

MOA Alcohol Tax Outreach

“Cheers to You, Anchorage!” Campaign Highlights from 2023

Agnew::Beck worked with the Anchorage Assembly Legislative Services Office to create an education campaign about the Anchorage alcohol tax. The campaign “Cheers to you, Anchorage!” highlights programs, activities, and grants that received funding from the tax and shares positive progress from these dedicated investments since the tax took effect in 2021. The team crafted a celebratory communications campaign that focused on restaurants and alcohol establishments where customers pay this tax.



Industry Engagement

In the first phase of the campaign, the team identified a challenge with the campaign: industry buy-in. Legislative Services took the lead to build relationships with industry stakeholders, including Cook Inlet CHARR and Alaska Hospitality Retailers, distributors and owners. Assembly Members presented the campaign to industry associations in May 2023:

Cook Inlet CHARR

Assembly Member Daniel Volland presented to the Cook Inlet CHARR executive board at their headquarters.

Alaska Hospitality Retailers

Assembly Members Daniel Volland and George Martinez presented to the Alaska Hospitality Retailers members at the Loussac Library.

Feedback gathered from the stakeholder presentations, including concerns about staff capacity to answer questions about the alcohol tax, informed the focus of campaign materials on impact stories.

Impact Stories

Throughout the contract duration, the team created videos and blog content to spotlight funded programs and their impact. Impact stories were threaded throughout the campaign materials, including social media content, establishment and the alcohol tax website: **ReimagineAnchorage.org**

Video Spotlights: Mobile Crisis Team, Anchorage Early Learning Stations

<https://reimagineanchorage.org/videos>

Blog Spotlights: Golden Lion as Housing, ASD Early Childhood Mental Health Consultations

<https://www.reimagineanchorage.org/blog>

Campaign Materials

Establishment Installations

In the second half of 2023, A::B ordered and packaged campaign materials for distribution to local restaurants, bars and breweries. Campaign elements and materials include a wordmark, campaign talking points and messaging, social posts for partners to share, and promotional items such as coasters, posters, stickers and table tents distributed to **50** point-of-sale establishments:

- 300 Posters
- 30,000 Coasters
- 2,000 Table Tent Toppers
- 400 Stickers

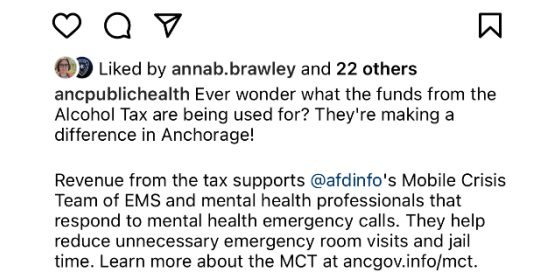
Posters



Coasters



Table Tents



Social Media

The Anchorage Health Department posted social media content through their channels [@ancpublichealth](https://www.instagram.com/ancpublichealth).