

## West Broadway Holiday Pop Up Boutique features 20 local vendors

Written by Shaina Brassard, West Broadway Coalition

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The West Broadway Business and Area Coalition (WBC) is announcing the West Broadway Holiday Pop Up Boutique, to take place December 13th and 14th at 201 West Broadway in North Minneapolis.

The produce and craft market will be host to over 20 area vendors selling a variety of locally produced goods, from fresh apples and honey to fine art, baked goods, clothing and jewelry. Northside favorites such as Juxtaposition Arts Textile Lab, Ancestors Voices Press and Right on Thyme Catering will be joined by other crafters, artists, bakers, and even the popular urban farm, McKinley Community CSA, which will offer 2014 vegetable share registrations, t-shirts and volunteer opportunities.



The concept for the shop is a Pop Up Boutique with affordable, unique gifts for purchase. The boutique will occupy a vacant space at 201 West Broadway (know as the Masters Building) for a weekend during the holidays and give Northside residents, those that work there and visitors a way to keep their holiday shopping in their community.

The purpose of the Holiday Pop Up Boutique is twofold: create an economic opportunity for local vendors and shoppers while also drawing attention to one of West Broadway's available vacant properties. With its tall windows, wooden interior and high ceilings, the beautiful, spacious green building at 201 West Broadway will be a perfect setting for the boutique's talented vendors. It is also located at the busy corner of West Broadway and North 2nd Street,

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close to Interstate 94 as well as the bridge to Northeast Minneapolis. The building was recently occupied by Don Samuel's mayoral campaign headquarters but is now available for lease.

The WBC 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. As the producers of [FLOW Northside Arts Crawl](#) and the [West Broadway Farmers Market](#)

, the WBC has ample experience organizing Northside artists, crafters, growers, bakers and entrepreneurs in general. The Holiday Pop Up Boutique is sure to be another successful enterprise. Parking for the boutique is available in the rear lot and on N 2nd Street. The boutique is accessible by the Number 14 bus. For an updated list of vendors, visit

<http://westbroadway.org/holidayboutique/>



West Broadway Holiday Pop Up Boutique  
201 West Broadway, Minneapolis, MN 55411  
Friday, December 13th, 4:00 – 8:00pm  
Saturday, December 14th, 10:00am – 6:00pm