



Dear Plaza Midwood Resident:

Thank you for your interest in Plaza Midwood and for your desire to enhance our neighborhood by way of the new initiative you are bringing before The Plaza Midwood Neighborhood Association's Board of Directors for consideration. As you are aware, Plaza Midwood is a vibrant, eclectic neighborhood with much to offer its residents and the overall Charlotte community. For the Neighborhood Association to take on any new initiative, the Board has a duty to all Plaza Midwood residents to carefully consider if the initiative is deemed to be in the best interest of a majority of its' residents. To this end, the Board has formulated a review process designed to help the Board fairly and judiciously evaluate all submittals.

A standing New Initiatives Committee comprised of Board members will evaluate your request once the attached New Initiative Application has been completed and returned. This committee will review your application and then present their recommendation to the entire Board of Directors. At this point, the Board may require further information or determine that a decision can be made, in which case, your request will be brought to a vote of the entire Board. You will then be notified (within 60 days upon submitting your completed application) if your application has been approved, denied or if more information is needed to properly evaluate your request.

When reviewing applications, the committee and Board have established certain criteria for evaluation. The criteria include, but are not limited to, the following:

- The extent to which the initiative benefits the greater community
- The cost of the initiative in terms of time and money
- The initiative's potential for fundraising and/or providing volunteers
- The initiative's impact on the PMNA's liability insurance coverage
- The timeline of the initiative (i.e. is it intended to run one year or continue for multiple years)
- How the initiative fits in with existing PMNA projects

If approved, your initiative will need a chair / liaison serving on the Board. This liaison may be a current Board member or a new Board member that is affiliated with the initiative. In addition, the following will be required:

- All persons affiliated with your initiative will be strongly encouraged to be paid members of the PMNA.
- No funding (other than minimal contributions from the current year's discretionary budget) will be provided until the next annual budget cycle
- If funds are raised by the initiative, those funds may be used for the initiative for reasonable and appropriate expenses until the next budget cycle.

Thank you again for your interest in our neighborhood. We wish you the best and will be back in touch as outlined above once your completed application is received.

Yours truly,

Board of Directors
Plaza Midwood Neighborhood Association

Plaza Midwood Neighborhood Association New Initiative Application

Please submit the following information about your initiative, as applicable.

1. General Details

Include:

- Name of the initiative
- Brief synopsis
- Initiative manager (name, address, phone, e-mail)
- PMNA Board liaison, if different (name, address, phone, e-mail)
- Nonprofit partners and contacts (name, address, phone, e-mail)
- Date of application

2. Initiative Description

Include:

- Needs to be addressed / services to be provided
- Maps, illustrations
- Target population
- Schedule for implementation / time frame (Proposed start & completion dates, significant check points, etc.)

3. Goals / Expected Outcome

Include:

- Initiative intent (How will Plaza Midwood be better off as a result of this initiative?)
- Measure of success / performance indicators (How will you know this initiative has achieved its goals?)

4. Resources

Include:

- List team member names, phone, e-mail
- Initiative staffing plans (How will residents be encouraged to participate in the initiative?)
- Other community resources to be utilized

5. Local Support

Include:

- Documentation of support from residents
- Verification of support from any participating 3rd parties

6. Projected Budget

Include:

- A detailed explanation of the sources of funds, including those already committed, and those that are anticipated.
- A budget showing how funds will be spent for staff, contract services, materials, equipment, etc.
- Initiative sustainability (Will this initiative require ongoing funding? If so, how do you anticipate that this activity will be funded in the future?)

7. PMNA Obligations / Expectations

Include:

- Additional responsibilities inherited by the neighborhood association. (Any other oversight needs, funding, personnel, 3rd party contractual obligations, etc.)

8. Potential Obstacles

Include:

- Initiative challenges, limitations (applying for permits, reliance on 3rd party participation, outspoken opposition to the initiative, insurance liability, etc.)