

LONGFELLOW COMMUNITY COUNCIL

annual report

2022



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Minneapolis, MN 55406

612-722-4529
longfellow.org
@longfellowcommunitycouncil



new staff

LCC hired a new executive director in October 2021 and this year, we expanded even more, hiring three new full-time staff to better engage and connect with Greater Longfellow residents & businesses.

Andrea joined LCC after working 3 years at a small businesses in the Longfellow neighborhood. She's a former journalist and event planner. She puts together all materials (both print and digital) and manages the social media, websites, and communication strategies for LCC and SNG.



andrea tritschler
communications manager



Torrie joins LCC as the Vista Tenant Organizer with over 10 years of volunteer experience from various neighborhood organizations. Torrie is working with AmeriCorps and LCC to better engage the over 3,000 renters in the Greater Longfellow area through housing resources, connection and programming.

torrie pernell
tenant organizer

Rachel has been with LCC since 2021, and has helped implement new programs, secure new grant funding, and expand LCC's reach in the community. Rachel has years of experience in organizing, directing, and non-profits.

rachel boeke
executive director



wanja kuria
community organizer



Wanja joined LCC in August after 3 years of experience organizing for racial justice in political and faith communities. Wanja, a resident of Greater Longfellow, has been building relationships with community members and expanding LCC's community partnerships, while engaging in collaborative work with various organizations.

2022

snapshot

10

grants awarded to LCC
for events, programming
& partnerships

In 2022, LCC dedicated mission-based projects and programs to *improve the well-being of our diverse community through engagement, involvement & empowerment*. Here's a snapshot of what we accomplished

16

**events
hosted or
participated
in**



\$31,392

in direct rental support to
32 Greater Longfellow
residents using Gofundme
dollars

65+



**community
meetings and events
hosted or attended**

including committee
meetings, community
conversations,
interagency meetings,
workshops, and trainings

\$19K

**awarded to
residents** with
our home
security
lighting grant

\$113,792.21

in support of small businesses through our
Business Security grant, Comcast and MAR
business grants, and Gofundme dollars





LCC closed out the Lawns to Legumes project designed to increase pollinator habitat and educate the community on sustainability and pollinator conservation

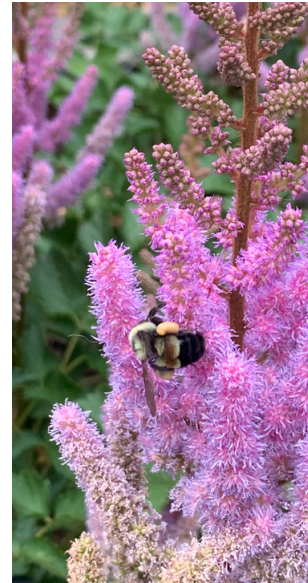
Garden installations focused on creating food sources and habitat for the endangered Rusty Patched Bumble Bee

\$37,141
in grant funds to
create pollinators
habitat

New native
pollinator gardens
or native rain
gardens

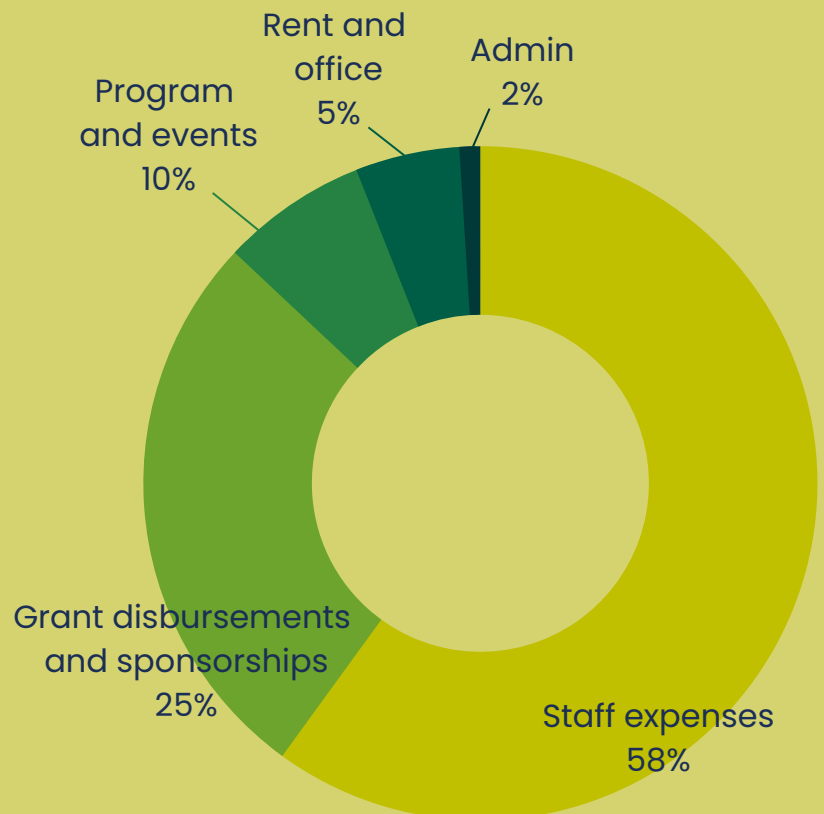
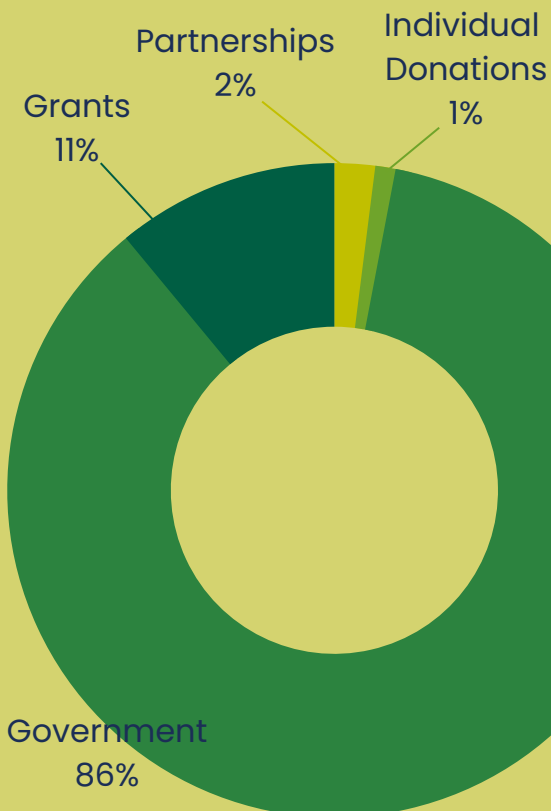
57

12,269
square feet of new pollinator
habitat



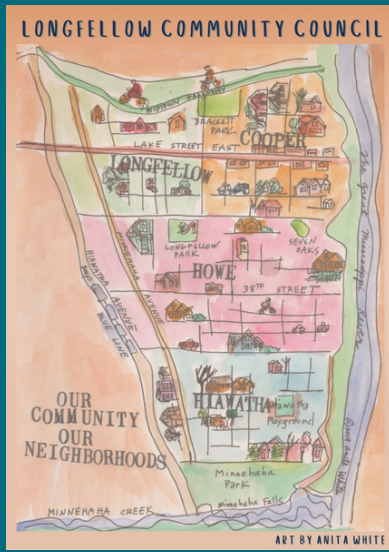
2022 Income and Expenses

Total Income: \$374,868



Total Expenses: \$371,906

communications



longfellow.org

612-722-4529

We expanded our communications outreach with printed materials like *general postcards*, *event calendars*, *door hangers*, and more. **We handed out 1,000 spring/summer event calendars and hundreds of postcards** at various events. We've developed a brand that is consistent, relevant, and attractive.

1.6k

newsletter subscribers

an increase of over 100 subscribers through online, in-person and event sign-ups

4,522

people follow this

3,859

likes on Facebook

followers on Twitter

follow us @LongfellowCC

973

We have expanded our outreach with canvassing, flyers, cross promotion with other orgs, and digital channels, which have all seen an **increase in engagement**



612.722.4529



400+

followers on Instagram

up from 82 followers at the start of the year

follow us!



@longfellowcommunity council

events



Longfellow River Gorge Festival

Our annual festival celebrating the beauty of the Mississippi River Gorge with free canoe rides, rowing, and ice cream



Community Clean ups



Open Streets



Birdwalk

GMMS

We host two general membership meetings a year with elections in Spring & 'Only Pies' in Fall



Voter Engagement Event



programs

new programs

- **Free the Deeds** – advocacy and education around racial covenants in Greater Longfellow and resources for removal.
- **Building Ambassador Program** – Tenant leaders in rental properties working with LCC to help engage renters for a small stipend
- **Community Clean-ups** – Quarterly clean-ups at the River Gorge and throughout the neighborhood led by volunteers
- **Rental Assistance Fund**– Direct assistance to renters in Greater Longfellow from October to December

+ continuation of existing programs

- **Weed Wrench Rental**
Our highly popular program provides residents with tools to remove tree and bush stumps and roots
- **Volunteer Shoveling**
Neighbor to neighbor support for anyone experiencing mobility issues



free the deeds.

In September, LCC took over the work of Free the Deeds with a TPT movie premiere at the Parkway Theater. **It was a sold out event featuring artists and community members.**

250 people attended

We've received and filed **10 applications** to remove racial covenants from properties

6 lawn signs distributed

We have many new volunteers signed up

to canvass, table, and advocate for the removal of **1,111** racial covenants with the goal of a covenant-free Longfellow by 2023

programs



collaborative work

20K

awarded from the
**NCR Partnership
Engagement Fund** for
work with the
International
Leadership Institute
and Judge LaJune
Lange for projects
involving black history
in Longfellow and
South Minneapolis

community conversations

We hosted 2 community conversations about the future of the Third Precinct – one was held on Zoom, the other, in-person. City staff and elected officials came and answered questions and provided what information they had available. **Input from residents and this engagement effort was critical to the resolution passed unanimously** by City Council, which allocated \$100,000 to dedicated Third Precinct site location engagement by the City



180 +

people attended the sessions
(online & in-person)

75%

reported they did
not want to see
police back at
the current 3rd
Precinct site

Partnerships

- **Seward Neighborhood Group** – shared staff (Communications Manager and VISTA organizer), collaborative programming, and events
- **Longfellow Business Association/ Seward Civic & Commerce Association** – shared staff (Communications Manager), partnership on the **Business Security Lighting Grant** and other small business support initiatives and grant programs

surveys

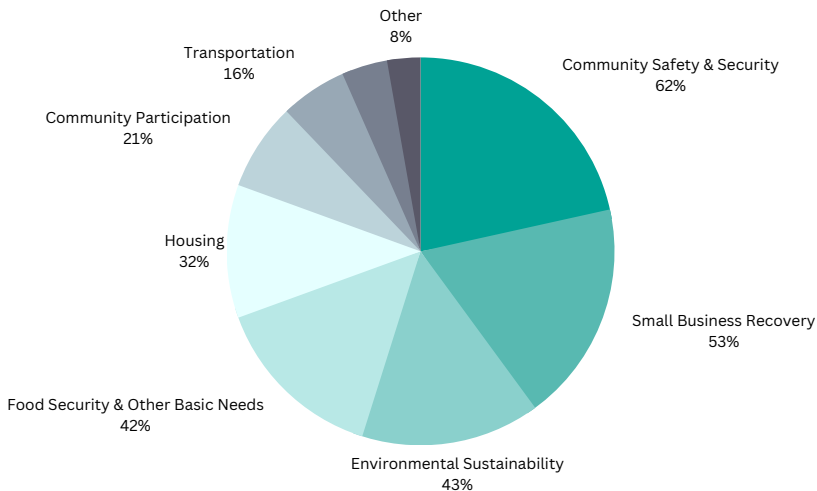
5

surveys conducted throughout 2022 through various methods: online, in-person at public spaces, and interactive visual methods at events

Organizational Survey

Organizational priorities survey was gathered in January 2022 and used to help shape our annual programming and initiatives

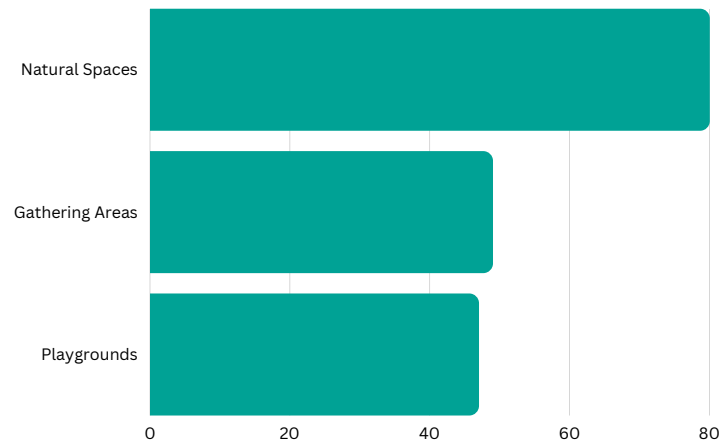
What are the top 3 things LCC should focus on in 2022?



Park Dedication Fee Survey

We completed a park dedication fee survey, the results of which were passed onto the MPRB to use as data points in the decision making process

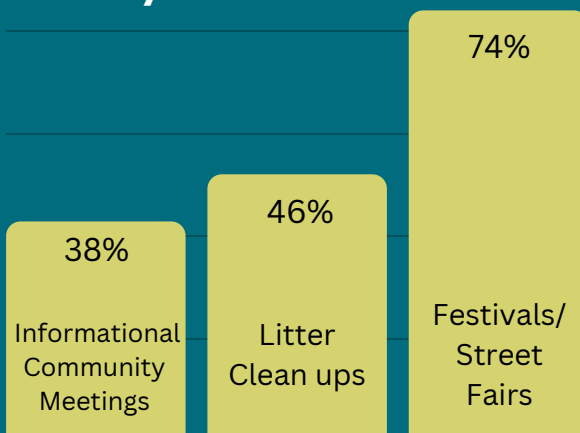
what do you value most in a park?



237 respondents

- 27.4% Cooper
- 26.6% Hiawatha
- 21.5% Longfellow
- 20.7% Howe
- 3.8% Other

What types of LCC events are you most likely to attend?



"More concerts, community theater, mural projects. More community gardens!"

surveys

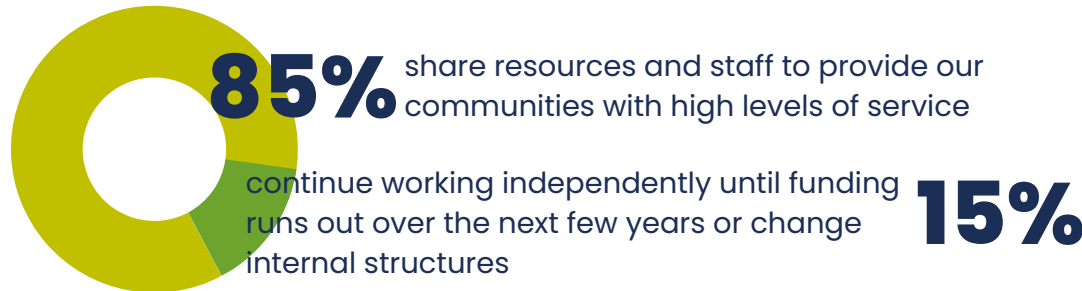
Role of a neighborhood organization

This fall, over 200 community members shared their thoughts on the role of neighborhood organizations and if collaborative work with other neighborhoods should be a priority for LCC

86 Percent of respondents want LCC to provide information to residents about available programs and resources, developments, etc

81% want LCC to provide & share volunteer opportunities

facing a lack of funding, neighborhood organizations should...



Which direct action opportunities should neighborhood organizations provide?

84%
Neighborhood clean-ups

68%
Clothing drives/exchanges

68%
Renter engagement programs

66%
Food drives

Community Survey

Survey gathered in May of 2022 to get open-ended feedback about what **programs, resources and events are most needed** in the community

What does an inclusive & welcoming community look like to you?

- You are greeted warmly walking into places, people acknowledge and don't try to change you, events, communication
- **Trust, curiosity about others, care, resources to help those in need and access to services**
- A community where everyone feels welcome and safe
- People of color are centered. **Arts are vibrant**

want to dig deeper?

Find the detailed reports from all our 2022 surveys on our website!

- Organizational Survey
- Park Dedication Fee Survey
- Role of a Neighborhood Org Survey
- 3rd Precinct Report and Survey Results



Leadership Statement

2022 has been quite a year! I am beyond thankful for all our beautiful volunteers; the energy they bring and the dedication they have to the organization motivates me every day. I am also incredibly proud of our new staff and the work they have done to engage our wonderful and diverse community. LCC has turned our focus to community organizing and outreach to all our residents – prioritizing outreach to our most under-served populations.

Be a part of the movement with LCC this next year – participate in a neighborhood clean-up or sign up to talk with your neighbors about how they can remove racial covenants from their deeds. Volunteer at our upcoming art event Solace at the Palace or our Health Equity Fair. Table with us at the Farmers Market or Open Streets. Whatever your interest, we have a volunteer opportunity for you!

I hope to see you at an event, meeting, or on the streets soon!



Rachel Boeke
Executive Director

Join the fun – get involved!

**LONGFELLOW
STRONG**

FOLLOW US ON SOCIAL MEDIA

  @longfellowcommunitycouncil

SUPPORT OUR WORK WITH A DONATION TODAY!



**SO MANY WAYS TO GET INVOLVED -
BECOME A VOLUNTEER!**

SIGN UP FOR OUR NEWSLETTER!

