

## Rebuilding and Reopening

Welcome to the sixth and **final edition** of the ADX-Longfellow Business Association's **Community Bulletin Board!** With the financial support of Minneapolis-based ADX Foundation 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.

## A message of thanks from the ADX Foundation

Six months ago, we partnered with the Longfellow Business Association (LBA) to bring to you this Community Bulletin in the Longfellow Nokomis Messenger because we wanted to spotlight the diverse small businesses in the area. We stand in admiration of the resilience these business owners have shown, and we are thankful for our partner in this series, the LBA, whose members pounded the pavement offering financial help to small businesses, made introductions and inspired connections between those with something to give or volunteer to those who needed help the most.

Small businesses are the lifeblood of the Longfellow, Cooper, Howe, and Hiawatha neighborhoods, providing vital goods and services of all kinds, providing jobs, the art and music for us to enjoy, and the food we eat. Over these past six months, local businesses and community members have shared their stories with us. These have at times been stories of struggle and frustration, stories about the rebuilding process, inspiring stories of resilience and support, stories of innovation and entrepreneurship, and the one constant in all these stories is that of community. The recovery and rebuilding efforts will continue for some time but thanks to heroic efforts, we are confident that this community will thrive.

From the Longfellow Business Association (LBA), to Rebuild Longfellow, to Longfellow Rising this community has shown support for one another in unparalleled ways. It is our turn to say thanks to them and to you for sharing your stories with us. We look forward to a stronger, safer, and more prosperous 2021.

-The ADX Foundation

## Rebuild Longfellow:

A grassroots community guide to our neighborhood

### REBUILD LONGFELLOW

The ADX Foundation thanks Rebuild Longfellow for their work in supporting businesses in need. Rebuilding and recovery will take time, but grassroots efforts like this provide a much-needed starting point.

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. They assess both businesses in need and provide an opportunity for members of the community to share their professional skills with other businesses in need.

**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).

## Longfellow Business Association



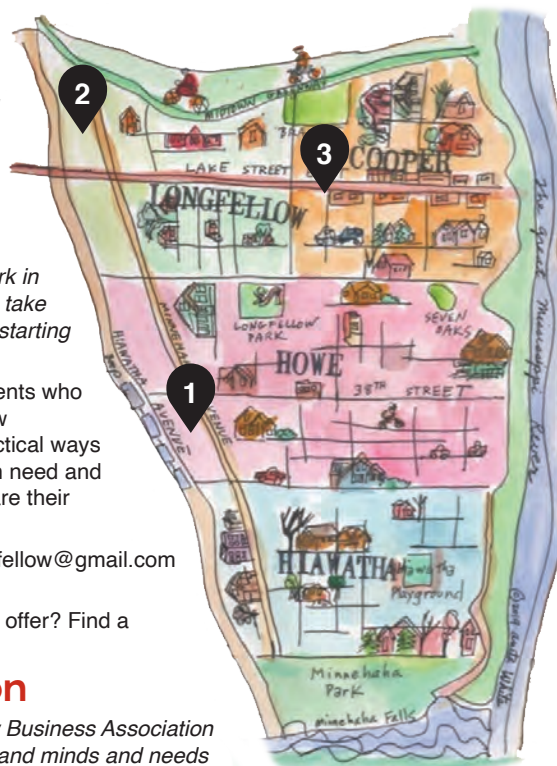
The ADX Foundation saw the Longfellow Business Association as the organization closest to the hearts and minds and needs of these small entrepreneurs. We donated to LBA knowing that in some way they would set about trying to make right the great wrong that was done to these citizens. We know they have made a difference by providing resources, advocacy, and support to businesses in the community.



1 "Without the community, I wouldn't be where I am today." - Catiesha Pierson, owner, The Dripping Root



2 "The LBA was so helpful to small businesses like Diamonds. The LBA's [grant] 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." - Diamonds Home Health Care Inc.



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



3 "Through [the LBA] 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, slogan, and website... There are a lot of good people in this community." - Shifa Restaurant.

Please consider joining the Longfellow Business Association. Email [info@longfellow-businessassociation.org](mailto:info@longfellow-businessassociation.org) or visit <https://www.longfellowbusinessassociation.org/> for more information.

## Community Stories

### Longfellow Rising



Longfellow Rising

In 2020, Downtown Longfellow suffered a great deal of loss. Over the course of two nights, Downtown Longfellow lost 19 of its 44 buildings to fire. Most of these were owner-occupied, and many belonged to people of color. In addition, 13 businesses were heavily damaged. ADX Spoke with one of the founders of

Longfellow Rising, Daniel Kennedy, about the reasons he and his fellow business owners started Longfellow Rising.

#### ADX: How did Longfellow Rising come about?

Longfellow Rising: The killing of George Floyd and the destruction that followed are being countered by the constructive response of businesses and residents.

Residents helped clean debris during the daytime, then stood vigil overnight to protect the remaining businesses from destruction. The business community formed Longfellow Rising to help Downtown

Longfellow rebuild in a way that carries forward our best aspects, addresses pre-existing problems, and adds new vitality.

Assistance is needed most by our BIPOC owners whose mortgages consumed most of their insurance payouts. Longfellow Rising is collaborating with the LCC, LBA, Lake Street Council, Seward Redesign, and others to bring a community vision to this unsolicited opportunity to remake our busiest commercial district.



#### ADX: What is the vision behind Longfellow Rising?

Longfellow Rising: There is now an opportunity for the community to truly develop in ways it wouldn't have been able to before. Our vision is to rebuild their community in a way that is:

**Collaborative:** Combining narrow lots to create commercial spaces that would not have been not feasible before.



**Diverse:** Many of the destroyed buildings belonged to persons of color, who will reopen their businesses and continue to attract our diverse community to this district.

**Sustainable:** Achieving the highest standards of efficiency in energy, water, and land use.

**Mixed-Use:** Buildings that had one story will be rebuilt with residential units above, including affordable housing, bringing new vitality to this commercial district.

**Beautiful:** Intentionally artistic in its architecture.

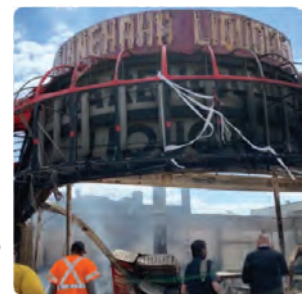
#### ADX: What else would you like to see for the community?

Longfellow Rising: In addition to building on our vision, we'd like to acquire and develop a new public plaza that will allow the community to gather for cultural celebrations and reflect on events of 2020 that led to this rebuilt commercial district. This will also serve as a place of recreation for our added residential community members.

#### ADX: Any final thoughts you'd like to share?

Longfellow Rising: A year ago, most buildings and storefronts were occupied. We had great restaurants.

A vibrant multicultural vibe. We have a long way to go to rebuild, but this community bond we have is so unique and truly inspiring. A few months ago, I drove an ice cream truck around the neighborhood handing out ice cream to our residents. The event was sponsored by the LBA, and it was a small way to say thanks to this community who stood with us.



Currently, Longfellow Rising is trying to raise money for this vision. For more information on Longfellow Rising go to <https://www.givemn.org/organization/Longfellow-Rising>

## 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.