

City of Fayetteville Staff Review Form

2017-0628

Legistar File ID

12/5/2017

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Peter Nierengarten

11/17/2017

Sustainability & Resilience /
Chief of Staff

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Staff recommends approving a resolution accepting the Walton Family Foundation Design Excellence Program grant in the amount of 1.77 million dollars to fund the design of the Fayetteville Cultural Arts Corridor and approval of a budget adjustment.

Budget Impact:

2230.631.8006	Special Grants																														
Account Number	Fund																														
31708.1701	Cultural Arts Corridor Grant																														
Project Number	Project Title																														
<table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Budgeted Item?</td> <td style="width: 10%; text-align: center;">No</td> <td style="width: 30%; border-bottom: 1px solid black;">Current Budget</td> <td style="width: 10%; text-align: right;">\$</td> <td style="width: 10%; text-align: right;">-</td> </tr> <tr> <td></td> <td></td> <td style="border-bottom: 1px solid black;">Funds Obligated</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">-</td> </tr> <tr> <td></td> <td></td> <td style="border-bottom: 1px solid black;">Current Balance</td> <td style="text-align: right;">\$</td> <td style="text-align: right; border: 1px solid black;">-</td> </tr> <tr> <td>Does item have a cost?</td> <td style="text-align: center;">No</td> <td style="border-bottom: 1px solid black;">Item Cost</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Budget Adjustment Attached?</td> <td style="text-align: center;">Yes</td> <td style="border-bottom: 1px solid black;">Budget Adjustment</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">1,700,000.00</td> </tr> <tr> <td></td> <td></td> <td style="border-bottom: 1px solid black;">Remaining Budget</td> <td style="text-align: right;">\$</td> <td style="text-align: right; border: 1px solid black;">1,700,000.00</td> </tr> </table>	Budgeted Item?	No	Current Budget	\$	-			Funds Obligated	\$	-			Current Balance	\$	-	Does item have a cost?	No	Item Cost	\$	-	Budget Adjustment Attached?	Yes	Budget Adjustment	\$	1,700,000.00			Remaining Budget	\$	1,700,000.00	
Budgeted Item?	No	Current Budget	\$	-																											
		Funds Obligated	\$	-																											
		Current Balance	\$	-																											
Does item have a cost?	No	Item Cost	\$	-																											
Budget Adjustment Attached?	Yes	Budget Adjustment	\$	1,700,000.00																											
		Remaining Budget	\$	1,700,000.00																											

V20140710

Previous Ordinance or Resolution # _____

Original Contract Number: _____

Approval Date: _____

Comments: Please note that the Walton Family Foundation grant letter is unsigned. Upon City Council acceptance of the grant, they will digitally sign the letter and provide that final copy to the City for the Mayor's signature.



MEETING OF DECEMBER 5, 2017

TO: Mayor Lioneld Jordan
Don Marr, Chief of Staff

CC: Chris Brown, City Engineer
Theodore Jack, Park Planning Superintendent

FROM: Peter Nierengarten, Director of Sustainability

DATE: November 17, 2017

SUBJECT: Walton Family Foundation Design Excellence Program - Cultural Arts Corridor

RECOMMENDATION:

Staff recommends approving a resolution accepting the Walton Family Foundation Design Excellence Program grant in the amount of 1.77 million dollars to fund the design of the Fayetteville Cultural Arts Corridor and approval of a budget adjustment.

BACKGROUND:

The Walton Family Foundation Design Excellence Program provides financial support to governmental organizations, school districts and non-profits that intend to develop space for public purposes in Benton and Washington Counties. The program provides planning and design expertise by world-class architects and landscape architects for public projects that incorporate sustainability, infill and adaptive reuse, energy efficiency and multi-modal accessibility. The 2017 Design Excellence Program focuses on Parks and Green Spaces.

Qualifying projects should:

- Make a compelling case for how the project will increase public access and strengthen the surrounding neighborhood
- Include a funding plan for the development of the project
- Leverage the connected trail network
- Demonstrate a commitment to sustainability
- Embody an innovative spirit, encouraging visitors, citizens, etc. to engage with the space in new ways

DISCUSSION:

The City of Fayetteville submitted for consideration the design of an interactive outdoor Cultural Arts Corridor along the Razorback Regional Greenway in downtown Fayetteville. The corridor is anchored by the Fayetteville Public Library and Fay Jones natural area on the south, and the Walton Arts Center and Dickson Street Entertainment District on the north. The Razorback Regional Greenway is the connective element that links downtowns' cultural, educational and arts destinations to surrounding neighborhoods. The upcoming construction of the Fayetteville

Public Library expansion and Theatre Squared, in addition to rapid development in areas surrounding the corridor, is expected to increase walking and bicycling along the Greenway.

The City specifically requested design assistance to improve infrastructure and public spaces on 12 acres of city-owned property within the 50-acre Cultural Arts Corridor. Design components could include festival space, public plazas, proximate parking, streetscape enhancements, trail improvements, natural spaces, outdoor classrooms, green infrastructure and streamside access. Specific design elements for the corridor will be determined through an open public engagement process. The Cultural Arts Corridor presents a once-in-a-lifetime opportunity to improve the existing Razorback Regional Greenway through access to natural and urban public spaces, cultural and educational attractions, the University of Arkansas, downtown square and the wider city and region.

As a selected recipient of this grant the Walton Family Foundation has committed to fund 100% of the design of the public spaces and infrastructure improvements over a 24-month timeline. As a condition of the grant, design of the project must be completed by one of the Architecture/Landscape Architecture firms that has been pre-approved as part of the Northwest Arkansas Design Excellence Program. This will necessitate adding this pre-approval requirement to the City's Request for Qualifications (RFQ) for design service for this project.

BUDGET/STAFF IMPACT:

By accepting this grant, the City of Fayetteville will commit to funding and implementing the final approved designs by 2021. The Walton Family Foundation grantee is aware that the primary funding source for construction is contingent upon a voter approved infrastructure improvement bond. While this is the primary source of funding for the project, staff has identified numerous supplementary funding sources that may also be utilized to help pay for portions of the construction of the design elements identified in the Cultural Arts Corridor. These may include; Capital Improvement Plan sidewalk funds, dedicated trail funds, grants and philanthropic donations. These supplementary funds do not have the capacity to support the full construction without a voter approved improvement bond.

Attachments:

Walton Family Foundation Design Excellence Program Grant Letter
Walton Family Foundation Design Excellence Grant Application
Cultural Arts Corridor Map
Budget Adjustment



November 14, 2017

Lioneld Jordan
Mayor
City of Fayetteville
113 W. Mountain Street
Fayetteville, AR 72701

RE: Grant #2017-1739

Dear Mayor Jordan,

It is my pleasure to inform you that the Walton Family Foundation, Inc. ("Foundation") has approved a grant in the amount of \$1,770,000.00 to the City of Fayetteville ("Grantee"). The project term will be December 1, 2017 to December 1, 2019. This grant is subject to the following terms and conditions:

- Purpose:** The purpose of the grant is for the design of a series of urban spaces creating the Cultural Arts Corridor (CAC) in downtown Fayetteville, Arkansas as part of the Design Excellence program. This grant is more fully described in Grantee's proposal dated October 4, 2017. Grantee agrees to use all grant funds exclusively for the grant's purposes. Any changes in these purposes must be authorized in advance by the Foundation in writing.
- Amount: One Million, Seven Hundred Seventy Thousand Dollars (\$1,770,000.00).**

Grant payments will be made as follows:

Installment	Amount	Requirement
#1	\$875,000.00	Payable January 2018, contingent upon completion of signed grant agreement
#2	\$20,000.00	See Installment Two
#3	\$437,500.00	See Installment Three
#4	\$437,500.00	See Installment Four

- Payable:** Initial installment of \$875,000.00 shall be payable January 2018, contingent upon receipt of this completed letter from Grantee acknowledging the terms and conditions set forth herein.

Installment Two: Payment of up to \$20,000 will be made upon receipt of documented travel expenses. Travel expenses should include travel for each firm that interviews during the design firm selection process. It can pay for a trip by Grantee to conduct a final interview and/or visit a relevant precedent site with the selected design firm before design development begins.

Installment Three: Payment of \$437,500 will be made upon receipt of schematic design including renderings and a preliminary cost estimate, compared to budget. In addition, Grantee shall give the Foundation written confirmation that the project is tracking with the anticipated construction budget or that additional funding will be committed to construct the project once design is complete.

Installment Four: Final payment of up to \$437,500 will be made upon receipt of design development drawings including renderings and a preliminary cost estimate, compared to budget. In addition, the Grantee shall give the Foundation written confirmation that the project scope remains consistent with the original intent and that the project is tracking with the anticipated construction budget or that additional funding will be committed to construct the project once design is complete.

All terms must be met by no later than December 1, 2019 to be eligible for payment.

4. **Accounting:** (a) The Foundation encourages, whenever feasible, the deposit of grant funds in an interest-bearing account. For purposes of this letter, the term “grant funds” includes the grant and any income earned thereon.

(b) Grantee will maintain records of receipts and expenditures made in connection with the grant funds and will keep these records during the period covered by the Grantee’s reporting obligations specified in paragraph 5 and for at least four years thereafter (“Maintenance Period”). Grantee will make its books and records in connection with the grant funds available for inspection by the Foundation during normal business hours as the Foundation may request at any time during the Maintenance Period.

5. **Reporting and Evaluation:** Grantee will provide the Foundation with financial and narrative reports by the due dates listed in the report schedule below. Each report shall include an account of expenditures of grant funds, and a brief narrative of what was accomplished (including a description of progress made in fulfilling the purposes of the grant and a confirmation of Grantee’s compliance with the terms of the grant).

Report Date	Report Type
5/1/2018	Interim Narrative
7/31/2018	Interim Financial and Narrative
12/15/2018	Interim Financial and Narrative
5/31/2019	Final Financial and Narrative

Success will be measured against the outputs and outcomes described in Appendix A.

All reports will be sent electronically to HomeRegion@wffmail.com. Please reference Grant #2017-1739 on all reports submitted.

Grantee payments are always contingent upon the Foundation’s approval of Grantee’s operations based on the above reports and the Foundation’s satisfaction with such information as it chooses to obtain from other sources.

6. **Representations:** Grantee represents and warrants to the Foundation that:

(a) Grantee is an organization in good standing, is either an organization described in section 501(c) (3) of the Internal Revenue Code ("Code") or a governmental unit, and is not a "private foundation" described in section 509(a) of the Code. Grantee will promptly notify the Foundation of any change in Grantee's tax status under the Code.

(b) In no event will Grantee use any grant funds:

(i) to carry on propaganda, or otherwise to attempt, to influence legislation;

(ii) to influence the outcome of any specific public election or to carry on, directly or indirectly, any voter registration drive; or

(iii) to undertake any activity other than for a charitable, educational or other exempt purpose specified in section 170(c)(2)(B) of the Code.

(c) Grantee will comply with all applicable laws and regulations.

7. **Repayment:** Grantee agrees to repay to the Foundation any portion of the grant funds not used for the grant's purposes. In addition, the Foundation may discontinue any further payments to Grantee, and may direct Grantee to repay any unexpended grant funds to the Foundation, if any of the following events occurs:

(a) Grantee ceases to maintain its tax-exempt status as described in paragraph 6(a) above;

(b) Grantee fails to comply with the terms of this letter; or

(c) There is a material change in Grantee's key personnel that in the sole opinion of the Foundation adversely affects Grantee's management of the grant.

8. **Release and Indemnity:** Unless prohibited by law, Grantee shall release, indemnify, defend and hold harmless the Foundation and its directors, officers, employees and agents from and against any and all claims, actions, suits, demands, damages, losses, expenses and liabilities, arising out of or related in any way to the actions or omissions of Grantee (or its directors, officers, employees, agents or contractors) in connection with the Grant and the project funded by the Grant, except to the extent caused by the Foundation's (or its directors', officers', employees' or agents') negligent actions or omissions. Grantee further agrees to carry insurance in such forms and amounts as are commercially reasonable and appropriate to cover Grantee's operations and to enable Grantee to indemnify and defend the Foundation as provided hereunder.

9. **Grant Publicity:** Grant publicity related to this grant consistent with Grantee's normal practice is permitted, subject to the following provisions. The Foundation expects any announcements and other publicity to focus on Grantee's work and the project or issue funded by the grant. Recognition of the Foundation's role in funding the project is permitted, provided that the timing, content and strategic focus of such publicity should be approved by the

Foundation contact listed in paragraph 11. Publicizing the grant and the Foundation in Grantee's publications and communications in a manner consistent with similar grants obtained by Grantee is permitted.

The Foundation may ask Grantee to provide illustrations, photographs, videos, recordings, information or other materials related to the grant (collectively "Grant Work Product") for use in Foundation communications including the Foundation's website, annual report, newsletters, board materials, presentations, communications and other publications. Grantee agrees to provide the Foundation with such items upon the Foundation's reasonable request and hereby grants to the Foundation and anyone acting under the authority of the Foundation a fully paid-up, world-wide, right and license to use, reproduce, display and distribute the Grant Work Product in connection with the Foundation's charitable operations and activities. In connection therewith, Grantee shall be responsible for obtaining all necessary rights and permissions from third parties for the Foundation to use the Grant Work Product for these purposes. By signing this Agreement, Grantee also acknowledges and agrees to use by the Foundation of historical, programmatic and other information relating to Grantee and the grant hereunder.

10. **Gratuities:** The Foundation desires that all of Grantee's resources be dedicated to accomplishing its philanthropic purposes. Therefore, Grantee agrees that it will not furnish the Foundation or its Board of Directors, officers, staff or affiliates with any type of benefit related to this grant including tickets, tables, memberships, commemorative items, recognition items, or any other benefit or gratuity of any kind.

11. **Contact:** For all communications regarding this grant, please contact the Foundation by email at HomeRegion@wffmail.com. Please reference Grant #2017-1739 in your communication.

We have enclosed the grant letter. By electronically signing this item the Grantee acknowledges and agrees to the terms and conditions herein. A copy of the completed document will be emailed to the Grantee through DocuSign. If the electronic signing of this item is not completed by December 1, 2017, the Foundation will consider the Grantee to have declined the grant.

On behalf of the Foundation, I extend every good wish for the success of your organization's endeavors.

Sincerely,

Kyle J. Peterson
Executive Director

ACKNOWLEDGED AND AGREED

By: _____
Lioneld Jordan (Date)
City of Fayetteville

DRAFT

**Appendix A: City of Fayetteville
City of Fayetteville Cultural Arts Corridor**

Outputs And Outcomes

Who will do what and how much?	By when?	Measured or evaluated by?
Goal: City of Fayetteville Cultural Arts Corridor		
Outputs		
The City will work with the Fayetteville Public Library to ensure that the FPL expansion project currently in design has trail connectivity integrated into the design that coordinates with the Cultural Arts Corridor programming needs.	12/31/17	Program records
The City of Fayetteville will interview a minimum of three candidates in person from the design firms recommended by the Design Excellence Selection Committee and a select a design team for the project.	2/28/18	Correspondence describing selection criteria and final decision
The City of Fayetteville will enter into a contract with the selected design firm to produce design drawings for the overall Cultural Arts Corridor and specifically for the Fay Jones Parkland, the West Avenue and Dickson Street Plaza and the CAC Street and Trails improvements.	4/6/18	Executed contract
The design firm will create a detailed design schedule, with delivery dates for schematic design, design development and construction drawings. Updated plans and cost estimates will be submitted to WFF at each of the milestones, with recommendations from the design firm and grantee on how to proceed compared to capital construction budget estimates.	4/15/18	Copy of design schedule and milestone updates
The selected design firm will complete a schematic design including renderings and a preliminary cost estimate for the CAC.	7/31/18	Copy of plans, renderings and cost estimates
The design firm will complete a full set of construction plans, specifications, updated construction cost estimates and other necessary documents to bid the project.	3/31/19	Copy of final plans and documents
The City of Fayetteville will conduct a series of at least ten stakeholder and public input meetings to discuss collaboration, mutual interests, and to solicit public dialogue about the project. Of the ten meetings, at least one will be held each before schematic design, design development and final design. Stakeholder meetings may be in collaboration with Fayetteville Public Library expansion meetings. The city will also provide an on-line format to solicit feedback. A minimum of 1000 people will participate in the stakeholder meetings, public input sessions and through online interaction.	5/31/19	Program records
Outcomes		
The Cultural Arts Corridor final design will be approved by the necessary city boards and committees.	5/31/19	Program records
The City of Fayetteville will commit to funding construction of the approved design for the Cultural Arts Corridor.	12/01/19	Letter from mayor



Walton Family Foundation Grant Application

Name of Organization: City of Fayetteville

Name of Project/Proposal: City of Fayetteville Cultural Arts Corridor

By submitting this request for funding, the requesting organization acknowledges that The Walton Family Foundation has not previously made any promise to provide the funding requested herein and that the requesting organization has not relied to its detriment upon any statement by The Walton Family Foundation or its representatives to obtain the funding requested herein. The requesting organization further acknowledges that any approval of its grant proposal will be communicated only by, and is contingent upon execution of, a written grant agreement between the requesting organization and the Foundation signed by the Foundation's Executive Director.

Organization Name:	City of Fayetteville		
Organization Address:	113 W. Mountain Street Fayetteville, AR 72701		
Organization Telephone:	479-444-3471		
Tax ID Number:	Government Entity		
Head of Org/Authorized Signatory:	Lioneld Jordan		
Signatory Address (if different than above):			
Head of Org Email:	Mayor@fayetteville-ar.gov		
Key Contact:	Leif Olson		
Key Contact email:	lolson@fayetteville-ar.gov		
Key Contact phone:	479-575-8269		
Project Name:	City of Fayetteville Cultural Arts Corridor	Proposal Date:	10/4/2017
Total Requested:	\$1,770,000.00		

Grant Period:	From 12/1/2017 To 12/1/2019	
WFF Program Officer:	Jeremy Pate	

1. Request/Purpose of Grant

Briefly summarize the purpose and need for the project/program, the requested amount, and any requested terms (such as multiple years or matching). The budget template attached is the location for detailed financial information. This space is really just an abstract of the proposal.

The purpose of this grant request is to fund the design of an interactive outdoor Cultural Arts Corridor (CAC), in downtown Fayetteville. This corridor is anchored by the Fayetteville Public Library (FPL) and Fay Jones natural area on the south, and the Walton Arts Center and Dickson Street Entertainment District to the north. Many of the City's major arts and entertainment destinations are located along the Razorback Regional Greenway within this corridor: the Walton Arts Center, Theater Squared, Nadine Baum Studios, and the Fayetteville Public Library. The City envisions the CAC area as a multi-block corridor that has an overall cohesive context while also providing a variety of landscapes, destinations and points of interest that will enhance and enrich the experiences of residents and visitors alike.

The City is interested in developing the CAC through a sustainable landscape design that incorporates the six fundamental strategies that were identified in the Fayetteville Downtown Master Plan:

- *Creation of a series of interconnected special places* – develop active and green transportation linkages to the major cultural, educational, entertainment, open space and education hubs located within the downtown area.
- *A superbly walkable environment* – this should be showcased as downtown's hallmark
- *Smart about parking* – the parking need must be met but efficiently and sustainably so that the sense of place is enhanced, not weakened in the process.
- *Smart rules* – the establishment of zoning and development rules that attract and secure a caliber of development worthy of downtown.
- *Special places* – recognize and encourage an experience-based economy by focusing and expanding on arts, culture, and entertainment experiences.
- *Living downtown* – it must be made a priority to get more people living downtown.

The City has identified three major design elements for study in the CAC:

1. *The Fay Jones Parkland adjacent to the Razorback Regional Greenway (RRG) and the Fayetteville Public Library (FPL).* This area has the potential to showcase how to transition from natural and passive spaces to a more urban environment within a small geographic space. This parkland is a natural, tranquil and contemplative environment that can also provide an excellent trail connection from the RRG to the FPL expansion site which is currently under design. The topography and setting of the Fay Jones natural area presents a particularly complicated, and consequently rewarding design challenge. For instance, the challenging topography could be designed with innovative drainage infrastructure to capture and infiltrate stormwater runoff from the Library site through a series of low-impact stormwater features. The natural wooded sloping basin on the Fay Jones natural area may also be suitable for the development of a formal or informal outdoor amphitheater and outdoor learning space. The transition from the Library on the hill to the natural areas along the Tanglewood Branch should be creatively designed to incite curiosity, drawing individuals visiting one location to also visit the other
2. *The West Avenue and Dickson St. Plaza.* The City is interested in exploring designs for developing the West Avenue parking lot with structured parking, liner buildings and an urban plaza. The West Avenue parking lot has been the subject of several design studies and project proposals over the years. The future programing of this parking lot could happen in any

number of ways and the City is looking for a design that can accomplish multiple goals. Currently the lot contains 290 parking spaces that generate revenue for the repayment of bonds issued to fund the Spring Street Parking Deck. Ultimately, the City is looking for a development design that creates a public open space or plaza that is flexible in its' use, retains the RRG, explores parking and access solutions, and creates platted lots that can be marketed to the private sector to recover the costs associated with the public amenities created.

3. *Street and Trail Improvements.* The streets and trail connections are the transportation corridors that will provide residents and visitors with the access to the amenities within the CAC. Pedestrians will utilize access that is safe, comfortable, and convenient to destinations and open spaces. Downtown and Entertainment parking space scarcity during peak time periods, such as major theatrical shows, will also be better balanced by creating a “park once and walk” environment. And finally, the Razorback Regional Greenway (RRG) is perhaps the most important connective element that links downtowns’ cultural, educational and arts destinations to each other and the surrounding neighborhoods. The natural vegetative corridor that is the RRG in this location is a welcome respite from the urban development that surrounds it. This corridor can be strengthened and unified through a strong design concept, additional public art, gathering and seating areas and access to the existing natural features such as Tanglewood Branch.

2. Background

Include a basic description and history of the organization (2-3 paragraphs). Please also note the other organizations with which you are collaborating.

Cities are inherently dynamic with development and redevelopment happening over long periods of time as communities and markets shape land use priorities. The proposed Cultural Arts Corridor (CAC) in downtown Fayetteville is the latest reinvention of these properties. These areas were historically a mixture of industrial, commercial, and residential uses near the Frisco Rail Line. Over time the industrial uses have transitioned to the commercial, residential and cultural arts uses that prevail in the CAC today. This project will help lead change and the shaping of the built environment towards a setting that is rich in experiences and readably accessible to the community.

This area was identified in the 1980’s for redevelopment through the site selection for the eventual development of the Walton Arts Center in the early 1990’s. The success of the Walton Arts Center led to the economic boom of the Dickson St. area which is today identified as the Entertainment District. Likewise, the construction of the Fayetteville Public Library in 2004 changed the neighborhood and activity level in the area south and west of the downtown square. The recent groundbreaking for Theatre Squared in the CAC further cements this area as a cultural arts district. The City anticipates working in close collaboration with all three major cultural arts anchors within the district.

3. Output and Outcome Performance Measures

Outputs And Outcomes			
Who will do what and how much?	By when?	Measured or evaluated by?	Notes.
Goal: City of Fayetteville Cultural Arts Corridor			
Outputs			
The City will work with the Fayetteville Public Library to ensure that the FPL expansion project currently in design has trail connectivity integrated into the design that coordinates with the Cultural Arts Corridor programming needs.	12/31/17	The City of Fayetteville will provide a copy of any applicable public documents at the request of the Walton Family Foundation.	
The City of Fayetteville will interview a minimum of three candidates from the design firms recommended by the Design Excellence Selection Committee and a select a design team for the project.	02/28/18	Correspondence describing selection criteria and final decision	
The City of Fayetteville will enter a contract with the selected design firm to produce design drawings for the overall Cultural Arts Corridor and specifically for the Fay Jones Parkland, the West Avenue and Dickson Street Plaza and the CAC Street and Trails improvements.	04/06/18	Executed contract	
The design firm will create a detailed design schedule, with delivery dates for schematic design, design development and construction drawings. Updated cost estimates will be provided at each of the milestones, with recommendations from the design firm and grantee on how to proceed compared to capital construction budget estimates.	4/15/2018	Copy of design schedule	
The design firm will complete a full set of construction plans, specifications, updated construction cost estimates and other necessary documents to bid the project.	03/31/19	Copy of final plans and documents	
The City of Fayetteville will conduct a series of at least 10 stakeholder and public input meetings to discuss collaboration, mutual interests, and to solicit public dialogue about the project. Of the ten meetings, at least one will be held each before	05/31/19	Program records	

schematic design, design development and final design. Stakeholder meetings may be in collaboration with Fayetteville Public Library expansion meetings. The city will also provide an on-line format to solicit feedback. A minimum of 1000 people will participate in the stakeholder meetings, public input sessions and through online interaction.			
Outcomes			
The Cultural Arts Corridor final design will be approved by the Fayetteville Planning Commission (or equivalent approval if not required by Planning Commission).	05/31/19	Program records	
The City of Fayetteville will commit to funding construction of the approved design for the Cultural Arts Corridor.	12/01/19	Letter from mayor	
The city will award the first construction contract for the Cultural Arts Corridor construction.	06/01/20	Copy of contract	
Park construction will be completed according to the approved plans, and verified in writing by the design firm.	12/31/21	Inspection results by WFF and written confirmation by design firm	

4. Evaluation of Proposed Project

Please describe how you will evaluate the project moving forward. You do not need to restate what is in section 3. Here you only say how the information will be collected.

<p>The City of Fayetteville will provide all financial and narrative reports as requested during the project and through the construction phase of its' many elements. The parkland, plaza, street and trail infrastructure projects will be maintained by the City of Fayetteville in perpetuity. The City anticipates that these parkland and transportation infrastructure improvements will spur economic growth in the downtown and entertainment district areas. This economic growth will catalyze further investments in these areas and attract residents and visitors to utilize and enjoy these spaces.</p> <p>The City will evaluate the short-term success of this grant by how many people are engaged in the design of the three major elements; streets and trails, Fay Jones Parkland and the West Ave. parking lot development and by the level of consensus for the final landscape and architecture plans. A successful fulfillment of this grant will be design solutions that can be utilized to secure financing for the eventual construction of amenities.</p> <p>The City will evaluate the long-term success of the Cultural Arts Corridor through the expected increased activity and economic development. Tools for long-term success evaluation may include:</p> <ul style="list-style-type: none"> • Increased property value within the CAC over time, • Increased Fayetteville Public Library cardholders, circulation, and visitor usage, • Addition of commercial, residential or special use space in the CAC over time, • Increased trail users and pedestrians within the district,
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- Completed build-out of the West Ave. parking lot that balances parking, public open space and commercial and residential development,
- Completed street improvements that include, sidewalks, street trees, transit shelters and lighting.

If an external third party evaluation will be completed, describe their evaluation plan.

NA

5. Financial Information/Sustainability

Also, please briefly describe the plan to make the project or organization sustainable after the grant period (if applicable).

The City of Fayetteville will provide on-going maintenance of all the public assets that get constructed from this design process. The City believes that these projects will capitalize on the synergy created by connecting anchor destinations with the Razorback Regional Greenway and additional street improvements. Additionally, the City anticipates that providing safe and convenient active transportation access between the two anchor areas will more efficiently utilize the scarcity of parking resources within the downtown area. Ultimately, the economic development potential of the cultural assets in and adjacent to the CAC will provide future revenue for the City, thus creating a virtuous cycle of revenue generation and investment within the downtown area.

6. Board Members

Please provide us with a list of your organization's board members.

Mayor Lioneld Jordan

City Council:

Ward 1 Position 1 - Adella Gray
 Ward 1 Position 2 - Sarah Marsh
 Ward 2 Position 1 - Mark Kinion
 Ward 2 Position 2 - Matthew Petty
 Ward 3 Position 1 - Justin Tennant
 Ward 3 Position 2 - Sarah Bunch
 Ward 4 Position 1 - John LaTour
 Ward 4 Position 2 - Alan Long

7. Management/Key People Involved

Project and Organization Management – List the 1-3 people involved in managing the project and give 2-4 sentence bios

- **Peter Nierengarten, Sustainability Director.** Peter is the Sustainability and Parking Director for the City of Fayetteville. He is a passionate supporter of sustainable development and investment in bicycle and pedestrian infrastructure, organic food production, creative reuse and recycling, energy conservation, green stormwater, public transportation, rainwater harvesting and composting. He is very interested in promoting sustainability and livability for the City of Fayetteville and advancing the six goals of City Plan 2030. Peter is a 2001 graduate of the University of Arkansas with undergraduate and master's degrees in Civil Engineering. He has over 14 years of experience in municipal government in project and program
- **Ted Jack, Parks Planner.** Ted received his Bachelor of Landscape Architecture degree and Master of Science in Environmental Planning and Management from Louisiana State

University. His master's thesis was titled "Greenways and Their Effect on the Quality of Life in Cities." Ted is a Certified Recreation and Park Professional and as Assistant Superintendent at the Recreation and Park Commission for the Parish of East Baton Rouge (BREC), he managed the Planning, Capital Improvements, Maintenance, and Conservation Departments and strategic planning for the agency. BREC is recognized as one of the top park systems in the country with numerous recognitions awarded to the system and its staff from several organizations, including the National Recreation and Park Association (NRPA). Ted has master planned and designed dozens of parks and special use facilities and has served on teams that have planned and designed projects involving many agencies and groups, such as the integration of the Main Library in Baton Rouge into Independence Community Park. Ted also worked for Louisiana State University as manager of campus planning for four years.

- **Chris Brown, City Engineer.** Chris is the City Engineer for the City of Fayetteville. In his current role, he manages a team that provides development review, design, land acquisition, stormwater, and inspection services for the City. His team also manages the trails design and coordination program in the City. Chris is a 1994 graduate of the University of Arkansas, and is a member of the Arkansas Academy of Civil Engineering. He has over 23 years of experience in municipal government, at all levels of project design and management.

8. Applicant self-assessment of risks to success

Please identify any risks to project success.

The City of Fayetteville is committed to developing the Fay Jones Parkland to provide connectivity between the Razorback Regional Greenway and the Fayetteville Public Library. This project has very strong support from the Fayetteville Public Library and the City.

The City acknowledges that the West Ave Parking lot development scenario is a complicated project. There are numerous stakeholders invested in this land and its use. The City is hopeful that a design professional can help to develop a design that will adequately address stakeholder concerns over parking, greenspace and commercial activity.

The City also recognizes that the street and parkland improvement designs will need to be identified and prioritized for a future bond issue. These projects will need to stand on their own and be significant enough to justify their inclusion in a bond issue.

Lessons Learned – If you have previously been a grantee of The Walton Family Foundation, please discuss any missed targets, the lessons learned, and how you aim to address those moving forward.

The City of Fayetteville has been fortunate to work on numerous projects with the Walton Family Foundation with great success and we anticipate similar outcomes with this request.

9. Project Budget

	Year 1		Year 2		TOTAL PROJECT BUDGET	WFF REQUEST
	PROJECT BUDGET	WFF REQUEST	PROJECT BUDGET	WFF REQUEST		
PERSONNEL EXPENSES (for this project only)						
Salaries	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0

Other	\$0	\$0	\$0	\$0	\$0	\$0
PERSONNEL SUBTOTAL	\$0	\$0	\$0	\$0	\$0	\$0
DIRECT EXPENSES (for this project only)						
Travel	\$20000	\$20000	\$0	\$0	\$20000	\$20000
Meetings/Events	\$0	\$0	\$0	\$0	\$0	\$0
Printings/Publications/Electronic	\$0	\$0	\$0	\$0	\$0	\$0
Postage	\$0	\$0	\$0	\$0	\$0	\$0
Telephone	\$0	\$0	\$0	\$0	\$0	\$0
Supplies	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$1000000	\$1000000	\$750000	\$750000	\$1750000	\$1750000
DIRECT EXPENSES SUBTOTAL	\$1020000	\$1020000	\$750000	\$750000	\$1770000	\$1770000
PARTNER EXPENSES (for this project only)						
Consultants	\$0	\$0	\$0	\$0	\$0	\$0
Sub grants	\$0	\$0	\$0	\$0	\$0	\$0
PARTNER EXPENSES SUBTOTAL	\$0	\$0	\$0	\$0	\$0	\$0
Overhead	\$0	\$0	\$0	\$0	\$0	\$0
EXPENSE TOTAL	\$0	\$0	\$0	\$0	\$0	\$0
INCOME CATEGORIES (for this grant only)						
Request from WFF	\$0		\$0		\$0	
Other Foundations	\$0		\$0		\$0	
Public Agencies	\$0		\$0		\$0	
Corporations	\$0		\$0		\$0	
Individuals	\$0		\$0		\$0	
Earned Revenue	\$0		\$0		\$0	
Other	\$0		\$0		\$0	
INCOME TOTAL	\$0		\$0		\$0	

Budget Narrative:

Project Budget Narrative Guidance for WFF Proposals

For each budget category, include a brief description for the requested funds.

Expense Categories & Narrative Requirements

I. Personnel

- Salaries:
 - Benefits:
 - Other:
-

II. Direct Expenses

- Travel:
 - Meetings/Events:
 - Other:
-

III. Partner Expenses

- Consultants:
 - Sub Grants:
-

IV. Overhead

-
-

V. Income Categories (for this grant only)

- Other Foundations:
- Public Agencies:
- Corporations:
- Other:

10. Other information

Comparable organizations and programs – Please list any other organizations that provide similar programs or services to your direct beneficiaries and describe how your program or service is different.

11. Other attachments

- i) Any organizational plan related to the Grant Request
- ii) IRS Determination Letter
- iii) Latest available IRS Form 990 for your organization
- iv) Latest available FYE statement or audit as well as current Income Statement and Balance Sheet
- v) Other optional narrative as necessary to explain project or organization
- vi) The organizational budget and board list
- vii) Other optional supporting illustrations or exhibits (e.g. maps, project/organization logic models)

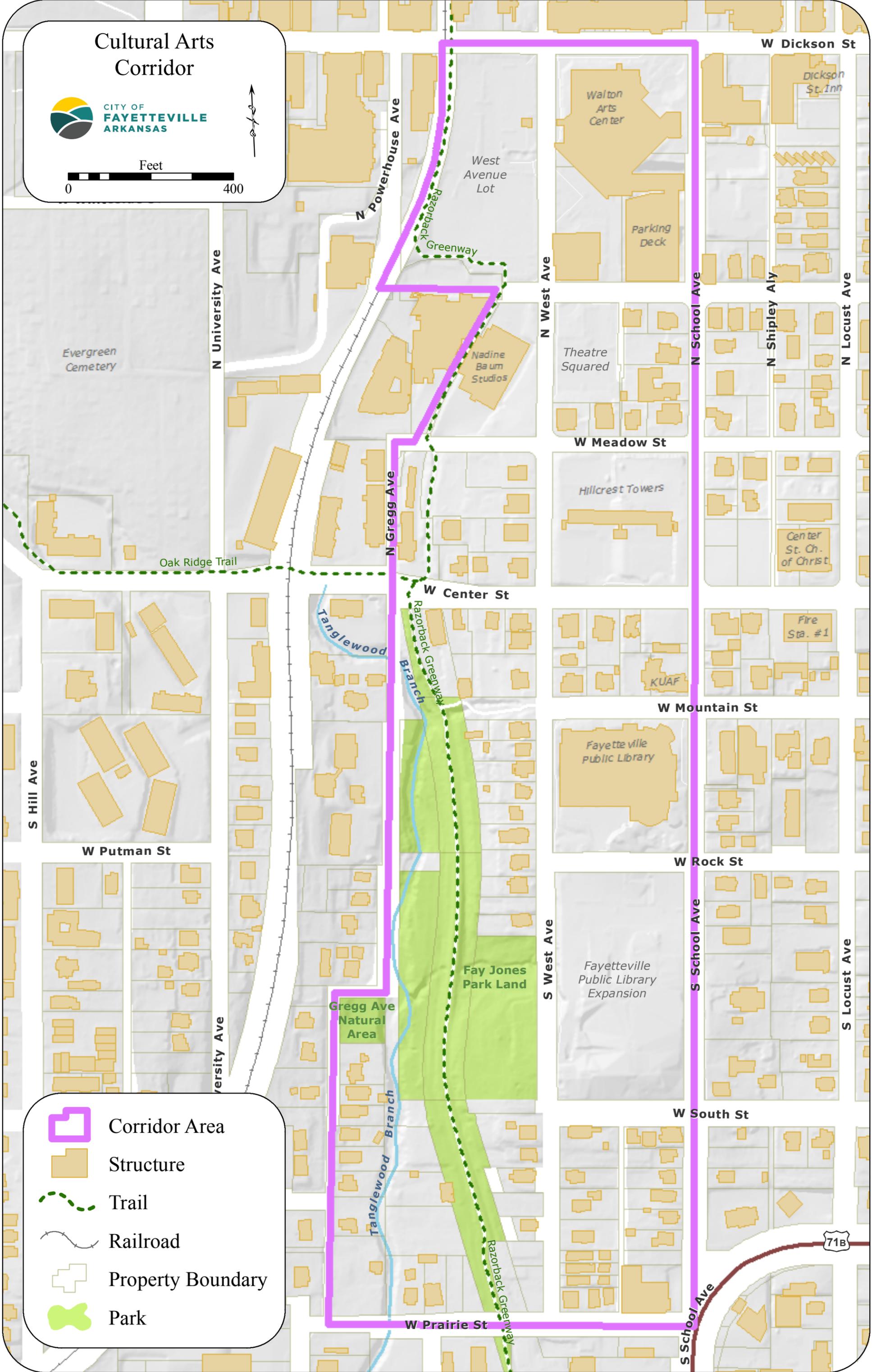
Cultural Arts Corridor



CITY OF
FAYETTEVILLE
ARKANSAS



Feet



-  Corridor Area
-  Structure
-  Trail
-  Railroad
-  Property Boundary
-  Park