

Park It Forward
DOWNTOWN GRANT PROGRAM

Grant open October 20 - November 30, 2026

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 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.
- **Complete the proposed project by December 31, 2027.**

Required Application Materials

Applicants must submit:

- **Project Description:** A summary of the proposed project, including its purpose, location, anticipated community benefit, and how it supports Park It Forward program goals.
- **Itemized Project Budget:** A breakdown of anticipated expenses, including any additional funding sources or contributions, if applicable.
- **Project Implementation Plan:** A timeline identifying key activities, anticipated start date, and completion date no later than December 31, 2027.
- **Project Examples or Supporting Materials (if applicable):** Concept drawings, photographs, renderings, design samples, or other visual materials that help illustrate the proposed project.
- **Project Authorization (if applicable):** Written approval from the property owner or appropriate entity for projects involving public or private property not owned by the applicant.
- **Project Sustainability:** A brief explanation of how the project will be maintained or supported after grant funding is expended, if applicable.

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.

Reporting Requirements

- Quarterly report recap
- 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.*