

## 1. NEIGHBORHOOD ORGANIZATION

### **Powderhorn Park Neighborhood Association**

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Tabitha Montgomery](#)

Organization Address: [821 East 35th Street](#)

Organization Address 2:

Organization ZIP: [55407](#)

Organization Email Address: [info@ppna.org](mailto:info@ppna.org)

Organization Phone Number: [612-722-4817](#)

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: [www.ppna.org](http://www.ppna.org)

Facebook: <https://www.facebook.com/PPNA821/?ref=bookmarks>

Twitter: <https://twitter.com/powderhornmpls?lang=en>

Other:

## 4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

**[10/11/2018](#)**

# Community Participation Program

## WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

### 5. MEETINGS (please check all that apply)

- ☒ Held regular committee meetings or discussion groups that are open to all stakeholders
- ☒ Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- ☒ Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- ☒ Conducted one or more focus groups

### 6. DOOR-TO-DOOR (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- ☒ At least once reaching a portion of neighborhood
- ☐ At least once reaching most or all of the neighborhood
- ☒ For more than one issue/outreach effort
- ☐ On a routine basis
- ☒ Conducted primarily by staff members
- ☐ Conducted primarily by volunteers
- ☐ Carried out primarily to increase membership and participation
- ☒ Carried out primarily to gather input or inform on a specific city or neighborhood issue

### 7. Approximately how many households did you reach through DOOR-KNOCKING in 2018?

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- ☒ At least once reaching a portion of neighborhood
- ☒ At least once reaching most or all of the neighborhood
- ☒ Carried out primarily to inform and increase membership and participation
- ☒ Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2018?**

3600

10. **EVENTS** (please check all that apply)

- ☒ Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- ☒ Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- ☒ Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter Bi-Annual  
(If so, at what frequency?)

Number of subscribers to 800  
your email list

Number of followers on 2,860  
Facebook and Twitter Combined

12. **OTHER** (please check all that apply)

- ☒ Conducted at least one community-wide survey (such as a random sample or all-household survey)
- ☒ Conducted another form of survey (e.g., intercept survey)
- ☒ Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

***Other activities*** (please describe here):

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2018

1500

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- ☒ Worked on an issue of particular interest to an under-represented group within the neighborhood
- ☒ Provided notices of annual and special meetings in multiple languages
- ☒ Provided newsletter articles or web pages in multiple languages
- ☒ Targeted outreach in apartment buildings or blocks to reach renters
- ☒ Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- ☐ Held focus groups or open meeting formats for under-represented communities
- ☒ Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- ☒ Included an Americans with Disabilities Act statement on meeting and event notices
- ☒ Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- ☒ Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

**Other activities** (please describe here):

PPNA continues to provide administrative and strategic leadership to several coalition efforts aimed at key community issues; including livability and safety and housing equity. It balances our advocacy efforts in these areas with maintaining a broad and diverse suite of events and programs that bring together and connect tens-of-thousands of community members each year.

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

In 2018, PPNA launched The Advocacy Shop which is a new approach to collecting community insight around what issues and desired change is important to them. This is being driven with a new online and pop up shop experience.

# Community Participation Program

## PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

### 17. MAJOR HIGHLIGHT #1

As a result of PPNA's involvement in the South Minneapolis Public Safety Coalition (SMPSC), we pursued and received a \$79,360 Community Collaborative Safety Grant with the City. The association administered these resources in support of the Love East Lake creative place-making campaign that oversaw the design and implementation of nine events and three clean-ups along the East Lake Street corridor. This involved providing administrative oversight and collaboration across eight different community partners. The impact of the effort drove community involvement by more than 300 people, garnered more than 60,000 online impressions, and from those surveyed; 97% indicated that Love East Lake campaign helped build community. Additionally, 67% indicated that the campaign and corresponding events enhanced public safety.

### 18. MAJOR HIGHLIGHT #2

In support of furthering a strong and vibrant small business community, PPNA held its first-ever Powderhorn Shark Tank competition for local makers, hustlers, and entrepreneurs. The opportunity drove fifty-five applicants, resulted in fifteen finalists, and nine award winners who received more than \$8,000 in cash and prizes. Through paid and earned media, this event received more than 130,000 impressions. Additionally, 99% of surveyed attendees indicated their preference for Powderhorn Shark Tank becoming an annual event. The event also attracted sponsorship from six community partners.