

**LAKE STREET COUNCIL**

**2022**

*Annual Report*





I recently had the privilege to give a tour of Lake Street and highlight the progress the corridor has made in the past three years. As someone who works on Lake Street every day it can be hard to notice what has changed since the difficult days of 2020; but seeing it through the eyes of visitors, it's incredible how much progress we've made! From new stores to colorful murals and community art - the Lake Street story is now one of a street moving forward, and becoming the vibrant, welcoming place we all know it can be.

This past year we've seen a lot of progress, but we all know that challenges remain. Thankfully due to the efforts of the Lake Street Council and our partners, Lake Street continues to move forward. In the past year, the Lake Street Council has:

- Worked one-on-one with over 300 small businesses to support their needs throughout the year. Over 90% of the businesses served in 2022 identified as Black, Indigenous, or people of color (BIPOC) or immigrant-owned.
- Brought energy to Lake Street by supporting over 30 new murals and art installations, funding community events, and hosting successful block parties - including our Fall Movie Night which brought out over 200 neighbors to see the movie Coco.
- Invested in public safety by working to launch the Lake Street Safety Initiative, a collaborative effort to coordinate safety and outreach work on Lake Street and South Minneapolis.

I know that Lake Street still faces an uphill battle in so many ways. The same issues that we're seeing in all of Minneapolis - community safety, lack of housing, inflation - have made the situation much more challenging on Lake Street. But I also know that together - as a community - we are capable of overcoming these challenges and building a future for South Minneapolis and Lake Street that we can all be proud of. I'm grateful to have you with us on that journey.

Thank you for all that you do,

A handwritten signature in black ink that reads "Allison Sharkey".

**Allison Sharkey**  
Executive Director, Lake Street Council



**THANK YOU THE FOLLOWING FUNDERS FOR SUPPORTING OUR WORK THIS YEAR**

- Ameriprise
- CenterPoint Energy
- City of Minneapolis
- Crown Royal Generosity Fund
- Deluxe Corporation Foundation
- Hennepin County
- Huntington Bank
- Local Initiatives Support Corporation (LISC)
- McKnight Foundation
- Minneapolis Foundation
- Minnesota DEED
- Mortenson Family Foundation
- Solar Energy Innovation Network (NREL SEIN)
- Old National Bank Foundation
- Opus Foundation
- Otto Bremer Trust
- Pohlad Family Foundation
- Target Foundation
- Thomson Reuters
- Wells Fargo Foundation



Valerie's Carniceria, 3149 Nicollet Ave

**IN CASE YOU MISSED IT  
LAST YEAR WE:**

Contributed to the vibrancy of Lake Street by:

Installing six "Coming Soon" signs on vacant lots, drawing attention to upcoming redevelopment projects.

Granted \$137,400 toward thirteen new murals in the Lake Street corridor.

Putting up a "You Belong Here" billboard at the Lake Street and Lyndale Ave intersection.

**"THANK YOU FOR ALL THAT YOU DO. THE LAKE STREET COUCIL HAS BEEN INSTRUMENTAL FOR THE RECOVERY OF MY BUSINESS AND LAKE STREET."**

Dr. Josey Perez  
Premier Health Chiropractic

# board of directors & staff

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## STAFF

Allison Sharkey  
*Executive Director*

ZoeAna Martinez  
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*Business Engagement Specialist*

Yusra Mohamud  
*Business Advisor*

Marie Campos  
*Communications & Marketing Coordinator*

Russ Adams  
*Manager Corridor Recovery Initiatives*

Alex Tsatsoulis  
*Director of Development*

Charise Canales  
*Manager of Placemaking & Activation*



Our new Spirit of Hope Heart, located at the corner of Lake Street and Chicago Ave

# 2022 highlights

Lake Street Council staff and family at our Summer Block Party



21

We hosted two block parties and funded **21 placemaking** public art installations and activities.

3000

Provided **3000 hours** of one-on-one business technical advising support in English, Spanish, and Somali.

1.6

Allocated **\$1.6 million** towards predevelopment support to help local entrepreneurs build generational wealth and rebuild after the civil unrest of 2020.

80K

Released our "Lake Street Moving Forward" video, which saw over **80,000 views** online and was played before films at the Lagoon Theater in Uptown.

6

Hosted **a visit** Governor Walz, Lt. Governor Flannigan, and 4 legislators to advocate for resources from the State of Minnesota to support the recovery of Lake Street.

# our work in 2022

## Marketing + Placemaking

In 2022 we continued to expand our marketing and placemaking work to help Lake Street be a vibrant, diverse cultural and commercial district. By renewing and strengthening our connection to Lake Street as a place and a community we love – we attract customers and bring revenue to businesses along the corridor.

Through millions of impressions on social media each year, we uplift individual businesses, highlight our successes, and support our partners. Last year we released a “Lake Street Moving Forward” video – which saw over 80,000+ views online and was played before films at the Lagoon Theater in Uptown. The video featured 29 businesses, intricate drone footage, and an original song by South Minneapolis artists.

Last year, we also hosted two block parties, including a “Fall Movie Night” which brought together nearly 200 neighbors and visitors. Our placemaking grant program worked to bring vibrancy and life to the street by funding 8 artist-led events and sponsoring an additional 17 cultural and community events throughout the corridor.

Neighbors enjoying “Coco” at our Fall Movie Night



## IN CASE YOU MISSED IT LAST YEAR WE:

We helped secure these positive stories of Lake Street in local media outlets:

“The murals of Lake Street deter graffiti and celebrate culture”  
*Star Tribune, September 6, 2022*

“Lake Street Businesses Still Bouncing Back After Civil Unrest Damage, Pandemic”  
*CBS News Minnesota, March 18, 2022*

“Lake Street gets rebuilt—and reimagined”  
*Minnesota Spokesman-Recorder, May 4, 2022*

## Advocacy

Last year, the Lake Street Council successfully advocated for small businesses at the city and regional levels. As we continue to develop deeper relationships with elected officials, government agencies, and municipal staff, our advocacy achievements have increased, bringing additional visibility and funding to the Lake Street corridor.

In May of 2022, the Lake Street Council, along with allied community redevelopment partners and local business leaders, were proud to host a discussion with Governor Walz, Lt. Governor Flannigan, and 4 legislators. The event highlighted the need for additional state funding to support redevelopment projects along the corridor and built momentum for current legislative efforts.

Recognizing the tremendous need for improved safety along the corridor, the Lake Street Council also worked with Minneapolis Council Member Chavez to secure funding in the City budget for the following safety programs:

- South Minneapolis Community Safety Strategies Program: to address livability and safety issues and increase labor force participation in our community. This adds an additional \$150,000 to the \$1,000,000 allocation, expanding the program to Phillips.
- Neighborhood Trash Pick-Up and Employment Pathways Program: to explore, design, and develop a neighborhood beautification and employment pathways program for unhoused community members to get paid to clean up neighborhoods.
- Explore and build support for a Lake Street safety program that would invest in collaborative initiatives to reduce violent crime, connect residents and businesses to resources, and create a new structure for cooperative communication among stakeholders.





**“WE ARE SUPER GRATEFUL TO HAVE THE CONTINUOUS SUPPORT OF THE LAKE STREET COUNCIL. THANK YOU FOR ALL YOU HAVE DONE, WE TRULY APPRECIATE IT.”**

Balqiis Hersi  
ZIZI Boutique

### Case Study: ZIZI Boutique

ZiZi Boutique is a unique East African-owned retailer that opened on Lake Street over five years ago. Owners Balqiis Hersi and Mohamed Mohamed sell modest clothing for younger clientele and provide space for emerging designers to showcase their work.

In 2022, the Lake Street Council worked closely with ZiZi Boutique to support their growing business needs. When Hersi and Mohamed learned their rent was going to increase, our business engagement team helped Hersi and Mohamd evaluate their options. Ultimately they moved into a larger rented space a few blocks away and the Lake Street Council was able to help them look for the capital to build out the space for the needs of their customers.

Balqiis takes inspiration from watching her clients come into the store and try on clothing. One day, Balqiis can see herself opening a high-end vintage store. But for now, she and her husband Mohamud, are focusing on improving Zizi Boutique on Lake Street.

### Redevelopment & Business Assistance

The Lake Street Council will always be committed to supporting local businesses and building generational wealth in BIPOC and immigrant communities through advising, access to resources like grants and forgivable loans, and preserving affordable commercial spaces.

Our We Love Lake Street grant program allocated \$1.6 million towards predevelopment support for properties destroyed in the civil

unrest of 2020, as well as toward property acquisition for small business tenants looking to own commercial space.

We also continue to support businesses with one-on-one business technical advising. Last year, our Business Engagement Team worked with over 320 businesses, providing over 3,300 hours of support in English, Spanish, and Somali.

#### IN CASE YOU MISSED IT LAST YEAR WE:

We supported the business community's needs by:

Granting over \$100,000 to help businesses improve their storefront security with glass repair, lighting upgrades, and window security systems.

Working with Twin Cities LISC and the Minneapolis Foundation to develop a community review process for the Minnesota Main Street Economic Revitalization Program. This program approved 18 Lake Street projects awarding them over \$6 million in business and property reconstruction grants.

Interviewing over 30 business owners, community partners, and experts on solar energy, energy efficiency, and green building techniques. These interviews are helping us design new sustainability-focused programs and resources.



**IN CASE YOU MISSED IT  
LAST YEAR WE:**

We advocated for your business by:

Successfully working with the Minneapolis City Council to add an additional \$700,000 to their small business technical advising program.

Sending a letter to Hennepin County Commissioners to request for investment in the Lake Street Corridor through their Community Investment Initiative. Four Lake Street projects totaling over \$3 million were selected for this program.

Presented updates on corridor recovery to U.S. Secretary of Transportation, Pete Buttigieg, and introduced him to several business owners impacted by the civil unrest on a tour hosted by Hennepin County

Filming our "Lake Street Moving Forward" video.



### Case Study: Pineda Tacos Plus

For years, Pineda Taco Plus owner Luis Reyes had been hoping for an opportunity to add additional seating to his bustling Midtown taqueria. When the storefront adjacent to him became available, he rented it and began renovations. Unfortunately, Reyes, as a native Spanish speaker was unfamiliar with the City of Minneapolis commercial construction permitting process and soon found himself staring at a series of code violations.

Our business engagement team quickly assessed the situation, provided in-language support, and helped Reyes identify, hire, and manage an architect who addressed the City's concerns. These days, Pineda Taco Plus is busier than ever and their tortas are as tasty as ever.



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VisitLakeStreet.com



**WE  LAKE STREET**

MINNEAPOLIS, MN