

Annual Report 2020



anchorage
community
development
authority



Render of potential
Development At 6th
& G Street, courtesy
of RIM Architects.

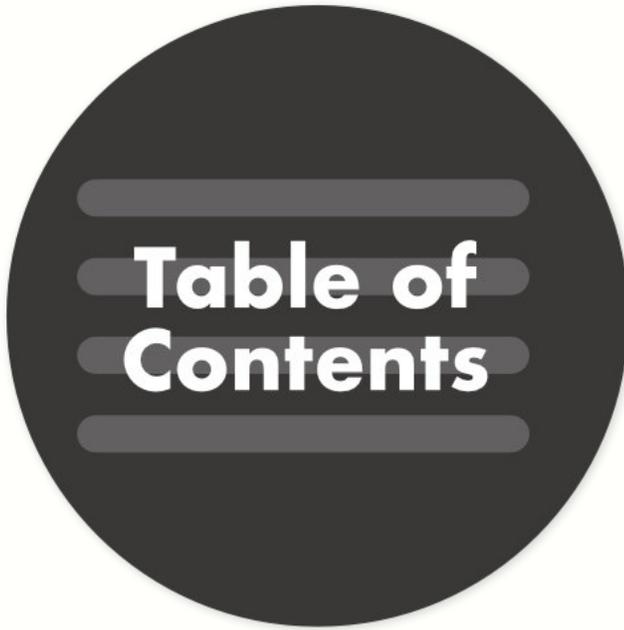


Table of Contents

Executive Director's Message	■
ACDA Role & History	■
Development Highlights	■
Parking Highlights	■
Community Outreach	■
Board Members	■

Executive Director's Message

June 16, 2021

2020 was a year like no other

When we started our 2020 year, we were involved with our world famous winter festivities, Fur Rondy and Iditarod, as well as presenting our development projects to the community. Everything seemed normal and unbeknownst to us, our City was going to be shut down and our agency took those steps, March 17, 2020.

This shut down severely affected our revenue for the full year and ACDA could not qualify for any form of COVID or PPP money. We received no financial support that year. Yet, ACDA, thru EasyPark, started the curbside pickup program to activate parking spaces that were not being used to allow all businesses an option to connect with their customers.

Despite the obvious cost cutting steps that we went through, which included laying off our staff, remaining workers took on additional duties, worked tirelessly in securing our facilities and ensuring that those that did come downtown were in a safe space with the Safety First program.

Our focus was how to successfully navigate thru this unprecedented crisis and securing the well-being, health and safety of our remaining staff and contractors that had to continue thru this pandemic.

Despite all these challenges, we used 2020 to make us a better company. Our business model was altered to adapt to 100% online or cashless transactions. As a result, these changes allowed us to be more flexible with our customers and reduce our overhead expenses long term.

Our annual Private Public Partnership (P3) Summit, was conducted virtually and we were able to connect with private developers and government agencies state-wide. It was our largest attendance since we have held these summits and we identified that other cities have the same challenges in development and collectively agreed that we need to find a long-term solution to reduce the financial gap that makes development projects feasible.

On the development news front, ACDA signed a development agreement and long term ground lease with Block 96, LLC to develop ACDA's downtown 8th & K property into a 58 unit apartment complex. This project will begin spring of 2022 due to the rising cost of lumber.

ACDA also signed another development agreement with the 6th Avenue Center, LLC. to redevelop the Transit Center into a hotel, apartments, and commercial spaces that include the new People Mover space.

We still have our financial challenges ahead of us, but we always heard "Alaskans are resilient," and we will persevere thru these times so that ACDA can continue supporting the Municipality of Anchorage with redevelopment projects as well as having a positive parking program for downtown Anchorage.

Melinda Gant
Acting Executive Director



Role & History

The Anchorage Community Development Authority (ACDA) was originally created in 1984 as the Anchorage Parking Authority, the first public corporate authority created by the Municipality of Anchorage. ACDA is "an instrument of the municipality, but exists independently of and separately from the municipality." Within ACDA there are two departments: Parking & Development.

ACDA's mission is to deliver quality development and public parking services within the Municipality of Anchorage. We accomplish this through the operations of EasyPark, which directly provides parking

services, and helps to fund our development initiatives.

The vision that ACDA strives towards is a vibrant and prosperous Municipality of Anchorage facilitated by innovative development and public parking.

By developing (or redeveloping) our various properties in Anchorage, we aim to contribute to our community's prosperity, not just by erecting buildings, but also by creating buzz and generating interest in Anchorage's unique spaces and assets. We hope to build a platform for prosperity.

Mission

We deliver quality public parking services within the Municipality of Anchorage and we engage in community and economic development opportunities.

Vision

A vibrant and prosperous Municipality of Anchorage facilitated by innovative development and public parking.

Strategic Goals

Development

Make ACDA the First Stop Shop for development in the MOA; Define and articulate financial tools available to the MOA; Identify and support new development opportunities via high profile event.

Finance

Develop systems and processes that are best practices to address the needs of all departments; Meet the financial and reporting needs of ACDA in a timely and accurate manner.

Parking

Enhance effective customer service through technology solutions; Expand public-private partnerships to improve parking assets; Establish a 5 year plan and comprehensive preventative maintenance program.

Public Relations

Create good will and increase public support for the organization; Create/maintain/protect the organization's reputation, enhance its prestige and present a favorable image.

Development



6th Avenue Project

During 2020, ACDA engaged with a new local development group, 6th Avenue, LLC, with a focus of project transparency and a partnership that would be successful for downtown development. The project is still focused on a development of a hotel, apartments, commercial spaces on the first floor that include the new People Mover office on Street. Due to the closure of the Transit Center, ACDA relocated their tenant, People Mover, to a temporary lease space.



Public + Private
Partnerships

P3 Summit

ACDA's 2nd annual summit, that focuses on private, public, partnerships (P3), brought in local developers from Anchorage, specialists with PPP experience, and showcased ACDA's P3 projects.



JCPenney Garage & Former Nordstrom Building

ACDA and JCPenney agreed to terms with JCPenney and their bankruptcy trustees to purchase the JCPenney parking garage. ACDA also extended their parking lease with JCPenney thru December 30, 2025.

Block 96 Flats

ACDA issued our a RFP January 2020 to develop their 8th & K property. ACDA received proposals and selected Debenham Properties. The development group now named 96 Block Flats, LLC, focused on completing the long term ground lease and development agreement for the downtown housing project. ACDA's obligation is to provide \$1.8 million towards the parking garage for the 58 unit apartment complex.





Parking

The year 2020 was difficult for most companies due to COVID-19. During this difficult time, EasyPark implemented the following:

During the first 2- weeks of COVID, EasyPark provided free parking in garages lots and on-street meters as the pandemic was new and companies were still trying to figure out how to handle things. EasyPark closed its lobby doors and conducted business online and via email. EasyPark paused all citations and collections for 4 months and suspended the amenities program which provides tire fills, jump starts, and escorts. EasyPark staff wiped down surfaces and equipment daily

at all our facilities in order to follow the CDC's recommendations for cleaning. EasyPark also provided free parking at on-street meters for a month and implemented a Curbside pick-up program to support downtown business.

Operation Downtown Dine Out was launched to create dining for restaurants in downtown who would like to create an outdoor eating area for their customers. EasyPark supported Downtown Businesses with discounted parking in surface lots (\$1.00 for 4 hours of parking) and in September permanently went cashless in all garages. Due to safety reasons, EasyPark closed it 6th Avenue garage lobbies during the evening hours.

Meter\$ vs. Citation\$

Parking meter and citation revenue substantially decreased in 2020 as covid impacted business. Previous years showed a pattern of revenue increases despite citation revenue decreases. We take this as indication that our marketing and enforcement efforts effectively discouraged illegal parking. We hope to see this pattern return.



DOWNTOWN SAFETY FIRST

1,311
Calls in 2020

11,924
calls in 2019

Downtown Employee Discount Program

855
Participants in 2020

1251
Participants in 2019

Security Contractor Stats

Incidents

2020	18.5k
2019	15.7k

Facility Bans

2020	20
2019	15



Community Outreach

During March of 2020, ACDA recognized that there was going to be a financial impact on businesses and workers due to the COVID pandemic and the shutdown of the Municipality of Anchorage due to the COVID emergency orders. The steps that ACDA took during the entire year of 2020 were completely focused on the livelihood of the downtown businesses and to prevent closure.

The following initiatives were implemented in 2020:

All late fees for parking citations were set on pause; continued to support the Safety First program as this service was considered essential for the safety for all in downtown Anchorage; street

parking was not enforced; all EasyPark lots and garages were free to park in; provided free parking while Weekend Market was running during the summer to market vendors and visitors; created and provided free curbside parking for all downtown businesses; created Operation Downtown Dine Out, a free service, to create outdoor dining in street parking spaces; offered deeply discounted parking during the end of the year holidays to encourage residents to enjoy downtown events, and ran a very successful program "Downtown in December" that focused on "Take Out. Shop Local. Win Free Prizes." from EasyPark during the month of December.

Community Support

ACDA over the years has supported the community through cash and in-kind donations.

2020

\$882,293

2019

\$423,034

2018

\$427,684

**COVID-Specific
Donations in 2020**

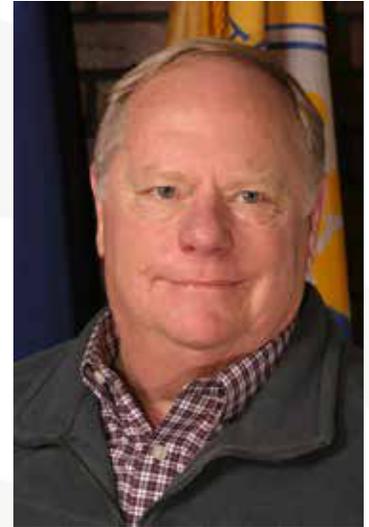
\$719k



BOARD MEMBERS 2020



Mike Mills
Dorsey & Whitney LLP
Chair



Terry Parks
Private Developer
Vice Chair



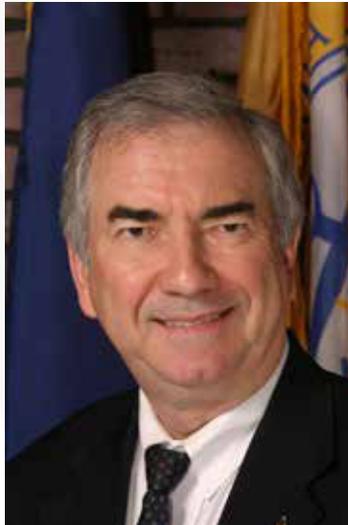
Matt Hemry
Anchorage School District



Austin Quinn-Davidson
Ex Officio
Anchorage Assembly



Chris Schutte
Municipality of Anchorage



Patrick Rumley
Rumley Investment Services



Lydia Griffey
Stantec



Alex Slivka
Municipality of Anchorage



Christopher Constant
*Ex Officio
Anchorage Assembly*



Evelyn Rousso
MCG Explore Design



anchorage
community
development
authority