

Engagement Plan Powderhorn Park

2022 Community Engagement Plan

Work Summary

The Powderhorn Park Neighborhood Association (PPNA) will continue to use a variety of events, collaborations, initiatives, communications, and advocacy centered efforts that aim to support overall community engagement and well-being. In looking ahead to our work plan for 2022, the association is budgeting to maintain hosting seven mid-size to large community events, ten core collaborative efforts across coalitions and cohorts, maintain support of two service-based initiatives, and leverage its multi-media marketing presence to reach every household and business within the community on a quarterly basis through our quarterly print newsletter and digital magazine. The association will also convene approximately thirty-three meetings that are open to the public, which include nine board meetings, and twenty-four community forums that will cover a range of central community topics. These include those related to housing justice, equitable development, environmental justice, and livability and safety.

Scope of work, outcomes, and goals

PPNA approaches its work in a manner that has proven to reach thousands of folks who live, work, and own property in Powderhorn Park, Greater Powderhorn, Minneapolis, and across the State. The latter is driven in large part to its ability to attract and support hundreds of artists annually through the Powderhorn Art Fair. Considering the broad range of activities that the association has been able to maintain for more than four decades, the outcomes and goals we aim to further are equally broad.

The events we host will attract participation from dozens to tens of thousands of people in 2022. An example of this range of participation can be seen in the nearly 5 to 6 dozen people who will likely attend our Annual Gathering to the estimated 15,000 that we will welcome back to Powderhorn Park for our 32nd Annual Powderhorn Art Fair. As in year's past, we anticipate the art fair will generate just over \$80,000 of revenue for the association, and over \$270,000 for the artists who participate.

In connection to the collaborations that we continue to maintain, the association believes these connections will help continue to further equitable advancements against a range of community issues that disproportionately impact residents and business owners who identify as a person of color. An anticipated outcome from the associations contributions to advocating for a range of tenant housing protections include the adoption of a Tenant Opportunity to Purchase Agreement (TOPA) ordinance, which the City has been exploring in close council with several housing coalitions that PPNA supports. These include the Make Homes Happen (MHH) coalition, Equity in Place (EIP) coalition, and Housing Justice League (HJL) coalition. This is one example of an outcome that we anticipate from being engaged in collective movement and campaign building in service of those who experience degrees of instability, inclusive of housing instability.

PPNA also aims to maintain its administrative oversight of the Minneapolis Renters' Coalition (MRC) Renter Support Fund (RSF). In 2020, the association will have successfully administered just over 270,000 in direct cash assistance to cost burdened renters through a contract with the City's Housing Stabilization Pilot Project (HSPP) program. Although it's our current understanding that this program will not continue, we will continue to take steps to raise funds, through individual giving and grants, to maintain the RSF. Currently, 86% of program recipients identify as a person of color, with just over 60% who self-identified their ethnicity as African American/Black.

In support of advancing all areas of the associations work plan in 2022, our approach to communications will be central. This includes our website and social media presence, weekly email distributions, direct mail pieces, external ad placements, and general meeting preparedness. Over the past several years, we reach more than 400,000 people through our online presence, maintain an email distribution list with more than 600 contacts, and have directly engaged with an average of 3,500 people in various community meetings. We anticipate supporting this same degree of reach in 2022.

Plan Detail

Factor	Of Color Demographic Group	White Demographic Group	Cost Burdened Renters Demographic Group
Numbers or percentage	Total: 48.4% Hispanic or Latino: 30.1% Black or African American: 16.1% Two or more races: 2.6%	Total: 47.7% White	Total: 41.2% Total Households: 3,240 Total Renter Households: 1,490 Total Cost-burdened Renter Households: 614
Initiative, activity, project or program	<p>Maintain coalition work that centers equity and justice across a range of cultural and socio-economic factors.</p> <p>Strive to raise funds that enables the continuance of the Renter Support Fund, which creates an opportunity for direct cash assistance of \$900 to those who identify as cost-burdened renters.</p> <p>Remain fiscal sponsor of Powderhorn Porchfest, which centers and uplifts a wide array of culturally diverse musicians, as well as diverse music and performing arts styles.</p>	<p>Continue to highlight the various community members, groups, artists, and businesses that contribute to the overall vibrant and eclectic community that contribute to the make-up of the Powderhorn Park neighborhood.</p> <p>Celebrate the return of the Powderhorn Art Fair back to Powderhorn Park. This is the biggest event that the association oversees, both in terms of the number of persons it takes to plan and produce, the number of artists it highlights, and the number of attendees it attracts from around the Twin Cities Metro area.</p>	<p>Continue to add referral partner resources to our support network, which are primarily used as part of our service to Renter Support Fund applicants.</p> <p>Strive to raise funds that enables the continuance of the Renter Support Fund, which creates an opportunity for direct cash assistance of \$900 to those who identify as cost-burdened renters. These resources will ensure we maintain a mix of cash assistance and referral supportive services.</p>
Barriers to engagement	<p>The multi-year nature of coalition work, to advance even one goal, requires significant staff engagement, along with varying degrees of skill to help foster awareness, concern, and action around a range of policy and budget related matters. The ability to communicate broadly and deeply on a consistent basis about these issues remain a challenge.</p> <p>Initiating individual giving campaigns, or pursuing specific grants that can support the Renter Support Fund is competitive. We inherently compete with a variety of other nonprofit initiatives, and other giving campaigns, when attempting to secure resources to distribute through this program.</p>	<p>In an effort to feature the various people, places, and activities that contribute to the overall well-being of the community, PPNA utilizes various forms of outreach to solicit this insight. This includes cold-calls, emails, direct mail, and advertisements. Our budgetary constraints only allow a limited amount of these forms of outreach; which we see often requires significantly more resources to illicit a response and engagement from those we contact.</p> <p>After the past two-years of not being in Powderhorn Park for the Powderhorn Art Fair due to COVID-19, we anticipate challenges with level-setting community expectations around the need to take a conservative approach to the number of artists who can participate, as one way we plan to maintain social distancing practices for a large out-door event.</p>	<p>In an effort to provide as much direct cash assistance to cost-burdened renters, the majority of funds raised go to the payouts. This generally leaves less than 5% of total funds raised to support the various administrative costs associated with coordinating and promoting the program; which reduces the number of month-over-month new applicants that apply for support.</p> <p>The State level support connected to Rent Help MN is believed to have depressed the amount and number of individual gifts we were able to attract in prior years to support cost-burdened renters. It's our sense that some folks may believe that the State level funding is sufficient to meet the needs of this target population. This is a challenge for the Renter Support Fund, especially given its a low barrier access path to support that is distributed to selected recipients within 15 days of their application.</p>

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Outreach and engagement strategies	<p>The association hosts, attends, and (or) promotes more than 250 meetings on an annual basis that relate to core community areas of concern. These areas of concern are informed by primary survey data and community meetings that we oversee annually, as well as a range of secondary studies, reports, and data that exist related to our areas of focus like housing justice, environmental justice, equitable development, and livability and safety.</p>	<p>PPNA will continue to promote and encourage various groups to let us know how they're connecting in service of the community through our Community Interest Group (CIG) network. We will also conduct weekly forms of digital outreach to connect with residents, business owners, organizations, and municipal representatives in gathering insight into their priorities and efforts that are relevant to those within the Powderhorn community.</p> <p>PPNA will continue to distribute its quarterly direct mail newsletter to every residence and business within the Powderhorn Park neighborhood.</p> <p>The association is also creating a new art fair council that will help us navigate the various planning and execution needs of the 32nd Annual Powderhorn Art Fair. Given the success of the online art fair over the past two years, it's our intent to support a hybrid event to further access overall</p>	<p>The association relies heavily on reaching cost-burdened renters by sharing information with members of the Minneapolis Renters' Coalition (MRC), and other housing justice focused collaboratives that we support.</p> <p>PPNA runs social media ads regarding the program, place stories about the support in other neighborhood association newsletters, and maintains a database of residents who sign-up to receive information related to the Renter Support Fund.</p> <p>The application window for the Renter Support Fund is also featured in each of our quarterly direct mail newsletters and digital magazine. Both of these vehicles are presented in English and Spanish languages.</p>
Resources needed	<p>PPNA requires at least four staff members, and a third of its Board of Directors, and approximately 4 general volunteers to support our mix of coalition, initiatives, and events that aim to meet some of the pronounced needs of those who identify as a persons of color within the community.</p> <p>The programmatic and staffing costs to support this mix of work general accounts for just over 50% of the organization sources of income.</p>	<p>PPNA will leverage each of its five staff members, all 12 Board of Director members and approximately 75 volunteers to support the various forms of outreach and engagement that enable our various forms of community storytelling and in support of the annual Powderhorn Art Fair</p> <p>The association estimates it will allocate approximately 40% of its budget to support the range of communication and core event planning actives that it conducts in 2022.</p>	<p>PPNA leverages three staff members, and 1 contractor to support the administration of the Renter Support Fund. This includes time from the association's Executive Director, Community Coordinator, and Communications Manager. The contract support is a person who speaks English and Spanish and who helps to facilitate the applications and questions from Spanish speaking applicants.</p>

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Partners in the work	<p>PPNA maintains well over one-hundred partnerships with individual artists, residents, groups, organizations, and businesses in support of its missional aims. As an example, some of its partners within the Make Homes Happen coalition include: Metropolitan Consortium of Community Developers, Twin Cities Habitat for Humanity, HOME Line, Alliance Housing, Inc., City of Lakes Community Land Trust, The Alliance, Hope Community, Align Minneapolis, Minnesota Homeownership Center, and LISC Twin Cities</p>	<p>The association maintains roughly 75 volunteer relationships in supporting its communication and key event engagement work. This includes artists who have shown in the Powderhorn Art Fair over multiple years, and other local art institutions. Some include: Pillsbury House + Theatre, Chicago Area Fire Arts Center, In the Heart of the Beast Puppet & Mask Theatre, Articulture, and Open Eye Figure Theatre. PPNA will also partner with half-a-dozen performing artists during next year's art fair.</p>	<p>PPNA maintains dozens of partnerships with groups, organizations, and coalitions that help promote the existence of the Renter Support Fund to cost-burdened renters. Some of the members of the Minneapolis Renters' Coalition include: Corcoran Neighborhood Association, Lyndale Neighborhood Association, Midtown Phillips Neighborhood Association, Ace in the City, Neighbors 4 More Neighbors, and Elliot Park Neighborhood Organization.</p>
Person(s) responsible	<p>Coalition Partner Leads: Tabitha Montgomery, Executive Director Julia Hobart, Community Coordinator</p> <p>Event & Program Support: Ashley Bradford, Event & Office Coordinator Hannah Kamath, Communications Manager</p> <p>Key Initiative Oversight: Julia Hobart, Community Coordinator Christina Beck, Community & Development Coordinator</p>	<p>Event & Program Support: Tabitha Montgomery, Executive Director Ashley Bradford, Event & Office Coordinator Hannah Kamath, Communications Manager Julia Hobart, Community Coordinator Christina Beck, Community & Development Coordinator</p>	<p>Key Initiative Leads: Tabitha Montgomery, Executive Director Julia Hobart, Community Coordinator Hannah Kamath, Communications Manager</p>
Timeline	<p>Jan - Dec: Maintain coalition engagement and support</p> <p>Jan - Dec: Maintain multi-media marketing and fundraising strategies</p> <p>Jun - Sep: Plan and execute against Powderhorn Porchfest</p>	<p>Jan - Dec: Community Narrative Building</p> <p>Oct 2021 - Sep 2022: Powderhorn Art Fair planning, execution, and evaluation</p>	<p>Jan - Dec: Coordination, communication, and distribution of fund payments to selected recipients.</p>

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Quantitative goals	<p>Assistance in the adoption of at one housing related ordinance at the City level.</p> <p>Secure a minimum of \$32,400 to maintain direct cash assistance to cost burdened renters in Minneapolis through the Renter Support Fund</p> <p>Partner with 16 artists and 10 community volunteers in the planning and execution of the 10 Annual Powderhorn Porchfest music festival</p>	<p>Secure approximately 180 community related notices, updates, and features that are driven from community residents, businesses, and partners. These will be featured in a variety of ways across the association's communication platforms.</p> <p>Attract approximately 300 artist applicants for our 32nd Annual Art Fair. This will result in the association jurying just over 140 artists into the fair; less than half of the applicants.</p>	<p>Secure a minimum of \$32,400 to maintain direct cash assistance to cost burdened renters in Minneapolis through the Renter Support Fund</p> <p>Support a minimum of 36 individuals with direct cash assistance.</p> <p>Refer a minimum of 100 individuals to supportive services provided by a referral partner. These individuals will also be Renter Support Fund applicants.</p>
Qualitative goals	<p>Increase broad awareness of prospective City housing policies that aim to improve housing stability for the most affected residents within the City. Gauge this impact through the number of folks who access our content regarding this matters through our website, social media, and content management platform.</p> <p>Contribute to fostering community connections through Powderhorn Porchfest. Determine progress against this goal through attendee, volunteer, and artist surveys.</p>	<p>Survey community members on the relevance, timeliness, and value of the association's communications, and obtain a weighted average of 4-points on a 5-point scale across all of the variables and factors assessed.</p> <p>Leverage insight from attendee, artists, vendor, and volunteer surveys used in connection to the Powderhorn Art Fair to determine that the fair is still a welcomed, relevant, and important way for community members and partners to connect within the Powderhorn Park neighborhood</p>	<p>Continue to receive positive feedback from fund recipients related to the impact the resources had on helping to support and stabilize their housing circumstances.</p> <p>Survey referral partners connected to the Renter Support Fund and assess perceptions related to value, connections, and clarity of client needs. Obtain a weighted average of 4-points on a 5-point scale across all of the variables and factors assessed.</p>
Outcome of engagement	<p>A housing related ordinance, like TOPA, that PPNA alongside dozens of community partners and collaborators will pass in 2022</p> <p>PPNA will maintain its collaborative partnerships with more than one-hundred individuals, groups, organizations, and businesses in service of supporting community well-being</p>	<p>The association overall brand in the community, and among its community partners and peers, will continue to garner positive feedback and input in connection to the ways we strive to serve, and communicate that service, within the community.</p> <p>The 32nd Annual Powderhorn Art Fair will take place in Powderhorn Park, and attract a minimum of 10,000 visitors.</p>	<p>The Renter Support Fund will be maintained for a fourth consecutive year, and will continue to reach and support more than 80% of recipients who identify as a person of color.</p> <p>PPNA will strengthen its ability to connect community members, who apply to the Renter Support Fund, with relevant supportive services resources and programs.</p>
Next steps	<p>Utilize various points of evaluation data to asses areas of opportunity with staff, Board Members, volunteers, residents, and community partners; in service of informing necessary modifications. This includes changes and (or) strategies to further investments.</p>	<p>Utilize various points of evaluation data to asses areas of opportunity with staff, Board Members, volunteers, residents, and community partners; in service of informing necessary modifications. This includes changes and (or) strategies to further investments.</p>	<p>Utilize various points of evaluation data to asses areas of opportunity with staff, Board Members, volunteers, residents, and community partners; in service of informing necessary modifications. This includes changes and (or) strategies to further investments.</p>