

COMMUNITY PARTICIPATION PROGRAM

Application

Organization Name: Prospect Park East River Road Improvement Association

. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

CONTACT INFORMATION:

Address:	66 Malcolm Avenue SE, Minneapolis, MN 55414
Website url:	http://www.pperr.org/pperria/pperria.html
Organization email:	www.pperria.org
Federal EIN:	41-1409200
Board Contact:	Name: Dick Poppele
Staff Contact:	Name: Joyce Barta

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

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?

The neighborhood association Board entered into a comprehensive strategic planning process facilitated by Roger Meyer consulting. in September 2010, each standing committee of the Board has work plans based on data gathered and issues highlighted through neighborhood listening sessions, a neighborhood wide survey and a Board planning retreat.

The work plans for 2011 and beyond will continue to benefit from input from the standing committees most of which are populated with rank and file neighbors as opposed to only Board members as well as the neighborhood at large.

Specifically, in terms of engagement and communication, the 2011 work plan calls for:

- **Community building through communication**
- **Better communication about LRT related progress and development**
- **Increased neighbor-to-neighbor interactions (e.g., reinvigorate block clubs)**
- **Increased PPERRIA effectiveness on e-list (listserv), Facebook and other social media**

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

2-5 Daily postings on neighborhood e-list/listserv;

Weekly updates to PPERRIA's web-site;

Monthly open PPERRIA meetings;

Monthly newsletter in both electronic and mailed hard copy form;

Publishing and distribution (as well as a web site link) of a neighborhood directory.

Annual outreach and engagement events include sponsorship and/or support of:

Fire and Ice Festival (bonfire, horse drawn hayride, book exchange and refreshments in Luxton Park)—February (support);

Ice Cream Social—June (support);

National Night Out gathering of block clubs-August;

Neighborhood Clean Up event-September;

Flea market and Pancake breakfast-September (support);

Garden walk and plant sale--June;

Summer concert series at Pratt Amphitheater; and

Winter Holiday Concert-December.

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

Younger residents (those under 40) and residents of the Glendale development within Prospect Park are the most under-represented groups. Reaching out to these groups are specific objectives for the Executive, Communications, Housing, Education & Human Services, Organizational Development committees and the specific plans are being finalized in follow up to the Board's strategic planning retreat in December '10.

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

Completion of work plans for each standing committee and execution of those plans. Board training/orientation program and materials are being developed. Also, Neighborhood Development Master Plan in anticipation of Central Corridor Light Rail project and establishment of Prospect Park Light Rail station (PPERRIA supports and is promoting the idea of developing an urban village concept in and around the station)

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

Information is provided via:

- The association's web-site;
- Monthly open meetings;
- A monthly newsletter in both electronic and mailed hard copy form;
- A neighborhood e-list/listserv that generates 2-5 daily postings to the neighborhood; and,
- Publishing and distribution (as well as a web site link) of a neighborhood directory.

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

Fire and Ice Festival (bonfire, horse drawn hayride, book exchange and refreshments in Luxton Park);

Ice Cream Social;

National Night Out gathering of block clubs;

Neighborhood Clean Up event;

Flea market and Pancake breakfast;

Garden walk and plant sale;

Summer concert series at Pratt Amphitheater; and,

Winter Holiday Concert.

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

PPERRIA is the oldest neighborhood association in the city of Minneapolis, prides itself on being principally volunteer driven and is committed to ascending or stepping up to higher levels of engagement and results for the benefit of the neighborhood's residents. We exercise jurisdiction as far West as the technical boundary of SE Oak Street, including all of the residents and businesses up to the University of Minnesota campus because no other city neighborhood covers this area, although there is some overlap with the Stadium Village Business Association. PPERRIA is very active with the University District Alliance and its Planning Committee, works closely with the University of Minnesota, SE Como, University Riverside, Marcy Holmes and the City of Minneapolis on matters and/or issues of mutual concern and interest. PPERRIA also maintains relationships with local businesses, three neighborhood churches, SE Seniors, and owners of commercial and multi-family real estate.

With the Central Corridor light rail project and expanding residential and commercial development, PPERRIA's Board is ever cognizant that we must do everything possible to be

proactive and work to assure the changes that are in front of us are as positive for the neighborhood as they can possibly be.

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

Feedback on our strategic plan and process and information on how other neighborhoods have succeeded with goals and objectives with viable and sustainable funding sources and staffing. Also, PPPERRIA would appreciate any insights or advice NCR may have to share on engaging younger members and optimizing communication (e.g. application of social media beyond that which PPERRIA already is)

ESTIMATED BUDGET

Staff Expenses	\$15,000
Employee Benefits	\$ -0-
Professional Services	\$5,000
Occupancy	\$1,200
Communications/Outreach	\$7,000
Supplies and Materials	\$5,000
Festivals and events	\$1,000
Food and refreshments	\$1,000
Development	\$1,500
Fundraising	\$2,000
Other Services	\$581.14
TOTAL:	39,281.14

Notes:

- Staff expenses should include payroll, FICA, and withholding, or staff contractors.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.

- Festivals and events can include any costs related to community events and festivals.
- Food and refreshments can include the cost of any food or refreshments related to your organization's community engagement efforts (may not exceed 5% of your organization's CPP allocation).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).