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:	McKinley Community
Address:	3300 Lyndale Avenue North Minneapolis, MN 55412
Website url:	www.mckinleycommunity.com
Organization email:	mckinleycommunity@yahoo.com
Federal EIN:	41-1782670
Board Contact:	Name: Rick Maas
Staff Contact:	Name: Chris Morris

Who should be the primary contact for this submission? Chris Morris

Date of Board review and approval: June 18th, 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.

   The McKinley Community has been funded before and there is no change of status.

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?

   Outreach activity in McKinley is based in a network of partners, residents and businesses primarily at the regular monthly meetings, events, and through print and media publications, and social media outlets such as Facebook and Twitter. We engage residents in any way that we can and are always open to new ways to increase involvement.

   The four focus areas in McKinley currently are crime & safety, housing, economic development through our CSA and block based community leader recruitment. We are also focusing on collaborations with other near-by neighborhoods to resolve traffic issues in our neighborhoods.

   McKinley is a participant in a Bright Ideas campaign with other northside neighborhoods, to gather resident thoughts about what needs to happen in the neighborhood to strengthen communication and build community connections.

   McKinley is also an active participant in the Northside Neighborhoods Council (NNC), a multi-neighborhood revitalization discussion for north Minneapolis that will help guide a Priority Plan for McKinley.

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?

   Everything we work on in McKinley we base off of our Mission Statement, which is an active document that guides our work, if what we are doing does not fit within our Mission we do not do it. As stated above we will be a part of the Bright Ideas program which will get additional input from residents and others on how to improve our neighborhood and asks them how they want to be involved. Additionally, we will be doing a neighborhood wide survey this year, our first in about 3 years, to ask residents

many questions related to how our organization is doing and what they can do to make it better. Our Board also actively recruits residents to join the Board of Directors or participate in either our Crime & Safety Issue Group or our Housing Issue Group.

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.

Over the past several years we have re-done our neighborhood logo, done McKinley Neighbor's Unite lawn-signs and had artwork and our logo installed on trash-cans in the neighborhood to increase our brand throughout the neighborhood to become more recognizable. All of this work we did after engaging the community members for their ideas and input. At the end of last year we purchased a building for our neighborhood offices and community gathering place right on our main North-South interchange, Lyndale Avenue North, which has greatly increased our presence in the neighborhood.

McKinley actively participates in the activities of the Northside Neighborhoods Council (NNC) and the current development of North First, which may have a significant, positive impact on the entire referenced neighborhood building relationships question. McKinley communicates the progress of the NNC and works to engage residents in participation in the various activities associated with North First and any other initiatives that may come along. We also work through the 4th Precinct CARE Task Force weekly to resolve livability issues in our neighborhood and region.

As stated before we are beginning an active partnership with Folwell and Webber-Camden neighborhoods to work on traffic calming measure that will improve traffic related to Lyndale, Dowling and Fremont Avenues which are main feeders into our neighborhoods. We can only solve this issue if we work together as opposed to segmented work that may only benefit one area of our region.

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how

6. they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

This is always a challenge for our organization and many others; the underrepresented groups in McKinley are renters, youth, and Asian residents. McKinley has done events with a strong focus on kids as well as partner with the Crime Prevention Internship Program (CPI) to employee teens in the neighborhood. We ourselves have also started a youth program with a strong basis in work in gardens. But we still have found a hole

7. **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.

   McKinley provides home loans for fix-ups and ownership incentives using NRP funds, as well as funds to either rehab or demolish blighted properties in our neighborhood by partnering with housing related organizations that focus on this activity like GMHC and others. About thirty percent of our time is spent on these activities.

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

   Any unused funds will be rolled over into the same line items.

9. **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.

   BUDGET

Staff Expenses	$68,370.00
Employee Benefits	
Professional Services	$2500.00
Occupancy	$7500.00
Communications/Outreach	$3000.00
Supplies and Materials	$1500.00
Festivals and events	
Development	$500.00
Fundraising	
Other Services	
Neighborhood Priorities	$23,102.00
TOTAL:	$106,472.00

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.