



DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

**NEIGHBORHOOD AND COMMUNITY ENGAGEMENT
COMMUNITY PARTICIPATION PROGRAM**

2011 APPLICATION

APPROVED BY THE NEIGHBORHOOD ON 2/8/11

**COMMUNITY PARTICIPATION PROGRAM
Application Template.**

Please feel free to 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.

CONTACT INFORMATION:

Organization Name:	Downtown Minneapolis Neighborhood Association		
Address:	40 S. 7 th St, Suite #212, PMB 172 Minneapolis, MN 55402		
Website url:	http://www.thedmna.org		
Organization email:	info@thedmna.org		
Federal EIN:	41-1824933		
Board Contact:	Name:	Gerry Ewald, Board Chair	
	Phone:	612-396-5637 (cell)	
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The Downtown Minneapolis Neighborhood Association Board of Directors very much appreciates the opportunity to apply for the Neighborhood and Community Engagement – Community Participation Program funds. The DMNA Board is eager to present and to begin implementing the plans outlined in this application. The DMNA Board voted unanimously to approve this application on Tuesday, February 8, 2011.

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?

The DMNA intends to engage neighborhood residents through a variety of means in 2011, including the following:

- Set aside a specified amount of time at each monthly board meeting to discuss possible strategies and initiatives to include in the three-year proposal. (The DMNA promotes board meetings on the DMNA Web site and DMNA Facebook page.)
 - Facilitate a discussion regarding strategies and initiatives to include in the 2012 Community Participation Program on the DMNA Facebook page.
 - Survey the DMNA email database regarding neighborhood issues and priorities.
 - Present a draft of the 2012 Community Participation Program Action Plan at the DMNA Annual Meeting on October 11, 2011. (The DMNA promotes the Annual Meeting via the *Downtown Journal*, the DMNA Web site, the DMNA Facebook page, and the *Mill City Times* blog.)
2. What regular outreach and engagement activities will your organization carry out in 2011?

The DMNA holds regular monthly board meetings on the second Tuesday of every month. The DMNA Board encourages community members to attend and participate in the discussion. The DMNA posts meeting information on its Web site and Facebook page. The DMNA also sends information to its email list, which consists of 150 plus people living and working in the Downtown community.

The DMNA will also host an annual meeting on October 11, 2011. The DMNA promotes the annual meeting via the *Downtown Journal*, the DMNA Web site, the DMNA Facebook page, and the *Mill City Times* blog. The DMNA will present its draft 2012 Community Participation Program Action Plan to the community at this meeting.

The DMNA also participates in the Downtown Neighborhood Associations Leaders (DNAL) group, which promotes shared interests and works to resolve shared concerns of Downtown neighborhoods (i.e. Downtown East and West, Elliot Park, Loring Park and North Loop).

In addition, DMNA Board members promote outreach and collaboration with other downtown organizations by actively participating in the following groups and initiatives:

- Downtown Court Watch / Downtown 100
- East Downtown Council
- Elliot Park Neighborhood, Inc. / DEEP 2100 Initiative
- Minneapolis Downtown Council

- Minneapolis Downtown Improvement District / Minneapolis SafeZone Collaborative
 - Minneapolis Riverfront Corporation
 - Minnesota Orchestral Association
 - 2020 Partners
3. How will your organization reach out to under-represented groups in your community? Who are these groups?
- Renters – Work with the Minneapolis Police Department’s First Precinct Crime Prevention Specialist to help organize and promote block clubs in condo and apartment buildings.
 - Homeless / transient population – Work in partnership with the Heading Home Hennepin, St. Stephen’s Human Services, Salvation Army, RS Eden, etc... to ensure that this group of people is receiving the services and assistance they need to make a positive contribution to the Downtown neighborhoods and society as a whole.
4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).
- Strategic planning for NCEC funding 2012 and beyond.
 - Continue working with the City of Minneapolis and Hennepin County on the Access Minneapolis Transportation Plan and the East – West Transit Spine Study. The DMNA wants to work with the City and County to ensure that the plan meets the needs of local residents, transit users and the Downtown business community.
5. How does your organization provide information to the community? How do you gather information from the community?
- DMNA Web site, www.thedmna.org
 - DMNA Facebook page / discussion
 - *Downtown Journal*
 - *Mill City Times* blog
 - First Precinct Crime Prevention Specialist and Block Club leaders.

- Condo associations
 - Surveys
 - Roundtable discussions
6. What festivals and events will your organization host or support in 2011?
- National Night Out
 - DMNA Annual Meeting

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

The DMNA is starting to implement its NRP Phase II Action Plan. This plan is a continuation of many of the good things the organization accomplished during Phase I. The DMNA anticipates that NCEC funding will enable the organization to identify new strategies that complement and support existing initiatives.

The DMNA is deeply committed to improving the health, safety and livability of the Downtown East and Downtown West neighborhoods. The DMNA understands the importance of leveraging its limited financial resources. Therefore, the DMNA looks for opportunities to partner with other organizations that share its desire to ensure that residents, workers and visitors have a good experience in the Downtown community.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?
- Continue to strongly advocate on behalf of neighborhood organizations the benefit and value of community participation and engagement to other City staff and elected-officials. The city of Minneapolis has been transformed over the past 20 years as a result of the Neighborhood Revitalization Program and the partnerships it has facilitated between neighborhood organizations and other City departments and agencies; the Minneapolis School District; Hennepin County; other Minneapolis nonprofit organizations; etc...
 - Provide training opportunities for board members and volunteers with regards to outreach and organizing, understanding planning and zoning, fiduciary duties of boards of directors, fundraising / grant writing, etc...

ESTIMATED BUDGET

LINE ITEM	AMOUNT
OPERATING BUDGET	
Professional Services	\$ 20,000.00
Advertising	\$ 3,639.24
Communications / Outreach	\$ 3,000.00
Festivals and events	\$ 5,000.00
Food and refreshments	\$ 2,500.00
Insurance	\$ 1,500.00
Memberships / Dues	\$ 2,500.00
Office Supplies and Materials	\$ 500.00
Telephone	\$ 500.00
Web site	\$ 3,000.00
<i>TOTAL OPERATING BUDGET:</i>	<i>\$ 42,139.24</i>
PROGRAM BUDGET	
Arts, Culture and Education	\$ 2,500.00
Crime and Safety	\$ 7,500.00
Downtown Development	\$ 10,000.00
<i>TOTAL PROGRAM BUDGET:</i>	<i>\$ 20,000.00</i>
OVERALL BUDGET	\$ 62,139.24