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**COMMUNITY PARTICIPATION PROGRAM**  
Application Template.

Please feel free to use this template as a guide to developing your submission for funding from the Community Participation Program. 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:**

Organization Name:	Southeast Como Improvement Association (SECIA)
Address:	837 15 <sup>th</sup> Ave SE Minneapolis, MN 55414
Website url:	Secomo.org
Organization email:	secomo@secomo.org
Federal EIN:	41-1706780
Board Contact:	Name: Wendy Menken Phone: Email: Address:
Staff Contact:	Name: James De Sota Phone: Email: Address:

**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?

SECIA will continue to solicit input from the community through our existing committee structure, through our paper newsletter that reaches all community members, through our electronic newsletter (over 500 recipients), through community events (such as the Como Cookout with over 900 attendees), and through surveys to be developed throughout the year.

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

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SECIA will continue our outreach efforts through our programming and communication vehicles. This includes the numerous events we sponsor (such as the Como Clean-Up, Move-n/Move-Out Waste Reduction Project, Como Cookout, Green Village Day etc.), our multiple websites (including blogs and social media), our two newsletters and the weekly committee meetings that we hold at Van Cleve Park.

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

The largest under-represented group in Como is the student population attending the University of Minnesota and residing in the neighborhood. We will continue our efforts to engage this underrepresented segment of the community through alternative communication strategies focusing on social media (Facebook, Twitter, Como's blog etc.) as well as partnering with the University of Minnesota Student and Community Relations Departments. Working with the U of M, we are able to better target our message to the student body and can use the U of M's communication platforms as well as our own.

SECIA has also created two full time Board seats to represent our student population. One seat is filled by appointment from the Minnesota Student Association (MSA) and the other by appointment from the Graduate and Professional Student Association (GAPSA).

SECIA also works to provide internships and service-learning opportunities for students from the U of M. In fall semester of 2010, SECIA hosted three interns and worked with over 20 service-learning students, as well as working with three different courses at the U of M as research subjects. We will continue to provide this resource and look forward to expanding our efforts.

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

SECIA will be planning how to restructure our organization in the face of limited City funding. A focus will continue to be on fundraising from outside sources, particularly on foundation supported activities. SECIA will also develop a strategy to transition the organization from a staff supported structure to a volunteer based model.

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

SECIA publishes a newsletter, the Comotion, that reaches all of the residences in the neighborhood (2,502 unique addresses). SECIA also distributes a bimonthly electronic

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newsletter, the Tidbits, with over 530 unique email addresses. Both the Comotion and Tidbits are also published on SECIA main website, [secomo.org](http://secomo.org). SECIA maintains two separate websites, [secomo.org](http://secomo.org), which focuses on general information, and [comogreenvillage.info](http://comogreenvillage.info), which focuses on environmental topics. Each website contains pertinent information and opportunities for increased involvement from our constituents.

Information is gathered through the regularly scheduled committee meetings (Safety, Livability and Housing, Environment, Zoning, History and SECIA Board Meeting) which are open to all in the neighborhood. Surveys are distributed both on-line and at major SECIA events on current issues. SECIA also works with U of M Neighborhood Liaison Program to conduct door-knocking activities in the community to both distribute information and solicit feedback.

Finally, SECIA's office and resource center serves as a hub for both disseminating information to the community and in recording input from the general populace.

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

SECIA will hold the Annual Como Clean-Up this spring, as well as the Annual Como Green Village Day. SECIA will also host the 3<sup>rd</sup> Move-In/Move-Out Free Store in April/May of this year. Autumn of 2011 will be the 9<sup>th</sup> Annual Como Cookout and in November we'll once again hold the SECIA Annual Meeting. We also have several smaller events, usually at least one per month, as we partner with the U of M to target the student community. Examples of previous events include a hot chocolate give-away, ping-pong tournaments, The Feast of Neighbors and movie nights at Van Cleve Park.

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

SECIA looks forward to working with the NCR and NCEC in 2011 and beyond.

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

Working on including Officers and Directors Liability Coverage in the services rendered to community groups.

ESTIMATED BUDGET

Staff Expenses	\$12,125.92
Employee Benefits	\$3,000
Professional Services	\$3,000
Occupancy	\$11,000

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Communications/Outreach	\$7,000
Supplies and Materials	\$
Festivals and events	\$
Food and refreshments	\$
Development	\$
Fundraising	\$
Other Services	\$
<b>TOTAL:</b>	<b>\$36,125.92</b>

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).