

# Strategic Plan to Guide Alcohol Tax Revenue

Presentation to the Anchorage Equity  
Committee

March 28, 2024



# Anchorage Alcohol Tax



# Alcohol Tax Spending

The law requires spending go to three areas:



Funding for police, related criminal justice personnel, and first responders  
(**public safety**)



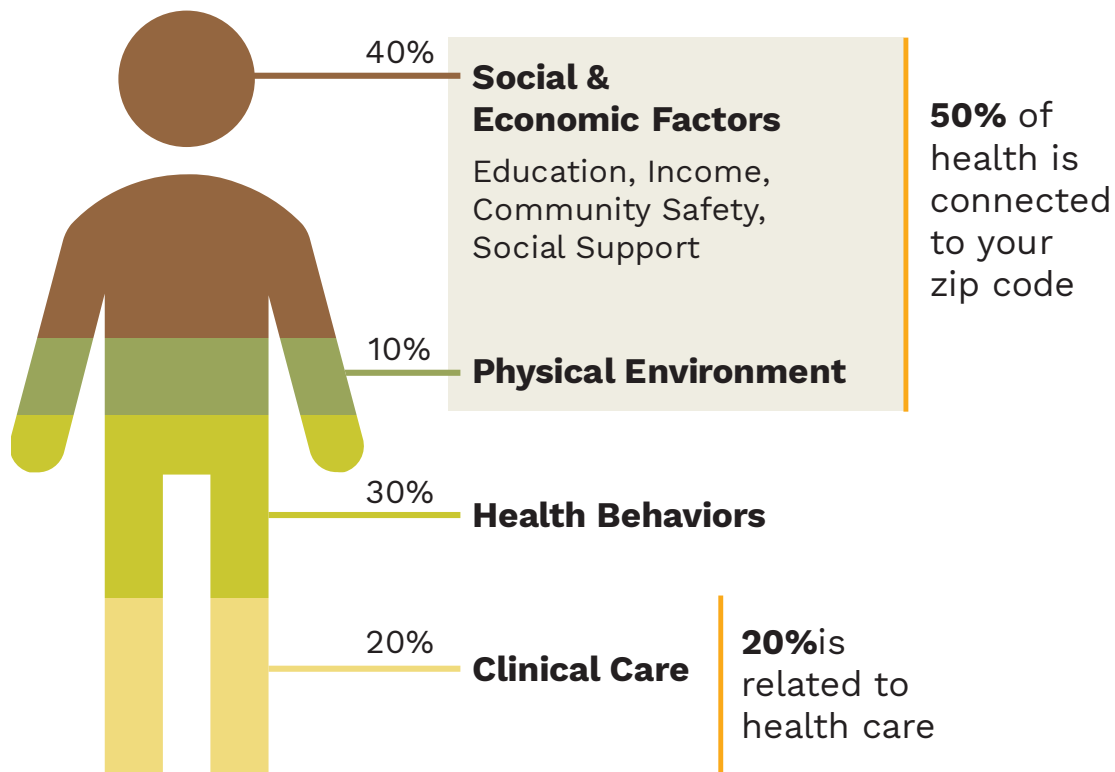
Funding to combat and address **child abuse, sexual assault, and domestic violence**



Funding for **substance misuse treatment**, prevention programs, detoxification or long-term **addiction recovery facilities, mental and behavioral health programs**, and resources to prevent and address Anchorage's **homelessness** crisis

# Find Solutions & Prevent Problems

- **We need to get upstream of the issues we're facing.**
- The issues identified as priorities represent the downstream effects of trauma, poverty, and other large-scale issues.
- We cannot “solve” them by just managing the problems, we must invest in preventing them.





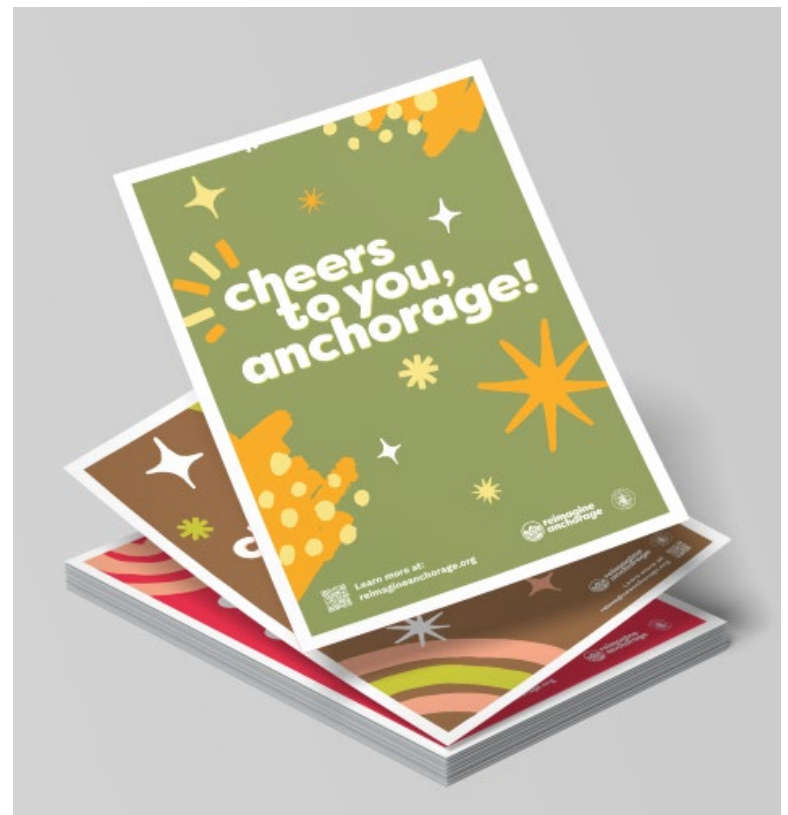


**New investments from the alcohol tax are already making a difference.**

Thanks to the alcohol tax, we are making major progress on our current crises *and* making significant new investments in healthy families.

# Alcohol Tax Outreach

[www.reimagineanchorage.org](http://www.reimagineanchorage.org)



# Moving Forward: A Strategic Plan

- Serve as guiding document for each year's Alcohol Tax funding allocations.
- Ensure community input, transparency, and efficient use of the funds.
- Guide current and future policymakers to achieve longer-term goals and shift more funding upstream as immediate issues are addressed.



# Planning Process





# Draft Plan Framework

## WHAT'S INCLUDED IN THE ALCOHOL TAX STRATEGIC PLAN?

- **Vision, Mission, and Values**
- **Impact Goals:** the measurable results from Alcohol Tax investments. These goals guide investments to get the results residents are looking for.
- **Accountability Goals:** the way Alcohol Tax funds are accessed, distributed, tracked, and reported to make Alcohol Tax investments more transparent, provide guidelines for funding decisions, and ensure accountability.

# Vision + Mission

## ALCOHOL TAX STRATEGIC PLAN

### Vision

Safety and wellbeing for all in Anchorage.

### Mission

Investments from the voter-approved Alcohol Tax will make measurable improvements in preventing and addressing the related issues of:



Improving public safety



Preventing child abuse, sexual assault, and domestic violence



Treating substance misuse, promoting mental health, and preventing homelessness

# Values

## ALCOHOL TAX STRATEGIC PLAN

### **We value connection.**

- We understand that social connection among family, friends, and neighbors is necessary to create safety and wellbeing for all in Anchorage.

### **We do what we know works.**

- We use a variety of evidence, including numerical data, best practices, and lived experience, to determine how funds are invested.

### **We measure what we do.**

- We set goals and track our progress toward them, to demonstrate results.

### **We listen and respond to all communities.**

- We listen to residents from all parts of Anchorage and make investments that respond to community priorities and build on strengths.

### **We understand that meeting basic needs is the first step.**

- We know that ensuring all residents have safe housing, adequate food, access to health care, and quality education and employment is fundamental.

### **We try new things.**

- We are open to innovation and testing new approaches.

### **We make government accessible.**

- We make it easier to see how funds are spent, to access funds, and see their impact.

### **We think long term.**

- We know big problems won't be solved in one day or even one year. We prioritize prevention and long-term well-being and we invest in making a better future.

# Impact Goals

## ALCOHOL TAX STRATEGIC PLAN

### GOALS

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#### **Community Connections**

People in Anchorage have healthy connections to family, friends, neighbors, and their community

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#### **Economic Stability**

Households in Anchorage have access to steady income that supports a basic quality of life

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#### **Education**

Every child in Anchorage has access to quality early childhood, pre-K, K-12, and post-secondary education

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#### **Health Care & Supports**

Everyone in Anchorage has access to affordable health care, including behavioral health care

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#### **Housing**

Everyone in Anchorage has access to safe, affordable housing

# Accountability Goals

## ALCOHOL TAX STRATEGIC PLAN

To ensure transparency and accountability

- **Make the process to allocate funds accessible**
- **Allocate Alcohol Tax funds efficiently and effectively**
- **Report back to the public and build accountability**



# We want to hear from you!

- Do the vision and mission statements express what you hope these funds can help achieve in Anchorage?
- Do these values express how you hope these funds will be spent? Are any important values missing?
- After reviewing the goals, was there anything you felt was missing? Were there any that you particularly liked or disliked?
- What other thoughts or reactions would you like to share? What questions do you have?

Please scan this  
code to give your  
input through an  
online survey.



<https://www.surveymonkey.com/r/MOAAIcTaxStratPlanFeedback>

thank you

