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:	McKinley Community
Address:	3300 Lyndale Avenue North Minneapolis, MN 55412
Website url:	www.mckinleycommunity.com
Organization email:	mckinleycommunity@yahoo.com
Federal EIN:	41-1782670
Board Contact:	Name: Rick Maas
Staff Contact:	Name: Chris Morris Phone: 612-588-7550 Email: mckinleycommunity@yahoo.com Address: 3300 Lyndale Avenue North Minneapolis, MN 55412

Who should be the primary contact for this submission? Chris Morris

Date of Board review and approval: Nov. 18, 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.

The McKinley Community has been funded previously and there is no change of status now or pending.

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?

Outreach activity in McKinley is based in a network of partners, residents and businesses primarily at the regular monthly meetings, events, and through print and media publications, and social media outlets such as Facebook and Twitter. We engage residents in any way that we can and are always open to new ways to increase involvement. Each year we do at least one canvas of the entire neighborhood with fliers to tell residents about the organization. We also have worked in the past with our MPD CPS to focus on recruiting block club leaders to the areas where residents leaders are lacking.

The four focus areas in McKinley currently are crime & safety, housing, economic development through our CSA and block based community leader recruitment. We are also focusing on collaborations with other near-by neighborhoods to resolve traffic issues in our neighborhoods and have been working on this with City Staff and our Council Member for several years.

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.

We will do everything within our power to grow the base of the organization, increase opportunites of involvement, find the next generation of resident leaders and be honest assessment of what we do and how we do it. We have begun work on a series of searching for best practies of others groups and organizations both here and from around the nation and world to see what they do and if we can bring that here to our neighborhood. Each year the Board and staff seek input from residents and each other on what we want to get done in the current year, then at the end of each year we assess what we did, how we did it (or not) and what we can do better. This tool keeps us on track and accountable to our organization and memebrs each year and lays the foundation for the work to do the coming year.

**I should note on this answer, please relate what was written here into what was answered in the previous questions, I did not want to repeat myself, but almost

everything we do is so interwoven with everything else in a very deliberate way that to mention one, I feel we have to mention it all.**

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.

Over the past ten years we have re-done our neighborhood logo, done McKinley Neighbor's Unite lawn-signs and had artwork and our logo installed on trash-cans in the neighborhood, bought a building for our offices and put wonderful signs on the building to increase our brand throughout the neighborhood to become more recognizable. All of this work we did after engaging the community members for their ideas and input. At the end 2011 we purchased a building for our neighborhood offices and community gathering place right on our main North-South interchange, Lyndale Avenue North, which has greatly increased our presence in the neighborhood.

We have increased our number of annual and semi-annual events sponsored by the organization to give residents a chance to meet, talk and get familiar with the organization and to learn of the needs of the community, and where we can learn of the needs of the resident.

To name a few, but not all, McKinley has participated in the activities of the Northside Neighborhoods Council (NNC) and the Lowry Corridor Implemention Committee and Lowry Avenue Business Association. We also work through the 4th Precinct CARE Task Force weekly to resolve livability issues in our neighborhood and region. We are always looking for new and creative ways to partner with other groups and organizations to build the neighborhood we all want.

As stated before we are beginning an active partnership with Folwell and Webber-Camden neighborhoods to work on traffic calming measure that will improve traffic related to Lyndale, Dowling and Fremont Avenues which are main feeders into our neighborhoods. We can only solve this issue if we work together as opposed to segmented work that may only benefit one area of our region.

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.

My answer from several years ago pretty much continues to apply today.

This is always a challenge for our organization and many others; the underrepresented groups in McKinley are renters, youth, and Asian residents. McKinley has done events with a strong focus on kids as well as partner with the Crime Prevention Internship Program (CPI) to employee teens in the neighborhood. We ourselves have also started a

youth program with a strong basis in work in gardens. But we still have found a hole with our Hmong community. NCR needs to be a part of the solution. The NCR Department would be appropriate facilitators for information gathering at semi-social venues specifically designed for Hmong residents.

Additionally, tenants are underrepresented in neighborhood activity and the outreach to that population is more specifically through block clubs and neighbor to neighbor communication. We have noticed improvement in outreach to renters as we have moved into our new facilities and become wiser and more deliberate in our efforts to include meetings with issues that are related specifically to renters and their issues.

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.

   McKinley provides home loans for fix-ups and ownership incentives using NRP funds, as well as funds to either rehab or demolish blighted properties in our neighborhood by partnering with housing related organizations that focus on this activity like GMHC, PPL and others. About twnty-five percent of our time is spent on these activities. We also hope to add more informational meetings for residents, new and old, about specific housing related issues. Meetings are being planned in a partnership between us and NCRC that will include meetings on renters rights, homebuying information and classes, forclosure prevention and help and more. We have also spent the last year (+) working directly with multiple City departments in an effort to find a solution to the high number of vacant and "ugly" houses in the neighborhood. We began with monthly meetings and now do update meeting every 2-3 months to see what actions have taken place at the listed "problem" properties and to add and remove properties from the list.

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.

   Any unused funds will be rolled over into the same line items.

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	$36,475	$36,475	$36,475
Employee Benefits	$	$	$
Professional Services	$6,000	$6,000	$6,000
Occupancy	$8,000	$8,000	$8,000
Communications/Outreach	$2,000	$2,000	$2,000
Supplies and Materials	$1000	$1000	$1000
Meetings/community building events	$	$	$
Development	$	$	$
Fundraising	$	$	$
Other Services	$	$	$
Total for contract:	$53,475	$53,475	$53,475
Neighborhood Priorities	$	$	$
TOTAL:	$53,475	$53,475	$53,475

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.).