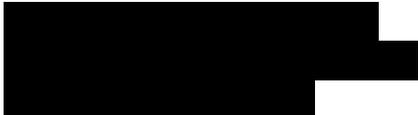

COMMUNITY PARTICIPATION PROGRAM
Submission Template

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:	Southeast Como Improvement Association
Address:	1170 15 th Ave SE, #302 Minneapolis, MN 55414
Website url:	www.secomo.org
Organization email:	secomo@secomo.org
Federal EIN:	41-1706780
Board Contact:	Name: Wendy Menken 
Staff Contact:	Name: Ricardo McCurley Phone: 612-676-1731 

Who should be the primary contact for this submission? Ricardo McCurley

Date of Board review and approval: June 14th, 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.

Our organization has been previously funded.

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?

SECIA will continue to solicit input from the community through our existing committees, through our paper newsletter (*Comotion*) that reaches all community members, through our electronic newsletter (over 500 recipients), through community events (such as the Como Cookout with over 900 attendees), and through surveys to be developed throughout the year.

As long as funding allows, SECIA will continue our highly successful outreach efforts through our programming and communication vehicles. This includes the numerous events we sponsor (such as the Como Clean-Up, MIMO--Move-n/Move-Out Waste Reduction Project, Como Cookout, Green Village Day etc...), our multiple websites (including blogs and social media), our two newsletters and the weekly committee meetings that we hold at Van Cleve Park. Although with the current funding scenario many of these previously successful events may have to be curtailed or cancelled all together.

SECIA will continue to engage in activities that relate to all three of the priority areas listed, albeit in a more limited capacity due to funding realities. Of the three, "Identifying and acting on neighborhood priorities," is one we continue to recognize as a priority. As such we have reassigned some of our existing funds to the Como Blueprint committee to help in their work. As part of their process for developing a neighborhood small area plan, they are implementing surveys, focus groups and a website to help engage community members in the process. Information from the Blueprint process and other engagement venues will also be used to help develop Neighborhood Priority Plans.

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.

Just relying on the reduced funding via the City NCR program and waning NRP funds we will not be able to build organizational capacity, in fact we may be facing shrinking capacity, a normal outcome of reducing our funding by over 75%. As a neighborhood organization that represents an interesting and diverse community, we have to work with a realistic assessment of our potential community involvement. Our student population is the major portion of our neighborhood and requires unique approaches to engagement. Fifty percent of our population turns over every year which means these residents *will not* get involved in long-term community building. Yet we have been able to include and engage these transient residents by having staff, office and programming tailored towards the student interests.

In particular, our outreach utilizing environmental activities has been so successful that we had hundreds of volunteers giving thousand of hours of their time in 2011. Over half of that time was from a traditionally hard to reach group of residents – students. The CPP funds will only guarantee these efforts for 12 months – not the 18 months the City claims it should cover. As such, we will have to continue to seek additional outside funding just to keep our current capacity and the successful programs we have launched in the past like MIMO (Move-in/Move-out) and the Como Cookout. If we are unable to find other revenue sources, our efforts may have to be suspended as early as June 2013.

SECIA will continue to work with the Student Neighborhood Liaisons (U of M), and the student population in general. With about half of the population moving each year (2010 Census) to a new address, these collaborations will continue our efforts to reach our underserved population, the student renters.

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.

SECIA will continue to build a sense of community among all residents and in doing so work with partnering neighborhoods where appropriate. Como neighborhood is one of the neighborhoods in the University Alliance, a new overlay district around the University of Minnesota formed to address issues specific to living adjacent to the University, specifically housing.

In 2011, several hundred volunteers put in more than 4,600 hours towards making the Como neighborhood a better place to live for all. In the past we have leveraged both student involvement as well as involvement from the local businesses in these activities, creating increased synergy with these types of relationships and community building.

With reduced funding comes the reduced capacity and makes the tasks above even more difficult to do.

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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.

The largest under-represented group in Como is the student population attending the University of Minnesota and residing in the neighborhood. We will continue our efforts to engage this underrepresented segment of the community through alternative communication strategies focusing on social media (Facebook, Twitter, Como's blog etc.) as well as partnering with the University of Minnesota Student and Community Relations Departments. Working with the U of M, we are able to better target our message to the student body and can use the U of M's communication platforms as well as our own.

SECIA has also created two full time Board seats to represent our student population. One seat is filled by appointment from the Minnesota Student Association (MSA) and the other by appointment from the Graduate and Professional Student Association (GAPSA).

SECIA also works to provide internships and service-learning opportunities for students from the U of M. In 2011 the organization had 173 student volunteers putting in over 2,600 hours of service to the community. They were involved in everything from community gardens to MIMO. SECIA would like to create a position of student organizer to help with coordination between SECIA, the Student Neighborhood Liaisons (U of M), and the student population in general. With about half of the population moving each year (2010 Census) to a new address, we see this as an important position and one that would require additional funding to realize.

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.

SE Como is one of the top five Minneapolis neighborhoods struggling under the significant negative impacts caused by the turnover of single family housing from home ownership to rental (Star Tribune, 6/7/2012). The dollars required to address such major housing problems are not being offered by the City through this CPP application. Without realistic funding that would allow us to build responsive housing programs our organization will have to rely on remaining NRP funds, which are limited, to work on housing related activities. Therefore less than 10% would be the amount of time spent on our existing housing programs unless there were additional funds made.

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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.

There are no unused funds.

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	\$39,000
Employee Benefits	\$3,000
Professional Services	\$2,700
Occupancy	\$10,000
Communications/Outreach	\$17,100
Supplies and Materials	\$2,440
Festivals and events	\$1,500
Development	\$0
Fundraising	\$0
Other Services	\$2,500
Neighborhood Priorities	\$0
TOTAL:	\$78,240

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).

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- 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.