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**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:	Prospect Park Association
Address:	2828 University Ave SE Suite 200 Minneapolis, MN 55414
Website url:	<a href="http://www.prospectparkmpls.org">www.prospectparkmpls.org</a>
Organization email:	<a href="mailto:staff@prospectparkmpls.org">staff@prospectparkmpls.org</a>
Federal EIN:	41-1409200
Board Contact:	Name: Vince Netz <div style="border: 1px solid red; height: 60px; width: 300px; margin-top: 5px;"></div>
Staff Contact:	Name: Jessica Buchberger Phone: 612-767-6531 Email: <a href="mailto:jessica@prospectparkmpls.org">jessica@prospectparkmpls.org</a> Address: 2828 University Ave SE Suite 200 Minneapolis, MN 55414

Who should be the primary contact for this application? Jessica Buchberger

Date of Board review and approval: Will be reviewed and ratified November 28, 2016. NCR will be notified of any changes.

**1. Eligibility.**

The Prospect Park Association is eligible and has received CPP funding in the past.

**2. Community participation efforts.**

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PPA works in all three key program purposes of CPP. In order to be more effective at these, we are making a special effort to *increase involvement*. Currently less than 5% of Prospect Park residents are PPA members, and a highly dedicated but small subset of these are actively involved in identifying and acting on neighborhood priorities. The organization has also had historically limited contact with local businesses and nonprofits. As part of the 2017 Annual Work Plan, the PPA Board and staff will conduct outreach to renters, students, homeowners and those who work in Prospect Park through face-to-face engagement, including public listening sessions around the area that invite many more residents and businesses into dialog about their interests and concerns. This in turn will help PPA create programs that keep the community engaged and also serve as a broader forum for grass-roots problem solving. During 2016, a dedicated group of volunteers substantially revised PPA's bylaws. Among the many changes to how PPA had historically operated, these revisions made decision-making more transparent, removed barriers to community participation, and added dedicated student and business representative seats. These two seats were recently filled and have already proven valuable in building a network for further outreach efforts. In 2017 PPA plans roundtable discussions with residents of the large student housing buildings in the neighborhood, as well as partner with the University of Minnesota on volunteerism and community involvement. The business representative has already begun work on specific connections with area businesses. PPA is likewise exploring how to engage with immigrant and non-English-speaking residents in a way that respects cultural differences and allows all voices to be heard in community problem solving. PPA plans to use more interpreters and translators, and will be working to train the board and other dedicated volunteers on cultural awareness. This will include efforts to shift in thinking and recognize cultural bias in order to include as many residents as possible in PPA activities.

PPA currently uses a wide variety of methods to inform residents and ensure public participation. These include electronic communications (newsletters, e-lists, social media, and a new website), flyers and posters, door knocking for specific issues, and occasional mailings. PPA also conducts outreach at neighborhood events, including summer concerts, the Pratt Ice Cream Social, Harvest Festival, Open Streets, and more. In 2017, PPA staff is creating roles for Communications Interns specifically tasked with improving outreach to under-reached populations using all forms of media.

### **3. Building organizational capacity.**

PPA has been diligently working to update and modernize the organization during past two years. This began with Board retreats and public visioning sessions, leading to adoption of a new name, identity, and logo. Substantially revised bylaws were adopted in mid-2016 and included an unprecedented amount neighborhood engagement, including 2 public meetings, 6 listening sessions, 2 online comment periods, 4 special Board meetings, partnership with NCR, and outreach to other neighborhood organizations on best practices. The Board also adopted new Code of Conduct and Conflict of Interest policies. Several of the changes are step-wise, such as the size of the Board, and leadership and staff will be attentive to monitoring progress on specific milestones in the Annual Work plan as the organization fully transitions by the end of 2017.

PPA will also be looking to update all its operating procedures not only for effectiveness, but also in its use of language and jargon that may not be welcoming to all residents and potential volunteers. To invite new residents, PPA will create a welcome package for new neighbors and focus on being front and center when a new person moves into the neighborhood. This will require a network of volunteers ready to introduce themselves, and planned events and meetings to invite people to. Included in the Board's annual work plan, PPA's Value Proposition will be refreshed in order to best present reasons to potential volunteers on involvement in the organization.

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With increased engagement, PPA will create more opportunities for people to volunteer on the issues important to them. How people volunteer has changed drastically from when PPA formed as a 501(c)(3) in the 1980s, and looking at ways to help busy people plug in and serve their community for a few hours a month is a top priority. One way to do that is to restructure PPA's committees, to make it easier for Prospect Park residents to find a group of people that share their interests and concerns. PPA leadership will present and discuss committee structure options with the community at one or more of PPA's monthly Town Hall meetings.

#### **4. Building neighborhood relationships.**

PPA has made huge gains to be more approachable to newcomers, but there is still a lot of work to do to ensure people know that they live in the neighborhood of Prospect Park, and that they have an equal voice in all the activities and plans within the neighborhood. PPA has already begun work on outreach to residents of new buildings to invite them into neighborhood conversations, and plans more on-the-ground work, like leafleting, door knocking, and ensuring meetings are held in an inclusive and welcoming space. PPA has also been actively participating large development projects in the neighborhood and has been working with local businesses to make sure neighbors keep informed and have a voice planning as projects unfold.

Areas of focus include the area between 27th Avenue and Oak Street (the western edge of Prospect Park), which are often not thought of as Prospect Park, but rather under University of Minnesota's purview. This is an area where it is of vital importance that the residents know they are represented by a neighborhood association, and have a place to go to connect and be represented by a group to local government.

Engagement and outreach to these residents, and indeed all residents in Prospect Park, will be aided by partnerships PPA has with emerging local nonprofits focused on new developments, including Prospect Park 2020 and the Towerside Innovation District, of which PPA is a coalition member. PPA is also helping to create a business association to more effectively engage with its growing number of local businesses and retail spaces. PPA partners with other local organizations to capitalize on neighborhood energy and drive. This includes being a fiscal agent for smaller organizations in the neighborhood, like the community gardens and choir, and partnerships with groups like Southeast Seniors, the Textile Center, and Community Education. Plans to work with the Pratt Community School PTO and University of Minnesota philanthropy groups for sustained volunteership are in progress and will be executed in 2017.

#### **5. Work with City partners and other jurisdictions.**

PPA encourages Prospect Park residents to serve on government boards and commissions to connect PPA to opportunities to work more with City and County departments. PPA also partners with other nonprofits in Southeast Minneapolis to combine resources, serving more people and connecting more neighbors to one another. The organization will continue to work closely with the Neighborhood Community Relations Department, other City departments, and our elected officials as it has been doing for the past several years. Members have strong relationships with other relevant jurisdictions working on issues important to the neighborhood, including the State Historical Preservation Office, U.S. Department of Transportation (looking at issues of reconnecting communities bisected by Interstate 94), the Office of the State Archeologist, the Mississippi Water Management Organization, and others.

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Prospect Park residents currently serve on the Minneapolis Pedestrian Advisory Committee, the Greenway Coalition, the University District Alliance, and the Minneapolis Residents Coalition.

**6. Involvement of under-engaged stakeholders.**

The three biggest under-engaged groups in Prospect Park are renters, students, and low-income residents. With renters, especially renters who are students, creating meaningful, long-lasting relationships with people who may live here for just a year or two can be challenging, but important. When the majority of the neighborhood residents rent, understanding what attracts renters to our neighborhood and how to enhance that attraction is vital. Time and again Prospect Park homeowners involved in PPA have said that they rented in Prospect Park when they were either in school or just out of school, and came back to buy a house. Building relationships with generations of students leads to a long-term investment for the neighborhood. Changing the way PPA uses social media, frames events, and engages interns will help set the organization on a path to forge stronger relationships with all its residents. PPA will engage student interns in a marketing and communications project, which will hopefully be repeated every spring in order to keep with the most current communication trends of the student generations.

Low-income residents in Prospect Park, concentrated in Glendale Townhomes, are mainly immigrants. They are facing a difficult path ahead, since the Minneapolis Public Housing Authority has made it clear they would like to redevelop the townhomes. PPA would like to support Glendale residents in community discussions and decision-making, and will be looking at the best way to do so, including finding other grants and funds for organizing. This will also mean training the Board and staff in cultural competency and awareness.

**7. Unused funds.** PPA will use any used funds from previous cycles to supplement staff and administrative operational costs to use as leverage to get more grants from nongovernment organizations.

**8. Policies and other documents.** PPA's bylaws and other documents that have been updated since the last application cycle are attached.

**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

<b>CPP Budget</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Staff Expenses	46,456.00	48,314	48,314.24
Employee Benefits			
Professional Services			
Occupancy	13,230	13,230	13,230
General Liability Insurance	210	210	210
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach	900		
Translation, interpretation and ADA support	1500	1273	1272
Supplies and Materials			
Meetings/community building events	300		
Development			
Fundraising	431		
Other Services (please describe):			
<b>Total for contract:</b>	<b>\$63,027</b>	<b>\$63,027</b>	<b>\$63,026</b>
Neighborhood Priorities	\$	\$	\$
<b>TOTAL:</b>	<b>\$</b>	<b>\$</b>	<b>\$</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).

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- 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.).