

COMMUNITY PARTICIPATION PROGRAM

Organization Name:	Powderhorn Park Neighborhood Association
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Federal EIN:	41-1409426
Board Contact:	Name: Dara Rudick, Chair 
Staff Contact:	Name: Lina Rodriguez 
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FUNDING ACTIVITIES.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?

PPNA will use diverse means to gather input and alert the membership to planning meetings to shape a 3-year proposal: flyering of residences monthly, generating email dialogue on the Powderhorn Neighbors Forum on e-democracy.org, notifying the PPNA email list, posting updates to PPNA's website, and door knocking.

PPNA will also engage participants in PPNA's committees, and gather input and share planning decisions at PPNA's monthly community gatherings and its fall annual membership meeting.

PPNA collaborates with the Minneapolis Park and Recreation Board, Pillsbury House, the City of Minneapolis, CANDO, Corcoran Neighborhood Organization, and MPD Crime Prevention, and PPNA will engage these partners in shaping a 3-year plan.

2. What regular outreach and engagement activities will your organization carry out in 2011?

PPNA's community outreach and engagement activities connect with its 2011 strategic goals. They include the following monthly and annual events and committee activities.

Community Gatherings build community and diverse participation with PPNA. They are hosted monthly and feature food, networking, idea sharing, speakers, and topical forums. Ideas generated at gatherings are funneled into PPNA committees or community initiatives. Diverse community representation is sought through outreach and bilingual flyers. Officials from the City, MPRB, and other areas are often invited to address community needs and ideas. The community gatherings function to recruit community volunteers and to plug people in to PPNA committees and opportunities for involvement, or to connect them to other resources.

The Martin Luther King, Jr. Celebration, cosponsored by PPNA and the MPRB each year, builds community and diverse participation by creating a welcoming event that honors the civil rights movement and Dr. King's leadership. This celebration engages a diverse spectrum of community members including families and youth. Activities teach kids about Dr. King, West African drumming, tolerance, friendship, and creating neighborhood hope. Food is served, and entertainment includes dance, drumming, spoken word, and singing to commemorate this civic leader, his day of recognition, and how he changed the face of this country.

The annual 4th of July Celebration, produced by PPNA with MPRB support, builds community and diverse participation by drawing approximately 30,000 people to Powderhorn Park. This full-day celebration contributes to the positive, community-oriented nature of the park, which is so important to Powderhorn. Family-friendly games, boating, multicultural music and dance, and a spectacular fireworks display attract a diverse and large audience to celebrate together.

The Powderhorn Art Fair, now in its 20th year, is a major arts festival that promotes Powderhorn as a center of creativity and community building. This event brings a juried selection of fine arts and crafts from 180 artists including local, regional, and national artists. This free, multi-day arts festival with music and entertainment draws about 60,000 attendees from the PPNA community area and beyond. PPNA donates proceeds from the Art Fair to the park to support education, recreation, and art programs for diverse youth.

The PPNA Annual Membership Meeting is held each fall and open to the entire membership. This meeting includes social time and food from a local restaurant, and a meeting roster including an organizational report, a look ahead to the next year, a board election, and presentations from city and county officials.

The Housing and Land Use and Economic Development Committee works to ensure high quality, mixed income housing in the neighborhood and to strengthen the economic environment. This committee shapes PPNA's programs (when funding is available) for façade grants to businesses, residential improvement grants, and other measures that improve infrastructure and economic vitality. They address zoning, permits, development, traffic issues,

and the ecological impact of land use. The committee is a liaison with the City Council, staff, and development projects such as the 38th/Chicago area plan. They produce a housing and gardening resource fair to assist members in enhancing their properties. This committee keeps the community informed and recommends action in these areas.

The Arts and Culture Committee seeks to make diverse arts and culture available to all in the community and to enhance the neighborhood's cultural environment. ACC helps PPNA to celebrate its creative neighbors and to draw on the potential for art and culture to build community and give representation to diversity. ACC will work with Pillsbury House Theater in 2011 to produce *Curb Culture*, a storefront art project along Chicago Avenue. They will integrate diverse arts and culture into PPNA's 4th of July and MLK celebrations. As a new committee, ACC is primed to engage the community, facilitate new creative ideas, and continue sponsoring projects such as the Art Sled Rally.

The Sustainability Committee pursues ecological sustainability throughout the community. The committee will collaborate with the MPRB on Earth Day activities in Powderhorn Park and the neighboring area, and they will work this year to develop a neighborhood-wide composting program. The committee is a liaison with urban garden participants, Gardening Matters, the City of Minneapolis, and Corcoran's Mujeres en Acción y Poder. They will also be a liaison to our local Transition Towns movement and a local business directory project supporting the local economy and bartering.

The Safety Committee promotes safety, community strength, and unity. They engage community members, block club leaders, and our area community safety and precinct staff. The committee's primary activities include facilitating block club development in the neighborhood, organizing walking patrols in Powderhorn Park, conducting safety workshops, and convening community members to work together when crime or other safety issues raise concerns.

The Communications Committee is integral to PPNA's outreach and engagement strategy. The committee oversees the updating and dissemination of organizational and programmatic information and opportunities for community involvement. It is working on PPNA's organizational documents, website, newsletter, and marketing materials in order to effectively reach stakeholders and encourage participation.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

PPNA has a diverse membership in terms of cultural identity and age, and its median family incomes are below the city's average. PPNA's activities engage diverse participants and offer free and accessible programs to members that would otherwise face economic and other barriers to participation.

PPNA sees potential to increase participation from the community in general. Powderhorn has a history of strong grass roots participation in community and policy. Currently some of that

activity has waned, but PPNA believes that its members still place a high priority on community participation.

However, PPNA recognizes that its present board and committees do not effectively reflect the community's cultural diversity. We would like to see more people of color involved, including African-Americans, Somali, and Latino participants. PPNA is also interested in connecting underserved and vulnerable youth to various community resources.

PPNA is addressing these issues by prioritizing diverse community participation as a goal for all of its activities. And PPNA will work to promote how its activities connect with community values and priorities. Also, PPNA produces programs with organizations that embrace diversity and do multicultural outreach and programming, including youth programs. Partners include the MPRB (the Powderhorn Park Community Center in particular), Pillsbury House Theater, and Mujeres en Acción y Poder. PPNA also produces a bilingual newsletter (English and Spanish) and has hosted meetings with translation.

PPNA has been working and will continue to recruit a diverse board reflecting the neighborhood, which will in turn help PPNA engage a diverse community of participants.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

In 2010, PPNA conducted strategic planning with its board and community that resulted in a new committee structure, which was adopted at its fall annual meeting. In the last quarter of 2011, PPNA will assess its committees, programs, and emerging possibilities, and determine future priorities. Part of this will be geared toward creating a 3-year plan for the next phase of CPP funding.

PPNA will also do planning in 2011 focused on organizational sustainability—particularly in the areas of fundraising and communication. PPNA is in the midst of carrying out planning and projects in these areas—assessing changes in NRP policies, pursuing diverse funding, and planning and executing communications projects. PPNA will revisit these key areas in late 2011 and update plans.

PPNA is currently planning its optimal staffing levels given its current staff leadership vacancy. The board is conducting surveys and assessing organizational needs and capacity. PPNA intends to complete this planning and recruit staff in spring 2011.

5. How does your organization provide information to the community? How do you gather information from the community?

PPNA provides information to and gathers information from the community in a variety of ways, utilizing meetings, door-knocking outreach, flyers and posters, and digital tools.

PPNA maintains an email list that is continually growing. Another email forum has grown in importance: the Powderhorn Neighbors Forum on e-democracy.org. On this forum, an active

online community talks with one another and with PPNA and about issues of concern. PPNA board and staff actively engage this forum. PPNA also maintains a website and Facebook page. Committee and program information is posted on the website and on email forums.

Because many Powderhorn households are not online, PPNA produces a brief monthly newsletter that is delivered by volunteers and distributes event posters and postcards.

PPNA provides and gathers information in person with committees, monthly community gatherings, and annual membership meetings. A community organizer does door-knocking and holds office hours.

PPNA's staff and board also frequently do outreach to organizational partners including the MPRB, City representatives, Police, and others.

6. What festivals and events will your organization host or support in 2011?

See question #2 for festival and event descriptions.

Community Gatherings, 3rd Tuesday each month
Martin Luther King, Jr. Celebration, January 17, 2011
Art Sled Rally, January 30, 2011
Earth Day, April 16, 2011
Housing and Gardening Resources Fair, May 21, 2011
4th of July Celebration, July 3, 2011
Powderhorn Art Fair, August 6-7, 2011
PPNA Annual Membership Meeting, October 13, 2011

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

PPNA's executive director left the organization in January 2011. The board's executive committee currently serves as the interim staff leader and directs the organization and supervises its community organizer and other contract staff. PPNA's executive committee, its full board, staff, and committees are carrying out PPNA's 2011 goals. Plans are underway to recruit and hire new leadership this spring.

PPNA conducted strategic planning in 2010 and created a committee framework reflecting the community's values and our opportunities to advance our community's interests. The Community Participation Program funds in 2011 will assist us in advancing those plans. PPNA is prepared to re-engage planning later this year, by evaluating past goals, activities, and emerging opportunities, and creating a 3-year proposal.

PPNA is also pursuing diverse funding sources at present, in order to supplement the CPP funding and cover our total budget.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

Our neighborhood organization could benefit from information/training/technical help that helps us be more effective and more efficient. That could include help with fundraising, technology, marketing, board training, and other common hurdles that small nonprofits contend with. Perhaps NCR/NCEC could coordinate the acquisition and sharing of supplies, equipment, or typical staffing services among neighborhood organizations to lower their costs.

ESTIMATED BUDGET

Staff Expenses	\$27,274.18
Employee Benefits	\$ 7,500
Professional Services	\$ 11,500
Occupancy	\$ 12,000
Communications/Outreach	\$ 4,000
Supplies and Materials	\$ 1,000
Festivals and events	\$ 5,000
Food and refreshments	\$
Development	\$
Fundraising	\$
Other Services	\$
TOTAL:	\$68,274.18