

MEDIA CONTACT:**Carla Schleicher****West Broadway Business and Area Coalition****1011 West Broadway, Suite 202****Minneapolis, MN 55411****612.353.5178 (o)****carla@westbroadway.org****For Immediate Release****Northside Holiday Boutique Opens in Gaviidae Common Skyway**

The West Broadway Business and Area Coalition's pop-up shop returns to Downtown Minneapolis to showcase gifts from North Minneapolis artists and entrepreneurs.

November 7, 2015. Starting on Black Friday, November 25th, the [West Broadway Business and Area Coalition](#) (WBC) will host the second annual Northside Holiday Boutique in Gaviidae Common Skyway above 6th & Nicollet. The boutique will occupy a storefront in the Skyway of [Gaviidae Common](#) for five weeks over this holiday season, **Mondays through Fridays, 8:30am to 5:00pm.** This pop-up store will showcase unique vendors and artists from the community of North Minneapolis. Last year, the boutique included clothing and jewelry, body care and hair products, cards, bags, local artist-made crafts, and generated \$20,000 for Northside entrepreneurs of all backgrounds and trades. Over twenty artists, crafters, clothing designers and other entrepreneurs will occupy 2,500 square feet of highly desirable retail space.

The West Broadway Business and Area Coalition builds capacity of businesses and entrepreneurs, highlights the positive and cultural assets of North Minneapolis, and engages the community in the ongoing revitalization of the West Broadway area. WBC curates community-identified activities designed to transform West Broadway into a thriving commercial corridor that meets the goods, service and entertainment needs of neighborhood residents, businesses, and visitors.

The Boutique will increase the visibility of Northside businesses and will create an opportunity for those that live and work in Downtown Minneapolis to conveniently do their holiday shopping. Executive Director Rob Hanson says "I'm excited to promote West Broadway and provide this opportunity for Northside entrepreneurs to bring their products to a Downtown audience. Our work is really about creating multiple entry points into the marketplace for our constituents. The Boutique not only provides a stepping stone for emerging businesses, it also serves to change the narrative about the Northside Community. The WBC works to connect the greater Metro area to the assets, treasures and successes in North Minneapolis, shifting perceptions from crime-ridden to the asset-rich corridor we know it to be."

An artist from last year's boutique relays the importance of the boutique to her: "I am one of the vendors and a resident on the Northside, I tried selling but was not very successful. When I heard about this coalition I was happy because someone had noticed there are different kinds of artists that live right here in our back yard, and given a

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chance we can rise up and be noticed. We have a lot of talented people here, this gives us a chance to sell our goods, lift up oneself and to be noticed of our talents as well as our worth no matter what age we may be.”

Applications are being accepted till November 13th. Contact Carla Schleicher, carla@westbroadway.org if interested. The boutique is made possible with funding from the Pohlad Foundation.

The West Broadway Business and Area Coalition’s mission is to create an inviting and vital West Broadway Corridor and to transform the Northside into a thriving economic community. Learn more about our current programs.

Visit westbroadway.org/pop-ups for more information.

Twitter: @WBBAC

#NHB2016 #NorthsideHolidayBoutique

Northside Holiday Boutique

Monday – Friday, 8:30am – 5:00pm

Nov 25th – Dec 23rd, 2015

Gaviidae Common - Suite 221

651 Nicollet Mall (Nicollet Mall & 6th St S),

Minneapolis, MN 55402