
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:	Powderhorn Park Neighborhood Association		
Address:	821 East 35 th Street		
Website url:	www.ppna.org		
Organization email:	info@ppna.org		
Federal EIN:	41-1409426		
Board Contact:	Name:	Marisa Rivera	
			
Staff Contact:	Name:	Tabitha Montgomery	
	Phone:	612.722.4817	
	Email:	tabitha@ppna.org	
	Address:	821 East 35 th Street Minneapolis, MN 55407	

Who should be the primary contact for this application? Tabitha Montgomery

Date of Board review and approval: Thursday, November 10th, 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.

Powderhorn Park Neighborhood Association is eligible for the City of Minneapolis Community Participation Program and currently receives funding.

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?

Powderhorn Park Neighborhood Association (PPNA) actively engages in outreach activities that enable its ability to identify and act on neighborhood priorities, raise community voices to influence City decisions and supports paths to civic and community participation. This work includes year-round and singular activities that connect with dozens to thousands of constituents. The association's mission aligns with this work and guides how staff and Board Members activate around the City's Community Participation Program three key purposes.

The association leverages its online and print communications, and community events and meetings to identify and act on neighborhood priorities. This involves aggregating view-points from surveys, response cards, email correspondences, social media platforms and comments during community meetings. As a result, PPNA plans to remain active in several coalitions including a budding South Minneapolis Anti-Crime Coalition representing a cross-section of businesses, organizations, City representatives and residents. It also is a member of the Minneapolis Renters Coalition; resulting from a broad array of community input.

From its work within various coalitions and partnerships; PPNA will use resources to increase awareness and promote direct action among residents and stakeholders around a variety of neighborhood priorities. In keeping the exchange of ideas and concerns from residents' fluid; the association can nimbly engage as necessary on behalf of the community. The formulation of a Neighborhood Priority Plan will arise from synthesizing ongoing community input in conjunction with a series of creative feedback captures. Additionally, the association will expand its existing suite of programs to include an Equipment Library. This will provide the community with access to items like folding tables, chairs and tents; for use in conducting their own meeting or event. A central goal of the program is to drive in-reach into the association from a cross-section of the community reflective of its socio-demographic make-up.

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.

Powderhorn Park Neighborhood Association's structure of programs and services provides for the direct involvement of residents and various community stakeholders. Its year-round

programs rely on an array of support from volunteers, contractors and partners; who largely represent community members. These relationships create a sense of agency with the association and supports an affinity for the neighborhood and its needs overall.

The association's Powderhorn 365 program utilizes daily volunteer photographers to capture the essence of community in pictures and helps reinforce the Powderhorn Park identity. These images reach over 1,100 people monthly; which surveys show reinforce their sense of connection to the community. The impending launch of the Equipment Library provides an opportunity to demonstrate the benefits of residency. The annual membership fee for this program will require the least investment by those who live in the neighborhood. This program will also leverage volunteers to assist with various support activities on equipment pick-up and drop-off days. The broad appeal of this program from survey results suggest PPNA will register over 200 members in the first year.

Board Members are an essential group of volunteers with the association. Moving forward, this group of volunteer leaders will help increase organizational capacity by working in pairs to remain aware of and support community priorities. This involves Board Members and staff attending various events and meetings together regarding one of six key areas of concern. This will help amplify the association's presence at gatherings regarding topics around crime and safety and housing justice for example. In an effort to understand the efficacy and opportunities within this approach; a series of quarterly surveys along with one-on-one meetings with each Board cohort and the Executive Director will occur. These efforts will help understand impact on association capacity within these areas.

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.

Powderhorn Park Neighborhood Association consistently conducts and promotes a wide variety of programs, events and meetings that it and other community entities oversee. In this regard, it proactively curates' information pertinent to neighborhood stakeholders. This helps spread a holistic view of the many facets that connect residents to the community from art fairs, farmers' markets and park improvement meetings to name a few. The association also looks to build bridges with diverse constituent groups by partnering with organizations and businesses that directly serve them. This form of outreach came to life with a pop-up photo booth; which gave free family portraits to participants of events at Risen Christ Catholic School and Ace in the City. These organization's client populations are over 80% Latino; and this cultural group represents nearly a third of the resident population in Powderhorn Park.

The association continues to maintain a variety of collaborative partnerships with other community centric organizations and businesses. Given the current city-wide reduction in affordable and livable housing; PPNA is a member of the Minneapolis Renters Coalition. This group involves other neighborhood organizations, advocacy groups and legal aid agencies with a common interest in championing fair housing for all community members. The association is also a member of the Southside United Neighborhood (SUN) Project. This group of neighborhood organizations is presently working on strategically outlining its next wave of joint

initiatives. Another key partnership for PPNA is with the leadership team for Arts on Chicago. The group consists of a variety of local arts partners including Pillsbury House + Theatre, Upstream Arts and Wing Young Huie. A central aim of the collaboration remains activating placemaking through community arts experiences within the Powderhorn Park, Central, Bryant and Bancroft neighborhoods.

In supporting community efforts beyond its own programs and events, PPNA provides fiscal agent services for several groups. This primarily entails conducting book keeping services and producing financial reports for work that aligns with the association's mission. Recipients of this support include the Art Sled Rally, Powderhorn Porchfest, 38th & Chicago Business Association (BA) and several community gardens. In the case of the BA, the fiscal agent relationship is in the process of dissolution. This results from a decision by BA members for PPNA to absorb the responsibilities of promoting local businesses at 38th and Chicago and Greater Powderhorn. The association's interest in managing a discrete number of fiscal agent relationships reflects its commitment to aiding small to mid-size community initiatives. This benefits the neighborhood as a whole; given it provides administrative support to emerging or popular events that enable and deepen connections among neighbors.

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.

Powderhorn Park Neighborhood Association (PPNA), in support of its strategic aim around economic development, is working with the City of Minneapolis – Community Planning & Economic Development department as a recipient of a 2016 Great Streets Grant. These resources are enabling the association an opportunity to re-imagine its support of local businesses through several new initiatives. This includes a Business Reflections program that uses artists to capture stories of local businesses, organizations and unoccupied properties around three commercial nodes within Powderhorn. A central outcome of this work will result in a deeper sense of connection between area residents and businesses; which will positively influence an increase in local support and economic growth.

The association is also in communication with the City of Minneapolis – Regulatory Services department regarding its focus on livable housing. This entails working to draw attention to and resolution of resident complaints around property maintenance violations in rental housing. Given PPNA's awareness of hardships often present among low-income and immigrant rental households, it aims a portion of its door-knocking outreach at educating renters on their rights and ways to remediate rental complaints. This also aligns with its work as a member of the Minneapolis Renter's Coalition; which is working to address the wide-array of rental issues throughout the City.

Considering livable housing and economic development are critical aspects of community within all neighborhoods; the City's Neighborhood and Community Relations (NCR) department can help aggregate input from neighborhood organizations around feasible solutions. These insights can help crystalize a cross-section of voices from within the City that provides a clear case for change to elected leaders; who can set policies that help create a city residents deserve.

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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.

Powderhorn Park Neighborhood Association (PPNA) maintains a broad suite of programs and events that reach and connect with thousands of community members annually. Although this impact of the association's work is a strength, it recognizes that the profile of residents that connect most often with PPNA are income secure home owners who have interest and time to engage in activities outside of their household. Considering this fact, the association finds that a central opportunity resides in its ability to connect with income insecure renters who are more likely to engage in events relevant within their household.

In recognition of residents who PPNA infrequently connects with through its existing programs and events; the launch of an Equipment Library (EQL) is a programmatic effort to address this reality. This program will provide EQL members with access to a variety of event supplies that help affirm and support activities that occur throughout the community. Those who indicate that they are low-income at sign-up; can register for a fraction of the cost, \$10 vs. \$30. Participation will be driven in part from a multi-media campaign that will target the Greater Powderhorn community.

The long-term success of EQL will rely on PPNA's ability to consistently identify and resolve member concerns with the program. The association can benefit from obtaining NCR feedback on its program evaluation approach given its awareness of a wide-array of neighborhood programs across the City. This will help PPNA minimize and or avoid external consultant costs surrounding measurement of program efficacy.

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

Powderhorn Park Neighborhood Association (PPNA) will not have unused fund from the previous cycle of Community Participation Program funding.

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).

Powderhorn Park Neighborhood Association (PPNA) submitted these files as separate documents to this application.

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.

Powderhorn Park Neighborhood Association (PPNA) did receive funding in the previous cycle of the Community Participation Program; which forgoes the need to submit a report in response to this section.

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	\$40,000	\$42,000	\$43,500
Employee Benefits	\$10,000	\$10,500	\$11,000
Professional Services	\$1,500	\$1,500	\$1,500
Occupancy	\$12,900	\$13,200	\$13,500
General Liability Insurance	\$800	\$800	\$800
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach	\$7,400	\$7,400	\$7,400
Translation, interpretation and ADA support	\$1,000	\$1,000	\$1,000
Supplies and Materials	\$8,466	\$6,494	\$4,292
Meetings/community building events	\$2,300	\$1,900	\$1,900
Development	\$600	\$400	\$400
Fundraising	\$628	\$400	\$300
Other Services (please describe):	0	0	0
Total for contract:	\$86,494	\$86,494	\$86,492
Neighborhood Priorities	\$0	\$0	\$0
TOTAL:	\$86,494	\$86,494	\$86,492

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.

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- 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.).