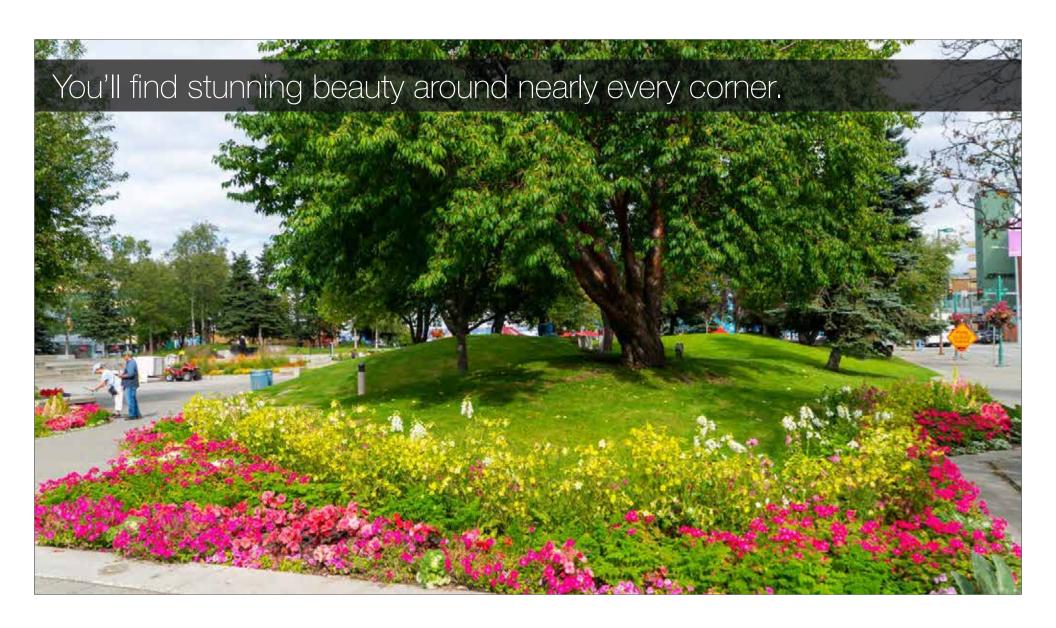


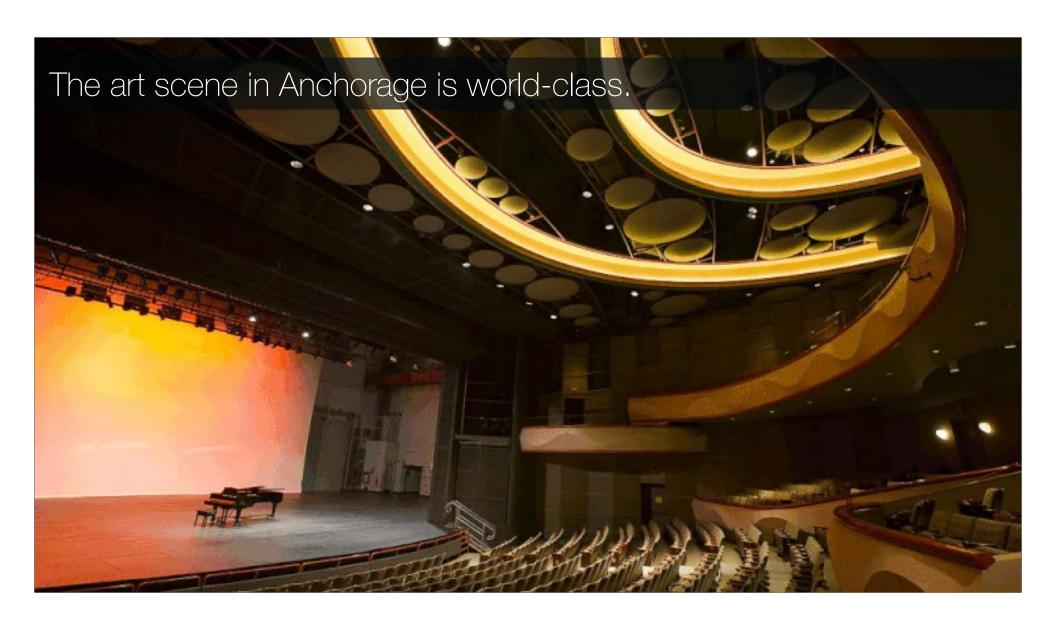








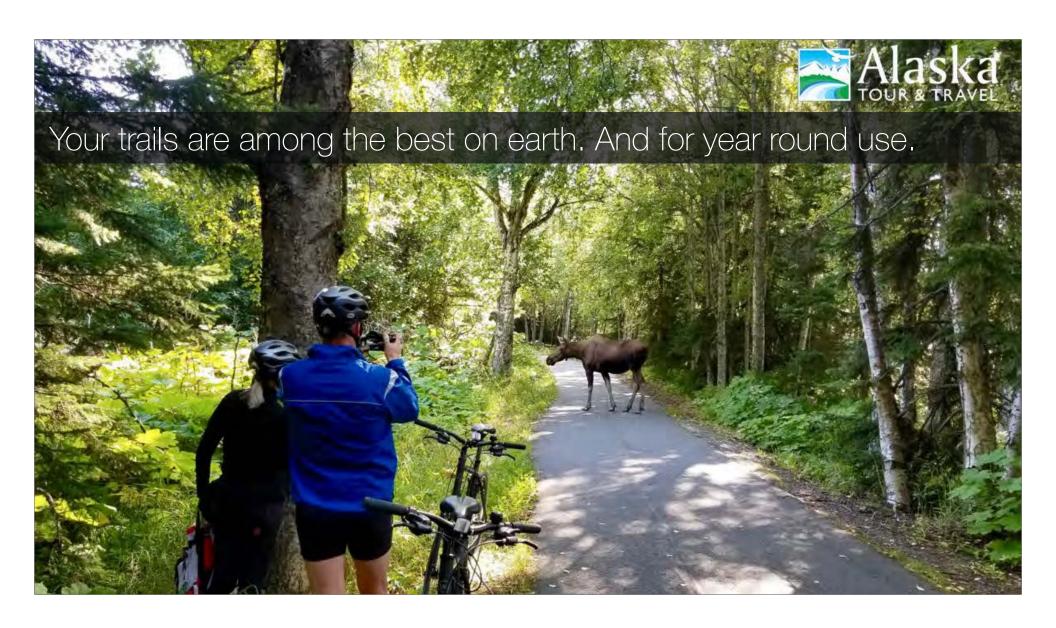




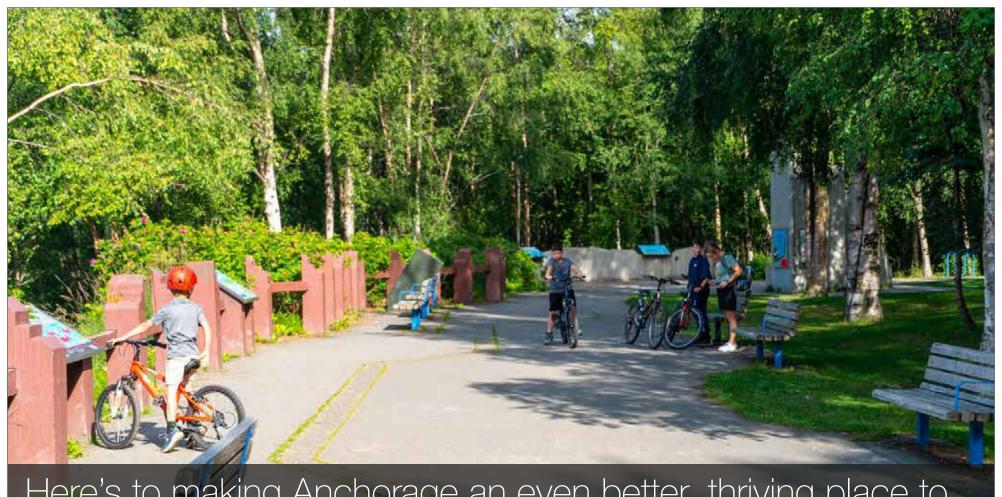












Here's to making Anchorage an even better, thriving place to live, work, invest in, and visit!