

# buy local

Nothing says summer in the Twin Cities like the iconic Izzy Scoop from **IZZY'S ICE CREAM CAFE**, one of several independent, locally owned businesses making our metro a wonderful place to live.



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# Put Your Money Where Your House Is

Buying local doesn't have to be expensive. Warners' Stellian offers the best appliance selection at the lowest prices, plus free delivery\* and haul-away on orders \$499 or more.

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# Letter from the President



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**THANK YOU** for supporting independent businesses in our community. This Buy Local Guide is the product of long hours by passionate people. We are honored to offer it to you.

MetroIBA’s mission is to support the prosperity of independent businesses in the Twin Cities. Our organization was founded on the idea that purchasing goods and services from local organizations is better for the community as a whole. Independent businesses not only form the backbone of our economy, they help define our community’s character, generate significant revenue, create well-paying jobs, and build connections among citizens.

Buying locally has a multiplying effect.

It has been estimated that independent, locally owned businesses return up to three times as much money to the local economy as purchases made at non-local businesses. The money spent locally is reinvested locally—in products, services, taxes, and philanthropy by the owners and their employees. Plus, independent businesses generally require less tax money to be spent on infrastructure and the built environment of the city is more likely to be preserved. Each neighborhood’s character is likely to be maintained, and more and better jobs will be retained and created.

Independent businesses are run by real people focused on thriving here. They are focused on providing their customers products that will surprise and delight them, ideas that will solve their business challenges, and new experiences to the community at large. Instead of algorithms and shareholders, they rely on creativity and local knowledge to prosper and meet their customers’ needs.

We hope you enjoy this publication and visit many of our members. They have wonderful products and services to offer your home, family, and business, and they’re a big part of what makes the Minneapolis–St. Paul metro area one of the best places to live in the country. ■

**Mike Frasier**  
*Rubric Legal*  
*MetroIBA Board President*

# Why Buy Local?

**BY ACTIVELY SUPPORTING** locally owned businesses, of course, you keep your shopping dollars recirculating in the community. But there are plenty of other reasons to buy local that might not be so obvious.

## IT BUILDS A SENSE OF COMMUNITY

The casual encounters you enjoy at neighborhood-scale businesses and the public spaces around them build relationships and community cohesiveness. They’re the ultimate social networking sites and help give your community its distinct personality.

## IT LETS YOU TRY BEFORE YOU BUY

Local stores enable you to try on and try out items before you buy them—and gain real expertise from trusted local authorities in the process—which can ultimately save you time and money.

## IT CONTRIBUTES TO A HEALTHIER ENVIRONMENT

Independent, community-serving businesses are people-sized. They typically consume less land, carry more locally made products, locate closer to residents, and create less traffic and air pollution.

## IT LOWERS TAXES

More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety

services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses keeps your taxes lower.

## IT GIVES YOU PEACE OF MIND

Reader surveys by the Consumers Union repeatedly show independent businesses beating their chain competitors in overall customer satisfaction.

## IT CREATES LOCAL JOBS AND OPPORTUNITIES

Not only do independent businesses employ more people directly per dollar of revenue, they also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc., expanding opportunities for other local entrepreneurs.

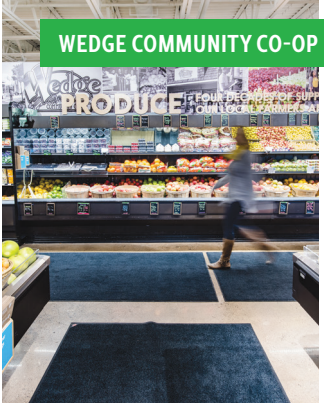
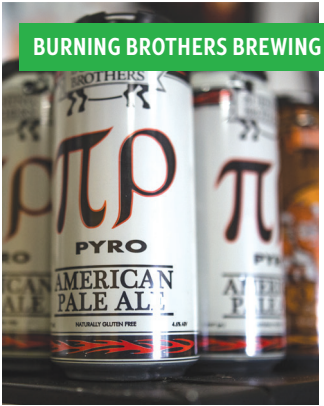
## IT GIVES BACK TO YOUR COMMUNITY

Small businesses donate more than twice as much per sales dollar to local nonprofits, events, and teams compared to big businesses.

## IT ENHANCES LOCAL DEMOCRACY

Local ownership of business means residents with roots in the community are involved in key development decisions that shape our lives and local environment. ■

*Courtesy of the American Independent Business Alliance. To learn more, visit [amiba.net](https://amiba.net).*





# Indie Award Winners

**THE INDIE BUSINESS AWARDS** is MetroIBA's celebration of the independent businesses that contribute to the prosperity and character of the Twin Cities. Awards are given in five categories to recognize outstanding organizations of all kinds—from promising startups to longtime leaders.

Nominations are open starting June 2019 to any independent businesses in the Minneapolis–St. Paul metro area. Congratulations to our 2018 winners!



PHOTO BY KEVIN KRAMER

**Nonprofit:** One that exemplifies giving back to the local community and upholding the values of our mission.

## SPRINGBOARD FOR THE ARTS

**Emerging Business:** A company in its beginning stages that is stepping to the forefront of the independent business community.

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**Impact:** A business committed to positively influencing the community through local sourcing and sustainable business practices.

## MISSISSIPPI MARKET NATURAL FOODS CO-OP

**Founder Award:** A business with a consistent and long-term impact on the local community.

## OFFICENTERS

**Gary Mazzone Award:** Given to an individual who advocates for local business in ways that inspire others.

**JACKIE MENNE • JOULE MB2MB**

# Plaid Friday

**BUY LOCAL ON NOVEMBER 29!**



GETTING IN THE PLAID FRIDAY SPIRIT AT MOTHER EARTH GARDENS IN MINNEAPOLIS

**PLAID FRIDAY** is MetroIBA's annual event to kick off the holiday shopping season with a celebration of independent retail stores. Why plaid? It comes from the idea of weaving the individual threads together to create a strong fabric—just like the diversity and creativity of independent businesses have created a vibrant retail culture in the Twin Cities.

We want Plaid Friday to be a relaxing and enjoyable alternative to “Black Friday.” Instead of throwing elbows in a crowd at big box stores, start a new tradition to keep your holiday shop-

ping dollars in your community and use that Friday to support your neighbors at locally owned retail stores.

Just think of the good one day of shopping can do: Your gifts will be more thoughtful and personal, and your dollars will have amplifying effects in your city. Win-win! And shopping local doesn't mean passing up holiday deals. There will be specials at retailers all over the metro. ■

Visit [MetroIBA.org/plaid-friday](https://metroiba.org/plaid-friday) for a map of businesses and more information!



## MEMBER DIRECTORY

# Business Services



PHOTO BY AARON JOB



If you ever promote your business at a trade show, **ADWEAR SPECIALTIES** will help you stand out in the crowd. From signage and pop-up tents, to branded promo items like pens, mugs, and water bottles, they'll give your displays a professional look that'll leave a lasting impression.

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651-644-9400

■ [stpaulpipeworks.com](http://stpaulpipeworks.com)

### You Move Me Twin Cities

630 Hoover St NE, Ste B  
Minneapolis, MN 55413  
612-930-4474

■ [youmoveme.com](http://youmoveme.com)

### LEGAL

### Ceiba Forte Law Firm, PLLC

393 Dunlap St N, Ste 450F  
St. Paul, MN 55104  
651-317-4895

■ [ceibaforte.com](http://ceibaforte.com)

### Lindell & Lavoie, LLP

431 S 7th St, Ste 2420  
Minneapolis, MN 55415  
612-339-8811

■ [lindellandlavoie.com](http://lindellandlavoie.com)

### TRAVEL

### Como Rose Travel Inc.

2190 Como Ave  
St. Paul, MN 55108  
651-646-8855

■ [comorosetravel.com](http://comorosetravel.com)

### WELLNESS

### Farr Better Recipes, LLC

763-486-9173

■ [farrbetterrecipes.com](http://farrbetterrecipes.com)

### Happy Tree Naturals

c/o Mpls Farmers Market Annex  
200 E Lyndale Ave  
Minneapolis, MN 55405

■ [facebook.com/HappyTreeNaturals](https://facebook.com/HappyTreeNaturals)



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### Healing Elements

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651-348-6216

■ [healingelementswellness.com](http://healingelementswellness.com)

### Point Acupressure

3217 Hennepin Ave, Ste 4  
Minneapolis, MN 55408  
651-492-6636

■ [pointacupressure.com](http://pointacupressure.com)

### PUSH Fitness Studio

655 Fairview Ave N  
St. Paul, MN 55104  
314-649-7874

■ [pushfitnessforyou.com](http://pushfitnessforyou.com)

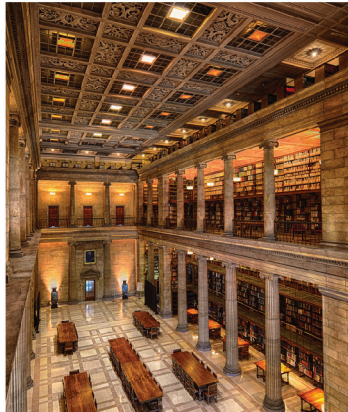
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# Food and Drink



PHOTO BY AARON JOB

## BREWERIES

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Minneapolis, MN 55413  
612-276-6911  
■ [bauhausbrewlabs.com](http://bauhausbrewlabs.com)

### Burning Brothers Brewing

1750 Thomas Ave  
St. Paul, MN 55104  
651-444-8882  
■ [burnbrosbrew.com](http://burnbrosbrew.com)

### Saint Paul Brewing Co.

688 Minnehaha Ave E  
St. Paul, MN 55106  
651-698-1945  
■ [flatearthbrewing.com](http://flatearthbrewing.com)

## CAFES

### Amore Coffee

879 Smith Ave S  
West St. Paul, MN 55118  
651-330-0570  
■ [amorecoffee.com](http://amorecoffee.com)

### GINKGO Coffeehouse

**5 LOCATIONS**  
721 N Snelling Ave  
St. Paul, MN 55104  
651-645-2647

### @ Children's Hospitals

Garden View Medical Building  
347 Smith Ave N  
St. Paul, MN 55102  
651-220-6200



COO & HEAD BREWER MATT SCHWANDT

**BAUHAUS BREW LABS** has introduced a non-alcoholic version of their Homeguys Helles lager—making them the first craft brewery in Minnesota to make N/A beer.

PHOTO BY AARON JOB

### @ St. Joseph's Hospital

de Paul Tower  
45 W 10th St.  
St. Paul, MN 55102  
651-326-3766

### @ Gillette Children's Hospital

200 University Ave E  
St. Paul, MN 55101  
651-578-5034

### @ CHS Field

360 Broadway Ave  
St. Paul, MN 55104  
■ [ginkgocoffee.com](http://ginkgocoffee.com)

### Groundswell

1340 Thomas Ave  
St. Paul, MN 55104  
651-645-6466  
■ [groundswellmn.com](http://groundswellmn.com)

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612-206-3356

2034 Marshall Ave  
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651-603-1458  
■ [izzysicecream.com](http://izzysicecream.com)

**Mojo Coffee Gallery**  
2205 California St NE,  
Ste 102  
Minneapolis, MN 55418  
612-361-4949  
■ [mojocoffeegallery.com](http://mojocoffeegallery.com)

**Peace Coffee**  
3 LOCATIONS  
3262 Minnehaha Ave S  
Minneapolis, MN 55406  
612-877-7760

@ Capella Tower  
225 6th St S  
Minneapolis, MN 55402  
Ground Floor: 612-248-8678  
Skyway Level: 612-248-8677

@ AT&T Tower  
901 Marquette Ave S  
Minneapolis, MN 55402  
612-248-8670  
■ [peacecoffee.com](http://peacecoffee.com)



As craft breweries came to define our local drinking scene in the last decade, our friends with celiac disease and other gluten sensitivities hadn't been able to join in the fun. That is until **BURNING BROTHERS BREWING** created an entirely gluten-free brewery—they're proof that you don't have to use wheat, barley, or rye to make a beer with terrific and uncompromising flavor.

PHOTO BY AARON DAVIDSON



You probably know that **PEACE COFFEE** has been selecting the finest organic, fair-trade coffee since 1996. But you might not know that the seasonal menus at their cafes feature some of the Twin Cities' most innovative and delicious espresso drinks.

PHOTO BY AARON JOB

### CATERING

**Create Catering**  
1121 Jackson St NE, Ste 145  
Minneapolis, MN 55413  
612-331-3310  
■ [createcaters.com](http://createcaters.com)

### GROCERY AND SPECIALTY FOODS

**Captain Ken's Foods**  
344 S Robert St  
St. Paul, MN 55107  
651-298-0071  
■ [captainkens.com](http://captainkens.com)

### Co-op Partners Warehouse

744 Vandalia St  
St. Paul, MN 55114  
651-644-7000  
■ [cpw.coop](http://cpw.coop)

### Eastside Food Co-op

2551 Central Ave NE  
Minneapolis, MN 55418  
612-788-0950  
■ [eastsidefood.coop](http://eastsidefood.coop)

### Golden Fig Fine Foods

794 Grand Ave  
St. Paul, MN 55105  
651-602-0144  
■ [goldenfig.com](http://goldenfig.com)

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 ■ [hampdenpark.coop](http://hampdenpark.coop)

**Mastel's Health Foods**  
 1526 Saint Clair Ave  
 St. Paul, MN 55105  
 651-690-1692  
 ■ [mastels.com](http://mastels.com)

**Mississippi Market Natural Foods Co-Op**  
**3 LOCATIONS**  
 622 Selby Ave  
 St. Paul, MN 55104  
 651-310-9499

740 E 7th St  
 St. Paul, MN 55106  
 651-495-5602

1500 7th St W  
 St. Paul, MN 55102  
 651-690-0507  
 ■ [msmarket.coop](http://msmarket.coop)

**North Loop Wine and Spirits**  
 218 Washington Ave N  
 Minneapolis, MN 55401  
 612-338-5393  
 ■ [northloopwine.com](http://northloopwine.com)

**Ruhland's Strudel Haus**  
 865 Pierce Butler Rte  
 St. Paul, MN 55104  
 651-276-3697  
 ■ [thestrudelhaus.com](http://thestrudelhaus.com)

**TeaSource**  
**3 LOCATIONS**  
 752 Cleveland Ave S  
 St. Paul, MN 55116  
 651-690-9822

**@ St. Anthony Shopping Center**  
 2908 Pentagon Dr NE  
 St. Anthony, MN 55418  
 612-788-4842

561 Prairie Center Dr  
 Eden Prairie, MN 55344  
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 St. Paul, MN 55103  
 651-587-5356  
 ■ [vfamilycoffee.com](http://vfamilycoffee.com)

## RESTAURANTS

**Barbette**  
 1600 Lake St W  
 Minneapolis, MN 55408  
 612-827-5710  
 ■ [barbette.com](http://barbette.com)

**Birchwood Cafe**  
 3311 E 25th St  
 Minneapolis, MN 55406  
 612-722-4474  
 ■ [birchwoodcafe.com](http://birchwoodcafe.com)

**The Bird**  
 1612 Harmon Pl  
 Minneapolis, MN 55403  
 612-767-9495  
 ■ [thebirdmpls.rocks](http://thebirdmpls.rocks)

**Black Sheep Pizza**  
**3 LOCATIONS**  
 600 Washington Ave N  
 Minneapolis, MN 55401  
 612-342-2625

512 Robert St N  
 St. Paul, MN 55102  
 651-227-4337  
 2550 Nicollet Ave S  
 Minneapolis, MN 55404  
 612-886-1233  
 ■ [blacksheeppizza.com](http://blacksheeppizza.com)

**Book Club**  
 5411 Penn Ave S  
 Minneapolis, MN 55419  
 612-822-5411  
 ■ [bookclubrestaurant.com](http://bookclubrestaurant.com)

**Bread & Pickle**  
 4135 Lake Harriet Pwky W  
 Minneapolis, MN 55410  
 612-767-9009  
 ■ [breadandpickle.com](http://breadandpickle.com)

**Bryant Lake Bowl**  
 810 Lake St W  
 Minneapolis, MN 55408  
 612-825-3737  
 ■ [bryantlakebowl.com](http://bryantlakebowl.com)

**Butter Bakery Café**  
 3700 Nicollet Ave S  
 Minneapolis, MN 55409  
 612-521-7401  
 ■ [butterbakerycafe.com](http://butterbakerycafe.com)

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### Hampden Park Co-op

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PHOTO BY CATHY VELASQUEZ

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Minneapolis, MN 55405  
612-871-2360

■ [commonrootscafe.com](http://commonrootscafe.com)

### Fat Chance Sandwich Shop

■ [fatchancefood.com](http://fatchancefood.com)

### Gandhi Mahal

3009 27th Ave S  
Minneapolis, MN 55406  
612-729-5222

■ [gandhimahal.com](http://gandhimahal.com)

### Gigi's Cafe

824 36th St W  
Minneapolis, MN 55408  
612-825-0818

■ [gigisuptown.com](http://gigisuptown.com)

### Pat's Tap

3510 Nicollet Ave  
Minneapolis, MN 55408  
612-822-8216

■ [patstap.com](http://patstap.com)



One of the best reasons to buy from local companies is that those dollars support the local vendors those businesses rely on. Take **MISSISSIPPI MARKET** for example—they prioritize food products that are made by local purveyors, ones that often share the same cooperative values and are invested in the local economy. Not only will you get the freshest produce, but you'll support your farmer-neighbors in the process.

PHOTO BY BRIAN KAUFENBERG

### Red Stag Supperclub

509 1st Ave NE  
Minneapolis, MN 55413  
612-767-7766

■ [redstagsupperclub.com](http://redstagsupperclub.com)

### Sen Yai Sen Lek

2422 Central Ave NE  
Minneapolis, MN 55418  
612-781-3046

■ [senyai-senlek.com](http://senyai-senlek.com)

### Tiny Diner

1024 38th St E  
Minneapolis, MN 55407  
612-767-3322

■ [tinydiner.com](http://tinydiner.com)

### Trapeze

1600 Lake St W  
Minneapolis, MN 55408  
612-827-5710

■ [barbette.com/trapeze](http://barbette.com/trapeze)

In 2007, Kim Bartmann found an old warehouse full of beautiful Douglas fir timber and became nostalgic for the supper clubs of Northern Wisconsin. Today, **RED STAG SUPPERCLUB** is one of Northeast's most heralded restaurants, serving comfort food classics made with the finest local and organic ingredients.



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## MEMBER DIRECTORY

# Media and Entertainment



PHOTO BY AARON JOB



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PHOTO BY BRIAN KAUFENBERG

### Joule MB2MB Magazine

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651-492-8761  
■ [joulemn.com](http://joulemn.com)

### Minnesota Business Magazine

900 S 3rd St  
Minneapolis, MN 55415  
612-548-3180  
■ [minnesotabusiness.com](http://minnesotabusiness.com)

### Minnesota Women's Press Inc.

970 Raymond Ave, Ste 201  
St. Paul, MN 55114  
651-646-3968  
■ [womenspress.com](http://womenspress.com)

### Saint Paul Almanac

275 4th St E, Ste 701  
St. Paul, MN 55101  
651-785-6268  
■ [saintpaulalmanac.org](http://saintpaulalmanac.org)

### St. Paul Saints

360 Broadway St  
St. Paul, MN 55101  
651-644-6659 (box office)  
■ [saintsbaseball.com](http://saintsbaseball.com)

For 35 years, first as a biweekly newspaper and now as a monthly magazine, the **MINNESOTA WOMEN'S PRESS** has been dedicated to amplifying the voice and influence of powerful, everyday women across our state.



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# Nonprofits



PHOTO BY AARON JOB



James J. Hill had a vision to provide the people of Minnesota with a reference library, opened in 1921, to support and grow cultural and economic development in the state. Nearly a century later, the **JAMES J. HILL CENTER** continues to honor that legacy by connecting businesses, entrepreneurs, and the community to research, knowledge, and network.

## Community Shares of MN

570 Asbury St, Ste 208  
St. Paul, MN 55104  
651-647-0440

■ [communitysharesmn.org](http://communitysharesmn.org)

## James J. Hill Center

80 4th St W  
St. Paul, MN 55102  
651-265-5500

■ [JJHill.org](http://JJHill.org)

## Jewish Community Action

2375 University Ave W, Ste 150  
St. Paul, MN 55114  
651-632-2184

■ [jewishcommunityaction.org](http://jewishcommunityaction.org)

## Lake Street Council

919 E Lake St  
Minneapolis, MN 55407  
612-822-0232

■ [lakestreetcouncil.org](http://lakestreetcouncil.org)

## MNVest

800 Washington Ave N, Ste 500  
Minneapolis, MN 55401

■ [mnvest.org](http://mnvest.org)

## Open Arms of Minnesota

2500 Bloomington Ave S  
Minneapolis, MN 55404  
612-872-1152

■ [openarmsmn.org](http://openarmsmn.org)

## Quorum

310 38th St E, Ste 209  
Minneapolis, MN 55409  
612-460-8153

■ [twincitiesquorum.com](http://twincitiesquorum.com)

## Springboard for the Arts

308 Prince St, Ste 270  
St. Paul, MN 55101  
651-292-4381

■ [springboardforthearts.org](http://springboardforthearts.org)

## Tech Dump

### 2 LOCATIONS

825 Boone Ave N, Ste 100  
Golden Valley, MN 55427  
612-260-9427

860 Vandalia St.  
St. Paul, MN, 55114  
651-556-4460

■ [techdump.org](http://techdump.org)

## Visit Saint Paul

175 Kellogg Blvd W, Ste 502  
St. Paul, MN 55102  
651-265-4900

■ [visitsaintpaul.com](http://visitsaintpaul.com)

**SPRINGBOARD FOR THE ARTS** is dedicated to connecting local artists with their communities through collaborations with metro area businesses. In 2017, the organization brought its “Ready Go” mobile art tools to Cedar Riverside’s People’s Center Clinic & Services with a series of pop-up art projects like the Instant Box Camera: a mobile camera with a built-in darkroom that produces one-of-a-kind black-and-white portraits.



# Building Community



LEFT TO RIGHT Kristine Martin, President ESNS, Merri Schreiber, Vice President – Commercial Loans, Northeast Bank. In background: Andrew Martin, Vice President – IT, Northeast Bank and ESNS Board Member

At Northeast Bank our mission is to build strong communities, one relationship at a time. That is why we partner with nonprofits like East Side Neighborhood Services — an organization that builds the leaders of tomorrow by supporting and helping people thrive today.

A successful business climate depends on a strong community, and a strong community starts with people.

**612-379-8811 or [NEBankMN.com](http://NEBankMN.com)**



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## MEMBER DIRECTORY

# Retail



PHOTO BY AARON JOB

### BOOKS & MUSIC

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612-870-9300  
■ [electricfetus.com](http://electricfetus.com)

#### Magers and Quinn

3038 Hennepin Ave S  
Minneapolis, MN 55408  
612-822-4611  
■ [magersandquinn.com](http://magersandquinn.com)

#### Moon Palace Books

3032 Minnehaha Ave  
Minneapolis, MN 55406  
612-454-0455  
■ [moonpalacebooks.com](http://moonpalacebooks.com)

#### Red Balloon Bookshop

891 Grand Ave  
St. Paul, MN 55105  
651-224-8320  
■ [redballoonbookshop.com](http://redballoonbookshop.com)

#### Subtext Books

6 5th St W  
St. Paul, MN 55102  
651-493-2791  
■ [subtextbooks.com](http://subtextbooks.com)

### GIFTS & HOME GOODS

#### Egg|Plant Urban Farm Supply

1771 Selby Ave  
St. Paul, MN 55104  
651-645-0818  
■ [eggplantsupply.com](http://eggplantsupply.com)

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#### Empty The Nest

8812 7th Ave N  
Golden Valley, MN 55427  
763-544-0106  
■ [emptythenest.net](http://emptythenest.net)

#### Glad Creations, Inc

3400 Bloomington Ave  
Minneapolis, MN 55407  
612-724-1079  
■ [gladcreationsquilts.com](http://gladcreationsquilts.com)

#### Ingebretsen's Nordic Marketplace

2 LOCATIONS  
1601 E Lake St  
Minneapolis, MN 55407  
612-729-9333

#### @ Norway House

913 Franklin Ave E  
Minneapolis, MN 55404  
612-870-5772  
■ [ingebretsens.com](http://ingebretsens.com)

The **MINNEAPOLIS CRAFT MARKET** is a mobile marketplace where you can meet the makers of the finest hand-made crafts in the Twin Cities. Here, Kari Lee shows off her whimsical earrings and brooches at the Arctic Market pop-up at Lakes & Legends Brewing Company.



PHOTO BY KIANNA NOTERMANN



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■ [motherearthgarden.com](http://motherearthgarden.com)

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612-866-8433  
■ [petersbilliards.com](http://petersbilliards.com)

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Woodbury, MN 55125  
651-714-9790

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651-698-6431  
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St. Paul, MN 55102  
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651-402-2345  
■ [whatremainswithus.com](http://whatremainswithus.com)

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(Call for appointments)  
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■ [woodfromthehood.com](http://woodfromthehood.com)

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612-382-5462  
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612-379-7232  
■ [schneiderdrugrx.com](http://schneiderdrugrx.com)

#### Setzer Pharmacy

1685 Rice St  
St. Paul, MN 55113  
651-488-0251  
■ [setzerrx.com](http://setzerrx.com)

#### St. Paul Corner Drug

240 Snelling Ave S  
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651-698-8859  
■ [stpaulcornerdrug.com](http://stpaulcornerdrug.com)

The 17 professional staff members of **WET PAINT ART MATERIALS & FRAMING** have over 215 combined years in the art materials business—it's easy to see why this colorful Grand Avenue spot is perennially recognized as the finest art supply store in town.

PHOTO BY KRISTINA FJELLMAN



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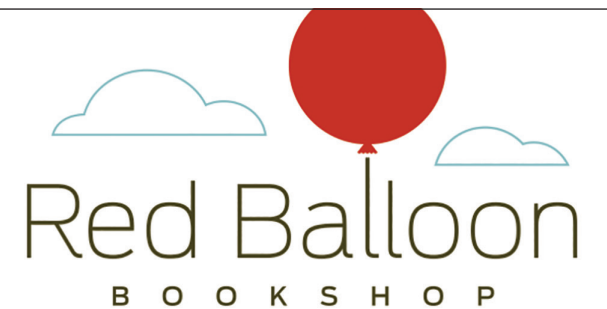
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## True to Its Mission, Electric Fetus is Still Rockin' at 50

By Clint Roberts, One Simple Plan

**“IT MADE SENSE IN THE '60s,”** Electric Fetus co-founder Keith Covart has said when asked about the record and gift store's name. Stating the obvious, it's a unique name, even now 50 years later.

As difficult as the name is to explain, the store is almost equally as difficult

to define. The Fetus, which at 2000 S. 4th Ave. is on the southeastern edge of downtown Minneapolis—along with a second location in Duluth—prides itself on being so many things to so many people.

It's a hangout. It's a place to check out what's next and discover classics in music. It's a locale to hear the latest on bands and upcoming albums from

informed and knowledgeable staff members. It's a venue to see an in-store performance. And, with more than one-third of its footprint dedicated to a gift section, it's a go-to for clothing, home accents, and various other novelty items.

The Fetus is also a forum for local music artists and artisans.

“We've been doing local since the very beginning, before there was a big movement to shop local,” Covart said. “It's just the way it was back then, and it's who we are still today.”

The Fetus celebrated its 50th birthday in 2018 and—like any small, independent business—the store has seen its share of curveballs and wrenches. Recently, it's faced off against big box stores and free digital music, it's battled a tornado and flooding, and it's smack dab in the middle of the 35W corridor construction project.

No matter: the Fetus is dedicated to staying true to its original mission and is proudly local and independent, even as things change in its proximity. The challenge of evolving what the Fetus is in these recent years and where it's going is on the shoulders of Covart's co-owners, his daughter Stephanie Covart Meyerring and son-in-law Aaron Meyerring.

The Meyerrings are facing the realities of retail in the 21st century with a consistent staff full of institutional knowledge. It's a loyal and passionate core team that counts its time of employment at the Fetus not just years, but decades.

“Our staff takes seriously the concept

that we are selling an experience—an experience that hits all five senses and simply can't be duplicated by technology,” Aaron Meyerring said. “The customer comes first; we wouldn't be here without them so we always try to really deliver a great experience and are continually looking to advance so tomorrow is better than today.”

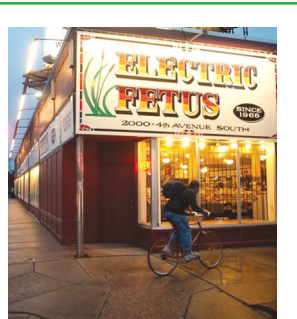
With that in mind, the Fetus continues to think big and has expanded its in-store performances and its annual events like Record Store Day in the spring and the Garage Sale in the fall. More than anything the Electric Fetus is a place just to be. Always.

“My dad would say that this is a place for people to come to get away from it all,” Stephanie Covart Meyerring said. “And that's true today, and it will always be the case. What happens out there doesn't matter; it all changes when you walk through the front doors. We want it to feel inviting and unique in here.”

She noted that local stores have a special relationship with their customers.

“We have a strong bond with our customers and have for years,” Stephanie Covart Meyerring said. “There are so many stories about how people met here, or have been coming here for many years, or that it's just a place for people to feel at home. That strong customer relationship builds loyalty and it's extremely important for local businesses.”

Even 50 years in, that makes plenty of sense. ■



### Electric Fetus

2000 4th Ave S  
Minneapolis, MN 55404  
612-594-0719

■ [electricfetus.com](http://electricfetus.com)



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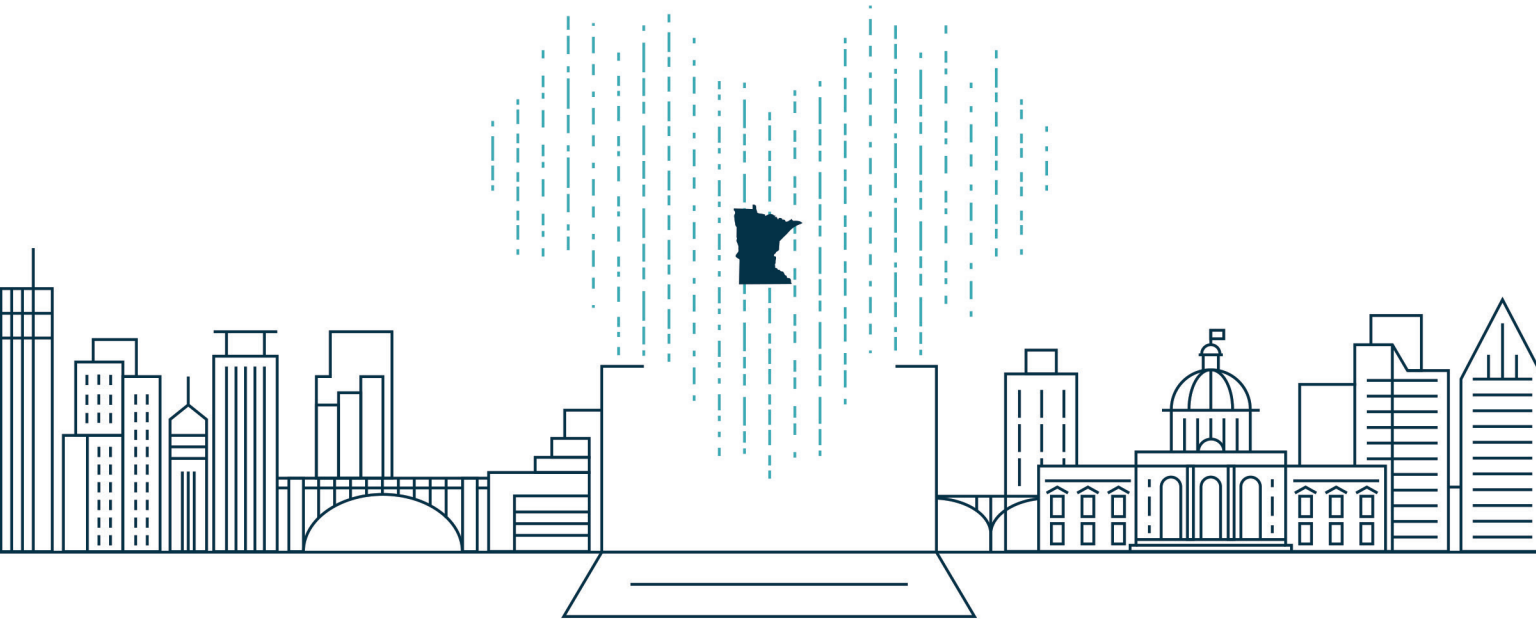
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