
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. Please include a copy of your bylaws if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	Hale Page and Diamond Lake Community Association
Address:	5144 13 th Ave South Minneapolis, MN 55417
Website url:	www.hpdl.org
Organization email:	office@hpdl.org
Federal EIN:	41-1706895
Board Contact:	Name: Jill Ridley
Staff Contact:	Name: Courtney Laufenberg Phone: 612-548-4735 (office) Email: office@hpdl.org Address: 5144 13 th Ave South Minneapolis, MN 55417

Who should be the primary contact for this submission? ___ Courtney Laufenberg ___

Date of Board review and approval: ___ Monday, October 28th, 2013 ___

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.

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?

In 2013, we held many activities which directly involved residents and other stakeholders. We had a HPDL booth manned by board members at Frost Fest, March Crime Meeting, Earth Day, Picnic in the Park and the Annual Meeting. This booth was a catalyst for many energetic conversations with the residents, as well as many partnering stakeholders who were guests dedicated to a specific topic. We have also spent the year invigorating our social media presence on Facebook and Twitter, both of which actively drive residents back to our website for further information. Finally, the redesign of our website is nearly complete, providing residents with an easier interface, more clear information, and another platform to reach us directly, while allowing the staff and board to make more efficient and effective updates. Due to the success of our outreach in 2013, we plan to continue these same efforts in 2014 as well as be open to new opportunities as they present themselves.

HPDL is always looking for new ways to involve a broader representation of the community in identifying priorities. The Neighborhood Priority plan was presented at the well attended 2013 Annual Meeting in September. HPDL also has regular interaction with Pearl Park, and the Business Association and is working to establish better dialog with Hale school and other neighborhood stakeholders. Social media has been effective in bringing new voices to the discussion as well. For example, the HPDL Annual Garage Sale started as one person's suggestion from Facebook, and the event had a 50% increase in participation in 2013. While the board actively seeks opportunities to involve the community in identifying priorities, it also works to act on those priorities. In the development of our 2014 board goals, the board decided to update the NPP to reflect new projects that will greatly affect and enhance the HPDL community.

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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 board will structure the task list into manageable sections that each board member is encouraged to volunteer for. Ask for input/votes from all members of the board, utilize an email string for those items that are done away from the monthly meeting.

Avenues for communication and interaction include: frequent social media updates, HPDL booths at events in the neighborhood, updates on the HPDL website, articles in the HPDL newsletter, individual direct mail event postcards, posters for events posted at local businesses, and recruiting volunteers at our HPDL Annual Meeting.

Encourage board members to take leadership roles on sub-committees. Promote vacant officers positions by requesting current members who are not officers to volunteer which creates continuity.

After each major event/function have follow-up meetings. Discuss what went well, what could be changed and what should remain.

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.

When HPDL does an event, we work hard to include the local businesses and non-profits in the neighborhood. During the planning of Frost Fest and Picnic in the Park we have worked to attract more singles, couples without kids, and older residents. In our event planning we also work closely with Pearl Park.

One of the largest partnerships that we are currently in the process of cultivating is between the HPDL Business Association and the Kingfield Neighborhood Farmer's Market board. We will be adding three farmer's markets to the HPDL area beginning summer 2014. HPDL is also starting a neighborhood composting program and is

working with Tangletown and the City of Minneapolis Solid Waste to gather information and insight on how best to administrate the program and educate the neighborhood. In addition, HPDL worked with FRNG and NENA to host a Mayoral Debate in September 2013 which was attended by 400+ neighbors.

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.

In the HPDL community, the yearly events have historically been targeting families with young children. We are now working to target other groups such as singles, young adults, tween age youth (10-12 years old), and older residents. For example, at Picnic in the Park last summer, we chose a band that had roots in the HPDL neighborhood and would bring in the younger couples and singles. We also added a popular DJ to the kid's area to target the youth who enjoy the music and interaction. In our communications we send postcards to every household to publicize events and we also use social media and our e-newsletter to get the word out on a regular basis.

HPDL is interested in providing more adult focused events and the board is working to develop a plan to do this. In addition, we feel that the Farmer's Market will be a draw for all ages and will provide a great opportunity to interact with the neighborhood on a weekly basis to see how we can be more engaged with residents. The composting project will also be a great tool to engage all groups.

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.

HPDL has an active loan program through our NRP funds that is focused on the lower financial demographics in our neighborhood. In total, HPDL spends about 10% of our time on housing related issues.

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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.

If HPDL has unused funds at the end of the cycle we will use those funds for the neighborhood priorities such as the composting project and farmer’s markets. We are also looking for opportunities to partner with other neighborhoods on projects that will serve the community. In such events, unused funds will be dedicated for these projects as well.

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

CPP Budget	2014	2015	2016
Staff Expenses	\$22,854.36	\$22,854.36	\$22,854.36
Employee Benefits	\$0	\$0	\$0
Professional Services	\$4,450.00	\$4,450.00	\$4,450.00
Occupancy	\$7,180.00	\$7,180.00	\$7,180.00
Communications/Outreach	\$10,200.00	\$10,200.00	\$10,200.00
Supplies and Materials	\$7,614.64	\$7,614.64	\$7,614.64
Meetings/community building events	\$11,400.00	\$11,400.00	\$11,400.00
Development	\$500.00	\$500.00	\$500.00
Fundraising	\$0	\$0	\$0
Other Services	\$0	\$0	\$0

Total for contract:	\$64,199.00	\$64,199.00	\$64,199.00
Neighborhood Priorities	\$1,000.00	\$1,000.00	\$1,000.00
TOTAL:	\$65,199.00	\$65,199.00	\$65,199.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, and contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc.).