



## WHITTIER ALLIANCE 2013 ANNUAL REPORT



### 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.

#### Board of Directors Serving in 2013

##### Officers

Erica Christ, Chair  
Erin Sjoquist, Vice Chair  
Tom Bissen, Treasurer  
Daphna Stromberg, Secretary

##### Standing Committee Chairs / Reps

Justin Kader, Community Issues  
Rob Davis, Business Association  
Dan Largen, For Profit Business Rep  
Diane Moe, Non-profit Business Rep

##### At Large Members

David Bagley	Christina Le
Tom Bissen	Zachary Metoyer
Erica Christ	Mike O'Dell
Rob Davis	Felino de la Peña
Ted Irgens	Natascha Shawver
Laura Jean	Osla Thomason

##### Staff

Marian Biehn, Executive Director  
Osman Ahmed, Community Organizer  
Tim Lovett, Interim Com. Organizer  
Kate Pruden, Community Organizer  
Rita Stodolka, Administrative Assistant

## 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:

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5 <sup>th</sup> 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	Nicollet-Central & Midtown Greenway Transit Alternative Committees

### Whittier Alliance 2013 sponsored and supported events:

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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 5<sup>th</sup> 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 24<sup>th</sup> St – Simpson Housing
  - 2934 Lyndale Ave S – Lyn-Lake Brewery
  - MCAD-Stevens Ave Houses
  - 2550 Nicollet Ave S– Buddha Lounge
  - 2813 Pillsbury Ave S & 211 28<sup>th</sup> St. S – PPL
  - Washburn Fair Oaks Park
  - 17 E 24<sup>th</sup> 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
  - Nicollet-Central Transit Proposal
  - Cultural Conversation
  - Whittier Parks
  - Midtown Corridor Transit Alternative Analysis
  - Re-open Nicollet
  - USInternet
  - 5<sup>th</sup> Precinct Neighborhood Relations
- Erica Christ, Whittier Alliance  
Wendy Darst & Deena McKinney  
Soren Jensen, Executive Director  
Colin Harris  
Gretchen Nicholls  
Elizabeth Gales-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 4<sup>th</sup> 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

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.

Fundraising Income 2013	
May Day Soiree Neighborhood Benefit	\$ 17,168
Fall Fundraiser	\$ 12,632
Multi-Neighborhood Wine Tasting	\$ 150
<b>Total (rounded to nearest dollar)</b>	<b>\$ 29,950</b>

Please see the reverse of this page for a list of donors

## 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

#### Ordinary Income/Expense

<i>Income</i>	
N'hood Com. Relations – CPP	131,587.55
Other Donations	6,300
NRP 23503 Funds	362.26
Whittier Fundraising	29,949.79
Youth Micro Grant	11,758.51
Façade Grant	10,500.00
Stevens Ave Houses	13,922.03
Interest Income	58.50
Other Income	200.00
Program Service Revenue	1,505.85
<b>Total Income</b>	<b>\$ 224,369.82</b>

#### Expense

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

**Net Ordinary Income - \$ 1,050.84**

### Balance Sheet | As of December 31, 2013

#### Assets

<i>Current Assets</i>	
Checking – Main	9,466.36
Checking – Reserve	145,244.66
PayPal	9.70
NRP 22203	16,852.32
NRP 23503	4,534.71
CPP	47,667.91
Youth Micro Grant	11,358.51
<b>Total Current Assets</b>	<b>\$ 235,134.17</b>
<i>Fixed Assets</i>	
Property & Equipment	3,437.38
Accumulated depreciation	- 3,437.38
<b>Total Fixed Assets</b>	<b>0.00</b>

**Total Assets \$ 35,134.17**

#### Liabilities & Equity

<i>Current Liabilities</i>	
Employee HSA	70.00
Deferred Revenue – NRP Contract	
- Advance 22203	10,000
- Advance 23503	7,900
- Youth Micro Grant	10,000
Deferred Revenue – NCR	
- Advance CPP	10,000
Façade – Temp Rest	10,750
<b>Total Liabilities</b>	<b>\$ 48,720.00</b>
<i>Equity</i>	
Net Assets	194,215.01
Net Income	- 7,800.84
<b>Total Equity</b>	<b>\$ 186,414.17</b>

**Total Liabilities & Equity \$ 235,134.17**

**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	Hornig Properties	Linda Martin	Jeff Shade
BDC Management	Erica Christ	Jim & Joanne Hubal	Dr. Harriet C. McCleary	Jocelyn Shardlow
Javier Buenfil Azpiri	Christos Greek Restaurant	Dr. Paul Huey	Dana & Mary McDill	Natascha Shawver
David Bagley	Don Davis	Ted Irgens	Patrick McGrath	Elizabeth Siler
Andy Baird	Rob Davis	Irving Properties	Diane Moe	Thomas Siler
David & Dominique Bereiter	Paula DeCosse	Laura Jean	Shelly Ann Moorman	Erin Sjoquist & Kurt Nelson
David Bernstein & Paula Rabinowitz	Dr. Elisabeth Dommer	Mark Jossart & Carolyn	Donna Moreno & Paul	Scott Smith
Marian Biehn	Jim Dowds	LeBlanc	Smith	Jeffrey Spencer
James Billmann, Flower Realty	Emily Doyle, Girard Management	Justin & Jen Kader	Jo Ann Musmeci	Daphna Stromberg
Tom Bissen	Electric Fetus	Kleinman Realty	Pach Nguon	Sunrise Banks
Peter Bonahoom	Flowers of Miss Bertha	Elizabeth Kreibich	Nicollet Avenue Dental	Diane Tvedt
Roger Brake	Dana Fox	Frank Kreiser	Carolyn Payne	Pam Vardalos
Geri Burns	Galactic Pizza	Dan Largen, Mint Properties	QT Property	Edward Vogel
Mary Cable	Elizabeth Garvey	Christina & Binh Le	Joe Rine	The Wedge Co-op
Alison Campbell	David George	The Lindgren Group -Nico	Andrea Roback	James Wentzell
Greg & Luana Campbell	Diane Gorney	Larry Ludeman	Rose Manor Apartments	Kathy Wood & Ralph Yehle
Michael Chatt	Verne Greenlee	Bill & Deborah Mague	Jim Rubin, Mint Properties	
Kristen Chirhart & Lee Sverkerson	HCMC	Brooks & Mark Mahoney		

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:**

**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.-Nicollet  
 Eat Street Social  
 The Egg & I Restaurant  
 Fuji Ya  
 French Meadow Bakery  
 Galactic Pizza  
 Glam Doll Donuts  
 The Gray House  
 Hell's Kitchen  
 Heidi's  
 Icehouse Mpls  
 It's Greek to Me  
 Izzy's Ice Cream Café  
 Krungthep 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  
 Mall of America  
 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

**Memberships**

American Swedish Institute  
 Mpls Institute of Arts  
 Weismann Art Museum

**Hotel Overnight**

Grand Casino Mille Lacs  
 Nob Hill Inn  
 Ramada Inn

**Products & Services**

The Alt Bike & Board Shop  
 Balance Fitness Studio  
 Blacklist Vintage  
 BP Petroleum  
 Bryant Lake Bowl  
 Brooks & Mark Mahoney  
 Erica Christ  
 Cliché  
 Crazy Rooster Farm  
 Diane Moe  
 Dominique Bereiter  
 Doreen Hartzell  
 Erin Sjoquist & Kurt Nelson

**Finnegan's Brewery**

Franklin-Nicollet Liquors  
 Fulton Beer  
 George Wurtzell  
 Annelise Gould  
 Harriet Brewing  
 Honest 1  
 Ingebretsen's Scandinavian Shop  
 Jim Wentzel  
 Sarah Jordet  
 Khazana  
 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 Waldorf  
 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 Wentzell  
 Whittier Alliance  
 Whittier Artists in Storefronts

*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 Association 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 32<sup>nd</sup> St and 26<sup>th</sup> 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 26<sup>th</sup> 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 to: Glam Doll Donuts, the Edison Building at 2115 Nicollet and 21-23-25 E 26<sup>th</sup> 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, Spyhouse 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:***

2115 Nicollet Ave  
21-23-25 E 26<sup>th</sup> St  
African Market  
Brave New Media  
Buddha Lounge  
Canto Nuevo Tienda-Store

Greater Goods  
China Jingdezhen  
b. Fashion  
Glam Doll Donuts  
Lucky Star Child Care  
Mary's Clothes

Musitique  
My Huong  
Nicollet Ave Dentists  
Persuasion Arts & Sciences Creative Advertising  
Pharmacia  
Yess Yoga

***We bid farewell to these businesses:***

African American Family Services  
China Jingdezhen  
Dr Barry Gerst  
Mary's Clothes  
Heidi's Restaurant  
Pinecrest Doors

## 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 27<sup>th</sup> 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.

## 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



Whittier Alliance | 10 E 25<sup>th</sup> St | Mpls, MN 55404  
whittieralliance.org | whittierbusiness.org | 612.871.7756 | info@whittieralliance.org  
marian@whittieralliance.org | abbie@whittieralliance.org | osman@whittieralliance.org  
facebook.com/whittieralliance | @whittierMN