

## Capstone Project Request : Entry # 193

### Client Organization Name:

University District

### Client Contact

Barrett Allen

### Client Email:

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### Organization Description/Mission/Purpose:

The University District aims to be a thriving cultural and entertainment destination, regarded throughout the city as a neighborhood of choice—a walkable in-town district with excellent schools and services, vibrant commercial areas, rich cultural resources, and connections to open space and transit. (The University District is housed at and administered through the University of Arkansas at Little Rock.)

### Description of the problem or need:

The University District program has been a project of the University of Arkansas at Little Rock to develop the area and neighborhoods around the campus for the past 20 years. Through the program, we work with neighborhoods, non-profits, businesses, government offices on a number of development projects. We build and renovate houses in the surrounding neighborhoods, help the neighborhood associations with their programming and organizations, assist the neighborhoods in working with the city of Little Rock on issues like crime and roadway problems. We are at the point where we want to develop now a marketing website for the University District as a destination (see our vision statement) and promote the area for persons looking to move, new businesses to locate in the area, profile the amenities in the area, promote the businesses already here, etc. We can provide models from a few other universities of similar websites for districts they work in.

### Description of deliverable requested: (E.g. website, database)

We would hope at the end of the project to have a website that can be a marketing/communications vehicle for the entire district and all of our related programs/partners. There may be the need to build small databases of types of businesses, available housing, mapping functions, etc.

### List any current implementations of deliverable (URLs, etc.):

The current webpage for the University District is here: <https://ualr.edu/universitydistrict/>

We would likely keep this existing page (with some updates on our end) on the university's website for faculty and students to access and for archiving of our studies and reports. We would see a new webpage being created as a stand-alone page that could be linked to the university's page.