

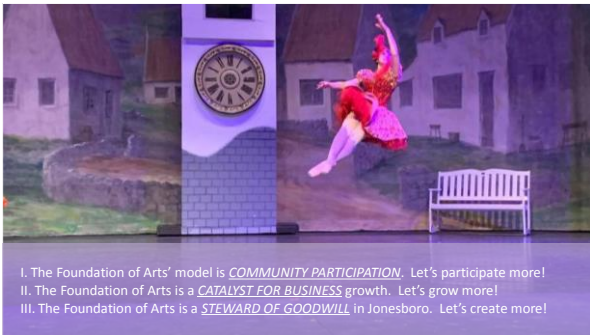


## THE FOUNDATION OF ARTS

QUALITY OF LIFE  
EXPANSION

## WHO WE ARE

- A 501(c)(3) non-profit arts education entity
- Operating out of the Forum theater and leased space downtown Jonesboro
- Serving the community through Arts education, outreach, and community theater programming for more than 30 years



I. The Foundation of Arts' model is COMMUNITY PARTICIPATION. Let's participate more!  
 II. The Foundation of Arts is a CATALYST FOR BUSINESS growth. Let's grow more!  
 III. The Foundation of Arts is a STEWARDSHIP OF GOODWILL in Jonesboro. Let's create more!



### COMMUNITY PARTICIPATION

- 25,000 FOA participants annually
- FOA Scholarship programs – 300 families benefit annually, \$50,000 in arts education aid
- FOA Education Enrichment: 3,500 students from Area Schools

### A CATALYST FOR BUSINESS

- Working partnerships with dozens of local business and organizations
- Cooperative partnerships with ASU Department of Art and Design, Heritage Studies, Department of Theatre
- We generate 55,000 annual visits to Downtown Jonesboro



### A STEWARD OF GOODWILL

- A model non-profit – all earnings are reinvested locally
- The largest community arts organization in 26 counties
- Comprised of 8 staff, 20 teachers, and 1,433 volunteers
- A Board of Directors and Committee Structure filled with community leaders

**OUR MISSION**

To enhance the quality of life of our community through the arts.

**OUR VISION**

To be a vital part of a strong, vibrant community that recognizes the importance of the arts.

**OUR VALUES**

- We value good stewardship and our community's trust.
- We value the task of providing learning opportunities for children and adults.
- We value accessible, high-quality activities centered around the arts.
- We value a nurturing environment that fosters creativity, self-expression, and growth.



**OUR NEED**

FORUM RENOVATION AND ARTS CENTER EXPANSION



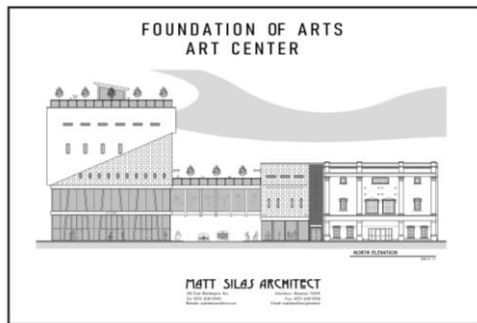
**OUR NEED**

FORUM RENOVATIONS AND ARTS CENTER EXPANSION

**OUR PLAN**

FORUM RENOVATIONS AND ARTS CENTER EXPANSION

- ARTS CENTER – adjacent facility housing classrooms, dance studios, offices, and a 250-seat “second stage” theatre
- FORUM RENOVATIONS – decrease cost of ownership to city and restore the building as a centerpiece of downtown Jonesboro
- Combined, these improvements would allow us to double our annual programming, from 25,000 to 50,000 people served
- Economic benefit for the city: 2.2 million annually
- Estimated cost: 11.3 million



**IMPACT AND SUSTAINABILITY**

- FOA would assume full operational and maintenance costs of new facility
- Forum would stay under city ownership, FOA operation (costs decrease for both entities)
- Current revenue streams: 20% grant funding, 30% corporate partnerships and investors – in addition to income from classes and performances, all of which expand with physical space for growth
- Participation doubles from 25,000 to 50,000 annually

### COMMUNITY PARTICIPATION

- Expanded, enhanced facilities would allow the FOA to reach more Jonesboro residents – and attract NEW RESIDENTS!
- Existing sources of income expand in proportion to participation

### A CATALYST FOR BUSINESS

- Become a point for evening entertainment in Jonesboro
- Generates cash for Jonesboro's service industry
- Creates community events and festivals, which generate revenue

### A STEWARD OF GOODWILL

- Revenue reinvested locally
- Expanded outreach programs, business partnerships, class offerings, community theater programming
- Better equipped to continue the work of our Mission: to enhance the quality-of-life of our community through the arts

### PROOF OF CONCEPT

Flagstaff, AZ – pop. 70,320

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#### The Economic Impact of Nongovernmental Arts and Culture Organizations and Their Audiences in the City of Flagstaff, AZ (fiscal Year 2018)

Direct Economic Activity	Arts and Culture Organizations	Arts and Culture Audiences	Total Industry Expenditures
\$27,761,751	\$23,187,762	\$10,608,243	\$61,557,756

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue			
Total Economic Impact of Expenditures (Direct + Indirect + Multiplier)	Economic Impact of Expenditures	Economic Impact of Audiences	Total Economic Impact
\$1,489	\$1,489	\$1,489	\$4,467
\$33,000,000	\$33,000,000	\$32,240,000	\$98,240,000
\$2,104,000	\$2,104,000	\$2,104,000	\$6,312,000
\$1,401,000	\$1,401,000	\$1,347,000	\$4,149,000

Event Related Spending by Arts and Culture Audiences Totaled \$9.2 million (excluding the cost of admission)			
Attendance to Arts and Culture Events	Number of Attendees	New Resident Attendees	All Cultural Institutions
170,237	416,207	416,207	1,037,813
Percentage of Total Attendance	40.4%	38.4%	100%
Average Event Related Spending Per Person	\$52.23	\$14.78	\$22.81
Total Event Related Expenditures	\$23,010,824	\$23,000,000	\$33,148,756

Developing talent is one thing but attracting and retaining talent is another. In her book "Live First, Work Second", Rebecca Ryan says "75% of young talent surveyed said that finding a 'cool place' was more important to them than finding a good job." This "cool place" is an urban core where they can live, work and get around by public transit, walking or riding a bike, a dense mix of residential and commercial development, exciting entertainment options, continuing education, and appealing public spaces for exercise and gathering. Jonesboro is in competition with Memphis, Little Rock,

"75% of young talent surveyed said that finding a 'cool place' to live was more important to them than finding a good job"

#### WHAT MAKES A 'COOL PLACE'?

- "Exciting entertainment options"
- "Continuing education"
- "Appealing public spaces"

-Rebecca Ryan, "Live First, Work Second"

### THE EXPANDED FOUNDATION OF ARTS FACILITY IS

- The future of COMMUNITY PARTICIPATION.
- Investing in a CATALYST FOR BUSINESS.
- Jonesboro's growth-ready STEWARDSHIP OF GOODWILL.