

Blue & You Foundation

For a Healthier Arkansas 

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Instructions: Notice that each section below has a red icon (not complete) or green icon (complete) at the left and an Edit button at the right. Use this Edit button to enter each section, complete the answers and Save that section. When you have answered all the questions and saved, that will turn the icon from red to green. When all sections are “green,” you may proceed to submission at the bottom. Upon successful completion and submission, you should receive a submission confirmation message sent to your email.

Request Submitted Successfully!

Your request has been submitted successfully. Please print the request for your records.

Organization Information

Organization Name: City of Jonesboro

EIN: 71-6013749

Type of Organization:

Website: <http://www.jonesboro.org>

Permanent Address:

300 S. Church St. PO Box 1845

Jonesboro, Arkansas 72403-1845

tel: (870) 336-7229 x1229 | fax: (870)933-4626

Request Details

Project Title	Craighead Forest Trail Fitness Project
Amount Requested	\$145,030.00
Project Begin Date	01/01/2015
Project End Date	12/31/2015
Existing or New Program?	New
Primary Contact	Heather Clements
Project Manager	Heather Clements
Other Key Person	

Executive Summary

Organization Mission

The City of Jonesboro mission is to offer first class customer service and quality of life to the 70,000 citizens of Jonesboro, Arkansas. The Vision 2030 PLAN is "Healthy People in a Healthy Community." The plan is a 30 page document that accounts for long range and sustainable planning in several areas, including, but not limited to built environment, public transit, economic development, public safety, technology, and smart planning - all contributing factors to the health and wellness of the citizens.

Need

Currently, a 3.2 mile walking/running trail is being designed and will be constructed in 2014-16 around Craighead Forest Park. This park covers 690 acres and has over 500,000 visitors annually. Currently, many walkers/runners utilize the main road circling the park; however, because of the hills and turns, it is unsafe; therefore, a walking/running trail is being constructed to make recreation at this park safe for all visitors. The city, in its planning of this trail, wants to ensure that it is more than JUST a trail - that it incorporates other fitness components. Work out stations with 3 units each will be placed every quarter mile for a total of 36 units so that people can work out during their walk/run. The state of Arkansas has one of the highest obesity rates in the United States. With obesity comes high numbers of diabetes and heart related disease. These factors are increased when associated with low income, perhaps because low income people cannot afford gym memberships. This project will have several positive impacts on the Jonesboro community: (1) It increases safety at Craighead Forest Park by offering an alternative walking/running trail for visitors - and the road will be 'off limits' to walkers and runners alike once the trail is open for use, (2) it offers a 'no cost' exercise place for all people - including work out equipment, (3) increases recreational opportunity for Jonesboro and the surrounding areas, and (4) it increases quality of life for Jonesboro. The City of Jonesboro is requesting \$145,030 to contribute towards the cost of the workout equipment for the trail.

Project Primary Condition

Obesity (nutrition and exercise)

Project Secondary Condition

Healthy lifestyles

Objectives

The goals of this project are to 1. increase awareness of health, 2. decrease obesity, and 3. increase healthy lifestyle opportunities for low income individuals.

Principal Activities

Educational promotions of the new workout trail will be conducted by the City of Jonesboro Parks and Recreation Department, including but not limited to: 1. visiting local schools and Arkansas State University, local banks, industries, hospitals, churches, and other businesses in order to promote the new site, 2. having a health fair on site at opening, 3. partnering with local restaurants to offer \$5 off coupons for utilizing the trail on promotional days, 4. partnering with local business for 20% off coupons for completing surveys post project completion, and 5. promoting the new site on channel 24 - the local access channel.

People Reached

Craighead Forest Park has over 40,000 visitors monthly. The city estimates that a minimum of 10,000 people will use this trail monthly for a total of 120,000 annually.

Principal ways you intend to use the funds

The funds will be used to purchase work out equipment for 12 work out stations along a 3.2 walking/running trail at Craighead Forest Park. There will be 3 pieces of work out equipment at each station for a total of 36 pieces of equipment that will be purchased with grant funds. The city is currently designing the 3.2 trail using Scenic Byways Funds from the Arkansas State Highway and Transportation Department and local city match funds. The trail will be constructed in FY 2014-16. As it is constructed, the workout equipment will be purchased and installed. The trail will be complete by December 31, 2016 and all equipment installed by that deadline.

Project Super Summary

The Craighead Forest Park Trail Fitness Project seeks to increase awareness of health, decrease obesity, and increase health and wellness opportunities for low income individuals for 120,000 Jonesboro and NE Arkansas residents annually by adding 12 total workout stations consistent of 3 workout units each, located every quarter mile on a 3.2 walking/running trail being designed and constructed in FY 2014-16 by the City of Jonesboro.

Demographics

Target Demographic

Gender	Both
Age	All ages
Ethnicity	Other
Other	All ethnicities

Secondary Target Demographic

Gender	
Age	All ages
Ethnicity	Other
Other	All ethnicities

Counties

CRAIGHEAD, CRITTENDEN, GREENE, LAWRENCE, LEE, MISSISSIPPI, POINSETT, RANDOLPH, SHARP, WOODRUFF

Project Details and Evaluation

Timeline: Milestones throughout the year needed to achieve success

Questionnaires will be distributed quarterly to Craighead Forest Park visitors utilizing the new walking/running trail and work out stations to determine utilization, weight loss, and self awareness of health changes.

Geographic area to be served

Northeast Arkansas is the target geographic location, but Craighead Forest Park is also a destination for walkers, runners, and bikers from other cities not in NE Arkansas, such as Memphis and Little Rock. There are over 40,000 monthly visitors to Craighead Forest Park.

Target population to be served

All ages, genders, and ethnicities are targeted.

Assumptions on which the project is based

Arkansas ranks one of the top states in the United States for obesity, heart disease, and diabetes, according to the National Association of Chronic Disease Directors. The assumption is that a lack of appropriate diet and exercise are the major causes. Arkansas is a poor state as well with a 17.3% poverty rate. The Encyclopedia of Arkansas History and Culture states that Arkansas ties for second among states with the highest poverty rates. This project increases opportunity for exercise and fitness but most importantly offers it to all people - even those residents that cannot afford gym memberships.

Barriers to success

Although this project significantly increases fitness opportunity, people still have to take advantage of it and actually utilize it. To combat this potential problem to success, the city will have family friendly events at the new workout trail in order to promote the trail and encourage people to utilize it. Further, the city will work closely with the local schools to encourage the kids and youth to utilize the new trail. In fact, one idea is to partner with a local restaurant to distribute coupons if/when the trail is utilized.

Financial and human resources to be applied to the project

The City of Jonesboro expects full support on this project from the local schools, Arkansas State University, the Arkansas State Highway and Transportation Department, Ridge Runners, the North Jonesboro Neighborhood Initiative, and all residents.

Likelihood of project continuing after the grant period

The actual trail is being designed and constructed by the City of Jonesboro using Arkansas State Highway and Transportation and local city match funds. The project will be maintained by staff at Craighead Forest Park, funded by the City of Jonesboro - annually budgeted. The project will be used and maintained indefinitely.

How success will be measured

Surveys will be conducted to ensure utilization of the new workout trail as well as any changes in weight or other health changes. The city will partner with Arkansas State University to get the questionnaire designed, administered, and data analyzed to ensure reliability and validity of the survey. Surveys will be administered quarterly for 12 months post project completion. Outcomes data will be utilized to determine necessary changes in promoting the new workout site.

Data or measurement tools you will use to verify success

A 10 question survey using likert scales will be utilized in quarterly intervals for 12 months post project completion/implementation.

Timeline for evaluation

The survey will be administered quarterly for 12 months post project completion. Outcomes will determine necessary changes to more effectively promote the new workout site.

How project problems will be identified and corrected?

Outcomes will be used to determine issues and problems will be identified and corrected immediately by City of Jonesboro lead staff.

Budget Information

Project Expense Items

Line Item	Amount Requested of Blue & You	Amount Funded from Other Source	Other Source
HealthBeat Ab Crunch/Leg Lift	\$5,865.00	\$0.00	0
HealthBeat Assisted Row/Push-Up	\$5,865.00	\$0.00	0
HealthBeat Balance Steps	\$8,220.00	\$0.00	0
HealthBeat Cardio Stepper	\$16,830.00	\$0.00	0
HealthBeat Chest/Back Press	\$13,290.00	\$0.00	0
HealthBeat Mobility	\$9,810.00	\$0.00	0
HealthBeat Plyometrics	\$8,220.00	\$0.00	0
HealthBeat Pull-Up/Dip	\$5,865.00	\$0.00	0
HealthBeat Squat Press	\$13,290.00	\$0.00	0
HealthBeat Stretch	\$8,715.00	\$0.00	0
HealthBeat Tai Chi Wheels	\$6,630.00	\$0.00	0
FitCore Beam Run	\$2,520.00	\$0.00	0
Welcome Sign	\$910.00	\$0.00	0
Installation	\$25,000.00	\$0.00	0
Freight	\$2,000.00	\$0.00	0
Sales Tax	\$12,000.00	\$0.00	0
Totals:	\$145,030.00	\$0.00	

Budget Narrative

Please explain the project expense items requested from Blue & You

The City of Jonesboro will purchase 36 pieces of workout equipment of 12 varieties, placing stations consisting of 3 pieces of equipment each, a quarter mile apart for a total of 12 workout stations along the 3.2 walking/running trail. The trail will circle Craighead Forest Park and is strategically being constructed 3.2 miles long for 5K training. The goals are to increase awareness of health issues in the state of Arkansas, decrease obesity, and increase healthy lifestyle options / opportunities to low income individuals. The requested funds include the cost of equipment, freight, installation, and sales tax for a total request of \$145,030.

☑ Uploads

Brief history of the applicant organization

Reason for not providing the file:

City Government

501(c)(3) tax exemption letter from IRS

 IRS Tax Exempt Statement.pdf (385 KB)

Most recent independent audit

Reason for not providing the file:

File too large - I can email.

Current annual operating budget for applying organization

Reason for not providing the file:

File too large - I can email.

Most recent IRS Form 990


Reason for not providing the file:

N/A

Current Board of Directors

 City Council PDF.pdf (23 KB)

Most recent annual report

 Vision2030WorkingDraft 12-12-13.pdf (4453 KB)

List of other major business or foundation supporters

Reason for not providing the file:

Sales Tax Revenue

Resume of Grant Project Manager or Director

 Heather Clements Resume.pdf (32 KB)

Additional Supporting Materials

Attestation

This organization does not discriminate on the basis of race, color, religion, age, gender, national origin, or disability (in accordance with applicable federal laws).

Any funds received for this proposal will be used for the stated charitable purpose and in accordance with the grant terms and conditions enclosed in the award letter, including completion of required reports by their deadlines.

We will acknowledge any grant received in accordance with the terms outlined in the grant award letter, and the Blue & You Foundation may publicize this project or program in all publications, including web-based communications, should the proposal be funded.

Should this proposal not be funded by Blue & You Foundation grants program, the organization authorizes Blue & You Foundation to share this proposal in its entirety with other potential funding sources at its discretion. Yes

By typing my name in the following space, I certify that I am an authorized representative of the charitable organization named in this application. I further certify that this application is submitted with the full knowledge and consent of the organization's Board of Directors or other governing body.

Digital Signature Heather Clements

Request Submitted Successfully!

Your request has been submitted successfully. Please print the request for your records. (After submitting, you may still return and make changes or updates to your request, up until the deadline date, when the grant cycle closes. To make changes after the initial submission, return to your request, make the edit and save that section.)

Request "Req: Craighead Forest Trail Fitness Project" has been updated.

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72201

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