

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

Central
NRP PHASE II
NEIGHBORHOOD ACTION PLAN

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Central Neighborhood

Phase II Neighborhood Action Plan

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TABLE OF CONTENTS

1. Executive Summary	1
Neighborhood Background	5
History	7
Safety	7
NRP Phase I	8
Phase II Allocations	10
2. The Phase II Process	12
3. Goals, Objectives and Strategies	
Community Building/Youth and Family	14
Housing	18
Economic Development	21
Implementation	22

EXECUTIVE SUMMARY

Today, the Central Neighborhood is poised to begin Phase II, the second and last funding award of the Minneapolis Neighborhood Revitalization Program (NRP). The Central Area Neighborhood Development Organization (CANDO, and its predecessor, the Central Neighborhood Improvement Association (CNIA), have actually outlived the organization that was NRP. On December 15, 2011, the City Council approved a revised NRP ordinance, adopted resolutions to establish a new NRP Policy Board, and revised the purposes of the Neighborhood and Community Engagement Commission. On December 19, the NRP Policy Board approved the transfer of NRP assets to the City of Minneapolis. NRP offices closed at the end of December.

Our goal through this transition will be to continue NRP policies, programs, and practices as we continue to develop new neighborhood programs such as the Community Participation Program,
- David Rubedor, Neighborhood and Community Relations Department (NCR) director.

The new Neighborhood and Community Relations Department (NCR) NRP Policy Board convenes in late January of 2012. It will review this Phase II Plan, as well as future plan modifications. The board is expected to continue existing policies adopted by the NRP Policy Board over the last 20 years, except when those are in conflict with City policies and ordinances.

After Phase II monies have been invested in the Central Neighborhood (a five-year prediction), the neighborhood organization's financial future is somewhat uncertain, as is the length of tenure for the new NCR. For that reason, Central needs to manage and leverage its remaining funds for lasting improvement of the neighborhood.

Phase I allocated just over \$6 million in NRP funding in late 1995. Phase I funds were still being dispersed in 2011. These dollars have been put to use fulfilling the goals of the original Action Plan developed by Central residents.

This plan looks at the how the Phase II award will be spent, with the realization that the award has been reduced to 66% of the previously approved allocation by the Minneapolis City Council, and that 70% of the award is required to go to housing. However, for the purposes of this plan, the entire NRP Phase II allocation of \$812,586 is the figure being used. The neighborhood remains hopeful that funding will be restored.

The ideas presented in this plan have come from the neighborhood through outreach that most importantly included a four-page survey completed by 212 Central residents. The results of that survey led to the creation of program concepts within four main areas:

- 1. Community Building/Youth & Family**
- 2. Housing**
- 3. Economic Development**
- 4. Phase II Implementation**

COMMUNITY BUILDING/YOUTH AND FAMILY \$95,000

GOAL 1: Create a safe, healthy neighborhood with opportunities for all residents to participate in activities and building community.

Objective A: Improve safety by connecting neighbors to each other, creating more positive relationships between neighbors while also addressing safety issues.

Objective B: Increase healthy options in Central by supporting healthy eating, gardening and exercise opportunities. Look at attracting an additional grocery store or cooperative market.

Objective C: Work to reduce nuisance crime and provide positive alternatives for youth.

Objective D: Improve the image of the neighborhood and pride of residents.

HOUSING \$560,000

(70% of funds must be used for housing)

GOAL 2: Enhance the neighborhood by maintaining and improving its historic housing stock, supporting homeowners and renters, and encouraging good landlord practices.

Objective A: Maintain, support and improve the neighborhoods historic housing stock.

Objective B: Support homeowners and attract new residents.

Objective C: Encourage good landlord practices.

Objective D: Utilize funds to help achieve the Housing goal.

ECONOMIC DEVELOPMENT \$70,374

GOAL 3: Attract new businesses, support current businesses and encourage economic growth that serves to benefit our community and residents.

Objective A: Create a more vibrant urban environment by providing incentives to support and attract businesses to the neighborhood.

Objective B: Improve commercial corridors in the Central Neighborhood.

PHASE II IMPLEMENTATION \$87,212

GOAL 4: Implement the Phase II Plan and funds.

Objective A: Maintain a full-time Executive director and part-time community outreach position. Additional staff, consultant/freelancers as needed to implement plan. Make use of internships.

NEIGHBORHOOD

COMPOSITION

Central is a dynamic and diverse neighborhood with tremendous potential. Its ideal location just south of downtown (with quick access to and from via one-ways Park and Portland Avenues), its large concentration of intact Queen Anne homes and other historic housing stock, and its resilient and engaged residents all contribute to a real sense of place.

The population of Central is diverse and activist – and has been since its inception.

It may be all but forgotten today, but before Minnesota even became a state it had an African American community – free, educated, and influential black families who settled in the area. Minneapolis was home to them fifty years before waves of Scandinavian, German, and Irish immigrants surged into the Twin Cities.

The Minneapolis Pioneers and Soldiers Memorial Cemetery on Lake Street and Cedar Avenue (on the National Trust of Historic Places) retains permanent evidence of that early settlement and its ties to abolitionist movement. The cemetery was founded in 1853 by Martin and Elizabeth Layman, among the founders of the First Baptist Church, a gathering place for abolitionists. Their cemetery was never segregated.

The cemetery holds the grave of famous black abolitionist leader William Goodridge; his son, an internationally renowned photographer, Glenalvin J. Goodridge; and his grandson Toussaint Grey. Goodridge's network of friends included Frederick Douglass and white abolitionist Wendell Phillips – for whom the Philips Neighborhood is named.

While most may be unaware of the abolitionist underpinnings of the area, in the Community Survey, residents were asked what they valued most in the neighborhood. In their essay answers, the neighborhood's central location, the special housing stock, and the diversity of its residents all vied for top honors. Respondents frequently specified that this diversity applied broadly to race, class, language, and sexual orientation.

Diversity in the neighborhood, proximity to many locations, beautiful homes, affordability and improvements to the neighborhood, - 2011 Community Survey

Race: According to the US Census Bureau, between 1980 and 2010, Central's population shifted from a narrow white majority to the current mix, which today features a Hispanic majority - at 44% - with African Americans and white residents about equal, at 25% and 21% respectively. The remainder is split between Asian, Native American, and other groups. Tied to the shift to a Hispanic majority is a large increase in the immigrant population, which now accounts for 36% of Central's 8,307 residents. Within that context, over 30% of residents report not speaking English "well," and more than 80% of those are Spanish speakers. This

presents challenges to traditional neighborhood-wide organizing, but also has been a major contributor to new business development.

Class: Diversity of income is also demonstrated in Central, where income categories mirror the city as a whole. Other neighborhoods have more densely clustered income groups, with either with very few households earning over \$100,000 or almost no opportunities for people under \$25,000 to even rent in the area. The small size of Minneapolis neighborhoods can make this trend even more pronounced. However, while Central has slightly more than its share of the income brackets below \$35,000, at the same time it is home to families earning over \$200,000 a year. This is again a testament to the natural assets the neighborhood boasts in its convenient location and outstanding housing stock. That said, less than 10% of Central households earn more than \$100,000 per year, compared with 18% of the city as a whole. In Central, 37% of families with children under 18 live below the poverty line and 97% of students at Richard Green Central School qualify for free or reduced lunch.

	Income Breakdown	
	Central	Minneapolis
Less than \$10,000	11%	11%
\$10,000 to \$14,999	10%	6%
\$15,000 to \$24,999	15%	11%
\$25,000 to \$34,999	13%	11%
\$35,000 to \$49,999	18%	15%
\$50,000 to \$74,999	14%	18%
\$75,000 to \$99,999	12%	11%
\$100,000 to \$149,999	8%	10%
\$150,000 to \$199,999	0%	4%
\$200,000 or more	0.3%	4%

Source: American Community Survey 2009

Sexual Orientation: Although no formal studies have counted gay-lesbian-bisexual-transgender (GLBT) residents in the neighborhood, anecdotal evidence suggests a strong presence of this population. In addition, there are several local institutions serving the GLBT community: All God's Children Community Church, The Aliveness Project, and Out Front are all located in Central. *Lavender* magazine is headquartered just across Chicago Avenue in the Powderhorn neighborhood.

POINTS to REMEMBER

- ❖ 25% of residents speak Spanish, but are not fluent in English.
- ❖ Central is home to people of all income brackets because of its location and historic housing stock.
- ❖ Capitalizing on the diversity of the neighborhood and its multitude of organizations is key.

HISTORY

Clearly, Central neighborhood has a rich and storied history. Many civic leaders and celebrities have emerged from Central, including former Minneapolis mayor Sharon Sayles Belton, and the recording artist Prince. Central also boasts many well-known establishments and resources, including *The Spokesman Recorder* newspaper (founded in 1934), the Minneapolis Urban League (founded in 1926), and Hosmer Library (built in 1917).

When Bryant Junior High was closed in 1979, a neighborhood initiative lead by the Sabathani Church's Community Center organized to lobby the city and the public schools to sell the site to Sabathani. This work included rallying the neighborhood to support the concept of buying and renovating the enormous school building and grounds on E. 38th Street, creating a focal point for African American community identity, empowerment, and social change. Today, Sabathani Community Center continues to serve south Minneapolis and its changing demographics.

Over the course of the Neighborhood Revitalization Program period, Central has been benefited from working with variety of organizations, foundations and nonprofits, and has also been included in city, state, and federal targeted programs.

A federally funded Weed and Seed program was begun in Central in 2002. The Richard Green Central Weed and Seed initiative provided funding for 1,300 hours of additional uniformed police patrol, 208 hours of additional police training, and 160 hours of community policing services. The program also included:

- ❖ Prostitution Summit
- ❖ Prostitution Task Force
- ❖ Graffiti Removal Project
- ❖ STARS (Student Training Activities Raising Sensitivities program)
- ❖ Youth Summer Kick-Off and Resource Fair
- ❖ Central Housing Inventory
- ❖ Health Realization Training – Health for Helpers
- ❖ Mayor's Safe School/Safe Park Initiative for Green Central Park
- ❖

SAFETY

Although both violent and nonviolent crime has been consistently declining since the homicide spike in 1995, crime and safety is still the greatest concern of most residents, and the neighborhood attribute they would most like to see transformed. There is no clear-cut approach to solving the remaining problems, particularly at the neighborhood level and with limited resources. However, residents have indicated that they want to prioritize community-building strategies that aim to deter crime and provide opportunities for all people to make healthy, creative, and productive lives for themselves.

NRP PHASE I

The Central Neighborhood Improvement Association (CNIA) was established in 1980 by residents who had a desire to work together to reduce crime in the area. They organized to become the nonprofit 501(c)3 that represented the neighborhood. Prior to NRP, the organization had to raise funds or win grant money to support any work it wanted to do in the neighborhood. The organization took on a dramatically different role once NRP funding became available.

While CNIA had many successes, it was particularly skillful in drawing in funding and establishing working partnerships with foundations, government agencies, and other nonprofits. The organization had an excellent working relationship with the two major funders for neighborhood development in Minneapolis: the McKnight Foundation and the James Ford Bell Foundation. However, in 2000, the CNIA was taken over in a well-organized effort by the self-titled “Blue Crew” at CNIA’s Annual Meeting in May 2000.

The new organization’s failure to repay a James Ford Bell grant, and its inability to secure new NRP funds, led to its eventual demise. The Central Area Neighborhood Development Organization (CANDO) rose out of the Weed and Seed program to take its place. CANDO is recognized by the city as the official registered 501(c)3 non-profit representing the Central neighborhood.

Today CANDO looks forward to Phase II of its NRP plan and to working with the city’s new Neighborhood and Community Relations (NCR) department, which will be taking over from NRP. According to the city website:

- *NCR is part of the broader City Coordinator department and will both serve residents directly and support all other City departments with enterprise guidance in the realm of strong neighborhood and community relationships.*
- *NCR is charged with strengthening our City’s quality of life through vigorous community participation, resident involvement in neighborhood and community organizations, and supporting clearly defined links between the City, City services and neighborhood and community organizations.*

The Phase I Neighborhood Action Plan as developed by CNIA comprised four major pillars:

- 1. Community Building**
- 2. Business and Economic Development**
- 3. Housing and City Services**
- 4. Youth and Family programs**

PHASE I SPENDING

The following table shows funds available for the Phase I “Action Plan” developed by CNIA through a neighborhood-wide grassroots organizing effort. Note that the “Current Appropriation Remaining” may be in an active program and amounts will lower as funds are dispersed. In addition, 95% of current appropriations are in active contracts. For instance, the \$188,342 in Business and Economic Development funds contains \$150,000 in a facade and commercial building fix-up matching grant program. The Revolving Loan program income coming from a revolving housing loan program may only be reinvested back into housing. This can best be looked at as a snapshot of Phase I plans and funds as of December 2011.

Phase I Funds

	Total		Current Appropriation Remaining
	Action Plan	Total Contracted	
Community Building	\$448,032	\$473,995	\$9,930
Business and Economic Development	\$1,062,000	\$949,500	\$188,342
Housing and City Services	\$3,765,050	\$3,700,050	\$206,533
Youth and Family	\$764,918	\$826,455	\$24,000
Revolving Loan Income			\$242,783

Phase I Goals

Each major category had a clearly stated goal with corresponding objectives and implementation strategies. The higher-level goals are listed below:

Community Building	Create a sense of community where people feel welcome, connected, safe, and proud to live.
Business and Economic Development	Promote opportunities for living wage jobs for Central neighborhood residents. Provide incentives to support existing businesses and attract new businesses.
Housing and City Services	Enhance the physical structure of the neighborhood by providing safe and suitable housing and infrastructure to increase the desirability as a place to live.
Youth and Family	Provide children and adults with opportunities to prepare for school, work, and parenting, and for constructive activities.

There were a number of highlights in the Phase I efforts. One of the housing objectives was to reduce the number of boarded and vacant structures in the neighborhood by 75%. Central's share of the total number of these properties in the city was reduced by that amount, and blighted structures are much less of a destructive force in the neighborhood than they were in the early 1990s.

Another successful project was a community-driven Technology Center and renovation at Hosmer Library, which was transformed from the lowest circulating full library to one of the busiest in the system. The computer classes, free internet access, and open lab time for youth were pioneering programs that are now common in the library system. The technology investment helped spur programming support from the Library Board, which now employs a rotating instructor who offers free classes for residents.

Phase I funding also provided financial and staff support in working with neighboring NRP neighborhoods; the Minneapolis Police Department's (MPD) Community Crime Prevention Specialists (CCPS) and bike patrols; Green Central Park and School; Sabathani Community Center nonprofits like the Horizons Youth Program and the Sabathani Senior Center; Urban Ventures; MAD DADS; the Southside Village Boys & Girls Club at Phelps Park; and a host of other entities. In partnership with Powderhorn Park Neighborhood Organization (PPNA), Powderhorn Residents Group (PRG), Local Initiative Support Corporation (LISC) HOMS Initiative, and the MCDA, CNIA helped to develop a scattered-site affordable housing project for artists on Chicago Avenue.

PHASE II ALLOCATIONS

In 2004, when NRP created the neighborhood allocations for the second 10 years of the program (known commonly as Phase II), the NRP Program Policy Board approved a Phase II funding allocation for Central of \$812,587 - based the neighborhood's NRP status and funding available for the program as a whole. In December of 2010, the Minneapolis City Council and Mayor acted as part of the 2011 budget approval process to restrict access for neighborhoods that had not yet completed a Phase II Neighborhood Access Plan to 50% of their original 2004 allocation. On April 1, 2011, the Council released a portion of these funds and determined that neighborhoods like Central that have not begun Phase II will have access to 66% of its Phase II allocation. This situation is fluid, with some expecting further funding to be restored.

The only specific requirement for the use of this funding is that least 70% must be spent on housing related projects, activities, services, and programs. CANDO must also take 20% of the total for administration costs.

Because access to the allocation is still at 66% of the previously-committed amount, and because future funding for the neighborhoods is unknown, it is critical to focus on programs and partnerships that will provide lasting impact on the neighborhood. It is also vital to work to form working partnerships with other NRP neighborhoods.

SUN PROJECT

In light of this uncertain future, seven south Minneapolis neighborhood organizations have come together to explore strategic partnership opportunities to improve operating efficiencies and ensure long-term sustainability, while improving overall capacity to engage and build grassroots leadership.

The partnership is called the Southside United Neighborhoods (SUN) Project and the following organizations representing eleven neighborhoods are participating: Bancroft Neighborhood Association, Bryant Neighborhood Organization, Central Area Neighborhood Development Organization, Corcoran Neighborhood Organization, Longfellow Community Council, Powderhorn Park Neighborhood Association, and Standish-Ericsson Neighborhood Association.

By bringing together board and staff representatives from the seven neighborhood organizations, the SUN Project is facilitating discussions on how neighborhood organizations in our area can remain strong, reduce duplication of administrative functions and better share resources, said Shirley Yeoman, community coordinator for the Standish-Ericsson Neighborhood Association.

With generous support from the McKnight Foundation, the SUN Project has hired the Dendros Group to help guide the exploration and evaluation process. The organizational assessment period will conclude in the spring of 2012 with a set of recommendations for how the seven organizations can move forward more collaboratively.

Maintaining the unique identities of each of the neighborhoods is a top priority. Along with the south Minneapolis neighborhood study, CANDO will seek to add to its funding capacity by:

- **Creating leverage**
Matching requirements, revolving loan funds and pursuit of foundation support.
- **Fostering partnerships**
Utilizing the vast wealth of knowledge and resources (both financial and informational), in new and existing relationships, will set the groundwork for continued growth after NRP funds have been expended.
- **Designing targeted and strategic approaches**
Seeking efficiencies by meeting multiple goals with a single program, operating cost-effective programs and programs with low administrative support needs, and avoiding narrowly focused special-interest programs that would hold little long-term benefit for the neighborhood.
- **Setting reachable goals**
By making and meeting commitments to residents, including those who do not speak English as their first language, CANDO can continue to build trust between the neighborhood organization and the citizens of Central.

THE PHASE II PROCESS

During the spring and summer of 2011, CANDO engaged a consultant to help determine neighborhood priorities for the Phase II Neighborhood Action Plan. A number of strategies were utilized, including a random household survey mailed to 400 residents and an online survey. In addition, stacks of surveys were delivered to block leaders for Neighborhood Night Out and CANDO staff had a table on the first floor of Sabathani Community Center on a busy Wednesday in August, asking Central residents to fill out the survey. (A Spanish speaker was also at the table.) This major effort to connect with residents brought in 212 completed four page surveys. (In addition, throughout the spring and summer of 2011, volunteers provided outreach about the neighborhood, its programs, and its planning phase, both through door knocking and by interviewing at local businesses and the Hosmer Library.)

COMMUNITY ATTITUDES SURVEY

The four- page, comprehensive survey about attitudes in the neighborhood was mailed out in March, 2011 to 400 random households out of the 2,222 households in Central. One week prior to the survey, a brightly colored postcard was sent out notifying people that they would be a specially selected household and that returning the survey would qualify them for a drawing for a \$100 gift card. The introductory paragraph explained that this would help determine how resources are used in the neighborhood, and included a sentence in Hmong, Somali and Spanish explaining how to obtain a translated survey and that the survey was collecting important information about the neighborhood. A hoped for 50% return rate, was not met. NRP received back only 36 survey's, or a 9% return. No calls were received by the Spanish, Hmong, and Somali speakers asking for a translator.

Web-Based Survey

The following email went out to over 450 residents and business owners on the CANDO email list.

Let Your Voice Be Heard!

CANDO is interested in your opinions about the Central neighborhood and needs your help deciding how money will be spent in the next phase of the Neighborhood Revitalization Program in our area. Speak out by participating in our web survey at this link: <http://www.surveymonkey.com/s/T35WTSQ>. This opportunity will only be available online for two weeks, so share your opinions today!

A link to the survey was also advertised via Facebook and the Central website. The online survey received 72 responses, for a total of 108 completed surveys.

An additional 104 surveys were brought in via the Neighborhood Night Out event and through the table at Sabathani, for a total of 212 surveys completed. Among NRP neighborhoods, this counts as a very high response rate.

The neighborhood survey was established and required by NRP as the best way of gauging the wants, needs, ideas, plans, and feelings that residents and business owners have about their neighborhood. The survey seeks to explore how the neighborhood has been challenged and changed by NRP and the work of its neighborhood organization. The survey provides the framework for effectively prioritizing and planning Phase II.

In reviewing all the surveys, responses were tabulated to determine what residents wished to focus on in the areas of Community Building, Youth and Family, Housing, and Economic Development.

These fall into the three CANDO committee areas.

1. **Community Leadership Committee (under Phase I, there were two committees: Community Building and Youth and Family)**
2. **Housing Committee (under Phase I, called Housing and City Services)**
3. **Economic Development Committee (under Phase I called Business and Economic Development)**

CANDO Meeting Schedule – all at Sabathani except if noted

Community Leadership Committee:	Second Wednesday of the month, 5:30 pm
Economic Development Committee	Second Thursday of the month, 6:30 pm
Housing Committee:	Fourth Thursday of the month, 6:30 pm
Board Meeting:	Third Thursday of the month, 6:30 pm
ANNUAL MEETING:	Third Thursday in October, 6:15 p.m. Green Central.

SECTION 1# Community Building/Youth and Family

Goal 1: Create a safe, healthy neighborhood with opportunities for all residents to participate in building community.

Objective 1.A: Improve safety by connecting neighbors to each other; creating more positive relationships between neighbors while also addressing safety.

Strategy 1.A.1: *Up With Central!* Support positive neighborhood outreach events and partnerships including Block Club support. Bringing neighbors together for interesting and creative activities, assisting current block clubs and helping to create new ones, using events to draw in new energy, new cooperation and maybe even attracting new residents.

NRP BUDGET:

NRP Phase II Funds	\$20,000.00
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Other Funds	0.00
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TOTAL:	\$20,000.00
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Potential Partners: MPD Precinct 3; MPD Community Crime Prevention Specialist; Green Central Park, Sabathani Community Center.

Strategy 1.A.2: *Blight be Gone!* Reduce vacant, boarded and problem properties. (Funded in Housing) The Housing Committee will work to reduce the number of boarded, vacant and problem properties through increased citizen involvement and increased partnership with City and non-profit housing organizations.

NRP BUDGET:

See Housing Strategies 2.A.1 and 2.A.2

Potential Partners:

MPD Precinct 3, Regulatory Services, CPED, Hennepin County, GMHC, Habitat for Humanity, Urban Homeworks.

Strategy 1.A.3: 2004 C OPSIRF. In 2004, the Central neighborhood worked with the Minneapolis Police Departments Third Precinct to develop a community-oriented policing plan as part of the COPSIRF program.

NRP BUDGET:

NRP Phase II Funds	\$0.00
<u>COPSIRF</u>	<u>16,735.71</u>
TOTAL:	\$16,735.71

Potential Partners:
MPD Precinct 3

Objective 1.B: Increase healthy options in Central by supporting healthy eating, gardening and exercise opportunities. Look at attracting a grocery store or cooperative market to the neighborhood.

Strategy 1.B.1: *Healthy Lives!* CANDO will help support active lifestyles with a variety of exercise and recreational opportunities for all residents – boys and girls and people of all ages. The CLC Committee will look at a variety of exercise, sports, recreation, movement and musical opportunities for Central residents.

NRP BUDGET:

NRP Phase II Funds	\$15,000.00
<u>Other Funds</u>	<u>0.00</u>
TOTAL:	\$15,000.00

Potential Partners:

Green Central Park; Yoga Center; Boys & Girls Club; Boys Scouts and Girl Scouts of America; Park Avenue Youth and Family, Hosmer Library., Sabathani Community Center.

Strategy 1.B.2: *Fresh Food!* Gardening and healthy eating partnerships for Central residents. The CLC Committee will work to promote, support and sustain community gardens, and other options for healthy eating such as community supported agriculture (CSA) throughout the Central neighborhood.

NRP BUDGET:

NRP Phase II Funds	\$16,000.00
<u>Other Funds</u>	<u>0.00</u>
TOTAL:	\$16,000.00

Potential Partners: The City of Minneapolis, University of Minnesota Extension, Park Avenue Youth and Family, Allina Backyard Initiative and Metro Blooms.

Strategy 1.B.3: *Green the Food Desert!* Help attract a grocery store to the neighborhood.
(Funded through Economic Development)

NRP BUDGET:

See the Economic Development strategy 3.A.1. below.

Potential Partners: Metropolitan Consortium of Community Developers; Lake Street Council; 38th & Chicago Business Association; City of Minneapolis.

Objective 1.C: Work to reduce nuisance crime and provide positive alternatives for youth

Strategy 1.C.1: *Active and Educated!* The CLC Committee will work to identify and partner with the best programs for providing tutoring, educational programming, training and activities.

NRP BUDGET:

NRP Phase II Funds	\$38,000.00
<u>Other Funds</u>	<u>0.00</u>
TOTAL:	\$38,000.00

Potential Partners: Hosmer Library; Pillsbury United Communities; Park Avenue Youth and Family; Boys & Girls Club; Green Central School; University of Minnesota; Horizons at Sabathani Community Center.

Objective 1.D: Work to improve the image of the neighborhood and pride of residents through participation in the arts.

Strategy 1.D.1: *Home is Where the Art is!* The CLC Committee will look into providing experience and education via arts projects to involve Central children and youth.

NRP BUDGET:

NRP Phase II Funds	\$6,000.00
<u>Other Funds</u>	<u>0.00</u>
TOTAL:	\$6,000.00

Potential Partners: Heart of the Beast; Northern Clay Center; Pillsbury United Communities; Hosmer Library.

SECTION #2 HOUSING PLAN

Goal 2: Enhance the neighborhood by maintaining and improving its historic housing stock, supporting homeowners and renters, and encouraging good landlord practices.

Objective 2.A: Maintain, support and improve the neighborhoods historic housing stock.

Strategy 2.A.1: *Welcome Home!* Maintain, support and improve the neighborhoods' historic housing stock and encourage home ownership in Central by providing funds for down-payment and home-improvement loans and grants. These funds will be used to add to existing housing loan and grant programs, or to create new ones

NRP BUDGET:

NRP Phase II Funds	\$330,000
<u>Other Funds</u>	<u>0</u>
TOTAL:	\$330,000

Potential Partners: CPED, Greater Metropolitan Housing Corporation (GMHC); Center for Energy and the Environment (CEE); Neighborhood Housing Services (NHS).

Strategy 2.A.2: *Building Blocks!* Partner with housing non-profits and organizations to provide education, training and skill-building in home repair, home maintenance, property management and historic preservation. CANDO will seek matching foundation funding for this strategy.

NRP BUDGET:

NRP Phase II Funds	\$45,000.00
<u>Foundation funding</u>	<u>\$45,000.00</u>
TOTAL:	\$90,000.00

Potential Partners: CPED, Greater Minnesota Housing Fund; Twin Cities Land Bank; Wells Fargo Foundation.

Strategy 2.A.3: *Mind the Gap!* Decrease the number of boarded and vacant properties in the Central Neighborhood by providing gap funding and exterior material upgrades for vacant and boarded properties.

NRP BUDGET:

NRP Phase II Funds	\$90,000.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$90,000.00

Potential Partners: CPED, City of Minneapolis, GMHC, CEE, Habitat for Humanity, Urban Homeworks.

Objective 2.B: Support Central homeowners and attract new residents

Strategy 2.B.1: *Our Fair Neighborhood!* The Housing Committee will look to promote Central housing stock and housing resources at Housing Fairs and housing events, through promotion, marketing, and establishing relationships with area Realtors.

NRP BUDGET:

NRP Phase II Funds	\$15,000.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$15,000.00

Potential Partners: NCR, City of Minneapolis, Twin Cities Realtors; South Minneapolis Housing Fair; housing resources organizations, local neighborhoods

Objective 2.C: Encourage good landlord practices

Strategy 2.C.1: *Good Landlord!* Create and administer a good-landlord program. Housing Committee would establish program and look at providing information, assistance and training for landlords in Central. Would also deal with problem landlords.

NRP BUDGET:

NRP Phase II Funds	\$15,000.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$15,000.00

Potential Partners: MPD Community Crime Prevention Specialist Rental Housing; tenant and landlord groups; City Inspections; Problem Property Caucus.

Objective 2.D: Utilize a portion of funding for housing to help administer the housing programs and achieve the housing goals.

Strategy 2.D.1: *So We Can Do!* Support staffing and operating and project costs of CANDO related to housing. To include staff-based marketing and social media work, salaries related to housing work, hiring/working with interns and student researchers on housing-based studies and programs, working with other non-profits and housing experts to get the most out of CANDO housing funds.

NRP BUDGET:

NRP Phase II Funds	\$65,000.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$65,000.00

Potential Partners: NCR; CPED; CURA; University of Minnesota; Lutheran Volunteer Corps; Federal Reserve of Minneapolis; other neighborhood organizations; Housing Partnership Fund.

SECTION #3 ECONOMIC DEVELOPMENT PLAN

Goal 3: Attract new businesses, support current businesses and encourage economic growth that serves to benefit our community and its residents.

Objective 3.A: Create a more vibrant urban environment by providing incentives to support and attract businesses to the neighborhood.

Strategy 3.A.1: *Shop Central!* The Economic Development Committee will look at ways to attract a diversity of businesses and shopping destinations in Central - to include a grocery store or cooperative – and to support and enhance the image of existing businesses.

NRP BUDGET:

NRP Phase II Funds	\$48,187.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$48,187.00

Potential Partners: CPED; Great Streets; 38th and Chicago Business Association; Lake Street Partners; Metropolitan Consortium of Community Developers, CURA.

Objective 3.B: Improve commercial corridors in the Central neighborhood.

Strategy 3.B.1: “*The Lights are Much Brighter There...*” The committee focus will be on the neighborhood’s commercial corridors and business nodes to consider streetscape improvements to improve the economic viability of the neighborhood and to attract new business.

NRP BUDGET:

NRP Phase II Funds	\$22,187.00
<u>Other funds</u>	<u>\$0.00</u>
TOTAL:	\$22,187.00

Potential Partners: CPED; Great Streets; 38th and Chicago Business Association; Lake Street Partners; Metropolitan Consortium of Community Developers, CURA, Hennepin County, State of Minnesota.

SECTION #4 PHASE II IMPLEMENTATION

Goal 4: Implement the Phase II Plan and funds.

Objective 4.A: Maintain a full time staff Executive Director and part-time community outreach position.

Strategy 4.A.1: *So We Can Do More!* CANDO will to maintain two staff positions, part-time and full-time, and cover costs for office expenses and written communications. Staff will coordinate planning and implementation of all projects by recruiting volunteers, organizing meetings, providing written documents needed by volunteers to execute projects; organizing application processes for specific NRP projects; serving as liaison between the neighborhood and the City and other agencies; helping to develop scopes of service and contracts; managing office duties including phone, mail and email contacts, files, and assisting treasurer and bookkeeper with documentation; and creating and organizing distribution of written communications to neighborhood at large, including newspaper articles, flyers and postcards.

NRP BUDGET:

NRP Phase II Funds	\$76,837
<u>Early Access Phase II Funds</u>	<u>\$10,375</u>
TOTAL:	\$87,212

Potential Partners: CPED; City of Minneapolis, other neighborhood organizations and non-profits, internship and student programs.

PHASE II BEGINS

The line items and programs listed in this have been gleaned from over 200 survey responses from residents who said what they liked and what they wanted to see improved. It came from handwritten suggestions and from the US Census Bureau.

This plan uses allots NRP funds into four categories: Housing (which requires a minimum of 70% of NRP spending) Community Building, Youth and Family, Economic Development and Phase II Implementation. The first three categories are served by volunteer committees and all in turn are overseen by the CANDO Board of Directors.

It is not the purpose of this plan to provide highly-specific programs. When this plan says \$22,187 is available to improve commercial corridors in the neighborhood, how that will be implemented is up to you, those serving on the Economic Development Committee and the Board. If this is an area of interest please attend! You can make a difference in your neighborhood.

Can you find examples that have really worked in other neighborhoods or other cities? Could there be more funding available from other sources? Do you have your own ideas for improvement?

The distribution of these funds, what specific programs are supported, what partnerships are made and what collaborations occur, remains up to you and your neighbors.

It is all a part of this wonderful - sometimes volatile - experiment in community grassroots democracy.

Thanks for participating.