



**COMMUNITY PARTICIPATION PROGRAM  
Application**

**Approved by the East Calhoun Community  
Organization (ECCO) Board  
on Thursday, February 10, 2011**

**East Calhoun Community Organization**

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## FUNDING ACTIVITIES

- 1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?**

East Calhoun Community Organization (ECCO) will communicate with residents and other stakeholders about the three-year plan by utilizing the resources we currently have available. ECCO Board members communicate with residents directly on a formal and informal basis. Outreach efforts include soliciting feedback through our website ([www.eastcalhoun.org](http://www.eastcalhoun.org)), Facebook page, monthly e-newsletter, community newspaper (Uptown Neighborhood News), monthly board meetings, activities of standing committees, and our annual community meeting. ECCO also values community gatherings as a way to share information on a face-to-face basis by hosting monthly social events.

Local businesses are stakeholders in the neighborhood and are included in our mailing list. ECCO also communicates with these businesses through dialogue and support for activities of the Uptown Association.

- 2. What regular outreach and engagement activities will your organization carry out in 2011?**

Outreach and engagement will include **electronic communication** with residents via our monthly e-newsletter, website and Facebook page. In an effort to stay connected with residents who may not have access to electronic communication, we reach out through **print communication** via our mailing list, hand-delivered fliers and the community newspaper. The ECCO Board has been focusing on community building through social engagement. ECCO has the following events on the calendar for 2011: monthly board meetings, Midwinter Mixer in February, Meet at the Movies in March, Earth Day clean-up in April, Super Sale in June, Summer Potluck Socials (throughout the warmer months), Labor Day Celebration in September and annual community meeting in October.

ECCO is developing art based community involvement activities such as pavement painting.

The East Calhoun Green Team will also be working with residents to promote a new waste-reduction program in the neighborhood called Waste-Watchers.

- 3. How will your organization reach out to under-represented groups in your community? Who are these groups?**

The largest under-represented group in East Calhoun is renters. According to the 2000 Census, 62% of the occupied housing units in East Calhoun were renter occupied. However, ECCO has difficulty engaging with this group on a consistent basis. We will continue to reach out to renters through the engagement activities outlined in the response to Question 2. We recently added social media as a tool to connect with renters (Facebook page and a Forum section on our website). Efforts are underway to increase contact with building owners and managers to reach renters directly. Our mailing list includes every household (including apartments), business and non-resident property owner in East Calhoun.

The vast majority of residents are English speaking so language is not a barrier to communication.

**4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).**

Planning activities for ECCO will include working on our three-year Community Participation Plan as NRP sunsets. Time will be dedicated to training, development and long term visioning including land use issue for the ECCO Board and the neighborhood.

The East Calhoun has a very active Green Team, which is planning for two new endeavors this year.

- ECCO's Green Team initiated a plan with the Minneapolis Park and Recreation Board to proactively remove and replace boulevard ash trees in East Calhoun over the course of five years. Planning includes partnering with MPRB and residents to identify the order of removing trees and selecting the replacement trees to ensure variety and a sustained canopy in the neighborhood.
- ECCO's Green Team was awarded a grant from Hennepin County to pilot a program called Waste-Watchers to encouraging waste reduction and increased recycling (including organics) through outreach and education.

**5. How does your organization provide information to the community? How do you gather information from the community?**

ECCO provides information to the community in a variety of ways to bridge the digital divide. We communicate by keeping our website updated on a timely basis, monthly e-newsletter and special e-blasts. We also understand that digital communication tools do not work for all resident/stakeholders. Our primary print communication tool is the Uptown Neighborhood News (UNN). Advertising in the UNN helps support this valued neighborhood resource. This monthly paper is delivered to each residence and bulk delivered to several neighborhood businesses, coffee shops and community organizations, which increases its penetration into the community. East Calhoun also submits information for publication in the widely distributed Southwest Journal. We distribute fliers to neighbors to promote specific events and are planning an annual print mailing to every address in East Calhoun.

We gather information from residents by engaging in dialogue at community events such as those listed in the response to Question 2. Surveys have also been used to solicit feedback from residents.

**6. What festivals and events will your organization host or support in 2011?**

In addition to monthly board/community meetings, East Calhoun hosts a Midwinter Mixer in February, Meet at the Movies in March, Earth Day clean-up in April, Super Sale in June, Summer Potluck Socials (throughout the warmer months), Labor Day Celebration in September and annual community meeting in October. The ECCO Board is working to ensure the continuation of the annual wine tasting fundraiser. ECCO is developing art based community involvement activities such as pavement painting.

ECCO provides financial support to the Minneapolis Pops summer concerts at Lake Harriet and the Joyce Food Shelf. We are hoping to continue hosting an annual community-wide fundraiser for the Joyce Food Shelf. We partner with the Uptown Association for the annual Graffiti Wipe-Out.

**7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?**

ECCO has been in existence since the 1950's. The purpose of the organization is to encourage and support community involvement of both residents and businesses in the East Calhoun neighborhood, to preserve and enhance the residential character of the area within the boundaries, and to preserve the history of the East Calhoun neighborhood. The ECCO Board of Directors consists of 12 members and meets on the first Thursday of the month at 7 p.m.

The ECCO Board and neighborhood residents continue to be concerned about and involved with issues of land use planning and development, safety and quality of life. Residents are very engaged in environmental issues and work to protect trees, land and water. East Calhoun is one of the few Minneapolis neighborhoods participating in the pilot program for organics recycling.

ECCO is working to reestablish partnerships with surrounding neighborhoods on issues of shared interest. Our goal is to reach beyond our boundaries to offer support to others in need.

**8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?**

NCR/NCEC can help ECCO by acting as a resource for development, outreach, legal and contract questions. ECCO can benefit from hearing about best practices in other neighborhoods. NCR can provide staff assistance to the neighborhood (similar to the NRP process) to help us in reaching our goals and spending our money wisely.

ESTIMATED BUDGET

Staff Expenses	\$ 5,720
Employee Benefits	\$0
Professional Services	\$0
Occupancy	See donation
Communications/Outreach	\$6,073
Supplies and Materials	\$300
Festivals and events	\$2,225
Food and refreshments	\$850
Development/Fundraising	\$1,100
Donations	\$1,500
Other Expenses: Insurance, PO Box, bank fees, Secretary Stipend	\$1,089
TOTAL:	\$18,857