



Visit Mexicantown and Spice Up Your Life!

Located in Southwest Detroit, Mexicantown is known for its rich culture, great food, public art and its wonderful people.

2023 EDITION

SOUTHWEST DETROIT BUSINESS ASSOCIATION

313.842.0986



State of MEXICANTOWN

22	Blocks
18	Acres
71	Parcels
59	Parcel owners
400	Public parking spaces
76	First-floor storefronts
59	Residential units
559	Employed in district
22	Restaurants
6	Retail stores
50%	Storefront vacancy rate
1.5%	Property value increase (est. One-year increase 2018-19)

Mexicantown-Hubbard Communities Main Street is making a real difference.

The Mexicantown-Hubbard Communities Main Street, a program of Southwest Detroit Business Association, in collaboration with businesses, residents and community stakeholders, is implementing a comprehensive commercial district economic development plan to strengthen, market and promote its business district. Mexicantown welcomes everyone to respectfully enjoy its vibrant, colorful and distinctive Main Street and traditional events, its architecture and aesthetic reflective of its proud Latin American roots.

Mexicantown's Goals

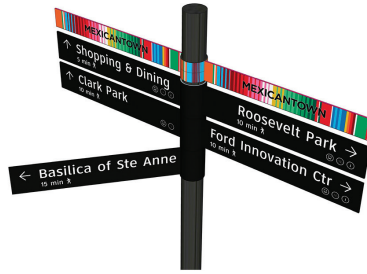
- Enhance the physical environment to reflect a celebration of Mexicantown's history and heritage.
- Support Mexicantown as a welcoming, accessible, inclusive and respectful community for residents and visitors alike.
- Implement economic policies and practices that are equitable and reflective of Mexicantown's community values.



TRANSFORMING MEXICANTOWN-HUBBARD'S MAIN STREET



The owners of Elda's Restaurant were awarded a \$25,000 Match on Main Grant, which will assist them in purchasing kitchen equipment to make sure the restaurant can operate efficiently and safely.



The colors and design of the pattern selected for the Mexicantown wayfinding signage references the rich and unique culture of southwest Detroit.



La Joya Gardens, a mixed-use and mixed-income housing development, will include 53 housing units, with 42 units of affordable housing between 30–80% AMI, a community center, a café, and local retail.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT
\$490,000

Program to date: \$566,405



1 Façade & Building Improvements
Program to date: 8



1 New Businesses
Program to date: 6

Community Profile

Mexicantown-Hubbard | 2022



Population
18,603



Households
7,062



Median HH Income
\$38,453



Median Age
31.7 years



Housing Units
8,992



78% Housing is occupied
35% Owner-occupied
43% Renter-occupied

Main Street is Helping Businesses Thrive

- Façade Improvement matching grant program
- Design and architectural assistance
- Small business technical assistance with Covid-19 relief and restart grants
- Small business technical assistance with city permitting, licensing, plan review, zoning variances and inspections
- Marketing and promotion services
- Bi-lingual (English/Spanish) business workshops and networking events
- Real estate advocacy services
- Day of the Dead celebration brochure
- Bi-lingual food business workshops and certifications
- One-on-one mentorship and referral services

"I love Mexicantown because it's my home. I like the feel of the community. There are a lot of longtime residents here and so many people care about this neighborhood."

—Tammy Alfaro-Koehler, co-owner of La Colmena Market;
Mexicantown Economic Vitality Committee member

Mexicantown Drive Time Markets

	5 minutes	10 minutes	20 minutes
Population	18,603	166,856	1,165,539
Households	7,062	70,548	462,383
Median HH Income	\$38,453	\$33,095	\$45,795

In-demand Businesses

Food & Drink

- Coffee shop
- Breakfast/brunch restaurant
- Brewery or brewpub
- Healthy menu eatery
- Deli/sandwich shop

Shopping & Retail

- Mexican-made ceramic tiles and other home artisan interior design products
- Arts, crafts and hobbies
- Bookstore
- Vintage/repurposed goods
- General/variety store

Connecting during SWD- Mexicantown Cultural Events!

The Cinco de Mayo Parade & Fiesta, Hispanic Heritage Month, Día de Muertos, and other cultural and heritage celebrations have been bringing people together for decades. These Southwest Detroit and Mexicantown events have supported the creation of a strong community culture and identity, which contributes to a sense of belonging that empowers people to connect, celebrate diversity, and unite.



VOLUNTEER SPOTLIGHT

"Mexicantown makes me feel at home, and that's something I've never really felt outside Mexico. It makes me feel proud to contribute to my family's business and the community."

—Leslie Vargas, co-owner of La Jalisciense Market & Taqueria; new member of the Mexicantown Promotion Committee



2022 Pulse of Mexicantown

- 56%** Visit Mexicantown most often for dining
- 47%** Described recent trends in Mexicantown as improving or making progress.
- 25%** Said the frequency of their visits to Mexicantown increased during the past year.

Social Connection



4,500+
Facebook Followers



2,200+
Instagram Followers

Volunteer Connection



534
Volunteer hours in 2021–2022



2,238
Volunteer hours
(Program to date)

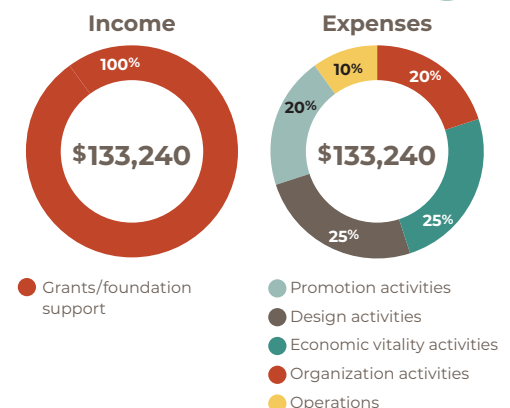


\$15,139
Volunteer value in 2021–2022



\$63,447
Volunteer value
(Program to date)

In the Numbers



MEXICANTOWN ALIVE

Mexicantown-Hubbard
Communities Main Street
Events 2021-22

10,000
Est. event attendance

- Day of the Dead Celebration
- Cinco de Mayo Fiesta & Parade
- Business-Hispanic Heritage Month Celebration
- Mexicantown Latin Galeria Events
- Cultural Events at Plaza del Sol
- Events at FREC-Mexicantown Mercado



Day of the Dead Celebration



Cinco de Mayo Fiesta



Cinco de Mayo Parade



Cultural events at Plaza del Sol

"I'm very honored to be included in the Mexicantown Main Street advisory board, a natural evolution for what this area has been doing all along, addressing issues and collaborating with others to make improvements."

—Sylvia Gucken, SDBA Board Director; Mexicantown Main Street Advisory Board Co-chair; The Ideal Group, Assistant to Chair

Southwest Detroit Business Association Board of Directors

Chair: Tonia Patino

Secretary: John Serda

Treasurer: Steve Weiner

Director: Merlton Brandenburg

Director: Marifer Calleja

Director: Joe Gappy

Director: Sylvia Gucken

Director: Sandra X. Gutierrez

Director: Donald Hanchon

Director: Michael Lynch

Director: Whitney Walton

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

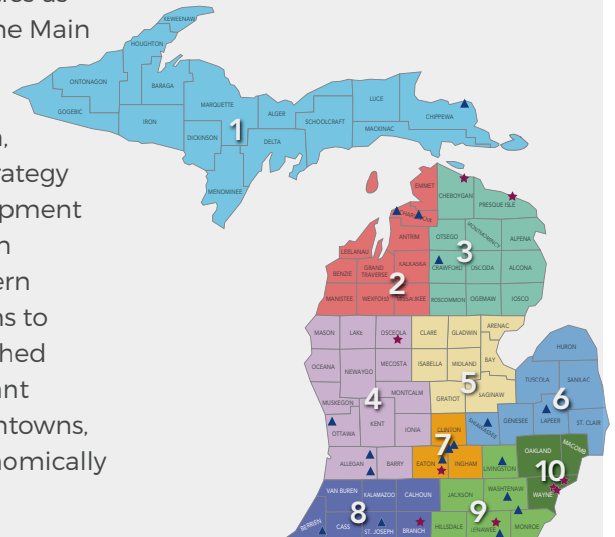


Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy

encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



Select Level



Master Level

www.miplace.org