
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:

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| Organization Name: | Marcy-Holmes Neighborhood Association |
| Address: | 500 8 th Ave SE Minneapolis MN 55414 |
| Website url: | www.marcy-holmes.org |
| Organization email: | matt@marcy-holmes.org |
| Federal EIN: | 41-1615722 |
| Board Contact: | Name: Jan Morse |
| Staff Contact: | Name: Matt Ides |
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Who should be the primary contact for this application? Matt Ides

Date of Board review and approval: November 15, 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.

Marcy-Holmes Neighborhood Association (MHNA) is an eligible organization, as identified in Section II.A of the Guidelines; it represents a defined geographical area as approved by City Council; provides for participation of all segments of the neighborhood, including homeowners, renters, property owners, business owners, immigrants, non-English speakers, low-income residents and communities of color; and ensures that membership is open to all residents.

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?

MHNA provides outreach for both general neighborhood engagement and specific activities to identify and act on neighborhood priorities, influence city decisions, and increase involvement.

- MHNA continues to convene board, general membership, and committee meetings, and facilitates task forces to achieve short-term goals. On its web site, MHNA invites people to get involved in committees and programs, and posts notices of meetings and information about the neighborhood, ways to get involved, committees and projects, upcoming meetings, and meeting summaries. MHNA sends a monthly "Items of Interest" email to members and stakeholders, including information from local businesses, institutions, and adjacent neighborhood organizations. MHNA sends meeting notices by email and mail to members and other interested parties, and plans to expand its presence on Facebook.
- When a committee is addressing a specific area, like a development proposal, we will take extra steps to notify affected neighbors by email, mail and phone, and then send a letter and in-person representative to city decision-making meetings.
- We will collaborate with partners on outreach both through specific campaigns and general support. Student liaisons hired by the University of Minnesota assist MHNA with specific outreach for meetings or projects, like National Night Out. Residential developers and the University of Minnesota place information on the neighborhood and MHNA in marketing materials for new residential developments and in the "new hires" packets sent to U MN employees.
- We post special events on the Varsity Theater marquee in Dinkytown, place ads in the online Minnesota Daily, the TC Daily Planet, and the Dinkytown Shuttle "Lucille," post on community calendars, and contact the media with press releases or interview calls.
- For continued targeted outreach, we lead lawn sign campaigns and conduct door knocking; for larger events like National Night Out.
- For 2017, staff have been tasked to create a comprehensive communication plan for the association that will identify target audiences (students, renters, homeowners, etc.), the best vehicles for reaching them, and key messages we want to convey to them to encourage engagement and investment.

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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.

We will use the outreach methods described above to invite people to participate in meetings or specific activities, events, or service projects, many of which are in the evening or on weekends. When someone joins or renews their membership, he or she checks off areas of interest, which we enter in our member database, and then we add them to the targeted communications for that interest area. Membership forms are available at all meetings, presentations, and public events like Neighborfest, and people can join and participate immediately at any meeting. Instead of relying on board members to suggest ideas for grant applications, we invite ideas broadly from our stakeholders and partners, as we recently did and continue with the Good Neighbor Fund. After General Membership meetings, we encourage attendees to stay longer for social time and give out a door prize (a gift card from a local business). In the newly designed monthly communication, Items of Interest, we will be introducing a rotating feature on accomplishments by association members and other residents.

In 2016 we realigned staff duties and hired a new executive director. Responsibilities of staff were reviewed in this process and job descriptions revamped to better distribute responsibilities as well as encourage staff to build on existing and new strengths such as grant writing, communications, community outreach, fundraising and increasing membership. With the realignment we are prioritizing the engagement of our student population and local businesses. We are further building our capacity by having staff streamline our committee process and staff those committees as needed. This will allow committee chairs to spend more times on community engagement and working through potential issues the neighborhood will face while staff can take on the more administrative tasks. In addition, we are revamping our process for our land use committee so that we will have ample time to make informed decisions about the proposals and projects that are brought before the committee. This process will allow more transparency and getting additional neighborhood feedback early on in the process.

We continue to build new leadership by the recruitment of new board members and their active involvement in the organization. In October of 2016 the membership approved a by-law change that has changes our general elections from June to October. This was done to better engage and retain student board members, better align our budget with our annual goals, and have our committees' goals and appointments align with annual objectives.

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.

We will continue to work to implement the Marcy-Holmes Master Neighborhood Plan and character area priorities. One of the main goals of the master plan was to be one neighborhood. Since the plan was approved in 2014 we have been instrumental in achieving some of our goals

but more work is still needed over the next three years. One key goal of the plan called for a mechanism to be put into place to protect historic Dinkytown. Marcy-Holmes Neighborhood Association was one of the critical partners that advocated for the designation of the Dinkytown Commercial Historic District and many of our board and committee members remain active. Moving forward the association will play a critical role with design guidelines, future development, and making sure the character and history of Dinkytown is preserved.

A major initiative moving into 2017 is focus on clarifying, claiming and celebrating the neighborhood identity through deep community engagement. A task force has been formed to head up this effort and a number of community activities are already planned to ensure multiple opportunities for neighborhood stakeholders to explore this issue, including

- A co-sponsorship of a open forum on the subject of neighborhood identity;
- The first in a series of community salons, with an invited group representing the full diversity of residents and stakeholders including students, renters, business owners, homeowners, elders and University representatives;
- Coordination with neighborhood arts organizations for events that center on the topic;
- Reaching out to developers and neighboring organizations to coordinate “naming” efforts.

The association also is initiating partnerships with departments within the University of Minnesota, area businesses and new philanthropic foundations for projects that benefit the neighborhood as a whole such as the “Neighborhood as Muse” project and rehabilitation of area parks.

Through engagement of our general membership, committees, and board of directors the following are the priorities for the neighborhood for the next three years: housing, encourage complete streets and stewardship/activation of public space, deeper engagement of businesses, students, and under-represented residents, and continued implementation of the Marcy-Holmes Neighborhood master plan.

Housing

- Collaborating with partners to improve housing diversity, availability, and marketing
- Collaborating with the City on enforcing housing rules and regulations
- Stronger relationship with CPED, Council Member, and other neighborhood orgs.
- Support development that supports the future and priorities (Master Plan)
- Streamlining the Land Use process for developers
- Home improvement loans and promote energy efficiency (residential and commercial)

Encourage complete streets and stewardship/activation of public spaces and creative places

- Work and advocate on street designs for all users for 8th Street, 4th Street, 2nd Street, and University.
- Advocate for 5th Street pedestrian bridge design
- Activate parks, advocate for Stone Arch connection to Granary Corridor, and complete Dinkytown Greenway wayfinding
- Hold annual events (social and art event)
- Support National Night Out activities

Deeper engagement if businesses, students, and under-represented residents

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- Claim our name and work with businesses to advocate for Marcy-Holmes
 - Highlight activities and accomplishments in Newsletter and other marketing materials
 - Continue to work with partners to get students active with committees, board, and projects
 - Continue to demonstrate the value of the association to students and businesses in Marcy-Holmes

Continued implementation of the master plan

- Be one neighborhood
- Live here now
- Make the streets ours
- Love the riverfront
- Make change contribute
- Welcome the tension of complexity and contradiction

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.

MHNA works closely with many departments at the City of Minneapolis, Hennepin County, the State of Minnesota, and with federal agencies and elected officials. In addition we have strong relationships with the following organizations and partners: University District Alliance, Dinkytown Business Association, University Of Minnesota, Friends of SE Library, The Soap Factory, Minneapolis Bike Coalition, Nicollet-Island East Bank, Southeast Como Improvement Association, Prospect Park Association, West Bank Community Coalition, Northeast Business Association, Second Precinct Advisory Council, Dinkytown Arts Movement, Film Society of Minneapolis/St. Paul, and Cuningham Group Architects.

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.

Over the next three years we want to focus on engaging the student population, local businesses, and renters in the neighborhood. We have made great strides in the past to further include these groups and want to continue to build upon our success.

While we have been successful having student representation on the board of directors we still need to engage the student population through our committees and around specific areas of interest. We hope to engage the population further around bike and pedestrian issues, housing need and affordability, and quality of life issues. Recently we have seen an increase in student involvement at the committee level (Transportation, Land Use, and Creative Places) and better attendance at events. We've met with departments in the University of Minnesota to explore activities linking resident professionals and student study interests. One of our objectives is to have older and recent graduates remain involved.

We also realize that we need to better engage our businesses in the neighborhood to form strong partnerships and to ensure they remain active in the neighborhood. While engagement

with local businesses has been strong around single issues we want to form a deeper partnership so that the businesses and the association are advocating around the common goals and interests for the neighborhood.

Finally, we want to make sure we engage our residents throughout the neighborhood. We want to make sure we can represent both our homeowners and renters regarding the housing issues they are facing. Recent issues include housing affordability and segregation among renters, further loan and grant programs to help preserve housing stock, holding landlords accountable, and working closer with the city to address quality of life issues that are impacting all residents.

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

We expect to have a roll over amount of \$21,696.41 for community engagement.

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. **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

| CPP Budget | 2017 | 2018 | 2019 |
|-------------------|-------------|-------------|-------------|
| Staff Expenses | \$71,125 | \$71,125 | \$71,125 |

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|---|----------|----------|----------|
| Employee Benefits | 0 | 0 | 0 |
| Professional Services | \$3,500 | \$3,500 | \$3,500 |
| Occupancy | \$2,400 | \$2,400 | \$2,400 |
| General Liability Insurance | \$339 | \$338 | \$338 |
| Directors and Officers Insurance | \$900 | \$900 | \$900 |
| Communications/Outreach | \$2,500 | \$2,500 | \$2,500 |
| Translation, interpretation and ADA support | | | |
| Supplies and Materials | \$2,000 | \$2,000 | \$2,000 |
| Meetings/community building events | \$3,400 | \$3,400 | \$3,400 |
| Development | \$1,000 | \$1,000 | \$1,000 |
| Fundraising | | | |
| Other Services (please describe): | | | |
| Total for contract: | \$87,164 | \$87,163 | \$87,163 |
| Neighborhood Priorities | | | |
| TOTAL: | \$87,164 | \$87,163 | \$87,163 |

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.).