

1. NEIGHBORHOOD ORGANIZATION

Prospect Park Association (PPA)

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Jan Nelson](#)

Organization Address: [2828 University Ave. SE](#)

Organization Address 2: [Suite 200](#)

Organization ZIP: [55414](#)

Organization Email Address: staff@prospectparkmpls.org

Organization Phone Number: [612-767-6531](tel:612-767-6531)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: prospectparkmpls.org

Facebook: facebook.com/prospectparkmpls.org

Twitter: [@PPAMPLS](https://twitter.com/PPAMPLS)

Other: [Instagram: Prospectparkmpls](#)

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.

03/25/2019

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?**

2500

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
(If so, at what frequency?)

Number of subscribers to your email list 1100

Number of followers on Facebook and Twitter Combined 1225

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

5000

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):

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?

1. The Prospect Park Association's Environment Committee had a productive year in 2018 and engaged with many key stakeholders. We worked with the Minneapolis Parks and Recreation Board on their East of the River Master Plan through the Community Advisory Committee (CAC). The highlight of that work is that we hope to see a new park being developed in the Towerside Innovation District. We also had a representative on the Mississippi Gorge Regional Park Master Plan CAC. And we participated in the working group that at long last may lead to the completion of the Grand Rounds Missing Link.

The Environment Committee continues to support the Earth Day River Clean Up in the spring, Neighborhood Clean Sweep in the fall, and Fire and Ice Festival in the winter. We also started an Adopt a Storm Drain program in the neighborhood.

2. Harvest Festival – Saturday, October 13, 2018
A collaborative partnership with Towerside Innovation District created a successful community celebration and engagement event. Harvest Festival is a fall evening gathering of community to share food, music, art, laughter, conversation ... and ideas. It takes place on the land immediately south of United Crushers grain elevators and is planned as an event that showcases the value, importance, the unique potential of this site to become a signature green gathering place for Prospect Park, Towerside residents, friends and visitors.

Now in its 4th year, the festival celebrates Green 4th St. and welcomes and engages the rapidly-growing community of new residents around the 29th Ave LRT Station. Activities to engage youth began in August, with two week-long artist-led puppet making workshops at Luxton and Venture Academy. Forty-five students created large puppets that lead the opening parade to the Community Garden space. The festival-goers enjoyed music and a wide range of engaging activities such as an artist lead photo-booth, face painting, a quilt-making project, and continued efforts to capture community visions of what the future green space/park on the site could be. Fresh Thyme market generously provided food for the 350 participants and volunteers made pizzas in the community garden brick oven.

PPA served as fiscal agent for the Good Neighbor Fund's support and several community volunteers participated. Additional support was secured from Fresh Thyme and Profile Center as well as new developers including Timberland, Oppidan, and Visus. Several other organizations partnered in the event planning and implementation include the Textile Center, Prospect Park 2020, Eastside Services and Luxton Learners, and Venture Academy, Prospect Park Community Gardens, Towerside Business Alliance, Mississippi Watershed Management Organization, and Minneapolis Park and Recreation Board.

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

PPA faced a major transition in 2018: our staff person of six years left in November to take a new job while at the same time we had new board leadership. We also found we needed to resolve accounting issues and learn and document many staff responsibilities. We pulled together to ensure important communications, organizational leadership, committee, and administrative and financial functions were performed.

During this transition time, in addition to filling key staff roles with volunteer labor, our board and community volunteers: 1) created and approved a job description/ announcement for new staff positions — focusing on outreach and volunteer coordination, 2) established a search and selection process, 3) widely advertised the position, 4) recruited highly qualified candidates, and 5) created a staff orientation plan, human resources policies, and financial procedures (internal controls) to be ready for two new staff members to begin work in 2019. These staff members started work March 1, 2019.

Our board of directors and community volunteers met the challenge – to create an infrastructure allowing PPA to better reach out and involve neighborhood residents—to prepare us to meet the goals of neighborhoods 2020. The goal of all our efforts was two-fold: 1) sustain and strengthen the organization’s infrastructure and 2) hire staff who have outreach/volunteer coordination experience and a passion for Prospect Park and community organizing to help us reach out to involve and better represent the full spectrum of diversity in Prospect Park—to build bridges.

18. MAJOR HIGHLIGHT #2

The Annual Pratt Ice Cream Social, co-sponsored by PPA, was held on Friday, June 1st, 2018. This event included the opening to the public of the Witch’s Hat Water Tower, which was especially popular as the weather that day was perfect. PPA staff and volunteers worked with other local groups to monitor the event, to serve food, to run carnival games, and to support this fundraising effort for Pratt Community School. The 2018 event drew an estimated 3,000 people to Tower Hill Park where local businesses, organizations, and community volunteers engaged visitors. Many community members commented that this was the most attended ice cream social ever.