
**2014-2016 COMMUNITY PARTICIPATION PROGRAM
POWDERHORN PARK NEIGHBORHOOD ASSOCIATION**

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:	Karen Kingsley
Staff Contact:	Name:	Becky Timm
	Phone:	612-722-4817
	Email:	becky@ppna.org
	Address:	821 E. 35 th Street, Minneapolis, MN 55407

Who should be the primary contact for this submission? Becky Timm

Date of Board review and approval: September 12, 2013

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 2011-13.

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 late 2012 and early 2013, 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, Minneapolis Park and Recreation Board 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.

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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 five committees which address a broad range of interests and concerns in the neighborhood. PPNA organizes a monthly Community Café event on the third Thursday 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 addition of a bilingual community organizer on staff in 2013, PPNA increased its grassroots communications, identified potential neighborhood leaders and found 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 2013, the Board contracted with Aurora Consulting to conduct a Board assessment. Also PPNA will work with Aurora Consulting on the upcoming 2014-2016 Strategic Plan. PPNA completed the Charities Review Council process in 2013 and updated all of its policies. 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, the Pillsbury House + Theatre and Arts, four business associations and Arts on Chicago.

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 hired a Spanish-speaking community organizer in 2012 to focus on intense outreach and engagement of the Latino population. In 2013, PPNA hired a part-time Arabic-speaking outreach specialist to assist with special projects for residents and businesses. PPNA currently strives to provide written and verbal presentations in English and Spanish with the help of volunteers. With the addition of these new staff members, PPNA is 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:

- 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

- Table at the South Minneapolis Housing Fair
- Distribute 100 gallons of Valspar paint to homeowners, landlords and businesses for graffiti cover up
- Host Community Café s discussing housing-related topics

PPNA has spent its NRP funding and can no longer offer large housing-focused programs. Therefore, PPNA allocates about 10 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.

We anticipate using all funds from the previous funding cycle.

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.

Budget Item	2014	2015	2016
Staff Expenses	\$37,500	\$37,500	\$37,500
Employee Benefits	\$12,000	\$12,000	\$12,000
Professional Services	\$10,000	\$10,000	\$10,000
Occupancy	\$13,000	\$13,000	\$13,000
Communications/Outreach	\$6,000	\$6,000	\$6,000
Supplies and Materials	\$2,854	\$2,854	\$2,854
Festivals and events	\$500	\$500	\$500
Development	\$2,000	\$2,000	\$2,000
Fundraising	\$0	\$0	\$0
Other Services	\$0	\$0	\$0
Neighborhood Priorities	\$0	\$0	\$0
TOTAL:	\$83,854	\$83,854	\$83,854

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.

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- 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).