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**2014-2016 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](mailto:ncr@minneapolismn.gov). Please include a copy of your bylaws if they have been revised since your last funding submission.

**CONTACT INFORMATION:**

Organization Name:	Holland Neighborhood Improvement Association
Address:	1900 Central Ave NE, #108
Website url:	www.hnia.org
Organization email:	holland@hnia.org
Federal EIN:	41-1515461
Board Contact:	Name: Adelheid Koski Address: 1900 Central Ave NE, #108 Minneapolis, MN 55418
Staff Contact:	Name: Sean O'Neil Phone: 612-788-2299 Email: sean@hnia.org Address: 1900 Central Ave NE, #108 Minneapolis, MN 55418

Who should be the primary contact for this submission? \_\_\_Sean O'Neil\_\_\_\_\_

Date of Board review and approval: \_\_\_June 19, 2014\_\_\_\_\_

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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.
  
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?

**Community Events:** Community events are one of the primary ways that HNIA conducts outreach in the Holland neighborhood and throughout NE Minneapolis. HNIA held its 10<sup>th</sup> Annual Hotdish Revolution on April 6, 2014, drawing over 500 people for what has become a highly popular community cook-off, celebration, and fundraiser. Hotdish Revolution has become HNIA's signature event, connecting the traditions of past NE communities with new residents through the culturally diverse "hotdish," building relationships between local business Hotdish Revolution sponsors and residents, creating an environment for people to celebrate and connect through food and conversation, and providing a format for HNIA and its partners to connect with various stakeholders. HNIA also serves as fiscal agent and co-host of the All NE Community and Schools BBQ each August, is a sponsor of the NE Farmer's Market, is a participant in Central Avenue Open Streets, and has sponsored programming and staff at Jackson Square Park during the summer. HNIA utilizes these events and partnerships to connect with and help build relationships between the myriad micro-communities within Holland and NE. The events are also an opportunity to build our outreach database and disseminate information about other HNIA activities.

**Medallion Public Arts Connector (MPAC):** MPAC is a relationship-building and arts fundraising initiative of HNIA. Launched in April 2013, MPAC connects community members with local businesses to support public art and education in NE Minneapolis. HNIA distributes medallions to community members who then turn them in to one of thirty participating local businesses when they make a purchase. The business makes a donation to HNIA for each medallion they collect, helping fund public art and education. Through MPAC we have engaged hundreds of community members to raise funds for public art. In 2013, MPAC was key in securing CEE's \$50,000 Art As Energy grant for the NE Green Light Project, a public art installation at Edison High School. A full description of the project can be found at <http://mncee.org/Innovation-Exchange/Projects/Current/NE-Green-Light-Project/>. MPAC's second project will be in collaboration with the NorthEast Investment Cooperative near the intersection of Central and Lowry Avenues NE. When a community member receives a medallion, HNIA

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collects their contact information in order to return the medallion to be reused. Through MPAC HNIA has significantly increased its email distribution list and outreach capacity.

**Committees:** Please see question #3

**Community Meetings:** HNIA will also gain input on neighborhood priorities at the monthly General Meeting. The General Meetings are promoted through:

- Postcards delivered to each property address in the neighborhood
- Email blasts to the neighborhood mailing list
- Fliers posted at various businesses and public buildings
- Direct invitations to community leaders

- 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.

**Committees and Project Involvement:** HNIA provides opportunities for community members to be directly involved in neighborhood projects through committees and working groups. The neighborhood is in the final stages of completing the Holland Small Area Plan (see question #4 for more details), which has been overseen by a steering committee composed of residents, business owners, and other multi-jurisdictional partners. Through multiple steering committee and public workshops, many Holland stakeholders were able to play an important role in developing the priorities and strategies for this small area plan. In 2014, HNIA established the Shoreham Community Garden Committee and the Friends of the 27<sup>th</sup> Avenue Tot Lot Committee, to help the HNIA Board manage neighborhood-sponsored green space. Other opportunities for involvement include the Holland Raingarden Program, Medallion Public Arts Connector (MPAC), Home Energy Squad program, and upcoming placemaking initiatives planned for 2014 and 2015.

**Volunteer Opportunities at Events:** As mentioned in question #2, HNIA provides a number of volunteer opportunities at community events throughout the year. Over two dozen volunteers helped put on the 2014 Hotdish Revolution, and many more community members contributed by entering food into the competition. Roughly 150 volunteers were utilized at the 7<sup>th</sup> Annual All NE Community and School BBQ in August 2013. These annual events, and other one-time events, are great ways to build our volunteer base and get people engaged in neighborhood activities. Our capacity for recruiting volunteers and mobilizing residents will become increasingly important as our events and projects continue to grow.

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- 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.

**Holland Small Area Plan:** HNIA contracted with the Cuningham Group to lead the neighborhood through the small area planning process. Over the course of six months, dozens of Holland stakeholders from different backgrounds were engaged and empowered to influence the small area plan that will help guide Holland's growth and development over the next 5-10 years – in a way that benefits current and future residents alike. A major theme of the Holland Small Area Plan reflects HNIA's priority of investment in public and private spaces that encourage people of Holland's various micro-communities to mingle and engage with each other both formally and informally. For other examples of how HNIA intends to engage with the whole Holland community, please see question #5.

**Building Community Partnerships:** In order to actualize the vision laid out in the Holland Small Area Plan, HNIA will have to continue to work in tandem with other Northeast neighborhoods, the City of Minneapolis, Hennepin County, the local business community, private developers and investors, and myriad community groups and institutions. For example, HNIA has already begun conversation with Audubon Park, Columbia Park, and Marshall Terrace about developing improved bike infrastructure along 27<sup>th</sup> Avenue NE, including a potential bridge over the rail tracks at 27<sup>th</sup> Ave and 6<sup>th</sup> Sts NE. HNIA is also engaged with the current Lowry Avenue planning process, planning for publicly accessible green space around the Edison High School campus, and has been in conversation with private developers as they seek to invest in Holland. Through recent and current collaboration with such partners as Minneapolis Public Schools, the Mississippi Watershed Management Organization (MWMO), Minneapolis Parks and Recreation, the City of Minneapolis, Hennepin County, and the Center for Energy and the Environment (CEE), HNIA has shepherded the transformation of the Holland Commons (the area of contiguous multi-jurisdictional spaces from Central Avenue to Washington Street and from 23<sup>rd</sup> Ave NE to 19<sup>th</sup> Ave NE) into a heavily-utilized area that showcases HNIA's priorities of community engagement, art, and innovation in environmental best practices. The Basin, Jackson Square Park, Innovation Field, and the NE Green Light Project are prime examples of HNIA's work in this area.

Over the next three years, HNIA will continue to maintain and build relationships with stakeholders and organizations that will assist in our efforts to realize the goals and vision laid out in processes such as the Holland Small Area Plan.

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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.

Holland is home to many communities that are traditionally under-engaged in neighborhood organizations – from renters, to the largest Ecuadorian community in Northeast, to a burgeoning East African community, to families with young children. While HNIA consistently invites and encourages all residents and stakeholders to participate in whatever role they are able, from board service to volunteering to offering input on neighborhood issues, we are committed to increasing our effectiveness in reaching these under-engaged communities on a more meaningful level. Two examples of how HNIA intends to accomplish this are as follows:

**Community Innovation Initiative/ThriveNE:** HNIA worked with local artists Jennifer Arave and Janet Lobberecht on a Bush Foundation Community Innovation grant application for a project called ThriveNE. Though our project was not selected for funding in 2014, HNIA intends to work with Ms. Arave and Ms. Lobberecht in order to seek funding for implementation of individual initiatives that are part of the overall ThriveNE project idea, and to utilize some of the ideas for outreach listed below in order to effectively encourage engagement with and between the various communities that call Holland home. As is laid out in the ThriveNE proposal, HNIA believes that it is through this work of community-building that we create the resiliency that will allow Holland and its stakeholders to work together to not only respond to any challenge, but to also thrive and grow together. A few examples of initiatives designed to help foster community-building and resilience include:

- **Free Market School:** Offer Northeast neighbors the opportunity and space to learn from each other through a lateral learning experience. HNIA can help provide space and outreach assistance to help neighbors connect and learn from each other.
- **Talk/Hear:** Convene groups at "pop-up" venues in non-formal settings that neighbors frequent, such as laundromats or senior homes, to create access and opportunities to participate, express concerns within Northeast's micro-communities, and enact solutions.
- **Do-It-Crews:** Train youth in Northeast schools to think through issues systematically, partner with community, and design action plans for collaborative youth-led community projects.
- **Visibility Project:** A large neighborhood-wide project created by neighborhood participation to amplify and make visible the rich resources, values, and potential in order to create future narratives of a resilient Northeast.

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**Placemaking activities:** HNIA is also in the early planning stages of a placemaking initiative at Jackson Square Park that will focus on creating a public area that can be utilized by many groups in the community, from immigrants to long-time residents for gatherings, education, celebration, and community. Central to this initiative would be the involvement of our immigrant communities—along with the rest of our community—to help define and develop this space. HNIA intends to apply for a grant this fall that would assist us in this effort.

NCR can be of assistance to HNIA in these efforts through continued assistance with translation, community meeting facilitation when needed, potential creation of an online resource for grants and other funding opportunities, and a revision of CPP funding policy that would allow for a neighborhood to utilize a small amount of its CPP funds for food for meetings and gatherings.

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.

HNIA continues to place a high priority on the development and maintenance of its housing stock. Holland’s NRP Phase II Plan and Small Area Plan include a number of housing goals and strategies that will require significant effort from HNIA. We are in the beginning phases of updating our housing loan programs to better meet the needs of homeowners and rental property owners. This will entail dedicated staff time, coordination with our housing loan vendor, and engagement with the broader neighborhood. Additionally, we plan to create new housing programs (as laid out in our NRP Phase II Plan) that will assist new homebuyers and encourage the development of new housing. We expect that up to 50% of the organization’s time will be spent on housing related 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.

HNIA will use its rolled-over funds to continue support for administrative, office, and community engagement expenses. This includes but is not limited to:

- Monthly postcards to each household
- Quarterly newsletters
- Staff and accountant
- Office rent, supplies, bills, etc
- Fliers

- Other promotional materials
- Neighborhood Priorities Plan

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.

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event’s purpose is to increase neighborhood awareness and involvement in the organization’s planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

**ESTIMATED BUDGET**

<b>CPP Budget</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Staff Expenses	\$ 20,000	\$ 20,000	\$ 20,000
Employee Benefits	\$ NA	\$ NA	\$ NA
Professional Services	\$ 2,000	\$ 2,000	\$ 2,000
Occupancy	\$ 18,500	\$ 18,500	\$ 18,500
Communications/Outreach	\$ 12,500	\$ 12,500	\$ 12,500
Supplies and Materials	\$ 1,115	\$ 1,115	\$ 1,115
Meetings/community building events	\$ 2,000	\$ 2,000	\$ 2,000
Development	\$	\$	\$
Fundraising	\$	\$	\$
Other Services	\$	\$	\$
<b>Total for contract:</b>	\$56,115	\$56,115	\$56,115
Neighborhood Priorities	\$	\$	\$
<b>TOTAL:</b>	\$56,115	\$56,115	\$56,115

**Notes:**

- Staff expenses should include payroll, FICA, and withholding, and 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.
  - Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
  - 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.).