



Request for City Council Committee Action from the Neighborhood and Community Relations Department

Date: February 1st, 2013

To: Council Member Robert Lilligren, Chair, Committee of the Whole

Referral to: City Council

Subject: Changes to the 2013 Neighborhood USA Conference Partnership agreement.

Recommendation: City Council authorization to:

1. Amend the existing partnership agreement between the City of Minneapolis, the Citizens for a Loring Park Community and the Minneapolis Park and Recreation Board to add Nexus Community Partners as a 2013 Neighborhoods, USA , Conference Partner and
2. To amend the partnership agreement indicating that Citizens for a Loring Park Community will serve as the host neighborhood and that Nexus Community Partners will be the managing partner for the conference.

Previous Directives: The City Council has taken the previous actions in relation to the 2013 Neighborhoods, USA Conference in Minneapolis:

August 19, 2011: Council authorized the Neighborhood and Community Relations Director to execute all necessary agreements for the City of Minneapolis, in partnership with the Citizens for a Loring Park Community, to host the 2013 Neighborhoods USA conference.

August 10, 2012: The City Council authorized an amendment to the existing partnership agreement between the City of Minneapolis and the Citizens for a Loring Park Community to add the Minneapolis Park and Recreation Board, and authorize the Neighborhood and Community Relations Department to execute the necessary documents for a new partnership agreement between the City of Minneapolis, the Citizens for a Loring Park Community and the Minneapolis Parks and Recreation Board, to host the 2013 Neighborhoods USA conference under the amended agreement.

Department Information

Prepared by: David Rubedor, Neighborhood and Community Relations Director

Approved by:

David Rubedor, Neighborhood and Community Relations Director _____

Paul Aasen, City Coordinator _____

Presenters in Committee: David Rubedor, Director, Neighborhood and Community
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Terri Thao, Nexus Community Partners

Financial Impact

Per the previous directives, the City has entered into a contract with Neighborhoods USA to serve as the host city for the 2013 Neighborhoods USA Conference. The financial impact of the conference on the City remains the same as with the previous directives. The change of the partnership agreement does not change the financial impact. Hosting the conference places the following commitments on the City:

- The NCR department's business plan and budget plans for a city-wide neighborhood conference, at a cost of about \$32,000, annually. The first conference was held in 2012. The 2013 Neighborhoods, USA Conference will be the NCR department's 2013 conference. The 2013 Neighborhoods, USA Conference budget maintains the City's financial commitment at \$32,000.
- As the conference host, should the City cancel the event or fail to perform, the City would be liable for a potential liquid damages penalty of \$25,000 or actual damages, whichever is greater.
- As the conference host, the City is responsible for any costs not covered by conference revenues or fundraising. We anticipate raising sufficient funds for the conference. If fundraising falls short of expectations, the Conference budget will be adjusted accordingly to reduce expenses.

Community Impact

Neighborhood Notification:

The 2013 Neighborhoods, USA Conference has been planned by a local planning committee. The local planning consists of neighborhood and community activists, community organizers, the City of St. Paul and the City of Minneapolis. A key goal for the event is to encourage participation from neighborhood and cultural organizations in the city. Originally staffed primarily by Citizens for a Loring Park Community, staffing for the local planning committee has now transferred to the City of Minneapolis' Neighborhood and Community Relations department and Nexus Community Partners. Local planning committee participants remain engaged and committed to the conference after this transition.

City Goals:

The scope of the 2013 Neighborhoods, USA Conference will support the City's neighborhood organizations with the following City goals:

- A Safe Place to Call Home
People and businesses thrive in a safe and secure city
- Jobs and Economic Vitality
A world-class city and 21st century economic powerhouse
- Livable Communities, Healthy Lives
Our built and natural environment adds character to our city, enhances our health and enriches our lives
- Many People, One Minneapolis
Inclusiveness is a treasured asset; everyone's potential is tapped
- A City that Works
Minneapolis is a model of fiscal responsibility, technological innovation and values-based, results-driven municipal government

Supporting Information

The annual Neighborhoods USA Conference is the premier neighborhood conference in the nation. Minneapolis has been awarded the May 22 – 25, 2013 conference at the Hyatt Regency Hotel. This event is anticipated to bring over 800 participants, many from other regions of the country, to the city and offers a tremendous opportunity to showcase Minneapolis, our neighborhoods and our values of community engagement.

The 2013 Neighborhoods, USA Conference theme "Better Together – Strong Neighborhoods, Strong City" resonates throughout the conference. Together with the Minneapolis Park and Recreation Board, the Citizens for Loring Park Community and Nexus Community Partners, the City will host an engaging and impactful conference. Workshop tracks focus on information to help build strong neighborhoods by: developing action steps for sustainability, using collaborative partnerships that reshape neighborhood success, building a creative economy, forging safe and prepared communities, pursuing healthier lifestyles, partnering with youth to expand leadership, redefining neighborhood stabilization, organizing for social justice and change, and creating community media. Additionally, neighborhood tours will feature the wonderful communities that help make Minneapolis such a vital and strong city.

Locally, we want to highlight the major themes of the conference as *collaboration, equity and innovation*. The conference will help build the capacity of neighborhood and community organizations to see their decisions and activities through a lens of equity and inclusion and provide new and innovative ideas for collaboration and participation.

Our region has a long, established culture of community engagement. St. Paul and Rochester will join with Minneapolis to provide hands-on learning, sharing and networking opportunities. The conference will provide helpful tools for engaging community by exploring unique challenges, possibilities and practical application of

successful engagement and community building strategies. Conference attendees will learn ways to:

- Communicate the value of equity in their community and to incorporate an equity agenda into their organization's work;
- Strengthen the work of their neighborhood organization and to build supportive networks with other community partners; and
- Support the successful operations of their neighborhood and community organizations.

Changes to Conference Partnership

The 2013 Neighborhoods USA conference has been planned through the partnership between the City of Minneapolis, the Minneapolis Parks and Recreation Board and Citizens for a Loring Park Community. As the conference now moves a planning to an implementation phase, the NCR department and the Citizens for a Loring Park Community are requesting the City Council and the Minneapolis Parks and Recreation Board to approve amending the partnership to allow the addition of Nexus Community Partners and the transfer of the administrative and managing functions to Nexus Community Partners.

On January 14, 2013, the Citizens for a Loring Park Community voted to provide the City proper notice to terminate the June 29, 2012 partnership agreement as to their status as a community partner but expressed their desire to remain the host neighborhood for the Conference. As the conference shifts from planning to implementation, Citizens for a Loring Park Community will focus its resources on welcoming conference attendees to their neighborhood.

Nexus has communicated a desire to be the City's partner in developing and hosting the Conference. The NCR department believes Nexus to be capable of providing the community partner services necessary for developing and hosting the Conference. Nexus Community Partners brings the following to the conference partnership:

- A mission to build more engaged and powerful communities of color by supporting community building initiatives that expand community assets and foster social and human capital;
- Values and work that closely align with the Neighborhood and Community Relations Department;
- Community building experience in Minneapolis for almost 10 years;
- Strong organizational infrastructure for managing grants and contracts, experience in a management role; and
- Strong philanthropic relationships and proven fundraising experience.

Nexus has the administrative and financial infrastructure necessary for the successful management of the conference. Nexus Community Partners has extensive experience and relationships with funders and philanthropy.

In addition to their administrative capacity, Nexus' experience will significantly enhance the City's work around collaboration, equity and innovation with neighborhood organizations. Nexus will continue to work with Minneapolis neighborhood organizations after the NUSA conference in the development and implementation of an equity "Blueprint".

Primary Duties of Conference Partners

Primary Duties of Citizens for a Loring Park Community

The Citizens for a Loring Park Community board of directors voted on January 14th to change their role from conference coordination to serving as the host neighborhood. As the conference moves from a planning to implementation phase, the demand on the organization was increasing. As a result of this action, their role will be limited to events or activities that:

1. Welcome the NUSA participants. Citizens for a Loring Park Community will organize an event(s) and/or an activity(ies) that present Loring Park as the host neighborhood.

The Citizens for a Loring Park Community will not have any further responsibilities for conference coordination activities, fundraising, financial obligations or management or other aspects of the conference. Any events or activities that Citizens for a Loring Park Community proposes as official functions of the conference will be submitted in writing and will require approval by the City.

Primary Duties of Nexus Community Partners

Nexus' addition to the partnership will significantly increase the capacity of the partnership and bring new energy into the conference. Nexus has an excellent track record with fundraising and their involvement will also help increase participation of neighborhoods, community-based and cultural organizations. Nexus' involvement will ensure that Minneapolis has one of the best NUSA conferences in recent years.

Minnesota State law limits the City's participation in hosting a conference. In order to comply with the State, the City needs to partner with a local organization. The City is required to have a community partner that can serve as the conference's fiscal agent. In addition, having community partners supports the outcomes of the conference.

Nexus' capacity is reflected in the following key areas of responsibility:

1. Outreach and engagement of cultural communities. Nexus will support the inclusion of community-based organizations in Minneapolis and St. Paul for the purpose of conference planning, workshops and other activities.
2. Financial Management. Nexus will serve as the fiscal agent for the conference, collecting conference fees, grants and donations, and paying expenses related to the conference. Nexus will be responsible for monitoring the conference budget and accounting for conference expenses and reporting them to the City and donors.
3. Fundraising. Funds are also being sought from foundations and businesses to cover the remainder of the expenses. Nexus will support the City's fundraising plan. The Minneapolis Parks and Recreation Board will also assist in fundraising activities.

Primary Duties of the Minneapolis Parks and Recreation Board

The primary duties of the Minneapolis Parks and Recreation Board do not change as a result of this action. The primary duties of the Minneapolis Parks and Recreation Board are as follows:

- 1.) Access to MPRB Facilities. Several of the major conference events will be held at MPRB facilities. The opening event is scheduled to be at the Nicollet Island Pavilion. The closing event will be at Minnehaha Park. With the MPRB being a partner in the conference, the Partnership has greater flexibility in use of the MPRB facilities, within MPRB policies and procedures, to better support desired conference outcomes and experience. The MPRB will support the conference's use of park facilities as it relates to rental fees, selection of food vendors, access to amenities, decoration, entertainment, transportation and other event details.
- 2.) Technical support. The MPRB has experience in hosting a national conference. The MPRB will share this technical expertise with the Partnership around fundraising, tour development and planning, workshop development and planning, conference logistics and support. The MPRB will also be an active member of the Conference Planning Committee.
- 3.) Workshop and Neighborhood Tour Support. In addition to overall conference support and participation on the Conference Planning Committee, the MPRB will also conduct 2 conference workshops and 2 neighborhood or pre-conference tours.

Primary Duties of the City

The main areas of City responsibility include:

- 1) Communication. The City will coordinate communications conference partners, the Minneapolis City Council and the Neighborhood USA Board.
- 2) Marketing and Outreach: The City will lead with marketing the conference locally, nationally, and internationally. This will include coordinating promotions, encouraging greater Minneapolis neighborhood participation with the 2013 Neighborhoods, USA conference.
- 3) Capacity Support. City will support the Conference Planning Committee, fundraising, workshop development, neighborhood/organizational outreach and other conference logistics.
- 4) Budgeting and Fundraising: The City will approve the conference budget and fundraising plans. The City will work jointly with Nexus on fundraising activities.
- 5) Conference logistical support. Neighborhood and Community Relations staff will provide logistical support for the conference. As with the Department's Community Connections Conference in 2012, staff will support much of the conference's functions.