



# **DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION**

**NEIGHBORHOOD AND COMMUNITY ENGAGEMENT  
COMMUNITY PARTICIPATION PROGRAM**

**2014 - 2016 APPLICATION**

**APPROVED BY THE NEIGHBORHOOD ON 01/16/14**

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**2014-2016 COMMUNITY PARTICIPATION PROGRAM**

Submission Template

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](mailto:ncr@minneapolismn.gov). Please include a copy of your bylaws if they have been revised since your last funding submission.

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](http://www.thedmna.org)

Organization email: [info@thedmna.org](mailto:info@thedmna.org)

Federal EIN: 41-1824933

Board Contact: Name: Nick Cichowicz

Staff Contact: Name: Christie Rock Hantge

Who should be the primary contact for this submission? \_\_\_Christie Rock Hantge\_\_\_

Date of Board review and approval: \_\_\_01/16/2014\_\_\_

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## **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, 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.*

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 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.*

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- b. *Provide regular organizational updates to the downtown community via the DMNA Web site, Facebook page, email list, Downtown Journal and Mill City Times.*
  - 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 Medaria Arradondo; CCP/SAFE liaison Renee Allen; 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 the NCR Specialist 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 (moving to the first Thursday of the month in February 2014). 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 also hosts an annual meeting on the second Tuesday of October (moving to first Thursday in 2014). The most recent past meeting took place on October 8, 2013, at Open Book. Over 125 neighborhood stakeholders attended the meeting. There was excellent turnout from residents living in the Mill District area of the Downtown East neighborhood. Four people from this area were elected to the DMNA Board.*

*The next annual meeting will take place on October 2, 2014. 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 also participates in the Downtown Neighborhood Associations Leaders (DNAL) group, which promotes shared interests and works to resolve shared concerns of*

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*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. Above the Falls Citizen Advisory Committee*
- b. Central Mississippi Riverfront Regional park Master Plan Community Advisory Committee*
- c. Downtown Court Watch / Downtown 100*
- d. Downtown Minneapolis School Initiative*
- e. Downtown Neighborhood Associations Leaders Group*
- f. East Downtown Council*
- g. Elliot Park Neighborhood, Inc.*
- h. Mill City Farmers' Market*
- i. Mill District Neighborhood Association (four members from this organization were elected to the DMNA Board of Directors in October of 2013)*
- j. Minneapolis Downtown Council*
- k. Minneapolis Downtown Improvement District / Minneapolis SafeZone Collaborative and Hotspots Advisory Committee*
- l. Minneapolis Parks Foundation*
- m. Minneapolis Riverfront Corporation*
- n. Minnesota Council of Nonprofits*
- o. Minnesota Orchestral Association*
- p. 2020 Partners*
- q. 2025 Plan Residential Task Force*
- r. Vikings Stadium Public Realm Committee*
- s. Vikings Stadium Tailgating Task Force*

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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 – Continue to 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 – Continue to work in partnership with the 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 has an established ad-hoc committee exploring solutions to housing issues in the downtown community. This group has spent the past year researching ... The committee is currently working on 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 2014 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, plus*

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*the possibility of sponsoring/hosting and planning an “Explore the East Downtown” event in partnership with the East Downtown Council business association.*

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.

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event’s purpose is to increase neighborhood awareness and involvement in the organization’s planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

#### **ESTIMATED BUDGET**

Please see the attached document.

Downtown Minneapolis Neighborhood Association  
 CPP 2014-2015 Budget

|                                       | 2014                | 2015                | 2016                |
|---------------------------------------|---------------------|---------------------|---------------------|
| <b>OPERATING BUDGET</b>               |                     |                     |                     |
| Bank Service Charges / Other fees     | \$ 100.00           | \$ 100.00           | \$ 100.00           |
| Professional Services                 | \$ 18,000.00        | \$ 18,000.00        | \$ 18,000.00        |
| Advertising                           | \$ 6,000.00         | \$ 6,000.00         | \$ 6,000.00         |
| Communications / Outreach             | \$ 3,500.00         | \$ 3,500.00         | \$ 3,500.00         |
| Festivals and events                  | \$ 3,000.00         | \$ 3,000.00         | \$ 3,000.00         |
| Insurance                             | \$ 1,000.00         | \$ 1,000.00         | \$ 1,000.00         |
| Memberships / Dues                    | \$ 2,500.00         | \$ 2,500.00         | \$ 2,500.00         |
| Office Supplies and Materials         | \$ 500.00           | \$ 500.00           | \$ 500.00           |
| Rent                                  | \$ 300.00           | \$ 300.00           | \$ 300.00           |
| Sponsorships                          | \$ 7,500.00         | \$ 7,500.00         | \$ 7,500.00         |
| Telephone                             | \$ 500.00           | \$ 500.00           | \$ 500.00           |
| Web site                              | \$ 1,500.00         | \$ 1,500.00         | \$ 1,500.00         |
| Miscellaneous                         | \$ 250.00           | \$ 250.00           | \$ 250.00           |
| <b>TOTAL OPERATING BUDGET:</b>        | <b>\$ 44,650.00</b> | <b>\$ 44,650.00</b> | <b>\$ 44,650.00</b> |
| <b>NEIGHBORHOOD PRIORITIES BUDGET</b> |                     |                     |                     |
| Housing                               | \$ -                | \$ -                | \$ -                |
| Arts, Culture and Education           | \$ 10,000.00        | \$ 10,000.00        | \$ 10,000.00        |
| Crime and Safety                      | \$ 10,000.00        | \$ 10,000.00        | \$ 10,000.00        |
| Downtown Development                  | \$ 21,386.66        | \$ 21,386.66        | \$ 21,386.66        |
| <b>TOTAL PROGRAM BUDGET:</b>          | <b>\$ 41,386.66</b> | <b>\$ 41,386.66</b> | <b>\$ 41,386.66</b> |
| <b>OVERALL BUDGET</b>                 | <b>\$ 86,036.66</b> | <b>\$ 86,036.66</b> | <b>\$ 86,036.66</b> |