

Rebuilding and Reopening

Welcome to our third edition of the ADX-Longfellow Business Association's **Community Bulletin Board!** With the financial support of Minneapolis-based tech and entertainment company ADX, and the merchant community leadership of the Longfellow Business Association (LBA), the monthly Community Bulletin Board in the Longfellow Nokomis Messenger serves as a guide to local business and highlights the rebuilding and reopening efforts of our community.

Rebuild Longfellow: a grassroots community guide to our neighborhood

REBUILD LONGFELLOW

Rebuild Longfellow is a grassroots team of Longfellow residents who partner with the Longfellow Business Association, Longfellow Community Council, and Seward Redesign to inform on practical ways to support local businesses.

Need assistance? Businesses can reach out to rebuild-longfellow@gmail.com to update their need requests.

Can you help? Volunteers can find a business to help at rebuildlongfellow.org.

Community Stories

1 Diamonds Home Health Care Inc.

Diamonds Home Health Care is a community-based small health care agency providing in-home care to adults and seniors. Diamonds applied for and received a Longfellow Business Association (LBA) financial grant, made possible by donations from ADX Labs and others. Diamonds also benefitted from community support through Rebuild Longfellow.

The ADX team wanted to hear Diamonds' story, so we met with Lynnette Lais RN (Director of Clinical Services) and Amina Osman (Owner Representative and Assistant HR Director).

ADX: This has been an awful time for so many Longfellow businesses. How has the Longfellow community supported your rebuilding effort?

Diamonds: Early in the pandemic, most aid went to long-term care facilities, and not so much to small home care agencies like Diamonds. After the civil unrest, our front glass was damaged, and we needed a new security system. The LBA was so helpful to small businesses like Diamonds. Kim Jakus from the LBA did an on-site visit and told us about the types of support they could offer. The LBA grant helped us replace the glass and install a security system. LBA's support was the turning point for us.

In addition to financial support, Diamonds also received donations of PPE and we even received web development assistance from the community.

ADX: What changes would you like to see in the community?

Diamonds: We continue to operate in what feels like a war zone. There are some businesses that will not open for another year. There are some like Diamonds that really need support to stay open. Safety is still a major concern for businesses in the area. More than 24 businesses were looted recently which unfortunately was last straw for a lot of owners.

"LBA's support was the turning point for us."

Please consider Diamond Home Health Care for your personalized in-home health care needs:

Visit Diamonds on the web at <http://diamonds-pca.com/>

ADX: What services does Diamonds offer to the community?

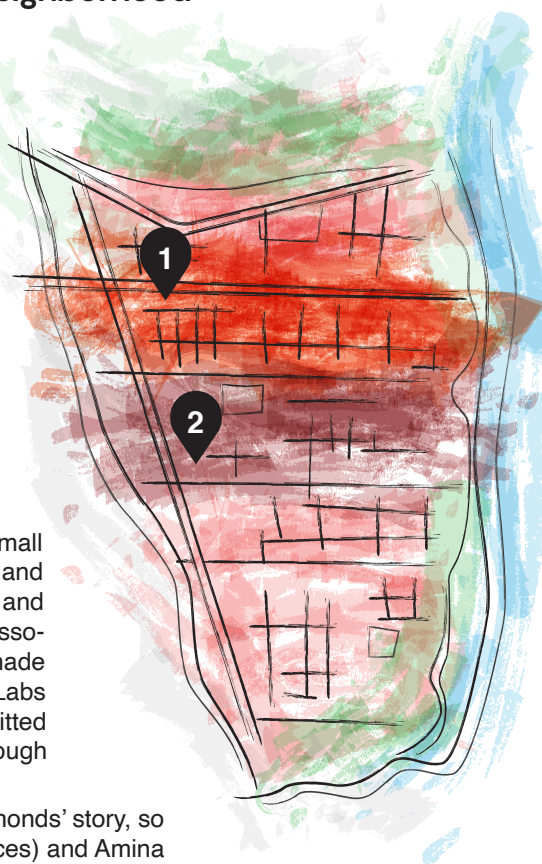
Diamonds: We offer a Registered Nurse concierge service, which is in-home nursing services as well as the Personal Care Assistant (PCA) community health care program.

ADX: Any closing thoughts?

Diamonds: Our community will build back better and stronger through tough times like this. And if there is anything that Diamonds can do to give back to the community, we would love the chance to so.



"Our community will build back better and stronger...if there is anything that Diamonds can do to give back to the community, we would love to chance to do so."



Portraits from 6ft

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 virus. Thanks to Redesign and the City of Minneapolis for funding this project through the Great Streets Neighborhood Business District Program.

See all the latest **Portraits from 6ft** at the Longfellow Business Association's website, www.longfellowbusinessassociation.org

2 KMS Air Duct Cleaning



KMS performs commercial and residential air duct cleaning and was hard hit by the effects of COVID-19 when the statewide stay-at-home order prevented Ken and his crew from entering residential customer homes. At the start of the pandemic, Ken had to lay off 11 of the 47 employees on his team. They are now back up to 41 and still have hopes of bringing the remainder of their folks back to work. Ken is a firm believer that small businesses employ diverse communities and it is important to support them.

Ken McCraley is the owner of KMS Air Duct Cleaning and KMS Construction, both located on Snelling Avenue. Ken's been in business for 27 years and in Longfellow since 2009.



Like many others, Ken is still getting used to this "new normal" and incorporating changes into the business for potential long term success. KMS specializes in air duct cleaning, but can also clean your furnace, air conditioner, dryer vent, fireplaces, chimney and more.



Photography by Carina Lofgren

Please consider KMS if you need air duct cleaning or construction services:

Visit KMS on the web at www.kmsclean.com.

About ADX LABS

ADX Labs, Inc. (ADX) is a Minneapolis-headquartered global technology company focused on providing innovative products and services for individuals, home-based businesses, and the small to medium enterprise market. It is the core company in a global group of technology, entertainment and services brands and businesses. ADX independently funds the ADX Foundation, a registered non-profit philanthropic organization which has invested in children, communities, and social justice since 2013.

About the Longfellow Business Association

The Longfellow Business Association (LBA) exists to ensure a vibrant business climate for the area by monitoring issues that impact our area businesses, facilitating communication between area businesses, providing business development resources, and supporting the greater Longfellow Community, which includes the Longfellow, Cooper, Howe, and Hiawatha neighborhoods. We are home to more than 22,000 residents and over 500 businesses, all of whom we strive to support and promote.

Tell Us About Your Local Business

Please contact LBA executive director Kim Jakus with your news, promotions, deals, operating hours or stories of recovery. We are seeking YOUR story for next month's Community Bulletin Board. Email kim@longfellowbusinessassociation.org

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