



# Frequently Asked Questions

An eight-part visual guide to what REIGNITE is, how it's funded, and what it means for Alexandria.



STRONGER CORRIDOR. STRONGER CITY. STRONGER FUTURE.

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Eight Questions Eight Answers

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# What is REIGNITE — and why now?

A municipal capital improvements program that readies the Masonic Drive Corridor for private investment and a stronger quality of life — right when the partners, the timing, and the opportunity are all aligned.

## WHY NOW



Window of Opportunity



Partners aligned



Private Interest Active

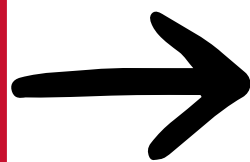


Risk of decline

## A PROVEN MODEL

### 2008 SPARC

\$96M program that reinvested in infrastructure, rebuilding parks, fire stations, and the riverfront



### 2025 REIGNITE

Same logic, but focused on city-wide private partnering and in particular the Masonic Drive Corridor

## Why This Matters

Without action now, the corridor risks decline, lost momentum, and blight.

**With action, Alexandria gets ahead of it.**

# “Where does the \$82M come from?”

A city bond, leveraged private and federal dollars, and existing capital outlay — combined into one \$82M package with no new taxes.

## THE \$82M BREAKDOWN

**\$45M**

### City Bond

Uses existing sales tax & debt-service model.

**\$30M**

### Leveraged

Private, federal, and state matches.

**\$7M**

### Capital Outlay

Already-available city funds.

## What Does This Mean for Taxpayers

- ✓ **No new taxes**
- ✓ **No change to current debt service**
- ✓ **AA bond rating — one of the strongest in Louisiana**

Every public dollar pulls in roughly another dollar from private, federal, and state sources.  
**That's leverage.**

# "Why not just spend this on more police?"

**By law, we can't. Capital funds can't pay salaries.**

But those dollars can build public-safety facilities and create new sales taxes that pay salaries.

## TWO DIFFERENT BUCKETS

### OPERATING MONEY

**Salaries, Benefits, Gear**

**✗ NOT REIGNITE**

### CAPITAL MONEY

**Buildings & Infrastructure**

**✓ THIS IS REIGNITE**

**WHAT REIGNITE  
DELIVERS FOR  
PUBLIC SAFETY**

**1**

#### **SWAT Training Center**

A critical modularized, interactive regional training center and multi-agency public safety health center.

**2**

#### **Community Service Officer HQ**

Daily patrols based right on Masonic Drive.

## THE BIGGER PICTURE

Recruiting officers isn't really about pay — Alexandria's compensation is competitive. It's about quality of life. REIGNITE invests in exactly that.

# "Why not just spend it on drainage or roads?"

We are — and the corridor is what unlocks the **federal drainage match** that helps the rest of the city.

## How the Drainage Hook Works



### MALL-AREA DRAINAGE CANAL

A federally-eligible project runs through the corridor.



### TRIGGERS FEDERAL MATCH DOLLARS

Scale of the project unlocks the grants.



### CITYWIDE DRAINAGE BENEFIT

Improvements reach nearly all of Alexandria.

## THE BIGGER PICTURE

Roads and drainage need ongoing funding.  
REIGNITE grows the tax base that pays for them.

# “Why save the mall? Aren't malls dying?”

We're not saving the mall. We're repositioning it!  
A town center built around recreation, dining, and community.

From **MALL** to **TOWN CENTER**

## Traditional Mall

Retail only  
Indoor shopping  
Static storefronts  
Limited community use

## Modern Town Center

Food & entertainment  
Recreation & events  
Walkable, experience-first  
Mixed-use energy

**!** Public dollars build the infrastructure.  
**They don't go into private retail.**  
The mall's owners invest their own capital.



**WHAT HAPPENS IF WE DON'T?**

**Major vacant property**  
Blight risk, weaker market signals, negative spillover across the corridor.

# "Will this actually work?"

Alexandria has done this before. SPARC used the same logic in 2008 — and the results are still adding value today.

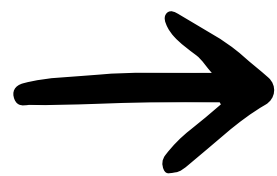


WHAT SPARC DELIVERED



SAME LOGIC. NEW CORRIDOR.

2008  
**SPARC**  
THREE CORRIDORS. \$96 MILLION



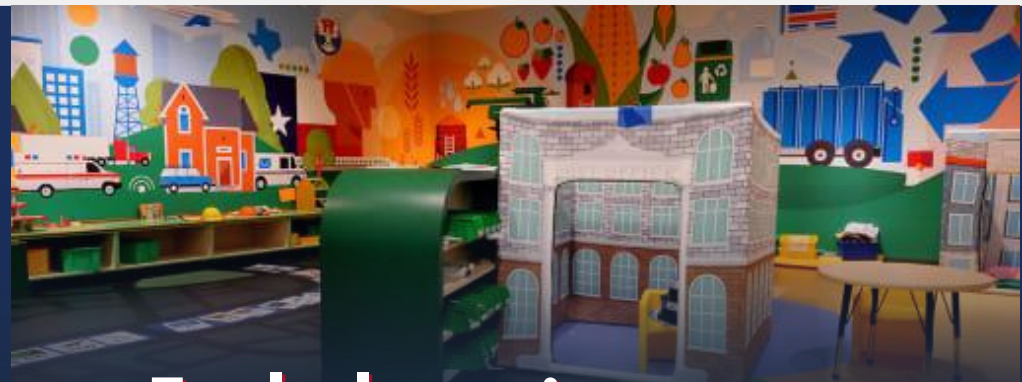
2025  
**REIGNITE**  
ONE CORRIDOR = FASTER \$82 MILLION

## THE TRACK RECORD

Every SPARC partnership is still operating — and still adding to Alexandria's tax base.

# "What is ACES?"

A first-class children's museum and learning center — a new anchor destination alongside the Alexandria Zoo.



**Early-learning zones**



**Rotating field trips**



**Hands-on STEAM exhibits**



**Imagination & maker spaces**

## A FULL-DAY FAMILY DESTINATION



STOP 01 MUSEUM

STOP 02 ZOO

STOP 03 PARKS

STOP 04 DINING

**Why This Matters**

A publicly-owned anchor that strengthens the corridor already backed by local business and philanthropic support.

# "What happens if we don't act?"

Doing nothing isn't free.

The corridor risks decline, the mall risks an **existential crisis** in under a decade, and Alexandria loses ground we'd have to make up later.

## TWO FUTURES

1

### Without Action

- Vacant mall property
- Blight & spillover effects
- Lost federal match dollars
- Shrinking tax base

2

### With REIGNITE

- Citywide drainage benefits
- Reimagined town center
- Walkable, family-friendly corridor
- Growing tax base

*"The Alexandria Mall could move into an existential crisis in well under a decade."*

— REIGNITE FAQ



Your voice shapes what happens next.

[www.cityofalexandriala.com](http://www.cityofalexandriala.com)