

Engagement Plan Template



Neighborhood

Corcoran

Time frame

Year(s) **2026-2028**

Work summary

Corcoran Neighborhood Organization (CNO) has focused its resources on serving its community through the Midtown Farmer’s Market (MFM), which runs Saturdays in May through October. With MFM as the programmatic center of the organization, staff, board and volunteers engage with Corcoran residents and activate their community building and service to provide healthy food, community partner outreach and continual engagement with residents through door knocking, board meetings, visibility at neighborhood social events and gatherings and neighbor outreach to be aware of community needs and concerns.

Scope of work, outcomes and goals

Corcoran Neighborhood Organization (CNO) has centered healthy food, equity, access and the needs of racially and economically diverse individuals in its programming, engagement and community building. By drawing on the partnerships with board members who want to see Corcoran uplift its residents and bring joy and light to all, CNO provides a venue for diverse and underrepresented food vendors, artists, musicians and visitors from all across Minneapolis to gather during the market season. Market Plaza at the intersection of Lake Street and Hiawatha is a place that welcomes all, is a safe gathering place and supports the local economy.

<i>Demographic group</i>	<i>Under \$50k household income</i>	<i>Cost burdened rental household/ owner households</i>	<i>Less than HS education</i>	<i>Age</i>	<i>Race-White</i>	<i>Race-Communities of Color</i>	<i>Race-Black</i>	<i>Race-Hispanic/Latino</i>	<i>Language – speaks language other than English</i>	<i>Language – speaks English “less than” very well</i>
<i>Numbers or percentage Total Neighborhood Population (4,898)</i>	30%	50%, 15.7%	20%	22% under 18 36% between 25-44	58%	41%	11% 6% 2 or more races	22.5%	29%	13%

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<i>Initiative, activity, project or program</i>	<p><u>Midtown Farmers Market:</u> 25-week market featuring access to locally grown produce, meats, artisans and prepared food vendors. Shoppers may use EBT funds, and participate in the Market Bucks program, which matches EBT purchases dollar for dollar up to \$10.</p>		<p><u>Care Fair! Resource Event & Market Community Partners</u> MFM/CNO staff partner regularly with community organizations that provide free food, harm reduction supplies, health care tools & services, assistance with bike repairs, services for youth. These partners table at weekly markets, donate supplies or services or participate in resource fair events held in the MFM Plaza.</p>		<p><u>Midtown Farmers Market:</u> Vendors, shoppers and local businesses and artists represent many racial and ethnic identities and all benefit from the economic contribution of the MFM by providing access to diverse local, small businesses throughout the market season. MFM creates opportunities to ignite patrons’ interest in shopping locally year-round.</p> <p><u>MFM Art, Music, Wellness Programming:</u> Community members of all cultural and financial backgrounds will have access to community-based art and movement thus improving their general health and connection to the space and each other. These programs decrease the amount of conflict in the area by providing art and community wellness classes that encourage all neighbors to get active and involved.</p> <p><u>Community Gardens:</u> CNO supports 2 community gardens run by volunteers in the neighborhood. A winter/spring starter plant program provides starter plants to community members, supplies and support are provided to garden volunteers.</p>					<p><u>Website, E-Newsletters Social Media:</u> CNO/MFM Staff use a variety of digital channels to connect with neighbors, publicize events, engage with partners and promote the MFM, Community Gardens and related programs.</p> <p><u>Volunteer opportunities:</u> Volunteers are requested for market set-up, tear down and support for staff, vendors and artists at each market.</p> <p><u>Board activity, Park outreach, Door knocking:</u> Community members are also engaged through staff presence at Corcoran Park events, door knocking campaigns held during the spring and summer, and through CNO Board recruitment, regular board meetings and the CNO Annual Meeting.</p>	

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<i>Barriers to engagement</i>	<p><u>Public Transportation, Website and Newsletters require internet access.</u> MFM is very accessible by public transportation and close proximity to residential areas in Corcoran neighborhood, as well as adjacent Longfellow, Standish Ericsson neighborhoods. Knowing specifics about weekly market events requires internet access or the ability to access social media channels. Staff and volunteers are available to talk to shoppers and vendors or answer questions at the main information table at each market, as well as provide flyers to inform shoppers about weekly programming.</p>		<p><u>Safety and security.</u> Challenges to having access to health and safety resources can come from a variety of causes. CNO/MFM staff and volunteers strive to provide a safe and welcoming environment to all who come. In partnering with TOUCH Outreach, their teams ensure all can access the area safely.</p>		<p><u>Intentional relationship building with diverse identities.</u> MFM/CNO staff intentionally welcome vendors, artists, community groups and volunteers that represent different racial, ethnic, age, accessibility and gender identities who are hyper-local, engaged in a variety of services, experiences, backgrounds and who are committed to enlivening the community through access to healthy food, art, music and related programming.</p> <p><u>Language Access.</u> The CNO website and market materials are currently only available in English. If capacity were to allow expansion of the website, market application or communications to more languages, perhaps more shoppers and vendors could be engaged.</p>					
<i>Outreach and engagement strategies</i>	<p><u>Electronic communications, Flyers, Board engagement, Partnership engagement, Relationship building with vendors, shoppers, volunteers, local businesses and artists.</u> MFM/CNO has transformed itself from the days when they published a beloved neighborhood newspaper to a less expensive and widely accessible digital presence through newsletters, website and social media. These technologies have allowed MFM/CNO to be accessible to a wider geography of customers, and the MFM’s location between several neighborhoods allows regular shoppers and businesses to all be informed of CNO’s programming and Market schedules.</p> <p>For those not on digital channels, MFM/CNO maintains flyers, partners with community organizations, its Board members and builds on longstanding relationships with vendors, artists and organizations that support one another through tabling, renting market stalls and donations of supplies, services and volunteering.</p>									

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<i>Resources needed</i>	CNO/MFM currently uses its 2 full-time staff and contract communications and leadership support to support the current mission and programs. Continued investment in communications, expansion of MFM applications and visitor information to include Spanish or other language translation could be accommodated through in-kind donation of translation services or contractor hiring. In 2026, CNO is planning to reduce its staff from 2 full-time staff to 1 full-time and one part-time staff, with continued investment in contractors for seasonal market staff, volunteer coordination, translation services, development and fundraising.									
<i>Partners in the work</i>	Metro Transit Food Group (EBT/SNAP)		TOUCH Outreach North Star Health Collective Allina Health Bridge for Youth Bici Xicas North Star Health Collective		Powderhorn Park Neighborhood Association, Longfellow Community Council, Standish Ericsson Neighborhood Association, YWCA, numerous musicians and artists, CNO Board members, volunteers, CNO contract staff					
<i>Person(s) responsible</i>	Catharine Bushman, CNO Leadership Support & PPNA Executive Director Partner & Program Manager (part-time, new role 2026) Macy-Chau Tran, Communications & Program Manager				Catharine Bushman, CNO Leadership Support & PPNA Executive Director Partner & Program Manager (part-time, new role 2026) Macy-Chau Tran, Communications & Program Manager Volunteer/Seasonal Contract Staff (4) Communications Contractor (web/social media) Development/Fundraising Contractor					

<p><i>Timeline</i></p>	<p>CNO Staff are engaged in the following general operations year-round:</p> <ul style="list-style-type: none"> • Biweekly CNO E-Newsletter • Website maintenance • Community Garden Planning • Seed Starter Program – winter/spring • April CNO Market Fundraiser • Partner engagement to support MFM, community services, neighborhood engagement 	<p><u>Midtown Farmers Market:</u></p> <ul style="list-style-type: none"> • January: vendor applications • February: vendor approvals, community art project planning • March: artist, volunteer, and community table applications • April: artist, volunteer, tabling approvals and planning, purchasing all materials • May: 5 markets, 15 performances or programs, • June: 4 markets, 12 performances or programs- 1 community art event (duration of market) • July: 3 markets, 12 performances or programs • August: 5 markets, 15 performances or programs- 1 community art event (duration of market) • September: 4 markets, 12 performances or programs • October: 4 markets, 12 performances or programs- 1 community art event (duration of market)
<p><i>Quantitative goals</i></p>	<p>Consistent monthly or biweekly CNO and MFM Newsletters</p> <p>Consistent engagement on website – 15,000 unique visits per year/ 1250 per month</p> <p>Engage board members and other neighborhood residents in One South survey for input on shared initiatives or reorganization</p>	<p>Attract 50 vendor applications per market season, 20 community or business partners</p> <p>Apply for grants for artist stipends</p>
<p><i>Qualitative goals</i></p>	<p>Continue to obtain favorable input from shoppers and partners regarding the value of MFM and related programs</p>	<p>Continue to obtain favorable input from artists, vendors and partners regarding the value of MFM and related programs</p>
<p><i>Outcome of engagement</i></p>	<p>Provide access to healthy food and community resources for all shoppers and community members</p>	<p>Continue to foster a welcoming, joyful community-engaged MFM and related programs.</p>