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# Community Participation Program Fulton Neighborhood Association July 1, 2012-December 31, 2013

## CONTACT INFORMATION:

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| Organization Name:  | Fulton Neighborhood Association                       |             |
| Address:            | 3523 W. 48 <sup>th</sup> St.<br>Minneapolis, MN 55410 |             |
| Website url:        | www.fultonneighborhood.org                            |             |
| Organization email: | info@fultonneighborhood.org                           |             |
| Federal EIN:        |   |             |
| Board Contact:      | Name:   | Steve Young |
| Staff Contact:      | Name:   | Ruth Olson  |

Who should be the primary contact for this submission? \_\_\_Ruth Olson\_\_\_\_\_

Date of Board review and approval: \_\_\_June 13, 2012\_\_\_\_\_

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## FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

Fulton Neighborhood Association (FNA) has previously been deemed eligible and received funding in the previous cycle. We have recently adopted ADA and EEO Policies, bringing us up-to-date with current requirements. A 2011 Annual Report was filed with our NCR Specialist on May 16, 2012.

2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

FNA has a variety of established outreach activities:

- Bi-monthly newsletter hand delivered to each residence and business in Fulton Neighborhood
- Periodic updates to website and Facebook page
- Monthly E-newsletter
- Monthly neighborhood meetings
- Dedicated table at weekly Fulton Farmers Market (May - October)
- BLEND Award Celebration in September
- Annual Meeting Celebration in October
- Annual fall festival in September
- Welcome Packets provided to new residents
- Annual Friends of Fulton Awards celebrating those residents who are involved in neighborhood activities and making a difference in our community
- Information Kiosk (sign) at W 50<sup>th</sup> St and Washburn Ave S
- Annual Fabulous Fulton Plant Sale
- Established Block Contact List

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In order to develop Neighborhood Priority Plans we will rely on those priorities set forth in our NRP Phase II Plan. In addition, at each of our larger community gatherings in 2012 (Fulton Farmers Market, BLEND Awards, Fall Festival and Annual Meeting) and through our bi-monthly newsletter we will seek further input from residents with two questions:

- If you could change one thing about Fulton Neighborhood, what would it be?
- If you had \$10,000 to invest in a project in Fulton Neighborhood, what would you do?

The answers to these questions, along with previous surveying done for the Phase II Plan, will guide our NPP submission.

3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.

FNA will use all of the activities listed in question #1 to solicit involvement and engagement of all residents of Fulton neighborhood. We will continue to build our membership base and encourage new leadership through direct one-on-one contact made possible through our community events. Existing and past Board members and neighborhood staff will continue to reach out to neighbors to recruit volunteers for various activities of the neighborhood. These volunteers are then encouraged to take on more responsibility and possibly join the Board of Directors. With decreased public funding available, FNA will be looking at all possible opportunities to join forces with other neighborhood associations and community groups in order to combine resources and support so that activities and events are not compromised.

4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

FNA works hard to create a sense of togetherness for the entirety of the neighborhood. We sponsor a variety of events and activities to reach out to different segments of population in the neighborhood.

Recently, FNA and Lynnhurst Neighborhood Association (LYNAS) have begun to build bonds through their respective Environmental Committees. Conversations have begun as to how to best support the efforts of each neighborhood, how to

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duplicate successful programs and how to communicate important environmental information. FNA and LYNAS have also begun discussions with one another regarding improvement to the shared Minnehaha Creek that flows through both neighborhoods.

FNA has built good relationships with business partners in Fulton neighborhood through supported Business Associations and an on-line and print Business Directory. Furthermore, FNA was an original supporting partner of the Fulton Farmers Market and continues to support the market with advertising/communication assistance.

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

Historically, renters and senior citizens are not well represented in the activities of the neighborhood. FNA hopes that our regular communication methods, as well as the dedicated information table at the Fulton Farmers Market will reach these populations. The Farmers Market, in particular, appeals to a broad range of residents and will be an effective tool to reach renters and seniors. FNA Board members will be present each week at the Farmers Market and will engage residents with the short survey (described in question #2 above). It is with the results of that survey that we will better understand how to engage the renters and seniors of the neighborhood.

Further development will bring a senior assisted-living facility, The Waters on 50<sup>th</sup>, to Fulton neighborhood by the summer of 2013. We hope to be able to engage the new residents in the activities of FNA.

NCR could help further engage senior citizens by working with FNA and Pershing Park to provide programming focused on the unique needs of aging in an urban environment.

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

FNA has contracted its Phase II NRP dollars in several housing related strategies:

1. Energy Efficiency Revolving Loan Program
2. Interest Subsidy Program
3. Energy Efficiency Matching Deferred Loan Program
4. Emergency Repair Deferred Loan Program

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To date, we have had moderate interest in the energy efficiency programs, but no interest in the interest subsidy and emergency repair funds.

These programs are already well-established and do not take a significant amount of time to manage. However, FNA continually monitors the effectiveness of its housing programs and alters guidelines and funding levels to meet the needs of Fulton residents.

In addition to the loan programs, FNA also worked with a community partner to purchase, rehab and then sell a home to a low-income applicant who needed affordable housing. More of these home purchases will be made if the full amount of frozen NRP funding is made available to us.

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

FNA will not need to roll forward any funds from the previous cycle.

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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|-------------------------|----------|
| Staff Expenses          | \$19,920 |
| Employee Benefits       | \$       |
| Professional Services   | \$3,600  |
| Occupancy               | \$0      |
| Communications/Outreach | \$6,000  |
| Supplies and Materials  | \$3,000  |
| Festivals and events    | \$8,000  |
| Development             | \$       |
| Fundraising             | \$       |
| Other Services          | \$       |
| Neighborhood Priorities | \$15,425 |
| TOTAL:                  | \$55,945 |

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Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- 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 is not an eligible expense.
- 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.).
- Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.