

2010 Letter of Intent Cover Sheet

For Internal Use Only:

Date Received: _____

Reference Number: _____

Name of Applicant Organization: Action School, Inc.		Address: 120 Penmarc Drive, Suite 118		
Employer ID Number/Federal Tax ID Number: 20-8172060		City Raleigh	State NC	ZIP 27603
Primary Contact and Title: Alex G. Gainulin Executive Director		Telephone Number (Area Code): (919) 809-9106		Fax Number (Area Code): (206) 333-0016
Website Address: www.actionsch.com/projects/		E-mail Address: inbox@actionsch.com		
County(ies) where project will be implemented: (List all) Prince George's (MD), Washington, D.C.		Project Title: “Center for Excellence in Curricular Engagement”		
Geographic Area Served	Organizational Profile	Financial Profile of the Project		
Rural 15 %	Age of organization (years): 3.5	Total Amount of Project: <u> Budget to be determined </u>		
Suburban 50 %	Number of FTE staff: 2	Total Amount of Phase 1: <u> \$10,000,000.00 </u>		
Urban 35 %	Number of volunteers: 47	Total Amount Requested: <u> \$10,000,000.00 </u>		
		Duration of Stage A/Phase 1 (months): <u> 36/12 </u>		
Brief summary of the Project, both Stages A and B.				
<p>Action School developed an overall schematic design that creates and maintains a coherent vision for the entire area of Anacostia Park to be integrated into the Center for Excellence in Curricular Engagement (the Center). This project owes its existence to the vision of civic and community leaders who understand that beautiful parks and attractive spaces housing enhanced learning activities are a critical part of fostering the health of our society and our children, maintaining the quality of our neighborhoods, and protecting the welfare of our country. The Action School mission is to prevent and eventually end the overwhelming number of violent crimes against children in our schools, on our college campuses, and in our communities. We aim to improve the creative skills of students thereby raising their self-confidence while diminishing the lure to become involved with criminal activity. The Center will have a positive impact on education, health care, human services, infrastructure, employment, and the environment. Job opportunities will open up for low- and moderately-skilled workers as well as for people with disabilities, seniors, and veterans. We anticipate permanent jobs in the children’s museums and exhibitions, school, library, and children’s studios. The shops, cafés, restaurants, parks and gardens, river trams, and many more areas will also provide employment. The opening of a school and a technical and applied creativity center will expand opportunities for many teachers. The project will include: environmental education, a skating rink, a music school; the Battleship Museum, Anthropology of Art & Natural Curiosity Museum, and Exhibition & Conventions Center; puppetry, circus, cinemas and theater - all designed for children. A Live Space Exploration Center, Children's TV Station, Children's Film Studio, Children's Publishing House, playgrounds, and a kids’ café will provide entertainment and extra learning opportunities. As a result, this Center will be converted into a tangible symbol of renewal and an expression of how our culture can help restore the natural functions of our landscape and fortify the economic stability in the area.</p>				
Tax Status: Exempt under 501(c)(3) of the IRS code				
Printed name and title of person authorized by organization’s governing board to sign a grant award agreement if application is approved Board of Directors				
Name: Alex G. Gainulin		Title: Executive Director		
Printed name and title of organization’s Chief Executive officer (CEO)/Board Member				
Name: Gennadiy Ter-Grigoryan		Title: Board Chairperson/Director, President		
P.I. Signature		Date: <u> / / 2010</u>		

Introduction and Key Goals

Founded in 2006, the Action School, Inc. 501(c)(3) is organized exclusively for charitable, educational, and scholastic-scientific purposes. Studies by the American Psychiatric Association (APA) show that children involved in extracurricular activities are less prone to violent behavior. Furthermore, students with a high self-esteem derived from developing their own unique skills are less inclined to violence. In our effort to stem the causes of violence, our primary purpose is to offer extracurricular activities for students aged five through fifteen. Our goal is to prevent and eventually end the overwhelming number of violent crimes against children in our schools, on our college campuses, and in our communities. We aim to improve the creative skills of students thereby raising their self-confidence while diminishing the lure to become involved with criminal activity. The Action School supports comprehensive approaches to the problem of youth violence by establishing community networks dedicated to prevention. Changing the environment and decreasing exposure to negative influences lead to a better-rounded, self-confident youth, which in turn reduces the number of violent crimes in the community. Community-wide partnerships are key in these efforts.

Proposal

The proposal offers a thrilling glimpse into a visionary plan for the public art project called the “Center for Excellence in Curricular Engagement” (the Center). Like past achievements, this plan owes its existence to the vision of civic and community leaders who understand that beautiful parks and attractive spaces housing enhanced learning activities are a critical part of fostering the health of our society and our children, maintaining the quality of our neighborhoods, and protecting the welfare of our country.

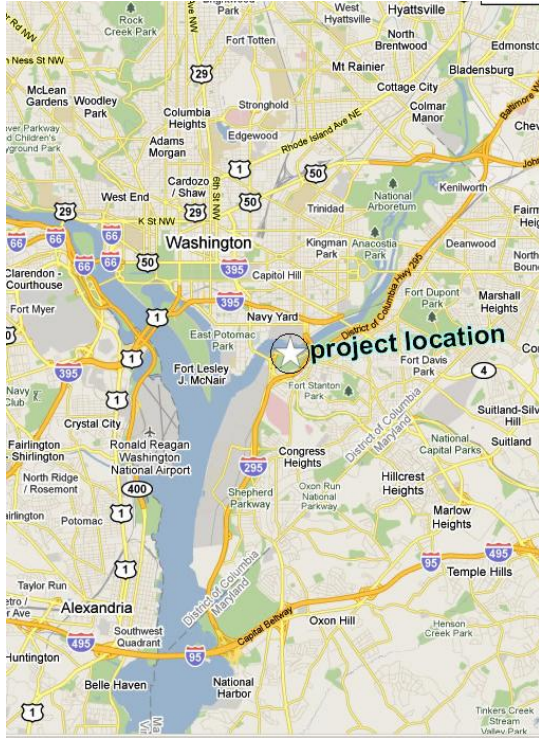
In this effort, the Action School developed an overall schematic design that creates and maintains a coherent vision for the entire area of Anacostia Park to be integrated into the Center for Excellence in Curricular Engagement.

This proposal is a small part of the Action School’s global assignments, but we consider it crucial in the following points:

- ❖ Serving society and shaping the future of our youth
- ❖ Enriching community life with cultural involvement in fine art, art museums, music & theatrical performance, and scientific achievements
- ❖ Communicating with the public sector to inspire others to make the world a better place for all of humanity

The Proposed Center for Excellence in Curricular Engagement will positively change social factors such as education, health care, human services, infrastructure, and the environment. The Center will directly impact the economy by creating new jobs, including jobs for people of low and moderate income as well as for people with disabilities, small business development, and support for seniors and veterans. Opening a school, a library, and the Technical Science & Applied Creativity Center will expand potential opportunity for teachers, including music teachers, to work here. We also anticipate creating new permanent jobs at museums, exhibitions, schools, clubs, the library, children’s center and studios, shops, a café, restaurants, river trams, gardens, and many others.

All objects developed and created according to this proposal will utilize the most recent scientific materials and technologies, e.g. a photovoltaic system will be used as the main source of electricity in the park, powering all water fountains, waterfalls, lights & illuminations; all pavements and large surfaces will use “green technology” to save a large amount of energy on heating & cooling systems.



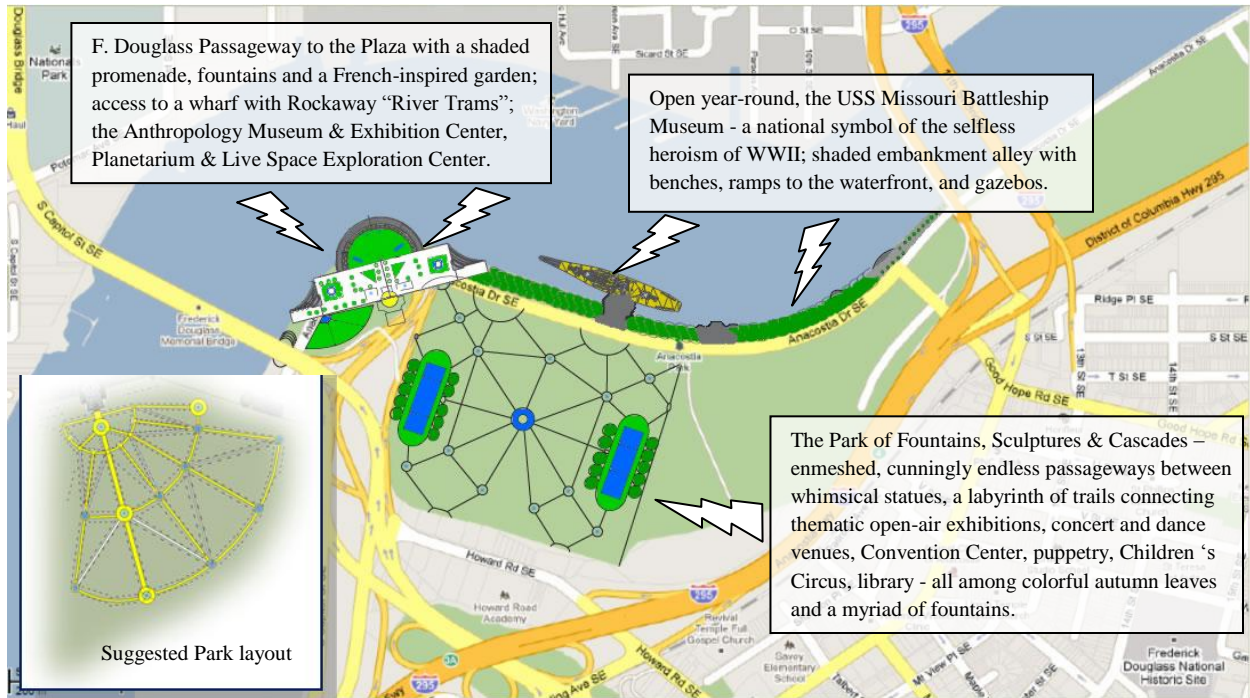
Picture 1. Project area location

As a result, this park will be converted into a tangible symbol of renewal and an expression of how our culture can help restore the natural functions of our landscape. Visitors will feel immersed in a vibrant landscape of an imaginatively designed mixed-use space.

As we are committed to children, our endeavors focus on creative opportunities for them. Thus, by this proposal the following will be built: a skating rink, music school, Battleship Museum, Anthropology of Art & Natural Curiosity Museum, an Exhibition & Convention Center, children’s puppetry, circus, cinemas and theater. A Live Space Exploration Center, Children's TV Station, Children's Film Studio, a Technical Science & Applied Creativity Center, Children's Publishing House, playgrounds, and a kids’ café will provide entertainment and extra learning opportunities.



Picture 2. The yellow area indicates the Stage A of current consideration in the proposal



Picture 3. The conceptual plan of the project with listed details



Picture 4. A bird’s eye view from a southeast vantage point; general model

Specifics

The whole plan consists of a six year project to be initiated and completed in two stages, as money is raised and available. Ideally, we would like to implement the entire plan as soon as possible in order to begin benefiting the community and start enrolling children in planned long-term engagements. This would be possible by raising at least \$65,000, which would cover the initial design, clearing of the area, labor and installation of the banners of intention with the phases of the project. In addition to the grant money, we would continue our own fundraising efforts, in order to perform all obligatory procedures of a request for proposal (RFP) and procurement.

Anacostia is one of the most distinctive landscapes in our Nation's Capital, and the extraordinary nature and scope of the Anacostia site offers an unprecedented opportunity to create a range of cultural attractions that will complement and enhance the other facets of the plan. With art installations, performance venues, workshop space, and fascinating cultural events, the expansive park will serve as a cultural destination like no other, engaging Washingtonians and all visitors in the city's unique, energetic, and creative community, the Center for Excellence in Curricular Engagement.

Anticipated community benefits resulting from this project include:

- ✓ Clean-up of contaminated lands and protection of water basin resources.
- ✓ Infrastructure improvements to foster and help small businesses development and growth.
- ✓ Pedestrian safety and transportation infrastructure.
- ✓ Creation of mixed-use, mixed-income neighborhoods and living wage jobs.
- ✓ Creation of new jobs for our children, and support for seniors and veterans.
- ✓ Increase in tax revenues.
- ✓ Stimulation of the local economy, development and boosting of the upstate economy.
- ✓ Funding of core services, including:
 - economic development and creation of a hundred new jobs
 - education, health care, human services
 - infrastructure and the environment
- ✓ Enhanced tourism and popularity.

Stage A of the project has been broken down into six different phases, each of them essentially equal in cost. Please see the Appendix below for supplementary details.

The preliminary cost estimate of Phase 1 of Stage A of the project is \$7-\$10 million, which is expected to be obtained through private sources, grants, and fundraising. The Action School will commit to fundraising efforts as well as initiate all obligatory procedures of the RFP, such as bidding, procurement and decision process in order to clearly identify the risks and benefits involved, and hold a competition for designing certain phases of the project. Once funding is secured, a feasibility study on the project will be conducted.

In addition, there is a sponsorship package information form on our website at:

<http://www.actionsch.com/SponsorCateg.html>. We would like for you to consider the sponsorship package and pass it along to other businesses around the community to gain their support. With the sale of these packages, the Action School, Inc. will be able to move forward with this project as promised.

Timetable & Budget of the Stage A

	Description of Work	Time Frame	Estimated Costs
Phase 1	Create an Action School Plaza, a revitalized, attractive, and easily accessible pedestrian-oriented compound, located on a sharp outer bend of the Anacostia River alongside the Battleship Museum. Strategically, the Battleship Museum is the first object of implementation in this phase.	9 -12 months	\$7-10 Million
Phase 2	Develop a pedestrian connection from the Frederick Douglass Bridge through the plaza to the Battleship Museum. Sidewalks set within shaded embankments will stretch approximately 4,500 feet along the river between the plaza and the 11th Street Bridge, occasionally broken up by ramps to the waterfront and dotted by charming gazebos.	10 -15 months	Budget to be determined
Phase 3	Enhance the upper level of the Plaza, designated for the Sculpture Garden & Promenade as well as the Performance Stage Facility, which is devoted to all kinds of events and exhibitions. Embellish existing structures, such as bridges, paths, light fixtures, and buildings; re-grade surrounding landscape; install a graphic display that outlines plans for the future wharf; and accommodate the lower level of the Plaza. Implement the Action School’s plan, based on a broad consensus, for providing innovative learning opportunities that will be immediately available upon completion of this phase.	4 -6 months	Budget to be determined
Phase 4	Lay the foundation for the Anna-Marie Chapel and Saint Denis-Nicholas Cathedral, which will be in essence the Anthropology of Art & Natural Curiosity Museum, as the first step in bringing to life the “Center for Excellence in Curricular Engagement”. Build the Children of Hope mirrored fountains located on either end of the Plaza to frame the Cathedral Tower.	4 -6 months	Budget to be determined
Phase 5	Construct the Park of Fountains, Cascades & Statues behind the Anthropology of Art & Natural Curiosity Museum. A beautiful area of cascading waterfalls and spectacular water fountains with an interactive fountain for kids, the Park of Fountains will invite visitors to relax and encourage them to return again and again. It will be the culmination of Stage A of the project and will fulfill the primary objectives of improving the pedestrian connection between downtown and Anacostia Park with enhanced views of the waterfront and improved landscaping overall. Once this phase is completed, there will be four separate constructions on the site: The Battleship Museum, the Action School Plaza, the Anthropology of Art & Natural Curiosity Museum, and the Park of Fountains.	12-18 months	Budget to be determined
Phase 6	Erect the Frederick Douglass Monument to commemorate the noble truths upon which the United States was founded, to portray the horrors of slavery, and to call upon all Americans to make the freedoms and justice celebrated each Fourth of July an everyday reality for our country. Other thematic memorials devoted to the country’s heroic events will also be integrated during this phase. Improve the Anacostia Metro Station area to face the Park of Fountains venue within the proposed Anacostia Village; upgrade the parking lot by providing additional parking for special events and weekends when volume is high. A competitive challenge offered to artist-led design teams will address lighting the bridge to enliven the public environment.	12 months	Budget to be determined

Note: this Letter of Intent principally focuses on Stage A of the project. Stage B will be in upcoming consideration when Phase 1, the start of the Center for Excellence in Curricular Engagement, is completed.