
COMMUNITY PARTICIPATION PROGRAM

Submission Template

Please 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.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

Organization Name:	Hale Page and Diamond Lake Community Association
Address:	5144 13 th Ave South Minneapolis, MN 55417
Website url:	www.hpdl.org
Organization email:	office@hpdl.org
Federal EIN:	
Board Contact:	Name: Todd Douma
Staff Contact:	Name: Courtney Laufenberg Phone: 612-548-4735 (office)

Who should be the primary contact for this submission? Courtney Laufenberg

Date of Board review and approval: Monday, May 21st, 2012

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.
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?

The board will survey the neighbors to find out the priorities of residents and determine the goals based upon those priorities. The Neighborhood Priority plan will be available on our website and in our August Newsletter for comment and will be presented at the HPDL Annual Meeting in September for neighborhood review and comment. The Neighborhood Priority Plan will be voted on at the HPDL Board of Director's meeting in September and will be submitted to the NCR at that time. HPDL has regular interaction with Pearl Park and the Business Association and is working to establish better dialog with Hale school and other neighborhood stakeholders.

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.

The board will structure the task list into manageable sections that each board member is encouraged to volunteer for. Ask for input/votes from all members of the board, utilize an email string for those items that are done away from the monthly meeting.

Avenues for communication and interaction include: quarterly Facebook requests, HPDL booths at events in the neighborhood, updates on the HPDL website, and articles in the bi-monthly HPDL newsletter.

Encourage board members to take leadership roles on sub-committees. Promote vacant officers positions by requesting current members who are not officers to volunteer which creates continuity.

After each major event/function have follow-up meetings. Discuss what went well, what could be changed and what should remain.

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.

When HPDL does an event we work hard to include the local businesses and non-profits in the neighborhood. During the planning of Frost Fest and Picnic in the Park we have worked to attract more singles, couples without kids, and older residents. In our event planning we work closely with Pearl Park.

One of the largest partnerships we are currently in the process of cultivating is between the HPDL Business Association and the Kingfield Neighborhood Farmer's Market board. We are looking to add a farmer's market to the HPDL area beginning next summer. HPDL is also adding a neighborhood garage sale this summer and we worked with NENA to gather resources and information on how best to begin this new program.

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.

In the HPDL community the yearly events have historically been targeting families with young children. We are now working to target other groups such as singles, young adults, tween age youth, and older residents. For example, at Picnic in the Park last summer we chose a band that had roots in the HPDL neighborhood and would bring in the younger couples and singles. We also added a popular DJ to the kid's area to target the youth who enjoy the music and interaction. In our communication's we send postcards to every household to publicize events and we also use social media and our e-newsletter to get the word out.

HPDL is interested in provided more adult focused events and the board is working to develop a plan to do this. In addition, we feel that the Farmer's Market will be a draw for all ages and will provide a great opportunity to interact with the neighborhood on a weekly basis to see how we can be more engaged with residents.

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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.

HPDL has an active loan program through our NRP funds that is focused on the lower financial demographics in our neighborhood. In total HPDL spends about 10% of our time on housing related issues.

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.

If HPDL has unused funds at the end of the cycle we would work with our community partners to see what their needs are and if that money could help them with any projects they would like to complete. Those community partners would be Pearl Park, the HPDL Business Association, Friends of Diamond Lake, or Nokomis Healthy Seniors.

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.

SAMPLE BUDGET

Staff Expenses	\$34,313.4
Employee Benefits	\$0
Professional Services	\$5,350.00
Occupancy	\$11,000.00
Communications/Outreach	\$17,856.60
Supplies and Materials	\$6,700.00
Festivals and events	\$21,600.00
Development	\$500.00
Fundraising	\$0
Other Services	\$0
Neighborhood Priorities	\$800.00
TOTAL:	\$98,120.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.

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- 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.