
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:	Powderhorn Park Neighborhood Association		
Address:	821 E. 35 th Street Minneapolis, MN 55407		
Website url:	www.ppna.org		
Organization email:	info@ppna.org		
Federal EIN:	41-409426		
Board Contact:	Name:	Jill Boldenow	
Staff Contact:	Name:	Becky Timm	
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Who should be the primary contact for this submission? Becky Timm

Date of Board review and approval: May 10, 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 Powderhorn Park Neighborhood Association (PPNA) meets the eligibility criteria for the Community Participation Program. PPNA has received CPP funding in 2011-12.

PPNA works to enhance the quality of life in the Powderhorn Park neighborhood by facilitating community engagement, embracing a diversity of voices, and fostering economic and community development.

PPNA was established in 1982 as a 501(c)3 non-profit organization to strengthen the Powderhorn Park neighborhood, a south Minneapolis community bounded by Lake Street, Cedar Avenue, 38th Street, and Chicago Avenue. Since then, PPNA has built connections between members (defined as residents, property owners, businesses, and employees) and worked to support their collective efforts to address community concerns.

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?

Identifying and Acting on Neighborhood Priorities - In August/September 2012, PPNA plans to update its Strategic Plan and Goals, which will inform its Neighborhood Priority Plan. The Board, committees, residents, businesses and key stakeholders/partners, will lead the discussions and develop the Strategic Plan and Goals to ensure that Powderhorn Park neighborhood continues to be a vibrant, safe, welcoming and livable community.

Influencing City Decisions and Priorities – On behalf of the neighborhood, PPNA will continue to advocate for the priorities and concerns of residents and businesses with City officials, staff, the Minneapolis Police Department and other government agencies. PPNA will provide opportunities for residents and businesses to meet with officials and staff to facilitate conversations and idea sharing. PPNA is a member of several working groups, committees and business associations which influence city decisions and priorities.

Increasing Involvement – Through its engagement and outreach efforts, PPNA plans to

increase the number and types of members participating in committees, serving on the Board, attending events to enhance the sense of neighborhood pride and cohesion.

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.

1) Powderhorn Park neighborhood residents and businesses are engaged. PPNA has six standing committees and three ad hoc committees which address a broad range of interests and concerns in the neighborhood. PPNA organizes a monthly community gathering event on the third Saturday of each month and its large events, such as the Powderhorn Art Fair and the Fourth of July Celebration, attract thousands of participants.

2) PPNA's large events rely on the support of dozens of volunteers. PPNA is often contacted by outside groups willing to volunteer - if we cannot accommodate the request, we forward the contact information to the Powderhorn Park staff and to other non-profit organizations in the neighborhood. We also have volunteers identified to flyer each block of the neighborhood and who help with Spanish translation services.

3) With the planned addition of a community organizer on staff in 2012, PPNA will increase its grassroots communications, identify potential neighborhood leaders and find more opportunities to accommodate the skills and interests of volunteers. PPNA strives to make available resources, education and encouragement for residents and business owners to develop their own leadership skills to make this community the place they are proud to call home.

4) In 2012, the Board created the Governance Ad Hoc Committee to address issues of organizational governance, policy and bylaws review and updates, Board leadership development and committee support. PPNA has a collaborative process in place to ensure an effective partnership between the Board and staff. PPNA also is a founding member of the Southside United Neighborhood (SUN) Project which requires intensive self- and peer-evaluation.

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.

PPNA works hard to develop and maintain an extensive network of partner organizations. By working with our partners, PPNA can reach more members of our community and continue to be relevant. For example, PPNA collaborates regularly with the Minneapolis Park and Recreation Board and the Pillsbury House + Theatre. PPNA has pulled together a group of nine arts organizations and over 100 artists in the Powderhorn community.

The strong relationships with the bordering neighborhood associations is one of the most important connections. More and more, the neighborhoods are working on joint projects to maximize our limited resources and capacities.

PPNA believes in proactively shaping the image of the Powderhorn Park neighborhood. We work with local media outlets, government officials and non-profits, and through our savvy communications, to get the word out about the uniqueness and strength of our community. We celebrate the diversity of all residents in the neighborhood.

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.

PPNA's diverse constituents include approximately 44% Caucasian, 33% Latino, 14% African and African American, 2% Asian and 3% American Indian residents, with a population of just under 9,000. The median household income in the Powderhorn Park neighborhood is below the median household income in Minneapolis.

PPNA plans to hire a Spanish-speaking community organizer in 2012 to focus on intense outreach and engagement of the Latino population. PPNA currently strives to provide written and verbal presentations in English and Spanish with the help of volunteers. With the addition of a new staff member, PPNA will be even more effective.

PPNA teams up with several partner organizations to provide activities and opportunities for neighborhood youth through sports, recreation, arts and urban agriculture. Nearly half of the residents in Powderhorn are renters and PPNA encourages their participation in all events. PPNA would like to partner with the NCR Department to identify specific resources for residents who may be immigrants, low-income, entrepreneurs, GLBTQ and/or senior citizens.

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.

PPNA has a long history of strong, visionary leadership on housing issue in the Powderhorn Park neighborhood. For the next CPP funding cycle, PPNA plans to implement the following strategies to preserve affording housing and improve the quality of the housing stock:

- Engage neighborhood homeowners and renters through PPNA's Housing, Land Use and Economic Development Committee
- Present the PPNA Housing Fair and Plant Swap
- Partner with outside organizations such as PRG Inc, PPL, Greater Metropolitan Housing Corporation, Minnesota Home Ownership Center, Center for Energy and Environment and the City of Minneapolis to bring housing resources to the Powderhorn Park neighborhood
- Organize a door-knocking outreach campaign targeted at homeowners on the Sherriff's Sales List to share information on foreclosure prevention resources
- Plan strategic outreach to targeted blocks based on the information from the 2012 Housing Market Index of Powderhorn Park neighborhood prepared by Macalester College
- Distribute 100 gallons of Valspar paint to homeowners, landlords and businesses for graffiti cover up

PPNA has spent its NRP funding and can no longer offer large housing-focused programs. Therefore, PPNA allocates about 15 percent of staff time towards housing-focused activities.

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.

As of May 1, 2012, PPNA has a balance of \$12,501 for CPP Funding from the previous cycle. PPNA expects to submit two more reimbursement requests (May and June) prior to the end of the contract. We expect to spend down the entire or near the entire remaining balance. If a small balance remains, we will carry over the balance into next funding cycle for community engagement.

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	\$76,200
Employee Benefits	\$12,600
Professional Services	\$9,570
Occupancy	\$12,000
Communications/Outreach	\$6,000
Supplies and Materials	\$5,000
Festivals and events	\$2,000
Development	\$1,000
Fundraising	\$2,000
Other Services	\$
Neighborhood Priorities	\$
TOTAL:	\$126,370

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.