

THE PARADE OF NEIGHBORHOODS - 1975

A

REPORT FOR

THE

C I T I Z E N S L E A G U E

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Alfred M. Christenson

Consultant

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HOW TO USE THIS REPORT

The first section of this report gives a fairly quick overview of the background of the Parade of Neighborhoods - 1975, the major steps taken in the process of putting this together, and an account of what happened during the Parade.

The second section of this report goes into greater detail about the methodology used in contracting neighborhoods, the media, volunteers and governmental bodies and agencies. Some of this is repetitious of the first section, but is meant to give guidance to groups wanting to implement a future Parade.

A third section of this report gives evaluatory remarks by participating neighborhoods and their representatives to the Coordinating Committee which were received by July, 1975. It also includes evaluation by staff and concludes with specific recommendations for users of this report.

The final section includes a list of expenses incurred in putting together the Parade of Neighborhoods and appendixes.

DRAFT #1

HISTORY OF THE PARADE OF NEIGHBORHOODS - 1975

BACKGROUND

In 1973 the Citizens League issued a report entitled, "Building Confidence in Older Neighborhoods". The main theme of the report stressed the importance of helping the neighborhoods themselves insure and direct their own futures; it stressed the need for action to begin at the grass roots level, with emphasis on the maintenance and upgrading of existing housing prior to the deterioration of neighborhoods into blighted areas.

As a result of this report, the Minneapolis Foundation granted the Citizens League 15,000 dollars to implement certain aspects of the report on an experimental, pilot-project basis. The Citizens League decided to try three areas: (1) neighborhood service associations; (2) publicity; and (3) marketing of neighborhoods. In this report only the second area is under consideration.

In the spring of 1974 the Citizens League obtained the services of Mary Ellen Grika, president of the Lowry Hill East Neighborhood Association, to work on these neighborhood projects. The League also contracted with Luther Seminary, St. Paul, for a student from the "Ministry in Social Change" program, a Master's Level post-graduate seminary program sponsored by the Action Training Coalition, to be placed at the League to work on the implementation of the publicity phase of the report. In early September, Al Christenson arrived to work in this area on a part-time basis.

One of the events in the Twin Cities which had proved successful in the past was the annual "Parade of Homes" which provided a model for promotional implementation of the publicity aspect of the Building Confidence in Older Neighborhoods report. This event which was put on by the Board of Realtors had proved successful in coordinating the efforts by different builders to have a simultaneous area-wide promotion of their new homes. In addition some areas in the Twin Cities had had success with coordinating separate neighborhood events such as garage sales to be held at one time rather than over several weekends. Their experience showed that more visitors and potential buyers could be cumulatively attracted to these sales, if held at one time in an area than if held at scattered locations and different times. Visitors, it seemed, were more interested in going to several rather than isolated neighborhood events. Consequently it was felt that in addition to the recommendations in the report these other experiences could provide background for the direction the neighborhood promotional effort would take.

MAJOR STEPS IN PLANNING AND EXECUTION

The first major task facing the Citizens League staff was that of discovering whether or not residents of the Twin Cities neighborhoods would agree to participate in neighborhood promotion, what forms that could take, the mechanics and logistics involved, etc. The whole idea of a major promotion of neighborhood life, housing, status and future depended on the approval of the residents and neighborhood associations. A meeting was arranged for September 29th at Augsburg College to which neighborhood association officers, public officials and interested citizens were invited.

Along with arranging this first meeting, the problem of who would be invited came up. Lists of neighborhood associations belonging to the Minneapolis Council of Community Councils, and the Association of St. Paul Communities were obtained. From these a list of approximately 100 persons were sent invitations to attend the first meeting. This list included persons who had attended the Spring Hill Conference in conjunction with the preparation of the "Building Confidence in Older Neighborhoods" report, as well as city hall and planning officials from both cities. Self-addressed post-cards were included in the mailing to these individuals, who were asked to return them indicating their intention of attending or not. In addition prior to the meeting phone calls were placed to individuals who had not returned their post cards.

In preparing an agenda for this first meeting, the Citizens League staff had a "think session" concerning the concept. Matters and questions considered included: What should this event be called? a "Parade"? a "Festival"? when should it be held? one day, a weekend, at intervals over the summer? starting in spring? how many neighborhoods should be involved? what was a neighborhood? what about competing neighborhood organizations? what would this event look like? what extent would the Metropolitan Transit Commission (MTC) be involved? would there be a designated route? what about signs, banners, publicity? Sunday supplements? who would pay for the cost of materials? what kinds of events could neighborhoods have? what would be the involvement of the realtors? of city government? of the Metropolitan Council? how would the Citizens League staff function? what load would each neighborhood carry? who should coordinate? what commitment was needed from the neighborhood organizations? what would be the goals, the concept of the Parade? From this discussion a "Tentative Concept for a Metropolitan Parade of Neighborhoods" was drawn up for presentation at the meeting.

On September 29th the first meeting was held at Augsburg College at which 37 people, including Citizens League staff, were present. The tentative proposal was considered and it was decided to revise the goals. Reaction to the concept of a "Parade" of Neighborhoods was generally favorable, but it was felt that a background paper and a revised concept should be prepared and presented at a second meeting.

A second meeting was held at Augsburg College on October 13th, to which the same list of about 100 people were invited. Phone calls were made to those who did not send back their post-cards. At this second meeting 23 people including staff were in attendance. The revised proposal was presented and agreement to go ahead with implementation was unanimously given. A "Background Paper", showing reasons for a Parade was accepted. A form for consideration by neighborhood associations, "Notice of Intent to Participate in 1975 Parade of Neighborhoods", was distributed. The name "Parade of Neighborhoods - 1975" was agreed to, as well as tentative agreement to a June 14-15 date for the event.

The next major task for the Citizens League staff was informing as many of the neighborhood associations in the Twin Cities as possible about the "go ahead" for the Parade. A list of those in attendance at the two meetings, as well as copies of the concept, background paper, and intent to participate form were mailed out.

Neighborhoods were asked to put the matter of participation in the Parade on the agendas of their next meeting. A deadline of November 30th was set up for participation in the Parade. Each neighborhood was asked to designate someone to be their planner and representative on the "Coordinating Committee for the Parade of Neighborhoods".

During the rest of October and November, lists of the various Twin City neighborhood associations were compiled. By the end of November over 95 organizations had been uncovered. Lists of neighborhood associations known to both city halls and planning departments, as well as those of the community councils were gleaned and checked. In some cases the officers listed had been replaced in elections, phone numbers and addresses were updated. A methodical series of phone calls were placed and placed over again to about 90% of these organizations. Mailings of the background paper and tentative concept as well as the form for participation and other information were sent and replies asked for. By mid-October about four neighborhoods agreed to participate and had sent in their forms designating their representative. By the end of December firm commitments to participate had been received from over twenty neighborhoods. Another forty neighborhoods had agreed to place the matter on their agendas of the next meetings. Follow-up calls were placed and more mailings sent out to replace those which had been lost or never received. Two progress reports were sent out, and a letter to all neighborhood representatives inviting their attendance at the first meeting of the Coordinating Committee for the Parade of Neighborhoods to be held December 8th at Augsburg College.

The first meeting of the Coordinating Committee was attended by representatives from over 17 neighborhood organizations. At that time it was reported that 28 neighborhoods had either sent their notices in or had verbally agreed to participate, 16 had agreed to take positive action but had not yet committed themselves, 21 had planned to put the Parade to their association and another 31 were undecided or had not been able to be reached. A Neighborhood Self-Analysis questionnaire, which had been prepared by Norma Olson from the Committee on Urban Environment, and Suggestion for Neighborhood Events were distributed to those present, and also by mail afterwards to all of the known neighborhood associations. A summary presentation suggested that each neighborhood should include in their plans: (1) a central contact point, (2) sprucing up the neighborhood to make it attractive for visitors, (3) informing all residents of intention to participate and seeking their help and advice, (4) getting the planning committee in each neighborhood going by January 1st, and (5) seeking to have, if possible, "open houses" which visitors could tour. Because of the need for a detailed look at items such as publicity, brochures, routes, etc. a sub-committee was formed to act as "steering committee" between meetings of the full coordinating committee.

The first meeting of the sub-committee was held at the Farmers and Mechanics Savings Bank on December 16th. Ken Meter from Common Ground Magazine came through with a proposal to help with the publicity for the Parade, by offering to run a special edition of his magazine. Dave Speer reported that he had begun contact with the newspapers with regard to a special Parade of Neighborhoods insert to the Sunday paper preceeding the Parade. The possibility of each neighborhood producing its own brochure was tendered, and copies of available brochures already printed by neighborhoods were to be sent out to each neighborhood. Jerry Allen was to prepare a format for neighborhoods and the committee to use in thinking through the steps needed to have a successful parade. A meeting was suggested for sometime in January, 1975.

After the holidays, contact with neighborhoods which had not decided on participation was continued. As new organizations were located mailings and follow-up phone calls were made in an attempt not to leave any neighborhood out. A meeting was held in mid-January with Citizens League staff and the presidents of the two city-wide Community Councils, at which the possibilities for a press announcement and the long-range future of the Parade and its successor were discussed.

At the second meeting of the sub-committee, held January 20th at the Farmers and Mechanics Savings Bank, Ken Meter presented a budgetary proposal for a special edition of the Common Ground magazine. The contacts with the MTC regarding possible bus service for the Parade days and with the newspapers in Minneapolis and St. Paul were discussed. No major effort had been yet undertaken, and these contacts remained in the preliminary stage. The matter of the date was brought up and it was felt that a final date should be agreed upon at the next meeting of the full committee in February. What the Parade was or would be was still unclear and its future uncertain.

During the month of February, mailings were sent to all participating neighborhoods, of which there were 35 represented by over 40 neighborhood associations, as well as to neighborhoods which had not yet agreed to participate. The mailings included Arts Resources in Minneapolis and a list of neighborhoods which had not yet been reached to participate. Special effort was made through phone calls and subsequent mailings to neighborhoods in Northeast Minneapolis, the far Eastside of St. Paul, and the North end of St. Paul and the area around Lake Nokomis in Minneapolis. Initial meetings at the Minneapolis Star & Tribune office and at the Dispatch-Pioneer Press office with editors and advertising chiefs were held.

A press release was sent out for use by the media on the morning of March 5th, after a press conference was held on March 4th at Luther Seminary. Irv Chorn, Todd Lefko, and Mary Ellen Grika gave statements about the purpose of the Parade, a description of what it would be, and fielded questions from the three representatives of the media who showed up for the conference. Subsequently a small article appeared in the Minneapolis Star announcing the Parade of Neighborhoods. It was hoped that the announcement of the Parade would attract residents in areas which had not yet committed themselves to participate to come forward and sign up. It was also hoped that the announcement would be an incentive for participating neighborhoods to move more quickly on their planning. Neighborhood representatives had shared some of the tentative plans which they had for participation at the February 9th meeting. A series of phone calls was made asking how they were coming along with their planning and who had been designated to be the "writer" for their article which would appear in the Common Ground magazine. Along with the press release an article on "The Parade of Neighborhoods: A Timely Idea" had been sent out.

The next meeting of the full Coordinating Committee was held at Luther Hall on the University of Minnesota Campus on March 23rd. Due to inclement weather, only two representatives from St. Paul could attend and about 14 from Minneapolis. At this meeting the LOGO for the Parade and its usage were described. Neighborhoods present shared some of the tentative and fixed plans which they had for participation. As of this date 41 neighborhoods had agreed to participate. Ken Meter reported that about 3/4 of the neighborhoods had designated a writer for their Common Ground articles. It was also reported that the Minneapolis papers had agreed to do some sort of publicity for the Parade. Funding was also assured for Common Ground by Jim Larson.

Before the next meeting contact was made with several Twin Cities area magazines, the State Tourism Bureau, and neighborhood newspapers informing them of the event to be held. University Community Video also agreed to do a TV promotion of the Parade over KTCA on the Wednesday evening before the Parade. Talks were held with the Star & Tribune who felt at this time that a mid-week supplement looked like the best bet. Contact was made with Barbara Flanagan requesting her production of a feature article on the Parade.

The next meeting of the Coordinating Committee was held at Augsburg College on April 6th. Discussion of what problems neighborhoods were encountering was held and an essay, "Help!" was distributed. At this time one of the small neighborhoods in St. Paul had indicated it had to drop out of participating. Ken Meter also reminded those present of the April 15th deadline for articles and was on hand after the meeting to help edit articles which were in the draft stage. Neighborhoods also shared plans which they had made for the Parade.

During April the Minneapolis Tribune and the St. Paul Pioneer Press agreed to do pre-Parade coverage in the form of using their regular "Home" and "Life & Leisure" sections on Sunday, June 8th. A series of phone calls were made to all participating neighborhoods whose articles had not yet reached the Common Ground Office prior to the deadline. Contact was made prior to the next meeting with Metropolitan Council for the production of a publicity map to be used by neighborhoods, the newspapers, and Common Ground.

The next meeting of the Coordinating Committee was held at Augsburg College on April 28th. Al Christenson reported that the final figure for participating neighborhoods would be 43 or 44. A deadline for participation was set for May 6th. Ken Meter reported that 41 neighborhoods had submitted articles for the Common Ground special edition. He said that it would go to the printers the second week of May and that it would be ready for distribution the first week in June. A check for \$2700 was presented to Ken for the cost of printing by Jim Larson, who had found 12 persons to sponsor the "Front money". It was reported that the Parade had been a feature article of the latest Citizens League News. It was announced that posters and flyers were being prepared for use by neighborhoods. Neil Gustafson described the nature of two bus tours which would be held four times each day during the Parade of the "City As It Really Is". Rather than using regularly scheduled MTC routes, it was proposed that the Citizens League sponsor these charter tours of the city. This was agreed. "Draft" forms for use by the neighborhoods in tallying visitors and evaluating the Parade were discussed and neighborhoods again shared plans for participation.

A series of one-minute and 30-second promotional spots was prepared and sent to the radio stations. Continued contact with Metropolitan Council on the map was made and a finalized form was prepared by the St. Paul Planning Department. A letter was sent to all the churches in the metropolitan area asking that the "Parade" be promoted in their newsletter and bulletins prior to the date. Articles were written for the Minneapolis Board of Realtors and Skyway News. Contact about promotion was made with both Chambers of Commerce and the Minneapolis Downtown Council. The first draft of a list of neighborhood activities was prepared and sent to the media. Order forms for Common Ground and for the charter bus tours were prepared and sent out to all neighborhoods. The number of participating neighborhoods was finalized at 43. Contact was made with Minneapolis Planning for the production of Parade of Neighborhoods Directional Signs.

A meeting of the Coordinating Committee was held at Augsburg College on May 20th. Posters (17" x 22") were distributed to those present, as well as more 8½" x 11" promotional flyers. Evaluation forms and visitor registration forms, as well as order forms for bus tours were also handed out. The draft list of neighborhood events was looked at and corrections were made. Ken Meter reported that the special section was being sent to the printers the following day, and reminded representatives to let him know where he was to drop off copies for distribution.

On May 21st, Barbara Flanagan toured three Minneapolis neighborhoods in conjunction with her feature article which would appear in the Star the week of the Parade. An interview with Al Christenson was given by a reporter for the Minnesota Daily and consequently an article appeared in the June 2 issue. The directional signs were received from the Minneapolis Planning Department. Four 36" x 48" posters of the Parade map and accompanying flyers describing events to be held on Parade days in the various neighborhoods were placed in the two downtowns. Large size posters were also put up by the two Downtown Councils announcing the Parade. One of the Minneapolis neighborhoods decided at the last minute to withdraw from participating, but its place was filled by a last minute addition from St. Paul. This happened too late to change the map which was used in promotion but the newspapers were made aware of it and consequently made the changes needed. On Sunday June 8th the Minneapolis Tribune's Home section devoted a full page with a map plus half another column to promoting the Parade. Included were a list of all the neighborhood events. The Pioneer Press had a full color photo plus two black and white and an interview with Todd Lefko and devoted a page and a half of their "Life and Leisure" section to describing events happening in the St. Paul neighborhoods. On Thursday of the week before an article on the Ramsey Hill District's Walking Tour had appeared in a 3/4 page feature article spread by Barbara Flanagan.

More of the large size posters were distributed in several of each of the downtown's larger churches, as well as to some outlying churches. A representative number of Red Owl stores in the suburbs were contacted and posters placed there. Posters were also placed in the mayor's offices of both cities.

The final meeting of the coordinating committee before the Parade was held on June 9th at Augsburg College. Ken Meter reported that each neighborhood had received about 100 copies of Common Ground and that distribution has been completed by the weekend. Publicity about the Parade was discussed including articles which had appeared in neighborhood newspapers. The MTC had placed ads in the Downtowner and Skyway News for the bus tours and would have signs made to be put up in the buses themselves. Each neighborhood was asked to make sure visitors would know of late changes to events being held in conjunction with the Parade. The directional signs were distributed.

On June 10th WCCO's Boone and Erickson Show had Mary Ann Rolland and Rev. Glen Hanggi as guests describing the Parade. During the week WCCO also presented several of the one-minutes and 30-second spots. On June 11th, Channel 2's Changing Channels program featured a 15 minutes magazine-type show on four Minneapolis neighborhoods. During the week directional signs which had been picked up were distributed to neighborhoods. Barbara Flanagan's feature on the three Minneapolis neighborhoods appeared on Thursday. An interview with Al Christenson was taped for presentation on the 15 over KRSI and KFMX's "The Forum" program. A press release had been sent out to all the media the week before with a list of neighborhood events, and contact was made with four Twin Cities TV stations for coverage of the Parade on their Saturday and Sunday newscasts.

A list of volunteers to act as narrators on the bus tours had been obtained in late May and a briefing had been given them the first week of June. Maps of the routes for the bus tours and last minute instructions were sent to them. A last minute reminder to all the neighborhoods participating was mailed. The Twin Cities was ready to have its first annual PARADE OF NEIGHBORHOODS!!! - weather permitting!?!?

AN ACCOUNT OF THE PARADE 14-15

The primary impression received from the Parade was the weather. Rain fell all day Saturday from about 11:00 a.m. on and on Sunday from noon to 3:00 p.m. This meant that there were only four hours of "good weather" during the times which the contact points were open. As a result nearly all the neighborhoods encountered a very light turn-out for their events which were held out of doors. Some neighborhood events had to be cancelled due to the weather. In some cases the weather kept visitors to a minimum for events held indoors. Number of visitors at each neighborhood ranged from 10 each day to about 700 for both days. In some neighborhoods only the residents showed up for the events; in other the ratio of visitors ranged from about 1/5 to 1/2 of the people who showed up at the contact points, from outside of the neighborhood. Attendance from the suburban areas was scattered. Many of the visitors who came were looking for homes for sale or to walk through. One visitor from Texas stopped at the airport, saw the signs and rented a car and toured many of the neighborhoods.

Nearly all the scheduled events and activities took place - there were many excellent slide shows, photo collages, and health fair, arts and crafts fairs, other shows and displays, simpling and sale of various foods, tours of houses and landmark buildings, and suggested and/or guided tours of neighborhoods. The bus tours in two of the neighborhoods, the trolley in one, and nature walks in two drew an appreciable number of visitors. (See appendix for complete list of Parade events.)

The chartered bus tours were a good success, with extra buses added at the last minute to accomodate persons who did not have a chance to reserve a seat. A total of about 480 people went on the tours in Minneapolis and St. Paul. Comments on the tours were very favorable with many riders suggesting that these tours be held more times.

The mayors of both cities visited several of the neighborhoods in their own cities, and many of the aldermen and councilmen did also. In some cases legislators as well were on hand to greet the residents of the neighborhoods.

KMSP-TV and KSTP-TV covered selected neighborhoods on their Saturday evening news, and photos appeared in the Minneapolis papers relating to the Parade. The interview with Al Christenson was broadcast on Sunday morning, in time for some visitors to still see what life in the city was all about.

METHODOLOGY USED IN CONTACTING & GETTING COMMITMENTS

NEIGHBORHOODS

The first step in contacting neighborhoods was and is to define what a neighborhood is. One method is to use the area designations drawn up by both city planning departments. These neighborhood and community designations are determined by natural barriers such as rivers, bodies of water, gorges, ravines, and parks; and by artificial barriers such as railroad tracks, business districts, and interstate, state, and expressway highways; and by natural expansion from downtowns and other commercial areas, such as subdivisions, school districts, and real estate developments. A community by this method consists of two or more neighborhoods, is populated by from 10,000 - 75,000 persons, and includes areas not specifically included in each neighborhood. A neighborhood varies in size from a couple thousand to about ten thousand persons. By this manner of determinations, e. g. - Minneapolis consists of ten communities containing 64 neighborhoods, according to the 1974 planning department map of Minneapolis neighborhoods.

Another method of determining what a neighborhood is and what are the neighborhoods doing to use the designations drawn up by residents themselves. In this case there are some overlap between neighborhoods, e. g. - in Fuller and Field-Regina neighborhoods. And often the planning department's designation of a neighborhood is subdivided into several smaller neighborhoods, e. g. - Lowry Hill subdivided into Lowry Hill, Lowry Hill East, etc.

A third method is to designate as a neighborhood those areas represented by neighborhood associations. With this method as in the second planning department designations are not always followed. In St. Paul, for example, the Highland-Groveland-Macalester Neighborhood Associations. For example, Ramsey Hill and Summit Hill and Portland Avenue Association include areas which are part of each other. Sometimes a whole community, such as Camden, is under one basic organization. Umbrella associations contain usually several associations, as SEMPACC or Merriam Park. And in some cases no association represents an area of either city. The staff considered all three methods in its approach.

The second primary step was to begin to contact these neighborhood associations. In doing this, the considerations were that they were not a businessmen's association, a commercial club, or other single interest group, nor that they were organizations imposed through governmental structuring. After initially contacting as many of the neighborhood associations as were known, other groups which came to staff attention were also contacted. For our purposes, only those neighborhood organizations designed to be neighborhood-wide and set-up for consideration of zoning, rehabilitation, marketing of neighborhoods, and preservation of neighborhoods, and including membership among all residents of neighborhoods, grassroots and not governmental, were contacted. PTA's, Boy Scout groups, Church groups, and the like were not contacted. In some cases there was not a neighborhood association or a defunct and inactive one. Umbrella groups such as OBSP, SMC, NECO, and Council of Community Councils and Association of St. Paul Communities were contacted and asked to notify their member organizations and associations of the upcoming Parade of Neighborhoods.

As part of this step it was necessary to know what the associations were in the Twin Cities. The initial lists on hand were from the Council of Community Councils, the Association of St. Paul Communities, and from the two planning departments. To these

eventually were added associations and organizations which were located in information sheets from organizations such as Community Housing Corporation, newsletters, and in newspapers. Through contact with known associations additional associations were learned of, and in some cases representatives from groups which were not known about showed up at Parade of Neighborhoods meetings or wrote or phoned in to the staff asking to be informed about the Parade. As it was not much help was obtained from the initialed umbrella groups and some groups were not known about until the time of the Parade and after.

A second part of this step was to set up a methodology of cross-reference and procedure for contact. From the initial lists obtained duplications of listing were removed and a list of associations with names of officers and others involved, their addresses and phone numbers were typed up. Invitations to these individuals were mailed out to attend meetings or to reply to invitations to participate or to put the matter of the Parade on the agendas of their neighborhood association meetings. Generally one person from each neighborhood was the primary receiver of mailings and phone calls. Much of the data from these initial lists was incomplete or out-dated. Phone numbers were missing, ZIP codes missing, officers had been replaced, and persons listed were no longer involved with the association. Corrections were made to the list typed up by staff and checked out with members of the association. To this list were added organizations and persons as knowledge of them came to our attention. The lists were typed alphabetically and by city. This list remained the primary mailing list until after January 1st.

A second list was typed up after the second meeting in October and the "go ahead" was given to the Parade by the neighborhoods present. This list consisted of the name of the organization, one or two people with whom we had been in contact from the organization, their addresses and phone numbers, and what action had been taken with regards to participation in the Parade, whether or not the matter was to be on the agenda, if agreement to participate had been received, if a "no" had been received and whether the association was active or not. From this list separate hand-written sheets were made up. On these neighborhoods were designated under headings such as, "Willing to Participate - Notice of Intent Received", "Willing to Participate - No Notice Received", "Positive Action to Participate Indicated", "Matter of Parade to be Put on Agenda", and "Undecided, Defunct, and Inactive, or Not Willing to Participate Indicated". As status of neighborhoods changed this was designated by putting them under a different heading and noting this on the typewritten list. Repeated phone contacts were made systematically with neighborhoods which had not given firm commitment to participate in the Parade. In many cases names of persons to contact changed and new mailings of materials were sent out and follow-up phone contacts were made. This list was the basic working list until the spring, and was retyped after new organizations and changes cluttered this up.

Each neighborhood which was willing to participate was asked to send in the "Notice of Intent to Participate" form which had the name of the designated representative to the Coordinating Committee, name of the association and neighborhood, and boundaries. These were collected and kept separate from the other lists. In some cases associations sent maps in showing their boundaries.

In mid-November a list was typed of all persons who had attended meetings with regard to neighborhoods in conjunction with the Parade, the Spring Hill Conference, and other meetings; also on this list were public officials from city halls, planning departments, and the University of Minnesota; persons working for community organizations such as CUE, CDC, etc; and persons located on the lists of various neighborhood

organizations. Where not duplicated mailings were sent to these individuals in the form of "Progress Reports" and updates.

A third step was to make a list of participating neighborhoods. In March a list was typed up with the name of the neighborhood and association(s) representing it, the president or chairperson, with address and phone number(s), the contact person, who was the representative to the Coordinating Committee, with address and phone number(s), the boundaries, and a space for Plans. Most of this information was taken from the forms for participation which had been sent in. It was arranged by order of participation and by city. As Common Ground had begun to ask for names of writers of articles, these were placed in the space for plans. Phone contact was made with all associations to determine who their writers would be.

In April a second draft of this basic list, "Media Data Sheet for 'Parade of Neighborhoods - 1975' Participating Neighborhoods", was typed up to include the same information, with the designation "Plans" deleted and CONTACT POINT inserted. Also added were the names, addresses and phone numbers of the writers, and of other persons which the media could contact in the neighborhood. These were obtained from the initial lists used in the fall as well as from those who attended Parade meetings. This was typed and printed and mailed out on April 2nd, a revised list appeared April 15 with 44 neighborhoods and a map of both cities showing their locations. This revised edition was sent not only to the media (and upgraded a number of times) but also to all participating neighborhoods.

The final listing which was drawn up was a list of neighborhood events which went through about 10 revisions and updates. This initially was typed up in early May and again sent to the media and participating neighborhoods. It was set up by neighborhoods with the neighborhood events listed along side of each neighborhood. This finalized list was duplicated and copies given to each neighborhood and placed for hand-outs at the four poster displays in the downtowns.

Beginning with the second meeting in October mailings of minutes and memos were sent out primarily to those neighborhoods which participated but also to others to the extent of about 200 persons. The minutes were done by Al Christenson and contained a list of those who had attended. It was hoped that persons inquiring about the status of the Parade and procedures would be able to contact anyone who had attended. Until after the first of the year mailings were sent to at least one person in every organization we knew of. From then on mailings were sent selectively to neighborhood residents, and officers in areas where we had not gotten a commitment to participate. After the May 6th deadline for participation, only those contact persons in participating neighborhoods plus a few others who wanted to be kept informed, and, sometimes, substitutes were sent mailings.

In some cases one of the staff members went to neighborhood meetings or met with representatives from the neighborhoods at their community centers or homes to explain what the Parade of Neighborhoods was and to try to get a commitment. Some of the neighborhood representatives also visited with neighboring areas to inform them of the Parade and relay materials about the Parade.

Primarily the method was to determine what the neighborhood (associations) were, draw up lists for reference, and to continue repeatedly to contact them by mail and phone.

MEDIA

In contacting the media with regard to promotion and publicity for the Parade, the strongest concern was for timing and approach. The staff and neighborhood representatives who met in the fall felt that the Parade of Neighborhoods was a salable item to the media, but would the media buy the concept and do something to promote it? A fairly workable model of what the Parade was became necessary and firm commitments from neighborhoods to participate were needed prior to initially contacting the media. It was felt that advisory help in procedure with this first step and follow-up would be necessary. Consequently, the assistance of David Speer, from Padilla & Speer, a public relations firm, was sought and obtained on a voluntary basis.

The form of publicity sought was unclear at the start. During initial meetings of neighborhood representatives and staff in the fall, it was felt that a special section, Sunday supplement modeled after the Parade of Homes supplement would fit the picture. The question of costs came up. It was felt that there were enough big advertisers in the Sunday papers who had a vested interest in seeing the vitality of the neighborhoods maintained and increased who would be glad to sponsor such a supplement. In addition it was felt that the two boards of realtors might want to pick up the cost of this section, although this was discounted since the primary goals of the Parade were not marketing in nature but educational and informative.

The initial contacts with the Star & Tribune took place early in December, with the head of advertising, contacted by David Speer. He indicated that three types of supplements were available: one modeled after the "Auto Show" section, which did not allow for much editorial comment; one modeled after the "Parade of Homes", which was better; and one after the "Progress Edition", which allowed the greatest flexibility in coverage of the neighborhoods. Cost seemed to be the biggest factor, and a proposal by Dick Reed, from Old Town Restorations in St. Paul, for a section similar to the "Metroland" supplement the previous spring was felt to be the most ideal as it allowed total outside control over contents, but was not considered due to its cost. There did not seem to be many "front money" or "seed money" resources available, to sponsor such a section with no advertising included. Contact with WCCO was considered, since they called themselves the "good neighbor" station. For the time Dave was asked to proceed as he saw fit.

Ken Meter, who had attended the first meeting of the Coordinating Committee in early December was on hand at the Sub-committee meeting December 16th. He presented a proposal to the group for a special insert to the summer issue of Common Ground magazine. The Sub-committee and staff considered his proposal a feasible one, and timely, as the articles on each neighborhood could possibly be used by the newspapers for the supplement as background in exchange for some publicity for the magazine. His proposal also seemed to fit the bill as a city-wide publicity brochure for neighborhoods in both cities, and could be used as the common-tie in for reaching not only residents but also visitors on the days of the Parade.

The effort to contact and get a commitment for publicity from the media took four directions from that point on: 1) the metropolitan major newspapers; 2) the radio and TV stations, particularly WCCO radio; 3) the neighborhood newspapers and "weeklies" and 4) Common Ground Magazine.

To assist the media in understanding what the Parade was, a press conference was held on March 4th, and press releases handed out and mailed prior to that date to all of the media. At this conference, Irv Chorn, Todd Jeffrey Lefko and Mary Ellen Grika related the background, concept, goals, and progress of the Parade.

The next major effort in aiding the media was the printing and distribution in early April of a "Media Data Sheet" which contained the names and addresses of participating neighborhoods, etc. A revised edition of this was sent out after mid-April and supplements on a continuing basis.

The last major step in aiding the media was the distribution of a list of neighborhood events, including a re-issued update of the March press release, and copies of the promotional flyer prepared with the help of the Metropolitan Council and the St. Paul Planning Department. This was followed up by corrections and supplements, after the initial mailing in mid-May.

With regard to the promotion by radio-TV, a series of one-minute and 30-second spots were prepared by the staff and sent to David Speer who revised them and sent them to the radio stations in mid-May. At the March press conference, an official from WCCO-FM and from KSJN-FM were on hand. During April Dave Speer was in contact with WCCO radio and obtained a commitment from them to do "something" to promote the Parade prior to its occurrence. At the end of March the staff met with Jim Mulligan, from University Community Video, who offered to use his class of students to do a magazine-type show which would include features on neighborhoods participating in the Parade. A suggested list of neighborhoods was sent to him.

Follow-up phone calls were made by Dave with WCCO radio near the end of May with assurances that something would be done for the Parade. It was felt essential that the media and in particular the radio-TV stations be aware of the significance of the Parade as a first-time, unique occurrence in the Twin Cities and in the nation. The effort of neighborhood associations working together on a major project needed to be publicized and these stations were encouraged to be part of this.

The last week of May contact was again made with regard to putting someone from the neighborhoods on the "Boone and Erickson Show" over WCCO. On Tuesday, June 10th, Rev. Glen Hanggi, from the Phalen neighborhood in St. Paul, and Mary Ann Rolland, from SEMPACC in Minneapolis, appeared on this program. On Wednesday of the same week, Al Christenson was interviewed for "The Forum" program which was broadcast on June 15th over KRSI and KFMX. A final list of neighborhood events and a copy of the press release was sent to each of the TV stations during the week of the Parade, and phone contact was made requesting their coverage, which KMSP and KSTP did make for the Saturday evening news. During the week of the Parade, spot announcements about the Parade of Neighborhoods appeared on WCCO radio.

In regard to the neighborhood newspapers and the weeklies, a list of such papers was obtained from the CL files, and from scanning the Yellow Pages, and from city halls. Copies of the Press Release were sent out in March and each neighborhood representative was asked to be in contact with the neighborhood newspaper in their area. Copies of the Parade of Neighborhoods LOGO and of the promotional flyer and the list of neighborhood events were sent to them along with mailings to the major newspapers.

In April contact was made with Skyway News and the New Homes magazine asking for their assistance in promoting the Parade. In May articles were written with emphasis on their readership and sent to them for their use. The Downtowner magazine was also contacted and as with these others sent a copy of press releases, etc. In mid-May an article about the Parade appeared in Eddie Schwarz's column in the Skyway News. The MTC also placed promotional ads for the "City As It Really Is" charter bus tours the first week of June in the two downtown magazines.

Magazines and information guides such as MPLS., 494 News, Where Magazine, and the calendars put out by the Chambers of Commerce and the State were also notified by mid-April and sooner of the Parade and press releases were sent to them by mid-May.

Notices of the Parade began to appear in neighborhood newspapers after the first of the year, with volunteer help sought from residents for planning and getting ready for participation accompanying articles. Issues coming out in time for the Parade usually had fairly large articles describing what the Parade was and what events would be happening in each neighborhood.

At the February 9th meeting of the full Coordinating Committee, the proposal by Common Ground to run a special edition with a Parade of Neighborhoods insert of articles by writers on each neighborhood was approved. A deadline of March 15th for designating a writer and of April 15th for completion of articles was made.

The staff and the Common Ground people together made mailings to participating neighborhoods and follow-up phone calls determining the status of who was to be the writer and later on the progress being made on the articles, as well as assisting in questions concerning the composition of these articles. A special effort at phoning was made prior to the April 15th deadline and for a few days afterwards in an effort to get articles from all the participating neighborhoods. As it was 41 of the 43 participating neighborhoods had articles made up within a few days after the deadline. At the following April 28th meeting of the Coordinating Committee, as was the case at the April 6th meeting, the staff from Common Ground was available to assist with proofing the articles.

In conjunction with the insert a map had to be prepared, and with the assistance of Metropolitan Council and St. Paul Planning the Citizens League staff was able to give Common Ground a map of participating neighborhoods in time for their May 10th deadline to go to the printers. The neighborhood articles varied in length and format. Some included pictures, or neighborhood logos, uniform appearing maps were prepared by Community Design Center to show boundaries and locations of contact and other points of interest in each neighborhood. Descriptions in the articles varied from simple neighborhood histories and geographical and sociological accounts to descriptions of what neighborhood events would take place on Parade of Neighborhood days.

The distribution of these issues was to take place the first week of June, so a location in each neighborhood for dropping off the issues was asked for by May 26th. In cases where no drop-off point was sent in, the issues would be given to the writer or the neighborhood's representative to the Coordinating Committee. The issues were received from the printer on June 5th and distribution took place on Thursday and Friday of that week. Each neighborhood was consigned about 100 copies, with some neighborhoods who had indicated otherwise receiving more or less.

With a Twin Cities area-wide circulation of 3200, the Citizens League News featured articles about the Parade and bus tours in three issues prior to the date of the Parade, beginning with the April 19th issue. This publicity was held to be essential as it reached more of the citizens and residents in a wider area than previous efforts had.

In meetings with the Minneapolis Star and Tribune in late January a commitment to do a special section on the Parade was made. At this time it was not known whether a Sunday section or a mid-week supplement would work out best. The advertising departments of the newspapers wanted some time to determine the extent to which they might obtain support for sponsoring such a section. A meeting was held in February with the Pioneer Press-Dispatch and at this time a tentative agreement to pursue the feasibility of a special section by the St. Paul papers was gotten. This remained the status with the papers until after the news conference on March 4th.

The press conference announcement was sent to all media and to each neighborhood requesting participation by representatives from both. The Minneapolis Tribune sent a staff reporter to cover the conference. On the Thursday after the Minneapolis Star carried an announcement of the Parade, inviting neighborhoods which had not been reached to join in.

Dave Speer continued to keep in contact with the editors of both cities' papers. In the later part of April, a decision was made by the Tribune and the Pioneer Press to include promotion of the Parade along with their "Home" and "Life and Leisure" Sunday sections respectively. Contact was made with Barbara Flanagan to have her do a feature article on neighborhoods participating in the Parade. Mailings were sent to feature columnists with all the papers, and to the editors which included copies of the press release of March 4th, and drafts of the promotional map and flyer which was in preparation.

In mid-May Charlie McFadden from the "Home" section and Ann Baker from the "Life and Leisure" section were assigned to do feature articles for the Parade. Up until the first week of June updates on neighborhood activities, and on the finalized number of neighborhood participating were sent to them including the last minute withdrawal of one and addition of another. On May 21st Barbara Flanagan made her tour of three Minneapolis neighborhoods for her feature article. Toward the end of May an interview with Al Christenson was given and an article on the Parade appeared in the Minnesota Daily on June 2nd. On June 8th the feature articles in the Sunday papers appeared, which included information on the charter bus tours and events happening in the neighborhoods and explained what the Parade was all about. Barbara Flanagan's feature on three Minneapolis neighborhoods appeared during the week of the Parade in the Minneapolis Star. Pictures taken by her staff photographer also appeared following the day of her feature in the Star, to encourage visitors to come to the Parade.

In essence the methodology used to contact the media was one of timing approach and reaching the appropriate persons to do articles, and features, and to be ready to make use of proposals offered by the media themselves.

VOLUNTARY ORGANIZATIONS AND VOLUNTEERS

Since the production, planning, and execution of a concept such as the Parade of Neighborhoods was dependent for its support on the neighborhood associations and representatives for policy-making, and since the amount of funds available to the Citizens

League through the grant from the Minneapolis Foundation was limited, the success of the Parade was dependent to a large extent upon the assistance and support from both volunteers and voluntary organizations. The Citizens League itself had not seen itself as an implementer of its own reports in the past, so that this venture was a new one for the League.

In first proposing the idea of a Parade in the fall, the Citizens League staff had consulted with several individuals, including Rev. Glen Hanggi, Rev. Bryan Peterson, Todd Lefko, Norma Olson, Erv Chorn, and others in an attempt to discover the advisability and feasibility of proceeding with this venture. When affirmative action had been indicated by them, then the tentative concept was drawn up and presented to the individuals assembled for the September 29th meeting at Augsburg College.

To assist the neighborhoods in making a self-study of themselves, Norma Olson and the Committee on Urban Environment was turned to for preparation of a self-study questionnaire which was distributed to neighborhoods. Along the same lines Jerry Allen of "Criteria" was asked to put together a concept of the Parade and what steps neighborhoods should take in deciding what their participation should take, and how the staff should go about publicizing the event.

Since publicity was to be one of the major areas of concern, the staff looked to Dave Speer of Padilla and Speer, who had been a major force in promotion of the Minnesota State Fair and other events in the Twin Cities, for advice and counsel on steps to take in contacting the media, what materials needed to be prepared for each step, and for his assistance for initial and follow-up contacts with the major newspapers and the radio and TV stations. His advice was sought on the design of the promotional flyer, and on the revision of promotional spots for radio.

A common identifying system was needed as a LOGO for use by all participating neighborhoods, and Carmichael-Lynch was asked to design and prepare a "stet" which could be used for posters, flyers, and signs. The Parade of Neighborhoods LOGO was prepared by them and ready for use in February.

Meeting places for the initial presentation to neighborhood representatives and subsequent meetings of the Coordinating Committee were sought. Augsburg College provided three of its rooms - the Century, Sivertsen and Knutson rooms - at cost for most of the major meetings. A scheduling difficulty arose for the March 23rd meeting, so Luther Hall on the University of Minnesota campus was obtained at cost. The meetings of the sub-committee were held in one of the cafeteria rooms of the Farmers and Mechanics Bank next door to the Citizens League offices in the Syndicate Building. The March 4th News Conference was held at Stub Hall on Luther Seminary campus. Augsburg College was chosen for most of the meetings due to its central location in the area of both cities. In general sites were chosen which could provide tables and seating for 25-40 people, with arrangements for refreshments available.

For two phases of publicity, the assistance was volunteered by Common Ground magazine and Jim Mulligan of University Community Video. The former was of essential help to the staff in maintaining contact with neighborhood representatives, and writers, for collecting information about the neighborhood and its planned events.

The two downtown councils helped immensely in placing of posters in the downtowns and for running advertising about the Parade. The Skyway system in St. Paul and two financial institutions in Minneapolis - Minnesota Federal Savings and Loan and First National Bank - gave permission for space to be used in putting up large poster displays in the downtown locations and providing tripods and tables.

The Minnesota Church Center provided a mailing list of area churches for a flyer sent to them the end of May on the Parade.

To coordinate a continued leadership of the coordinating committee, Jim Weaver of General Mills, volunteered his time to act as chairman. He had worked on the Building Confidence in Older Neighborhood report and was involved with promoting neighborhoods. Ray Harris and Jim Larson also assisted in his absence in chairing meetings.

It was from the neighborhood representatives that most of our volunteers came, especially in contacting other neighborhoods, in contacting the media, and in promoting the Parade. In this conjunction, Diane Snow Elwood helped in going to neighborhood meetings to sell the idea of a Parade, and Rev. Glen Hanggi and Mary Ann Rolland appeared on the "Boone and Erickson" show to promote the Parade to the public.

Basically as problems arose in the areas of financing, materials, and steps to take, phone calls or letters were made and sent to individuals with some knowledge and depth in the area. An attempt was made to seek voluntary assistance from others before using time and money and materials of the staff.

GOVERNMENT AND GOVERNMENTAL AGENCIES

One of the primary considerations in dealing with the governmental agencies was that the idea of the Parade of Neighborhoods should be one which originated and is organized and carried out by the residents of the neighborhoods rather than as a function of promotion of the city by the city governments or Metropolitan Council. Another primary consideration was that the consent of the city halls and their assistance in planning and location of materials and volunteers would be essential.

Public officials from city hall and the planning department of each city were invited to attend the organizational meetings in the fall. Aides to the mayors of both cities, as well as planning department employees were on hand at the two fall meetings. These people were kept on the mailing lists and materials on the progress of the Parade were sent to them during the year of preparation.

At the very start of contacting neighborhood associations lists were obtained from both city halls, both Housing and Redevelopment Authorities and both planning departments. As new associations were located these were given to city halls to be included on their lists. A list of neighborhood newspapers was obtained from city hall, and also in Minneapolis, a guide to Arts Resources in Minneapolis, and from COMPAS in St. Paul, a list of neighborhood arts and crafts centers and programs. From the State Highway Department maps of the Twin Cities for use by staff and at committee meetings were obtained gratis. City-wide brochures and other background information was also obtained from both mayoral offices.

For the designing and production of a master map of participating Twin Cities neighborhoods the help of the Metropolitan Council was obtained. Several draft versions of this map and flyer were produced by Metro Council draftsmen at the end of April and beginning of May. The final version included some work by the St. Paul Planning Department. Costs of making this master up were borne by the governmental agencies. Minneapolis Planning Department was asked and agreed to produce about 1000 directional signs using the Parade of Neighborhoods LOGO at the end of May.

The permission from the Park Boards in both cities for using park facilities in each neighborhood by the associations to hold their events on the days of the Parade was given in April. In addition permits for blocking off streets were also obtained by neighborhood residents from their aldermen and councilmen.

Posters were placed in each city hall, and promotion to the Parade was given by both mayors after March 4th in speeches before groups like the realtors. On the days of the Parade both mayors visited several neighborhoods in their own city to help in continuing the promotion of the city as a good place to live.

EVALUATION OF THE PARADE BY NEIGHBORHOOD REPRESENTATIVES

On June 16th an evaluation-supper meeting was held at the Viking Village Smorgasbord in St. Paul. Representatives from participating neighborhoods who were present were asked to comment on their neighborhood's participation. The paraphrased comments received were as follows by neighborhood:

Highland-Groveland-Macalester: Their neighborhood association is fairly new, so planning and carrying out of their event was a first time experience for many of their members. They planned a route through the area for visitors to take, and this was worth it. Although numbers of visitors were low - 10 one day, 10 the next - they got a lot out of it. "Getting people to work together was worth it".

Central-Bryant: The number of visitors was low. The objectives were not met, but the people who came had a great time. There had been no neighborhood association, and none started as a result of the Parade, but this was the first time effort at this. "We were not totally satisfied, although a great deal was learned - the weather was a big factor".

Stevens Square: Only about a handful of people showed up, including the mayor. Some people toured the model rehabilitated apartments and listened to blue-grass.

Diamond Lake: "A success for Diamond Lake". The neighborhood association started up in February as a result of wanting to be part of the Parade, and since it has grown, it has been good for the neighborhood. About 290 persons took the bus tours; 104 went on the nature walk; 183 saw the slide show - a total of about 650 people checked into the Contact Point during the two days.

Field-Regina: Since the Contact Point was outdoors at McRae Park, "the rain did us in". Some of the neighborhood activities took place, but the timing of the Parade was not good as school was out and Sunday was Father's Day.

Desnoyer Park: Since the neighborhood association is an old, established one, the weather was taken in stride. The Art Festival on Saturday was successful, as was the Pioneer Stew inside on Sunday. "The Parade was good for us to get to know each other. A good impetus for the neighborhood. We had many people who came back on Sunday after touring our area on Saturday".

Phillips: The tours were fairly successful, although the second annual Health Fair drew more the year before. There was a large crowd at the Swedish Institute. The neighborhood walk from the church drew about 25 people in the rain, and over 40 people attended the "tot lots" dedication at Peavey Park. "Flyers had been sent to every home in the neighborhood, but the rain seemed to have kept everybody at home".

Prospect Park: "Several hundred people wandered through". About 100 copies of the neighborhood brochure were sold.

University District: The double-decker bus from Pracna-on-Main was a big drawing card and was filled almost every trip every half-hour. There was a problem in the Presbyterian Church having its ice cream social as it was on a more advantageous corner than the Contact Point on the next block - still about 200 people signed the guest register with about 1/4 from out of the area. "The publicity in the media was poor". Visitors had good comments about the neighborhood and the volunteers had a positive spirit, although they felt competition from other neighborhoods. "The

workers wanted to go to see the other neighborhoods; staggering events might have helped." The timing for the Parade was poor, but a two day length was ok. One of the high points was the last bus tour which the Senior Citizens had been specially invited to, as this "seemed to spread the word". The posters were good, but indistinct; and each of the homes on our tour "had signs in front".

Como: Having no committee organizing participation was a problem, although there were two different "open houses" which attracted a few people, but only about 45 people showed up at the Contact Point at Van Cleve Park.

Seward: "Saturday was a bummer; Sunday a total success". There were 25 people vs. 300+ people, because of the annual "County Fair". Of the visitors about 130 were from out of the neighborhood, and residents along Milwaukee Avenue said there was a "whole lot of people driving slowly by". "One day would have been enough". Each neighborhood it was felt should have a drawing card. The signs were not good - they couldn't be read - the Logo was indistinguishable". One of the side benefits was the finally-putting-together of the neighborhood brochure which had been delayed for three years.

Phalen: Since the Senior Citizens had invited their families and friends to come to the high rise which was the Contract Point, Saturday was a good day. "People were interested". State and local government officials were on hand and "the community room was packed". Sunday was much slower, although there were many people on hand for the VFW's flag dedication. Many people were interested in touring the high rise, and the Payne Avenue businessmen reported an increase in business. One problem was knowing what the Parade was, as many people stopped and asked, "When is the Parade?" The appearance of the Winter Carnival Royalty drew many, and visitors came from Red Wing and Hastings. "The charter bus tour of St. Paul was the talk of the day".

Southwest Corner: Three events were held. Over 100 people showed up at the Library and fifty kids took part in the Bike Rally, with a 9 year old girl winning the bike raffle at the picnic on Saturday. About 100-125 came to the picnic, but Sunday not too many showed up. Most of the visitors were from the neighborhood. One day would have been enough, "yet, it was a pretty good success".

Lynnhurst: Because part of their event was a canoe and inner-tube trip on Minnehaha Creek, they used 12 canoes and 13 inner-tubes. Twenty people showed displays at the Arts & Crafts fair, but there was poor attendance at that on Sunday. "The rain did not help". The dog obedience and karate demonstration shows were "fantastic". About 200 persons signed the guest register, about 1/3 of those who came, and some were from Iowa, Duluth, Northfield, and Worthington. "Overall we had a blast - there should definitely be two days".

Longfellow: "A light turnout - only about 46 people". Felt there were three reasons for the paucity of visitors - weather, the location of the Contact Point, and the hours. "Should have started at 10:00 a.m. on Sunday". The volunteers were fairly pleased with the turn-out; they had distributed 1,000 flyers in the neighborhood before the Parade, "but the rain countered that".

Linden Hills: The signs used for the Parade held up because a 1" backing was used. The Minneapolis charter buses stopped here, so besides the riders, there were about 600-700 people at the events. About 60 kids showed up at the Magic Show;

20 people took in the tennis lessons; and 60 people visited the 6 open houses. There was music at the Lake Harriet bandstand; "Doc" Evans in concert on Sunday; and exhibits by the park board, the library, and 3 community schools at the Contact Point. The slide show "was very well received, and many people took the trolley rides. The only problem was the permit situation for short term vending for which a misunderstanding arose between the association and the city.

Payne-Minnehaha: "Too much work for too few people". Some cancellation of events occurred, but the mayor showed up as promised. The annual Spring Festival was held at the same time, and "we had a good time except for the weather".

Lowry Hill East: "We were rained out". There were only about 150-200 people who showed for the second annual Arts & Crafts Fair, "less than last year". Only a few people were from out of the neighborhood and one day would have been enough.

Bryn Mawr: "Our neighborhood association is only a year old, so we're learning". Existing neighborhood organizations participated. The attractiveness of Anwatin School should have drawn more to the Art Fair, but did not. Most people who visited were "shopping for houses, and even one couple from Minnetonka came because they were sick of the suburbs".

Portland Avenue: They seemed to feel it was worthwhile for a first-time effort. They had a list of homes for sale, including those which had been rehabilitated both publicly and privately.

WRITTEN EVALUATION OF THE PARADE BY NEIGHBORHOOD ASSOCIATION

Each neighborhood was given or sent forms for visitor registration and evaluation. Not all neighborhoods returned these, but the following is a list of responses by question from those which did return them:

1. Number of hours spent in planning by representative: 10-15; ca. 80; 30; 16; 40-60. Number of volunteers who helped with time and labor: 25; 10; 8; 4; 25. Number of man-hours spend by planning committee, etc. on "Parade" participation: 10-15; hard to estimate; 10; 32; 6-8.

2. How much money was spent on materials? \$25.00; \$91.00; \$20.00; 0; \$300+. How was this financed: Through fees paid by Arts/Crafts participants; Bryn Mawr Neighborhood Association; Payne Minnehaha Community Council; one brochure \$300 donation from the bank, businessmen & one brochure financed by the HRA & PAC.

3. How would you characterize the results of the two days? Were the number of visitors from outside the neighborhood satisfactory? What was the extent of involvement by residents?

Lowry Hill East: "I would say the results were not satisfactory. Visitors from out of the neighborhood were limited to those who were relatives or friends of neighborhood residents. Neighborhood involvement was limited - I think weather, date, lack of sufficient advance publicity and possibly the location all contributed to this".
(Rita Martinez)

Bryn Mawr: "The number of visitors and involvement of residents could have been much better - we need more participants, better publicity - this was good groundwork for next year". (*Kay Hollenbeck*)

"The number of visitors was not very satisfactory. Local participation was also small (possibly due to the weather?)". (*Ken Hollenbeck*)

Payne-Minnehaha: "For a beginning it was adequate. However neighborhood groups should have been more prepared to do publicity in own areas. Visitors enjoyed displays and talked with neighborhood residents. We had hoped for more visitors than the number that stopped. The extent of neighborhood involvement by residents was carried on through the Payne-Minnehaha Community Council". (*Eleanor Edmeier*)

Seward: "Saturday was a bummer - Sunday - because we had an event scheduled was great - we got a lot of outside visitors - could have used much more help than I got. (the Matthews Center staff was tremendous)". (*Kathy Johnson*)

4. Would you be willing to participate in a 1976 version of the Parade? Yes; Yes; Yes-No; Yes; Yes; ??: "I'm not sure we'll ever have the participation of visitors we want - but I think it is a good concept in that it promotes good feelings among city residents".

5. What are your comments on publicity, resources, and co-ordination that was given this year?

Lowry Hill East: "I was disappointed in the advance publicity. Felt that the cities should have given us more help and that the newspaper coverage could have been "splashier". Would like to have seen Barbara Flanagan do a series on the neighborhoods as was once suggested. Resources were limited as I would expect on a first time try - would like to see much sharing of how other neighborhoods organized and where they got information, materials, entertainment, etc. - how they solicited help of neighborhood business or other groups". (*Rita Martinez*)

Bryn Mawr: "Publicity could have been broader and started earlier, however, I realize this is quite expensive. More emphasis on getting the neighborhoods to advertise to their own residents". (*Kay Hollenbeck*)

"More emphasis has to be made on the local organizations publicizing the events. The mass media does not penetrate well enough". (*Ken Hollenbeck*)

Payne-Minnehaha: "We felt that the level of assistance was adequate". (*E. Edmeier*)

Highland-Groveland-Macalester: "Common Ground came out too late to be of much Public Relations help. The staff did a very good job". (*Joe Richardson*)

Seward: "Many people complained about the size and design of the directional signs - the Logo wasn't at all clear to them and the signs were heard to hard from a distance". (*Kathy Johnson*)

6. How would you rate the Parade? So-so; success; so-so; so-so; so-so; success.

7. What suggestions do you have for implementing the Parade in years to come and other comments?

Lowry Hill East: "First of all - a later date in the year - possibly late July or early August. More publicity through newspapers, especially. Would either split Minneapolis and St. Paul into separate days on the same weekend or into two weekends. Would like to see participation by realtors encouraged, since, if visitors are interested in the city, we should have living spaces available to show them. Possibly Parade publicity could list homes having "open houses" and the neighborhood groups could provide the realtors with information on the neighborhood. I agree that the title "Parade of Neighborhoods" is somewhat misleading and would suggest something like "Festival of the Cities".

Starting time on Saturday too early - seems people don't finish up their at home business and get out until afternoon.

Logo should definitely be changed - too hard to make out. Also signs should have more space for neighborhoods to add information. They should be taller than they are wide so they can be attached to trees, etc. The arrows should be left off the signs.

Would like to have a committee research the various types of licenses, permits, etc., needed to carry out Parade events and look into having the fees waived. This committee could get together health regulation, license and permit information during the interim so that it is available to all groups before actual planning starts next year.

If possible, change the bus tours to allow visitors to get off at the contact points and rejoin the tour on a later bus.

I think Common Ground's issue was super - only wish more folks knew about this magazine! It was very interesting to read what people wrote about their areas and what activities neighborhood groups were involved in". (*Rita Martinez*)

Bryn Mawr: "I believe Parade of Neighborhoods - 1975 was a success however small. Good groundwork was laid for next year".

Help give the neighborhoods ideas on "self-publicity" to get their own people out. Emphasize a central location for events - don't get too spread out. Stage events at areas people are already attracted to, such as commercial areas.

Much time must be put into communication. Sometimes door-to-door flyers don't even do the trick - personal - contact to get participants is necessary. I think events such as art fairs, and ice cream socials go over better than picture displays of neighborhoods, etc. If you have the former events to get the people out, they will go to the latter types, and not vice-versa". (*Kay Hollenbeck*)

"1." The major emphasis should be on local participation and activities. Try to build up more of a feeling of involvement in each neighborhood.

2. More emphasis on participation by the local people in the publicity. I feel that more help could be given in that area as this is where we will succeed next year.

3. Have information available in each neighborhood on: schools; recreational facilities; transportation; houses for sale; examples of houses available - "open houses".

4. The Parade could possibly be turned into a coordinated effort to put together local carnivals, fairs, and other special events. Instead of being a one-shot deal, why couldn't this parade idea become a summer-long (year-long) events with the major coordinating effort being placed on weekly or monthly advertising in local papers, neighborhood newspapers, free radio events time, etc. This could make people more aware of all the good things that happen in the city. The emphasis should be on local participation but with as much relevant information available to visitors as possible". (*Ken Hollenbeck*)

Payne-Minnehaha: "We recommend that the Citizens League prepare a narrative and evaluative report on Parade 1975 and make this available to all participating neighborhoods.

I would like to work next year again on the Parade. We learned a few things. We need more workers next time - a few people ran the Parade and the Annual Festival together - and it was almost too much for one time. At least we have a foundation started for next time". (*Eleanor Edmeier*)

"I feel that the weather hindered the flow of the visitors". (*Sally Cygan*)

"I feel that we enjoyed ourselves. I think next year should be more productive". (*Caesar Marino*)

"I feel that this is a good thing but probably too new yet, we hope we can do it again next year. We can begin by talking to more people and getting the word out by mouth and explaining it. One problem we had was that one man did not show up for his slide show presentation as expected". (*Doris Bebeau*)

Seward: "It is necessary for a neighborhood to have a publicized event to draw in people - otherwise the work would seem in vain". (*Kathy Johnson*)

EVALUATION BY STAFF

MARY ELLEN GRIKA - "I feel one of the real accomplishments of the Parade was that for many neighborhoods there developed a sense of 'neighborhood' which had been missing; the idea of the city being made up of neighborhoods came through very strongly in the map which was prepared. That neighborhoods did things together, talked to each other, devised activities in conjunction with each other was a major benefit of this year's Parade. Preparing for the event was exciting, it was exciting seeing a sense of feeling for the neighborhood being created.

I feel the overall publicity was as best as could be expected for a first-time attempt and it was adequate, but I felt as though each neighborhood needed to sense its own role in continuing the publicity in the neighborhood and beyond its borders. In spite of the good amount of intercommunication which did happen, it might have been increased. Perhaps (at least in Minneapolis) each planning district could have had a city-wide newspaper to spread the word; additional mailing lists might have been obtained, etc.

I think the 'Parade' committee next year could work well with the citizen representative groups being set up in both cities. This year some of the residents may not have seen their role with the Parade; but the (in Minneapolis) Planning District Citizen Advisory Committees to which some residents were elected in July, may spark an interest by other residents to see the Parade as part of a coordinated neighborhood effort.

I feel the Citizens League should continue to advise whatever group(s) which would take over the planning and running of the Parade with information and contacts. Perhaps the best groups now to replace the Citizens League and staff would be from Council of Community Councils and the Association of St. Paul Communities, who should start now on funding".

PAUL GILJE - "Clearly the major accomplishment was that for the first time we had a voluntary effort from the grass-roots level of inter-city cooperation, of people living in St. Paul and Minneapolis, working together on a major project, sitting down and talking with each other. As far as we know, this type of cooperation hasn't taken place on the governmental level except where it was mandated, so that when folks from Phalen talk with folks from Phillips, this is a unique effort for the Twin Cities.

Another major accomplishment has to be the amount of hours put in by volunteers, who showed up at many meetings over the year. We feel that the number of representatives who showed up at meetings of the Coordinating Committee reflects an enthusiasm not matched by similar citizen and community groups. Our focus was that of stimulating the neighborhoods to do something together by turning around the images of the neighborhoods which were negative and accentuating the positive. Where neighborhoods did a lot of planning and put in many hours of voluntary labor, generally the experience was refreshing and sparking vitality, with or without a great turnout of visitors. Where little effort was expended in participation, generally a light turnout occurred. Nevertheless, on a cumulative basis, all neighborhoods had to have received a boost to the image, and with the publicity in the media, the metropolitan public could not have helped but to become more aware of the central city neighborhoods in a more positive fashion.

Working on this project was fun; it was not a hard thing to do, it was not a drag. Everything seemed to work like clockwork. For example, Common Ground magazine was promised to be out for distribution about the 4th or 5th of June, which statement had been made in the winter, and right on schedule it appeared in June. It seemed without exception that all the people who were asked for help said 'yes' with no hesitation. Help was sought from the Metropolitan Council - fine, they were only too glad to help; planning departments were asked to give a hand - fine, all they wanted to know was when we needed it, etc. It could well be that the second time around may not prove to be as easy.

We had basically two goals - one, giving the neighborhoods a sense of the future and their stake in it; and two, conveying this sense of neighborhood's future to those on the outside. From the very light turnout by metropolitan residents living in the suburbs, there did not seem to be any visible success for these goals, but no one knows how much folks living in the suburbs were not affected by what they read about the neighborhoods in the papers or what they heard Mary Ann and Glen say over WCCO or from the news coverage on the TV stations. It is a subjective thing, but it seems to me that the minimal amount we can expect the publicity to have effect was that there is still life and vitality to these older neighborhoods.

In one area I feel we were too timid. We hesitated about letting city government take this over and we hesitated about conveying the wrong impression by letting the realtors run the show. Since our goal was primarily educational, the marketing aspect was not played up. Every neighborhood should have been encouraged to have a model home open - not necessarily one for sale, but one which typifies the neighborhood - and there should have been a definite route for visitors to follow from model home to model home. In this sense we needed a product to sell, a reason for visitors to take time to come in. The neighborhood festivals, events, art fairs, etc. were all ok and there would be no reason not to continue them, but all the same there has to be another strategy accompanying this of getting the people to see the neighborhood - best done by seeing the neighborhood through its homes. We had worried early about the possibility of a security risk, or folks not wanting people to come through their homes, but, as the Ramsey Hill tours and Summit Hill tours have shown, this did not present the problem we thought it might.

Common Ground had to be the best guide to neighborhoods produced in a long time. The April 15th deadline had a side effect of really becoming the deadline for participation. The requirement of writing an article stimulated the need to decide yes or no on participation. One disappointment was that it did not sell well. In some neighborhoods it did, but overall no. Perhaps neighborhoods were not the best vehicle to do the selling and perhaps they did not 'push' it as they could have.

The bus tours also were well received with not a negative comment by anyone who took them. People really enjoyed them, and they should continue to part of the effort. The MTC perhaps will be encouraged to take them over as a result of this year's effort.

Two final comments - one, the evaluation forms were sent out too early. They should have been sent to arrive about the 16th of June, so that they could have been immediately filled out and sent in; and two, the directional signs did not need arrows already printed on them, they could have been drawn in by hand with less fuss.

Overall this year was a good first test. In general there was a positive result with no really negative feedback from those who worked on the Parade".

AL CHRISTENSON - "I feel the Parade was a success. To have Minneapolis and St. Paul doing something together and not in competition has to be the major accomplishment. The publicity given to the background of the neighborhoods, the Parade, and the events which happened the days of the Parade had to have reached many people in the greater metropolitan area with the news that the cities are not dying, but the residents of the older neighborhoods are doing something to insure their survival and growth as healthy organisms.

In evaluating its success, I feel that first, most of the goals set out last fall by the neighborhood representatives were met with varying degrees of success. Secondly, the amount of cooperation given staff and the committee by volunteers was adequate and reflected a concern for the life of the cities. Thirdly, the generally good feelings neighborhood residents themselves had about their participation in the Parade demonstrate at the basic level a concern for and action taken to insure the future of their own neighborhoods and the cities as a whole.

I feel that we did not succeed in a couple of areas: first, we did not draw the folks in from the suburbs as we had hoped, due to either the weather or not reaching them clearly with something which they could do or both; secondly, our promotional materials did not reflect adequately what the Parade was about; and thirdly, we did not push hard enough to require participating neighborhoods to literally have "open houses" which would demonstrate the style of a neighborhood.

In order to be a bit more detailed about the above, it would be good to review what the goals were for the Parade, as set out by the committee in the fall, and see how well they were accomplished.

The first goal was: "To demonstrate the basic strength of existing neighborhoods in Minneapolis and St. Paul to: (1) mass media, (2) residents of these neighborhoods, (3) employers advising new employees about places to live, (4) prospective buyers and renters, and (5) other residents of the metropolitan area". I feel that the first two groups were reached without question. The coverage by the papers, including editorials, features, and the Sunday sections of the Parade; the broadcast interviews and news stories on radio and TV showed a genuine concern by the media to help promote the cities. Even though no special supplements were put out by the Sunday papers, the coverage was excellent considering that this was a new item for them and it did not have all the attraction which a murder story, or accident report or other "bad news" naturally have. The participation by the designated representatives and overall attendance record indicate a self-awareness of the strength of their own neighborhoods, which was matched by the awareness of how much other neighborhoods in both cities had going for them. In some neighborhoods flyers were sent to every resident about the Parade. Where much action was taken to plan neighborhood activities for the Parade and to reach as many residents as possible, there this goal was achieved.

With regard to the other groups, I do not feel we were successful beyond making them aware through the media coverage that something was happening. We were too timid in approaching the realtors, for example, as we felt that our primary goal of education and information might be compromised with too much emphasis on marketing. Here I feel we were off-track. Those residents who came in from the suburbs were looking for homes or to get a feel for the neighborhood from the homes in the neighborhood. We approached the realtors too late in the year to take advantage of the help which was available from them. Since we had expected to use the non-existent Sunday supplements as a brochure describing neighborhoods to new residents of the metropolitan area, no approach was made to employers or to firms, like Apartment Guide, when that possibility did not materialize.

Overall, the media played the biggest role in helping to get the word out to all residents that neighborhoods were alive. Residents generally reported that they enjoyed the whole effort, even if only a light number of outsiders came.

The second goal was: "To balance off the enormous amount of publicity given to new-home developments in the metropolitan area." I sense that this was an inappropriate goal for the Parade. Because of the number of years in which new-home development publicity has taken place in the media and other public relational promotions, it was difficult to see the one-shot emphasis of the Parade as doing much to make a dent in this area. Since most of the neighborhoods involved emphasized the events which were taking place in their areas, and not a big effort was made to promote sale of houses or tours of model homes in most neighborhoods, it was difficult to make much headway at developing a neighborhood marketing concept. The realtors did make some effort to advertise their Twin Cities homes by neighborhood with the Parade of Neighborhoods

mentioned in the Saturday papers, but coverage was spotty and scattered. Perhaps, one thing learned is that future efforts will be able to help balance off new-home publicity by working more closely not only with the realtors but also with public relations firms and the media.

A third goal was: "To give present residents a greater sense of confidence in the future of their own neighborhoods". I feel this goal was met adequately, in that the process itself of planning, getting volunteers, carrying through projects in each neighborhood done by representatives and members of neighborhood associations showed that residents did have an interest in their future and were willing to be part of that process. Not all residents in any neighborhood took part, but in most cases it was more than a simple handful who did the work. In Phalen, for example, a long-standing effort at community involvement paid off with the numbers of volunteers who assisted in the planning. In Linden Hills, for example, the contacting of every neighborhood groups - big or small - made most of the residents aware of the Parade and of being part of not only a neighborhood effort but also of a Twin Cities effort. The meetings of the Coordinating Committee and inter-neighborhood communication made residents (or representatives at least) cognizant that they were not alone in efforts to insure the future of the cities and their own neighborhoods. This was especially true where a concerted effort in neighborhood planning "made the party worthwhile, even if few showed up from the outside".

The fourth goal was: "To help existing neighborhood organizations which want to take action to maintain and upgrade their areas". Perhaps the major way this goal was met was that a methodology of process was established. The self-study questionnaires and suggestions for neighborhood involvement gave some background from which the neighborhood organizations could proceed. Some of the associations saw the Parade as a strengthening force for their organization, as it allowed them to contact more people and give their members a viable project with goals to work for.

A fifth goal was: "To provide a rallying point to help residents in areas without neighborhood organizations to organize themselves". This was halfway met and halfway not met. The Diamond Lake Neighborhood was organized around the Parade and did have a successful involvement which has helped to built the organization dramatically. The Pillsbury-Waite House in Central-Bryant tried to get an organization spin-off from the involvement, by getting their residents to talk with each other, but did not feel they were successful. For the most part, however, we were not able to reach people who were interested in areas without associations previously which had since become inactive or defunct. In these areas there was considerable apathy toward any type of activity. One of the problem we had in several areas was that organizations were involved in too many activities at once and did not have time or volunteers to become part of the Parade. Keeping the possibility of participation open into May helped in this regard.

The last goal was: "To provide a continuing and expanding means of educating the metropolitan public about the status, life and future of central city neighborhoods". I feel that the initial steps were taken in this direction. The press conference, the media publicity, the promotional materials all were a start in giving guidelines for future groups working on a Parade or whatever else neighborhoods decide to do to promote their own interests in maintenance and upgrading, and conveying to the public the status of their neighborhoods. I would hope that some form of the Parade be held next year since the basic framework has been laid out. An interim committee has been set up which will have to find answers on how to proceed in the future.

It would seem to me that with regard to the concept as originally laid out, not everything fell into place as planned. The primary changes were due to two reasons: one, the lack of clarity as to what the Parade was; and two, non-availability of a wider use of public transportation along a route connecting all participating neighborhoods. In regards to the first point, what occurred in most neighborhoods was inconsistent with what the stated goals of the Parade were. Many of the neighborhood events were good and drew some visitors from outside the area, but many were of a nature which did not draw anyone but residents. There was a sense in which the visitor may not have felt welcome to come to a "neighborhood party", even if invited, due to being asked to be more intimate with strangers than is comfortable. There was another sense in which special interest groups came when more of the general public was wanted. In many neighborhoods what occurred were many mini-festivals, which by design do not draw people in to look at housing or homes for sale or model homes, but which draw people in which are interested only in the games or the shows or the refreshments. Part of the reason for this was that all that was required of a neighborhood to participate was very minimal, and little direction was given or known by the staff as to what types of events would draw visitors to look at the neighborhoods. And part of the reason was that, since this was a first effort, and many neighborhoods did not begin to plan events until quite late, almost any event in a neighborhood was considered ok for the lack of anything to take its place, as time seemed to rush in toward the end of spring. There was the feeling that someone looking at the promotional flyer did not really know what to do with it.

In regard to the second point, the lack of clarity about what the Parade was did not help in proposing to the Metropolitan Transit Commission some suggestions for their participation. The determination of Contact Points and finalizing of the neighborhoods participating occurred too late for a route to be set up which the Metropolitan Transit Commission could work with. But more than this, a route for visitors to follow from Contact Point or model home to others would have been desirable. It may also have helped clarify the determination for a visitor of what to do and where to go on the Parade.

One of the longer-range accomplishments of the Parade, which may well be the most important, was the sense of identity, which was given to neighborhoods. The Parade was Twin Cities wide, to be sure, but more than that it was Lowry Hill, and Phalen, Camden, and Desnoyer Park, Phillips and Payne-Minnehaha. Residents who participated got the sense of belonging to a distinct neighborhood. The map helped to show that Minneapolis and St. Paul were not simply acres of land which was uniform and indistinct, but that individual neighborhoods with a sense of identity and roots made up the central cities. The problems which a few neighborhoods have in the central cities could not be said to reflect the whole city in a self-defeating "determinism". Moreover, that distinctive neighborhoods exist and different areas exist, may help not only to maintain the life in these neighborhoods which were relatively without problems, but may also help in solving some of the problems which exist in a few of the neighborhoods. The participation of stronger neighborhood associations contributed to a general upswing in all associations. This was reflected by the planning and self-study which representatives did to coordinate their participation, as they were able to help each other and learn from each other".

RECOMMENDATIONS

1. The Parade of Neighborhoods should be repeated with some modifications. Enough success with this effort was had to indicate that a similar event should be held next year. The title "Parade" itself may be misleading and could be altered. The timing of the event and the number of days it would be held could differ from this year's effort. I feel that to divide the days into a Minneapolis and St. Paul day, for example, would serve to defeat the emphasis on the central cities as a unit which is trying to insure the future of all of its neighborhoods. I would also add that spreading the event out over many weekends during the summer might weaken the implicit purpose of a concentrated effort and lessen the impact desired. There is a danger of spreading too thin and everyone suffering. One of the strengths of this year's Parade was the coordinated joint activity in several neighborhoods in the Twin Cities as a whole.
2. Neighborhood events should be the kind which attract visitors. Guidelines from the interim committee and the future Coordinating Committee should reflect consultation with this year's participants, public relations experts, and others about the kinds of events which are successful in drawing visitors, and should indicate the kinds of activities that normally hinder rather than aid in attraction. Generally activities like neighborhood clean-ups, flower and flora plantings, home and business beautifications should be done before the event and can serve to maintain the upgrade the image of the neighborhood. Generally neighborhood picnics, sports activities, "block parties", and intimate get-togethers will serve to reinforce intra-neighborhood communion and identity, but will not attract outsiders.
3. Participating neighborhoods should feature model homes, houses for sale, and houses reflecting the neighborhood style for visitors to tour. Clearly, one of the elements missing to a large extent from this year's Parade, which visitors did inquire about, was the location and availability of housing. Homes in a neighborhood say more about the neighborhood than any of the ancillary events which neighborhoods will hold, and much of the strength of neighborhoods is inherent in the style and manner in which its housing is utilized. To a large degree, the reason why visitors will come lies in looking at what the neighborhood has to offer, and not in participating in neighborhood activities alone. Those neighborhoods which featured house or building tours of one sort or another generally had fairly good response by visitors.
4. Publicity should indicate a suggested route for visitors to follow. One of the problems which visitors had was what to do with the Parade and where to go. A route connecting contact points (model homes, houses, parks, etc.) should be marked and designated. Due to the complexities of using public transportation, it should follow as much as possible existing bus lines, and should take into consideration that most visitors will be using cars.
5. Council of Community Councils and Association of St. Paul Communities should continue major sponsorship but not be the limit of sponsorship. It is essential that the public is aware that the event is not simply a local activity, but that it is being carried out with the support of community-wide organizations. In this regard, solicitation of the support should be continued. It would be somewhat defeating to the neighborhood emphasis if governmental organizations were to be involved more than in an advisory and cooperative sense.

6. Sponsoring organizations should also include participating neighborhoods. This is the converse of #5. Although the event must have a Twin Cities wide emphasis, the fact that it is composed of distinct, individual, separate neighborhoods must not be overlooked.
7. Participation need not be limited to central cities neighborhoods. This would hold true to the concept of building confidence in older neighborhoods if applied to neighborhoods within the inner ring of suburbs and adjacent to both central cities. Caution should be exercised, lest the major emphasis on St. Paul and Minneapolis neighborhoods be lost. It may be well to stick to the central cities for the immediate future.
8. Sponsors should seek to find a suitable replacement for the Citizens League to provide staffing and should begin soon to apply for funding from business firms or foundations. Clearly one of the most important items is providing staffing for next year. The Citizens League is unable to continue in this, since funds for the year's Parade staff were provided on a one-time basis. The Council of Community Councils and Association of St. Paul Communities are not equipped to provide staffing at a central location. Sponsors may well find appropriate organizations such as one of the University of Minnesota departments, Community Design Center, etc. which already have staff, office facilities, etc. or could make that available. It is important that an estimate of expenses be made so that appropriate proposals may be submitted to organizations able to provide grants, or "seed money". This should be done before fall.
9. Participating organizations may be required to help with financial support for staff. Hopefully grants can be obtained. If not, then neighborhoods collectively may be required to give a donation for support. Possibly matching funds type of funding can be obtained from business and/or foundations. Since the event would be a neighborhood effort, it would not be inappropriate to require financial support from those who are participating. This could be through a sliding scale by size of neighborhood, by a fee, or by voluntary donations or pledges.
10. Firm commitments for participation, planning and performance should be required of neighborhoods. For a variety of reasons some of the neighborhoods which participated this year did not put much effort in the planning nor did they take part very much in the inter-neighborhood sharing and overall coordination. In part this was due to the newness of the Parade and in part due to very minimal requirements for participation, since it was hoped that this would encourage the greatest number to join up. Next year this commitment could include a minimum number of events and deadlines for steps that must be taken in preparation.
11. The charter bus tours should continue to be part of this event. Clearly this had to have been the one 100% successful aspect. A means of showing off the cities' neighborhoods is essential, especially for those who want an overview or for those who cannot drive or prefer not to. The folks who took the tours this year were pleased and excited by the results they got for the minimum cost to them. The cost of \$1.50 per person was enough to just about break even with cost of charter and office materials. If publicity had not been donated by MTC, we would not have come close to breaking even.
12. Publicity about the event should start early and be extensive and invitations to participate should reach all neighborhood organizations. It is important that no organization be overlooked in seeking participants. Publicity should be sought

early from the media and in mailings and poster distribution. Two neighborhood organizations wanted to know why they had not been informed about this year's Parade. It was a staff oversight which was not brought to our attention until too late, which could have been taken care of, if publicity had come out earlier and the lists of neighborhood organizations had been fully corrected and supplemented. It is important to inform every agency and group that an event will be held and invite their participation.

APPENDIX I

ESTIMATED COSTS FOR THE PARADE OF NEIGHBORHOODS - 1975

DEFINITE COSTS INCURRED BY STAFF:

<u>Category</u>	<u>Cost</u>
*Personnel Compensation	\$2480.81
Office Services & Telephone	852.18
Printing & Supplies	557.57
Meetings & Transportation	<u>430.88</u>
Sub-total	\$4321.44

CONTRIBUTED COSTS

**Posters, ads, designs, signs, etc.	<u>\$3000.00</u>
Sub-total	\$3000.00
Total	\$7321.44

* This figure is low as Al Christenson's compensation of \$1500 to the Ministry in Social Change Program at Luther Seminary does not reflect a half-time salary. This figure does include a portion of Mary Ellen Grika's salary for the Neighborhoods Project.

** This includes the costs of materials, labor, etc. which would normally have been incurred if they had not been donated by the following: Padilla & Speer, Carnichael & Lynch, Metro Council, St. Paul Planning, Minneapolis Planning, Downtown Council, and MTC, among others.

October 4, 1974

BACKGROUND PAPER

A Metro Poll in November 1971 indicated that approximately 80% of the residents of the two central cities (Minneapolis and St. Paul) believe "that their neighborhoods are good places to live and walk in." However, a recent Minnesota Poll concluded that over 2/3 of the residents in the Metropolitan Area would rather live in the suburban or rural areas of the 7 county metropolitan region than in the central cities. This would indicate that, although most central city residents appreciate living in Minneapolis-St. Paul, most of the residents in the metropolitan area do not feel that living in the central cities is a desirable option for them.

Some of the underlying reasons for this rejection of the central city neighborhoods may include:

- 1) a fear of the "inner city" stimulated by generalizations about central cities as a whole,

whereas

Minneapolis and St. Paul do not fit the generally deplorable pattern common to many other similarly sized central cities across the country.

- 2) the "attractiveness" portrayed by brochures and other advertizing in the mass media depicting the "better" quality of life outside of the central cities,

whereas

Minneapolis and St. Paul offer a large supply of housing at reasonable prices; have less than one in five housing units classified as sub-standard and in large sections no more than one in twenty; provide better public transportation; have school resources comparable to the suburbs; are the locations for an abundance of educational and cultural institutions; and have amenities such as parks, playgrounds, golf courses and public lakes which are more readily accessible than in the suburbs.

- 3) the non-involvement of the suburban and rural resident in the life of the central city neighborhoods,

whereas

central city neighborhoods in Minneapolis-St. Paul offer more than simply houses to live in, but have uniqueness in their histories, life styles, fairs, and cultural and ethnic life, and are closer to employment clusters in the Twin Cities, while at the same time offer stability and, due to the under-utilization of much good housing, an excellent market for young families and other prospective buyers and renters.

- 4) the ~~for-the-most-part~~ uncoordinated attempts by various central city neighborhood associations to promote and market their neighborhoods,

whereas

realtors, location and housing guide facilitators, as well as employers in the metropolitan area, have recieved a steady supply of promotional materials from developers in the non-central city regions of the area, including events like the "Parade of Homes" which rarely includes housing units available in the central cities.

- 5) the failure upon the part of many central city neighborhood residents to participate in maintaining and upgrading their neighborhoods due to "uncertainty about the future" and a lack of cohesive neighborhood unifying actions, which has led to deterioration and "blight" in some central city neighborhoods,

whereas

the vast majority of the housing in the central cities is sound; many neighborhood associations have sprung up--initially over an issue concerning the fate of a particular neighborhood--and are strong, providing leadership for the neighborhoods and incentives for other struggling associations.

Because we realize that much of the blame for the "flight from the cities" can be based on ignorance, and some of the blame on our own failures as central city neighborhoods to provide an adequate positive picture not only to those who live outside of the central cities but also to ourselves, we see a real need to educate the metropolitan area about the good quality of life in our neighborhoods.

We realize that we have not accentuated the positive, but because of the genuine attractive attributes of our neighborhoods, we feel that we need a vehicle to provide this better image. One of the most immediate and least expensive means available, which would provide the most impact and strongest return and results, would be for central city neighborhoods to hold "open house," so to speak. And it would be particularly advantageous from a publicity and attraction standpoint if a number of neighborhoods agreed to hold "open house" at the same time. This has led to the suggestion for a Minneapolis-St. Paul "Parade of Neighborhoods."

October 4, 1974

TENTATIVE CONCEPT

I. Goals

- To demonstrate the basic strength of existing neighborhoods in Minneapolis and St. Paul to:
 - * Mass media
 - * Residents of these neighborhoods
 - * Employers who advise new employees from other parts of the nation about places to live in the Twin Cities area
 - * Prospective buyers and renters
 - * Other residents of the metropolitan area who influence prospective buyers and renters or who themselves may consider a new place to live in the future.
- To balance off the enormous amount of publicity given to new-home developments in the metropolitan area
- To give present residents a greater sense of confidence in the future of their own neighborhoods
- To help existing neighborhood organizations which want to take action to maintain and upgrade their areas
- To provide a rallying point to help residents in areas without neighborhood organizations to organize themselves
- To provide a continuing and expanding means of educating the metropolitan public about the status, life and future of central city neighborhoods

II. Concept

A parade of neighborhoods, taking place in mid-June 1975, to be repeated annually.

Essential components:

- A recommended route for a tour covering all neighborhoods which voluntarily choose to participate, with availability of both public and private transportation
- A point of contact in each participating neighborhood, such as a school, church or park, where visitors may stop to learn more about the neighborhood
- Special events as each neighborhood may decide, such as craft displays or selected open houses, designed to encourage visitors
- Banners or other means of identifying each neighborhood
- Registration of visitors

- Information for visitors on housing available in the neighborhood
- Individual intra-neighborhood tours
- A pamphlet and/or a Sunday supplement containing information and pictures of all participating neighborhoods, including the route
- Post-parade evaluation
- Publicity, within each neighborhood, as necessary, on upcoming neighborhood and community events such as fairs, ethnic days throughout the summer

III. Means of Publicity

- Sunday supplements to the Minneapolis Tribune and the St. Paul Pioneer Press
- Radio-TV
- Suburban newspapers
- Neighborhood brochures
- Special displays downtown and in shopping centers

IV. Some Considerations

- Many neighborhoods have their own fairs, festivals and other events at different times during the summer. These could be advertized as part of the supplement in "calendar" form. These would not have to be in conjunction with the parade itself, but could coincide, if desired. Possibly a neighborhood could have both its own event at a time different from the parade and also a participation in the parade with perhaps simply a tour of the neighborhood. Or individual neighborhoods could hold their own festival or tour on separate occasions and need not participate in the aggregate parade. A calendar of events occurring during the summer should be drawn up for use by the mass media
- Each neighborhood's participation in the parade would be of their own choosing, doing as much or little as they individually decide themselves
- A Coordinating Committee for the Parade would not decide what any one neighborhood must do, but acting as a receiving agent would primarily coordinate the publicity and route for the entire parade. The committee, through its staff, would make available to the neighborhoods information and advice on types of events, attractions, tours, finance, and other ideas which the neighborhood could use in planning its own participation
- Neighborhoods would set up planning committees of their own. These committees would plan the amount of participation of their neighborhoods in the parade and provide the central committee with plans, contact points, intra-neighborhood tours, etc.

NOTICE OF INTENT TO PARTICIPATE IN 1975 "PARADE" OF NEIGHBORHOODS

Name of neighborhood: _____

Approximate boundaries: _____

Name of neighborhood association: _____

We would like to participate in a "parade" of neighborhoods in Minneapolis and St. Paul to be held in mid-1975. We are aware of the benefits of giving residents of our own neighborhood a greater sense of confidence in the future. We also see the need to demonstrate the basic strength of our existing neighborhood to prospective buyers and renters and to other residents of the metropolitan area.

We accept responsibility for planning events which would be held within our own neighborhood as part of the "parade".

We understand that a central coordinating committee will include representatives from all participating neighborhoods, and will facilitate the overall planning of routes and publicity for the "parade".

Specifically, we will:

--Designate the following person to serve as our neighborhood's representative on a coordinating committee:

(Name) _____ (phone) _____

(address) _____ (zip code) _____

--Assign responsibility, promptly, within our neighborhood for planning our own neighborhood's participation.

--At an appropriate time designate a recommended route for the parade to follow through our neighborhood plus a point of contact along the route where visitors may stop to learn more about our neighborhood.

Signed _____
(appropriate official of neighborhood ass'n.)

Address _____

Zip code _____

Phone _____

Date _____

Mail to: Al Christenson
Coordinating Committee for
"Parade" of Neighborhoods
530 Syndicate Building
Minneapolis, Minnesota 55402

PAPADE OF NETGHBORHOODS - 1975

Background and Review -- A Timely Idea

Have you ever attended an event or "happening" in your neighborhood? Or even on your block? Did you ever go to a party or a fair that was happening in a strange part of town? Have you ever gone to a "garage sale" put on by your neighbors? Was there a time when you enjoyed piling in the car with the spouse and the kids and taking off for a drive around town? Did you have a destination in mind? Or did you just enjoy going for a Sunday afternoon drive for the relaxation of it? And what did you see? A new house on this block or someone out pattering around with a paint can in one hand and a brush in the other preparing to redo some trim on his house? Did you look for the fowl that were on the lakes or streams you drove by? Or was the sight of swimmers frolicking in the water, or the sailboats breezing along a pretty picture - onr that set your mind at rest? Did you attend a band concert or a picnic in a park? Or perhaps once in your life you decided to go for a stroll and walked around your neighborhood and perhaps stopped to see the new school or rested for a while in a small local cafe, or stopped to talk with someone who had recently moved in?

Has your neighborhood, or even a block, had a party or fair or concert? Did you get visitors or was it a celebration of your identity as part of a definable neighborhood? What was it like? What did you do? How did you feel? Did most everyone seem to have a good time? Was it a spontaneous event or had your neighborhood laid plans for this months in advance? Were there people from outside your area who came? Would it take a lot of effort or not much effort to duplicate this event again? Did you help in the planning or in the conduct of the event?

If you could think of something in your neighborhood, or something about your neighborhood which you would like to share with strangers, what would it be? Or are there lots of things about your neighborhood which no one else knows about? How would you go about telling them or showing them?

Do you read the newspapers and look for stories of things that happened in your neighborhood? Were the accounts accurate? Did they seem one-sided? Did a story that you read really burn you up? Did you want to write the editor and complain about the coverage? Did you think to yourself, "Hey, wait a moment! My neighborhood is better than the impression this story gives! I wish they would get the facts straight!" Do you find "good news" stories and articles about your neighborhood both in the papers and on Radio-TV?

Minneapolis and St. Paul do not typify the image of central cities as given nationally. We do not have large expanses of slum areas, and extensive crime. We are lucky that for the most part our neighborhoods are in pretty good shape. Yet, people coming to the metropolitan region do not always know the "facts" about the Twin Cities - they are bombarded by ads and other items attracting them to come and live in "Golden Estates" or a new development out in the suburbs and rural areas. Maybe it's about time that the central city neighborhoods get equal time and coverage! It would be worthwhile telling, informing and educating the public as a whole about life in the Twin Cities and invite everyone to come and visit our neighborhoods in St. Paul and Minneapolis. At least, we may begin to reverse the trend toward urban sprawl. It cost money to lay new sewer lines up in Anoka County; it cost money to put in roads and streets in Carver County; it costs money to start new developments in

Dakota County and extend services of an "urban" nature to presently rural areas. It's not efficient use of our resources - it's not good stewardship. Not only do we lose a better tax base, but we also have to help pay for these services. It costs us money!

If we as a neighborhood would celebrate our own existence as a neighborhood, what would we do? Would we be able to tell a lot of people about ourselves? It might be worthwhile to have an "open house" and invite people to come and look around, and ask us questions like: Why we live here, what we like about our neighborhood, what do we hope the future of our neighborhood will be, and what have we done in our neighborhood to maintain ourselves and improve our quality of life? We could do this as a single neighborhood whenever we would like to. But we might not be able to tell a lot of outsiders that we are holding a neighborhood event to which they are welcomed. Possibly the newspapers and other media might not even care to write something up about our planned neighborhood event. So maybe a lot of visitors would not come - they didn't know about it. But it would probably be worthwhile in and of itself, as at least our own neighbors would be able to gain a sense of doing something together, and thereby enhance a feeling of community. And that's a good result.

Maybe our neighborhood and the neighborhoods next to us could get together and hold an area series of events. We might have a concert, and south of us they could have a food fair, and to the north a house tour, and each neighborhood would have an information booth in a park or a school or at a church, where visitors both from our neighboring neighborhoods as well as from outside the area could stop and get a bite to eat and chat with us for a while. And we could show off some new and rehabilitated houses, and have a few "open houses" where folks could come inside and experience our "warm insides" as well. Perhaps the newspapers would give us some coverage before our events so that everyone would have a chance to know what's happening over in our neighborhoods.

Yet, what would happen if we could get the neighborhoods not only in our area but in our city - in fact in the Twin Cities - together and have a "Parade"? Visitors to the Twin Cities, residents of the Twin Cities and suburbs could come to our neighborhood event and as many as they want to in other neighborhoods. We could even suggest a possible route for them. Maybe they could visit a certain number on Saturday and others on Sunday. The MTC might even be persuaded that it would be in its own best public relations to perhaps run buses along the route and allow people to get on and off in each neighborhood or just ride the whole route and see something of all the neighborhoods in the Twin Cities. Maybe they could sell special passes good on regular routes for the weekend, and together we could suggest the best possible combinations for people to take to see all the neighborhoods. The newspapers in the Twin Cities might be encouraged to run a special edition or supplement on the "Parade of Neighborhoods" and the route through each neighborhood and between neighborhoods could be given so that folks could drive along as much of the route as they desired. But if this were a city-wide - in fact a Twin City wide event, it's just possible that we might be able to get all the publicity we need to insure that the most number of folks know about the various events in Twin City neighborhoods for that weekend, and the largest number have a chance to come and see that life in the Twin Cities is pretty good! And then folks in the metropolitan region and folks moving in would have a choice where they would like to live, because they might just have a better, more accurate idea of the Twin Cities.

Why a Parade of Neighborhoods? Well, it seems like a good idea to help restore confidence in older neighborhoods.

PARADE OF NEIGHBORHOODS - 1975
530 Syndicate Building
Minneapolis, MN 55402

H E L P !

What do we do as a neighborhood to participate in the "Parade"? Are we too small? Are we too large? Have we got a long-running, fairly well-organized neighborhood association? Are we in the "birth-pangs" of just starting up? Do we have only a few members who are overburdened with committee assignments and too many meetings a month or are we blessed with a diverse and fairly large membership that shares the burden of being part of an association? Or do these questions not apply to us, because we're caught somewhere in between - neither too large or too small, neither old or new, nor a lot of hands or too few cooks?

We feel enthusiastic about the idea of a "Parade". We see need for some means of identifying ourselves to those who live in our neighborhood and outside of it. But it just seems as if we can't get going on the "Parade". We don't know what are our assets, what good qualities to point to about our neighborhood, even where to begin. So we feel somehow caught in a bind between our wanting to participate and our being able to participate.

It may be good to sit back and think what the "Parade" really consists of. It's not floats, and high school bands, and riders on ponies marching through the streets. It's not old cars, classic cars, cars with princesses in them, or fancy cars honking their merry way through our neighborhood. The "Parade" is people - friends, strangers, central city folk, suburban types, from our neighborhood or other neighborhoods, living in the Twin Cities, living in the metropolitan area, newcomers and old-timers - people - driving cars, riding public transportation, and walking - looking at us, talking to us, celebrating with us, visiting our neighborhood, asking questions, needing directions, commenting, criticizing, being surprised, curious, having a ball, just plain enjoying themselves on two bright June days - in our neighborhood, in several neighborhoods. But mainly it's people coming to call on us. Their reasons for coming may be simple or complex. Maybe they're tired of the long-distance commuting and want to see what's available closer to work. Maybe the cost of living in the suburbs has gone beyond their budget, and they're looking for less expensive housing, or a better value for the money. Maybe they are the type who just like to go for Sunday drives, and want to stop and chat. Maybe they're nostalgic; they may have grown up here, moved out and simply want to take a look at the "old place." Perhaps they have heard of efforts being made in the Twin Cities to upgrade our neighborhood and want to come "and see for themselves." It could well be that they are "history buffs", or "picnickers", or "enjoy a walk in the park" or "a swim in a lake or a pool." Maybe they would like to live closer to the downtowns, as they like going to the Civic Center or to the Guthrie often enough to live closer. Some may hate the cost of driving a car everywhere, and want the option of using public transportation. Others may want their children to experience life in a "city" or in an integrated neighborhood or they may feel attracted to the recreational facilities already present in the Twin Cities. Some may be more attracted by events or happenings in a particular neighborhood; for others, all that may be secondary to the primary desire to just come and visit. Some like older homes; some like different styles of architecture; some like townhouses; some like the feel of neighbors being close. The reasons may be simple; they may be complex - but the Parade will consist of people coming to see us, how we live, why we live where we do.

Because people will not all come for the same reasons, we might remember that not all neighborhoods have to do the "same" thing, or be as "extravagant" or "event-ridden" as each other. Folks who are visiting one neighborhood will probably pass through our neighborhood to get to another one. Even if we choose not to be part of the "Parade" officially, we won't be able to help the fact that people will be coming into our neighborhood! And, if they are going to come anyway, why not simply have a spot - a park, a school, a church, a pool, a library, a home - where they could stop and chat? The Parade will last from 10-6 on Saturday, and from noon-6 on Sunday, a total of 14 hours. Would it not be possible to find 5-10 people who could be at the stopping off spot for different portions of that time? At least, then people would know that they passed through our neighborhood! If our area is quite large, and we know where they're bound for, at least we could suggest a route - some directions - that would go through part of our neighborhood, and they might get more of an impression than if they didn't know where they were. If our area is small, perhaps we could suggest a simple route to walk which will help them understand a bit more of who we are and where we live. We don't need anything fancy, or costly, or difficult to do that. Maybe our participation then would consist of a stopping off place and a suggested route, along with someone with whom the visitors can talk - that's not a lot to work through, and after planning for that, we may simply leave our participation at that or find surprizingly that we have a lot more things we could do. But that is not what matters really - after all, we can do as much or as minimal as we choose. The point is - people will come.

As a neighborhood we have to ask ourselves what our limitations are. We have to know what we can manage to do. Maybe we're not sure, but have we asked a lot of our neighbors? Have we announced that we plan to participate? Does every neighborhood organization and group in our area know that we will be participating? Have we sought out their advice and help? Have we, who serve on the Co-ordinating Committee for the Parade of Neighborhoods, or who are part of our Neighborhood Association, have we told the people next-door about the Parade? Have we made an effort by telephone to simply inquire if people living in the neighborhood (and not simply members of the Association, whom we should first inquire of) would like to help out, to plan, to donate some time and energy, to volunteer to be contacts with whom visitors can talk? Have we contacted the businessmen in our neighborhood about donating "expertise" or "funds" or "materials?" Have we let people know that this will be a "neighborhood event"? Have we told others that our participation is part of a Twin Cities-wide effort at restoring confidence, and life and hope in our central cities? Can we divide up responsibilities among ourselves to contact a set number of people in the next two weeks? Have we emphasized to our spiritual leaders the concept that the "Parade" is a means of helping to restore better stewardship to our area? Have we thought of the churches in our area as possible focal points, or resources? Have we helped them to identify as being a vital part of our neighborhood? Maybe these are questions we should ask ourselves, when we are uncertain about the "Parade" and our participation in it? Maybe, if they are asked, they can help us see the light at the end of the long tunnel of planning and work and initial frustration.

Some of us have good neighborhood organization already; some of us have pretty definite plans for our participation - some quite simple, others fairly broad - and have found means to locate the resources already present in our neighborhood. Perhaps we can help other neighborhoods in their efforts at participation, at getting started, at methods which work - after all, just as folks will be passing through our neighborhoods, so they will pass through many other neighborhoods. Then, perhaps, we can help to make this first annual Parade of Neighborhoods work well. It's vitally worth a try!!

"PARADE OF NEIGHBORHOODS - 1975"

Suggestions for Neighborhood Participation

- * Talk it up with every group in your neighborhood
- * Sponsor on "arts and crafts fair":
 - Should be local artisans rather than "professionals"
 - One street could be "blocked off" for this - need to obtain "block party" permit from alderman
 - Could be held at contact point
 - Possibly survey churches, schools, Boy Scout groups for their interest in showing off their products
 - Items could be for sale - or just for display
 - Need to check w/city hall for permits, if needed.
- * Beautification of streets and sidewalks:
 - Planting of flowers next to sidewalks
 - Money for seeds could be voluntarily given, or come from the NA, or be requested of each neighbor to plant his own "patch"
 - Possibly youth could do this on a designated day, so check again w/church and school youth groups to have a "Beautification Day"
 - Request each (vacant & occupied) lot be "spring-cleaned" and mowed for Parade - Volunteer held could do this for everybody
 - Need to urge neighborhood groups (PTAs, churches, schools, etc.) to "do their bit"
- * Volunteer "spruce-up" of older buildings:
 - Possibly area business even could "donate" paint
 - Youth could do the painting
 - Could be a church school project
 - "Murals" on the side of brick walls of commercial establishments
 - Remember the "Pepsi" commercial, where a volunteer group painted an Sr. Citizens house!
 - Suggest that homeowner buy the paint, and "volunteers" will do the work!
 - Sponsor "Community Painting Days"
 - Check Housing code for requirements

* *Walking tour through the neighborhood:*

- Decide on a route which includes houses, parks, other amenities you want to "show off"
- Should not be too long in duration
- Need someone to "tell about" the sites
- Perhaps a group to start every half-hour
- A brochure !?!

* *Have a slide show presentation:*

- Check w/camera club in area or photography stores for "volunteers" to take slides
- Summit Hill Asso. in St. Paul has done an A-V presentation - check for pointers
- Someone may have old photographs or slides of neighborhood
- Need not be more than 15 min. long
- Someone to narrate - perhaps interviews w/residents "talking about" their neighborhood, or house, or park or NA!
- Could feature schools, churches, parks, parkways, outstanding "rehab" work (before & after), etc.
- Should be shown at contact point

* *"Display of Neighborhood" at contact point:*

- Collect old photos, antiques, etc. to show history
- Collages of neighborhood life - fairs, festivals, activities done in part such as a "clean-up" Day, 100th Anniversary of a church, etc.
- Volunteer help from professional artists could be asked
- Might be a class project in school, or a youth group
- Theme might be "The Four Seasons in _____", or "How We Grew", or "_____ Today", etc.

* *Prepare a Neighborhood Brochure:*

- Check w/Lex.-Hamline, Field-Regina, etc. on how they did their brochures
- Boundaries, history, amenities should be included - accentuate the positive
- Could be "sold" at contact point
- Cost could be provided by area commercial stores, Savings & Loans, Banks, those w/a stake in the future
- Editing, photography could be "volunteer"
- Need not be larger than a double-fold 8½"x11" on 70# paper
- Could be a class project at school, etc.

- NA could have a "contest" for best design, etc.
- Brochure should be contemporary, and be usable for more than a "single season"
- * *Special Edition of Neighborhood Newspaper:*
 - Should feature more about neighborhood as a whole than events, etc. - include map, pictures of houses, parks, etc. - "Parade Edition".
 - Extra printing run
 - Given away to visitors at contact point - or sold
 - Older issues could be on display or handed out
- * *An "Open House" in the neighborhood:*
 - Should be representative of housing or example of "what could be"
 - Choose to contact point or at least in an area where there will be plenty of people
 - Possibility of "volunteer security" in the home to avert loss of property
- * *Sponsor a "folk festival":*
 - Could be ethnic in nature
 - Churches, PTAs, Bridge Clubs could leave foods to sample and/or sell
 - Volunteer musicians - dancers
 - Held in a park or at contact point
 - Check for permits needed w/alderman
 - Have a "_____ Neighborhood Day"
- * *Have an "Intra-Neighborhood Tour":*
 - Select a route through neighborhood, that is again not too long, but representative of what you want to "show off"
 - Possibly use school buses - need to check w/school board about costs, permits
 - Church buses - might be a project for them
 - Someone to narrate on bus
 - Possibly "volunteers" could "drive" visitors around the neighborhoods in own cars - car pool needed
- * *Special Feature of Neighborhood:*
 - Show off one house, or church, or park

* *"Picnic" in Our Neighborhood:*

- Select a park or other site where visitors could stop and leave a picnic
- Possibly have a "smorgasbord" at cost
- A food fair
- Set up display of neighborhood in the picnic area
- Check concerning permits which may be needed
- Bake sale, ol' fashioned ice cream social, pie auction, etc. - perhaps a church or other group would want to have one as a "fund raiser" on Parade Days.

* *Cultural Emphasis Day:*

- Drama, variety shows, etc. held at park, school, church, contact point
- Possibly hold outdoor worship services on Parade Days - "Worship here during the Parade", could be at churches
- Information about neighborhood should be available at churches, parks, contact point

(draft)

SELF-ANALYSIS

The purpose of the self-analysis that follows is to help neighborhood residents arrive at an answer to the basic question: What will our neighborhood want to call attention to in the "Parade of Neighborhoods"? and: What help and resources do we need in preparing for our participation?

General Identifying Information:

1. Name of our neighborhood? _____
2. Name of our participating neighborhood association? _____
3. Location and boundaries of our neighborhood (specific)? _____

4. What are our strongest assets as a neighborhood? _____
5. What should we try to change before the Parade? _____
6. What have been our successes, in our neighborhood, as a neighborhood?

Housing and Population:

7. What types of housing do we have?

Single family	Duplex, triplex	Large apartments
High-rise apartments	Small apts (under ten units)	Town houses
Apartment hotels	Combined res. and coml.	

8. What type of housing might we want to call attention to?

New construction

Outstanding rehab work

Rehab which used "Group Contracting for Services"

Products of code enforcement or urban renewal programs

- 9. Do we want to hold an "open house" tour for the Parade? Are we interested in strategies to market our neighborhood? What have we done?

Worked with banks for favorable loans

Developed a brochure

Worked with realtors and others

- 10. What are the population goals of our neighborhood?

To keep - increase - decrease the present mix of ethnic, age and income to attract more families with children

To attract more young adults

Community Facilities:

- 11. Do we have (a) neighborhood facility(ies) we would like to feature?

School(s)	Community Education Program
Recreational facilities, programs	Library
Child Care facilities	Hospitals
Colleges	Other

- 12. Does our neighborhood have community facilities such as health clinics, social service centers, combined school - park and social service facilities we might wish to feature?

- 13. Do we have group homes, with which we interact, in our neighborhood?

Commercial Facilities:

- 14. Are we close to shopping facilities? Which ones? Where do most of our neighbors shop?

- 15. Does our neighborhood have an industrial area? Is it separated from or integrated with our residential area? Does it create an environmental problem?

Transportation:

Are there well-defined "gateways" to our neighborhood? Are they assets or liabilities?

Does our neighborhood have good access to parkways? To good bus service?

Is our neighborhood bounded by major traffic arteries or freeways? What efforts have been made to diminish noise or traffic congestion in our neighborhood?

Are our parking areas visual assets?

Community Life:

What festivals or events do we hold in our neighborhood that could relate to the Parade of Neighborhoods?

21. How does our neighborhood communicate?

Newspaper

Central Information Points

TV

Kiosks

Radio Shows

22. Do we have organizations, institutions or people who contribute to a strong sense of neighborhood we could feature?

Community leaders

Churches

Lodges

Community Appearance, Amenities, Beautification:

23. What are the prime visual assets of our neighborhood?

24. What do we like about living here? What attracted our newer neighbors to moving here?

25. Does our neighborhood have historic structures or landmarks?

26. What forms of beautification or environmental upgrading have we undertaken?

27. Have we received recognition from Heritage Commission, Q Awards, Good Neighbor Awards, others?

28. Do we have an Urban Design or Beautification plan?

Resources:

29. What resources do we have in our neighborhood to assist our participation in the Parade?

Planning committee

Graphic artists

Writers

Audio equipment

Photographers

Tour guides

30. Where do we begin our participation? What should be our priorities?

Are there city planned projects for our neighborhood we could display downtown and in major shopping centers prior to the Parade?

Schools

Parks

Libraries

New shopping centers

Rec facilities

Other

31. Are we too large geographically? If so, can we arrange our area into individual smaller sized "neighborhoods" for the Parade?

Where will we have our "contact point" for visitors to our neighborhood during the Parade?

Parade of Neighborhoods
530 Syndicate Building
Minneapolis, Minn. 55402

NEWS RELEASE

The Minneapolis Council of Community Councils and the Association of St. Paul Communities announce a new idea of community involvement - "The Parade of Neighborhoods - 1975". This first annual event is to be held the weekend of June 14-15, 1975, and consists of a simultaneous "open house" in Twin City neighborhoods. As of today, residents of 43 neighborhoods in both cities are preparing to participate with a wide variety of events, including "tours", fairs and an open invitation to all to come and see their neighborhood.

The goals of the Parade are:

- To demonstrate the basic strength of existing neighborhoods in Minneapolis and St. Paul.
- To balance off the enormous publicity given to new-home developments in the metropolitan area.
- To give present residents a greater sense of confidence in the future of their own neighborhoods.
- To help existing neighborhood organizations which want to take action to maintain and upgrade their areas.
- To provide a rallying point to help residents in areas without neighborhood organizations to organize themselves.
- To provide a continuing and expanding means of educating the metropolitan public about the status, life and future of central city neighborhoods.

Residents from central city neighborhoods met in the fall of '74 and agreed on the concept of a "parade". The components of the Parade include:

- A route for a tour covering participating neighborhoods, with availability of both public and private transportation.
- A point of contact in each neighborhood where visitors may stop to learn more

about the neighborhood.

- Special events in each neighborhood including "open houses".

While the events which will be held in each neighborhood have not yet been finally determined, the following are types of events which neighborhood planning committees are looking into: "Arts and Crafts" fairs; "open house" tours; walking tours through neighborhoods; displays of histories and descriptions of neighborhoods at contact points; slide shows; picnicking in parks; bazaars; ice cream socials; beautification of neighborhoods in preparation for the Parade; neighborhood brochures for distribution to visitors; inner-tubing on Minnehaha Creek (if the water is "up"; tours of historic homes and landmarks; display of rehabilitated houses and of new construction in neighborhoods; trolley rides; donkey rides; neighborhood Olympics; food fairs; "celebration of people"; ethnic-focused fairs; model apartment "open houses"; and a doll collection display.

In cooperation with the Council of Community Councils and Association of St. Paul Communities, over 40 member and non-member neighborhood organizations in the Twin Cities have sent representatives to the Coordinating Committee for the Parade of Neighborhoods, which acts as decision-maker for the participating neighborhoods collectively. In each neighborhood, committees have also been set up to plan the events which will occur during the Parade days in their neighborhood. Represented are the following neighborhoods in Minneapolis and St. Paul (included are contact persons for each neighborhood) and location:

In far north Minneapolis - Camden (Karol J. Arneson, 5201 Irving Ave. N. 55430). On the near north side is Willard-Homewood (Ralph Thorsgaard, 1105 Washburn Ave. No. 55411). Surrounding downtown are Bryn Mawr to the west (Kay Hollenbeck, 208 Newton Ave. So. 55405); Lowry Hill (Parker Trostel, 1800 Summit Ave. 55403); Lowry Hill East (Rita Martinez, 2735 Dupont Ave. So. 55408); Loring-Nicollet (Ed Peterson, 15 E. Grant

St. 55403); Stevens Court (Jim Larson, P.O. Box 3624 Loring Station 55403); Whittier (Marcella Birulkin, 2539 Pleasant Ave. So. 55404); Phillips (Dave Dipman, 2529 13th Ave. So. 55404); and Seward (Kathy Johnson, 2421 32nd Ave. So. 55406). Across the river from downtown is SEMPACC (Mary Ann Rolland, 416 11th Ave. SE 55414) which also includes Prospect Park (Donald Davies, 80 Seymour Ave. SE 55414). Next to downtown is Nicollet Island in the river (Doris Armbrust, 186 E. Island 55401). To the east of Lake Calhoun are East Calhoun (Dorothy Douglas, 1510 W. 33rd St. 55408) and Calhoun Area (Desiree Wessel, 1315 W. 35th St. 55408). West and south of Lake Harriet are Linden Hills (Diane Snow Ellwood, 4041 Linden Hills Blvd. 55410); Fulton School (Judith Adams, 2611 W. 49th St., 55401); and Armatage (Erv Rojesky, 5001 Newton Ave. So. 55419). To the east of Lake Harriet is Lynnhurst (Jan Del Calzo, 4844 Aldrich Ave. So. 55409). North of Minnehaha Creek along I-35W are Fuller to the west (Bill Straub, 4939 Garfield Ave. So. 55409) and Field-Regina to the east (Mary M. Schmidt, 4701 Clinton Ave. So. 55409). South of Lake Street between I-35W and Hiawatha Avenue are Central-Powderhorn (L. Ivory Giles, 3517 Chicago Ave. So. 55407) and Powderhorn-Corcoran (Dwayne Clark, 3025 Cedar Ave. So. 55407). On the western city limits of St. Paul are St. Anthony Park (Mary Mantis, 2352 Buford Ave. 55108) and South St. Anthony Park (Sherman Eagles, 2380 Hampden Ave. 55114). Along the Mississippi and south of Summit Avenue is Highland-Groveland-Macalester (Joe Richardson, 2085 Palace Ave. 55105). To the west of Lexington along I-94 are Hamline-Midway to the north (Robert Dean, 1443 Edmund Ave. 55104) and Lexington-Hamline to the south (Sheldon Haugen, 1169 Hague Ave. 55104). North of University Ave. and east of Lexington Ave. is Thomas-Dale (Julie Hiebert, 537 N. Dale St. 55103).

Along Summit Ave. from Lexington toward downtown are Summit Hill (Matt Walton, 30 Crocus Place 55102) and Ramsey Hill (Lucy S. Fricke, 360 Summit Ave. 55102). To the east and north of downtown are Payne-Minnehaha (Eleanor Edmeier, 523 E. Minnehaha Ave. 55101); Dayton's Bluff (Curtis Soderbeck, 1123 E. 5th St. 55106); and Phalen

(Angie Blee, 959 Burr St. 55101) which includes a small neighborhood called Lower East Side (Richard Kadrie, 657 Burr St. 55101).

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The idea for the "parade" stems from the Citizens League report "Building Confidence in Older Neighborhoods". This report called attention to the possible long-term danger of neglecting our metropolitan central cities' neighborhoods and, also, to the need to help residents in these neighborhoods maintain confidence in their own future. It was noted that the metropolitan Twin Cities area was in danger of expanding its urban areas, and that population in the central cities was on the decline. Polls taken showed that 2/3 of the residents of the metropolitan area preferred to live in suburban or rural areas. This meant that, as urbanization spread outward, the demand for services followed and costs of providing these were often met at the expense of those living in Minneapolis and St. Paul. Realtors and suburban governments took the lead in urging incoming "new" residents to live away from the central cities. Yet, often overlooked were the amenities which life offered in the central city neighborhoods: the park systems, the lakes, the nearness to downtowns, the equally excellent school systems, and the good quality of sound housing which was rapidly becoming under-used, among other attractive qualities in Minneapolis and St. Paul.

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Areas of greatest participation on the Parade include: SE Minneapolis, the near and far north sides, the western lakes region, and south central Minneapolis; NW St. Paul, north St. Paul and the areas west and east of downtown. In order to incorporate representation from all areas of both cities, neighborhood organizations in west St. Paul, the far-east side; NE Minneapolis and Lake Nokomis region are urged to contact the Coordinating Committee for the Parade.

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A "Logo" for the Parade of Neighborhoods has been designed by an advertising agency for use by neighborhoods to show their participation in the "Parade". Copies

are available to the press. Similarly, a map showing the locations of participating neighborhoods has been prepared.

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Details about the Parade and contact with the Parade committees may be made by either telephoning 338-0791 or writing: Parade of Neighborhoods, 530 Syndicate Building, Minneapolis, Minnesota 55402. Contact person is Al Christenson.

City neighborhoods to be showcased in June promotion

By ROBERT BERG

In an attempt to "balance off the enormous publicity given to new-home development in the metropolitan area," Parade of Neighborhoods-1975 will spotlight older area neighborhoods' virtues, according to coordinator Alfred Christenson.

Originating from a Citizens League report, "Building Confidence in Older Neighborhoods," the June 14-15 event will include open houses, tours and other activities in 43 Twin Cities' neighborhoods.

The Citizens League report, released in 1973, pointed out the "long-term dangers of neglecting the central cities' neighborhoods." It also noted that the Twin Cities area was "expanding its urban areas, and that population in the central cities was on the decline. Polls showed that two-thirds of metropolitan area residents preferred to live in suburban or rural areas. And, as urbanization has spread outward, "the demand for services followed and costs of providing them were often met at the expense of those living in Minneapolis and St. Paul," the report states.

The Citizens League urged inner-city neighborhoods to organize a program that would provide for rehabilitation and marketing of homes, maintain identities of older neighborhoods and aid in securing federal housing loans for home-seekers.

Forty-three Twin Cities' neigh-

borhood organizations started planning the "parade" last year.

The project's major goals are:

- to counter publicity given to new-home developments;
- to give residents a sense of confidence in their neighborhoods' futures;
- to help existing neighborhood organizations maintain and upgrade their areas; and
- to educate the public about the life and status of the central city neighborhoods.

Christenson said the parade idea came from the annual "Parade of Homes," which promotes mainly suburban housing and is sponsored by realtors and builders.

"The realtors and suburban governments have promoted the advantages of suburban life—whether they be employment, available housing or education. Because of their advertised virtues, they urge new residents to live away from the Twin City proper," Christenson said.

"We don't deplore this new-home development; we don't want to take away from the suburbs," Christenson said, "but we want to give the inner-cities a chance. There's a large gap in the amount of advertising given to homes in the Twin City proper as compared to suburban homes.

"The thrust of the Parade of Neighborhoods is basically educational and informative," he said. "We are inviting people from all the metropolitan areas to come into the city and see these communities—whether of current or historical interest.

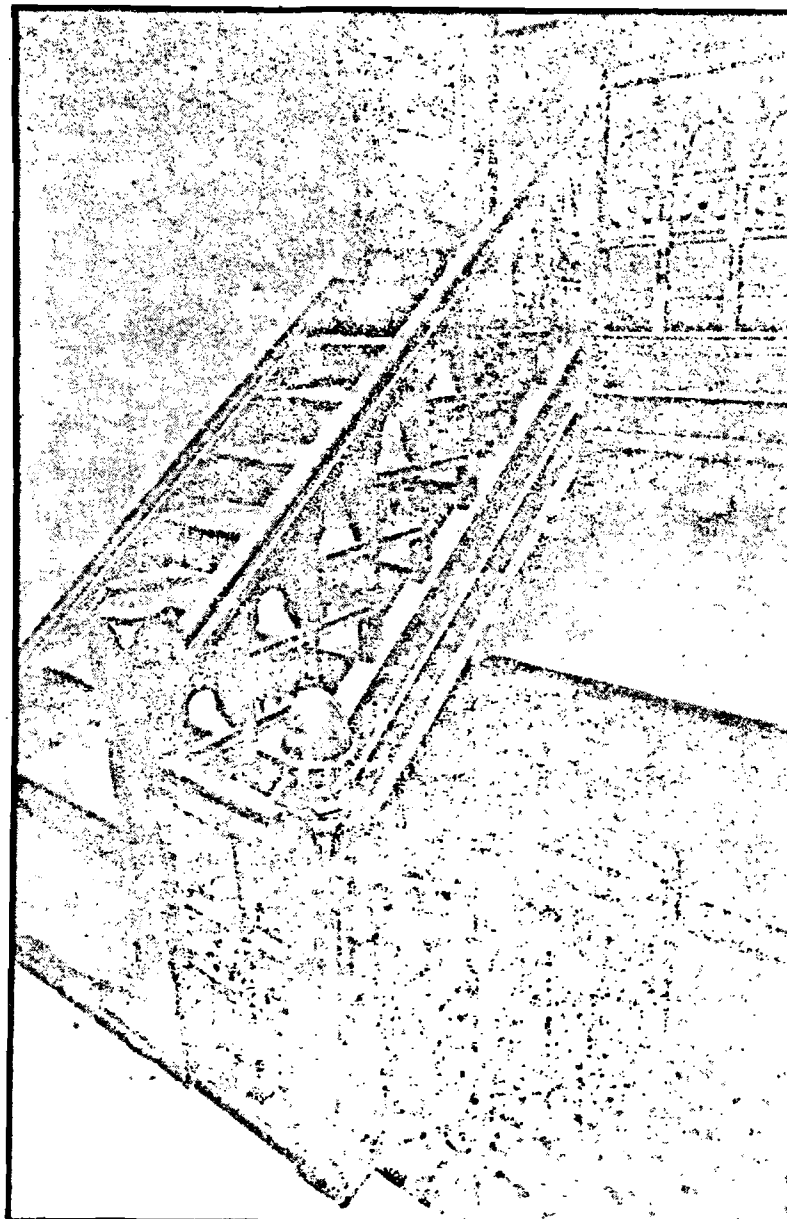


Photo by Scott Schneider

"We want to get people from the suburbs and rural areas to come into the city and break down some of their misconceptions and sacrosanct cows, and realize that city life—housing, the crime, the cultural offerings—isn't all that different worse than their own," Christenson added.

In the University area, special events emphasizing local history have been planned for Corcoran Prospect Park and Dinkytown. An Anthony District neighborhood double-decker bus will provide tours of the University area; it will stop at more than 20 significant sites such as Our Lady of Lourdes Church, 21 Prince Street SE, and the Fish Center or Feneman Building (masonic temple) at 4th St. SE and Central Ave.

Near Dinkytown, the First Congregational Church at 500 4th Ave. SE will be the site of an information booth and assorted exhibits about Southeast Minneapolis. Andrew-Rivers Presbyterian Church, 729 4th St. SE, will hold an ice cream social and Pracna on Main will feature a Minneapolis bicentennial exhibit.

The Citizens League and Metropolitan Transit Commission are sponsoring three-and-a-half-hour "comprehensive bus tours" of Minneapolis and St. Paul (separate tours in each city) at 11 a.m. on June 14 and June 15. The tours will visit nearly all of the 43 participating neighborhoods. Ticket prices are \$1.50 and are available through the Citizens League, 530 Syndicate Building, Minneapolis.

THE CITY AS IT REALLY IS

3 1/2 Hour Comprehensive Bus Tours of Minneapolis and St. Paul
(separate tours in each city)

SATURDAY, JUNE 14 and SUNDAY, JUNE 15

11 a.m. and 3 p.m., each city, each day

Air-conditioned, MTC Chartered Buses, with Narrators on each Bus

\$1.50 per person per tour

Tour both cities, if you like, one each day.

A special feature of the Twin Cities Parade of Neighborhoods, a simultaneous "open house" in 43 neighborhoods in Minneapolis and St. Paul, the weekend of June 14th and 15th. The tours will go through nearly all of the 43 participating neighborhoods.

To order tickets, fill out this form and mail to: Parade of Neighborhoods, 530 Syndicate Building, Minneapolis, MN 55402. Please enclose a self-addressed stamped envelope to assure prompt delivery of your tickets. Make checks payable to PARADE OF NEIGHBORHOODS. Order forms must be received no later than 4:30 p.m., Tuesday, June 10th. Please indicate the number of tickets you want and enclose \$1.50 for each. Also indicate your first and second choices for time. We'll do our best to honor your first request. St. Paul tours originate at the MTC garage, Snelling and I-94; Minneapolis tours at the MTC garage at Nicollet and 31st St. If you have any questions, please call 338-0791.

ST. PAUL TOURS Number of Tickets _____ MINNEAPOLIS TOURS Number of Tickets _____

Indicate your
first and second
choices for time

Indicate your
first and second
choices for time

11 a.m. Saturday, June 14 _____

3 p.m. Saturday, June 14 _____

11 a.m. Sunday, June 15 _____

3 p.m. Sunday, June 15 _____

11 a.m. Saturday, June 14 _____

3 p.m. Saturday, June 14 _____

11 a.m. Sunday, June 15 _____

3 p.m. Sunday, June 15 _____

Name _____ Address _____ Zip _____

Phone _____

Total amount enclosed \$ _____

common ground

Winter-Spring 1975

No. 4

\$1.00

ORDER FORM ORDER FORM ORDER FORM ORDER FORM

COMMON GROUND Magazine, a Twin Cities based publication interested in the promotion of "life in the cities," is coming out with a special edition in June 1975. This edition will feature an insert on the "PARADE OF NEIGHBORHOODS - 1975" with articles on all participating Minneapolis and St. Paul neighborhoods, in addition to regular features on Twin Cities neighborhoods. This special insert will be of value for traveling on the "Parade" route and for visiting each neighborhood, and will be the official souvenir of the "PARADE OF NEIGHBORHOODS - 1975".

I would like to order a copy (or more) of this special edition of COMMON GROUND. I understand that the cost per copy is \$1.00. I further understand that this copy will be delivered to me by mail as soon as distribution starts the first week in June and should reach me before the "PARADE OF NEIGHBORHOODS - 1975", June 14-15.

I would like to order _____ copies of the June 1975 issue of COMMON GROUND Magazine.

I enclose \$1.00 per copy. Total number of \$ _____. Checks may be sent instead of cash. Make payable to: NEW VOCATIONS PROJECT.

Send remittance and order form to: COMMON GROUND
2314 Elliot Avenue South
Minneapolis, Minnesota 55404

NAME _____ STREET _____
CITY _____ STATE _____ ZIP _____

ORDER FORM ORDER FORM ORDER FORM ORDER FORM



TWIN CITIES PARADE OF NEIGHBORHOODS

PARADE OF NEIGHBORHOODS - 1975
530 Syndicate Building
Minneapolis, MN 55402
Telephone 338-0791

For Release
Friday A.M.

June 6, 1975

NEWS RELEASE

The Twin Cities Metropolitan Area public is cordially invited to participate in a "happening" being held in 43 Minneapolis-St. Paul neighborhoods the weekend of June 14-15. This is a simultaneous open house festival - the PARADE OF NEIGHBORHOODS - 1975. Folks who live near both downtowns, and those who live in the outer parts of Ramsey, Scott, Carver, Dakota, Washington, Anoka and Hennepin counties, are invited to grab a bus, drive their car, or walk or bike and come into the city and visit as many or as few neighborhoods as their time and schedule permits. The residents of these 43 neighborhoods will be more than happy to give the visitor a good glimpse of what the life is really like in the Twin Cities. The hours which the neighborhood contact points will be open are from 10am to 6pm on Saturday and from noon to 6pm on Sunday.

During the days of the Parade bus tours will be available for separate tours of each city "as it really is." These buses will be air-conditioned MIC charters, with narrators who will describe to the rider the variety of housing, landmarks, and natural beauty to be found in both St. Paul and Minneapolis. Each tour will

last approximately 3-3½ hours, including rest stops, and the cost per person will be \$1.50 (children age six and under may ride free). The Minneapolis tours leave from the MTC garage on 31st & Nicollet at 11am and 3pm on Saturday and at 11am and 3pm on Sunday. These tours will cover all areas of the city including the western lakes region, Northeast, the university district, Cedar-Riverside, and south Minneapolis. The St. Paul tours leave from the MTC garage on I-94 and Snelling at 11am and 3pm on Saturday and 11am and 3pm on Sunday. These tours will cover all parts of the city including the universities, the West Side, Phalen and Como Parks, and the Fairgrounds. Reservations may be made in person at the Citizens League office, located in Room 530 of the Syndicate Building (above J. C. Penney's), 84 South 6th St. or by phoning 338-0791 by June 13th at 4:30pm. Tickets may be gotten there, but may also be purchased at the bus on the days of the tours.

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The Parade is being sponsored by the Minneapolis Council of Community Councils, the Association of St. Paul Communities, and the Citizens League, in cooperation with the 43 neighborhoods involved. These groups have been working together on the Parade since the fall of '74 and have the following as goals for the Parade:

- To demonstrate the basic strength of existing neighborhoods in Minneapolis and St. Paul.
- To balance off the enormous publicity given to new-home developments in the metropolitan area.
- To give present residents a greater sense of confidence in the future of their own neighborhoods.
- To help existing neighborhood organizations which want to take action to maintain and upgrade their areas.
- To provide a rallying point to help residents in areas without neighborhood organizations to organize themselves.

- To provide a continuing and expanding means of educating the metropolitan public about the status, life, and future of central city neighborhoods.

The basic components of the Parade include:

- A Contact Point in each neighborhood to which visitors are encourage to come initially, where information, maps, and brochures of the neighborhood will be available.
- Suggested tours from each Contact Point of the neighborhood.
- Special events in each neighborhood including "open houses" (not all neighborhoods will have events, but most will).

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Visitors are encouraged to participate in as many neighborhood special events as time will permit. A picnic lunch may be brought to most neighborhoods; many neighborhoods will have food, refreshments, and other concessions for sale; some neighborhoods will have Kaffee Klatsches. If the visitor wishes to use a bike, some neighborhoods will have bike rallies, and all will encourage the visitor to ride around their area. Certain neighborhoods will have music, theatre, dance and other entertainments at their contact point or other spots in the neighborhood. A number of neighborhoods will have narrated slide shows, and many will have arts and crafts exhibits with some items for sale. Many historic homes and landmarks will be open for tours, and a few neighborhoods will offer guided tours, including nature walks, and their own bus tours. Most of these events are free, but in some cases there will be a small fee charged. (A list of planned neighborhood events is attached).

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The idea for the "Parade" stems from the Citizens League report "Building Confidence in Older Neighborhoods" issued in 1973. This report called attention to the possible long-term danger of neglecting our metropolitan central cities' neighborhoods and, also, to the need to help residents in these neighborhoods maintain confidence in their own future. It was noted that the metropolitan Twin Cities was in danger

of expanding its urban areas, and that population in the central cities was on the decline. Polls taken showed that 2/3 of the residents of the metropolitan area preferred to live in suburban or rural areas. This meant that, as urbanization spread outward, the demand for services followed and costs of providing these were often met at the expense of those living in Minneapolis and St. Paul. Realtors and suburban governments took the lead in urging incoming "new" residents to live away from the central cities. Yet, often overlooked were the amenities which life offered in the central city neighborhoods: the park systems, the lakes, the nearness to downtowns, the equally excellent school systems, and the good quality of sound housing which was rapidly becoming under-used, among other attractive qualities in Minneapolis and St. Paul.

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At each Contact Point copies of a new Twin Cities publication, COMMON GROUND, will be available at \$1.00 each. This publication features a special PARADE OF NEIGHBORHOODS section, in which articles on 41 of the neighborhoods depict both the history and description as well as Parade events in each neighborhood. This magazine, published by New Vocations Project at 2314 Elliot Avenue South, Minneapolis, started up last year with the purpose of describing the neighborhoods and the life in the Twin Cities and promoting interneighborhood and intercity cooperation. It was the winner of a special award begun by the Minneapolis Star in this year's CUE (Committee on Urban Environment) Awards. Subscriptions may be obtained and back issues as well at the above address. Copies will also be available at many news dealers and drug stores.

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Bus tour information, tickets, and other details about the Parade may be obtained at the Parade of Neighborhoods office. Please write to or drop in at: Parade of Neighborhoods, 530 Syndicate Building, Minneapolis, Minnesota 55402. You may phone for information at 338-0791. Coordinator is Al Christenson.

WELCOME TO THE PARADE OF NEIGHBORHOODS - 1975

COME TO THESE NEIGHBORHOOD EVENTS, JUNE 14-15

"EVENTS TAKE PLACE BOTH DAYS UNLESS OTHERWISE INDICATED"

ST. PAUL

West Side: (1) Art Fair at Torre de San Miguel; (2) Home Tours of Torre de San Miguel; (3) Ice Cream Social at Cherokee Park

Payne-Minnehaha: (1) Senior Citizen's Arts & Handicrafts Show at Merrick Center; (2) Historical Display & Slide Show at Merrick Center; (3) Ethnic Food Fair at Merrick Center; (4) Folk Dances at Center; (5) Guided Tours of the Area from *CP; (6) Festive Carnival Booths in the Park at the Center; (7) Stores in Area Open on Saturday; (8) WMIN Broadcast.

Phalen: Slide Show & Historical Display at Edgerton High Rise; (2) Model Apts. at High Rise Open for Inspection; (3) Senior Citizen's Handicraft Exhibition and Sale at High Rise; (4) Local Government Representatives and Officials will be on hand to meet public; (5) Anderson-Nelson VFW Drill Team Performance, Sunday 4:00 p.m. with Flag Dedication at High Rise; (6) Walking Tour from *CP on Saturday to Payne Avenue Business Section for Special Sales; (7) Meet Ballplayers at Savino's Restaurant for Autographs; (8) Open House at Arlington Hills Library; (9) Biking & Hiking along East Shore of Lake Phalen; (10) Ice Cream Special at Bridgeman's; (11) Local Artists' Fair at High Rise; (12) Various Entertainments at High Rise.

Thomas-Dale and Daytons Bluff: (1) Suggested Tours of Area from *CP

Ramsey Hill: (1) Suggested Area Tour from *CP; (2) Brochures on Sale at *CP from Historical Homes Tour.

Summit Hill: (1) Suggested Tours of Historical Homes.

Portland Avenue: (1) Walking Tour of Rehabed Homes Open for Inspection; (2) Suggested Historical Homes Tour; (3) Suggested Tour of Specialty Shops on Grand Avenue on Saturday.

Lexington-Hamline: (1) Open House at LHCC Office; (2) Display of Neighborhood Plans for the future at LHCC Office; (3) Realtor's Open Houses of Homes For Sale in Neighborhood; (4) "Kaffee Klatsch" with Residents in their homes.

Hamline-Midway: (1) Suggested Tours of Area from *CP.

Highland-Groveland-Macalester: (1) Suggested Tour of the "Old and the New in HiGroMac".

Desnoyer Park: (1) Art Festival Saturday 12:00 to 5:00 p.m. at Desnoyer School; (2) Children's Parade Sunday at Noon from Radio Station KEEY; (3) Games, Athletic Events, Picnic with "Pioneer Stew" Sunday 1:30 to 6:00 p.m. at School.

South St. Anthony Park: (1) Suggested Tours of Area from *CP.

St. Anthony Park: (1) Suggested tours of area from *CP

MINNEAPOLIS

Como: (1) Open House at Van Cleve Park; (2) Suggested Tours from *CP; (3) Shops to be Open on Sunday; (4) Historic Tuttle House Open 12:00 to 5:00 p.m.; (5) "Lyan and Grant" Rehabed Home; (6) New University of Minnesota Married Student Housing and Community Center; (7) Narrated "River Ramble" Slide Show at Van Cleve Park.

University District: (1) Bike Tours of Historical Homes and Landmarks in the Area; (2) Open House at "Our Lady of Lourdes"; (3) Ice Cream Social at Andrew's Presbyterian Church; (4) Ethnic Food Sale at *CP or Ukranian Church; (5) Tour of Chateau Co-op Model Apartment and Scenic View from Top of Chateau; (6) Pracna-on-Main having a Band and Historic Presentation; (7) Organ Concert 2:00 to 4:00 p.m. at First Congregational Church; (8) At Chateau a Street Dance for under 30's, Saturday 9:00 to 12:00; (9) Double-Decked Bus Tours Saturday 12:00 to 5:00 p.m. and Sunday 2:00 to 6:00 p.m. from *CP; (10) Open House at Portland House; (11) Finneman Building Open House and Tour; (12) Barbecue at Chateau Co-op Saturday 6:00 to 9:00 p.m.

Prospect Park: (1) Maps available and suggested Tours from *CP; (2) Open House at Tower Hill; (3) Arts & Crafts Fair, Saturday at Luxton Park House; ((4) Tours of Rehabed Homes; (5) Slide Show at Pratt School of South East Alternative Education; (6) Slide Show of Neighborhood at Prospect Park Methodist Church; (7) Open House Sunday at St. Francis Cabrini; (8) Open House Saturday 2:00 to 4:00 at Prospect Park Care Center; (9) Open House Saturday 12:00 to 4:00 and Sunday 1:00 to 4:00 at the Day Care Center.

Cedar-Riverside: (1) Model Apartments Open at Cedar Square West; (2) Picnic and Entertainment at Riverside Park on Sunday; (3) Open House at People's Center and the Co-ops; (4) Workshops at Metro College; (5) "Whole Foods" Potluck at Park on Sunday; (6) West Bank Revelry.

Seward: (1) Seward Community Cafe Open for Business with 25¢ Beer and a "Whole Foods" Menu; (2) Suggested Tours from *CP of Neighborhood Co-ops and Historical Sites; (3) Suggested Biking & Hiking and West River Road; (4) Continuous Professional Neighborhood Slides Show at *CP; (5) "Country Fair" at Matthews Center Sunday 10:00 to 6:00 p.m.; (6) Open House at Both Townhouses and Rehabed Homes in Area on Sunday.

Longfellow: (1) Walking Tour of 27th and Lake Street Area Including New Construction of the East Lake Street Library and the New Target Center Site; (2) Unorganized Hiking & Biking along the River Gorge.

Powderhorn-Concoran: (1) Suggested Tours of Area from *CP; (2) Art Festival at Walker Church; (3) Theatre, Dance, Music, Puppet Shows at Walker Church.

Central-Bryant: (1) Suggested Tours of Area from *CP; (2) Neighborhood Fair at Phelps Park on Saturday; (3) Tours of the Afro-American Cultural Arts Center on Saturday; (4) Folktale Puppet Shows at the Center Saturday.

Phillips-Peavey Park: (1) Free Bus Tours of Area from *CP; (2) Health Fair Saturday at Native American Center; (3) Open House by Project for Pride in Living; (4) Theatre and Poetry Reading on Sunday at Pillsbury-Waite Cultural Arts Center (Theatre Saturday Only); (5) Dedication of Tot Lots at Peavey Park on Sunday; (6) Walking Tour Sunday from Our Savior's Lutheran Church; (7) Ice Cream Social Sunday at Church; (8) Puppet Shows at Native American Center; (9) "Phillips Fair" June 21-22.

Nicollet Island: (1) Tours of the Historical Homes on the Island

Camden: (1) Charlie Macguire, the "Wandering Minstrel", in Concert at *CP at 2:30 p.m.; (2) Swanee on his Lowry Organ in Concert at *CP; (3) Antique Doll Display at *CP on Sunday; (4) Films and Historical Photos at *CP; (5) Historical Human Interest Display at *CP; (6) Local Arts and Crafts and Music at *CP; (9) Picnicing in the Park with the Popcorn Wagon at *CP; (10) Library Open for Business Specially; (11) Karate, Rosemaling and Chair Caning Demonstrations at *CP.

Willard-Homewood: (1) Suggested Tours of Area from *CP.

Glenwood-Lyndale: (1) Suggested Tours of Area from *CPs; (2) Open House at MHRA Office, Prince of Glory Lutheran Church, and Community Center.

Bryn Mawr: (1) Art Fair at and Tour of Anwatin School; (2) Ice Cream Social Saturday at Bryn Mawr Presbyterian Church; (3) Suggested Biking and Hiking along Cedar Lake and in Theodore Wirth Park; (4) Suggested vistis to Eloise Butler Wildflower and Bird Sanctuary encouraged; (5) Picnicing, Tennis and other games at Wirth Lake.

Lowry Hill: (1) Walking Tours of Historical Mt. Curve Homes.

Loring-Nicollet: (1) Suggested Tours of Area from *CP.

Stevens Square: (1) Tours of Model Apartments Developed by Stevens Court, Inc.

Whittier: (1) Suggested Tours of Area from *CP.

Lowry Hill East: (1) Continuous Coffee Klatsch at La Petite Academie; (2) Annual Arts and Crafts Fair at *CP; (3) Modern Dance by the Blue Butterflies, Inc.; (4) Suggested Tours of Homes, and Sites in Area.

Calhoun Isles: (1) Display of Neighborhood at *CP; (2) Suggested Tours of the Area from *CP.

Linden Hills: (1) Audubon Tours from Linden Hills Park; (2) Regatta on Lake Harriet; (3) Separate Guided Tours of Rehabed Homes, Historical Sites, and Natural areas; (4) Slide Show of Educational Programs at *CP; (5) Community Library Display; (6) Rides on "The Trolley"; (7) Open Houses in the Business Areas; (8) Rose Garden Tours; (9) Environmental Training Sessions at Park.

Merriam Park: (1) Suggested Tours of the Area from *CP.

Armatage: (1) Baseball & Softball Games all day Saturday at Armatage Park; (2) Tennis Tournament at Park on Saturday; (3) Ice Cream Social at 2:30 Saturday at Park; (4) Community Crafts Display at *CP; (5) Suggested Tours of Area from *CP.

Lynnhurst: (1) Arts & Crafts Fair at *CP; (2) Ice Cream Social; (3) Gun Safety and Karate Demonstrations at *CP; (4) Canoeing and Inner-tubing on Minnehaha Creek; (5) Swimming in Lake Harriet; (6) Biking and Hiking along Neighborhood Trails.

Southwest Corner: (1) Neighborhood Picnic Saturday; (2) Bike Rally Saturday, (3) Canoeing in and Biking Along Minnehaha Creek and the Parkway.

Fuller: (1) Fuller's Second Gala Neighborhood Picnic at *CP; (2) Kite Flying, Paper Airplan Contest, Volleyball and Games at *CP.

Field-Regina: (1) Games and Children's Activities at McRae Park Saturday Noon-3:00 p.m.; (2) Open House & Ice Cream Social at Town Oaks Sunday 1:00 to 3:00 p.m.; (3) Adult Softball, Hot Dogs & Ribs at McRae Park Sunday 4:00 p.m.

Diamond Lake: (1) Free Doubledecker Bus Tours of Neighborhood from Pearl Park on Saturday from 10-12-2-4 p.m. and Sunday 12-2-4 p.m. (children must be accompanied by adults); (2) Free Audobon Style Nature Tours Around Diamond Lake on Saturday 11-1-3-5 p.m. and Sunday 1-3-5 p.m.; (3) Narrated Slide Show and Teenage Concession Stand in Park Building; (4) Community Agency Display Exhibit in Park Building.

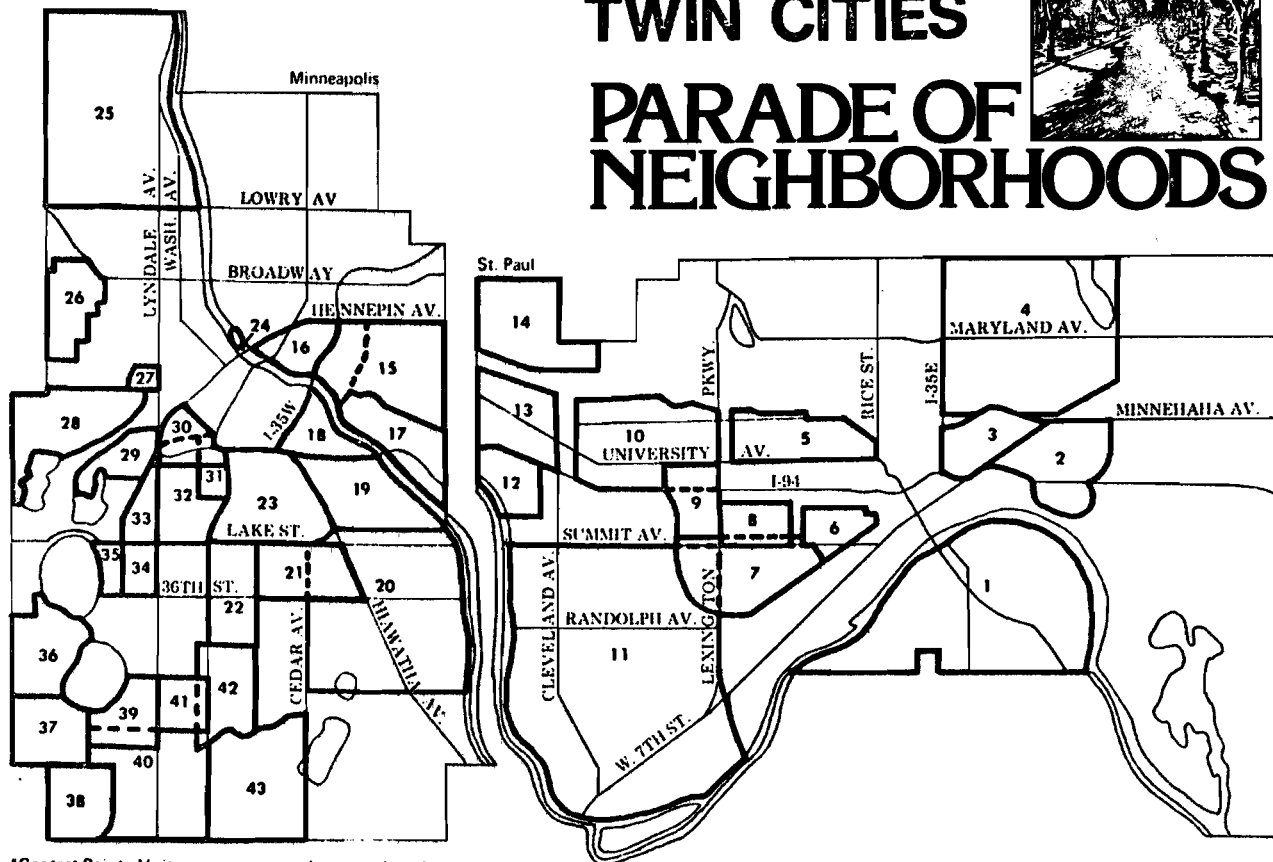
ALL NEIGHBORHOODS WILL HAVE RESIDENTS AVAILABLE TO TALK TO VISITORS, AND SUGGESTED POINT OF INTEREST, AND HOMES TO LOOK AT WILL BE NOTED. INFORMATION WILL BE AVAILABLE ON THESE AND OTHER ACTIVITIES AT THE CONTACT POINTS. "COMMON GROUND" MAGAZINE WILL BE AVAILABLE FOR SALE AT THE *CPS; BROCHURES AND OTHER FLYERS WILL ALSO BE AVAILABLE AT EACH *CP.

* CP: CONTACT POINT: YOU ARE INVITED TO STOP HERE FIRST IN EACH NEIGHBORHOOD.

SATURDAY JUNE 14, 1975 · 10:00-6:00 p.m.
 SUNDAY JUNE 15, 1975 · Noon-6:00 p.m.



TWIN CITIES PARADE OF NEIGHBORHOODS



*Contact Point. Visitors are encouraged to come here first.

- | | | |
|--|--|---|
| <p>1. WEST SIDE OF ST. PAUL
 CP: Torre de San Miguel, Wabasha and Concord Sts.</p> <p>2. DAYTON'S BLUFF
 CP: Mounds Park Pavilion, Mounds Blvd & Earl St.</p> <p>3. PAYNE MINNEHAHA
 CP: Merrick Center, 715 Edgerton St.</p> <p>4. PHALEN
 CP: Edgerton High Rise, Edgerton & Jenks Sts.</p> <p>5. THOMAS-DALE
 CP: Community Center, 911 Lalond St.</p> <p>6. RAMSEY HILL
 CP: Nathan Hale Park, Summit & Western Aves.</p> <p>7. SUMMIT HILL
 CP: Crocus Hill Park, Gondrich & Dale St.</p> <p>8. PORTLAND AVENUE
 CP: St. Clement's Church, Portland & Milton Aves.</p> <p>9. LEXINGTON HAMLIN
 CP: LHCC Office, 1164 Selby Ave.</p> <p>10. HAMLIN-MIDWAY
 CP: Jehovah Lutheran Church, Thomas & Snelling Aves.</p> <p>11. HIGHLAND-GROVELAND-MACALESTER
 CP: College of St. Catherine</p> <p>12. DESNOYER PARK
 CP: Desnoyer School, Doan & Pelham Blvd.</p> <p>13. SOUTH ST ANTHONY PARK
 CP: SSAPA Office, 2380 Hamplon Ave.</p> <p>14. ST ANTHONY PARK
 CP: St. Anthony Park Library, Como Ave. at Carter</p> <p>15. COMO
 CP: Van Cleve Park, 15th Ave. SE, south of Como</p> | <p>16. UNIVERSITY DISTRICT
 CP: First Congregational Church, 500 SE 8th Ave.</p> <p>17. PROSPECT PARK
 CP: Tower Hill, Malcom & University Ave.</p> <p>18. CEDAR-RIVERSIDE
 CP: Riverside Park, E. 8th St. & 27th Ave. S.</p> <p>19. SEWARD
 CP: Matthews Community Center, E. 24th St. & 28th Ave. S.</p> <p>20. LONGFELLOW
 CP: Holy Trinity Lutheran Church, E. 31st St. & 28th Ave. S.</p> <p>21. POWDERHORN CORCORAN
 CP: Walker Methodist Church, 3104 16th Ave. S.</p> <p>22. CENTRAL-BRYANT
 CP: Phelps Park, E. 39th St. & Chicago Ave. S
 CP: Afro-American Cultural Arts Center, 24 E. 31st St.</p> <p>23. PHILLIPS-PEAVEY PARK
 CP: Urban American Indian Center, Bloomington & Franklin Aves.</p> <p>24. NICOLLET ISLAND
 CP: A Gathering Place, Maple & Nicollet St.</p> <p>25. CAMDEN
 CP: Welber Library, 4380 Welber Pkwy.</p> <p>26. WILLARD-HOMEWOOD
 CP: North Commons, 16th & James Ave. N.</p> <p>27. GLENWOOD-LYNDALE
 CP: Community Center, Bryant & 5th Ave. N.</p> <p>28. BRYN MAWR
 CP: Anwanin Learning Center, 256 Upton Ave. S.</p> <p>29. LOWRY HILL
 CP: St. Paul's Episcopal Church, Logan & Franklin Ave.</p> <p>30. LORING-NICOLLET
 CP: Stevens Square Park, E. 18th St. & Stevens Ave. S.</p> | <p>31. STEVENS SQUARE
 CP: Stevens Court, E. 18th St. & Stevens Ave. S.</p> <p>32. WHITTIER
 CP: Minneapolis House, 2302 Blaisdell Ave. S.</p> <p>33. LOWRY HILL EAST
 CP: La Petite Academie, 2552 Colfax Ave. S.</p> <p>34. CALHOUN ISLES
 CP: Joyce Neighborhood House, 1222 W. 31st St.</p> <p>35. EAST CALHOUN
 CP: Fifth Northwestern Bank, Humboldt & Lake St.</p> <p>36. LINDEN HILLS
 CP: Linden Hills Park, 43rd & Xerxes Ave. S.</p> <p>37. FULLTON SCHOOL
 CP: Pershing Park, 48th & Chenoweth Ave. S.</p> <p>38. ARMATAGE
 CP: Armatage Park, 58th & Russell Ave. S.</p> <p>39. LYNNHURST
 CP: Community Center, 50th & Minnehaha Pkwy.</p> <p>40. SOUTHWEST CORNER
 CP: Washburn Library, 53rd & Lyndale Ave. S.</p> <p>41. FULLER
 CP: Old Fuller School Site, 48th between Grand and Harriet Ave. S.</p> <p>42. FIELD-REGINA
 CP: McRae Park, 47th & Chicago Ave. S.</p> <p>43. DIAMOND LAKE
 CP: Pearl Park, Diamond Lake Road near Portland Ave. S.</p> |
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PARADE OF NEIGHBORHOODS: A Simultaneous Open House Festival in the Twin Cities!!

Sponsored by: Council of Community Councils; Association of St. Paul Communities; and the City of Minneapolis. For more information, call 228-0791.

APPENDIX III

NEIGHBORHOOD ORGANIZATIONS INVOLVED IN THE TWIN CITIES

A. PARTICIPANTS INVOLVED IN THE "PARADE OF NEIGHBORHOODS - 1975:

MINNEAPOLIS:

1. Lowry Hill East Neighborhood Association

Boundaries: Lyndale-Hennepin-Lake-Freeway
Contact Person: Rita Martinez/2735 Dupont Ave. So. 55408/823-1453 372-2833
President: Mary Ellen Grika/2741 Colfax Ave. So. 55408/823-6361
Other Contacts: Greg Scott/2634 Bryant Ave. So. 55408/374-2693

2. Lowry Hill Homeowners

Boundaries: Hennepin-22nd-Kenwood Park-Kenwood Pkwy.
Contact Person: Parker Trostel/1800 Summit Ave. 55403/377-9018
President: Thomas Hunt/1810 James Ave. So. 55403/377-8389 339-8331
Other Contacts: Mrs. M. D. Clark/1936 James Ave. So. 55403/377-4086
Loren Simer/1809 Fremont Ave. So. 55403/377-9709
Mrs. Robert Kasper/1705 Morgan Ave. So. 55404/377-7838
Paul Stern/1767 Fremont Ave. So. 55403/

3. Willard Homewood Organization

Boundaries: City Limits-Olson Hwy.-Penn.-Plymouth-Knox-James-Irving-Broadway-23rd
Contact Person: Charles Mountjoy/1027 Upton Ave. No. 55411/529-8720 348-8484
President: Van F. White/1718 Thomas Ave. No. 55411/ 521-0678 332-4777
Other Contacts: Ralph Thorsgaard/1105 Washburn Ave. No. 55411/522-7793 332-7371
Helen Starkweather/1800 Olson Memorial Hwy. 55411/348-6849

4. Stevens Square Residents Association

Boundaries: I-94-LaSalle-26th-I-35W
Contact Person: Jim Larson/P. O. Box 3624 55403/332-9100 922-3373
President: same
Other Contacts: Mrs. Ann Larson/P. O. Box 3624 55403/922-3373
William Grimberg/2620 Blaisdell Ave. So. 55408/824-5762

5. Southeast Minneapolis Planning & Coordinating Committee (SEMPACC)

Boundaries: East Hennepin-City Limits-Mississippi River
Contact Person: Mary Ann Rolland/416-11th Ave. SE 55414/331-8213
President: John Cairns/4700 IDS Center 55402/339-8331 335-0785
Other Contacts: Norma Olson/102 Arthur Ave. SE 55414/378-2185 348-2104 331-2857

6. Field-Regina Neighborhood Group

Boundaries: 42nd-Minnehaha Creek-Chicago-Nicollet

Contact Person: Mary Margaret Schmidt-4701 Clinton Ave. So. 55409/823-3193

President: Same

Other Contacts: Douglas McPeck/330 E. 44th St. 55409/822-9901
Phil Schmidt-4701 Clinton Ave. So. 55409/823-3193
Gerry Sell/620 E. Minnehaha Pkwy. 55417/823-3248
Roberta Boelter/347 E. 43rd St. 55409/825-0969
Ann M. Mure/4715 Portland Ave. So. 55407/827-4506
Elsa Canterbury/4732-5th Ave. So. 55409/823-2258
Joan Johnson/4921 Oakland Ave. So. 55417/822-5864

7. Fuller Neighborhood Association

Boundaries: 45th-50th-Lyndale-I-35W

Contact Person: William Straub/4939 Garfield Ave. So. 55409/827-2762 370-6787

President: same

Other Contacts: Jim O'Neill/4948 Garfield Ave. So. 55409/824-2019

8. Lynnhurst Neighborhood Association

Boundaries: 45th-54th-Lyndale-Penn

Contact Person: Judith J. Johnson/4826 Colfax Ave. So. 55409/824-5167

President: Jan DelCalzo/4844 Aldrich Ave. So. 55409/827-4240

Other Contacts: Butch Lindquist-4826 Colfax Ave. So. 55409/824-5167
Dave Veenstra/5009 Oliver Ave. So. 55419/922-1578

9. Bryn Mawr Neighborhood Association

Boundaries: City Limits-Cedar Lake-BN RR yard-MN&S RR-Glenwood Ave.

Contact Person: Ken or Kay Hollenbeck/208 Newton Ave. So. 55405/374-3588

President: Clarence Shallbetter/200 Penn Ave. So. 55405/377-7088 338-0791

Other Contacts: Gwen Curry/420 Oliver Ave. So. 55405/377-2373
Betty Bruce/2108 Laurel Ave. W. 55405/374-1782 374-0586
Arlene Fried/1109 Xerxes Ave. So. 55405/377-0590 348-4050
Evelyn Anderson/436 Upton Ave. So. 55405/ 377-2162
Martha Westrum/1253 So. Cedar Lake Rd. 55405/377-0586
Mary Duffy/1952 Cedar Lake Blvd. 55416/926-5547
Karen Ringsrud/1948 Drew Ave. So. 55416/922-0555

10. Phillips Neighborhood Improvement Association

Boundaries: I-35W-Hiawatha-I-94-Lake

Contact Person: Dave Dipman/2529-13th Ave. So. 55404/722-6617

President: Helen Gatton/2608-17th Ave. So. 55407/722-9385

Other Contacts: Ruby Inghenutt/2932 Portland Ave. So. 55407/823-8440

11. Pillsbury Waite Cultural Arts Center - Waite Neighborhood House

Contact Person: Dave Dipman (see #10)

Director: Ina Iversen/724 E. 26th St. 55404/

Other Contacts: Claude Lammers/2649 Park Ave. So. 55407/

12. Steward Field Activities Council

Contact Person: Dave Dipman (see #10)
President: Joseph Bedor/2529-13th Ave. So. 55404/
Other Contacts: Patrick Kadley/2738-18th Ave. So. 55404/

13. Urban American Indian Center

Contact Person: Dave Dipman (see #10)
Director: Ervin Sargant/3045 Park Ave. So. 55407/

14. Phillips Area Inter-Agency Council

Contact Person: Dave Dipman (see #10)
President: John Hanson/3800 Bryant Ave. So. 55404/

15. Project for Pride in Living

Contact Person: Dave Dipman (see #10)
Director: Joe Selvaggio/1527 E. 26th St. 55404/721-6469

16. Seward Neighborhood Group - Seward West Project Area Committee

Boundaries: I-94-CMSTP&P RR (E27th)-Hiawatha-Mississippi River
Contact Person: Kathy Johnson/2421-32nd Ave. So. 55406/724-2611
Director (PAC): Phyllis Scott/2227 E. Franklin 55404/332-5537
President (SNGP): David Kienitz/2200 Minneapolis Ave. 55406/729-2217 296-4860
Other Contacts: Rudy Anders/3211-23rd Ave. So. 55404/724-6834
Lois Enebo/3304 E. 25th St. 55406/729-5445
Scott Richardson/3017 E. Franklin 55406/333-3659
Jerilee Niedenfuhr/2227 E. Franklin 55404/332-5537 333-2911

17. Linden Hills Neighborhood Council

Boundaries: France-Lake Harriet-47th-Lake Calhoun-36th
Contact Person: Diane Snow Elwood/4041 Linden Hills Blvd. 55410/920-4483
President: Dr. Carol Vaubel/4321 York Ave. So. 55410/926-2684
Other Contacts: Jim & Jean Ward/4037 Linden Hills Blvd. 55410/926-8297

18. Calhoun Area Resident Action Group (CARAG)

Boundaries: Lyndale-Hennepin-Lake-36th
Contact Person: Juanita Bernard/3519 Girard Ave. So.. 55408/824-8211
President: same
Other Contacts: Desiree Wessel/1315 W. 35th St. 55408/825-2633
Gillian Furst/1222 W. 31st St. 55408/825-4431
John Koolmo/3512 Dupont Ave. So. 55408/824-9934
Jerelene Milner/3440 Colfax Ave. So. 55408/824-3306
Diana Faiella/3516 Fremont Ave. So. 55408/824-1780

19. First Southwest Neighborhood Association

Boundaries: 47th-54th-Penn-France

Contact Person: Judy Adams/2611 West 49th Street 55410/925-1310

President: same

Other Contacts: Mike Brinda/4833 Upton Avenue South 55410/927-5128 348-2708
Ralph Ruud/5315 Girard Avenue South 55419/823-3627

20. Loring Nicollet Community Council

Boundaries: Lyndale-I-35W-Franklin-12th

Contact Person: Ed Peterson/15 East Grant Street 55403/339-0723

Executive Director: same

Other Contacts: Robert Miller/Abbott Hospital 110 East 18th Street 55403/
874-5123

Betty Sullivan/2008-2nd Avenue South 55404/

Brigid O. Madson/1911-1st Avenue South #1 55403/333-4077

21. South Lake Residents Association

Boundaries: Chicago-Hiawatha-Lake-38th

Contact Person: Dwayne Clark/3025 Cedar Avenue South 55407/724-8318

President: same

Other Contacts: Rev. Bryan Peterson/2104-16th Avenue South 55407/722-6612
722-4186

Ken Meter/2314 Elliot Avenue South 55404/871-3232

22. Prospect Park and East River Road Improvement Association (PPERRIA)

Boundaries: City Limits-Mississippi River-BN RR-University-U. of M.

Contact Person: Donald V. Davies/80 Seymour Avenue 55414/339-5964

President: Charles McGuire/177 Bedford SE 55414/338-7250 298-4154

Other Contacts: Peter Hong/17 Seymour Avenue SE 55414/331-6200 332-8984
Norma Olson/102 Arthur Avenue SE 55414/348-2104 331-2857
378-2185

Anne Barnum/35 Barton Avenue SE 55414/332-2044

23. Bryant-Central (Pillsbury-Waite Neighborhood Services)

Boundaries: Lake-42nd-Chicago-I-35W

Contact Person: L. Ivory Giles/3517 Chicago Avenue South 55407/823-6257

Director: same

Other Contacts: Camillo DeSantis/3517 Chicago Avenue South 55407/
Mary Lawson/Hosmer Library 347 East 36th Street 55408/824-4848
Jim Storm/3517 Chicago Avenue South 55407/823-6257

24. Armatage Community Council

Boundaries: Xerxes-Minnehaha Parkway-54th-Logan-62nd

Contact Person: Erv Rojesky/5001 Newton Avenue South 55419/927-5105 636-0155

President: same

Other Contacts: Wayne Boline/5805 Penn Avenue South 55419/922-8568
Vern Skallerrud/5629 Upton Avenue South 55410/926-4641 370-2032

25. Nicollet Island Project Area Committee

Boundaries: Nicollet Island
Contact Person: Doris L. Armbrust/186 E Island 55401/333-7790
President: same
Other Contacts: Ray Hakko/163 E Island 55401/341-2207

26. Camden Area Community Concerns Council (Camden Neighborhood Group)

Boundaries: Lowry-City Limits-Xerxes-Mississippi River
Contact Person: Karoi J. Arneson/5201 Irving Av N 55430/521-7187
President: Minoru Yoshida/5250 Humboldt Av N 55430/521-9471
Other Contacts: Edythe Scheidegger/5222 Newton Av N 55430/522-5882
Pat Kaiser/6812 Antrim Rd 55435/941-3255

27. East Calhoun Community Organization (ECCO)

Boundaries: Lake-36th-Hennepin-Lake Calhoun
Contact Person: Dottie Douglas/1510 W 33rd St 55408/824-9713
President: John Milbauer/3217 Humboldt Av S 55408/824-0193 348-2113
Other Contacts: Neil Gustafson/3144 Irving Av S 55408/824-0861 373-3724
Erv Chorn/3320 Irving Av S 55408/296-5647 825-2258
Bob Hentges/3347 E Calhoun Blvd 55408/827-3347
Frank Kahn/3248 Holmes Av S 55408/823-0189
Anthony White/1510 W 33rd St 55408/824-9713

28. Whittier Community Organization

Boundaries: I-94-Lake-I-35W-Lyndale
Contact Person: Marcella Birulkin/2539 Pleasant Av S 55404/823-8216 871-0230
President: Samuel L. Hanson/2302 Blaisdell Av S 55404/871-8382
Other Contacts: Steve Kornfeld/2550-3rd Av S 55404/870-0162
Barette Hanson/2302 Blaisdell Av S 55404/871-8382
Lynn Tupper/1908 Pleasant Av S 55403/
C.M. Gould/2023 Stevens Av S 55404/
Ina Haugen/2633-2nd Av S 55408/870-1913 824-3474

29. Diamond Lake Neighborhood

Boundaries: I-35W-Cedar-Minnehaha Pkwy-City Limits
Contact Person: Jim Storm/5521 Portland Av S 55417/825-2702 823-6257
President: Candi Storm/5521 Portland Av S 55417/825-2702
Other Contacts: John Weidman/5512 Park Av S 55417/824-0637

30. Glenwood-Lyndale Residents Council

Boundaries: Glenwood Av-Olson Hwy-Lyndale-Girard Terrace
Contact Person: Isaac "Ike" Shavinsky/424 Aldrich Av N 55405/377-1017
President: Jean Larimer/511 Lyndale Av N 55405/377-9191 374-5645
Other Contacts: Mel Bolton/422 Aldrich Av N 55405/377-0904

31. Longfellow Area Residents and Property Owners

Boundaries: Mississippi River-Cedar-CMStP&P RR-46th
Contact Person: Gene P. Welch/2809-36th Av S 55406/722-5931 729-6881
President: James R. Nordin/3110-29th Av S 55406/729-1912 339-5543
Other Contacts: Joan Welch/2809-36th Ave S 55406/722-5931

32. Southwest Corner Community Association

Boundaries: 50th-62nd-Penn-I-35W
Contact Person: John Kaman/5316 Colfax Av S 55419/822-6510 736-0216
President: Same
Other Contacts: Ron Fraboni/307 W Minnehaha Pkwy 55419/825-9761 330-4652
Maryann Campo/5312 Colfax Av S 55419/822-3409

33. Cedar-Riverside Project Area Committee

Boundaries: I-35W-I-94-Mississippi River
Contact Person: Ardis Ronnie/2127 Riverside Av 55404/874-1964
President: Richard Owings/2615 S 7th St 55404/339-5104 336-8711
Other Contacts: Deanne Redwing/1601-S 4th St 55404/339-0850
Jeanne Brockway/3224-24th St E 55406/722-0329 338-4408

34. University District Improvement Association

Boundaries: E Hennepin-15th Av SE-Mississippi River
Contact Person: Mary Ann Rolland/416-11th Av SE 55414/331-8213
President: Mrs. Leo Bernat/401 SE 5th St 55414/332-4814
Other Contacts: Joan Leigh/619-11th Av SE 55414/331-2857
Rodney Loper/528-6th Av SE 55414/331-2094

35. Southeast Como Improvement Association

Boundaries: BN RR-Hennepin-I-35W-M280
Contact Person: John Almo/901-21st Av SE 55414/331-2496 222-8423 454-7860 454-8928
President: Same
Other Contacts;

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36. Saint Anthony Park Association

Boundaries: City Limits-BN RR-Packard-UofM Fairgrounds-City Limits
Contact Person: Mary Mantis/2352 Buford Av 55108/644-1156
President: John K. Rutford/1384 Raymond Av 55108/644-0014 227-9421
Other Contacts: Todd Jeffrey Lefko/1528 Grantham St 55108/645-4944 373-4831
Larry Cutkomp/2418 Doswell Av 55108/645-2263
Fred Steinhauser/2243 Scudder Av 55108/644-4049 373-4019
Mary Warpeha/2382 Doswell Av 55108/644-6990

37. South Saint Anthony Park Association

Boundaries: City Limits-Cleveland-I-94-BN RR
Contact Person: Sherman Eagles/2380 Hampden Av 55114/646-8884 646-6667
President: Elizabeth Clark/973 Bayless Av 55114/644-9868
Other Contacts: Dan Jobe/2380 Hampden Av 55114/332-0421

38. Community Council of Dayton's Bluff

Boundaries: E 7th-Mounds Blvd-Johnson Pkwy
Contact Person: Curtis Soderbeck/1123 E 5th St 55106/771-2639 647-4558
President: Howard Kinney/438 Johnson Pkwy 55106/774-9336
Other Contacts: George Scherz/1183 McLean Av 55106/776-0147

39. East Side Citizens Civic Council

Boundaries: E 7th-Mounds Blvd-Johnson Pkwy
Contact Person: Curtis Soderbeck (see #38)
President: Ed Krahmer/909 E 5th St 55106/776-7192
Other Contacts:

40. Phalen Area Community Council (PACC)

Boundaries: Larpenteur-BN RR-I-35E
Contact Person: Mrs. Angie Brees/959 Burr St 55101/776-4983 429-3385
President: Dick Johnson/1075 Arcade St 55106/771-9336
Other Contacts: Angello Rulli/1001 Payne Av 55106/771-8816
Rev. Glen Hanggi/1115 Greenbrier St 55106/771-5501 774-3679
Marlyn Trevino/959 Clark St 55101/771-5477
Karen Jasinsky/1001 Payne Av 55106/771-8816
Don Schuneman/1096 Jessie St 55101/774-6079

41. Payne Minnehaha Community Council

Boundaries: Whitall-E 7th-Arcade-Mississippi St
Contact Person: Mrs. Eleanor Edmeier/523 E Minnehaha Av 55101/771-1558
President: Caesar Marino/Merrick Center/715 Edgerton St 55101/771-8821
Other Contacts: Bill Kummer/Merrick Center/715 Edgerton St 55101/771-8821
Ken DeStasio/Merrick Center/715 Edgerton St 55101/776-1511 771-8821
Gordy Johnson/660 Rivoli St 55101/771-7402
Doris Bebeau/629 E Minnehaha Av 55101/776-7165
Sally Cygan/688 Bedford St 55101/771-0443

42. Carroll-Oxford-Marshall-Milton (COMM)

Boundaries: Carroll-Oxford-Marshall-Milton
Contact Person: Mrs. Dorothy McFarland/996 Iglehart Av 55104/645-4829
President: Same
Other Contacts:

43. Thomas-Dale Development Council

Boundaries: University-Pierce Butler Rte-Rice-Chatsworth
Contact Person: Julie Hiebert/537 N Dale St 55103/227-7029
President: William Johnson/673 Farrington St 55103/725-5937
Other Contacts: Bill Rupp/537 N Dale St 55103/227-7029
Jean Nelson/537 N Dale St 55103/227-7029
Adolph Tobler/915 Edmund Av 55104/225-4204

44. Hamline-Midway Community Council

Boundaries: Lexington-I-94-Prior-Pierce Butler Rte
Contact Person: Robert Dean/1443 Edmund Av 55104/644-8165
President: Rev. Michael Haar/1566 Thomas Av 55104/644-1421 645-3290
Other Contacts: Merrill Robinson/787 Fairview Av N 55104/646-3024
Rexford Singer/1444 Englewood Av 55104/644-0535 375-8084

45. Summit Hill Association

Boundaries: Short Line Tracks-Portland-Pleasant
Contact Person: Matt Walton/30 Crocus Pl 55102/222-2403
President: James Stolpestad/796 Osceola Av 55105/226-9447 222-1222
Other Contacts: Joanna Baymiller/62 S Dale St 55102/222-2003
Rose Klosterman/644 Goodrich Av 55105/222-1222
Ethelyn Rupp/1011 Goodrich Av 55105/227-1563
Mary Louise Klas/746 Fairmount Av 55105/224-1296

46. Ramsey Hill Association

Boundaries: Dale-Cathedral-Marshall-Grand-Pleasant
Contact Person: Lucy S. Fricke/360 Summit Av 55102/225-5069
President: Charles Girsch/459 Portland Av 55102/227-0777
Other Contacts: Tim Harnett/514 Grand Hill St 55102/227-2369
Mary Fahlend/529 Portland Av 55102/
Jim Nicklas/501 Portland Av 55102/226-8679
Robert Matthews/526 Portland Av 55102/222-3276
Dick Reed/495 Summit Av 55102/224-3857
James Lynden/435 Portland Av 55102/225-8057 227-7784

47. Highland-Groveland-Macalester Community Association (HiGroMac)

Boundaries: Mississippi River-Lexington Bridge (I-35E)-Lexington Pkwy-Summit
Contact Person: Joe Richardson/2085 Palace Av 55105/690-3968 227-9444
President: Martin Kellogg/339 Mount Curve Blvd 55105/699-6006 540-1208
Other Contacts: George Winter/2000 Lincoln Av 55105/690-5595 296-5660
Wes Figgins/1937 Rome Av 55116/698-7469

48. Lower East Side Association

Boundaries: Case-Arcade-Payne-NP RR & C&NW RR
Contact Person: Richard Kadrie/657 Burr St 55101/771-8737 224-5531
President: Same

49. Lexington-Hamline Community Council

Boundaries: University-Lexington Pkwy-Summit-Hamline from the Short Line Tracks
Contact Person: Sheldon Haugen/1169 Hague Av 55104/644-0687 298-4384
President: Barbara Boulger/1164 Selby Av 55104/645-7985 634-7984
Other Contacts: Ron Hick/1164 Selby Av 55104/645-3207
Imogene Treichel/1277 Dayton Av 55104/645-3044
Ann Conley/1184 Ashland Av 55104/646-4973

50. West Side Citizens Organization

Boundaries: Mississippi River-Annapolis St
Contact Person: Mary Scheibel/350 W Morton St 55107/227-3819
President: Russ Sudeith/264 E Sidney St 55107/227-9291 226-0505
Other Contacts: Judi Shaughnessy/179 E Robie St 55107/227-9291
Eileen McMahon/20 W Congress St 55107/226-5520

51. Desnoyer Park Improvement Association

Boundaries: City Limits-I-94-Cretin-Marshall-Mississippi River
Contact Person: Marie Sellers/586 Otis Av 55104/646-1402
President: Paul Ries/597 Cromwell Av 55104/646-4988
Other Contacts: Betty McLaughlin/491 Otis Av 55104/645-7341
Robert Arnold/480 Otis Av 55104/644-9541
Sandra Boehm/2463 Beverly Rd 55104/646-2223
Millie Jackson/585 Eustis St 55104/646-5438
Cal Clark/557 Glendale St 55104/645-4950 338-0791
Dell Gladman/441 Desnoyer Av 55104/644-3564

52. Merriam Park Community Council

Boundaries: City Limits-I-94-Short Line Tracks-Summit
Contact Person: Dave McDonald/2083 Marshall Av 55104/645-1654 645-0349
President: Same
Other Contacts: C. H. Prior/221 Exeter Pl 55104/645-3122
Rudolph Sawyer/1738 Selby Av 55104

53. Portland Avenue Association

Boundaries: Selby-Summit-Lexington Pkwy-St. Albans
Contact Person: Bonnie Bellows/997 Portland Ave 55104/222-7253
President: Ghaleb Abdulrahman/1018 Portland Av 55104/224-1231
Other Contacts: Jack Tocko/997 Portland Av 55104/225-7485

54. North End Community Organization (NECO)

Boundaries: City Limits-I-35E-Lexington-Pierce Butler Rte
Contact Person: Sister Vivian Kovar/194 W Rose 55117/488-7774
President: John Thoemke/1483 Kent St N 55117/488-1298
Other Contacts: Mrs. Marion R. Nettleton/64 Lyton Pl 55117/489-0835
Larry Mazzitello/1060 Park St 55117/488-0507
Dick Staunig/410 Front Av 55117/488-8787

B. NEIGHBORHOOD ORGANIZATIONS NOT INCLUDED IN FIRST PART:

MINNEAPOLIS:

55. Beltrami Citizens League

Contact Person: Jim Ferrara/651 NE Buchanan St 55413/331-3601

56. East Isles Residents Association (EIRA)

Contact Person: Frank Levin/2529 Irving Av S 55404/377-7066
Other Contacts: Chris Levy/2639 Humboldt Av S 55408/377-5304

57. East Lowry Community Association

Contact Person: Elwood Johnson/2436 Bryant Av S 55404/377-3107

58. East Whitter Group

Contact Person: Ina Haugen/2633-2nd Av S 55408/870-1913 824-3474

59. Folwell Area Community Team (FACT)

Contact Person: Harry Boufford/3742 Humboldt Av N 55412/445-1320 521-3293

60. Glenwood Residents Action Council

Contact Person: Patty Finsted/2819 Delaware St SE 55414/331-6505

61. Holmes Project Area Committee

Contact Person: Don Ekstrom/516-4th Av SE 55414/339-2060
Other Contacts: Fred Rucki/119-4th St SE 55414/338-5724

62. Jordan Area Community Council (JACC)

Contact Person: Joyce Beckstrom/3651 Vincent Av N 55412/529-1104
President: Werner Egli/2107 Willow Av N 55411/522-8216
Other Contacts: Betty Luick/2726 Fremont Av N 55411/529-6573
Dale Bates/3646 Humboldt Av N 55412/522-3966

63. Kenwood Isles Area Association (KIAA)

Contact Person: Robert Harvey/2200 Oliver Av S 55405/377-2690
Other Contacts: Brenda Canedy/1932 Kenwood Pkwy 55404/377-2682

64. Lakewood-Portland Neighborhood Improvement Association

Contact Person: Mary Ryan/3425 Pillsbury Av S 55408/825-4179

65. Logan Park Area Community Council

Contact Person: Don Rossi/1323 Washington St NE 55413/789-5484
Other Contacts: Robert Buseth/646-19th Av NE 55418/789-1525
Mrs. W. McCabe/750 Madison St NE 55413/339-2379

66. Loring Heights Property Owners

Contact Person: George Roehrdanz/212 Ridgewood Av 55403/871-0817 871-8885
Other Contacts: Lynn Tupper/424 Ridgewood Av 55403/871-1926

67. Loring-Nicollet Neighborhood Association

Contact Person: Betty Sullivan/2008-2nd Av S 55404/336-1462

68. Northside Residents Redevelopment Project Area Committee

Contact Person: Will Krumm/2030 Sheridan Av N 55411/588-2820

69. Peavey Park Community Association

Contact Person: Lois Hankey/2020 Oakland Av S 55404/341-2353

70. Powderhorn Activities Council

Contact Person: Ray Cowan/3335-15th Av S 55407/722-8374
Other Contacts: Joe Halpin/3127-14th Av S 55407/721-4976

71. Roosevelt Area Community Association (RACA)

Contact Person: Anne Weyrauch/2800 E Minnehaha Pkwy 55406/722-8446 724-5407
Other Contacts: Loretta Salie/5716-24th Av S 55417/729-2589

72. Saint Anthony Community Council

Contact Person: Frank Pecchia/77 NE Broadway Rd 55413/781-4698

73. Saint Anthony East Project Area Committee

Contact Person: Jim White/840 Autumn St NE 55413/333-2683 348-4840
Other Contacts: Bill McCabe/750 Madison St NE 55413/339-2379
John Wykeriak/624 Madison St NE 55413/
Janette May/340 NE 5th St 55413/348-6834

74. Saint Anthony West Project Area Committee

Contact Person: Wayne Anderson/1018 NE Main St 55413/338-0474 588-2715

75. Sumner-Olson Residents Council

Contact Person: Elevira McEllaheny/621 Lyndale Av N 55411/377-5088

76. Tangletown Together (TNT)

Contact Person: Maurice Anderson/101 Valley View Pl 55419/371-2562

Other Contacts: Lars Carlson/72 W Minnehaha Pkwy 55419/822-4387 332-8757
Solvig Premack/5226 Stevens Av S 55419/825-8004

77. Uptown Activities League

Contact Person: Evon Bachaus/3315 Hennepin Av S 55408/825-5115

Other Contacts: Marilyn Thomas/2735 Irving Av S 55408/824-9892
Joseph Holmes/3216 Hennepin Av S 55408/824-7987

78. Industrial Square Project Area Committee

Contact Person: Lowell Kruse/900 S. 8th St 55404/338-7744

79. Model Cities Physical Environment Core

Contact Person: Norman Lindberg/3116-3rd Av S 55408/

80. Model Cities Planning Council

Contact Person: Judy Challman/2920-13th Av S 55404/721-4285

81. North Washington Industrial Park Project Area Committee

Contact Person: Richard Delano/1800 Olson Hwy 55411/529-9507

82. West Broadway Redevelopment, Incorporated

Contact Person: Gordon Clark/1035 W Broadway Av 55411/370-5260

83. 3200 Action Club

Contact Person: Mattie Hill/3237 Clinton Av S 55408/825-2064

84. Central Neighborhood Residents Council

Contact Person: Vera Wright/3413-5th Av S 55408/827-2368

85. East Side Neighborhood Services

Contact Person: Joe Holewa/1929-2nd St NE 55418/789-2459

86. Northside Settlement Services

Contact Person: Bob Brandel/2507 Fremont Av N 55411/

87. Phyllis Wheatley Community Center

Contact Person: Cozelle Breedlove/919 Fremont Av N 55411/374-4342 529-3666

88. Sabathani Community Center

Contact Person: Kay Williams/24 E 31st St 55408/827-5981

89. SHIBO (Shingle Creek Area)

Contact Person: Rev. Maxie Turner, Jr/5100 James Av N 55430/

90. South Central Pyramid

Contact Person: Elaine Hanson/3431 Pleasant Av S 55408/824-7250

91. Windom West Neighborhood Association

Contact Person: Art Maxwell/2312 Fillmore St NE 55418/

92. Waite Park Council

Contact Person: Paul Jacobson/3365 Garfield St NE 55418/
Other Contacts: Elaine Schullo/1122 Spring St NE 55413/

93. Council of Community Councils

Contact Person: Erv Chorn/3320 Irving Av S 55408/825-2258 296-5647
President: Loren Simer/1809 Fremont Av S 55403/377-9709
Other Contacts: Rich Rose/120 Malcolm Av SE 55414/333-5625

94. Twin City Organization (TCO)

Contact Person: Deanna Foster/1895 Laurel Av, St. Paul 55104/646-6175

ST. PAUL

95. Battle Creek Civic Association

Contact Person: George Thompson/2152 Falcon St. 55119/735-0315 298-2425 227-0911
Other Contacts: Dick Kass/2167 Falcon St. 55119/735-5458 733-8468
Ronald Steblay/2154 Edgebrook St 55119/735-3270 733-8890

96. Capitol Area Community Council
Contact Person: Ann Jackson/766 Jackson Street 55117/225-2815
97. Como Park Improvement Association
Contact Person: John Ivory/1039 Van Slyke Ave. 55103/488-8978
98. Dale-Selby Action Council
Contact Person: Edward Bannie/656 Lincoln Ave. 55105/225-8198
99. Dale-Thomas Citizens Council
Contact Person: Steve Klein/605 No. Dale St. 55103/227-4737
100. Dale-Western Improvement Association
Contact Person: Willard Dahl/497 Aurora Ave. 55103/
101. Dunedin Terrace Tenants Council
Contact Person: Joe Estrada/219A East Congress St. 55107/225-6793
102. East Central Community Council
Contact Person: Eugene Mokrzycki/1633 East Montana Ave. 55106/776-3283 778-2272
103. Highland Park Community Council
Contact Person: Wes Figgins/1937 Rome Ave. 55116/698-7469
Other Contacts: James Litman/1975 Sheridan Ave. 55116/699-3620 884-7111
Otto Hummer/1887 Saunders Ave. 55116/699-2882
104. Highwood Citizens Association
Contact Person: William E. Ryan/529 Burlington Road 55119/735-0881 725-5911
Other Contacts: Vincent Graupmann/525 Burlington Road 55119/735-0872 421-3940
105. Hayden Heights Citizens League
Contact Person: James Kelly/1811 Sherwood Ave. 55119/774-2442
Other Contacts: Martin Gallagher/1797 Sherwood Ave. 55119/771-6990
106. Jackson-Wheelock Neighborhood Council
Contact Person: Katherine Barron/1609 Timberlake Road 55117/488-1127 488-0244

107. Rice Area Citizens, Incorporated

Contact Person: Charles Rauschnot/868 Rice St. 55117/489-2820

108. Summit-University Federation

Contact Person: Maceo Moody, Sr./724 Concordia Ave. 55104/226-2657

Other Contacts: Leroy Cunningham/100 No. Oxford St. 55104/224-4601
Robert Harris/981 Selby Ave. 55104/

109. West Seventh Street Communities Association

Contact Person: Mrs. George Kushner/1804 Benson Ave. 55102/698-2695

110. Capitol Community Services

Contact Person: Gerald Fowls/1060 Park St. 55117/488-0739 699-2126

111. City Wide Residents Council

Contact Person: Helena Rubbelke/1575 Ames Ave. 55106/774-9647

Other Contracts: Gary Gorman/159 East Robie St. 55107/

112. Guadalupe Area Projects

Contact Person: Robert Kapas/381 East Robie St. 55107/224-5116 226-1770

113. McDonough Residents Council

Contact Person: Mrs. Sandra Larsin/1609 Timberlake Road #D 55117/489-6416

114. Model Neighborhood Planning Council

Contact Person: Robert Hickman/165 No. Dale St. 55102/224-5725

115. Riverview Improvement Club

Contact Person: June Smith/506 Clinton Ave. 55107/222-0282

116. Association of St. Paul Communities

Contact Person: Todd Jeffrey Lefko/1528 Grantham St. 55108/645-4944 373-4831

117. Twin City Organization (TCO)

Contact Person: Deanna Foster/St. Mary's Episcopal Church, 1895 Laurel Ave.
55104/646-6175