



DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

**NEIGHBORHOOD AND COMMUNITY ENGAGEMENT
COMMUNITY PARTICIPATION PROGRAM**

2012 - 2013 APPLICATION

APPROVED BY THE NEIGHBORHOOD ON 11/13/12

COMMUNITY PARTICIPATION PROGRAM

Please use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

| | | |
|----------------------------|---|-----------------------|
| Organization Name: | Downtown Minneapolis Neighborhood Association | |
| Address: | 40 S. 7th Street Suite 212, PMB 172 Minneapolis, MN 55402 | |
| Website url: | www.thedmna.org | |
| Organization email: | info@thedmna.org | |
| Federal EIN: | 41-1824933 | |
| Board Contact: | Name: | Gerry Ewald |
| Staff Contact: | Name: | Christie Rock |
| | Email: | christie@hutchtel.net |

Who should be the primary contact for this submission? _____ Christie Rock _____

Date of Board review and approval: 11/13/12

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

The DMNA has received funding through the Community Participation Program in the past.

2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

The DMNA intends to engage neighborhood residents through a variety of means in 2012-2013, including the following:

- a. Set aside a specified amount of time at each monthly board meeting to discuss possible strategies and initiatives to include in the Neighborhood Priority Plan. (The DMNA promotes board meetings on the DMNA Web site and DMNA Facebook page.)*
- b. Facilitate a discussion regarding strategies and initiatives to include in the Neighborhood Priority Plan on the DMNA Facebook page.*
- c. Survey the downtown community regarding neighborhood issues, concerns and priorities using Survey Monkey, and use the responses to develop the Neighborhood Priority Plan.*
- d. Continue outreach and collaborative efforts with other organizations working to improve the safety and livability of the downtown community. Identify areas of common concern and find ways to address the problems through financial partnerships.*

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3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities?

The DMNA intends to build organizational capacity through a number of methods:

- a. *Encourage more community members to attend the organization's regular monthly board meeting via the new Web site, Facebook page and periodic advertising in the Downtown Journal.*
 - b. *Provide more regular organizational updates to the downtown community via the Downtown Journal, Mill City Times, and the DMNA email list.*
 - c. *Continue to support community building activities and events such as the Mill City Farmers Market and National Night Out.*
 - d. *Continue outreach and collaborative efforts with other organizations working to improve the safety and livability of the downtown community.*
 - e. *Continue to communicate regularly with Beth Elliott, the city planner assigned to the downtown community to remain up-to-date on current and future development / redevelopment plans.*
 - f. *Continue to communicate regularly with MPD First Precinct Inspector Eddie Frizell; Shane Zahn from the DID SafeZone; and City licensing inspectors to remain up to date on problem properties / businesses, and other downtown crime and safety issues.*
 - g. *Continue to use NCR Specialist Lance Knuckles as an outreach and engagement resource.*
4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

The DMNA holds regular monthly board meetings on the second Tuesday of every month. The DMNA Board encourages community members to attend and participate in the discussion. The DMNA posts meeting information on its Web site and Facebook page. The DMNA also sends information to its email list, which consists of 150 plus people living and working in the Downtown community.

The DMNA will also host an annual meeting on October 9, 2012. The DMNA promotes the annual meeting via the Downtown Journal, the DMNA Web site, the DMNA Facebook page, and the Mill City Times blog. The DMNA will present its draft 2012-2013 Community Participation Program Action Plan to the community at this meeting.

The DMNA also participates in the Downtown Neighborhood Associations Leaders (DNAL) group, which promotes shared interests and works to resolve shared concerns of Downtown neighborhoods (i.e., Downtown East and West, Elliot Park, Loring Park and North Loop).

In addition, DMNA Board members promote outreach and collaboration with other downtown organizations by actively participating in the following groups and initiatives:

- a. Downtown Court Watch / Downtown 100*
- b. East Downtown Council*
- c. Mill City Farmers Market*
- d. Mill District Neighborhood Group*
- e. Minneapolis Downtown Council*
- f. Minneapolis Downtown Improvement District / Minneapolis SafeZone Collaborative*
- g. Minneapolis Parks Foundation*
- h. Minneapolis Riverfront Corporation*
- i. Minnesota Council of Nonprofits*
- j. Minnesota Orchestral Association*
- k. Vikings Stadium Implementation Committee*
- l. 2020 Partners*

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5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

The typically disengaged or under-engaged groups in Downtown East and Downtown West are renters and the homeless or transient population. The DMNA will do the following to try and reach out to these under-represented groups.

- a. *Renters. Work with the Minneapolis Police Department's First Precinct Crime Prevention Specialist to help organize and promote block clubs in condo and apartment buildings.*
- b. *Homeless / transient population. Work in partnership with Heading Home Hennepin, St. Stephen's Human Services, Salvation Army, RS Eden, etc., to ensure that this group of people is receiving the services and assistance they need to make a positive contribution to the Downtown neighborhoods and society as a whole.*

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

The DMNA recently established an ad-hoc committee to look at housing issues in the downtown community, and to develop a plan to implement the organization's NRP Phase II Affordable Housing Fund strategy. The ad-hoc committee plans to bring a recommendation to the board in 2013 regarding the use of these monies. Some potential uses of these dollars include providing low-interest loan monies to private developers creating affordable units in market rate projects; grants to nonprofit housing developers for new construction and rehabilitation projects; and grants to social service organizations working to address the issue of homelessness in the downtown community.

The DMNA estimates that it will spend approximately 30% of its time working on housing-related activities.

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

The DMNA will continue to use funds remaining from the previous funding cycle for community engagement and outreach activities. Some examples of engagement activities that the DMNA will use remaining CPP funds to support include updating the

organization's Web site and expenses related to the organization's annual meeting.

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

BUDGET

| LINE ITEM | AMOUNT |
|---|----------------------|
| OPERATING BUDGET | |
| Professional Services | \$ 18,000.00 |
| Advertising | \$ 8,000.00 |
| Communications / Outreach | \$ 5,000.00 |
| Festivals and events | \$ 10,000.00 |
| Insurance | \$ 1,500.00 |
| Memberships / Dues | \$ 4,500.00 |
| Office Supplies and Materials | \$ 1,000.00 |
| Telephone | \$ 500.00 |
| Web site | \$ 1,500.00 |
| TOTAL OPERATING BUDGET: \$ 50,000.00 | |
| NEIGHBORHOOD PRIORITIES BUDGET | |
| Housing | \$ 50,000.00 |
| Arts, Culture and Education | \$ 15,000.00 |
| Crime and Safety | \$ 20,879.00 |
| Downtown Development | \$ 25,000.00 |
| TOTAL PROGRAM BUDGET: \$ 110,879.00 | |
| OVERALL BUDGET | \$ 160,879.00 |