

## Rebuilding and Reopening

Welcome to the fifth 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 your community? Have a skill or a service to offer?** Find a business to help at [rebuildlongfellow.org](http://rebuildlongfellow.org).

## Community Stories

### 1 Shifa Café & Eatery



Shifa Café & Eatery is a family-run restaurant offering a special blend of Indian and Somali cuisine.

The ADX team met with Abdullahi Mohamed, co-owner of Shifa Café & Eatery, to learn more about their experience expanding their business amidst the pandemic.

#### ADX: Tell us about Shifa Café & Eatery. How did you get started?

Shifa: Before our current restaurant, Shifa Café & Eatery, this was coffee shop. But there weren't a lot of food options around, and people would come in looking for hot food. We recognized an opportunity, so we sought funding from family, friends, and the bank to open Shifa Café.

#### ADX: What were the major challenges you faced expanding your business during the COVID-19 pandemic?

Shifa: It took us more than eight months to open the business because of contractor and other delays. And just when we hoped open our doors, the pandemic hit with full force. At that point, we couldn't stop because we had already invested so much into this business.

#### ADX: Has business picked up?

Shifa: In the first few months, even with the pandemic, we were able to break even. But around the middle of August, people just stopped showing up. By then our community had other things to worry about. I think people were just afraid for their lives, truthfully.

#### ADX: How has the community helped?

Shifa: The Lake Street Council, where Shifa Café is located, introduced us to Kim and the LBA. Through them we were connected to other individuals and business that offered pro bono website design. Thanks to community support, we'll now have a new logo and color theme, a catchy slogan, and a user-friendly website where you can place online order. We'll be launching our new site and look soon! There are a lot of good people in this community.

#### ADX: What is next for Shifa Café?

Shifa: We have some loyal customers who really like our food and keep coming back and we are so thankful for that. We need to grow, but we know everyone is struggling. We are trying to take it one step at a time and we are applying for grant and loans. We are trying everything we can.

#### ADX: Anything else you'd like the community to know about Shifa Café?

Shifa: At Shifa Café & Eatery, we provide a fusion of Indian and Somali entrées. Our dishes are healthy and delicious! Come check us out!



Anita White, Artist  
<https://www.mnartists.org/anita-white>



Please consider Shifa Café & Eatery the next time you want to try something unique and flavorful! <http://shifacafe.com/>

## 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 Longfellow Business Association 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 LBA's website, [www.longfellowbusinessassociation.org](http://www.longfellowbusinessassociation.org)

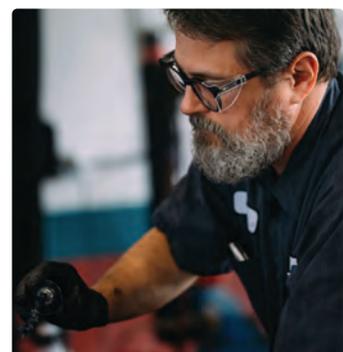
### 2 The Lift

Cathy Heying runs the The Lift Garage, a nonprofit auto repair shop located at the Lake and Hiawatha intersection. The mission of The Lift is to move people out of poverty and homelessness by providing low-cost car repair. The demand is so great, that even before the Covid-19 pandemic, customers would often wait three months for an appointment.



Cathy Heying, Executive Director of The Lift Garage

Since mid-March, Cathy and her team have had to figure out a way meet their mission while also keeping staff, vendors and customers safe. They've streamlined online and phone payments, set up drop boxes for keys and parts, and take extra care to wipe down every set of keys, parts, and vehicle before and after working on it.



With the waiting room closed to the public, Cathy is the only office staff on site and in addition to her normal responsibilities as Executive Director, she serves as the go-between between techs and service writers who are working from home. With two technicians on leave of absence due to high-risk health concerns, she does the occasional repair as well.

Like many business owners these days, Cathy is overwhelmed and struggles to keep morale up, but focuses on the positive, stating, "I am so grateful for the team I have who are willing to come in and work hard every day under hard circumstances and risk. I'm so grateful we've found a way to keep people safe while also being here for our customers."



Want to support The Lift? Community support and donations help cover overhead costs and are needed more than ever. Visit [https://www.thelifgarage.org/](https://www.thelif Garage.org/) for more information or to make a donation today.

## 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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