

{ Issue 4, Oct -Dec, 2005 }

Project for Pride in Living  
NEWSLETTER

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## PPL

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# New Apartments for New Hope

## 35 units well received by community



The 35 new units of affordable rental housing in New Hope developed by PPL have been well received by community members and prospective tenants alike. The October grand opening of Linden Place Apartments was celebrated with a nearly full building of residents.

This project develops a long-vacant city-owned parcel of land. It is the first phase of a larger project that will include for-sale units affordable to a range of incomes, from 60 percent to 115 percent of the Area Median Income. *(See page three.)*

## A place to play, thanks to volunteers



Greater Minneapolis Building Owners and Managers Association (BOMA) built a playground structure at Linden Park Apartments in New Hope in September. The site was still very wet from rain, but mud did not keep these volunteers from success. They dug in and got it done.

— Steve Cramer, PPL executive director

### Report states Twin Cities’ poverty disparities weaken region’s economic competitive strength

*We will need to step up efforts to help people connect to a knowl-*

In national quality of life rankings the Twin Cities frequently comes out ahead of communities like Baltimore, Newark, Detroit and Cleveland. It is not a mark of distinction, however, that one area where we lead those cities — and every region in the country, save one — is the extent to which poverty here is concentrated in central city neighborhoods. That eye-popping fact is contained in findings issued by the business community-led Itasca Project. The report focuses on a number of race, place and class disparities within our region which private sector leaders contend threaten future prosperity.

I have already heard and participated in some lively discussions prompted by the report. That’s a good thing. The disaster along the Gulf Coast demonstrated that open debate is long overdue about issues of who is poor, where and why, and what should be done in response. That CEOs would raise these issues in the context of economic competitiveness affecting everyone, in my mind, puts an even sharper point on the questions and raises the stakes. Essentially these business folks are telling us, for the Twin Cities to stay ahead of the curve, we must work harder to make sure **everyone has a chance** to contribute. Changes in the population and future workforce of the region mean people not now connected to the economy must possess the tools to be productive.

The most telling critique of the report I’ve heard is that the magnitude of the

challenge we face to overcome existing disparities is not adequately conveyed. PPL faces these realities every day. We work with thousands of men and women who want to contribute and become more productive, but who are ill prepared to compete in an increasingly knowledge-based economy. Their housing situations are precarious at a time when the mainstream housing mar-

ket is becoming less and less affordable. Their math, reading and computer skills leave them unable to pass high school level tests—now the standard for many entry-level manufacturing jobs—or even to successfully complete an application for service work where companies

only accept on-line applications.

Housing can be stabilized and education and job skills provided. Plenty of community organizations, PPL included, get great results helping people help themselves under the most difficult circumstances when necessary resources are available. So the real issue imbedded in the Itasca Project report is this: We have a pretty good handle on what will work. But at a time when a growing number of people in our community are being left further behind faster than ever, will we step up our efforts to help them reconnect?

Stay tuned. And remember, if the business leaders of the Itasca Project are right, achieving this goal isn’t a nice thing to do; it is essential.

**Essentially the business folks leading the Itasca Project are telling us, for the Twin Cities to stay ahead of the curve we have to work harder to make sure everyone has a chance to contribute.**



PPL'S PROGRAMS RELY ON THE GENEROUS SUPPORT OF PEOPLE LIKE YOU. PLEASE CONSIDER A FINANCL GIFT.

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### Results

PPL's mission is to assist lower-income individuals and families to work toward self-sufficiency by providing housing, jobs and training.

**In 2004:**  
PPL directly served nearly 7,000 people through our interconnected programs.

#### Affordable Housing & Community Development:

*Served 2,563 people.*

PPL owns or manages more than 700 units of affordable rental housing, with on-site human services, and creates affordable housing through both new construction and renovation of existing homes.

#### Employment & Job Training:

*Served 384 people.*

PPL operates paid training programs through businesses and classroom instruction for adults dealing with multiple barriers to successful employment.

#### Human Services:

*Served 3,846 adults and youth (includes walk-in clients at the new Service Center).*

Families, adults and children are assisted on a flexible, individualized basis in setting goals, finding resources and building skills necessary to be self-sufficient.

**817 volunteers contributed 31,696 hours, valued at \$544,854.**

# Housing project in New Hope develops long-vacant land



Architect's rendering of New Hope housing project; Building on right is Linden Place Apartments; left is Linden Park Condominiums. For more information, call Matt Soucek at 612-455-5100 or visit [www.Lindenparkcondominiums.com](http://www.Lindenparkcondominiums.com)

By working with the City of New Hope, PPL was able to develop a feasible plan for a long-vacant, city-owned parcel of land that had presented for-

profit developers costly challenges. The arrangement included the City selling PPL the land for \$1 and providing tax increment financing (TIF). PPL agreed to construct Linden Place, a 35-unit apartment building, and Linden Park Condominiums — 44 for-sale units affordable to a range of incomes.

The apartment building, which opened this October, is designed to support quality living for families. It has a playground, three community/program rooms, and underground parking to allow for greater green space, including a pond and walking trails. More than half the units have three and four bedrooms — larger apartments are scarce throughout the metro area. As with other PPL housing, human services will be available, such as employment and life skills training and children's programming.

The development is supported by a variety of public and private lenders including the Minnesota Housing Finance Agency MHFA, Hennepin County, the City of New Hope (TIF), the Family Housing Fund, and National Equity Fund. Some units are designated for families receiving support from the Minnesota Family Investment Program (MFIP) through the Minnesota Affordable Rental Investment Fund program (MARIF), and are supported by Project Based Section 8.

## PPL in the news....

*PPL has been featured in the following media stories, published since April.*

### **PPL tutor/mentor program:**

*Augsburg College News 4/12/05*

“Discovering the world together” by staff writer, unnamed

For five Augsburg College student residents at the PPL College House, this past year has been one of learning, living and loving.

### **Overview of recent developments:**

*Finance and Commerce 5/5/05*

“PPL expands into multi-family projects” by Burl Gilyard

### **Midtown Exchange on the Greenway:**

*Affordable Housing Finance: May, 2005*

“Abandoned Sears goes mixed-use: From symbol of failure to symbol of rebirth” by John Zipperer

### **Elliot Commons:**

*Downtown Journal (formerly Skyway News) 10/03/05*

“Affordable Then, Affordable Now: Downtown apartment building is sold – owner keeps it affordable housing instead of going condo” by Jeremy Stratton

### **PPL Industries:**

*Business Journal 10/28/05*

“Job-training programs regroup” by Ellen Gabler

### **Nonprofit Excellence Award:**

*Star Tribune 11/02/05* “MAP for “Nonprofits announced awards for excellence in principles and practices for nonprofits” by Robert Franklin

### **Bunge grain elevator in Southeast Como**

*Minnesota Daily 11/30/05*

“Abandoned building holds promise” by Kevin McCahill

PPL to remove silos and make condos of the main structure. Neighborhood sees it as good for the area.

### **Lowell Curve:**

*KARE 11 News 9/19/05*

“Project looks to lift neighborhood” by Renee Tessman

*WCCO Radio 9/20/05*

“14 new homes in Jordan neighborhood” by Pat Miles

*Star Tribune 11/02/05*

“Lowell Curve on School Site” by Steve Brandt

*Star Tribune 11/22/05*

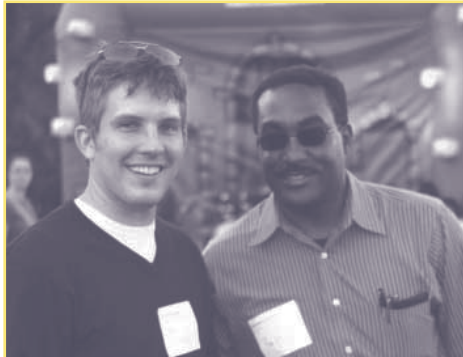
“Nonprofit group to build 14 more homes in Jordan neighborhood” by Aimee Blanchette

# Mission Moments

IN DAILY WORK WITH PROGRAM PARTICIPANTS,  
OTHER COMMUNITY MEMBERS OR FELLOW STAFF

A gentleman came into PPL as a walk-in visitor. He was living in a shelter because he had just moved from another state and needed help finding a job and housing. I helped him do some job searching and make a resume, but he had no income so was not qualified for PPL housing. He came in multiple times to talk about his job search and housing situation. He now works 50 hours a week in two part time jobs, earning \$1,950 a month, and will apply for a one bedroom apartment in PPL housing.

— Zeinab Alol, *Self-Sufficiency Program immigrant services coordinator*



PPL SHOP had hundreds of party dresses to sell this past spring. We donated over 100 of them to North High School where they were loaned to girls who could not afford dresses for the prom. Many girls sent thank you notes saying this was the happiest time they had in high school. The dresses were returned to the school, cleaned and are being stored to be loaned to other girls this spring.

— Kathy Munson, *PPL SHOP Office Manager*

Jake is a 23-year-old father. He had not seen his four-year-old daughter in over two years, primarily due to his past drug and alcohol abuse. Jake contacted PPL about our Young Fathers Program for housing resources just as he was completing chemical dependency treatment. He enrolled in the program and is the first participant in our new Non-Custodial Parents Housing program. Jake has stayed sober for six months, has a job, makes child support payments, and has followed up on all legal resource referrals. One of those resources helped him make a successful motion in court for parenting time and he now sees his daughter weekly.

— Patrick Morley, *Self Sufficiency Program and Fathers Program coordinator*



I went to a memorial visitation last night for a gentleman who had lived at (PPL-owned) 710 Selby longer than the 13 years I have worked for PPL. There was a large sign displayed that said "Please make all donations to PPL." I was very touched by that.

— Vikki Pedrosa, *Property Management maintenance administrator*



Photos are of PPL Staff attending the Lowell Curve Kick-off in Jordan neighborhood, taken by Lili Korbuly



This summer, I was able to give bikes to 20 kids at Louisiana Court apartments. They had been donated by St. Louis Park RotorAct and were in need of small repairs. A resident volunteered to fix them. For many kids, it was the first bike they had owned and some learned to ride. For the volunteer, that project helped him gain confidence and he started working on getting a job. — Lea Berg, *AmeriCorps*

## Human Services

### GMAC Residential Finance Corporation (GMAC RFC) helps PPL reach out to Hurricane Katrina evacuees.

GMAC RFC has provided funds to PPL to assist families displaced by Hurricane Katrina. Staff will be directing the money to meet the needs of several families who have come to us from New Orleans for assistance. In addition to help with housing, these families need financial support for rent, transportation, day care, and groceries as they get settled in and look for work. (GMAC is a wholly owned subsidiary of General Motors).

## Affordable Housing & Community Development

### Loan to make affordable housing more possible

Wells Fargo approved PPL for an Equity Equivalent Investment (EQ2) – charging two percent annual interest rate on a \$1 million unsecured loan, for a period of 10 years. The capital can be used for pre-development costs in housing and will allow PPL to operate with greater agility and flexibility in the competitive world of real estate development.

PPL has used such awards in the past, receiving three-year, below market loans through the Fannie Mae Sustained Excellence Award and, subsequently, the Calvert Foundation and Sustained Excellence Alliance Corporation.

*Says Housing and Development Division Director, Barbara McCormick, "It is a significant statement about PPL's maturity as an organization to be entrusted with resources of this kind, and a humbling challenge to make the most of this confidence. There is so much need, and the generosity of others in supporting PPL to address it is amazing."*

### Other Affordable Housing news

- A number of improvements have been made to Anishinabe Wakiagun, PPL's 10-year-old Phillips neighborhood development offering supportive housing for chronic alcoholics.

- Approximately 50 people attended a PPL-hosted "Meet Your Neighbors" event for those buying condos in Midtown Exchange. Located on the former Sears site in Minneapolis, the development is 60 percent reserved. Completion is set for fall 2006.

## Employment & Job Training

### Welfare to Work program renews contract with County

Connections to Work (CTW) has renewed with Hennepin County, through December 2009, to be an employment service provider for adults moving from welfare to work.

PPL's varied fields and links to the community makes CTW unique among employment service providers. Along with an expert staff addressing a wide range of issues with participants, housing specialists are nearby to provide consultation. College students also volunteer and intern with the program to offer more individual attention to program participants.

*CTW serves over 325 individuals every year. About half obtain employment; an additional quarter increase earnings enough to go off public assistance.*

### Other Employment & Job Training news

- Sales increased by 40 percent at this year's PPL SHOP fall sale. Find that unique affordable host gift at PPL SHOP. Hours and location are on the Website, [pplshop.org](http://pplshop.org), or call 612-789-3322.
- The Community Computer Access Lab is open to the public for searching job and education opportunities, M-F from 9:00 – 4:00 p.m.
- PPL Industries is on track to exceed last year's number of trainees placed into employment by 25 percent. Learn more about this social entrepreneurial business at its new Website, [pplindustries.org](http://pplindustries.org)

## PPL recognized for effectiveness with Nonprofit Excellence Award



Jann Ozzello Wilcox, senior vice president and chief financial officer of Marquette Financial Companies presents award to Steve Cramer, PPL executive director (left) and Pat Aylward, PPL board chair.

PPL was honored with the 2005 Nonprofit Excellence Award, by MAP for Nonprofits in coordination with Minnesota Council of Nonprofits and sponsored by Marquette Financial Companies. The annual award is made to a Minnesota nonprofit organization on the basis of their principles, governance, planning, transparency and accountability, fundraising, financial management, human resources, civic engagement and public policy, strategic alliances and evaluation.

The heart of every nonprofit is its mission of service and commitment to the community. All of us at PPL make an effort be effective, accountable, and conduct business in a transparent way. The agency is so pleased to have received this award, an acknowledgment that we are doing a good job achieving that goal.

### THANK YOU VOLUNTEERS

PPL volunteers provide crucial services, skills and expertise to PPL's programs including tutor/mentoring, painting, landscaping, planting and clean-up, serving as AmeriCorps Members and VISTA Volunteers and serving on our Board of Directors.

### Special Thanks: Lunch Buddies Volunteers

Lunch Buddies is a popular program at PPL-sponsored Partnership Academy charter school. Nearly half the school's 193 students are paired with an adult for the school year and meet once a week over lunch. Many are employees from area business, such as: **Best Buy**, **BI**, and **GMAC Residential Finance Company**. Several PPL staff and friends also volunteer their time.

PPL welcomes and relies upon the knowledge and experience of neighborhood residents, other community organizations and community members at large. If you are interested in volunteering with PPL or want to learn more about opportunities, contact Jim at 612-455-5111; E-mail: [jim.fournier@ppl-inc.org](mailto:jim.fournier@ppl-inc.org);

## PPL CAPITAL CAMPAIGN A SUCCESS

PPL has successfully completed a three-year Capital Campaign, designed to consolidate and improve facilities and financially secure the organization's future in order to better serve those most in need in our community. Commitments totaled \$12.1 million, easily exceeding the campaign's initial goal.

Campaign co-chairs, Dick and Joyce McFarland, successfully led an engaged and committed group of 22 volunteers that were critical to the fundraising effort. More than 200 individuals, corporations, foundations and governmental entities generously supported the campaign.

Topping the campaign, in February 2005, PPL received a \$1 million gift from Emma B. Howe Memorial Foundation, a supporting organization of The Minneapolis Foundation. Our Community Learning Center is dedicated to her, in recognition of her philanthropy in the community.

### Impact of the Campaign:

- Renovation of PPL Service Center at 1035 East Franklin Avenue in Minneapolis was completed; programs moved in and staff finds that working together more closely is improving services.
- The Emma B. Howe Learning Center at Franklin and Chicago avenues is slated to open in the second quarter of 2006. The Center will function as the base of operations for PPL's job training programs, serve as a resource for other PPL programs, and be home to the Community Computer Access Lab, a resource open to the public.
- PPL Industries is enjoying the operational efficiencies of their new home and the mechanical upgrades and building improvements.
- Campaign gifts invested in the creation of Capital Funds are already impacting PPL's work in the creation, preservation and maintenance of affordable housing across the metropolitan area.