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Lola

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The Longfellow Business Directory has been an important part of the Longfellow community going back to the 1990s. It was started to help foster better communication within the business community, and partially paid with Minneapolis Neighborhood Revitalization Program funds. When the grant money dried up, the Longfellow Business Association (LBA) wanted to continue publishing this important directory to link residents with local businesses. The LBA approached the *Longfellow Nokomis Messenger* about taking on the project despite the absence of an outside funding source.

While prior Directories had contained some advertising, the question posed to the *Messenger* was whether there would be enough support in the Longfellow business community through advertising to cover the costs of the printing and distribution of the Directory to the Longfellow community. The answer was "yes." The business community agreed this directory provided an important link to local residents as it was delivered to each home in the community and was also available directly at local businesses. It's a way for businesses to connect with customers and a way for residents to identify the myriad of businesses within walking distance. It's something residents can hold in their hands, flip through, and keep in a drawer for easy reference.

The question, "Where did I see that?" becomes a lot easier to answer. You saw it in the Longfellow Business Directory.

The first Longfellow Business and Community Directory published in cooperation with the *Longfellow Nokomis Messenger* was produced in 2004. Do you remember the vibrant mosaic of the Lake Street Bridge in full autumn bloom on the front cover? The text on the cover described it as "Your guide for everything you need to work and live in the Longfellow area of Minneapolis." Since then the Longfellow Business Directory has been published every two years, and is released with the December issue of the *Messenger*.

The 2022 Longfellow Business Directory is the 10th book that the two organizations have partnered on. LBA staff gather the information on Longfellow businesses, and *Messenger* staff sell the ads, produce the layout, and handle the printing and delivery. Starting with the 2018 Directory, a portion of the proceeds from the Directory has been earmarked as a contribution to the LBA annual budget to further support an integral neighborhood resource at the intersection of community and business.

Be sure to tell us how you're using this book – and how it's helping you shop local and support the businesses right down the street.

Kim Jakus

Longfellow Business Association

Denis Woulfe & Tesha M. Christensen

Longfellow Nokomis Messenger

Messenger

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News for you!

The Longfellow Business Directory is published by TMC Publications Co., in partnership with the Longfellow Business Association. The Longfellow Nokomis *Messenger* is a monthly community publication in the Longfellow and Nokomis areas of Minneapolis, owned and operated by TMC Publications, CO. Visit our website for our calendar and publication dates.



Owner & Editor:

Tesha M. Christensen, 612-345-9998
tesha@longfellownokomismessenger.com

Advertising & Marketing:

Denis Woulfe, 651-917-4183
denis@longfellownokomismessenger.com

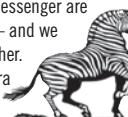
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TMC Publications and The Messenger are for profit and for a purpose – and we don't sacrifice one for the other. We consider ourselves a zebra company, one that is both



black and white. As a media company, we work to highlight issues, solve real, meaningful problems, and repair existing social systems. We are working with our readers and advertisers to create a more just and responsible society that hears, helps and heals the customers and communities we serve.

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A BETTER BUSINESS AS USUAL

Small business organizations like LBA are crucial connecting points in our communities.

by Anna Tsantir,
LBA Board member & owner of Two Bettys Green Cleaning

Since we last printed the Longfellow Business Directory in early 2020, our business community, landscape and daily rhythms have been substantially and irrevocably changed. COVID-19 has presented a strange new reality where some businesses experienced the best years since being founded, while others were decimated. And some only survived because of federal aid for small businesses. Through our Portraits from 6 ft project (see page 8), the Longfellow Business Association has highlighted the experiences of our local businesses during a time of incredible uncertainty.

When the heart of our neighborhood, Downtown Longfellow, was destroyed in the civil unrest following the murder of George Floyd, our community was shaken. As we look out over vacant lots, it may seem as though little has changed or been accomplished over the last year and half. But, out of the rubble, a coalition of businesses and property owners at Lake and Minnehaha formed Longfellow Rising, and our partner organization Redesign has purchased the historic Coliseum

>>

building - one of the only buildings at the intersection to survive the civil unrest (see pages 6-7). Both organizations are committed to rebuilding with a vision that prioritizes sustainability, racial justice, the arts and healing space that recognizes the trauma experienced by our BIPOC communities for centuries leading up to the murder of George Floyd.

This is not business as usual. For companies that have gone through the pandemic and a civil uprising first hand, there seems no other option but to evolve into something better and new. At Two Bettys we have seen some real positives. We have had to collectively figure out paid leave and time off for sick or quarantined employees (or those who need to care for family). We are learning techniques to remove bias from our hiring processes. Businesses are figuring out how to increase wages to stabilize our workforce with livable income and safety nets. These shifts towards a more sustainable workplace for all only improve company culture. As businesses, we have the power and agency to impact our entire community, to create a better place to live in the neighborhoods we call home.

Whether it is physical rebuilding or an internal changes of company culture, this opportunity for transformation will not be quick or easy. To see these changes through will require a space where everyone at the table is able to share more experiences and points of view than ever. In business, change management only works when there is collaboration and communication. I heard a quote at a Pollen event here in Minneapolis, the kind you quickly write down on whatever you have handy (I still have that scribble on a napkin pinned to the wall in my office): "Collaboration - you know you are doing it when it hurts a little."

Change often causes discomfort - and that discomfort is an invaluable tool in finding our way through challenge. Even when it's uncomfortable or difficult, we do it anyway because the outcomes are not only worth it, but imperative.

The Longfellow Business Association and our partner organizations are crucial for connection, collaboration, and making our voices heard. We are more powerful when we come together to create a new way to do "business as usual." Through both Covid and the civil unrest, we have seen first hand how our communities, both residents and business, can come together to support and lift up the beloved, integral, and struggling businesses in our neighborhoods. In this transformative time for our city, these connections are more crucial than ever. We are taking the lessons and using them to continue to build back a better Longfellow and beyond - for everyone. //

The silver lining of the struggles of 2020 & 2021 is that we have all seen new and better ways to do "business as usual."

Anna Tsantir, Two Bettys



Photos by Carina Lofgren, Portraits from 6ft
ABOVE Ricardo Levins Morales is an artist and organizer with a studio located on Minnehaha Avenue.

PREVIOUS PAGE Ekta Prakash moved to Minneapolis 20 years ago as an immigrant from India and has served as CAPI's CEO for the last 14 years.

Curious?

>>

Read more about CAPI USA and Ricardo Levins Morales at www.longfellowbusinessassociation.org

LONGFELLOW

Whether you're attending an event or volunteering at George Floyd Memorial Square, attending Open Streets, or spending time around Minnehaha & Lake, that change is palpable.



Ruhel Islam at the Gandhi Mahal site. Photo by Jan Willms

>>

Connect with Longfellow Rising by emailing longfellowrising@gmail.com or liking the Facebook page.

RISING

LAKE STREET STORIES

1

by Dan Kennedy,
LBA Board member & lawyer at Kennedy & Cain

The year 2020 was challenging for the Longfellow business community, particularly in the main commercial intersection of Lake Street and Minnehaha Avenue referred to as Downtown Longfellow. The COVID pandemic closed restaurants and other businesses. Before the first wave had passed, the murder of George Floyd sparked civil unrest focused on the Third Precinct headquarters at Lake and Minnehaha. In the ensuing days, 17 buildings within two blocks of the Precinct were burned beyond rehabilitation. Many more were heavily damaged. The destruction affected the national chains (Target, Cub, Aldi, Auto Zone, Wendy's, Arby's), but most of the destroyed buildings belonged to local residents who owned both the property and the business inside. These owners lost their property and their livelihood. Worse yet, they had to pay to demolish the ruins - demolition of the Odd Fellows building alone exceeded \$400,000.

These owners and other stakeholders began to meet in June 2020 to look to the future. Soon after, they formed the nonprofit Longfellow Rising to coordinate a thoughtful approach to analyzing the status quo before May 2020 and plan for a brighter tomorrow.

The mission of Longfellow Rising is to rebuild Downtown Longfellow with equity, sustainability, and belonging. As our community rebuilds a commercial district, we seek to address and remedy past practices of structural inequality, unsustainable practices, and selective inclusiveness. The desired outcome is an improvement in both the physical structures and societal structures that make up our community.

With donations and grants, Longfellow Rising worked with consultants to study key properties on the south side of Lake Street, notably including the Odd Fellows, Gandhi Mahal, and Migizi buildings on 27th Avenue. This study addressed questions of ownership, usage, parking, design, sustainability, and a focus on community access. Through community engagement, Longfellow Rising is seizing this unanticipated opportunity to pursue a collective approach to recreating this central part of our community. //

RESTORING THE

2

From Racial Equity And Community Health
www.reachtwincities.org

The Coliseum, a community commercial center since 1917, was almost destroyed following the civil unrest after the murder of George Floyd. In order to restore this historic 80,000 square-foot building, Redesign, a non-profit community development corporation, has closed on the acquisition of the space, located at 2708 East Lake Street. Preserving and redeveloping the Coliseum building has been identified as a high priority by neighborhood residents, community leaders, and partners.

This completed acquisition will allow Redesign to restore the building, which would have otherwise been demolished by its previous owners. The non-profit organization has partnered with a number of Black-owned businesses to own and operate the building once restored. Among these Black entrepreneurs are Alicia Belton of Urban Design Perspectives, Janice Downing of CommonSense Consulting@Work, and Chris Montana of Du Nord Crafts & Spirits. Once the building is remodeled, it will be a space for local and BIPOC entrepreneurs to establish and grow their small businesses. It will also provide an opportunity for the community to feel inspired and hopeful after the destruction last year. The redevelopment plan also includes temporary window art pieces by local artisans, which will redress the building and provide hope and encouragement that a new BIPOC led era of the Coliseum building is coming.

REACH is part of the Lake Street Leadership Recovery Coalition (LSLRC), a group of community leaders who came together to collaborate on recovery and renewal efforts after the civil uprising following the murder of George Floyd. Work has begun, but it may be years or even decades before we see visible outcomes of new development, rebuilt infrastructure and strengthened social supports. Powderhorn Park Neighborhood Association (PPNA) serves as the administrator for R.E.A.C.H. //

COLISEUM



Top & middle photos by Terry Faust



As we heal the Coliseum,
it is a sign that the
broader community
along Lake St. is healing.

Taylor Smrikarova, Redesign



TACOS EL PRIMO

PORTRAITS FROM 6FT



LIGE'S BEAUTY & BARBERSHOP

COMMUNITY PROJECT

Portraits from 6ft is a project of photographer Carina Lofgren that captures Minnesotans' everyday lives amid the Covid-19 crisis. During this time of uncertainty and social distance, this project brings people together by sharing unique stories from our community. The LBA and our partner organization Redesign are working with Carina to document Longfellow businesses impacted by the pandemic.



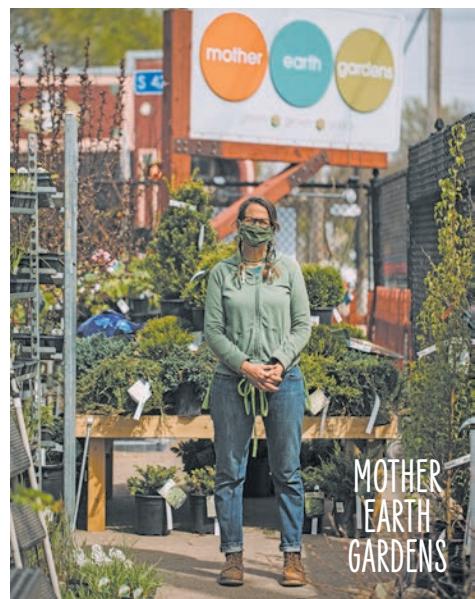
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COMMUNITY VOICES

1 “We are asking questions about what our community needs, trying to use our space and resources to meet those needs, and trying to hold onto connections and awakenings that have been made possible by all this change.”

~ Eat for Equity Executive Director
Emily Torgrimson

2 “The art I create - and that we distribute - is intended to be medicinal, supporting people’s resilience in the face of oppression. The pandemic has made it obvious (to those who might have missed it) that inequality and injustice are disease vectors. My art supports people’s struggles for adequate housing, wages, healthy food and a clean environment - the true building blocks of public health.”

~ Ricardo Levins Morales

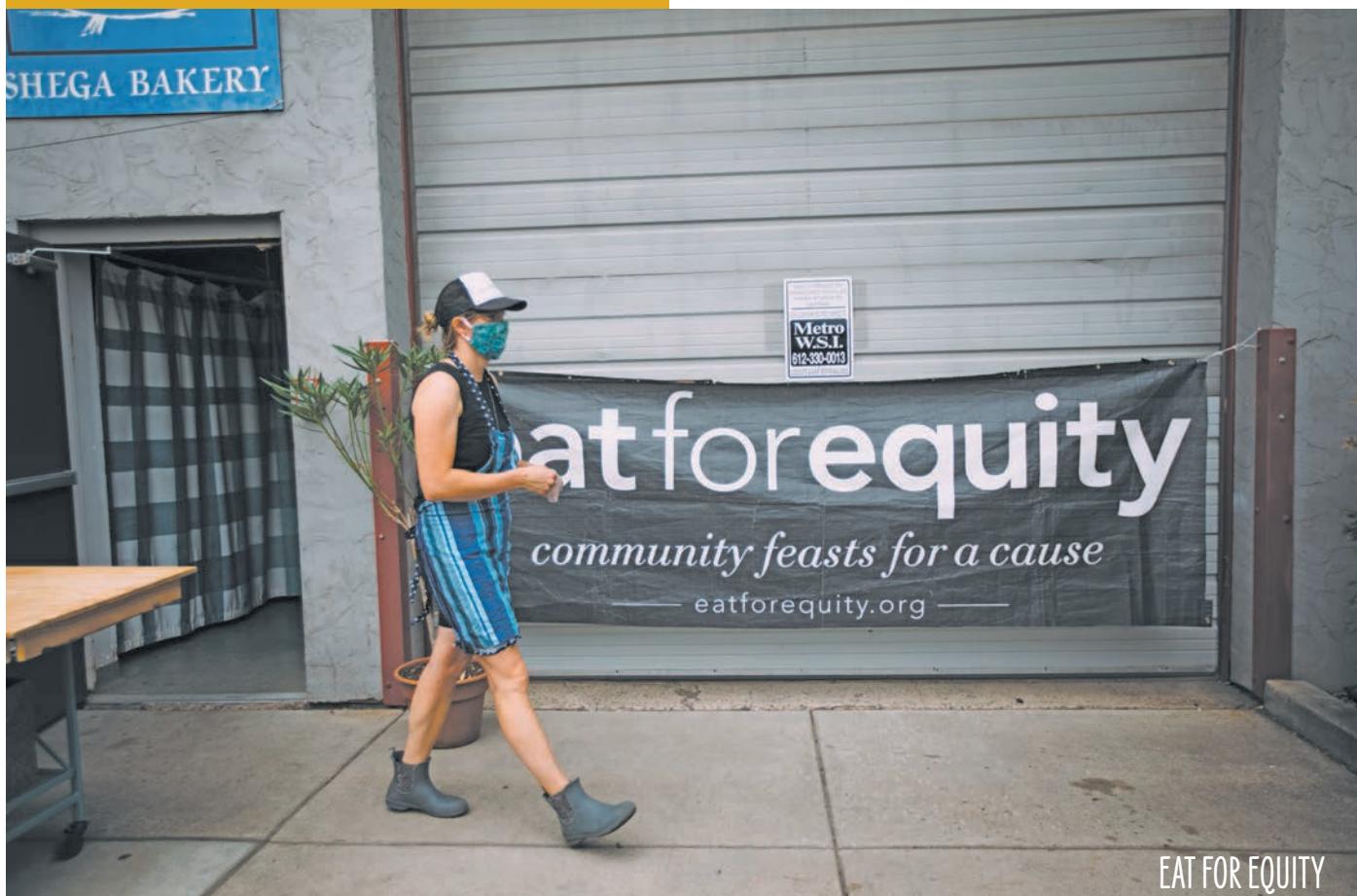
3 “Being honest with yourself and those around you about your moods and struggles is the quickest way back to happiness.”

~ Amber Walker of Happy Human Fitness

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MORALES ART STUDIO



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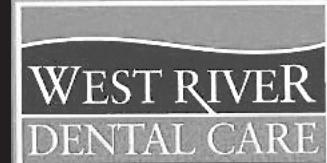
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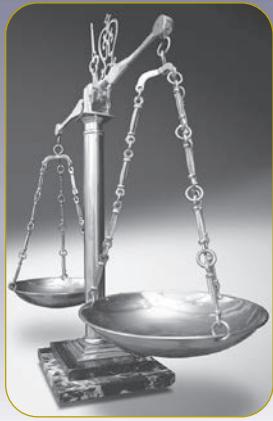
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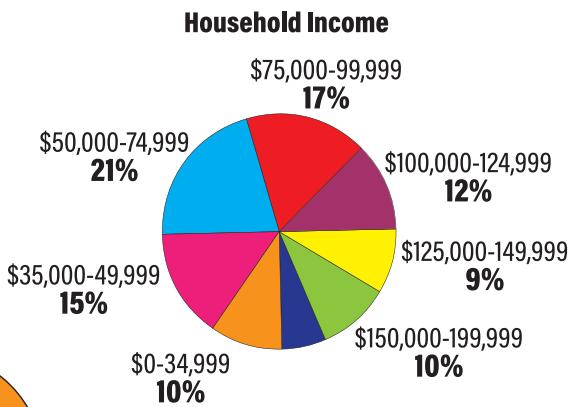
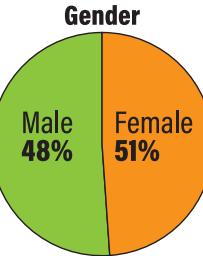
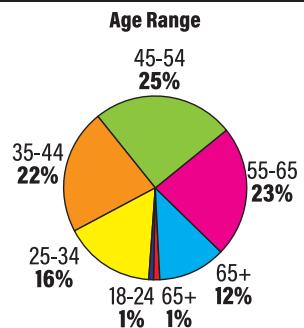
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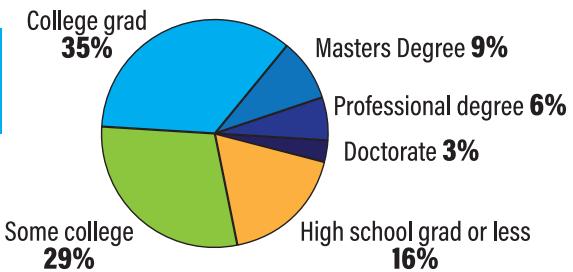
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