

Engagement Plan

Neighborhood

Powderhorn Park

Time frame

2026-2028

Work summary

Powderhorn Park Neighborhood Association (PPNA) plans to continue its portfolio of free public events, South Minneapolis neighborhood collaboration and the Renter Support Fund, as these initiatives connect Powderhorn residents with meaningful ways to gather, celebrate art, music and culture and support the local neighborhood community.

Scope of work, outcomes and goals

PPNA's work involves pursuing creative ways to build connections, sharing relevant community information, and proactively partnering with others to help positively impact key community issues. The Renters Support Fund gives visibility to the struggle of cost burdened households in Minneapolis, while One South brings together nearby neighborhood organizations to work towards finding sustainable practice that will help similar organizations serve their communities. Hosting multiple free and public events highlights the contributions of historic figures like Martin Luther King, Jr., artists communities from across the region and music performers who combine their talents in a neighborhood music festival. These programs give light to a community that is racially and economically diverse and is artistic, socially active and willing to do work to adapt to the changing needs of individuals and fluctuations of resources to fund the organization.

<i>Demographic group</i> <small>Source: MN COMPASS</small>	<i>Women</i>	<i>Under 18</i>	<i>Over 55</i>	<i>White</i>	<i>Communities of Color</i> <i>(Black, Indigenous, Asian)</i>	<i>Hispanic/Latino</i>	<i>Disability</i>	<i>Language</i>	<i>Cost Burdened Renters /Households</i>	<i>Walked, Biked or Work from Home</i>
<i>Numbers or percentage</i>	47%	25%	18%	53%	47%	26%	10%	26% Speak language other than English 15% Speaks English less than “very well”	48% 35%	24%
<i>Initiative, activity, project or program</i>	<p><u>Renter Support Fund (RSF)</u> A low-barrier direct cash assistance program for those who identify as a cost-burdened renter within Minneapolis. (Neighborhoods 2020 funds will not be used for RSF grants.)</p>									
	<p><u>Free & Public Events</u> This includes the organization’s annual Rev. Dr. MLK Celebration, Powderhorn Art Fair, and Powderhorn Porchfest Music Festival.</p>									
	<p><u>Southside United Neighborhoods Partnerships: One South</u> Since 2023, PPNA has engaged with numerous South Minneapolis neighborhood associations to seek ways to collaborate, raise awareness and advocate in our communities for neighborhood association support. Following several awareness campaigns, community gatherings and the development of a community survey, PPNA plans to use survey feedback to refine shared association work around one or more specific initiatives, such as serving the needs of women, youth, communities of color, cost burdened households or urban cycling and other climate friendly practices.</p>							N/A	<u>One South</u>	
<i>Barriers to engagement</i>	<p><u>Renter Support Fund:</u> This program has seen consistent participation from residents across Minneapolis, and a significant response from individuals and a few organizations able to support the fund with donations. We offer application materials in English and Spanish, with most support for the program run by a few staff on email. Application materials could be expanded to Somali, Hmong and Vietnamese, but honestly the program is only able to fund a small percentage of applicants in its current state and would need much greater investment of funds to serve more individuals.</p>									

	<p><u>Free & Public Events:</u> These longstanding and beloved community events draw a wide participation across demographics when considered as a whole. Volunteers have been turning out in lower numbers in the years since the pandemic. Ways of increasing volunteer engagement include improving communication channels, involving more residents in Art Fair and Porchfest planning committees, virtual meetings and partnering with corporations and businesses. PPNA plans to increase youth participation in Powderhorn Art Fair and Porchfest and to add a larger family, ethnic food, or music component to the Art Fair.</p>		
	<p><u>One South:</u> Challenges include inconsistent association leadership due to high turnover, small numbers of staff in each organization with little capacity to engage in new work, lack of community awareness about neighborhood associations, varied approaches to community work in each neighborhood, lack of shared structure, and high overhead costs for each organization limiting ability to diversify and change. Continued advocacy, awareness campaigns and identification of focus for shared work with community input are potential ways of meeting these challenges.</p>		<p>One South</p>
<p><i>Outreach and engagement strategies</i></p>	<p><u>Renter Support Fund (RSF):</u> Leverage organization’s existing communication channels to share information about the RSF. This includes when applications are being accepted.</p> <p>Partner with other community-based organizations to share information about the RSF who we believe most directly supports eligible applicants. This includes other neighborhood organizations.</p> <p>Expand individual giving asks, grants and fundraising with other nonprofits to increase available funds.</p>		
	<p><u>Free & Public Events</u> Connect one or more key initiatives or advocacy areas of focus to our annual public events to more deeply engage with residents on some of the important matters affecting community wellbeing. Ergo, affordable housing, environmental justice, etc.</p>		
	<p><u>One South:</u> Leverage existing communication channels of partnering orgs of the One South initiative to help build awareness and engagement with the work overall.</p> <p>Utilize surveys and focus groups as appropriate to capture input from community on key aspects of the One South work, specifically to identify impact areas and populations.</p>		<p>One South</p>

<i>Resources needed</i>	<p><u>Free & Public Events:</u> Contract development and fundraising capacity</p> <p>Organization and individual donor support and contributions</p> <p><u>One South:</u> Fundraising, grant writing Communications channels for campaign outreach & focus groups</p>		<p><u>Renter Support Fund:</u> Contract translation support to expand Spanish translation on website, Renters Support Fund materials in Somali, Hmong or Vietnamese.</p>	
		<p><u>Renter Support Fund (RSF):</u> Communications support from other community-based organizations, including neighborhood organizations across Minneapolis.</p> <p>Funding support from individuals, businesses and foundations.</p>		
<i>Partners in the work</i>	<p><u>One South:</u> Staff and board support from SUN organizations: Corcoran Neighborhood Organization (CNO), Longfellow Community Council (LCC), Standish Ericsson Neighborhood Association (SENA), Hale Page Diamond Lake Community Association (HPDL)</p>			
<i>Person(s) responsible</i>	<p><u>Free & Public Events</u> Senior Events Manager (PPNA, vacant) Yeon Ah Koo, Communications & Operations Director (PPNA) Catharine Bushman, Executive Director (PPNA)</p>			
	<p><u>Renter Support Fund (RSF)</u> Kathleen Willard, Operations Support Contractor (PPNA) Partner & Program Manager (PPNA, vacant) Yeon Ah Koo, Communications & Operations Director (PPNA) Catharine Bushman, Executive Director (PPNA)</p>			

	<p><u>One South – A Project of Southside United Neighborhoods</u></p> <p>Catharine Bushman, Executive Director (PPNA)</p> <p>Yeon Ah Koo, Communications & Operations Director (PPNA)</p> <p>Partner & Program Manager (PPNA, vacant)</p>	
<p><i>Timeline</i></p>	<p><u>Free & Public Events</u></p> <ol style="list-style-type: none"> 1) Jan - Sep: Coordinate a range of activities that enable the association’s annual events 2) Jan – Sep: Promote various aspects of the annual events across communication channels. Including partner and artist recruitment and attendee participation 3) Jan – Host 28th Annual Rev. Dr. Martin Luther King (MLK) Celebration 4) Aug – Host 35th Annual Powderhorn Art Fair 5) Sep – Host 14th Annual Powderhorn Porchfest music festival 	
		<p><u>Renter Support Fund (RSF)</u></p> <ol style="list-style-type: none"> 1) Jan – Dec: Promote the availability of the program year round 2) Jan – Dec: Seek and apply for grants to fund program, include as option for individual giving online/website and at all events 3) Jan – Dec: Manage applicant process, select recipients, and distribute funds 4) Jan – Dec: Actively engage community-based organizations about the RSF and provide materials for them to share across their communication channels

	<p><u>One South – A Project of Southside United Neighborhoods</u></p> <ol style="list-style-type: none"> 1) Jan - Dec: Partner with development contractor, and initiative partners, to raise funds 2) Jan – Dec: Provide ongoing and relevant updates about initiative across communication channels, including a direct mailing to residents of neighborhoods engaged in specific initiatives. 3) Jan – Mar: Evaluate survey results, Determine next steps with partner staff, board members and city officials. 4) Apr – Jun: Form schedule of meetings to pursue identified elements of future work. 5) Jul – Sept: Draft and finalize scope of new collaborative plans. 6) Oct – Dec: Launch new fundraising focused on shared work to be determined as named above. <p>2027: Implement and continue</p>		
<p><i>Quantitative Goals</i></p>	<p><u>Free & Public Events</u> Generate 40,000 unique visitors to the webpages for each of the three core annual events that the association will host in 2026.</p>		
		<p><u>Renter Support Fund (RSF)</u></p> <ol style="list-style-type: none"> 1) Attract 2,800 applicants from across Minneapolis for the months that funds are available to distribute 2) Partner with at least 20 community-based organizations to share information related to the RSF at least once in 2026 	
	<p><u>One South</u></p> <ol style="list-style-type: none"> 1) Attract participation from a minimum of 4-6 neighborhood associations to gather survey data from residents regarding the initiative 2) Obtain input from a minimum of 100 survey respondents regarding the initiative 		

<i>Qualitative Goals</i>	<u>Free & Public Events</u> Drive and record positive press coverage related to each of the organization's three core annual events.		
		<u>Renter Support Fund (RSF)</u> Continue to obtain favorable input from fund recipients regarding the program's value	
	<u>One South – A Project of Southside United Neighborhoods</u> Grow community confidence that neighborhood identity can be preserved with and despite potential changes to neighborhood org. structures.		
<i>Outcome of engagement</i>	<u>Free & Public Events</u> Continue to obtain positive input related to the various elements connected to each of the association's three annual events from the various stakeholders that it surveys, including artists, attendees, vendors, etc.		
		<u>Renter Support Fund (RSF)</u> Based on survey data of fund recipients, continue to see that they are learning about the program from a variety of sources; ergo, email, direct mail, Google search, community partners, etc.	
	<u>One South – A Project of Southside United Neighborhoods</u> Consolidated insights from surveys and community meetings will provide the staff and board members connected with the initiative with enough information to decide about next steps in the work.		