
2017-2019 COMMUNITY PARTICIPATION PROGRAM

North Loop Neighborhood Association

Submitted: 11/2/2016

You may provide this application 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:	North Loop Neighborhood Association (NLNA)
Address:	207 5 th Avenue North, Minneapolis MN 55401
Website url:	northloop.org
Organization email:	info@northloop.org
Federal EIN:	41-2009164
Board Contact:	Name: David Frank, President Phone: Email: david0frank@gmail.com Address:
Staff Contact:	Name: N/A Phone: Email: Address:

Who should be the primary contact for this application? **David Frank**

Date of Board review and approval: **10/26/2016**

FUNDING ACTIVITIES

Use the following questions as a guide for your application. 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 of the Guidelines.

North Loop Neighborhood Association (NLNA) was previously funded through CPP and originally under NRP.

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?

NLNA uses the following methods to reach out to our community:

- a. NLNA Facebook Page.
 - b. NLNA Website: northloop.org.
 - c. Monthly Planning+Zoning Committee Meetings.
 - d. Monthly Board Meetings.
 - e. Annual Board Meeting in January – with postcard mailing.
 - f. Survey monkey to gather input from residents, businesses and other neighborhood stakeholders.
 - g. Annual Board Retreat to establish priorities and strategies.
 - h. Monthly newsletter / email notifications and other electronic communications -- eNewsletters are quarterly.
 - i. NLNA VP manages 50+ monthly info@NLNA website inquiries, responding directly and/or routing them to other board members as needed.
 - j. Initiate and execute various events like Explore the North Loop, annual Candy Grab, and National Night Out.
 - k. Business association participation and outreach via the WDBA.
 - l. Plan to add in a special outreach to renters and non-owners within the neighborhood.
 - m. Washington Avenue Clean City activity (quarterly), and earth day cleanup.
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?
 - a. Recruitment of volunteers and committee/board members through advertisement during the Annual meeting – which is usually well attended in the 500 people range.
 - b. Through reaching out via the website and Facebook.

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- c. Through current volunteer participation at other groups like Downtown Neighborhood Group, 2020 Partners, and Farmers Market Advisory Group.
 - d. Continue to develop the 2016 Priorities of Infrastructure, Pedestrian Improvements, On-Street Parking, Affordable Housing, and Beautification – all with an expanded volunteer base.
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.
- a. A variety of neighborhood events are initiated and executed by board members and neighborhood volunteers, including Earth Day neighborhood clean-up (and quarterly clean up events), spring Candy Grab for neighborhood families and kids, National Night Out, Open Streets, Target Field summer movies and events... to bring all neighbors together and strengthen relationships.
 - b. Maintain relationship with the Minneapolis Farmers Market, including participating in meetings and sponsoring an annual award.
 - c. A majority of North Loop residents live in multi-family housing, either condos or apartment buildings and are reached via our email mailing list or by sending to HOAs and apartment management companies. To address underserved areas, we use postcard mailings for outreach.
 - d. We will continue to engage all residents of the North Loop, including people of color (23% of our population) and low to moderate income individuals and families.
 - e. Cross-neighborhood initiatives have included participating with all the SWLRT corridor communities, various riverfront projects, Downtown Neighborhood Group (routine membership meetings of five downtown neighborhood organizations), occasional partnership with North, NE, and other neighborhoods typically around transit projects and neighborhood park initiatives.
 - f. We adopted Washington Avenue in the North Loop through the city's Clean City project to engage residents and help build a sense of community.
 - g. Started up a greening project with discounting on garden materials.
 - h. Door to door for businesses/buildings related to tree planting projects: current target area is Washington Avenue.
 - i. Worked with neighbors on proposed Washington Ave striping project with the County.
5. **Work with City departments and other jurisdictions.** Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.
- a. All Planning+Zoning communications are related to projects within the City, and typically involve communications with Council, Planning Commission, and Heritage Preservation Commission.
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- b. Frequent coordination with Public Works, City Transit, County and City planners, Metro Transit and state and federal representatives.
 - c. NLNA working with NCR on developing revised budget and target spending options.
 - d. Participate in many CAC groups for target items like park planning, Target Center and Target Field, SWLRT and Bottineau, and other transit study processes.
 - e. We have frequent contact with our city council member to discuss our initiatives/priorities and happenings in the North Loop.
 - f. See above notes to 1-4 for many other connections.
6. **Involvement of under-engaged stakeholders.** Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.
- We've identified renters and small business owners as under-engaged stakeholders. Listening sessions are being planned with these groups to understand their needs and how to best include them in neighborhood activities/events. We will be using some of our unused CPP funds to facilitate these sessions.
7. **Unused funds.** Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.
- After submitting eligible current cycle expenses for reimbursement, we will have unused funds for both community engagement and implementation of neighborhood priorities. Here are some of our ideas:
- a. Facilitate listening sessions with under-engaged stakeholders in the North Loop to include renters and small business owners.
 - b. Additional outreach for our 2017 annual board meeting.
 - c. Tracking and supporting the five 2016 NLNA priorities including: infrastructure investment, pedestrian safety improvements, on-street parking, affordable housing, and neighborhood beautification.
 - d. The NLNA park initiative is a key component of continued efforts, remaining a priority after 10 years of initial work including a park study and gaining developer participation.
 - e. Trash and recycling containers within the neighborhood on critical corridors are targeted.
8. **Policies and other documents.** Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).
- Our submission includes updated bylaws that include complaint procedures. An ADA plan and policy is also included in the submission. Since the NLNA does not have staff, we do not have personnel procedures or policies, EOE or an AA plan.
9. **New organizations.** If your organization was not funded in the previous year, a report on the previous year's activities must be included with your application.

N/A

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10. **Budgets.** Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization's community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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, NPP or NRP contract.

Contact your Neighborhood Support Specialist at NCR for further details.

North Loop Neighborhood Association - ESTIMATED BUDGET

CPP Budget	2017	2018	2019
Staff Expenses – No Staff			
Employee Benefits – N/A			
Professional Services – Bookkeeper & Board Minutes	\$8,900	\$9,400	\$9,800
Occupancy – Website Maintenance & Website Upgrade in 2018	2,200	12,400	2,600
Directors and Officers Insurance	900	900	900
General Liability Insurance	500	520	570
Communications/Outreach	12,000	14,700	15,500
Translation, interpretation and ADA support	500	500	500
Supplies and Materials	250	250	250
Meetings	1,300	600	2,250
Community building events	3,300	4,900	4,250
Board Development	200	1,000	200
Fundraising	2,000	2,400	3,000
Other Services (please describe):			
Total for contract:	32,050	47,570	39,820
Neighborhood Priorities	1,000	1,500	2,680
TOTAL: \$121,640 (2017 – 2019)	33,050	49,070	42,500

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.

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- Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
 - NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.
 - Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
 - Translation, interpretation and ADA support should be included as part of the neighborhood organization's budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
 - 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.).