

ASSEMBLY MEMBER **GEORGE MARTINEZ**

# Penny for Progress

**Strategic Investment Plan for Anchorage**



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# ANCHORAGE AT A CROSSROADS

We face a pivotal choice:

- . Invest in essential public systems
- . Or continue a cycle of deferred maintenance, decaying infrastructure and stagnant workforce housing.

**! We must act. No one is coming to save us. It's time for a new way to invest in ourselves.**

# INTRODUCING PENNY FOR PROGRESS

A simple, transparent, and permanent 1% sales tax—  
anchored by the Anchorage Economic Development  
Framework AR 2025-159:



**Truth** – Clear, factual economic realities



**Stackable ROI** – Measurable, layered returns



**Preemptive Resiliency** – Invest now or pay more later



**Equity** – Broad contribution, broad benefit

# WHAT PENNY FOR PROGRESS DOES

- ✓ Flat 1% sales tax
- ✓ Permanent Voter Approved (standalone—not subject to political cycles)
- ✓ No cap per transaction
- ✓ Only state-mandated exemptions
- ✓ At least 30% revenue expected from visitors & non-residents

# FEDERAL & STATE MANDATED EXEMPTIONS EXPLAINED

Penny for Progress means **we're all in it together**. The few exemptions are those mandated by the federal and state governments, including:

 Tax-Exempt Government Purchases

 Purchases for Space Facilities

 Purchases made with Food Stamps

 Purchases through the Alaska Life and Health Insurance Guaranty Association

 Buying Refined Fuel

 Transfer of Real Estate

# HOW THE REVENUE IS USED



## INFRASTRUCTURE INVESTMENT FUND

Roads, sidewalks, snow systems, utilities - Measurable ROI & public visibility



## WORKFORCE HOUSING TRUST





Infrastructure support to unlock new housing - Aligned with the 10,000 Homes in 10 Years



## BEHAVIORAL HEALTH STABILIZATION

Beyond crisis response, supportive facilities - Reduces long-term emergency service costs

# BUILT FOR ACCOUNTABILITY

-  **Annual Reporting to the public with 5 year program review**
-  **Citizen Oversight Committee**
-  **Public Dashboard for tracking every dollar**
-  **Amendment Pathway for future proposals—but only with voter approval**





## WHY NOW? THE TRUTH

- Federal/state support is shrinking
- Grants are competitive, unreliable
- Infrastructure liabilities are growing
- Relying only on property tax is **unsustainable**

 **We can't run a first-class city on old revenue models that didn't pay for the cost of the liabilities that we've inherited today.**



# STACKABLE ROI FOR A STRONGER CITY

-  Invest a penny, gain a future
-  New infrastructure enables housing, business, and tourism
-  Each dollar works across sectors—housing, health, economy
-  Unlock matching dollars from grants and partners

# PREEMPTIVE RESILIENCY





☁ Every snow berm, every pothole we delay costs more later

🏠 Deferred maintenance = exponential cost

🏗 The longer we wait, the more expensive it gets

✓ **Penny for Progress gets ahead of some of our current problems**

# EQUITY & SHARED CONTRIBUTION

-  Everyone contributes—including visitors
-  Businesses benefit from improved infrastructure
-  Neighborhoods benefit from visible upgrades
-  No carve-outs or loopholes for special interests


# WHAT PENNY FOR PROGRESS IS NOT

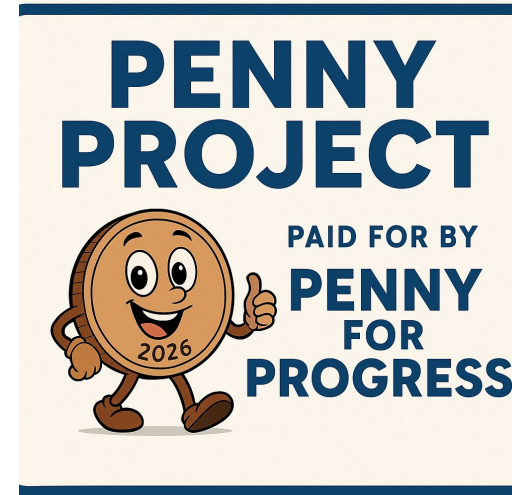
- ✗ It's not a gimmick
- ✗ It's not temporary
- ✗ It's not just for downtown
- ✗ It's not an open-ended promise
- ✗ It is not a tax cut for the wealthy at the expense of low-income and working families
- ✓ **It is a targeted, trackable, trust-based investment strategy**
- ✓ **It anchors local jobs and keeps revenue local and working**
- ✓ **It reduces the pressure on property owners**

# LET'S BUILD ANCHORAGE TOGETHER

**In 5 years, Anchorage can become:**

- The most walkable, connected northern city
- A hub of safe, resilient infrastructure
- A place where working families thrive and can afford to live
- A community that invests in itself

 **Let's fix what we have and move forward—one penny at a time.**



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