
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:	Heritage Park Neighborhood Association		
Address:	1000 Olson Memorial Highway Minneapolis, Minnesota 55411		
Website url:	www.heritageparkneighborhood.org		
Organization email:			
Federal EIN:	26-1286232		
Board Contact:	Name:	Shelli Bakken	
	Phone:		
	Email:		
	Address:		
Staff Contact:	Name:	Kristy Clemons	
	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?**

The Heritage Park Neighborhood Association (HPNA) has begun the process of resident engagement through a series of Community Listening Sessions we've been hosting. At these sessions we've been speaking with residents about what they want the future of Heritage Park to look like and how we can work together to make our shared vision a reality. We will be continuing the sessions through February of 2011. The themes that have arisen out of the Listening Sessions will be presented at HPNA's Annual Meeting in April of 2011. There, neighborhood residents will vote on the top goals they want the organization to focus on in the near term. We have also door knocked and collected

over 60 surveys from neighborhood residents. The information from these surveys will also be presented at the annual meeting.

HPNA will build off of the listening sessions and the surveys to begin the NRP Phase II Planning Process. HPNA plans to use work and findings of the NRP Planning process to create the three-year proposal. The board is currently developing the details for the NRP planning process.

In 2011, the HPNA Board plans to organize and host at least two (2) events in addition to the annual meeting, specifically focused on the NRP plan and our three year plan that would involve the neighborhood at large. To ensure we are on the right track, the HPNA Board also plans to organize and host a number of other smaller, listening session type events which would involve small group (4-8 people) discussions. In addition to these events specifically focused on the Community Participation Program, the HPNA Board will solicit ongoing feedback and input from the neighborhood at our annual events (i.e. National Night Out; Fall Harvest Feast; Summer Kick-Off Event).

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

There are two on-going community engagement projects that HPNA will continue to carry out in 2011: the Youth Leadership Group and the Community Garden Group. In addition, HPNA plans to conduct regular outreach and engagement through annual activities and events which includes National Night Out, the Community Garden Group's Annual Harvest Feast, and the Youth Leadership Group's Halloween Party. We will also partner with Alecia Leonard, the Community Liaison for McCormack Baron Ragan (the property management company for the family rental housing in Heritage Park), to do outreach. Some of these events include Quarterly Kick Offs, which are opportunities for organizations in the neighborhood to meet community members and inform them of their work; Homework Help; Heritage Park's monthly book giveaway; the annual Heritage Park Women's Expo, etc. In addition, a goal of HPNA in 2011 is to make better use of the various communication tools available to it, including, but not limited to, flyers, newsletters, websites, Facebook, Twitter and any other social media outlets.

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

Heritage Park is home to a very diverse group of people; approximately 35% of the population is Somali, 30% African American, 5% Ethiopian, 6% Asian, 4% Hispanic, 3% Caucasian, 1% Native American, and 16% multi-racial. For many of these groups English is not their first language, and many people living in Heritage Park require translators to participate in community meetings. There are over 700 youth under the age of 18 and approximately 250 seniors over the age of 55 who live in the neighborhood which also creates generational diversity. There is also a great deal of diversity within socioeconomic status representing a wide range of income levels. Nearly 70% of the

households in Heritage Park have incomes below 60% of area median income for Hennepin County.

HPNA believes that effective communication to and with under-represented groups is best achieved through one-on-one outreach in the neighborhood. While large neighborhood wide events can be impressive in numbers, going door-to-door and reaching out to people on a personal level is oftentimes more effective. By actively recruiting HPNA Board Members and neighborhood volunteers, HPNA will attempt to engage with these under-represented groups through door-to-door outreach activities.

HPNA has also begun a series of Listening Sessions for specific communities that are led by members of that community. Specific sessions have been conducted for youth, elders and adults in the community. Sessions scheduled for January and February include Oromo, Hmong and Somali. Having Listening Sessions for specific cultural and language groups facilitated by a member of that group, helps to ensure that there is a safe space for residents to share their opinions. They also provide an opportunity to cultivate existing leadership in the neighborhood. HPNA will work to identify community liaisons for each unique group in the neighborhood for outreach purposes as well as educational purposes. We will also work with volunteers to ensure that our events have translation for the specific language groups listed above.

One of HPNA's most successful programs is the Youth Leadership Group which targets young people between the ages of 15 and 18. A core group of teens meet once a week to work on the top priorities identified by the teens last summer: collage preparation and access, job access and preparation, and social events in the community that use arts to bring people together. This program will continue in 2011.

If HPNA is successful in its recent grant applications, we also plan to use art and story telling as a way to strengthen relationships among people in the neighborhood and build community around common values. Much of this work has grown out of the efforts of the Youth Leadership Group.

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

Given the relative young age of the HPNA, there is a great need for the HPNA to research and develop various plans for Heritage Park. At this time, HPNA sees a need for there to be strategic planning, land use planning and NRP planning. The focus of our planning efforts will depend on the input and themes that arise from the Listening Sessions. Once we have broad community input regarding the neighborhood priorities, the Heritage Park board and residents will be better prepared to carry out the strategic planning process, the NRP planning process as well as land use planning. It's important that these planning processes represent the neighborhoods ethnic, cultural, age and economic diversity.

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

HPNA provides information to the community through flyers, newsletters, door-to-door outreach and e-mail. HPNA gathers information from the neighborhood through door-to-door outreach, e-mail, formal meetings and events throughout the year as well as our Listening Sessions. We work to ensure that translation is available at our events. We are also working to identify volunteers to translate our written materials.

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

In 2011, HPNA plans to host or support the following events: National Night Out; the Community Garden Group's Harvest Feast; the Intercultural Story Telling through the Arts Event (if successfully funded through other grants), which is an intergenerational multicultural story telling art project focused on leadership development; the annual Halloween youth and teen parties; and an Eid Celebration.

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

The Heritage Park Neighborhood Association (HPNA), located in north Minneapolis, is working to:

- Encourage community engagement
- Strengthen residents of the Heritage Park Community through education and opportunity
- Promote a community that is ethnically, culturally and economically diverse
- Support activities that promote safety and security
- Increase economic opportunities and job growth in the Heritage Park Community

The CPP grant will help HPNA advance its mission by:

- Creating stronger intergenerational and intercultural relationships, increased sense of community, and greater respect and understanding between Heritage Park residents
- Increasing a sense of ownership in the neighborhood for everyone, including people of color, immigrants and youth in Heritage Park
- Strengthen the relationship between HPNA and neighborhood residents as a means to increase resident involvement in neighborhood initiatives and build resident leadership

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

Besides funding, HPNA would look for the NCR and NCEC to assist our neighborhood organization by establishing a mentor/mentee type relationship. As noted above, the Heritage Park neighborhood itself and the HPNA Board are relatively new. Given the

relative inexperience, it would be immensely helpful for there to be more direct involvement of the NCR and/or NCEC in our activities. While it's critical for HPNA to have the final say in how the Board and the neighborhood develop, the HPNA Board sees a real need for guidance on a number of topics and would appreciate your help in connecting us with other organizations that could help us advance our work.

ESTIMATED BUDGET

Staff Expenses	\$25,000.00
Employee Benefits	\$
Professional Services	\$
Occupancy	\$
Communications/Outreach	\$ 525.96
Supplies and Materials	\$ 700.00
Festivals and events	\$
Food and refreshments	\$ 1,400.00
Development	\$
Fundraising	\$
Other Services (insurance)	\$ 500.00
TOTAL:	\$ 28,125.96