



# PPERRIA

Prospect Park and East River Road Improvement Association, Inc.

October 29, 2014

David Rubedor, Director  
Neighborhood and Community Relations  
City of Minneapolis  
Crown Roller Mill, Room 425  
105 5th Avenue South  
Minneapolis, MN 55401

Dear Mr. Rubedor,

At our meeting on October 27, 2014 the Prospect Park East River Road Improvement Association Board of Directors approved a request to allocate \$9,500 of our Neighborhood Priority Plan (NPP) reserve dollars to a Neighborhood Identity Project. This project would look at how PPERRIA fits into and communicates with the neighborhood while also creating a distinctive visual identity and communications plan.

Through a series of meetings at both the Board and committee level PPERRIA has determined that given the changing demographics and landscape of the neighborhood it would be best for the neighborhood association to have its own consistent identity package and communications strategy for the neighborhood for the following reasons:

1. **Differentiate PPERRIA from other groups** working in the neighborhood, such as Prospect North or Prospect Park 2020
2. **Clearly communicate the value of PPERRIA to current and potential members** by answering 'What is PPERRIA' and 'What's in it for me?' in a new way that appeals to the new generation of Prospect Park residents.
3. **Increase membership and involvement in PPERRIA** to establish a broader and more diverse representation of the neighborhood.
4. **To clarify Prospect Park/ East River Road's identity outside the neighborhood** in an effort to attract and guide development that fits with the vision of the neighborhood's residents.

Founded in 1901-The Oldest Neighborhood Association in Minneapolis

With these goals in mind it was decided that the best course of action to achieve these goals is to hire consultant who can work beyond volunteer hours, work with the neighborhood and present a professional and concise identity and communications package to the members of PPERRIA.

Thank you in advance for your review and approval of this neighborhood priority plan.

Sincerely,



Christina Larson, PPERRIA  
President

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Christina Larson  
PPERRIA President