

---

**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](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:	Longfellow Community Council	
Address:	2727 26 <sup>th</sup> Avenue S.	
Website url:	<a href="http://www.longfellow.org">www.longfellow.org</a>	
Organization email:	<a href="mailto:Melanie@longfellow.org">Melanie@longfellow.org</a>	
Federal EIN:		
Board Contact:	Name:	Melissa Erjavec
Staff Contact:	Name:	Melanie Majors, Executive Director
	Phone:	612-722-4529 ext. 14
	Email:	Melanie@longfellow.org
	Address:	2727 26 <sup>th</sup> Avenue S. Minneapolis, MN 55406

Who should be the primary contact for this application? Melanie Majors, Executive Director

Date of Board review and approval: \_\_\_\_\_

---

**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 – LCC has previously been 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?

LCC will use all of its resources to provide maximum outreach and information to community residents and businesses. We will do this through our media channels (Facebook, Mail Chimp, Twitter, flyers and posters, post card mailings, word of mouth, LCC website, LCC weekly e-newsletter and semi-regular posts in local newspapers). LCC will continue to grow our membership list through sign-up opportunities at local events and LCC sponsored annual events. LCC has experienced monthly growth in our social media participation and exposure. While we do not have a Neighborhood Priority Plan in place, we use our NRP Phase II Plan and our organizational/committee Strategic Plan to guide our work, funding decisions and priorities.

LCC will continue to sponsor and execute committee and community meetings on timely subjects that greatly affect the community. LCC will be responsible in part for community outreach and notification, securing meeting venues, finding and training facilitators, creation of agendas and reference documents and follow-up. LCC will continue to work directly with City staff, Council members, businesses, developers, residents and all other interested parties to ensure that community members receive the best and latest information, are able to fully participate in a community review process and have access and opportunity to provide input and feedback. In 2015 LCC began to create and distribute surveys to gather timely input and feedback on emerging community issues. Examples of our surveys to date include business needs/viability, access, bike lanes, community safety and neighborhood priorities. Our surveys are conducted at community meetings and online. Results are posted on LCC's website.

LCC will continue to hold its annual events i.e. (No Pies – Only Pie Charts Annual General Membership meeting, Best Meeting Ever! Annual General Membership Meeting, Chili Cook-off, Winter Warming Party/Annual Open House, Summer Celebration, LCC Happy Hours, Share the Gorge) and participate in other large local events i.e. (Open Streets and Longfellow Corn Feed). LCC will also host events for new programs, projects and activities i.e. (Minnehaha Mosaics project and Adams Grove plantings).

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.

LCC will continue its work in increasing the visibility of our organization so that residents and businesses view us as a resource for information, organizing, planning and input. We will continue to hold our annual events which grow each year and assist the organization in

---

fundraising efforts. In 2016 we reconfigured our committee structure to make meetings more accessible and in 2017 we will amend our committee policies and procedures to ensure that our committees are as inclusive as possible.

Organizational leadership is a strong suit of LCC. We have a full and participatory Board of Directors, experienced committee chairs and leaders in the business community who are tackling the issues that heavily impact small local operations. LCC staff will continue to look to community members to fill volunteer roles of meeting facilitators, project planning, committee management, community meeting organizing and technical assistance. LCC will also boost its recruitment efforts to entice new committee, project and Board volunteers.

LCC will continue to use monthly Board meetings to review, update and amend organizational policies and practices. Examples of this include annual review of LCC's bylaws (last amended in April 2016), strategic plan and organizational budget (analysis of past years and creation of current year). Board members are required to participate in at least one LCC committee to act as a conduit between the community and the Board. This provides the Board with the regular opportunity to hear perspective from community volunteers on the things that are working in the community and topics that need more or enhanced focus.

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.

LCC will continue its community engagement efforts through our strong communications channels, a build-up of resource documents housed in our office, distribution of Welcome Packets to new residents and changes to our website to make information more accessible (links instead of endless navigation). We are currently working on strategies to enhance Block Club Leader training through the 3<sup>rd</sup> Precinct to expand beyond crime prevention training and offer resources to Block leaders to help them organize more efficiently. We will also continue to support LCC's four committees and assist members in recruitment and program development.

LCC continues to participate in the Southside United Neighborhoods (SUN) group where all participating neighborhood organizations provide cross-neighborhood support and resources as well as shaping common policy agendas. We work closely with elected officials, members of the MPRB and potential developers of projects that impact more than one neighborhood. LCC will continue to work with Hennepin County to complete the "Minnehaha Mosaics" project, an art installation of mosaic designs on 14 trashcans along Minnehaha that reflect the stories and character of residents along the corridor. This project in particular was a collaboration between Hennepin County, LCC, a private developer, local artists and businesses along the corridor.

In 2016, LCC changed its mission statement from ***"To improve the quality of life and develop a sense of community among the Longfellow, Cooper, Howe and Hiawatha neighborhoods and promote their wellbeing. The Longfellow Community Council will involve and empower the members of the community in all its diversity to take action on issues affecting their lives" to "To improve the well-being of our diverse community through engagement, involvement and empowerment"*** This change in our mission statement was made after the Board of Directors completed a two-year Strategic Plan to more accurately reflect the values of our organization

---

relative to diversity. LCC will continue to make funding, participation and priority decisions based on our mission of serving and empowering the community.

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.

LCC will continue outreach to City staff, County staff, developers and all interested or affected parties in projects, programs and activities of Greater Longfellow. LCC will use staff and organizational resources to organize, plan, promote and execute community meetings on topical and controversial issues to provide community members and other stakeholders the opportunity to express views and opinions to shape projects of maximum benefit.

LCC will use its resources to protect the community in instances where there is limited cooperation or information from developers or a lag in information sharing from public entities. LCC will act as conduit between community residents and businesses to ensure that members are connected with and understand the role of staff from City departments and other public entities, i.e. MPRB and Hennepin County. LCC will also empower our committee and Board chairs to work directly with City and other public entity staff to invite them to attend and participate in LCC sponsored Board and committee meetings. We will do this to enable all sides of an issue to be heard and discussed before final decisions are made. LCC regularly encourages all public entities to engage with the organization on a regular basis to keep the community updated on upcoming projects and emerging priorities.

LCC will continue to work with the NCR department as a resource for proper procedure related to funding requests, organizational policy and matters of compliance. LCC will also maintain a strong relationship with the NCR department through semi-regular contact with our Neighborhood Support Specialist. LCC has had no significant issues with the NCR department.

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.

Work towards involvement and inclusion of underrepresented groups is an issue/opportunity throughout the City of Minneapolis. This is due in part to a lack of understanding of diverse cultures, different generational interests and public policy. The LCC has always been very cognizant of the fact that the dominant culture in our community is Caucasian and middle-class. The Board of Directors has refined our Scope of Service to include questions relating to a program, project or activities' ability to reach out to underrepresented groups. This was done to ensure that funding spent in and for the community would be available to any and all members of the community, even those who choose not to or are unable to participate.

In Greater Longfellow underrepresented groups include people of color and seniors. Non-homeowners in the community have been identified by outside sources as underrepresented in Greater Longfellow but LCC is unable to determine if this true. There are no LCC sponsored processes or meetings where the question of whether someone is a homeowner or a renter would be asked. LCC's communications are aimed at all members of the community and we encourage participation by anyone from any background or experience.

LCC will continue to develop strategies, programs and events that we believe will be of interest to a broader cross section of our community. We will begin a Business Support Network (BSN)

in mid-summer 2017 that will promote local businesses to local residents. Through this program LCC will tell the stories of individual business owners which the community has already identified as an area of interest. Our business community is very broad and diverse and we believe that there are many active and potential leaders of community growth and sustainability that the community should hear about.

LCC is always interested in hearing about ways in which other neighborhood organizations have been successful with engaging underrepresented groups. The NCR has the greatest access to this information and would be willing at any time to participate with the NCR in shaping projects and strategies to bolster the work we already do.

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

LCC does not have unused funds.

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).

LCC has submitted these documents in the previous funding cycle.

9. **New organizations.** If your organization was not funded in the previous year, a report on the previous year's activities must be included with your application.

N/A

10. **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

<b>CPP Budget</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Staff Expenses			
Employee Benefits			
Professional Services			

Occupancy			
General Liability Insurance			
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach			
Translation, interpretation and ADA support			
Supplies and Materials			
Meetings/community building events			
Development			
Fundraising			
Other Services (please describe):			
<b>Total for contract:</b>	\$	\$	\$
Neighborhood Priorities	\$	\$	\$
<b>TOTAL:</b>	\$	\$	\$

**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.
- 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.).