

Anchorage Municipality (Metro)
Recovery Plan

Local Fiscal Recovery Funds
2021 Report

GENERAL OVERVIEW (1)

To respond to the public health emergency with respect to Coronavirus and its impacts, the Municipality has taken a proactive approach to provide tools and resources to communities, residents, and businesses. In the initial process, the Anchorage Assembly and Administration worked to identify the harmful effect of COVID-19. These entities spent two months to identify the needs of Anchorage residents and businesses; convened meetings and townhalls with members of the public, businesses, nonprofits, and social service groups; conducted two separate day-long meetings on March 19th and March 26th to develop the framework, guiding principles, and proposed relief measures in the resolution for ARPA use of funds.

Uses of Funds (2)

[Link to Assembly AR Resolution appropriating funds for American Rescue Plan Act local funds:](https://www.muni.org/Departments/Assembly/Documents/AR%202021-167%28S%29%2c%20As%20Amended.pdf)

<https://www.muni.org/Departments/Assembly/Documents/AR%202021-167%28S%29%2c%20As%20Amended.pdf>

a. Public Health (EC 1) There are no allocated funds to EC 1.

b. Negative Economic Impacts (EC 2)

Summary: The negative impacts to COVID-19 pandemic not only affected the local economy but also services and resources to our community. The funds used in this category addresses how our Metro allocations were spent to assist these areas in need

Small Businesses: For this category, the municipality awarded funds to various organization who could best assist small business recovery. This included:

- Small Business COVID-19 Stabilization Grants
- Tourism business relief grants
- Websites for accessible job searching assistance
- Community outreach for small businesses that provided tools/resources for government services

****We would also like to note due to metro mandatory shutdown measures placed on businesses and local communities, relief/economic stabilizations funds were awarded to many local nonprofits to assist with employment and service recoveries who showed lost revenues due to the COVID-19 pandemic.***

c. Services to Disproportionately Impacted Communities (EC 3)

Prior to the COVID-19 pandemic, our metro has had many challenges with providing tools and resources for our venerable homelessness community. With the ARPA relief funds, the Anchorage Assembly was able to work with key community non-profits and activists to expand and fund housing assistance.

Housing Assistance: Part of the funding in this category was used to hire housing intensive case managers to help people transition out of homelessness especially those who did not qualify for the federal rental relief.

Data System: Funds were used to expand a data system that will track and analyze performance measures. There's also a component that will Track success and challenges and report monthly to the Anchorage Assembly Committee on Housing and Homelessness on barriers and progress.

d. Premium Pay (EC 4) There are no allocated funds to EC 4.

e. Water, sewer, and broadband infrastructure (EC 5) There were no allocated funds to EC5.

f. Revenue Replacement EC 6)

Recovery: Because there was an existing infrastructure organization within the municipality to assist with economic recovery, funds were allocated to connect unemployed workers with job opportunities. Proposals included a comprehensive job search tool that would benefit both the employer and the future employee.

Government Services:

During the COVID-19 pandemic many government departments saw an increase in their expenses in order to provide services to their employees. There was also a decrease in revenue to due mandatory shutdown which caused many user fees that government relies on to be waived and/or postponed to a later date.

For many of the local government entities, the grant relief focuses on the following economic harm:

- Covering payroll
- Mortgages or rent for buildings
- Operating costs
- Providing sick leave resources to employees

Misc.: Other grant funding was used for improving direct services to citizens. These government services included road infrastructure, increasing public safety measures, environmental revitalization, and other local government improvements.

Promoting equitable outcomes (3)

Goals: Provide tools and resources to these various underserved communities:

- Youth 18-24 who have been displaced from their homes or traditional care due to the COVID-19 pandemic.
- Homeless: Those who do not have the same tools/resources most individuals have access to due to financial barriers
- BIPOC community resources: services in the area of economic recovery, education, and community action.

Awareness: See community engagement

Access and Distribution:

Outcomes: The Anchorage Assembly specifically worked with community leaders who knew the best way to provide tools/ resources to those most in need. Grant programs included outreach and communications to a variety of disadvantaged groups. These relief programs ensured equity by using marketing and communication tools to reach all communities.

Community Engagement (4)

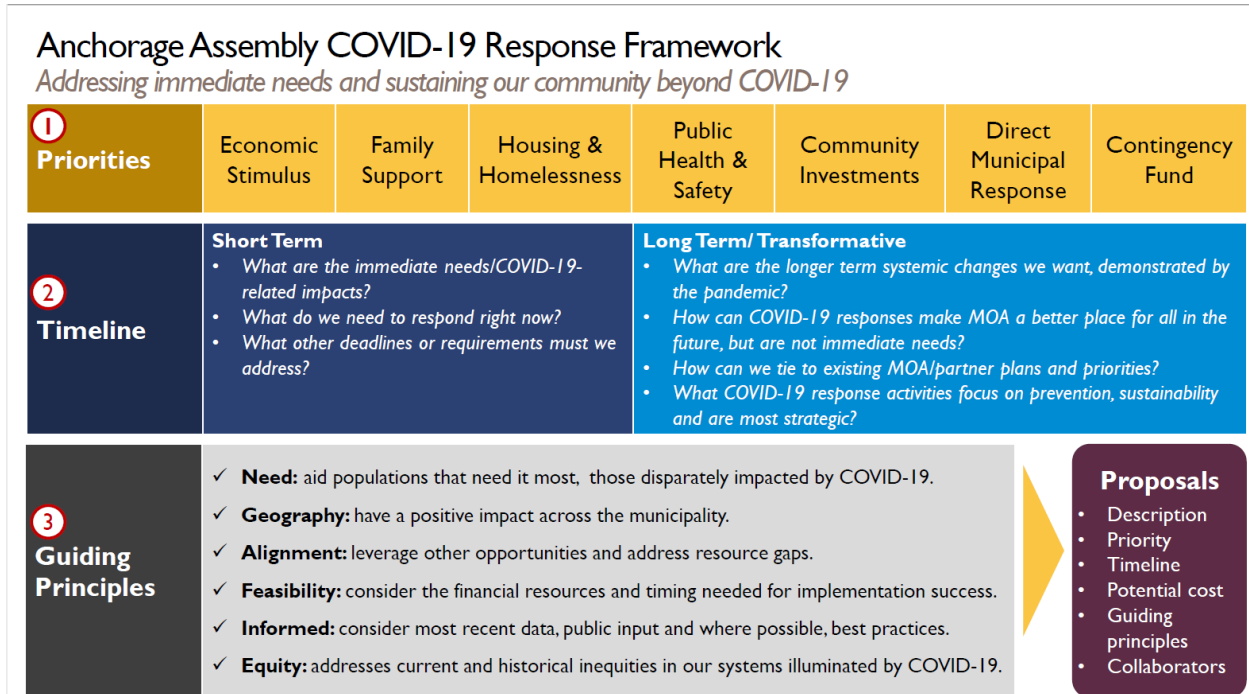
When engaging with the community to discuss ARPA grants the following outreach took place:

- Four work sessions hosted by the Anchorage Assembly. The accessibility was both in person and virtual. All work session allowed for the public to speak both in person and by submitting written comment. All work session were then posted online for the public to view. See below:
 - Work session #4: <https://www.youtube.com/watch?v=mxPUhfn8Wlc>
 - Work Session/Townhall #3: <https://www.youtube.com/watch?v=ok7HXaJMbcY>
 - Work session/Townhall #2: <https://www.youtube.com/watch?v=RO5mm4gYY-s>
 - Work Session#1: <https://www.youtube.com/watch?v=i38ZifpSG-l>

Social Media outreach:

- Work session/Townhall via Facebook:
<https://www.facebook.com/events/272775177897046/>

The following image illustrates the Anchorage Assembly COVID-19 Response framework. (3 & 4)



Labor Practices (5)

At this point no infrastructure projects have been submitted and therefore no Labor Practices have been established.

Table of Expenses by Expenditure Category (7)

Category		Cumulative expenditures to date (\$)	Amount spent since last Recovery Plan
1	Expenditure Category: Public Health		
1.1	COVID-19 Vaccination		
1.2	COVID-19 Testing		
1.3	COVID-19 Contact Tracing		
1.4	Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)		
1.5	Personal Protective Equipment		
1.6	Medical Expenses (including Alternative Care Facilities)		

1.7	Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency		
1.8	Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine)		
1.9	Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19		
1.10	Mental Health Services		
1.11	Substance Use Services		
1.12	Other Public Health Services		
2	Expenditure Category: Negative Economic Impacts		
2.1	Household Assistance: Food Programs	\$2,240,000.00	\$2,240,000.00
2.2	Household Assistance: Rent, Mortgage, and Utility Aid		
2.3	Household Assistance: Cash Transfers		
2.4	Household Assistance: Internet Access Programs		
2.5	Household Assistance: Eviction Prevention		
2.6	Unemployment Benefits or Cash Assistance to Unemployed Workers		
2.7	Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)		
2.8	Contributions to UI Trust Funds*		
2.9	Small Business Economic Assistance (General)	\$10,744,000.00	\$10,744,000.00
2.10	Aid to nonprofit organizations	\$2,324,000.00	\$2,324,000.00
2.11	Aid to Tourism, Travel, or Hospitality	\$1,000,000.00	\$1,000,000.00
2.12	Aid to Other Impacted Industries		
2.13	Other Economic Support	\$164,500.00	\$164,500.00
2.14	Rehiring Public Sector Staff		
3	Expenditure Category: Services to Disproportionately Impacted Communities		
3.1	Education Assistance: Early Learning		
3.2	Education Assistance: Aid to High-Poverty Districts		
3.3	Education Assistance: Academic Services		
3.4	Education Assistance: Social, Emotional, and Mental Health Services		
3.5	Education Assistance: Other		

3.6	Healthy Childhood Environments: Child Care	\$150,000.00	\$150,000.00
3.7	Healthy Childhood Environments: Home Visiting		
3.8	Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System		
3.9.	Healthy Childhood Environments: Other		
3.10	Housing Support: Affordable Housing		
3.11	Housing Support: Services for Unhoused persons		
3.12	Housing Support: Other Housing Assistance	\$4,358,000.00	\$4,358,000.00
3.13	Social Determinants of Health: Other		
3.14	Social Determinants of Health: Community Health Workers or Benefits Navigators		
3.15	Social Determinants of Health: Lead Remediation		
3.16	Social Determinants of Health: Community Violence Interventions		
4	Expenditure Category: Premium Pay		
4.1	Public Sector Employees		
4.2	Private Sector: Grants to other employers		
5	Expenditure Category: Infrastructure		
5.1	Clean Water: Centralized wastewater treatment		
5.2	Clean Water: Centralized wastewater collection and conveyance		
5.3	Clean Water: Decentralized wastewater		
5.4	Clean Water: Combined sewer overflows		
5.5	Clean Water: Other sewer infrastructure		
5.6	Clean Water: Stormwater		
5.7	Clean Water: Energy conservation		
5.8	Clean Water: Water conservation		
5.9	Clean Water: Nonpoint source		
5.10	Drinking water: Treatment		
5.11	Drinking water: Transmission & distribution		
5.12	Drinking water: Transmission & distribution: lead remediation		
5.13	Drinking water: Source		
5.14	Drinking water: Storage		
5.15	Drinking water: Other water infrastructure		
5.16	Broadband: "Last Mile" projects		
5.17	Broadband: Other projects		

6	Expenditure Category: Revenue Replacement		
6.1	Provision of Government Services	\$2,033,000.00	\$2,033,000.00
7	Administrative and Other		
7.1	Administrative Expenses		
7.2	Evaluation and data analysis		
7.3	Transfers to Other Units of Government		
7.4	Transfers to No entitlement Units (States and Territories only)		

Project inventory (8)

The table below indicates the sub-recipient, project name, funding amount, identification number, and the project overview.

Cook Inlet Lending Center	Nonprofit and Arts & Culture Organization Relief Program	\$741,000	80002887	Negative Economic Impacts - 2.9 Small Business Economic Assistance	Provides grants to eligible nonprofits and arts & culture organizations as financial relief to assist with the cost of business interruption caused by the COVID-19 pandemic and local emergency orders including: loss of income due to mandatory shutdown measures or voluntary precautions taken to prevent the spread of COVID-19; expenses incurred to protect staff and clients; and the expansion of critical charitable services to address the direct impacts of the COVID-19 pandemic.
Cook Inlet Lending Center	Small Business Relief Program	\$8,778,000	80002888	Negative Economic Impacts - 2.9 Small Business Economic Assistance	Provides grants to eligible small businesses and sole proprietorships impacted by COVID-19 to support their operations, including but not limited to payroll, rent, taxes, utilities, and paying vendors.
Anchorage Convention & Visitor's Bureau, Inc. DBA Visit Anchorage	Tourism and Convention Re-Marketing Program	\$1,000,000	80002889	Negative Economic Impacts - 2.11 Aid to Tourism, Travel, or Hospitality	Provides relief funding to Visit Anchorage for their expanded tourism marketing efforts to amplify and expand consumer campaigns, further refine messaging, strengthen their ability to tap into new travelers, and meet shifting consumer demand and desires in response to the COVID-19 pandemic. Funds will also be used to provide advertising discounts to businesses and added services to 2021 visitors.
Cook Inlet Lending Center	Individual Artist Relief Program	\$800,000	80002891	Negative Economic Impacts - 2.9 Small Business Economic Assistance	Provides grants to eligible individual artists as financial relief to assist with the cost of business interruption caused by the COVID-19 pandemic and local emergency orders including: loss of income due to mandatory shutdown measures or voluntary precautions taken to prevent the spread of COVID-19; expenses incurred to protect staff and clients; and the expansion of critical charitable services to address the direct impacts of the COVID-19 pandemic.
Alaska Center for the Performing Arts, Inc. (ACPA, Inc.)	Cultural Pillars Relief Program	\$228,209	80002892	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Provides economic stabilization funds to the ACPA Inc. to offset lost revenues and for eligible expenses incurred as a result of the COVID-19 pandemic Emergency Declarations and associated Emergency Orders. Funds help to address the continuing economic fallout of the COVID-19 pandemic and lay the foundation for a strong and equitable recovery for the community's most valuable cultural institutions. Reimburses ACPA, Inc. for the cost of business interruption caused by the required closures.
Alaska Wildlife Conservation Center, Inc. (AWCC, Inc.)	Cultural Pillars Relief Program	\$325,159	80002892	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Provides economic stabilization funds to the AWCC, Inc. to offset lost revenues and for eligible expenses incurred as a result of the COVID-19 pandemic Emergency Declarations and associated Emergency Orders. Funds help to address the continuing economic fallout of the COVID-19 pandemic and lay the foundation for a strong and equitable recovery for the community's most valuable cultural institutions. Reimburses AWCC, Inc. for the cost of business interruption caused by the required closures.

Anchorage Museum Association (AMA)	Cultural Pillars Relief Program	\$1,059,303	80002892	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Provides economic stabilization funds to the AMA to offset lost revenues and for eligible expenses incurred as a result of the COVID-19 pandemic Emergency Declarations and associated Emergency Orders. Funds help to address the continuing economic fallout of the COVID-19 pandemic and lay the foundation for a strong and equitable recovery for the community's most valuable cultural institutions. Reimburses AMA for the cost of business interruption caused by the required closures.
Alaska Zoo	Cultural Pillars Relief Program	\$201,535	80002892	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Provides economic stabilization funds to the Alaska Zoo to offset lost revenues and for eligible expenses incurred as a result of the COVID-19 pandemic Emergency Declarations and associated Emergency Orders. Funds help to address the continuing economic fallout of the COVID-19 pandemic and lay the foundation for a strong and equitable recovery for the community's most valuable cultural institutions. Reimburses the Alaska Zoo for the cost of business interruption caused by the required closures.
Alaska Native Heritage Center, Inc. (ANHC, Inc.)	Cultural Pillars Relief Program	\$185,794	80002892	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Provides economic stabilization funds to the ANHC, Inc. to offset lost revenues and for eligible expenses incurred as a result of the COVID-19 pandemic Emergency Declarations and associated Emergency Orders. Funds help to address the continuing economic fallout of the COVID-19 pandemic and lay the foundation for a strong and equitable recovery for the community's most valuable cultural institutions. Reimburses the ANHC, Inc. for the cost of business interruption caused by the required closures.
United Way of Anchorage	Restaurant Rescue Meals Program	\$2,240,000	80002893	Negative Economic Impacts - 2.1 Household Assistance: Food Programs	The Restaurant Rescue Meals Program is a partnership between the United Way of Anchorage, the Alaska Hospitality Retailers, and the Municipality of Anchorage to provide food service businesses with funds to prepare meals for organizations that provide food to low-income families and individuals struggling to make ends meet during the COVID-19 pandemic. The program serves children, seniors, people experiencing disabilities, and those seeking housing, jobs, and safe shelter.
The Anchorage Community Land Trust	Outreach and Technical Assistance for Neighborhood Small Businesses Program	\$195,000	80002895	Negative Economic Impacts - 2.9 Small Business Economic Assistance (General)	Funds made available to Anchorage Community Land Trust for their Outreach and Technical Assistance for Small Businesses Program. Includes temporarily hiring three (3) Full-Time staff (FTE) to manage the work of COVID-19 pandemic response technical assistance and outreach for neighborhood businesses and entrepreneurs. Additionally, grant funds will be utilized for marketing and outreach of the technical assistance services provided by the temporary FTEs.

The Foraker Group	Nonprofit Stimulus Technical Assistance Program	\$150,000	80002896	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funds to hire temporary navigators/grant writers who specifically focus on helping nonprofits access relief and recovery funding. It will also underwrite outreach and education on relief and recovery opportunities and provide technical assistance needed by the Anchorage Assembly, the Anchorage Mayor's Office, and Cook Inlet Lending Center to support the sector.
The Business Boutique	Outreach and Communication Program	\$100,000	80002899	Negative Economic Impacts - 2.9 Small Business Economic Assistance	Provides streamlined messaging to advertise and promote all available relief programs (federal, state, and local), ensuring equity with all programs and knowing that all people have been reached. Marketing and communication efforts will focus on promoting in simple terms the different initiatives, and application processes.
Anchorage Community Land Trust	Anchorage On-line Bootcamp	\$130,000	80002900	Negative Economic Impacts - 2.9 Small Business Economic Assistance	Provides on-line programs to help businesses adapt to COVID-19 pandemic through education and technical assistance. 30 businesses will receive the following products and services through this project: Education on social media presence, third-party web tools such as Google Maps and Yelp, web presence, branding and logo, and product photography; a revamped Facebook page, with updated logo and branding, two months of social media content, and product and business photography, and the understanding of how to maintain and update their online products; and work with a contractor to build a new website or e-commerce store.
Anchorage Economic Development Corporation (AEDC)	Connecting Unemployed Workers with Job Opportunities	\$14,500	80002903	Negative Economic Impacts - 2.13 Other Economic Support	Funding will allow AEDC would establish a user-friendly job search tool available to the public that would allow job seekers to search thousands of help-wanted postings on employer websites and 3rd party job sites for position postings using criteria such as job title, job category, companies, and certifications required. The site would make use of all existing online employer job postings and will be free to all users.
Anchorage Economic Development Corporation (AEDC)	Roadmap for a Vital and Safe Anchorage services	\$150,000	80002904	Negative Economic Impacts - 2.13 Other Economic Support	Funds allow continued work on the Roadmap for a Vital and Safe Anchorage through consultants SALT and Northern Compass Group. The work product areas are: <ul style="list-style-type: none"> • Continued RVSA Engagement • Leveraging Existing and On-Going Work • Funding • Coordination with Local Government • Coordinating Work Downtown
Anchorage Coalition to End Homelessness	Shelter Stabilization & Coordinated In/Outflow	\$258,000	80002912	Services to Disproportionately Impacted Communities - 3.12 Housing Support: Other Assistance	Allows for continued building of a Coordinated Shelter Intake system with the goal of linking persons to both the existing Homeless Response System resources and mainstream benefits.
MOA Emergency Operations Center	Housing-First Case Management	\$4,000,000	80002914	Services to Disproportionately Impacted Communities - 3.12 Housing Support: Other Housing Assistance	Funding to hire housing intensive case managers to help people transition out of homelessness, and rental relief for those individuals that don't qualify for federal rent relief.

Anchorage Coalition to End Homelessness (ACEH)	ACEH Statewide Homelessness Management Information System Program (HMIS)	\$100,000	80002918	Services to Disproportionately Impacted Communities - 3.12 Housing Support: Other Housing Assistance	Expands the Homelessness Management Information System (HMIS) contract through June 2022 allowing data efforts to continue, expand, and build additional capacity in partnership with COVID efforts and the HMIS Strategic Plan to support new/expanded Homeless Services as a result of increased demand.
Anchorage Economic Development Corporation (AEDC)	ANCRevitalization & Redevelopment	\$33,000	80002929	Revenue Replacement - 6.1 Provision of Government Services	Funds a Roger Brooks "Road to Recovery" assessment of the Anchorage downtown and surrounding areas that would focus on development ideas, options, and ways Anchorage can recover and start on a path of success post-COVID. Recovery Assessment includes activities such as "secret shopping," extensive photography, ideation – all focused on developing ideas, options, and ways Anchorage can recover and start on a path of success post-COVID.
Anchorage Community Development Authority	Anchorage Community Development Authority Lost Revenue	\$2,000,000	80002932	Revenue Replacement - 6.1 Provision of Government Services	Lost revenue replacement. As a quasi-governmental agency, Anchorage Community Development Authority was ineligible for any form of federal, state, or local economic relief throughout the pandemic. However, during that time, ACDA continued to provide its core public services throughout downtown Anchorage despite massive reductions in parking receipts and other revenues.
Anchorage Police Department	Anchorage Police Department Training Center Improvements	\$200,000	80002935	Revenue Replacement - 6.1 Provision of Government Services	Available to the Anchorage Police Department for improvements at the Jewel Lake Training Center. In 2017, voters approved bond proposition 6 to complete this work, however, with the rising costs of supplies this project needs additional funds to complete the building improvements.
Chugiak-Eagle River Chamber of Commerce	C-ER Chamber of Commerce	\$154,000	80002938	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funding for the Annual Bear Paw Festival mitigation and festival costs; business support efforts through the Bandwagon technology platform; the "Shop Here ALL YEAR in Chugiak-Eagle River" program; and the "What's in the Box?" digital business program.
Chugiak-Eagle River Chinooks	Semi-Pro Sports Stimulus	\$10,000	80002939	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funds a one-time \$10,000 grant to the Chugiak-Eagle River Chinooks minor league (AAA) baseball team to help offset the loss of a season (and revenue) from the summer of 2020.
Alaska Community Foundation	Summer Camp Assistance Program	\$150,000	80002945	Services to Disproportionately Impacted Communities - 3.6 Healthy Childhood Environments: Child Care	Summer Camp Assistance Program to help families offset some of the costs of sending children to summer camp. Will aid in filling slots for suffering camps and organizations, provide encouragement, normalcy, and community bonding for our families and children during the COVID-19 pandemic.

Alaska Black Caucus	BIPOC Co-Working Space	\$437,500	80002948	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funds the acquisition of an office space for the Alaska Black Caucus to provide services in the area of economic recovery, education, community action to address systemic challenges including health for BIPOC communities that were disproportionately affected by COVID-19 pandemic.
Anchorage Bucs	Semi-Pro Sports Stimulus	\$10,000	80002939	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funds a one-time \$10,000 grant to the Anchorage Bucs minor league (AAA) baseball team to help offset the loss of a season (and revenue) from the summer of 2020.
Anchorage Glacier Pilots	Semi-Pro Sports Stimulus	\$10,000	80002939	Negative Economic Impacts - 2.10 Aid to Nonprofit Organizations	Funds a one-time \$10,000 grant to the Anchorage Glacier Pilots minor league (AAA) baseball team to help offset the loss of a season (and revenue) from the summer of 2020.

The following information pertains to the following sections: Performance Report & Required Performance Indicators and Programmatic Data (9 & 10)

1. Ref: 80002887 & 80002888

As of August 27, 2021, CILC has distributed \$7,415,000 to small businesses, nonprofits, and individual artists:

	# of grants funded	Award Amount	Total Disbursed
Small Businesses	658	\$10,000	\$6,580,000
Nonprofits (Tier 2)	6	\$15,000	\$90,000
Nonprofits (Tier 3)	18	\$30,000	\$540,000
Individual Artists	41	\$5,000	\$205,000
Total ARPA Grants/Funds Distributed	723		\$7,415,000

On average, CILC has distributed 90.3 grants per week totaling an average of \$926,875.

The following tables provide details on the businesses that have been funded thus far:

Type of COVID Harm Experienced	Number of Businesses	Percentage
Loss of Monthly Revenue of 25% or more	480	85%
Forced to Lay of one or more employees	192	34%
Full or partial closure due to city or state emergency order	364	64%
We will probably have to close if we do not get federal or state assistance	204	36%

*Please note the percentages total more than 100 because many businesses experienced more than one type of COVID harm.

Number of Employees	Number of Businesses	Percentage
1 (owner is sole employee)	271	47.71%
owner + contractor or seasonal employee	2	0.35%
2 to 5	197	34.68%
6 to 10	63	11.09%

11 to 15	13	2.29%
16 to 20	17	2.99%
More than 20	5	0.88%
Total	568	100.00%

To date, the fourth round of the small business grant program supported businesses that employ between 1,560 and 2,551 individuals.

Business Structure	Number of Businesses	Percentage
C Corporation	10	1.76%
LLC	178	31.34%
Partnership	20	3.52%
S Corporation	91	16.02%
Single member LLC	1	0.18%
Sole proprietorship	268	47.18%
Total	568	100.00%

Length Business Has Been Open	Number of Businesses	Percentage
Less than 1 year	20	3.52%
1-5 years	219	38.56%
6-10 years	114	20.07%
11-15 years	79	13.91%
16-20 years	55	9.68%
21-30 years	53	9.33%
More than 30 years	28	4.93%
Total	568	100.00%

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

Recipients of small business grants funded by ARPA funds (as of August 27, 2021) have the following demographic characteristics:

Racial Identity of Majority Owner	Number of Businesses	Percent
Alaska Native or American Indian	20	3.52%
Alaska Native or American Indian and White	12	2.11%
Asian or Asian-American	103	18.13%

Black/African American/African	58	10.21%
Latino/Hispanic	34	5.99%
Middle Eastern or Northern African	2	0.35%
Polynesian or Pacific Islander	8	1.41%
White	267	47.01%
Some other race, ethnicity or origin	9	1.58%
Multiracial	50	8.80%
Did not disclose	5	0.88%
Total	568	100.00%

Gender Identity of Majority Owner	Number of Businesses	Percentage
Women	256	45.07%
Men	295	51.94%
Both women and men	2	0.35%
Non-binary	2	0.35%
Did not disclose	13	2.29%
Total	568	100.00%

Age of Majority Owner	Number of Businesses	Percentage
18-25	12	2.11%
26-34	72	12.68%
35-45	155	27.29%
45-54	33	5.81%
45-55	1	0.18%
46-55	110	19.37%
55 or older	185	32.57%
Total	568	100.00%

Home Ownership Status of Majority Owner	Number of Businesses	Percentage
Owns home outright	48	8.45%
Owns home with a mortgage	313	55.11%
Rents Home	195	34.33%
Did not disclose	12	2.11%

Total	568	100.00%
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*Note: homeownership status is included here because it provides some insight into the personal wealth of the business owner and their ability to rely on that wealth to mitigate negative economic impacts of the pandemic.

Because the Individual Artist Program application process was administered by the 49th State Angel Fund, CILC does not have demographic data for that program. We also do not have demographic data available for nonprofits because these organizations are not owned by individuals.

Ref: 80002889

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

These remarketing funds are supporting visitor-related businesses by increasing visitation to Anchorage, Alaska, and by promoting leisure time activities to state and local residents. Tourism has yet to completely recover from significant losses in visitation in 2020. These grant funds amplify and expand consumer travel campaigns, further refine messaging and strengthen the community's ability to tap into new travelers and meet shifting consumer demand and desires beyond the 2021 summer season. The goal is to drive customers and revenue (visitors and residents alike) to businesses significantly affected by COVID's effects on travel and tourism globally. The return of travel would regenerate thousands of jobs lost in 2020 in Anchorage as a result of the significant decreases in leisure and business travel to the community. In addition to generating private sector revenue, increasing Anchorage visitation will positively affect Municipal finances, since lodging and car rental taxes flow to the Municipal general fund.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

The scope of the visitor industry and its employment opportunities reach every corner of Anchorage's municipality and provides opportunity at all socio-economic levels. The visitor economy provides low-barrier entrepreneurial opportunities, supports retail and hospitality employees. Tourism provides jobs at all levels and in many roles, from CEOs, managers, marketers, and accountants to gig workers (Uber, Lyft, Airbnb) and pilots. Furthermore, the lodging and car rental taxes support city services for all residents.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

The scope of the visitor industry and its employment opportunities reach every corner of Anchorage's municipality and provides opportunity at all socio-economic levels. The visitor economy provides low-barrier entrepreneurial opportunities, supports retail and hospitality employees. Tourism provides jobs from CEOs, managers, marketers, accountants to gig workers (Uber, Lyft, Airbnb). The lodging and car rental taxes support city services for all residents.

7. Please describe project details as well as evidence and performance measure information

Project details: Visit Anchorage uses these funds to amplify and expand consumer campaigns, further refine messaging, and strengthen our ability to tap into new travelers and meet shifting consumer demand and desires beyond the coming summer. Visit Anchorage also will use funds to provide advertising discounts to businesses and added services to 2021 visitors: Summer season public restrooms operations at the Egan Center (in a regular year, this would be paid for by cruise companies as part of their hospitality services at the centers). Reprinting of the Visitor Guide. This continues to be an in-demand sales tool, but we can't yet rely on recovering businesses to defray costs through advertising. Last year's CARES funding was critical in redeveloping this publication for a post-pandemic audience. Three positions at Visit Anchorage to improve our sales outreach and promotional bandwidth. We currently sit at less than half our pre-pandemic staffing as sales and marketing opportunities return to full strength. Incentivize winter product development and promotion for 2022 tour offerings. Reinforce in-state promotion, both through our existing Stay and Play campaign and development of new content focused on distinct Anchorage neighborhoods with an intent to redistribute visitors throughout Anchorage and inspire residents to further explore. Media center hardware and software to more effectively facilitate hybrid meetings in the convention centers, increasing appeal to groups as they begin booking again. Results: July 2021 hotel performance in revenue, occupancy and rate approached but did not surpass pre-pandemic performance from July of 2019. By one recent estimate, Anchorage has recovered a third of the jobs lost in leisure and hospitality as a result of the pandemic. A complete recovery of jobs lost may be possible by 2024. Anchorage has reclaimed 83% of passenger throughput at the airport when comparing 2021 to 2019. Anchorage Visitor Guide requests continue to out-perform the past two years. A total of 15,866 guides were distributed in July 2021 compared to 1,732 in July 2020 and 9,107 in July 2019. To date a total of 93,000 guides have been distributed. Anchorage.net continues to perform well and traffic to the website in July was 37% higher than it was in July 2019.

8. Performance Indicators: Number of workers enrolled in job training programs

This project does not have a component for job training programs; however, it does seek to increase travel and tourism business, spurring sector employment, with the goal of meeting or exceeding prior employment benchmarks for travel and tourism.

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

The destination marketing program seeks to generate business from travel for all. It may be worth noting that several subcontractors implementing the remarketing grant are woman-owned businesses.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

As identified in the Grant proposal and in the contract agreement, a portion of this grant (up to \$150,000) supports staff hours necessary to accomplish the sales and promotion work outlined in the grant agreement. Our organization is slowly rebuilding from a nearly 70% reduction in staff; added resources were needed to implement and deploy campaigns and to develop longer term tools and campaigns.

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

Our main funding source, the lodging tax paid primarily by Anchorage visitors, decreased nearly 60% in 2020. Replacement income has, to date, been provided in the form of remarketing grants from the Municipality of Anchorage, State of Alaska, and funding from federal programs such as the PPP and EIDL. Moving forward and boosted by the ARPA funding and prior grants, we anticipate the lodging tax will slowly grow to prior and sustainable levels.

Ref: 80002892 No Activity at this time for this project

Ref:80002893

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

Restaurant and Hunger Relief began in Anchorage in November 2020, the result of discussions among businesses and nonprofits to figure out ways to help the restaurant industry and its laid off workers through pandemic shutdowns while at the same time helping nonprofits straining to maintain services for hundreds of clients, from preschoolers to seniors. Learning from similar programs in San Francisco and Newark, and efforts in Southeast Alaska, United Way of Anchorage, Alaska Hospitality Retailers, and the municipality joined hands to tailor a program to Anchorage. In the original program period, United Way coordinated the nonprofit recipient side. Alaska Hospitality Retailers coordinated the restaurant side. The municipality provided pandemic relief funds. The result? In the period between November 2020 and April 30, 2021, fifty-eight restaurants (44 percent minority owned) did themselves proud by serving 110,965 meals at 34 sites in the city, keeping their businesses alive through the darkness of the pandemic winter and either hiring, rehiring, or maintaining 605 workers that would not have otherwise had jobs. Further, another 276 workers logged extra hours due to Restaurant and Hunger Relief. The current program funding was awarded in late June and a lottery for new restaurant partners was held July 14th. The selected restaurants began the first session of meal deliveries to selected non-profit sites on July 19 and will run through October 10th. In mid-September a new group of restaurants will be drawn for meal service running through December 31, 2021. This important program addresses two aspects of economic recovery for the community. First, it allows restaurants, the hardest hit sector of our community, to have steady meal orders for a twelve-week period. This steady supply of meal orders helps these businesses stabilize workforce, purchasing and daily activity as they come back up to speed post-pandemic. Second, the program helps to address some of the staffing and economic challenges experienced by the non-profit sector that saw increased staff leave time, higher costs for business operation and general stress due to 18 + months of operating in a pandemic. The meals themselves provide a further benefit to the community as they are provided to low-income families, youth and persons with disabling conditions who are generally very tight on the personal budgets and oftentimes face challenges in making ends meet.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

The program has two benefits for promoting equity in our community. The first is the number of restaurants that have provided meals and benefitted from the income from the program who are minority and/or women owned businesses. In the first round of the program, this percentage of restaurants was 44% and in the first round of the current funding cycle, this

number is at 35%. The meal recipients in this program have been identified through a recruitment process targeting programs that serve persons with disabilities, low-income families, and homeless services locations. These recipients are those in our community who are disproportionately experiencing a disability or have income challenges that can lead to the choice to pay a bill or rent, or to eat in any given month. Time and again in this program, we have heard from our recipients that the meal program has allowed them to focus on other expenses or bills rather than pay for food costs. Our community is one of many across Alaska where the cost of housing takes up far more than the recommended 30% of one's income. The Alaska Department of Labor statistics show that Alaskans pay more than 40% of their income on housing which leaves many of these households likely to have challenges making ends meet. Additionally, the Anchorage Coalition to End Homelessness data shows that persons who are non-white and disabled are disproportionately impacted by homelessness and the poverty that a loss of housing brings. This program provides needed assistance to these members of our community while benefitting the restaurants who are providing the meals. It is truly a win-win for Anchorage.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

The outreach for this program was performed by United Way for the recipients of the meals and by Alaska Hospitality Retailer's Association for the participating restaurants. The United Way utilized a distribution list from our prior rounds of the program that included non-profits, housing providers and homeless services agencies. We also promoted this program on our social media and website. Program recipients were asked to complete a survey to apply for the program with questions concerning target recipients and the program benefit for each organization. This survey was provided to non-profits in the Anchorage Coalition to End Homelessness distribution list. The Alaska Hospitality and Retailers Association (AKHR) provided outreach to all restaurants in Anchorage through contacts with association restaurants, outreach to community partners, and posting information on their webpage and other media forums to identify restaurants who are interested in participating in the program. There is a lottery system that is used to select restaurants in a fair manner. The lottery will be run twice for the current funds – once in July and once in September. This will allow more restaurants to benefit from the resources.

7. Please describe project details as well as evidence and performance measure information

This program is new to our community and is based off of successful programs launched in other communities including Juneau, during the pandemic as a way to benefit restaurants and provide relief to the overburdened social services system experiencing increased numbers due to the pandemic. The first funding round in late 2020 set the targets for this program to operate. We can expend up to \$75,000 per week and we anticipate between 3,500-4,500 meals served to the recipients each week. Aspects of the program are monitored closely for meal delivery time, food quality and appropriateness of the food composition. The Alaska Hospitality and Retailers Association works closely with restaurants to train staff on all of the food quality and financial process standards.

8. Performance Indicators: Number of workers enrolled in job training programs

Prior rounds of the project have tracked the number of workers restaurants have hired and the number of workers who were able to receive increased hours as a result of the funding. This

information will be included in the summary reports that will happen at the mid-point of the project in October and at the end of the project after December 31, 2021.

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

This project is targeted to low-income households that have children or youth in Head Start or Anchorage School District programs; are homeless or those who are elderly or experiencing a disability. Demographic information will be collected from our non-profit and housing partners for the reporting period on this project.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

This project has a 10% administrative allocation split between the United Way of Anchorage and the Alaska Hospitality Retailers Association (AKHR). The two administering organizations receive 5 percent of the total program amount (\$112,000 each) to provide resources for staff time for recruitment of restaurants and recipient organizations, coordination of meals with each recipient site, addressing issues as they arise in the daily and weekly scheduling of meal deliveries and for accounting processes to monitor the payments and grant expenditures association with the project. This program is staff time intensive and the administrative funding assists with the efficient operations of the program.

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

This project is a pass-through program to support local restaurants who experienced losses in 2020 and 2021. This information will be requested of our participating restaurant partners at our data collection time in Oct and following the close of the project in December.

Ref: 80002895

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

Anchorage Community Land Trust (ACLT) received \$130,000 to support the operation of our Anchorage Online Bootcamp program in 2022. The Anchorage Online Bootcamp program is in direct response to the COVID-19 public health emergency. Anchorage Online Bootcamp was developed to counteract the digital divide and help business owners adapt to an increasingly online customer base due to COVID. Emergency ordinances have limited in-person transactions and some business owners need extra support in adapting to the new, 'mostly-online' normal. That difficult transition threatens businesses and livelihoods but can be overcome. The first Anchorage Online Bootcamp program ran in 2021, and served 30 businesses, resulting in increased digital literacy, presence and ownership of online business promotion and sales avenues. These funds will extend these services to an additional 30 businesses throughout the Municipality in 2022. Businesses will receive the following products and services through this initiative: a new or revamped Facebook page, website, or e-commerce site, updated logo and branding if needed, marketing content, product and business photography and 8 hours of education in how to maintain and update their online presence. A basic digital audit will be conducted upon enrollment and upon completion of the program which will indicate the

upgrades in presence for participating businesses on Google Maps, social media, basic web search, Yelp and other consumer tools.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

Anchorage Online Bootcamp is a part of ACLT's suite of services for neighborhood entrepreneurs and small business owners, all of which are designed to promote equitable outcomes. For 17 years, ACLT has been disrupting concentrated poverty by making concentrated investments in low-income Anchorage neighborhoods. The neighborhoods we serve represent some of the U.S.'s most diverse census tracts and some of the highest percentages of foreign-born residents in the country. These places are also home to the highest unemployment rates in the Municipality. 75% of businesses selected for Anchorage Online Bootcamp will be located in, or owned by individuals who reside in, Opportunity Zones or lower-income Census Tracts, such as ACLT's core neighborhoods of Mountain View, Fairview, and Spenard. These neighborhood businesses are usually very small, with a few employees and revenues under \$1 million. Anchorage Online Bootcamp services will help some of Anchorage's most vulnerable businesses learn digital skills, make sales online, and market their businesses to new customers, increase their viability and helping them adapt to a new, mostly online landscape.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

ACLT has a deep history of community engagement in our neighborhoods and has many relationships and networks that will help us ensure that those who most need this program hear about it and can apply. ACLT's flagship program to serve entrepreneurs, Set Up Shop, has served almost 200 business owners to date, and has a proven history of working with underserved communities. Since Set Up Shop's inception in 2018, over 80% of clients were people of color, over 70% were female, and over 90% were low income, nearly all being from targeted low-income geographies. Through these strong existing networks, partner agencies, social media, and other public promotion avenues, ACLT is confident that we can reach diverse and underserved business owners.

7. Please describe project details as well as evidence and performance measure information

As these funds are intended to operate Anchorage Online Bootcamp in 2022, the project has not yet commenced. This project is to serve 30 businesses to help them adapt to COVID-19 through education and technical assistance. Participation in this program will be free, and any business within the Municipality of Anchorage that certifies that it has been impacted by COVID-19 will be eligible to apply. Through participation in Anchorage Online Bootcamp, businesses will receive 12 hours of education on marketing, social media presence, branding, photography, websites, and third-party tools such as Google Maps. Businesses will be paired with expert contractors, and will graduate with a revamped Facebook page, website, or e-commerce site, product and real estate photography, and other products which can include graphic design and social media content, a new logo and branding, or help integrating their point of sale system into their website. ACLT tracks a number of metrics to measure outcomes. These include hours of training and technical assistance received, demographic data for participants (including age, race, income, and residence and business address information), and business expansions and launches.

8. Performance Indicators: Number of workers enrolled in job training programs

Not applicable. This project does not provide workforce development or job training services.

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

As these funds are intended to operate Anchorage Online Bootcamp in 2022, the project has not yet commenced. As stated in the contract for these funds, 75% of businesses selected for Anchorage Online Bootcamp will be located in, or owned by individuals who reside in, Opportunity Zones or lower-income Census Tracts, which includes ACLT's core neighborhoods of Mountain View, Fairview, and Spenard. Though these funds will not be deployed until 2022, Anchorage Online Bootcamp has already served 30 business owners through its first two cohorts in 2021. Of these 30 business owners served, 70% have been low-income or very low-income, 3% were Alaska Native, 13% were Asian, 40% were Black, 6% were Hispanic, 3% were Polynesian, and 33% were White. 30% of participating businesses had been in operations for 3 years or less, and 70% had been in operations for greater than 3 years. We anticipate both cohorts in 2022 will be reflective of these same demographics, with a priority of serving underserved communities.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

Of the \$130,000 received, \$27,000 will fund 360 hours of training and workshops to participating businesses, \$55,000 will fund 550 hours of contractor time (professional service providers working directly with clients on products), \$18,000 will fund program coordination and recruitment, and \$30,000 will fund the program development and implementation (a portion of the cost of staff time).

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

Not applicable. These funds were not used for revenue replacement.

Ref:80002896

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

1. Provide technical assistance to Anchorage nonprofits to help them make strategic decisions about recovery and resiliency. This could include assistance with researching funding streams within ARPA and/or assistance with grant writing to access those funds as helpful and strategic.
2. Communicate with Anchorage nonprofit leaders to share the latest on legislation, funding relief, and more through webinars (over 800 Anchorage nonprofit leaders attended these webinars in the past year), newsletters (with approximately 1,200 Anchorage subscribers), and our COVID relief web page.
3. Guide the municipality to develop ARPA nonprofit related funding tracks similar to what we did in CARES as partners with Cook Inlet Lending and the mayor's office.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

Foraker has a strong internal and external commitment to equity. Every effort is made to reach small grassroots organizations for example. Additionally, we are committed to lessening the barriers to participation including offering these services for free or on a sliding scale.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

Our work continues. To date we have worked in partnership to create the website www.alaskarpa.org which is a one-stop resources for information on ARPA grant opportunities. We have provided one free webinars and social media outreach regarding the website. More outreach and free webinars are in the works. Foraker has a vast social media presence that reaches small grassroots organizations and those organizations that serve the often overlooked and under resourced populations of our community.

7. Please describe project details as well as evidence and performance measure information

In 2021, we have built in partnership; www.alaskaarpa.org. We have provided 11 free webinars related to relief funding and support with a total of 655 participants. More updates to the website and programming are in the works.

8. Performance Indicators: Number of workers enrolled in job training programs

N/A

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

While these measures are important, it is not something that we were asked to track as part of this grant.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

The Foraker Group has never received a federally negotiated indirect cost rate and elected to charge a de minimis rate of 10% or \$15,000 to the Federal Grant Award.

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

This funding is not revenue replacement however Foraker did suffer a loss in revenue due to the Covid 19 health emergency. Total loss in earned revenue was \$361,000.

Ref: 80002899: No Activity at this time for this project

Ref:80002900

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

Anchorage Community Land Trust (ACLT) received \$130,000 to support the operation of our Anchorage Online Bootcamp program in 2022. The Anchorage Online Bootcamp program is in direct response to the COVID-19 public health emergency. Anchorage Online Bootcamp was developed to counteract the digital divide and help business owners adapt to an increasingly online customer base due to COVID. Emergency ordinances have limited in-person transactions and some business owners need extra support in adapting to the new, 'mostly-online' normal. That difficult transition threatens businesses and livelihoods but can be overcome. The first

Anchorage Online Bootcamp program ran in 2021, and served 30 businesses, resulting in increased digital literacy, presence and ownership of online business promotion and sales avenues. These funds will extend these services to an additional 30 businesses throughout the Municipality in 2022. Businesses will receive the following products and services through this initiative: a new or revamped Facebook page, website, or e-commerce site, updated logo and branding if needed, marketing content, product and business photography and 8 hours of education in how to maintain and update their online presence. A basic digital audit will be conducted upon enrollment and upon completion of the program which will indicate the upgrades in presence for participating businesses on Google Maps, social media, basic web search, Yelp and other consumer tools.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

Anchorage Online Bootcamp is a part of ACLT's suite of services for neighborhood entrepreneurs and small business owners, all of which are designed to promote equitable outcomes. For 17 years, ACLT has been disrupting concentrated poverty by making concentrated investments in low-income Anchorage neighborhoods. The neighborhoods we serve represent some of the U.S.'s most diverse census tracts and some of the highest percentages of foreign-born residents in the country. These places are also home to the highest unemployment rates in the Municipality. 75% of businesses selected for Anchorage Online Bootcamp will be located in, or owned by individuals who reside in, Opportunity Zones or lower-income Census Tracts, such as ACLT's core neighborhoods of Mountain View, Fairview, and Spenard. These neighborhood businesses are usually very small, with a few employees and revenues under \$1 million. Anchorage Online Bootcamp services will help some of Anchorage's most vulnerable businesses learn digital skills, make sales online, and market their businesses to new customers, increase their viability and helping them adapt to a new, mostly online landscape.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

ACLT has a deep history of community engagement in our neighborhoods and has many relationships and networks that will help us ensure that those who most need this program hear about it and can apply. ACLT's flagship program to serve entrepreneurs, Set Up Shop, has served almost 200 business owners to date, and has a proven history of working with underserved communities. Since Set Up Shop's inception in 2018, over 80% of clients were people of color, over 70% were female, and over 90% were low income, nearly all being from targeted low-income geographies. Through these strong existing networks, partner agencies, social media, and other public promotion avenues, ACLT is confident that we can reach diverse and underserved business owners.

7. Please describe project details as well as evidence and performance measure information

As these funds are intended to operate Anchorage Online Bootcamp in 2022, the project has not yet commenced. This project is to serve 30 businesses to help them adapt to COVID-19 through education and technical assistance. Participation in this program will be free, and any business within the Municipality of Anchorage that certifies that it has been impacted by COVID-19 will be eligible to apply. Through participation in Anchorage Online Bootcamp, businesses will receive 12 hours of education on marketing, social media presence, branding,

photography, websites, and third-party tools such as Google Maps. Businesses will be paired with expert contractors, and will graduate with a revamped Facebook page, website, or e-commerce site, product and real estate photography, and other products which can include graphic design and social media content, a new logo and branding, or help integrating their point of sale system into their website. ACLT tracks a number of metrics to measure outcomes. These include hours of training and technical assistance received, demographic data for participants (including age, race, income, and residence and business address information), and business expansions and launches.

8. Performance Indicators: Number of workers enrolled in job training programs

Not applicable. This project does not provide workforce development or job training services.

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

As these funds are intended to operate Anchorage Online Bootcamp in 2022, the project has not yet commenced. As stated in the contract for these funds, 75% of businesses selected for Anchorage Online Bootcamp will be located in, or owned by individuals who reside in, Opportunity Zones or lower-income Census Tracts, which includes ACLT's core neighborhoods of Mountain View, Fairview, and Spenard. Though these funds will not be deployed until 2022, Anchorage Online Bootcamp has already served 30 business owners through its first two cohorts in 2021. Of these 30 business owners served, 70% have been low-income or very low-income, 3% were Alaska Native, 13% were Asian, 40% were Black, 6% were Hispanic, 3% were Polynesian, and 33% were White. 30% of participating businesses had been in operations for 3 years or less, and 70% had been in operations for greater than 3 years. We anticipate both cohorts in 2022 will be reflective of these same demographics, with a priority of serving underserved communities.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

Of the \$130,000 received, \$27,000 will fund 360 hours of training and workshops to participating businesses, \$55,000 will fund 550 hours of contractor time (professional service providers working directly with clients on products), \$18,000 will fund program coordination and recruitment, and \$30,000 will fund the program development and implementation (a portion of the cost of staff time).

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

Not applicable. These funds were not used for revenue replacement.

Ref:80002903 & 80002904

4. Describe how the funds are being used to respond to negative economic impacts of the COVID-19 public health emergency?

Project 1: AnchorageJobFinder.com- development of single searchable site for all job postings in Anchorage to simplify the job search process for workers looking for work and to extend the reach of job postings by employers to improve odds of finding needed workers Project 2: Community Evaluation Project- Engaging noted community expert Roger Brooks and his

company, Destination Development Association, perform an evaluation of Anchorage from an outsider's perspective on the city's amenities, services, appeal, and viability to identify elements and aspects of the city needing improvements, investments, and policy focus to make the city more conducive to increased visitors for tourism, improved workforce attraction and retention, and increased private sector investments in new and expanded business opportunities. Both projects address economic impacts of COVID on the city of Anchorage, it's businesses, and its workers by promoting increased employment, increased business activities, and increased investments.

5. Please describe how your project promoted equitable outcomes? This includes assistance with food, housing, employment opportunities, or other needs

AnchorageJobFinder.com has a direct impact on increased employment in all economic sectors through streamlining of the job search process for both workers and employers, at no cost to either. It is available to all citizens of Anchorage equally. Community evaluation project will ultimately lead to increased opportunities in all areas of Anchorage through a comprehensive set of recommendations to improve aspects of each with the goal increased business activities and employment opportunities all citizens of Anchorage.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities?

AnchorageJobfinder.com: broad outreach through social media, traditional media, newsletters, and continuing public presentations to multiple audiences.

7. Please describe project details as well as evidence and performance measure information

AnchorageJobFinder.com, using the JobsEQ Real-time Jobs tool, gathers all job postings from the world wide web targeting Anchorage, deduplicates the postings into a comprehensive list of jobs available in real-time. number of job searches, types of jobs searched will be tracked through AnchorageJobFinder.com. Community Evaluation will result in full report presented to the community in multiple forums that provides guidance for community and policy improvements that would result in increased tourism, increased workforce, and increased private sector investments in Anchorage

8. Performance Indicators: Number of workers enrolled in job training programs

neither project will be directly involved in enrolling workers in job training programs

9. Performance Indicator: Data on programs affecting factors such as race, ethnicity, gender, and income.

There is no ability to quantify based on race, ethnicity, gender, or income users of AnchorageJobFinder.com as all user data is anonymous. Anchorage Community Profile project will track engagements in the assessment project with minority owned businesses, organizations, and communities during the assessment process and will be reported in the final report provided by Development Partners.

10. Please identify any administrative cost that will be used for your project (both dollar amount and justification).

none. all project funds will be used for contractor and creative services.

11. Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

N/A

Ref:80002912

4. Describe how funds are being used to provide services to communities disproportionately impacted by the COVID-19 public health emergency

There has been no drawdown of the grant yet, as the project has just begun, so funds are not currently being used. We do anticipate that they will be used for the activities indicated in our contract. The purpose of this work is to coordinate the various entities and funding sources available to move people who are currently experiencing homelessness out of congregate and non-congregate shelters and into permanent housing. It is conclusively agreed upon that individuals experiencing homelessness are disproportionately impacted by the Covid-19 public health emergency, as they do not have a safe place to isolate or quarantine, they are more likely to be infected by the virus, and they are more likely to have a negative outcome when they contract the virus.

5. Please describe how your project promoted equitable outcomes? How did your projects/services address disparities in the community's services?

There has been no drawdown of the grant yet, as the project has just begun. We will be able to provide updates as the project progresses.

6. Please describe any community engagement efforts your project took to promote its services to underserved communities

There has been no drawdown of the grant for this purpose yet, as the project has just begun. We will be able to provide updates as the project progresses.

7. Please describe project details as well as evidence and performance measure information.

To provide connective tissue between the different elements to ensure one coordinated and aligned housing push. As Emergency Operations work transitions to an end point, there is a need to coordinate funded services focused on the stand down of Sullivan arena and the housing connectivity for those in non-congregate, long term community shelters and residing in unauthorized camps. This effort organizes a centralized "Housing Push" focused on bringing all mainstream, COVID-19 and non-COVID-19 related projects and programs together to implement a one-year crisis team. Efforts will focus on the implementation of the evidence-based Anchored Home principles, particularly using this intensive housing push to continue to improve the community Homelessness Management Information System (HMIS) and coordinated entry, improving compliance with HUD regulations and best practices, and improving coordination of services across funding sources. Performance measurements will include: 1. Total number of community-wide individuals experiencing homelessness in need of housing and support resources 2. Total number of individuals served monthly via this initiative with the goal of helping the individual achieve stability in long-term housing 3. Total number of individuals who secured housing and have moved into said housing during the report's time period 4. Average length of time from service start to housing 5. Bottlenecks in the local and state systems that result in service barriers or failure to secure housing including risks and issues that will slow down or reduce housing stabilization 6. Other data points illustrating progress or barriers on key milestones/ project priorities as identified during implementation

8. Performance Indicator: Number of children served by childcare and early learning (ages 3-5)

Not Applicable

9.Performance Indicator: Number of families served by home visiting

Not Applicable

10.Please identify any administrative cost that will be used for your project (both dollar amount and justification).

There has been no drawdown or expenditures of the grant for this purpose yet, as the project has just begun. We will be able to provide updates as the project progresses.

11.Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

Not Applicable

Ref: 8002918

4.Describe how funds are being used to provide services to communities disproportionately impacted by the COVID-19 public health emergency

There has been no drawdown of the grant yet, as the project has just begun, so funds are not currently being used. The funds will be used for the expanded technical needs of the Alaska Homelessness Management Information System (AKHMIS). As relief funds are dedicated to new and expanded projects supporting individuals who are experiencing homelessness, there is and will continue to be an increase in the need to enter, store, analyze and report on statistics and metrics for these projects. The data in AKHMIS will allow for identifying and reporting on effective projects that lead to a decrease in the number of people experiencing homelessness in our community. There is wide agreement that individuals experiencing homelessness are disproportionately impacted by the Covid-19 public health emergency, as they do not have a safe place to isolate or quarantine, they are more likely to be infected by the virus, and they are more likely to have a poor health outcome when they contract the virus.

5.Please describe how your project promoted equitable outcomes? How did your projects/services address disparities in the community's services?

There has been no drawdown of the grant yet, as the project has just begun. We will be able to provide updates as the project progresses.

6.Please describe any community engagement efforts your project took to promote its services to underserved communities

There has been no drawdown of the grant yet, as the project has just begun. We will be able to provide updates as the project progresses.

7.Please describe project details as well as evidence and performance measure information.

With the influx of funding available supporting new/expanded Homeless Services, there will be significant additional demand on the HMIS system for the coming year. These new projects require HMIS participation, and the \$100,000 in funding will cover an expanded HMIS contract for ACEH covering FY22 (July 2021 to June 2022), allowing the data collection efforts to continue, expand, and build additional capacity. A successful data entry and management system will allow for accurate performance measure information on all system projects

8.Performance Indicator: Number of children served by childcare and early learning (ages 3-5)

Not Applicable

9.Performance Indicator: Number of families served by home visiting

Not Applicable

10.Please identify any administrative cost that will be used for your project (both dollar amount and justification).

Not Applicable

11.Please provide identifying information for revenue replacement funding. Please calculate the reduction in general revenue using information as-of December 31, 2020 for loss due to the Covid-19 public health emergency.

Not Applicable

Ref: 80002918 No activity at this time for this project

Ref:8002929

Project overview: International community consultant Roger Brooks is a highly regarded expert in providing thousands of communities an in-depth assessment of their unique attributes and qualities, as well as their shortcomings, that establish a given community's attractiveness to potential visitors, businesses, investors, and workforce. In July of 2019, Mr. Brooks was the featured keynote speaker at the AEDC Outlook luncheon at the Dena'ina Center with nearly 1,500 attendees present. Mr. Brooks presented the results of a simplified assessment he made for Anchorage that focused on Downtown and other general aspects of Anchorage. That presentation sparked a wide-ranging and robust conversation within the Anchorage business community, non-profits, and community leaders that resulted in a broad call for the full engagement of Mr. Brooks that was planned for in 2020 by AEDC to perform a complete gaps analysis of Anchorage. Unfortunately, the COVID-19 pandemic cancelled those plans for that year. Recently, through the Alliance to Activate Anchorage (AAA) forum, the idea of bringing Roger Brooks to Anchorage in 2021 to perform a gaps analysis was proposed as a joint effort of the Anchorage Economic Development Corporation, Visit Anchorage, Anchorage Chamber of Commerce and Anchorage Downtown Partnership. It was agreed to as a joint project of the AAA as the gaps analysis would be very beneficial to individual efforts of the four AAA organizations as well as the efforts of the Reopening a Vital and Safe Anchorage (RVSA) initiative. Staff leadership of the AAA organizations were directed to develop a funding strategy and engage Mr. Brooks and his company, Destination Development Association. A project scope has been provided by Mr. Brooks (see attached) that details the extensive work that will be performed, the community engagement effort in disseminating the results of the analysis, and the pre-assessment review of all relevant community plans and ongoing initiatives that would include the work of the RVSA to better inform the gaps analysis by Mr. Brooks and his team.

Anchorage, Alaska Beyond the Downtown Districts, but the Surrounding area as well Recovery Assessment Every community is unique (or would like to be unique from the others) and has its own challenges and opportunities. To help the communities in Anchorage to get on the road to recovery, we would start by "secret shopping" them, photographing them

and listing ideas, options, and ways they can recover and start on a path of success post-COVID. The following is a timeline of how we would spend time in Anchorage, then work with your team to find common low-cost initiatives that can help all your community, along with individual suggestions for each organization. Each day spent secret shopping Anchorage and its surrounding areas would include photographing the community, focusing on the local businesses, attractions, and amenities, analyzing business mix, wayfinding, ease of getting around, general appeal, customer service, and more. Before we head your way, we will read and review the previous studies and recommendations that you have done over the last few years, so that we can make sure those efforts are incorporated into the Action Plan, making sure all the recommendations build on the previous work that's been facilitated to date. We will also review marketing materials created by Anchorage and their organizations, and we will develop suggestions to help make the most effective use of your marketing efforts and dollars. Days 1 & 2: In office - Look at Anchorage's websites, social media platforms, and supporting local organizations marketing efforts- Gather information: local guides, brochures and other marketing materials- Look at a comparative and competitive analysis- Review previous plans and studies----- Work in Anchorage Day 1: Travel to the area Day 2: Onsite Assessment: Surrounding bedroom communities & neighborhoods Day 3: Onsite Assessment: Airport, industrial areas, and other areas of downtown not visited during 2019 Day 4: Onsite Assessment: Continued Day 5: Onsite Assessment: Continued - Photographing the community with a deeper dive into downtown (focus on local businesses and public amenities), but spending the day getting to know the community, coming up with specific ideas to help with the recovery and for long-term success. The more time we can spend in each community, the more we can offer in-depth ideas, solutions, and recommendations. - When assessing Anchorage, we'll also assess the routes, looking at outlying businesses, neighborhoods, farms, etc. This will give us ideas on how to better connect each part of your community and will aid in the development of future marketing itineraries.

-During the assessment process, we will also look at the creation of travel-itineraries, promotion, and marketing to attract additional investment, new residents, and leisure tourism-spending.-During the assessment, we'll be able to offer suggestions based on a few very important facts. For instance, 70% of first-time sales come from curb-appeal. Are businesses doing all they can to pull people in their doors? Secondly, nearly 70% of all retail spending now takes place after 6:00 pm. Are you open? Day 6 and 7: Recovery Assessment Findings & Initial Suggestions Preparation-This is an 18-hour process where we process the photography, identify common challenges and solutions that can be shared among all of the towns and villages, and then provide specific suggestions for individual communities –both public and private-sector. Day 8: Recovery Assessment Findings & Suggestions Workshop-This would be a two-to-three-hour live presentation (with social distancing mandates in place), that would also be filmed, and perhaps provided via livestream: Facebook, YouTube or local public access television.-These presentations are VERY popular, full of photographs, and are a great way for local leaders, residents, and businesses to see their own communities and businesses through the eyes of a first-time visitor. The presentation is fun, fast-paced, and will offer dozens of low-cost ways to address challenges we uncover during the assessment. Every business and organization will

benefit from attending the presentation. -There is no criticism or “you should have done this.” In fact, the premise is to always answer the question “What else can we do locally to help our communities and our economy recover from the pandemic, while providing us with ideas we can implement to make our communities stronger for years to come? “The entire focus is on looking forward –“what else can we do...”-Typically, the workshop would begin at 8:00 am and run to 10:30 and beyond depending on presentation length.-The workshop will really get people pumped up, excited, and empowered to begin implementing the suggestions immediately. With these workshops Roger never points out a challenge without showcasing how it could be remedied –and at low cost. -Sometimes we can say things you’d like to say but can’t without paying a political price locally. We can be honest with them while offering ways to improve their local economies. It’s always on a positive note. -Following the presentation, lead stakeholders (The Huron County Team) would meet with us, ask questions, and talk about next steps and “where do we go from here?” This could be a two-hour brown-bag (or brown box) lunch, or it could be longer, if necessary. Day 9: Roger heads back to the office Day 10 & beyond: In-office-This is where Roger will take the Recovery Assessment Findings and Suggestions Workshop and write it into a final report, showing all the suggestions and incorporating any additional information and details brought forth during the meeting with the stakeholders. It would be in Apple Keynote and PowerPoint formats, but also a PDF printed in a report format so it can be reviewed easily as a bound, printed document.-The culmination of the project is the detailed written report (of which you receive the digital copies of, as well as 6 printed and bound full-color copies of the final Findings & Suggestion Report -this comes within 90 days of the return of our office. This report can be looked at like a checklist, with tasks that can be implemented immediately, many suggestions low cost.

SUMMARY

Roger has performed approximately 2,000 community assessments over the years, and most communities have taken the Findings & Suggestions Report and used it as an Action Plan.

Ref: 80002932 No activity at this time for this project

Ref: 8002935 No activity at this time for this project

Ref: 8002938

Program Description Requested 36th Annual Bear Paw Festival 2021: “The Roaring 20’s 2.1” July 14-18 Mitigation costs/Festival costs

Festival features Classic Car/Motorcycle shows, Bear Paw Paints, 5K Race, Odor Eater’s Stinky Sneakers, Teddy Bear Picnic, Slippery Salmon Olympics, Chopped Salmon, Human Foosball, vending area for business to sell their wares and goods, Parade, and more. Throughout Bear Paw, we engage the Boys & Girls Club, Cub Scouts, and other youth to help us stay ‘green’. Bear Paw Festival Recycling Program: “Keep BP Clean and Green”. This year we are also committed to being COVID - 19 compliant which will require additional funding. We will be using the mitigation planning resources from the organization 2020-2021 Plan Safer Events With support from the Alaska Department of Health and Social Services (DHSS), COVID-19 Emergency

Operations Center (EOC) - Funding will encompass all mitigation needs such as; communication signage, sanitation planning with Top of the World events, sanitation supplies for each Bear Paw event and additional staff. The festival itself also requires additional items and since we have been unable to create significant income for this year, we would also use this funding for festival merchandise, awards, prizes and lunch forum costs. \$ 50,000

Bandwango technology platform using digital passes for your organization's events & activities in your community

Bandwango is a travel technology platform that empowers DMOs, CVBs and other event or destination promoters to offer dynamically curated, digitally delivered access to places and experiences for both visitors and locals to enjoy. Bandwango creates, services and manages an unlimited number of new mobile passport program for you each year and services/manages all your passes on an ongoing basis. \$14,500 annually / \$29,000 for two years. For more information on Bandwango go to www.bandwango.com \$ 29,000

Shop Here ALL YEAR in Chugiak - Eagle River Program

Shop local in Chugiak-Eagle River and get \$50 or \$100 FREE! When you spend... \$100 on discretionary items at ANY store in Chugiak-Eagle River, you can receive a \$50 voucher to spend at a local participating business OR spend \$200 (or more) on discretionary items at ANY store in Chugiak-Eagle River and receive a \$100 voucher to spend at a local participating business. To reach as many families as possible, each participant may enter the program and receive vouchers ONCE. Vouchers will be issued on a first-come, first-serve basis. Program Dates - May 1 - December 31 or until funding runs out. \$ 50,000

What's in the Box? Empowered digital business boxes delivered once a month to our members

The Empowered Business Box is a monthly membership that provides digital business information with resources to enhance their businesses throughout the year. With this funding we can provide this product to all members. It can be used as a member benefit and as a funding source for those who want to purchase it and are not members of the Chamber. Each toolbox will contain 2 to 5 conversion-worthy tools to enhance a specific part of your customer journey. Access to our members-only Facebook group where you can share ideas and get feedback for your business. Chamber members and Tool-Box members will also have free access to all of our monthly business workshops \$ 25,000

Total Investment \$154,000

Ref: 80002939 No activity at this time for this project

Ref:80002945 No activity at this time for this project

Ref: 8002948

Background/Proposal

The COVID-19 public health emergency will have lasting negative effects on economic outcomes, particularly in exacerbating disparities that existed prior to the pandemic. These negative economic impacts are particularly pronounced in certain communities and families. In particular, the COVID-19 public health emergency will have a disproportionate impact on low-income, increasing the risk that the current pandemic-induced recession could further increase concentrated poverty and cause long-term damage to economic prospects in neighborhoods of concentrated poverty.

The economic disparities that existed prior to the COVID-19 public health emergency amplified the impact of the pandemic among low-income and minority groups. These families were more likely to face housing, food, and financial insecurity; are over-represented among low-wage workers; and many have seen their livelihoods deteriorate further during the pandemic and economic contraction. In recognition of the disproportionate negative economic impacts on certain communities and populations, there exists a need for services and programs that respond to the negative economic impacts of the COVID-19 public health emergency in these communities.

Section 603(c)(1)(A) of Title VI of the Social Security Act authorizes payments from the Fiscal Recovery Funds to respond to the negative economic impacts of the COVID-19 public health emergency and target assistance to businesses in need, including small businesses facing financial insecurity, substantial declines in gross receipts, or other economic harm due to the pandemic, as well as businesses with less capacity to weather financial hardship, such as the smallest businesses, those with less access to credit, or those serving disadvantaged communities.

Scope

In support of these objectives, grant funds shall be a contribution to Alaska Black Caucus (ABC) in support of their project to secure a physical location for their economic support services. ABC-provided services are designed to address economic recovery, education, and community action to address systemic challenges including health for BIPOC communities that were disproportionately affected by COVID-19 pandemic. These services go to individuals and businesses from Qualified Census Tracts (QCTs), as well as populations, households, and/or geographic areas disproportionately impacted by the pandemic.

Budget

Costs for the purchase / improvement of an Anchorage building to be used for the ABC-provided services in the areas of economic recovery, education, and community action to address systemic challenges including health for BIPOC communities that were disproportionately affected by COVID-19 pandemic:

\$575,000 Building purchase price

\$200,000 Tenant improvements

\$100,000 Funds for initial 2 years of property maintenance, management, expenses

\$875,000 Total Project Cost

\$437,500 2021 ARPA contribution

\$437,500 ABC to independently fundraise

\$875,000 Total revenue needed

Project Timeline

Building purchase to be made by Dec. 31, 2022