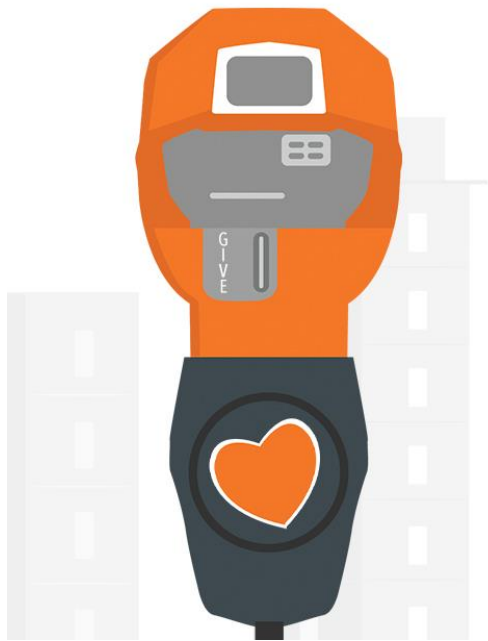




Park It Forward

DOWNTOWN GRANT PROGRAM

Grant open September 18 - October 9, 2025

Park It Forward: Downtown Anchorage Grant Program

Program Overview

Park It Forward: Downtown Anchorage Grant Program is a community-focused initiative that reinvests a portion of parking revenue generated from downtown meters directly back into the neighborhood. The program is designed to support local organizations and businesses in implementing projects that enhance downtown's vibrancy and economic health.

Program Goals

- Enhance the downtown experience
- Support arts, culture, and creative placemaking
- Strengthen the downtown small business ecosystem
- Activate underutilized public spaces

Funding Source

This program is funded by a dedicated percentage of EasyPark's on-street parking meter revenue collected within the Downtown Anchorage Parking District*. The amount available for grants is subject to annual board approval.

Eligibility Criteria

Applicants must:

- Be a 501(c)(3) nonprofit, small business, or neighborhood/community organization
- Operate within or propose a project located in the Downtown Anchorage Parking District
- Demonstrate public benefit and clear alignment with one or more program goals
- Provide a project implementation plan and itemized budget

Eligible Project Examples

- Public art or mural installations
- Downtown events or seasonal activations
- Beautification efforts (landscaping, lighting, public seating)
- Wayfinding and signage improvements
- Pop-up retail or community programming

Ineligible Uses

- Salaries or general administrative overhead
- Religious or political activities
- Projects outside the defined downtown parking area
- Projects that do not provide a public benefit

Grant Award Tiers

- **Mini Grant:** \$1,000 – \$5,000
- **Standard Grant:** \$5,001 – \$25,000
- Matching funds or in-kind support are encouraged but not required

Application Process

1. Complete the online application form at www.easyparkalaska.com/grants
2. Submit during the open application cycle (announced on EasyPark social media and website)
3. Applications reviewed by a Grant Committee including ACDA, downtown stakeholders, and community representatives
4. Awards announced within 6 weeks of the application deadline

Reporting Requirements

- Mid-project update report (if applicable)
- Final project report including: project photos, a financial summary, and a short narrative on impact
- All projects must be completed within 12 months of award

Evaluation Metrics

- Increased public use or foot traffic
- Visual or aesthetic enhancements
- Number of people engaged or served
- Business/community feedback
- Sustainability of the project

***Parking District:** 2nd Ave.-10TH Ave., Eagle Street to M Street.