



2017-2018 NOTICE OF INTENT TO APPLY

For the Delta Creative Placemaking Investment program in the eight-state Delta Regional Authority service area beginning in September 2017.

The Delta Regional Authority ("DRA") works to improve regional economic opportunity by supporting job creation, building communities, and improving the lives of the 10 million people who reside in the 252 counties and parishes of the eight-state Delta region. DRA is looking for applicants that can substantially improve the physical and social character of their towns, cities, or regions, through the arts and cultural activities in the eight-state Delta Regional Authority area (Alabama, Arkansas, Illinois, Kentucky, Louisiana, Missouri, Mississippi, and Tennessee).

The Delta Creative Placemaking Investment (DCPI) program is designed to help communities enhance the quality of place and quality of life by investing in the distinctive local character of Delta places, for positive economic and community outcomes. DCPI applications shall demonstrate how proposed projects will advance one or more of DRA's funding priorities including: basic public infrastructure, transportation infrastructure, business development, and job training or employment-related education. By investing in one or more of DRA's funding priorities, the DCPI program seeks to revitalize Delta downtowns and main streets, support job creation and innovation, and promote diversity and inclusiveness around a shared understanding of arts, culture, and community, in an effort to advance comprehensive economic and community development strategies within the Mississippi River Delta region and Alabama Black Belt.

Additional information on the Delta Creative Placemaking Initiative and the Delta Creative Placemaking Investment program can be found at www.dra.gov/creativeplacemaking.

A completed Notice of Intent to Apply must be submitted for an organization to be considered for the Delta Creative Placemaking Investment program. **Notices of Intent to Apply are due by Friday, July 21, 2017 at 5:00pm Central Standard Time.** Email your Notice of Intent to Apply to: aholland@dra.gov. Subject line: Intent to Apply. You must use this document to submit your Notice of Intent to Apply for Delta Creative Placemaking Investment program.

Delta Creative Placemaking Investment program applications are due by Monday, July 31, 2017 at 5:00 pm. Partial application submissions will not be accepted.

Eligibility Requirements: Please check these boxes, indicating that you meet these requirements:

- X **Primary Applicant.** A local government entity defined as a county/parish, city, town, village, or federally recognized tribal government (local arts agencies or other departments, agencies, or entities within an eligible local government entity may submit the application on behalf of that local government) operating in the eight-state Delta region;
- X **Primary Partner.** Organization must be a non-profit, tax-exempt 501 (c)(3) U.S. Organization with documentation confirming at least three years of organization programming prior to applying for a DCPI investment;
- D Primary Partner is a cultural (arts or design) organization, historical entity, or museum;
- D Applicant (or Partner) will provide the Corporation Annual Report, Bylaws, and IRS 990 or Independent Financial Audit, attesting to the financial solvency of the organization(s);
- D Applicant (or Partner) will provide a non-federal match of at least 1:1 (i.e. cash or a combination of cash and in-kind contributions); and
- D Applicant (or Partner) will demonstrate how the proposal will advance one or more of DRA's funding priorities.

Primary Applicant is: (Please mark the appropriate box)

Local Government Entity

- D County/Parish
- X City/Town/Village
- D Federally recognized tribal government
- D Local government agency

Legal Name of Primary Applicant Organization: City of Jonesboro		
Address: 300 S. Church St./ P.O. Box 1845		
City: Jonesboro	State: AR	Zip Code: 72403-1845
Tax ID Number: 71-6014739		
Name of Contact Person: Harold Perrin		
Title: Mayor		
Phone: 870-932-1052	Email: hperrin@jonesboro.org	

Primary Partner is: (Please mark the appropriate box)

Non-profit Entity

- X Arts
- D Design
- D Cultural
- D Historical (i.e. museum)
- D Other: please specify _____

Legal Name of Primary Applicant Organization: The Foundation of the Arts for Northeast Arkansas, Inc.		
Address: 115 East Monroe		
City: Jonesboro	State: AR	Zip Code: 72401
Tax ID Number: 58-1682412		
Name of Contact Person: Kristi Pulliam		
Title: Executive/Artistic Director		
Phone: 870-935-2726	Email: Kristi@foajonesboro.org	

In one or two sentences, describe the population of the proposed project location:

The City of Jonesboro has a current population is 74,889 (2016 American Factfinder) with a poverty level of 23.7%, the minority population of 24.98% and the Jonesboro's unemployment rate of 3.0% (DOL – MSA). Additionally, the City also has a small community of Hispanics/Latinos that consists of 5.61% of the total population.

List the geographic area(s), counties/parishes, cities, or locations to be impacted by the proposed project:

Jonesboro, Craighead County, Arkansas

In a brief paragraph, describe how the proposed project will impact the targeted geographic area(s) through the arts and culture sectors if your local government entity and cultural organization is awarded:

This project will change the downtown dynamic, providing a central gathering place for all socioeconomic groups. Existing programs through the Foundation of Arts will be augmented with a more "program-feasible" outdoor area. Partnerships with the Rotary Club and the Downtown Jonesboro Association will provide contributions for all individuals to experience theatre and even Shakespeare in the park. Segments of the community not typically exposed to the arts will practice communication skills through art appreciation, theatre in the park, and free dance classes. Other park programming will include opportunities for songwriters to perform original music, symphony in the park, local showcases for artists, opportunities for adults to learn "step dances" from kids, and festivals, markets and fairs. Programming inclusive of all residents and visitors will provide a better quality of life in our community.