

# Community Bulletin Board



Supporting the neighborhood by supporting our local businesses

adxlabs.com  
longfellowbusinessassociation.org

## Rebuilding and Reopening

Welcome to the fourth edition of the ADX-Longfellow Business Association's Community Bulletin Board! With the financial support of Minneapolis-based tech and entertainment company ADX Labs, 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 [rebuildlongfellow@gmail.com](mailto:rebuildlongfellow@gmail.com) to update their need requests.

**What to help?** Have a skill or a service to offer? Find a business to help at [rebuildlongfellow.org](http://rebuildlongfellow.org).

## Community Stories

### 1 The Dripping Root



The Dripping Root is a female Black-owned business soon to open on Minnehaha, specializing in cold-pressed natural juices, smoothie bowls, chia seed pudding and kombucha. Delayed by the COVID-19 pandemic, The Dripping Root, hopes to open its doors soon.

The ADX team met with The Dripping Root owner, Catiesha Pierson, to learn more about The Dripping Root and about her experience trying to launch a business during the pandemic.

**ADX: Tell us your story. How did you get started in the cold-pressed juice business?**

The Dripping Root: I started juicing in 2013 as a healthy way to consume nutrients. Two years ago, I began posting the juice I made on social media. People took a huge liking to what I was doing, and I started selling juice out of 16 oz. plastic cups all around town. Word spread and demand only got bigger.

**ADX: What is your vision for The Dripping Root?**

The Dripping Root: I've always had an interest in health and wellness, and I saw a need within the community for more nutritious options in the Twin Cities. My vision for The Dripping Root is to break the lines between health and wellness and culture—to create a space of positive energy, healing and togetherness. The Dripping Root will be the only Black-owned juice bar in MN and I hope many others follow soon after.

**ADX: How did the pandemic affect your opening?**

The Dripping Root: The pandemic and the killing of George Floyd was a blessing and a curse. The pandemic hit just after I signed my lease which then put some huge delays in the mix. After the killing of George Floyd there were so many emotions, not just for me but for everyone: sadness, anger, fear. But it also brought change. Some of these events happened not too far away from the juice bar's location. I just kept thinking to myself that The Dripping Root was the rose in the garden that was left to bloom. It remained there for a reason and that reason was to grow.



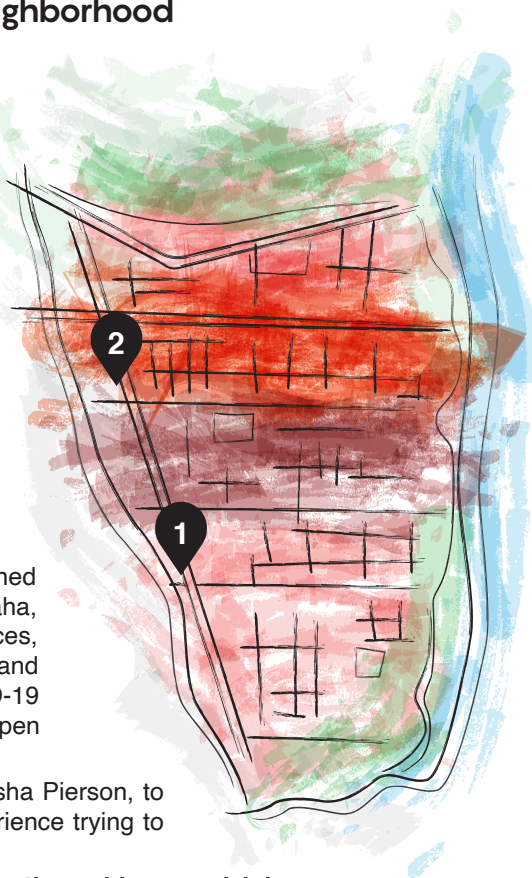
The Dripping Root storefront at 4002 Minnehaha Ave, Minneapolis

**ADX: Do you feel supported by the community?**

The Dripping Root: The community really has been the center of making everything possible. Without the community, I wouldn't be where I am today. My mother has also been my backbone during the process. She started a GoFundMe that helped raise funds for The Dripping Root. I ask myself, "Why me? How did I get so lucky?" My why is because the vision was no longer about me; it became bigger than me.

Please follow The Dripping Root for the latest on their opening:  
<https://www.thedrippingroot.com>

To support The Dripping Root's GoFundMe campaign, visit: <https://gf.me/u/yjq7yy/>



Catiesha Pierson, owner, The Dripping Root

## 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 their 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](http://www.longfellowbusinessassociation.org)

### 2 Eat for Equity



eatforequity

Eat for Equity is a food based non-profit with inclusion, equity, sustainability and generosity at its core. They moved into the space adjacent to Du Nord Craft Spirits (2610 E 32nd St) in the

early days of the pandemic to operate Eat for Equity Catering and partner with Du Nord Craft Spirits to provide food in their tap room. Before the pandemic, 100% of revenue for the catering company came from events and the organization had to creatively pivot to continue their goal to serve and feed this community. Eat for Equity receives distribution support from Second Harvest Heartland, a local food security non-profit grantee of the ADX Foundation.

Eat for Equity transitioned quickly to provide a weekly meal box pickup so that customers could pick up a week's worth of prepared meals for their households. Meal kits and grocery boxes are offered at affordable prices, including a limited amount of pay-what-you-can boxes so that everyone in the community is able to be nourished.

Executive Director, Emily Torgrimson sums it up: "We are glad to be in this neighborhood, at the heart of the uprising in Minneapolis. We are trying to be of service to our community, be safe, and stay in business. So much of what we imagined for this space is on hold or may no longer be possible. And also much more than what we imagined for this space is now a possibility. 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."

You can support Eat for Equity by purchasing meal kits and greengrocer shares. You can also join Emily and the diverse, creative and hardworking staff at Eat for Equity by volunteering in the kitchen. They prepare 1000 meals for distribution by Second Harvest each week, and welcome volunteer help to pack meals and clean up (visit <https://eat-for-equity-catering.square.site/>).



To learn more about volunteer opportunities go to <https://eatforequity.volunteerlocal.com/volunteer/>  
Visit Eat for Equity on the web at: <https://eatforequity.org/>

## 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](mailto:kim@longfellowbusinessassociation.org)

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