

THE WEDGE

LOWRY HILL EAST

NEIGHBORHOOD ASSOCIATION

Hennepin
Lyndale

Lake

1200 West 26th Street, Suite 107 | Minneapolis, MN 55405 | (612) 377-5023 | lhena@thewedge.org

COMMUNITY PARTICIPATION PROGRAM Application

CONTACT INFORMATION:

Organization Name:	Lowry Hill East Neighborhood Association
Address:	1200 West 26 th Street, Suite 107, Minneapolis, MN 55405
Website url:	www.thewedge.org
Organization email:	lhena@thewedge.org
Federal EIN:	41-1673702
Board Contact: Name:	Katherine Himes, President
Staff Contact: Name:	Caroline Griepentrog, Coordinator

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?**

The Lowry Hill East Neighborhood Association (LHENA) will utilize our existing meeting and communication structures to involve neighborhood residents, business and property owners in creating the Community Participation Program three-year proposal. LHENA will continue implementing our own Board-directed strategy to engage volunteers and strengthen

neighborhood participation. The Board and/or its committees may choose to call special meetings throughout the year focused on further identifying neighborhood priorities, similar to the visioning sessions LHENA conducted during our Phase II Neighborhood Revitalization Program planning process. A survey to this effect may also be distributed through various means of communication currently in place.

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

- **Monthly LHENA Board Meetings** – The LHENA Board meets the third Wednesday of every month. The Board makes neighborhood building and land use recommendations, maintains financial oversight of the organization, publishes *The Wedge* newspaper, organizes neighborhood social events, and serves as a forum for neighborhood concerns.

- **Committee meetings:**

LHENA Neighborhood Revitalization Program Steering Committee – Meets the first Wednesday of every month. This committee focuses on implementing neighborhood revitalization strategies in the areas of housing, infrastructure, crime & safety, and youth, arts & commerce.

Zoning & Planning Committee – Meets the second Wednesday of every month. This committee reviews any project, development, or zoning request in the neighborhood.

Wedge Newspaper – Meets the second Monday of every month. This committee oversees content and production of *The Wedge* newspaper.

Fundraising Committee – Meets on an as-needed basis. This committee oversees implementation of fundraising strategies and plans events.

- **Communication** with neighborhood through methods listed under Question #5.
- **Interaction** with neighborhood through opportunities listed under Question #6.

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

At 85 percent, the majority of the population in Lowry Hill East is comprised of renters, many of them between the ages of 20 to 34. Traditionally, it has been challenging to reach this demographic due to high mobility, high levels of turnover, and difficulties obtaining contact information. While this percentage is expected to shift once 2010 Census data is released, we expect that renters will continue to form the base of our population.

LHENA has recently endeavored to dramatically increase involvement among renters. Outreach associated with other programs has allowed us to compile a database of rental property owners in the neighborhood. LHENA aims to maintain ongoing contact with these owners in effort to identify and reach tenants. LHENA is also working to expand our online presence to aid in accessibility of information. We are considering participation in inter-neighborhood sports

leagues or competitions to attract a younger crowd. We hope to further connect with the surrounding business community to disseminate information through establishments frequented by this segment of our population.

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

LHENA is considering the creation of a neighborhood master plan. Such a plan would likely incorporate the Lowry Hill East Rezoning Plan, adopted by the LHENA Board in 2004, and re-endorsed by the neighborhood in the Neighborhood Revitalization Program Phase II Action Plan in 2008. It would also provide further land use recommendations and design guidelines for neighborhood development. Collaboration with the Center for Urban and Regional Affairs (CURA) or other University of Minnesota resources is a strong possibility.

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

LHENA employs multiple means of communication with the neighborhood including:

- **The Wedge** – The longest-published neighborhood newspaper in Minneapolis, *The Wedge* was founded in 1970 by Lowry Hill East neighbors who would come to form LHENA as well. *The Wedge* remains one of the primary communication tools with the neighborhood. It is delivered monthly to every resident and business in the neighborhood and is also available for pickup at many locations.
- **Online resources** – The LHENA website (www.thewedge.org), the LHENA Facebook page (www.facebook.com/TheWedgeNeighborhood), and email blasts to the neighborhood are used to reach those who prefer to receive information electronically. Electronic communications offer the benefit of allowing recipients to easily forward information to their neighbors.
- **Direct mail** – This method, while the most costly, carries the advantage of drawing the attention of those possibly new to the neighborhood or otherwise unaware of other communications. Previous mailings have been successfully used to alert property owners to home improvement funds available through the Neighborhood Revitalization Program.
- **Flier drops** – LHENA frequently utilizes this method to advertise upcoming events. It can be a helpful physical reminder, particularly between issues of *The Wedge*.
- **Meetings and events** – LHENA utilizes these opportunities to further inform stakeholders and to gain feedback on neighborhood activities.
- **Postings at businesses and other community locations** – LHENA regularly seeks permission from area business owners to post information on programming and events. Notices are also posted at Jefferson Community School.

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- **Additional media outlets** – Sources such the Southwest Journal, Star Tribune, City Pages, Metro, Minnesota Monthly, and Kare 11 calendar listings are used as part of the LHENA communications plan to reach a wider audience.

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

- **LHENA-NRP Green Seminar Series** – February through May 2011. Topics include recycling, composting & waste reduction, solar ovens, raingardens, and raising urban chickens.
- **Dine Out for LHENA** – March 2011, then Spring, Summer, and Fall 2011. A fundraising event where LHENA partners with local restaurants pledging to donate a portion of their proceeds during designated times.
- **Mustaches for LHENA** – March through April 2011. Mustache-growing contest with final unveiling at Annual Meeting.
- **LHENA Annual Meeting** – April 2011
- **Community Energy Services workshops** – April 2011 and other dates to be determined in collaboration with the Center for Energy and Environment.
- **Uptown Market** – May through September 2011. LHENA will likely staff a booth at this weekly farmers' and artists' market held in the southern part of Lowry Hill East.
- **LHENA Ice cream social & neighborhood garage sale** – June 2011
- **Block club event** – Summer 2011. LHENA plans to work with the Minneapolis Police Department crime prevention team on an event to both recruit new and connect existing block club leaders.
- **National Night Out** – August 2011
- **Neighborhood potlucks in the park** – Summer 2011
- **Walk the Wedge Home & Garden Tour** – September 2011
- **Lowry Hill East Neighborhood CleanSweep** – Fall 2011
- **Hennepin Lake Community Winetasting Benefit** – Summer or Fall 2011. We hope to again participate in this multi-neighborhood fundraiser.
- **Lowry Hill East Holiday Party** – December 2011

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

LHENA was founded in the early 1970s. Since then, it has remained a highly active organization whose mission is to represent the interests and values of Lowry Hill East residents, property and business owners to the larger community and government. LHENA has demonstrated success in implementing two phases of the Neighborhood Revitalization Program, which have required high levels of community engagement.

Lowry Hill East is an eclectic neighborhood located in the Calhoun-Isles area of Minneapolis. Because of its roughly triangular shape, Lowry Hill East is sometimes called “the Wedge.” Active commercial corridors form the geographic boundaries of the neighborhood with Hennepin and Lyndale Avenues and Lake Street. Two key shopping and entertainment activity centers overlap the southern corners of the neighborhood: Uptown and Lyn-Lake. A variety of establishments line the Wedge’s edges, including restaurants, bars, coffee shops, bakeries, grocery stores, boutiques, galleries, theaters, and a range of service businesses. Neighborhood residents and visitors enjoy such amenities as Mueller Park and the Midtown Greenway. Lowry Hill East is also home to Jefferson Community School.

A variety of housing options can be found in Lowry Hill East, ranging from 19th century Victorian homes and 1920s bungalows to mid-century apartment buildings and, more recently, new higher-end condominium and apartment developments. Many are drawn to the diverse mix of housing offered, resulting in a densely populated neighborhood.

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

- Enable the sharing of resources among neighborhoods for grantseeking and grantwriting, as well as other research and development opportunities.
- Conduct a best-practices forum for neighborhoods to exchange information.

ESTIMATED BUDGET

Staff Expenses	\$27,007.00
Employee Benefits	\$ 3,433.00
Professional Services	\$ 2,700.00
Occupancy	\$ 1,612.00
Communications/Outreach	\$ 500.72
Supplies and Materials	\$ 700.00
Festivals and events	\$ 400.00
Food and refreshments	\$ 0.00
Development	\$ 0.00
Fundraising	\$ 200.00
Other Services*	\$ 671.00
TOTAL:	\$37,233.72

*Insurance and registration fees.

This document was unanimously approved by the LHENA Board of Directors on January 19, 2011.