
2017-2019 COMMUNITY PARTICIPATION PROGRAM
Application Template

Please use this template as a guide to developing your application 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 application electronically to 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 Minneapolis, MN 55418
Website url:	www.hnia.org
Organization email:	holland@hnia.org
Federal EIN:	
Board Contact:	Name: Megan Kosowski, Treasurer Phone: (612) 781-2299 (HNIA office) Address: 1900 Central Ave NE, #108 Minneapolis, MN 55418
Staff Contact:	Name: Adelheid Koski, Neighborhood Coordinator Phone: (612) 781-2299 Email: a.koski@hnia.org Address: 1900 Central Ave NE, #108 Minneapolis, MN 55418

Who should be the primary contact for this application? Adelheid Koski

Date of Board review and approval: November 17, 2016

FUNDING ACTIVITIES.

Use the following questions as a guide for your application. 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 of the Guidelines.

N/A

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

A primary way through which HNIA seeks to engage and invite community participation is community events. HNIA hosts three annual events. **Hotdish Revolution** is a highly popular community cook-off, celebration, and fundraiser that draws 300-500 attendees consistently. HDR connects the cultural traditions of Old and New NE, local businesses with residents, and leaders with stakeholders from all across our community. HNIA has also used HDR as an opportunity to launch and promote initiatives and recognize outstanding neighbors through our Annual Awards. The **Soup for Art: Soup Supper** combines Edison High School's Future Tommie Night with a simple meal fundraiser that raises a modest amount of funds for arts programming, and brings the community and school together. The **Annual Eastside BBQ** is an extremely popular community and school event that is planned and executed by a core group of volunteers; mainly funded by individual, corporate, and organizational donations; serving an estimated 3000 guests in August 2016. It has become a highlight of NE's back-to-school schedule and is one of our most diverse events.

Specific Issues Engagement, Education, and Empowerment

Over the past decade, HNIA has identified a thematic vision and focus around environmental sustainability. Three HNIA initiatives stand out as platforms from which to launch engagement, education, and empowerment strategies, particularly focusing on stakeholders who are newer to the Holland community.

Water Bar + Public Studio (WB+PS) – HNIA has begun a partnership with WB+PS in order to develop and launch the **NE Sustainability Incubator**, which aims to connect artists, policy makers, physical and social science experts, and Holland's richly diverse groups of ordinary people in our work regarding environmental and social sustainability. The Incubator relies upon a grassroots approach that recognizes the need to meet community members where they are, in culturally relevant ways, in order to allow for their input and for them to be able to take leadership roles while also building more leadership within their own specific subsets.

Housing and energy efficiency – Two strategies will work to identify and mitigate barriers in lessening the environmental and social impacts of Holland's aging housing stock. We will continue to work with CEE to promote housing efficiency education and financing programs to Holland's homeowners through the Home Energy Squad Enhanced grant program. And because over half of Holland residents are renters, HNIA is working with the Minneapolis Renters' Coalition and other partners to engage with renters and rental property owners in order to identify how best to ensure that renters have access to efficient and green housing at the same level as homeowners.

Edison Plaza & RiverFirst Demonstration Area – Through significant investment in the Edison Plaza & RiverFirst Demonstration Area, HNIA has been a partner in creating a space that brings the hidden aspects of green/sustainable technology into the public realm, allowing for it to be explored and to spark conversation that leads to action. HNIA will continue to work with the many Plaza partners to ensure opportunity for engagement, education, and empowerment of both Edison students and the broader Holland/NE community.

Community Organizing and Regular Meetings

In 2016, HNIA created and filled a new Community Organizer (CO) position. The CO will be responsible for ensuring that HNIA is taking advantage of existing and new technology whether it be mailed notices, email newsletters, or social media. The CO is also charged with developing and coordinating implementation of robust marketing, outreach, and engagement strategies within existing and new projects moving forward, in order to promote more frequent and open communication between HNIA and stakeholders.

Specifically, HNIA is also in the process of identifying how to better utilize the General Membership meeting format, both in terms of content and frequency, in order to encourage greater participation and engagement between HNIA and the community. Staff and the Board will be working in 2017, to develop and implement an annual thematic calendar and process for collecting broader feedback on specific issues that is as robust and inclusive as possible.

- 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.

Strategic Planning: As it has been a few years since the HNIA Board has engaged in strategic work HNIA has begun engaging with a facilitator to formulate a plan to lead Board and Staff in an intensive strategic planning process. The strategic planning work will begin in late 2016, and will continue throughout 2017, as the Board and staff identify organizational goals and benchmarks and work to meet them. Annual strategic planning work will happen after 2017, in order to allow for effective evaluation of the job HNIA is doing in fulfilling its mission and vision.

Committees and Task Forces: Beginning in 2017, HNIA will formally create ongoing opportunity for stakeholders to take non-Board level leadership roles through the creation of Committees/Task Forces (beyond the already existing Annual Eastside BBQ Committee) to assist in project and program development and implementation. The work done by these committees will also allow the Board more time to focus on greater organizational goals and governance. The number of committees/task forces to be formed is still being determined though Land Use/Housing/Development and Green Space Management are two which we anticipate will be formed in 2017.

Volunteer Opportunities: The community events listed in #2 require many hands to be successful. Roughly two dozen volunteers help at HDR every year and the Annual Eastside BBQ provides opportunity for service to over 200 people. In addition, HNIA is working with partners such as Spark-Y and Edison High School to provide opportunity for local youth to serve in leadership roles on HNIA/other initiatives. HNIA will work to build those and other relationships, thus ensuring mutual benefit to the community and to HNIA's capacity to manage events and projects ongoing.

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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.

A major theme of the 2015 Holland Small Area Plan reflects HNIA's priority of investment in public and private spaces that encourage Holland's micro-communities to interact and engage with each other both formally and informally. For specific examples, please see question #2.

Building Community Partnerships: HNIA understands that working with a multitude of community partners – governmental, business, development, organizational, and institutional – is the only way in which we can effectively actualize the community and development vision laid out in the Holland Small Area Plan. HNIA maintains a strong relationship with the Ward 1 Council Member's office, and staff regularly attend the NE Staff meetings where opportunities for collaboration and to learn from each other and invited presenters are regular topics of discussion. HNIA regularly communicates with Minneapolis CPED and Public Works staff regarding development and projects in our neighborhood. Through current and recent collaboration with Minneapolis Public Schools/Edison High School, the Mississippi Watershed Management Organization (MWMO), Minneapolis Parks and Recreation, the Center for Energy and the Environment, we continue to shepherd the transformation of the Holland Commons and NE Green Campus (the area of contiguous multi-jurisdictional spaces from Central Avenue to Washington Street and from 23rd Ave NE to 19th Ave NE) into a heavily-utilized area that showcases HNIA's priorities of community engagement, art, and innovation in environmental best practices; and provides opportunity for many different community members to engage on a multitude of levels and issues. We are presently partnering with the Minneapolis Riverfront Partnership (MRP) and other community partners in visioning work for the Great Northern Greenway. In addition HNIA has been working with a private developer to bring a multi-family affordable housing project that will showcase public space, arts, and energy efficiency innovation to our neighborhood.

As HNIA works to implement initiatives and projects, we will continue to strengthen existing relationships and identify and build others.

- 5. Work with City departments and other jurisdictions.** Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.

See #4.

HNIA will continue to work in 2017 with Public Works in facilitating community engagement around the East Side Storage and Maintenance Facility, and intends to engage with Public Works surrounding infrastructure projects to ensure that the City is effectively considering adopted community-developed HNIA planning and vision documents within those projects. We also regularly communicate with and provide space at General Membership meetings for the 2nd Precinct and other City departments to present and engage with the community.

The NCR Department can help with the work of engaging with other City of Minneapolis departments and jurisdictions by helping to connect HNIA with those entities as needed and encouraging meaningful engagement work between neighborhoods and City Staff.

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6. **Involvement of under-engaged stakeholders.** Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.

Holland is one of the more diverse neighborhoods in Minneapolis, having gone from 75+% white in 2000, to under 50% white in 2015. We have seen a large influx of new Americans and immigrants – mainly from the Somali and Ecuadorian communities. At present we are younger, less white, and less wealthy than the average Minneapolis neighborhood – and are also the only designated RCAP in NE Minneapolis. Holland is also home to many renters and longer-established communities of color who have not traditionally been involved in HNIA leadership roles. HNIA staff and the Board recognize that there is room at our collective table for all voices and that including their perspectives and voices can only enrich our communal experience; and will be undertaking the following steps over the next few years: **specific outreach to renters**, who make up a majority of Holland residents (See #2 for an example); **continued attention to and investment in and around the NE Green Campus, in particular Edison High School and Jackson Square Park**, with the intention of connecting with many different stakeholders outside the traditional meeting setting; partnership with **Water Bar + Public Studio** (see #2); the creation of Committees that provide an accessible pathway into leadership roles; and through **specific community organizing strategies** such as pop-up events, door knocking in general and around specific issues, expanded translation of communications materials, and through one-on-one relationship building.

NCR can be most helpful to HNIA in several ways. Continued support in navigating the administrative and organizational work of a neighborhood organization, support for neighborhoods to cut through and mitigate the impact of red tape and food for events, leadership events that are geared toward staff and are held during the workday, and collaborative conversation in setting both long-term engagement and leadership development goals that include achievable shorter-term benchmarks.

7. **Unused funds.** Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

In previous cycles HNIA set aside \$43,573 Neighborhood Priorities. We are requesting that those funds be returned to our CPP funding stream, and rolled into our 2017-19 allocation so that they can be utilized in support of the above-referenced outreach and engagement activities, including the cost of bringing our staffing level to 1 FTE.

8. **Policies and other documents.** Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).

9. **Budgets.** Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization's community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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, NPP or NRP contract.

Contact your Neighborhood Support Specialist at NCR for further details.

ESTIMATED BUDGET

CPP Budget	2017	2018	2019
Staff Expenses	\$28,418.00	\$28,418.00	\$28,418.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Professional Services	\$0.00	\$0.00	\$0.00
Occupancy	\$13,118.00	\$13,118.00	\$13,118.00
General Liability Insurance	\$500.00	\$500.00	\$500.00
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach	\$10,241.00	\$10,241.00	\$10,240.00
Translation, interpretation and ADA support	\$500.00	\$500.00	\$500.00
Supplies and Materials	\$1,200.00	\$1,200.00	\$1,200.00
Meetings/community building events	\$2000	\$2000	\$2,000.00
Development	\$1,300.00	\$1,300.00	\$1,300.00
Fundraising	\$500.00	\$500.00	\$500.00
Other Services (please describe):			
Total for contract:	\$	\$	\$
Neighborhood Priorities	\$	\$	\$
TOTAL:	\$58,677.00	\$58,677.00	\$58,676.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, and 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.
- Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
- NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.

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- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
 - Translation, interpretation and ADA support should be included as part of the neighborhood organization's budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
 - 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.).