

The Lake Line

 Lake Street Council

Volume 6, Issue 3
Fall 2008



Don't Miss Lake Street Council's Annual Fundraiser on Nov. 13!

 Lake Street Council
12th Annual Fundraiser
Wine & Beer Tasting and Silent Auction
Thursday November 13th, 5:30 - 8:00 PM

 **Bid on great auction items while enjoying music and sampling cheese & wine!**

  **Music**

Tickets: \$20 for Members or \$25 for Non-members

Located at
El Nuevo Rodeo
3003 27th Av. S.
Parking in US Bank
lot across Lake St.

For more information and to buy tickets
Contact: Joyce Wisdom 612-822-0232
jwisdom@lakestreetcouncil.org
Order online at www.lakestreetcouncil.org

One of Lake Street's best annual events is coming up soon! Don't miss our annual wine & beer tasting and silent auction, coming up on November 13th at El Nuevo Rodeo from 5:30 - 8:00 PM.

This year it's easier than ever to buy tickets. You can use your credit card on our website, www.lakestreetcouncil.org. If you prefer to pay by cash or check, give us a call at 612-822-0232. Paying at the door is always an option too, but whatever you do, don't miss it!

Special thanks to our sponsors this year: US Bank, Ryan Companies, Calhoun Square, MCCD, and MMS Properties.

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Open Eye Theatre Figures Into Lake Street

by Chris Oien

Open Eye Figure Theatre has been around since 2000, but they just settled into this area recently. When Open Eye directors Michael Sommers and Susan Hass found an affordable theater space up

for sale in 2006 at 5th Ave. & 24th Street, they jumped at the chance. In their first season at this space, they put on 9 productions, drew in over 5000 people, and won awards from City Pages and from the Ivey Awards. They also became Lake

Street Council members.

Why did Open Eye decide to join us, since they are a few blocks off Lake Street? Sue says that she sees Open Eye as part of the greater neighborhood. She wants to be involved

- Open Eye, cont. on page 4 -



OUR THANKS

Lake Street Council's services & programs in 2008 are supported by: our members, the McKnight Foundation, Payne-Lake Community Partners, Hennepin County, Minneapolis Business Association Assistance Program, Metro Transit and other funders

Marketing Panels Give Great Tips for Business Owners



Representatives from *Jungle Theater*, *Ingebretsen's*, *Peace Coffee*, and *Bryant-Lake Bowl* were on the third marketing panel

Since the last issue of the *Lake Line*, Lake Street Council has held two more in our series of marketing panels, both of them chock-full of useful information for business owners looking to get good press and grow their markets.

The first of these took place in July at the Midtown Sheraton. Representatives from the Star Tribune, Pioneer Press, and KARE 11, as well as local freelance writer Carla Waldemar, shared their experience on the best ways for businesses to get good press coverage.

One key point that all of the panelists agreed on is the importance of having a personal contact at the media organization you want to reach. A general news release may end up unread along with 100 others, while reaching out to someone you know beforehand greatly increases your chance for success. The panel recommended looking to see which reporters write about businesses similar to your own as a first step, so you'll know the best people to get to know.

Another important theme that day was about what makes a story, and the right way to pitch it to reporters. According to the panelists, reporters don't like to think about what they write in terms of whether it will provide positive or negative coverage for their subjects. Instead, the question they

ask themselves is if it will be a compelling story, something that their readers or viewers will be interested to see. And surprise is everything. What's in your story idea that doesn't fit expectations? Make sure that's front and center in your pitch to the media.

We were able to see the good that came from this panel soon after it happened. Joyce Krook from Allina attended, and afterward was able to talk to the Star Tribune panelist, Maureen McCarthy, about the great National Night Out event held yearly in Phillips West. That event had never before received media coverage, but thanks to our event, it did this year, including a large photo on page 1 of the local section.

The next marketing panel took place in October at Patrick's Cabaret. This one was business-to-business, with some well-established Lake Street success stories discussing what marketing strategies have worked best for them. Dana Munson from Jungle Theater, Julie Ingebretsen from Ingebretsen's Scandinavian Gifts and Deli, Melanee Meegan from Peace Coffee, and Anne Saxton from Bryant Lake Bowl, Barbette and Red Stag Supper Club were our panelists.

The guests in attendance that day got a number of great tips they can use going forward. One was to not take no

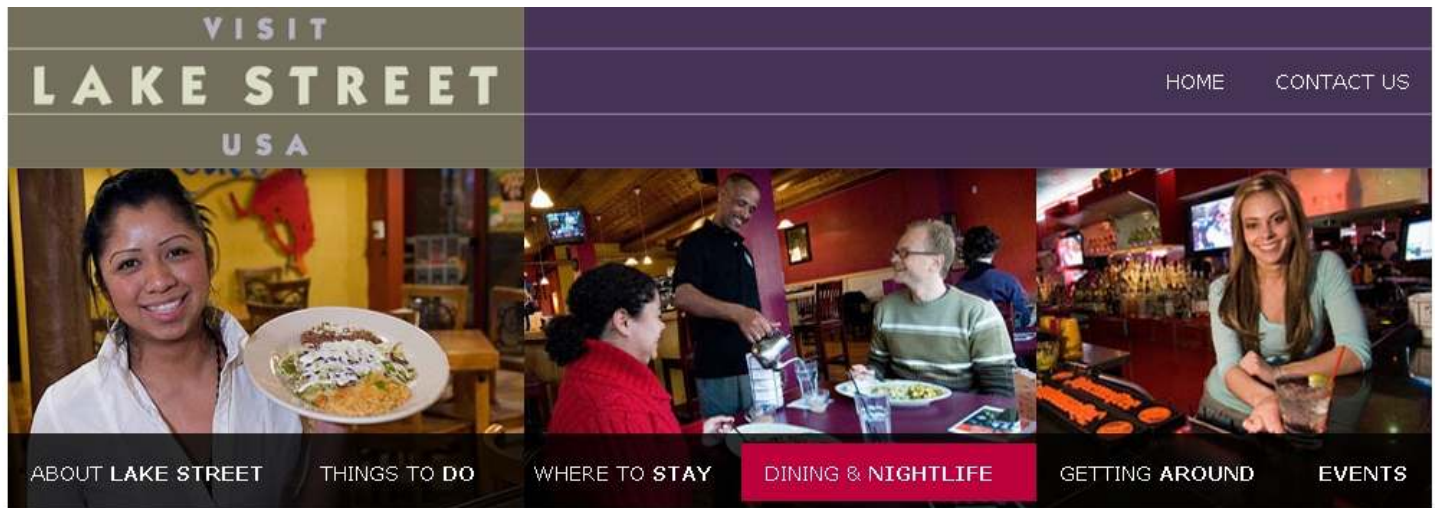
for an answer when you have an idea. Dana shared several stories where he kept going to an advertising or business partner over and over until they said yes. "Wear them down," was his advice.

The panelists also talked about how they identify and reach out to their target markets. For Peace Coffee, this means sponsoring a bike team with bikers who can recommend the coffee when asked. For the Red Stag, being the first LEED certified restaurant in Minnesota was a unique part of their business that drew a lot of press because of interest in environmental stories. And both Ingebretsen's and Jungle Theater are looking to recruit new young customers so they won't be in trouble if some regulars stop coming. They do this by holding special events to appeal to these customers and getting e-mail addresses to stay in contact, among other things.

Lake Street Council has received a lot of positive feedback about these events. We're looking into doing more in 2009 on further topics of interest to the business community. As always, we welcome your input on what we should do next.

You can download our full notes from these panels at our website, www.lakestreetcouncil.org/eve-panel.htm.

“Visit Lake Street” Website Nearing Completion



Falafel King



Once upon a time, a child was born in Jerusalem to a family of 13. At the age of 6, his father passed away. His mother no longer could afford to feed him so she placed him in orphanage school. He studied at orphanage school until the 6th grade. After 6th grade his mother could not afford to feed him nor continue his education. He had a wonderful idea and bought a frying pan, gasoline burner and set up a stand in front of the boarding school. Falafels was his specialty and soon he became known as the FALAFEL KING.



CELEBRATE MEXICAN INDEPENDENCE DAY
ON **SEPTEMBER 14TH** AT 4TH & LAKE!
[LEARN MORE](#)

Now, the Falafel King restaurants gets multiple awards from local publications for its falafel, gyros, and other Mediterranean/Middle Eastern specialties

An example of what a business page on the website will look like.

Coming soon to a browser near you! Our new tourist and resident focused website, www.visitlakestreet.com, is close to being finished. Our talented Web design team at Creative Arc now has a working prototype up and running, with the final product now within reach.

This site will be a great resource for everyone who wants to know what to do and where to shop and dine on Lake Street. Visitors to the site can browse the business directories to find a restaurant or retail store that strikes their fancy. The Events section will track all the many shows, exhibits, festivals and more that are happening on Lake Street all the time. And the About Lake Street page will share the

street's history and the many reasons that make it a unique and special place to visit.

This is part of our larger effort to build a bigger customer base for Lake Street businesses.

Of special interest to all the great retail, dining, and entertainment destinations on Lake Street will be their own pages on this site. We want to give you as much control as we can over how we present you to the world. How do you want your business described? What photo do you want people to see? Let us know and we'll

do our best to make it happen. It will also be important for businesses putting on events to keep sending us that information, so we can get it on the website and to the viewing public as soon as possible.

This project is part of our larger effort to reach out and build a bigger customer base for Lake Street businesses. That also includes our Lake Street brochure and new rack cards (see the next page), our booth at the Twin Cities Food & Wine Experience this past February, and our series of marketing events that gave individual businesses new ideas about how to bring in more customers. With this new site, that outreach will be available 24/7 to all corners of the world.

Open Eye, from page 1

and get the word out about her theater. "Anything we can do to build that web of connections," as she put it to me. She sees being a Lake Street Council member as a great way to do this. She gets an immediate connection to hundreds of other members, receives this newsletter and our weekly e-news, and is included in our events calendars and marketing efforts. Sue says that she has a small staff who do many things, so she wants to use every resource she can.

"Anything we can do to build that web of connections."

Open Eye has been getting involved in Lake Street events, too. When we

put on Sidewalks Day in May, they participated by putting on shows in the US Bank lot across from the Global Market. It fit in perfectly with their summer traveling Driveway Tour. Open Eye played a big part in making that day a success, and Sue hopes to have more opportunities to get involved in the near future.

And what's her message to other local business owners? "Come on down and see a show!" Their next is the annual Holiday Pageant which they hold at the Pantages Theater downtown. It's happening December 15th starting at 7:00 PM. Come and bid on the tickets to it that they donated to our silent auction! Or call them at 612-874-6338 or visit their website at www.openeyetheatre.org to book some for yourself.



Open Eye at Lake Street Sidewalks Day



A scene from 2007's Holiday Pageant

Area Rack Cards Join The "Visit Lake Street" Campaign

To the right you can see samples of our new Lake Street area rack cards for East Lake and Midtown. The West Lake card is being finalized now and will soon join the other two. Then the full set will be inserted into our Visit Lake Street brochures, which are available at the Convention Center, local hotels, and various Lake Street destinations. Meet Minneapolis also sends them out as part of their marketing efforts to bring in tourists.

Our brochure could only describe a handful of the great destinations on Lake Street, which is where these cards come in. Each one highlights nine places to dine, shop, and play on one side, and says more about its general area on the other.

We can't wait to see the brochure and all three rack cards put together and getting out to the public. When they have all these wonderful reasons to come to Lake Street in their hands, we know that they'll have to do it!

BE A PART OF THE EXCITEMENT
DINE SHOP PLAY STAY

DINE

From casual to fine, dining in Longfellow is always a satisfying experience.

Gandhi Mahal - Northern Indian cuisine from the hand of a master. Lake Street & 97th Avenue

The Local Dairy Queen - Enjoy family favorites. Lake Street & 44th Avenue

El Norteño - Intimate, off-street patio. Lake Street & 40th Avenue

SHOP

Step into the extraordinary...

Fun & Funky: Northern Sun Merchandising

Retro Vinyl at Hymie's Vintage Records

Corazon - Gifts from the heart by artists near and

MIDTOWN SIX VIBRANT NEIGHBORHOODS

Martin Olav Sabo Bridge over Hiawatha Avenue

This beautiful new bridge welcomes pedestrians and bikers into the Midtown area, which offers great shopping, dining, and entertainment choices any way you get there.

The Midtown Exchange Building

at Lake & Chicago is Midtown's most visible landmark. Built in 1928 as a Sears store, today it is home to apartments/ condos, a Hennepin County Service Center, US Bank, Allina home offices and the Midtown Global Market, a shopping and dining destination with over 45 vendors from around the world.

Lake Street Calendar of Events - Fall 2008

Thursday, Nov. 13, 5:30 - 8:00 PM

Lake Street Council Annual Wine & Beer Tasting and Silent Auction
3003 27th Ave. S. (El Nuevo Rodeo)
One of Lake Street's best annual events! Buy tickets now; see page 1.

November 20 - 22, 7:30 PM

I Land, presented by Pangea World Theater and Intermedia Arts
2822 Lyndale Ave. S.
Expands on the Hawaiian tradition of talk story, combining theater and dance for a unique, compelling tale.

Wednesday, Nov. 26, 3 - 5:30 PM

Thanksgiving Midtown Farmers' Market
Call the farmers' market at 612-724-7457 to pre-order turkeys, pies, and more, and stop by the day of to buy other goods and produce!

Dec. 5, 3 - 8 PM & Dec. 6, 9 AM - 5 PM

No Coast Craft-o-Rama
920 E. Lake St. (Midtown Global Market)
Featuring a variety of designers, artists, crafters and other talented creators of unique handmade goods.

December 5 & 6, 8 PM

Patrick's Cabaret
3010 Minnehaha Ave.
Stories, stand up comedy, spoken word poetry, music, and more.

Dec. 13 - 21, 6:30 PM

La Natividad
1500 E. Lake St. (HOBT)
This celebrated show tells the Nativity story through stops at Mercado Central, the Avalon Theater, and St. Paul Evangelical Lutheran Church.

Lake Street Photo Gallery: Lake Street Business Social

Here are some of the photos from our last business social. This one took place September 19th on the patio of It's Greek To Me. If you're a restaurateur interested in hosting one of these events, drop us a line and let us know!



Our thanks to Denise and Aris Arambadjis for It's Greek To Me's wonderful hospitality and appetizers!

News of the Nodes

Uptown

The *Ivy* boutique for women is now open at 1440 W. Lake St. *Favor Café* at 913 W. Lake St. has been open for a couple months and is now serving dinner and weekend brunch. Clothing store *Vs. Social Standard* has opened at 1221 W. Lake St.

Lyn-Lake

Lyn-Lake held its third "Happy Hour" on October 17 at Highpoint Center for Printmaking, where people had a chance to see a model of HPC's beautiful new facility planned for Lake Street. Road work wraps up soon, and Lyn-Lake's re-designed banners fly proudly over the node. The Jungle Theater gets a new artistic director when founder Bain Boehlke takes a year off starting in January 2009.

Inner Strength, a new yoga and fitness place, opened in September at 2800 Lyndale Ave. *Moto-i*, a Japanese restaurant and sake brewery, opened in October at 2940 Lyndale Ave. *Chaos Games* is up and running in the Calhoun Building at 711 W. Lake St. for all your gaming needs. *Paul Nelson Photography* has moved into 3041 Aldrich Ave. *Gelato*, an Italian ice cream and coffee shop, is coming soon, as is *Tiger Sushi* in the *Murals of Lyn-Lake* building.

Chicago-Lake

On December 5-6, the Midtown Global Market will again host No Coast Craft-o-Rama. This event has become a favorite holiday shopping destination for thousands—creating buzz and excitement for months in advance. This season's sale will feature more handcrafted gifts than ever. Don't miss it!

Also in the Global Market, Andy's Garage is back open for business, serving up classic American food like burgers, fries, melts, and shakes.



No Coast Craft-o-Rama at the Global Market

Everyone at Chicago-Lake and all of Lake Street wishes Joyce Krook well as she leaves Allina after 48 years of incredible work done there for this community.

Bloom-Cedar-Lake

In the Heart of the Beast's show *La Natividad* takes place from Dec. 13 - 21. This celebrated show tells the Nativity story through stops at Mercado Central, the Avalon Theater, and St. Paul Evangelical Lutheran Church. Get tickets while you can!

Hiawatha-Lake

The Midtown Farmers' Market will have a special Thanksgiving Market on Nov. 26. Call them at 612-724-7457 to pre-order turkeys, pies, and more, and stop by the day of to buy other goods and produce.

Longfellow

Longfellow Business Association is preparing to launch a multi pronged campaign - Buy Local Buy Longfellow – focusing on the merits of shopping locally. The Longfellow neighborhood offers a wide array of goods and services that neighbors can purchase



without having to travel across town or across the river bolstering their local neighborhood economy while saving on energy costs. Watch Longfellow's website to see the campaign unfold at www.longfellowbusinessassociation.org.

1st Cup Café, at 2740 Minnehaha Ave. next to Target, now opens daily at 5 AM, for the coffee needs of cab drivers and other early birds. *Glacier Café* in the Resource Center of the Americas building at 3019 Minnehaha Ave. is now open.

Pangea World Theater and Intermedia Arts present

I Land

Indigenous Voices series

Written and Performed by *Keo Woolford*
Directed by *Roberta Uno*
Choreography by *Robert Cazimero and Rokafella*

November
20-22, 2008
7:30pm

Box Office: 612-874-4444 www.pangeaworldtheater.org

Nuestra Pueba del Vino y Subasta Silenciosa, el 13 de Noviembre

¡Uno de los mejores eventos anuales en la calle Lake (Lake Street) vendrá próximamente! No se pierda nuestra prueba de vino y de cerveza y también nuestra subasta silenciosa anual que será el 13 de Noviembre en EL Nuevo Rodeo de 5:30 - 8:00 P.M.

Este año es más fácil que nunca comprar boletos. Usted puede utilizar su tarjeta de crédito en nuestro Web sitio www.lakestreetcouncil.org. Si usted prefiere pagar en el efectivo o con cheque, denos una llamada al 612-822-1912. ¡El pagar en la puerta es siempre una opción también, o lo que usted quiera hacer, no se lo pierda, no falte!

Gracias especiales a nuestros patrocinadores este año: *US Bank, Ryan Companies, Calhoun Square, MCCD, y MMS Properties.*



Lake Street Council

Pueba del Vino y Cerveza y Subasta Silenciosa
Jueves 13 de Noviembre 5:30-8:00PM

¡Disfrute de música y aperitivos mientras que muestreas las bebidas y apuestas en la subasta!

Boletos: \$20 por miembros
\$25 por gente que no son miembros

Para mas información acerca de boletos por favor llamar a 612-822-1912 o email zmartinez@lakestreetcouncil.org
www.lakestreetcouncil.org

El Nuevo Rodeo
3003 27th Av. S.
Puede estacionar su automobile en el estacionamiento del banco de US Bank

Música Música Música

“Visite Lake Street” Sitio

!Va venir pronto a un hojeador (browser) cerca de usted! Nuestro nuevo sitio turista y residente enfocado, www.visitlakestreet.com, está cerca de ser acabado. Nuestro equipo talentoso de diseño de *Web Creative Arc* ahora tiene en servicio y funcionando un prototipo, con el producto final casi al alcance.

Este sitio será un gran recurso para cada uno que quiera saber qué hacer y dónde hacer compras y cenar en la calle Lake (Lake Street). Los visitantes al sitio pueden hojear los directorios de negocio para encontrar un restaurante o una tienda que atraiga su interés o curiosidad. La sección de los acontecimientos seguirá todas las muchas demostraciones, exhibidos, festivales y más que están sucediendo en

la calle Lake todo el tiempo. Y la página de la calle Lake compartirá la historia, las muchas razones de ser, y que le hacen un lugar único y especial para visitar.

De interés especial para todas tiendas, la cena, y las destinaciones de entretenimiento la hospitalidad en la calle Lake serán sus propias páginas en este sitio. Queremos darle tanto control como podamos sobre cómo le presentamos al mundo. ¿Cómo usted quiere su negocio descrito? ¿Qué foto usted quisiera que la gente vea? Háganos saber y haremos lo mas que podamos para hacer que suceda. También será importante para los negocios que ponen en acontecimientos o evento y enviarnos la información, así que nosotros podemos ponerlo en

el Web site y a la vista del público cuanto antes.

Este proyecto es parte de nuestro gran esfuerzo para alcanzar y para construir una base de clientes más grande para los negocios de la calle Lake. Eso también incluye nuestro folleto y nuevas tarjetas del estante, nuestra mesa del (Twin Cities Food & Wine Experience) Experiencia de comida y vino de las ciudades gemelas; este último febrero, y nuestra serie de acontecimientos de comercialización que dieron a negocios individuales nuevas ideas sobre cómo atraer más clientes. Con este nuevo sitio, ese esfuerzo estará 24 horas diario disponible a todas las esquinas del mundo.

The Lake Line

Translations by ZoeAna Martinez

Our thanks to new and renewing members! June - September 2008:

World of Wireless; McDonald's/YHD Foods; Floating World Cafe; UnBank Company; Penn Cycle; Lake Street Tire Center; Burnomatic, Mooney & Ridler; Wellington Management; Park Lake Car Wash; U.S. Federal Credit Union; TCF Bank; Phillips Community Energy Co-op; Dr. Stephen Tervola; YMCA, Chicago Lake Liquors; CLUES; Northern Sun Merchandising; Longfellow Community Council; Sunny's; Holy Land Midtown; Ackerberg Properties; Society of St. Vincent de Paul; CANDO; KFC; Jon English; Peace Coffee; Manny's Tortas; Yesterday's Auto; Midtown Global Market; Gandhi Mahal; Town Talk Diner; Landreau Insurance Agency; Hennepin Family Care East Lake; Minneapolis South Rotary Club; Chicago-Lake, LLC; YWCA; Pham's Deli; Freewheel Bike

Become a member today! Apply at our website www.lakestreetcouncil.org or give us a call at 612-822-0232.

Can't get enough Lake Street news? Sign up for our weekly e-news! E-mail coien@lakestreetcouncil.org

The Lake Street Council Board of Directors meets monthly.

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The Lake Line is published quarterly by the Lake Street Council.

Engaging, serving and representing the Lake Street business community to ensure the vitality and prosperity of the commercial corridor.