LETTER FROM THE BOARD CHAIR  |  ERICA CHRIST  
Welcome to the Whittier Alliance Annual Meeting! Thank you for taking the time to join us in looking back at 2013’s accomplishments and forward to the very interesting future of Whittier.

Things are changing in Whittier at a dramatic pace. New businesses are opening and new developments are being drawn up nearly every day! But the real story is that Whittier is a very attractive neighborhood to both new businesses and new residents. Thanks to the hard work of neighbors and property owners, the Whittier Alliance, the Business Association and, though not active this year, the Nicollet Avenue Business Association, Whittier has thrived and indeed blossomed into a vital, diverse, fascinating urban area. Great job everyone!

The challenge we now face is how to welcome change and investment in the neighborhood while protecting and encouraging the qualities of Whittier that we love. We face questions like: how do we support small ethnic businesses on a commercial corridor whose property values are skyrocketing? How do we keep our densely populated neighborhood livable, walkable, bikable? Most importantly, how do we make ourselves heard when decisions are being made about our neighborhood? A strong neighborhood organization is the community’s best hope in tackling these big questions. We have the resources, the deep roots and history in the neighborhood, and the strong connections across the neighborhood and the city to make this vision of a prosperous, eccentric, accessible, diverse, loveable, livable world class neighborhood a reality.

It has been a pleasure to serve you this year. I look forward to working with you to shape the future of Whittier. It isn’t always easy to track our progress or to point to successes because so much of what we do is about laying the groundwork for healthy neighborhood growth and about insisting on high standards of quality and livability in development. But we have made great progress. Now, onward!

WHITTIER ALLIANCE EXECUTIVE DIRECTOR REPORT  |  MARIAN BIEHN  
Looking back on Whittier’s history, there is serendipity in the discussions that keep the Whittier Alliance and neighborhood an engaged and vibrant community. Development, transit and neighborhood character seem to be our karma. In the late 1970s, despite the protests of the Whittier Alliance and residents, the Kmart store was built over Nicollet Ave. From that development, Eat Street evolved and changed the character of Nicollet Ave, rerouted traffic and transit, and further set the stage for the multi-cultural neighborhood we know and love.

Whittier is dancing with more potential character changing projects that are slow moving but in constant discussion. The reopening of Nicollet Ave and related potential development; two corridor trolley/streetcar lines; and the 35W project, which is now both a transit and a widening project, will present us with hard decisions. We are at the doorstep of some neighborhood choices that will test our strength as a neighborhood. It is a call to engage in a united and collaborative debate on how to best retain neighborhood character while embracing the coming changes. Whittier is a large neighborhood with a large pool of ideas, opinions, smart and engaged people. The Whittier Alliance has a strong history of sticking with tough issues until there is a best outcome. (Don’t expect 100% agreement!) We invite everyone into the discussions—it is, and always has been, an open forum. We get the best results when we work together.

As we grapple with the larger picture, life happens in the Whittier neighborhood. In 2013 the Whittier Alliance worked with residents and community partners on multiple issues and projects. Most notably, we moved and started rehab on two houses which are slated for owner occupancy. Livability was tackled with the help of Law Enforcement and Restorative Justice partnerships. We have worked with individuals to help resolve chronic trash problems overflowing on to private and public property and individuals with neighboring problem properties. We partnered with the Lyndale neighborhood and hired Osman Ahmed to help widen our friendships within the Somali community. We funded youth programs and improved curb appeal with property improvement loans. Thanks to Artists in Storefronts and a resident with a link to muralists from the National University of Uruguay, we made Whittier more pleasing with many new permanent art installations. We have advised, encouraged and funded new business investment in Whittier. No two days in the Whittier Alliance office are ever the same.

While the work of the Whittier Alliance is influenced by large projects such as the reopening of Nicollet, it is also defined by our Strategic Plan, NRP initiatives, stakeholders’ needs and the care we give to the everyday livability of the Whittier neighborhood. You live or own a business here because it feels good, it is interesting, it is affordable, because of the diversity of people, shops, dining and groceries, because of your favorite coffee shop, because it isn’t like any other neighborhood in Minneapolis. Besides attentiveness to the big picture, the Whittier Alliance pays attention to the “character” that makes you want to be in Whittier. That’s what we do….and we do it with your help.

Thanks to the Whittier Alliance board for their time, steady guidance and thoughtful deliberation. Thanks to my fellow staff members for their care and dedication. And thanks to all the volunteers who generously give their time and talent to the Whittier Alliance and the Whittier neighborhood.
COMMUNITY ORGANIZER REPORT  |  MARIAN BIEHN

At the start of 2013 the Community Organizer position was vacant and filling the position was hampered by bad luck and a busy calendar. However, we were able to keep our outreach and community partnerships active with interim assistance and coordination with faithful volunteers. In the fall of 2013 the Whittier Alliance partnered with Lyndale Neighborhood Association and welcomed Osman Ahmed as a shared Community Organizer and liaison to the Somali and immigrant communities. Osman’s experience in community organizing has proven a valuable asset to the neighborhood. We also want to thank the volunteers who helped with community outreach and Whittier Alliance events. Below is a review of the community organizing activities and partnerships of the Whittier Alliance in 2013.

Whittier Alliance 2013 partnerships and collaborations:

| 5th Precinct—Minneapolis Police Department | Midtown Greenway Coalition |
| Artists in Storefronts | Minneapolis Park and Recreation Board |
| Community Action of Minneapolis | Minneapolis Police Chief Advisory Council |
| Gardening Matters | Restorative Justice Community Action |
| Jabbok Family Services/COOL Youth Center | Stevens Square Community Organization |
| Law Enforcement Group | Whittier Faith Based Organizations |
| League of Women Voters | Whittier International Elementary School |
| Lyndale Neighborhood Assn. | Youth Farm and Market |
| Midtown Community Works | Nicoll-Central & Midtown Greenway Transit Alternative Committees |

Whittier Alliance 2013 sponsored and supported events:

| Annual Meeting | National Night Out—10 parties in Whittier! |
| City Council Candidate Forums | National Voter Registration Day |
| Community Conversations | Neighborhood Cleanup Events |
| Community Garden Day | Peace Games |
| Dog Days of Whittier | Shop Karmel |
| May Day Soirée | Whittier Game Night |
| Minneapolis Institute of Arts – Get Local | World of Whittier |
| Multi-Neighborhood Wine Tasting | |

COMMUNITY ISSUES  |  JUSTIN KADER, CHAIR

Whittier Alliance Community Issues meetings are held the second Monday of the month, from 6 – 8:30 p.m. at Whittier Park. The Community Issues meetings provide a town hall-like atmosphere and format for Whittier residents, property owners, and concerned citizens, to engage with each other and discuss current and future issues and their impact on the neighborhood. In addition to informational presentations, development and ordinance reviews, the agenda typically includes community announcements, topics of interest or concern from residents, a report from the Minneapolis 5th Police Precinct, updates from the Councilmember, and comments from Whittier Alliance staff. This past year we saw great attendance and engaging discussion on a variety of topics.

Development & Ordinance Reviews
- 2604 Lyndale Ave S – French Meadow Bakery
- 2604 Lyndale for 2601-07 Lyndale
- 17 E 24th St – Simpson Housing
- 2934 Lyndale Ave S – Lyn-Lake Brewery
- MCAD-Stevens Ave Houses
- 2550 Nicoll Ave S – Buddha Lounge
- 2813 Pillsbury Ave S & 211 28th St. S – PPL
- Washburn Fair Oaks Park
- 17 E 24th St – Simpson Housing
- 2924 Grand Ave S

Business expansion and change in liquor license class
Request for interim use surface parking lot
Variance request to reduce the side yard from 9’ to 1/4’ to allow for a trash enclosure
Request for conditional use permit and variances for floor area and signage
Site plan review and relocation of houses to 2726 & 2728 Stevens Ave
Class B Liquor License application
Request for affordable housing tax credit subsidies for debt service reduction
Master Plan for park & North China Friendship Garden
Request for Emergency Shelter Funds for Passages Housing and variance for a trash enclosure
Zoning change

Informational Presentations
- Whittier Strategic Plan
- Avenues for Homeless Youth
- Midtown Greenway Coalition
- Open Streets-Lyndale
- Corridor Development Initiative
- Whittier Historic Preservation Survey
- Linden Hills Power and Light
- MN House of Representatives
- Nicoll-Central Transit Proposal
- Cultural Conversation
- Whittier Parks
- Midtown Corridor Transit Alternative Analysis
- Re-open Nicollet
- USInternet
- 5th Precinct Neighborhood Relations

Erica Christ, Whittier Alliance
Wendy Darst & Deena McKinney
Soren Jensen, Executive Director
Colin Harris
Gretchen Nicholls
Elizabeth Gaines-Hess, Prof. of Architecture & Design U of M & Graduate Program Students
Felicity Britton, Executive Director
Rep. Karen Clark-Legislative Update
Charleen Zimmer & Gavin Pointdexter
Hodan Hassan & Warsame Warsame, Somali Community
Anita Tabb, Minneapolis Parks and Recreation 4th District Commissioner
Michael Mechtenberg, Project Manager
Brian Schaeffer, S. Mpls. City Planner / David Frank, Re-Open Nicollet Work Group Facilitator
Dustin Evenson
Jennifer Saunders, Assistant Minneapolis City Attorney

FUNDRAISING  |  MARIAN BIEHN
The Whittier Alliance depends on fundraising activities to help supplement the annual budget. Thanks to your generosity, we exceeded our 2013 fundraising goals by over $7,000. More people attended the May Day Soiree and enjoyed a lively evening of Whittier food, auction items and entertainment. You also responded with both checks and written comments when we asked during our Fall Solicitation.

The Whittier Alliance thanks Whittier residents, businesses, friends and supporters for their financial contributions. The revenue from these fundraisers is reserved for future use and for expenses that are not covered by other, more restricted funding sources. These reserve funds have been accessed to subsidize the gap in the contract funds and the actual cost of rehab for the Stevens Ave homes.

FINANCES | TOM BISSEN

The Finance Committee meets with our accountant on a monthly basis to review the income and expenses of the Whittier Alliance. The monthly financial report is then forwarded to the Whittier Alliance board for final review. All incoming funds and invoices are identified with an account number to track against the annual budget. Expenses are coded to the appropriate funding sources. Professional oversight of the Whittier financials is provided by Petersen Paquin, CPA. In 2013 an audit of the 2012 Whittier Alliance financial position, activities, functional expenses and statement of cash flow and an audit of the accounting practices and procedures was performed by an independent consultant of the Neighborhood and Community Relations Department of the City of Minneapolis.

Financials | January 1 – December 31, 2013

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
</tr>
<tr>
<td>N’hood Com. Relations – CPP 131,587.55</td>
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<tr>
<td>Other Donations         6,300</td>
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<tr>
<td>NRP 23503 Funds         362.26</td>
</tr>
<tr>
<td>Whittier Fundraising     29,949.79</td>
</tr>
<tr>
<td>Youth Micro Grant       11,758.51</td>
</tr>
<tr>
<td>Façade Grant            10,500.00</td>
</tr>
<tr>
<td>Stevens Ave Houses       13,922.03</td>
</tr>
<tr>
<td>Interest Income         58.50</td>
</tr>
<tr>
<td>Other Income            200.00</td>
</tr>
<tr>
<td>Program Service Revenue 1,505.85</td>
</tr>
<tr>
<td><strong>Total Income</strong>        $ 224,369.82</td>
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</table>

<table>
<thead>
<tr>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mileage                  32.00</td>
</tr>
<tr>
<td>Payroll                  90,643.67</td>
</tr>
<tr>
<td>ADP                      2,055.86</td>
</tr>
<tr>
<td>Advertising              400.00</td>
</tr>
<tr>
<td>Professional Services    7,312.50</td>
</tr>
<tr>
<td>Subcontract              9,819.75</td>
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<tr>
<td>Bank Fees                54.49</td>
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<tr>
<td>Copier                   3,697.65</td>
</tr>
<tr>
<td>Computers                1,154.85</td>
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<tr>
<td>Printing                 7,877.64</td>
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<tr>
<td>Donation                 - 7.21</td>
</tr>
<tr>
<td>Food/Beverages           550.40</td>
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<tr>
<td>Fees, Licenses and Permits 265.00</td>
</tr>
<tr>
<td>Insurance                1,002.34</td>
</tr>
<tr>
<td>Operations               11,473.72</td>
</tr>
<tr>
<td>Office Supplies          2,009.31</td>
</tr>
<tr>
<td>Postage                  6,925.06</td>
</tr>
<tr>
<td>Recognition              407.56</td>
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<tr>
<td>Community Meetings       316.20</td>
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<tr>
<td>Training                 1,555.61</td>
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<tr>
<td>Fundraising              1,159.72</td>
</tr>
<tr>
<td>Housing Related Programs 45,012.05</td>
</tr>
<tr>
<td>Whittier Community Events 19,943.98</td>
</tr>
<tr>
<td>Youth Micro Grants       11,758.51</td>
</tr>
<tr>
<td><strong>Total Expense</strong>        $ 225,420.66</td>
</tr>
</tbody>
</table>

| Net Ordinary Income      - $ 1,050.84 |

Balance Sheet | As of December 31, 2013

<table>
<thead>
<tr>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
</tr>
<tr>
<td>Checking – Main          9,466.36</td>
</tr>
<tr>
<td>Checking – Reserve       145,244.66</td>
</tr>
<tr>
<td>PayPal                  9.70</td>
</tr>
<tr>
<td>NRP 22203                16,852.32</td>
</tr>
<tr>
<td>NRP 23503                4,534.71</td>
</tr>
<tr>
<td>CPP                     47,667.91</td>
</tr>
<tr>
<td>Youth Micro Grant        11,358.51</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong> $ 235,134.17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fixed Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property &amp; Equipment 3,437.38</td>
</tr>
<tr>
<td>Accumulated depreciation - 3,437.38</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong> 0.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$ 35,134.17</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
</tr>
<tr>
<td>Employee HSA          70.00</td>
</tr>
<tr>
<td>Deferred Revenue – NRP Contract</td>
</tr>
<tr>
<td>- Advance 22203       10,000</td>
</tr>
<tr>
<td>- Advance 23503       7,900</td>
</tr>
<tr>
<td>- Youth Micro Grant   10,000</td>
</tr>
<tr>
<td>Deferred Revenue – NCR</td>
</tr>
<tr>
<td>- Advance CPP         10,000</td>
</tr>
<tr>
<td>Façade – Temp Rest    10,750</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong> $ 48,720.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets 194,215.01</td>
</tr>
<tr>
<td>Net Income - 7,800.84</td>
</tr>
<tr>
<td><strong>Total Equity</strong> $ 186,414.17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Liabilities &amp; Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$ 235,134.17</strong></td>
</tr>
</tbody>
</table>

Please see the reverse of this page for a list of donors.
We would like to thank our generous contributors from the past calendar year. Without their support, the projects and success detailed in this report would not be possible:

AAUW
Christopher Gottshall

BDC Management
Erica Christ

Javier Buenfil Azpiri
Christos Greek Restaurant

David Bagley
Don Davis

And
Rob Davis

David & Dominique Bereiter
Paula DeCosse

David Bernstein & Paula Rabinowitz
Dr. Elisabeth Dommer

Marian Biehn
Jim Dowds

James Billman, Flower Realty
Emily Doyle, Girard Management

Tom Bissenn
Electric Fetus

Peter Bonahoom
Flowers of Miss Bertha

Roger Brake
Dana Fox

Geri Burns
Galactic Pizza

Mary Cable
Elizabeth Garvey

Alison Campbell
David George

Greg & Luana Campbell
Diane Gorney

Michael Chaff
Verne Greenlee

Kristen Chirhart & Lee Sverkerson
HCMC

Hornig Properties
Jim & Joanne Hubal

Dr. Paul Huey
Ted Irgens

Irving Properties
Laura Jean

Mark Jossart & Carolyn LeBlanc

Justin & Jen Kader
Kleinman Realty

Elizabeth Kreibich
Frank Kreiser

Dan Largen, Mint Properties
Christina & Binh Le

The Lindgren Group - NicO
Larry Ludeman

Bill & Deborah Mague
Brooks & Mark Mahoney

Linda Martin
Dr. Harriet C. McCleary

Dana & Mary McDill
Patrick McGrath

Diane Moe
Shelly Ann Moorman

Donna Moreno & Paul Smith
Jo Ann Musmeci

Pach Nguon
Nicelot Avenue Dental

Carolyn Payne
QT Property

Joe Rine
Andrea Roback

Rose Manor Apartments
Jim Rubin, Mint Properties

Jeff Shade
Jocelyn Shardlow

Natascha Shawwer
Elizabeth Siler

Thomas Siler
Erin Sjoquist & Kurt Nelson

Scott Smith
Jeffrey Spencer

Daphna Stromberg
Sunrise Banks

Pam Vardalos
Edward Vogel

The Wedge Co-op
James Wentzell

Kathy Wood & Ralph Yehle

We also want to thank all the businesses that supported the Whittier Alliance with In-Kind donations in the form of food, products, gift certificates, etc. These donations help defer and reduce the cost of events and outreach. Please support these generous businesses:

Restaurants, Cafes & Food
3 Sons Signature Cuisine
The Bad Waitress
Barbette
Black Forest Inn
Blaisdell Manor
The Blue Door
Bob’s Java Hut
Buster’s on 28th
Butter Bakery
Crema Café—Home of Sonny’s Ice Cream
Christos Greek Restaurant
Common Roots Cafe
Dunn Bros.-Nicelot
Eat Street Social
The Egg & I Restaurant
Fuji Ya
French Meadow Bakery
Galactic Pizza
Glam Doll Donuts
The Gray House
Heil’s Kitchen
Heidi’s
Icehouse Mpls
It’s Greek to Me
Izzy’s Ice Cream Café
Krongthep Thai
Lake Wine & Cheese
The Lyndale Tap House
Lu’s Sandwich
Muddy Waters
The Nicollet
The Nightingale
Pancho Villa
Pat’s Tap
Peninsula Malaysian
Pho 79/Caravelle
Quang Restaurant
Rainbow Chinese
Sebastian Joe’s
A Slice of New York
Spyhouse Coffee Shop
World Street Kitchen

Tickets
Basilica Block Party
Brave New Workshop
Bryant Lake Theater
Children’s Theatre Co.
Frank Theater
Guthrie Theater
Heart of the Beast Theatre
Jungle Theater
J.J.Hill House
Landmark Theatres
Mill City Museum
Minnesota State Fair
MN Arboretum
Museum of Russian Art
Putt’er There
Riverview Movie Theater
Saint Paul Saints
SteppingStone Theatre
Three Rivers Park District
Vertical Endeavors
Walker Art Museum
American Swedish Institute
Mpls Institute of Arts
Weismann Art Museum
Hotel Overnight
Grand Casino Mille Lacs
Nob Hill Inn
Ramada Inn
The Alt Bike & Board Shop
Balance Fitness Studio
Blacklist Vintage
BP Petroleum
Bryant Lake Bowl
Brooks & Mark Mahoney
Erica Christ
Crazy Rooster Farm
Diane Moe
Dominique Bereiter
Doreen Hartzell
Erin Sjoquist & Kurt Nelson

Finnegan’s Brewery
Franklin-Nicelot Liquors
Fulton Beer
George Wurtzell
Annelise Gould
Harriet Brewing
Honest 1
Ingebretsen’s Scandinavian Shop
Jim Wentzel
Sarah Jordet
Khzana
The Lindgren Group - Nico Plating
Lucky Dog Pet Care
Lyndale Youth Farm & Market
MacPhail Center for Music
Memory Lanes/Flashback
Metro Blooms
Mpls College of Art and Design
Minneapolis Institute of Art
MN Pro Paintball
MN United Football Club
Nice Ride MN
Northern Star, BSA
Once Upon a Crime
Organic Village Market
at City of Lakes W aldor f
Park - Lake Car Wash
Pedal Pub Twin Cities
Pet Doctors Regla de Oro
Shuang Hur Grocery
The Splendid Table - Lynn Rosetto Kasper
Seven Sundays
Steven Lang
Summit Brewing
Sunrise Cyclery
Sunrise Flour
Surly Brewing
Tangle Town Nursery
Uptown Swing
The Vagary
Jim Wentzel
Whittier Alliance
Whittier Artists in Storefronts

And thank you to all our donors who wish to remain anonymous.

We also want to thank all the businesses that supported the Whittier Alliance with In-Kind donations in the form of food, products, gift certificates, etc. These donations help defer and reduce the cost of events and outreach. Please support these generous businesses:

Save the date
for the
14th annual
May Day Soirée

Join your friends and neighbors at this Annual Benefit for the Whittier Alliance

Thursday, May 1
5:30 – 8:30 pm
Blaisdell Manor
2322 Blaisdell Avenue
featuring
Live entertainment
Fantastic auction and raffle!
Lots of fun, food and beverages
$25 in advance
$35 day of and at the door

Information & reservations:
612.871.7756
BUSINESS ASSOCIATION  |  ROB DAVIS, BA CHAIR

The Business Association’s (BA) work involved many projects and initiatives:

- **Utility Box Wraps:** The City of Minneapolis now permits neighborhoods to artistically decorate area utility boxes. The BA contracted with MCAD DesignWorks to measure utility boxes and handle a call for artists, making selections that reflect the vibrant and international character of the neighborhood. The wraps were ready for installation last fall but the weather turned too cold too early. The Whittier Alliance staff continues to work with the City and awaits the warm weather needed to install the utility box wraps in the spring of 2014.

- **Updating Digital Maps:** Customers are increasingly using smartphones to find restaurants and businesses. Noting this trend, the Whittier Alliance Business Business Contracted with a tech professional to audit all businesses along Eat Street and compare real addresses to information listed in digital maps. Nearly two-thirds of Eat Street businesses had incorrect or missing data from one of these mapping services. This project verified business locations along the corridor (Grant St to 32nd St and 26th St) and submitted accurate information to the top five digital map providers.

- **For Sale-For Lease & Artists in Storefronts (AIS):** The BA continued its work to raise the visibility of available Whittier commercial storefronts. In 2011 the BA began listing available commercial properties on its website, whittierbusiness.org. In 2013, the BA continued its partnership with local artist Joan Vorderbruggen on a series of Artists in Storefronts events that brought increased media attention, foot-traffic and commercial interest to Whittier. The For Sale/For Lease is frequently accessed and, in tandem with AIS and a better economy, seven vacant storefronts have been filled.

- **Ongoing transit planning projects:** The BA stays current with the Nicollet-Central Transit Alternative Study; 35W Transit Access Project; and the Midtown Greenway Transit Alternative Study with updates from Whittier reps and transit officials.

- **Corridor development and business improvement projects:** Commercial corridor strategic plan, commercial waste reduction/composting.

- **Façade Improvement Grant:** The Whittier Alliance is the administrator for the City of Minneapolis’ Great Streets Façade Improvement Grant. The Business Association promotes the grants. These funds help Whittier businesses along Nicollet Ave, Lyndale Ave, Lake St, Franklin Ave and 26th St make improvements that increase street appeal. The maximum grant is $5,000 per address and must be matched by the recipient. In 2013, $25,000 in improvement grants were awarded: Glam Doll Donuts, the Edison Building at 2115 Nicollet and 21-23-25 E 26th St.

Get Involved: The Business Association meets regularly on the second Wednesday of each month. A different business hosts each meeting. We thank our host businesses in 2013: Nightingale Restaurant, Spikyhouse Coffee, Bad Waitress, Rainbow Chinese Restaurant, American Association of University Women, City of Lakes Waldorf School, Old Arizona, Buddha Lounge and the Black Forest Inn. Please join us this year. We have many exciting projects in the works. Our group encompasses non-profit and for-profit, industrial and service oriented, big institutions and small, family-run and sole-proprietor businesses. Residents and property owners are welcome to attend our meetings as well.

**Please welcome these new businesses:**

<table>
<thead>
<tr>
<th>2115 Nicollet Ave</th>
<th>Greater Goods</th>
<th>Musique</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-23-25 E 26th St</td>
<td>China Jingdezhen</td>
<td>My Hung</td>
</tr>
<tr>
<td>African Market</td>
<td>b. Fashion</td>
<td>Nicollet Ave Dentists</td>
</tr>
<tr>
<td>Brave New Media</td>
<td>Glam Doll Donuts</td>
<td>Persuasion Arts &amp; Sciences Creative Advertising</td>
</tr>
<tr>
<td>Buddha Lounge</td>
<td>Lucky Star Child Care</td>
<td>Pharmacia</td>
</tr>
<tr>
<td>Canto Nuevo Tienda-Store</td>
<td>Mary’s Clothes</td>
<td>Yess Yoga</td>
</tr>
</tbody>
</table>

**We bid farewell to these businesses:**

<table>
<thead>
<tr>
<th>African American Family Services</th>
<th>China Jingdezhen</th>
<th>Dr Barry Gerst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary’s Clothes</td>
<td>Heidi’s Restaurant</td>
<td>Pinecrest Doors</td>
</tr>
</tbody>
</table>

NEIGHBORHOOD REVITALIZATION PLAN & WHITTIER STRATEGIC PLAN  |  MARIAN BIEHN

With remaining contracted Neighborhood Revitalization Program (NRP) funds the Whittier Alliance continues to support several initiatives outlined as priorities still fundamental to improving the Whittier neighborhood. The funds are dedicated to the activities and programs relating to Housing, Safety, Youth, Business and Local Economy and Community Building. Additionally, the goals outlined in the Whittier Strategic Plan 2012-17 of Stakeholder Engagement, Environmental Sustainability, Historic Preservation, Housing, Commercial Corridor and Organizational Sustainability have influenced Whittier activities and decisions during 2013.

- **Housing:** The Center for Energy and Environment administers Whittier’s NRP housing loan funds. The Rental Rehab and Renewal (3R) Loan offers a pool of $583,924 for loans at 3.5% interest for 10 years to both owner and non-owner occupied rental housing in Whittier. The 3R Loan program is a life-line for rental property owners to make critical and curb-appeal improvements to their properties. Several 3-R loans were paid off in 2013. The Single Family Home Improvement Loan has $238,426 available to Whittier owner occupied single, duplex, tri- & 4-plex residences. Low interest rates, no income limitations and easier qualifying make these loans attractive. Over $35,000 in loans were made to Whittier residents in 2013.

- **Housing & Historic Preservation:** The Whittier Strategic Plan outlines goals for more balanced housing and owner occupant opportunities. Action was taken to support the goal of increased single family home ownership options. The Whittier Alliance purchased two single family homes at 2541 & 2543 Stevens Ave S from the Minneapolis College of Art & Design, negotiated the purchase of two tax-forfeited lots at 2726 & 2728 Stevens Ave S from the City, and coordinated the move and started rehab and code compliant improvements to the homes. The homes will be marketed to Whittier residents for owner occupancy. Progress was also made on the preservation of residential and commercial historic assets. In 2013 a partnership with the U of M Preservation Master’s Program resulted in a survey report of homes between Pillsbury and Blaisdell Aves and Franklin Ave and 27th St that are recommended for additional research for historic preservation. The Whittier Alliance also obtained the Southwest Transit Historic Transit Study which provides a “building biography” for individual properties in Whittier. This information will be used as a guide by the Historic Preservation Task Force as they implement the Preservation goals.

continued
NEIGHBORHOOD REVITALIZATION PLAN & WHITTIER STRATEGIC PLAN (cont.)

- **Community Building and Safety:** The Whittier Alliance sponsored neighborhood events such as Dog Days, Game Night and the Fall Clean Up, etc. brought people together within the neighborhood. Block and Apartment Clubs received grants from the NRP Safety funds to sponsor National Night Out parties. The Whittier Alliance tracked crime stats and participated in the Law Enforcement Group (LEG) as an effective tool in crime prevention. Neighborhood impact statements on chronic offenders were regularly submitted to the court system.

- **Stakeholder Engagement:** The Whittier Alliance reached another rung on the outreach ladder by growing its mailing and electronic lists and increasing its social media exposure. Door knocking and outreach in apartment buildings is reaching a broader audience. Monthly fliering, mailings and e-newsletters reach thousands of Whittier residents and businesses with news of the neighborhood and an invitation to participate. The Whittier Calendar has proven to be an effective tool in building awareness of Whittier Alliance and Neighborhood amenities, destinations, meetings and events. The 2013 Whittier Art & Artists Calendar was delivered to 7400 households and businesses in Whittier and highlighted the arts organizations, street murals and sculptures and multi-talented Whittier residents.

- **Business & Local Economy:** The Whittier Dining Guide, the on-line Business Directory and the on-line For Sale/For Lease resources continue to be initiatives that strengthen Whittier commercial corridors and are proven attractors to the Whittier neighborhood. The commercial corridor goals focus on Nicollet Ave but decisions will influence other commercial areas of Whittier as well. Creating a visual path that draws residents and other businesses through the neighborhood is one of the commercial corridor goals. In 2013 this was achieved with the Artists in Storefronts walking tours and the permanent installation of public art in various locations in Whittier.

- **Youth:** The Whittier Alliance is committed to serving youth and fostering opportunities for them. The Whittier Alliance does this by supporting youth serving organizations in the neighborhood. In 2013 $11,583 of NRP Youth funds were granted to Whittier youth serving organizations. Grants were awarded to Old Arizona, Jabbok Family Services and Youth Farm. In the last 4 years, $54,332 in grants has been awarded to Whittier youth programs. In addition, the Whittier Alliance partnered with youth serving organizations to sponsor the World of Whittier Family Fair. Over 300 youth and adults attended this free event which features youth performers, crafts, activities, resource tables and food.

- **Environmental Sustainability:** The Environmental Task Force was not active during 2013 but individual community members attended seminars, explored grants, met with experts regarding establishing baseline consumption measurement techniques and options. Whittier also participated in a webinar exploring the potential of becoming a 2030 District participant to achieve Whittier’s goal to reduce its carbon footprint by 10% by 2017.

- **Organizational Sustainability:** The final goal in the Strategic Plan is to assure that the Whittier Alliance is financially sustainable into the future and able to serve the businesses and residents of the Whittier neighborhood. Board members attended a development series at the University of St Thomas School of Business for non-profit organizations. The series laid a foundation for planned giving, endowment planning and other long range public relations and funding development options. All board members took an active part in fundraising with their financial support of the organization and their active roles in soliciting contributions and participation.

**MISSION STATEMENT**  
The Whittier Alliance is dedicated to building a flourishing and distinctive neighborhood

**VISION**  
A World Class Neighborhood

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