Knowing Your Neighbors: The Evolution of Immigrant Owned Small Businesses on North St. and Community Development Goals

CHAMPLAIN VALLEY OFFICE OF ECONOMIC OPPORTUNITY
RESEARCHED BY: HEATHER LOCKHART-NEFF
Shepherd Higher Education Consortium on Poverty Intern
OUTLINE:

- Brief history of North Street, small businesses, and community development
- Ethnographic interviews of five business owners along with perspective from 15+ community leaders, educators, and civil servants focused on challenges to starting a business, existing North Street community and network, and future development of partnerships
- Conclusions for Burlington community to consider: ideas for community engagement, common goals, strength in diversity, and empowerment of North street families
- Recommendations for future research and engagement

BRIEF HISTORY OF NORTH STREET:

According to the UVM Historic Preservation document of North Street in Burlington, Vermont, since the 1850s, the North Street community has been a historically common location for new American families to resettle. The North Street community’s role in the economic development of Burlington was foundational, “as an important commercial district serving the entire city. Immigrant labors working in the lumber and textile industries made up a large portion of the work force that allowed Burlington to be a prosperous industrial town.” Further, “viewed together, the whole streetscape, anchored by corner commercial landmarks, conveys the significance and value in a rich ethnic heritage of a local trade, commerce and residential life in the second half of the nineteenth century and first half of the twentieth century.” Due to several transportation revolutions such as the connection between Boston, Montreal, and New York through canals and railroads, Burlington’s production and connection to a growing America earned the name, ‘the port of the west’.

“Immigrants poured into Burlington from Canada, Ireland, Russia, Germany and other European countries, mainly between 1840 and 1910, to find work in the factories stationed at the falls and on Burlington’s waterfront. These workers, many of whom settled on North Street, would provide goods and services essential to the community. The North Street neighborhood served as a common ground for many immigrant groups. Although the French Canadian, Irish, and Jewish communities existed as separate residential communities in the North End, their economic and social lives frequently met while they engaged in activity along North Street. The different communities comprising the North End practiced different

---

2 Ibid., 3
traditions, mostly based on religious distinctions. One’s ethnicity was the core of their life as well as their social activity.”

As this corridor’s economy fluctuated along with the greater U.S. economy, North Street faced a decade of hard economic times caused by the Great Depression and later by competition from suburban sprawl, the North Street area fell into decline, coupled with an increased investment in Church street.

Certain themes have continued throughout the last 100 years and play a vital role in understanding North Street’s development. As the flow of investment came in and out of North street depending on the broader Burlington environment, immigrant groups had similar development. Each group immigrated to Burlington in search of jobs, found comfort and support from their religion, which was the center for their social activities, and eventually became successful and moved out of the North End to other areas of Burlington. North Street was the binding agent that held these groups together to form the North End neighborhood.”

According to information collected from historically-focused interviews, the invention and mass production of the automobile in the 1950s and 60s, also added to the decline of visitation to the North Street corridor. In more recent history, according to Brian Pine, former CEDO Housing Director, due to several serious safety and gun violence concerns in the 1990s community reacted strongly. A grassroots movement along with several key civil servants keen on investing in The Old North End (ONE), renovated North street as a result. This investment of time and resources created the space for current small business development to occur. In the most recent decade, North street has evolved immensely within Burlington and its population has been the major driver which shaped development.

This unique corridor is one where regeneration is constantly occurring. Immigrants have unwaveringly kept North street alive with investment, community, and diverse foundations of knowledge. In the past decade, more than 1 in 3 people moving to Chittenden County have been foreign-born. According to the local Burlington news source, 7 Days, since 1989, at least 6,300 men, women and children have come to Vermont through a federal refugee resettlement program. That 25-year total includes people from many countries such as, Bosnia, Nepal, Congo, Rwanda, Somalia, Sudan, Burundi, and Bhutan. In light of this diversity, resettlement on North Street is a reminder of how nations are built, created, and sustained. North street is an ever changing and emerging corridor where individual as well as community development has empowered families. It continually reminds and redefines the commonly accepted notion of what it means to be a Vermonter and American in the 21st century.

---

3 Ibid., 2
4 Ibid., 4
INTERVIEWS: Five immigrant small business owners and story summaries

INTERVIEW ONE: Pat Bannerman, Mawuhi African Market

“Because the business is small, it’s easy to know people, and so I like meeting them, they are like family.” - Pat Bannerman

Pat Bannerman, owner of the Mawuhi African Market on the corner of North St. and North Winooski, has owned her small business for one decade as of July 2017. Within our discussion she spoke about the barriers she faced to starting her business in Vermont. As the only market to sell the variety of products she has in stock, establishing a foundation proved to be challenging. She began the process by speaking with community members about their preferences and availability of the food and life essentials. She spoke about the difference in many products available in Burlington compared to her birth country of Ghana. For example, the peanut butter traditionally sold in the U.S. has many added sugars etc., unsavory for cooking. The peanut butter she sells is solely peanuts and is perfect for preparing traditional dishes accurately, and is also delicious on toast! She further spoke about the difficulty in acquiring all of her products in the beginning due to the excursions she embarked upon in the snowy Vermont winters out of state. However, as a result of her hard work, family, and community, her business prospered. Due to her established relationship with customers, she does not focus her resources on advertising or marketing, but maintaining loyalty among community members. Along with the individuality of her market, she spoke about the importance of her family, specifically her daughter, Beth, and son, Prince, and their involvement in the business. Her daughter and son help to keep the business contemporary by suggesting popular products, energizing the building’s facade with artistic murals, and working with each other to grow their business for future generations. Pat also mentioned that she has become too busy to attend the Old North End Business and Arts Network (ONEBAN) meetings, but would participate more if they were more focused on her development goals as a more established business. Pat expressed interest in reaching further outside of Burlington to grow her market to include online and delivery services. She was
interested in learning more about this process and improving advertising and online activity as a result. She feels a sense of success in her family and business and enjoys knowing people in her community.

**INTERVIEW TWO: Shinjuku Station, Peter Hartwell and Mao Mizushima**

“I want more people to come in, I’m really proud of my food.” - Mao Mizushima

Mao Mizushima and Peter Hartwell started supplying sushi for City Market seven years ago. Their sushi became a staple in many Burlington residents’ busy lifestyles and powered their day with wholesome, fresh, and mostly vegetarian rolls, ready to take on-the-go. After becoming an independent business five years ago, located on the corner of North St. and North Winooski, Shinjuku station has been eager to draw their same loyal and satisfied customers to North St. for the very same cuisine. Although some steadfast sushi eaters followed, many did not. Shinjuku has also expanded to supporting a sushi cart on Church St. to engage with the popular pedestrian area. Presently, Peter and Mao are both in search of a way to draw their previous following of sushi lovers to North Street. They expressed a desire to increase their marketing, brand building, identity establishment, and social media awareness. They mentioned the power of the 7 Days article written about them several years ago, but are in search of another way to increase sustained awareness. As a Japanese immigrant, Mao is very proud of her food and has mastered the art of the small dish, Kaiseki. Peter and Mao hope to expand their business by opening a sit down restaurant to share the unique and meaningful food Mao artfully prepares. Mao also recently collaborated with a UVM Japanese professor to teach a class in her storefront in Japanese to form a unique and educational bond between business, food, and language. Their active efforts to raise awareness of businesses on North Street prove to be creative and motivating. This desire will be essential to the continued momentum of the North Street community as a network of talented and diverse Vermonters creating positive change. Lastly, success, as defined by Mao, is simply being able to take a day-off now and then and being able to visit Japan in the near future!
INTERVIEW THREE: Nepali Dumpling House, Sabrata Subedi and Krishna Phuyel

“Comparing my first life up to here, every step I am progressing. We have to learn everything by ourselves, step by step, life will never go (as) planned, and also it will not be smooth.” - Sabrata Subedi

Sabrata is a Bhutanese refugee with unwavering dedication and drive. Within our discussion, she spoke of her ability to utilize and learn from her childhood to gain wisdom far beyond her years and establish an unparalleled work ethic and family unit. While in the refugee camp she spoke of her ability to help support her family through entrepreneurial endeavors such as biking to sell potatoes as a young girl and being lovingly teased by her peers with the nickname “aloo,” the word for potato in her native language. She spoke about her journey to the U.S. and her partnership with her sister from the Nepali Dumpling House several years prior to her ownership of the establishment. Shortly after her move to Burlington, she worked to achieve independent ownership of the business as her sister opened another store in the new north end. Most recently, she shared her family’s most recent loss of her father who lived in Syracuse, NY where she attended the funeral for 16 days. Sabrata and her eldest daughter, Prashna, opened up about the grief they felt as closely interconnected family members but also of the foundation of strong convictions they pride themselves upon. Sabrata’s entrepreneurial spirit however has not liberated her from grappling with the complicated cultural differences in owning a business in the U.S. She spoke of her difficulty with the language barrier, taxes, and juggling all her endeavors. Although her step by step approach has served her well thus far, she expressed interest in getting any advice or help in running her business. The business is also a family endeavor in which her husband, Krishna, artfully and quickly prepares everything from veggie dumplings to his favorite, chicken biryani. Most recently, they invested in updated menus and business cards, along with new banners showcasing their food and clothing products visible outside the storefront windows. The kindhearted personality of Sabrata also emanated from her daughter, Prashna as we spoke about her favorite subjects and current crush in school.

INTERVIEW FOUR AND FIVE: Burlington Employment Agency (BEA) and Asian Market, Chandra Pokhrel and Bhuwan Sharma
“To give people that confidence, that help, that you are worth what you are doing, you can do better, you can do better and we will help you do better.” - Bhuwan Sharma

“If we struggle in the beginning, there will always be success.” - Chandra Pokhrel

Chandra is an experienced entrepreneur and creative thinker. He spoke about his refugee background and leadership in the Nepalese community in Burlington through his past business endeavours. As a refugee, he noticed a gap in technological knowledge and a curiosity to fill it. Chandra started out with one computer and printer and grew his educational reach through teaching basic computer skills and concepts to his community. These skills would empower the community members in their future employment opportunities when resettled. He carried over that same intuitive and action oriented passion to Vermont and applied this lense to the Burlington community. After working at Association of Africans Living in Vermont (AALV), he noticed that most of the New American employment opportunities were temporary, unsustainable, and did not provide the means to reach economic independence.

In solidarity, Bhuwan is the co-owner of the BEA and brings an immense amount of knowledge and experience to the small business. He shared his background in business development in both Nepal and India. He has applied his previous experience and knowledge to this business endeavor and it’s mission in Burlington. In partnership, Chandra and Bhuwan started the Burlington Employment Agency less than two years ago with the mission of empowering new Americans. They do this by connecting their clients with higher paying jobs, and, as a result, they expressed the connection to improved self-confidence and worth. They pride themselves on the power of diversity and community engagement and will also be essential leaders in strengthening the North Street network in the future.

As a whole, they both expressed interest in growing their business and engaging in brand building and name recognition in the very near future, as they have just connected over 70 people with employment opportunities this
past year, and have no desire to limit their positive momentum forward. They also expressed the desire for mentorship and are each eager to engage in collaboration. Both individuals also shared the value of their North Street location as the Old North End is very accessible to their new American clients and future job seekers. Their partnership and mission are driven by the desire to better the lives of New Americans through full utilization of the human capacity and as a result, strengthening the community’s ability to be economically independent. They also hope to expand their employment to another team member at the BEA in order to achieve their goals and serve 100 New Americans. Uniquely, the BEA also works to provide transportation for their clients which is a larger barrier in their ability to both provide the resources for their clients to go to work logistically and physically. Chandra has also just recently opened the Asian Market right next door to the BEA, where he hopes to work expand his contribution to the community through food and shared cuisine.

CONCLUSIONS FOR BURLINGTON COMMUNITY TO CONSIDER:

According to the 20+ interviews collected, the following common challenges, goals, and areas of interest rose to the surface as priorities for future community development and engagement. This feedback is also a combination of direct suggestion, brainstorming, and collaboration during my presentation.

- Common Goals and Community engagement
  - Engage in idea sharing and mentorship
  - Address parking issue
  - Increase foot traffic
  - Challenge and rebrand the safety and accessibility of North Street
  - Increase awareness, social media presence, marketing, and brand building, and expand to online delivery

- Strength in Diversity and Empowerment of North Street Families
  - Utilize wealth of knowledge → create platforms to share culture, food, language, experience
  - Capitalize on historic district and learn from past
  - Create partnerships with businesses

RECOMMENDATIONS AND IDEAS FOR FUTURE RESEARCH:
*Black squares are suggestions for accomplishing goals, many are intertwined.

- Common Goals and Community engagement
  - Engage in idea sharing and mentorship
    - Distill and share benefits to a Stronger Business Network
    - Group advocacy ie. (City council meetings, more attention and power, marketing)
    - Networking with other business owners ie. (Mentor relationship, awareness, support)
• Idea sharing
• Fee based - incentivize and utilize for future group investment
• Explain resources from CEDO or CVOEO in an accessible way: webinar, face to face meetings, relationship building
• CVOEO focus groups could also incorporate event planning around the Ramble to establish a foundation of feedback from ONE community and identify leaders in discussion
• CVOEO Americorps or Vista member can help coordinate efforts on behalf of the North Street community goals
• Build cooperation instead of competition
  ○ Address parking issue
    • Encourage biking and walking more with campaign
  ○ Increase foot traffic
    • Make interactive map
    • Painted footsteps to North Street from Church St.
    • Create walking tour map of ONE by creating plaques on each building with the story
  ○ Challenge and rebrand the safety and accessibility of North St.
    • Strengthen sense of community with an annual event to plan together
    • Parade, food tour, host educational events for students and community members, classes in stores, safety event → The Ramble can be reconfigured to incorporate all North end community members
    • Build more contemporary research on North Street and ONE
    • Invest and support Champlain Housing Trust usage of North Street infrastructures
    • Non-profit investment makes a difference in slowing and limiting gentrification
    • Ensure the preservation of ONE and North Street unique qualities and community, do not replicate Church Street, capitalize on North Street characteristics
  ○ Raise awareness, Social Media Presence, Marketing, Brand Building, expand to online delivery
    • Vermont Public Radio, podcast
    • Front Porch Forum is a well networked and active tool
    • Make map of North Street
    • Register all businesses on google maps
    • Create directory of businesses, hours, delivery days, phone number, social media
    • Yelp review days or workshops “edit-a-thons”
    • 7 Days newspaper - section for ONE and places to go or food to try
    • Create punch card for people to try different food, discount, in 7 Days
    • Focus groups of people to try food or engage as a community
    • North Street business network facebook, different business or person can be featured each month or week
• Strength in Diversity and Empowerment of North Street Families
  ○ Wealth of knowledge → create platforms to share culture, food, language, experience
    • Educational information sharing - Engage young people → Food tour
  ○ Capitalize on historic district and learn from past
    • Contact Megan Humphrey for old maps for future reference
Business records in basement of City Hall
- Look at common ground plan done in the 90s
- Find out why previous businesses closed on North Street
- Interview Ray’s Seafood (closed down after curb incident, now just storage. ask what it would take to reopen?)
- Interview Dion’s Locksmith
- Interview all other businesses
- Research South End Business Association (SEBA), they have an annual art hop that keeps them together
- Research old North Street parade

- **Create partnerships with businesses and community members**
  - Partner with Bose at UVM
  - Give information to CEDO, Vermont Public Radio
  - Use AALV, and existing networks to conduct research

**FINAL THOUGHTS FORWARD:**

In conclusion, the next evolution of North Street will be defined by the ability to **foster and empower human capability of individual community members in tandem with broader local resources**. In order to ground this research in improving the daily lives of North street and Burlington residence, the following implications of individual agency and community collaboration can be expected. Through highlighting common contributions and goals of individual North Street community members, a shared desire for self defined success and community empowerment is constant.

**Fostering human capability:** Specifically speaking, the ability to foster individual capabilities will spur development of stronger communities built upon partnerships. Throughout the many interviews conducted and perspectives shared within the presentation discussion, the theme of preserving and supporting the uniqueness and diversity of North Street proved to be a point of agreement. These voices can be amplified through partnerships. These partnerships can take on the form of identifying key leaders within the North Street community to form a networking board of business owners and a stronger network that represents the interests of the community proportionally. Through increasing the prevalence and power of voices on North Street, community goals can be defined and prioritized.

**Empower community:** Further, when appealing to the empowerment of community members, this goal can be explained in a number of ways. The first is through economic empowerment. According to a study researching income disparity by NPR, diversifying spending can be a way to support low income neighborhoods more easily. The major conclusions of this report noted that when individuals from high income neighborhoods diverted just five of their 100 usual shopping trips to low income neighborhoods, the lower income neighborhoods became more economically balanced. This example can also be applied to the Burlington community by examining its’ relation to
North Street or the ONE. This individual initiative to diversify spending outside one’s own neighborhood can also uniquely be impacted by community members rather than solely government intervention. This study reveals that these geographical footprints that we passively produce through our spending can support bottom-up responses to big societal issues, such as inequality, and are an expected feature of smart cities moving forward (NPR).\(^7\)

Another foundational aspect of community is understanding how to frame empowerment and diversity. As supported by the Welcoming America organization, utilizing narratives such as, “In 30 years, black and brown kids will be half of our workforce. We can’t afford for them to stay in poverty and be without computer skills. If we want to retain our leadership in the world we need to support investments in their education.” These statements tend to work well because they lead the audience to begin understanding that “they” are really “us.”\(^8\) Further, by understanding the connection to the youth audience in this equation, Principle Whitmore-Sells of the Sustainability Academy on North Street states the power and impact of diversity: “It definitely benefits children. They’re growing up in a global society. The more interactions they can have with someone else, the better they’ll get when they’re older. Kids today talk about race, they’re ready to have those conversations. There’s a lot of pride here, which is really great to see, and people do care about each other. It takes a village, it truly does, and this is a part of that village.”\(^9\)

Through my interviews, I also found two local voices that speak to this inclusive perspective. Former CEDO Housing Director and ONE resident, Brian Pine, spoke of the reasons for living in the North End as rooted in the value of living in a diverse community that enriches his family experience. Similarly, Sean Burke, a Burlington police officer for 20 years in the Old North End, spoke of the importance of welcoming immigrants and new Americans into the police force with open arms to better serve their community. Moving forward, in working to strengthen the Burlington community, actively reflecting and engaging in investment of human capabilities in one’s own sphere of influence will be paramount as development continues. These foundational concepts have helped this research to take root within the area of North Street and will ideally continue to influence and inspire future empowerment as Burlington families continue to regenerate local and global communities.

**COMMUNITY RESOURCES:**

Key Community Members

Continue Research with

**Sean Melinn:** Co President of Old North End Arts and Business Network <arundel2@gmail.com>

---


\(^8\) *America Needs All of Us."* Welcoming America.

Megan Humphrey: Co President of Old North End Arts and Business Network, community activist in the old north end and artist, great resource on the history of the neighborhood, lived in the ONE for almost 40 years <meganjhumphrey@gmail.com>

Pablo Bose: Professor of Geology at UVM, focus in culture, space, power, and diaspora, currently researching North St. and refugee resettlement <Pablo.Bose@uvm.edu>

Diana Colangelo: Projects & Policy Specialist at Community & Economic Development Office <dcolangelo@burlingtonvt.gov>

Sean Burke: Burlington police officer, Shawn P. <sburke@bpdvt.org>

Jess Hyman: VT Community Garden Network, North St. business owner <jess@vcgn.org>

Brian Pine: former Director of Housing for CEDO and all-around knowledgeable person on City and ONE history <bpine@veic.org>

Jane Knodell: City council president and Economics professor at UVM <janeknodell@uvm.edu> Rita Neopaney: Cultural Broker at Spectrum and AALV Outreach Connector <rneopaney55@yahoo.com>

Ali Dieng: Parent University creator, City COuncil Member, and Burlington School District <adieng@bsdvt.org>

Bhuwan Sharma: Owner/Business Development and Communications at the Burlington Employment Agency <burlingtonemployment@gmail.com>

Chandra Pokhrel: Owner/Hiring and Operations at BEA and owner of the Asian Market <burlingtonemployment@gmail.com>

Peter Hartwell and Mao Mizushima: Owners of Shinjuku Station (802) 540-8198
Kirsten Marimen Chapiro: North st. expert, CEDO (referred by Brian Pine) (802) 318-2791

Principal Whitmore-Sells: Principle at the Sarah Lawrence Sustainability Academy
Bruce Seifer: North st. expert (referred by Brian Pine) (802) 825-6013
Michael Monty: Former CEDO director
John Gergely: <jergely@cvoeo.org> micro business development at CVOEO <jergely@cvoeo.org>

Kate Larose: Financial Futures, works with New American Business owners to better their business <katelarose@cvoeo.org>

Sandrine Kibuey: Community Action director, works with new American families <skibuey@cvoeo.org>

Jonathan Bond: Director Mobile Home Program/ Vermont Tenants <jbond@cvoeo.org>
Travis Poulin: Community Action Director <tpoulin@cvoeo.org>

Ted Wimpey: Fair housing program (wife is on city council, Jane Knodell) <twimpey@cvoeo.org>

Dwight DeCoster: Weatherization Director <ddecoster@cvoeo.org>
Greg Huysman: Opportunities Credit Union <GHuysman@oppsvt.org>

Beth Awhaitey: CEDO, americrops, <bawhaitey@burlingtonvt.gov>

Bill Bisonnette: long time landlord on North Street

Britta Tonn: local historian
Ned Castle: folklife center of vermont - many stories with new Americans and expert in <nedcastle@gmail.com>

Meagan Tuttle: Planning & Zoning if you want to inquire about any planning initiatives for that area of town, <mtuttle@burlingtonvt.gov.>

Stu McGowan: developer <stunoodle@me.com>

Jeannie Waltz: coordinator of The Ramble and long-time resident of the ONE <jwaltz@rockpoint.org>

Phat Keomanyramh: community development specialist 865-7172

Gail Shampnois: Director of Student and Community Engagement at UVM (college student entrepreneur connection) <Gail.Shampnois@uvm.edu>

**BUSINESS OWNERS:**


Brixton Halal: Abdi’s (business) phone number is (802) 865-1165 <communitypcs@gmail.com>

Mawhui African Market: owner Pat Bannerman (802) 338-8677, email with daughter Beth, son Prince Narkey Awhaitey

Burlington Asian Market: Chandra Pokhrel (owner of both the asian market and the BEA) (802) 503-6883

Burlington Employment Agency: Bhuwan Sharma, owner, <burlingtonemployment@gmail.com>

Shinjuku Station: Peter Hartwell and Mao Mizushima (802) 540-8198

**CITED SOURCES:**


**SOURCES:**

North Street Historical info (UVM):

http://www.uvm.edu/~histpres/HPJ/NR/northstreet/nssig.html

Gov states on women and econ dev: http://changethestoryvt.org/vermont-stats/

North street food story:

http://www.burlingtonfreepress.com/story/life/2017/05/19/eat-your-way-north-street/101603882/

Regeneration - Story on North street growth :

https://www.curbed.com/a/10-streets-that-define-america/regeneration?05452

Refugee Stories before relocating to VT: https://www.vermontfolklifecenter.org/exhibits-feed/in-their-own-words

Vermont Refugee Report Story:


CVOEO New American Contributions to Chittenden County Report (completed by previous intern)

Immigration and the Revival of American Cities:
Immigrant entrepreneurs’ biggest challenge in Minnesota? Attracting native-born customers:

Welcoming America resources on communication and branding:
https://www.welcomingamerica.org/sites/default/files/Receiving-Communities-Toolkit_FINAL1.pdf
https://www.welcomingamerica.org/sites/default/files/America%20Needs%20All%20of%20Us.pdf

Deepa 7 says article -

Income disparity NPR article -

Study to support the Income Disparity argument:
https://appliednetsci.springeropen.com/articles/10.1007/s41109-017-0026-3

*All photos were taken by Heather Lockhart-Neff