



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.

2021 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 Bagley Avenue and West Vernor Street streetscape improvements have created beautiful corridors with enhanced lighting, brick pavers, plantings, and decorations, where neighborhood businesses can thrive and where people feel safe and welcomed.



A partnership with City of Detroit was established for the planning and design of the Mexicantown multilingual wayfinding and welcoming signage.



The full reworking of the 20-year old Xochi's Gift Shop's Mexican design-inspired façade includes a new awning, masonry work, and a large Huichol-inspired mural.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$40,000

Program to date: \$66,405



2

Façade & Building Improvements
Program to date: 7



1

New Businesses
Program to date: 4

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

“By being involved, we have a collective voice to address issues, and define the work that is going to impact our Mexicantown community. Everybody is working together for the common goal!”

—Omar Hernández, Mexicantown Bakery, Owner;
Mexicantown Main Street Promotion Committee Member

Community Profile

Mexicantown-Hubbard | 2020



Population
1,819



Households
732



Median HH Income
\$28,714



Median Age
33.7 years



Housing Units
732



100% Housing is occupied
29% Owner-occupied
71% Renter-occupied

Mexicantown Drive Time Markets

	1 Mile	3 Miles	5 Miles
Population	1,819	6,620	26,062
Households	732	2,460	9,565
Median HH Income	\$8,714	\$30,937	\$30,247

In-demand Businesses

Shopping & Retail

Mexican-made ceramic tiles and other home artisan interior design products
Arts, crafts and hobbies
Bookstore
More specialty foods
Vintage/repurposed goods

Food & Drink

Coffee shop
Breakfast/brunch restaurant
Healthy menu eatery
Mexican restaurant
Bakery

Connecting with the Community during Covid-19

Mexicantown has a long history of self-reliance, which has been sustained through generations of immigrant entrepreneurs and cultural traditions. This has created a sense of place and cultural identity for our local businesses and the community they serve. The Day of the Dead, a celebration of the life of those we love, has helped us create a strong foundation and identity, which contributes to a sense of belonging that enables people to connect, celebrate diversity, and unite.







2019 Pulse of Mexicantown

- 82%** Visit Mexicantown most often for dining
- 61%** Described recent trends in Mexicantown as improving or making progress.
- 24%** Said the frequency of their visits to Mexicantown increased during the past year.

Social Connection

-  **3,975+** Facebook Followers
-  **1,570+** Instagram Followers

Volunteer Connection

-  **502** Volunteer hours in 2019-2020
-  **1,296** Volunteer hours (Program to date)
-  **\$12,947** Volunteer value in 2019-2020
-  **\$33,424** Volunteer value (Program to date)

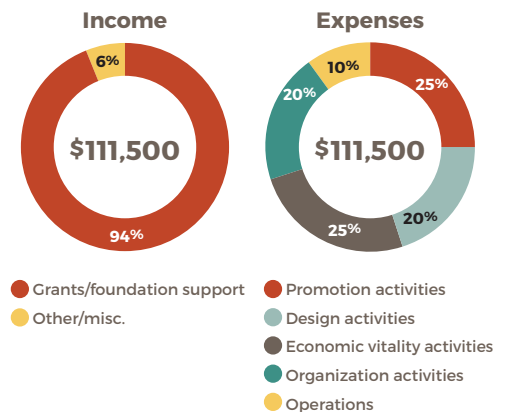
VOLUNTEER SPOTLIGHT

“As an advisory board member, I am pleased that the designation greatly assists us to promote Mexicantown as a safe and diverse destination to live, work and play.”

—Raymond Lozano,
Mexicantown Main Street Advisory Board Member; Mexicantown Community Development Corporation, Executive Director



In the Numbers



MEXICANTOWN ALIVE

Mexicantown-Hubbard
Communities Main Street
Events 2019-20

5,000

Est. event attendance

- 2019 Day of the Dead celebration
- 2019 Southwest Holiday festival
- 2019 Mexicantown Latino Cultural Center events
- 2020 Cinco de Mayo celebration
- 2020 Hispanic Heritage Month celebration



2019 Day of the Dead celebration



2019 Southwest Holiday festival



2020 Cinco de Mayo celebration



2020 Hispanic Heritage Month celebration

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade &
Building Improvements

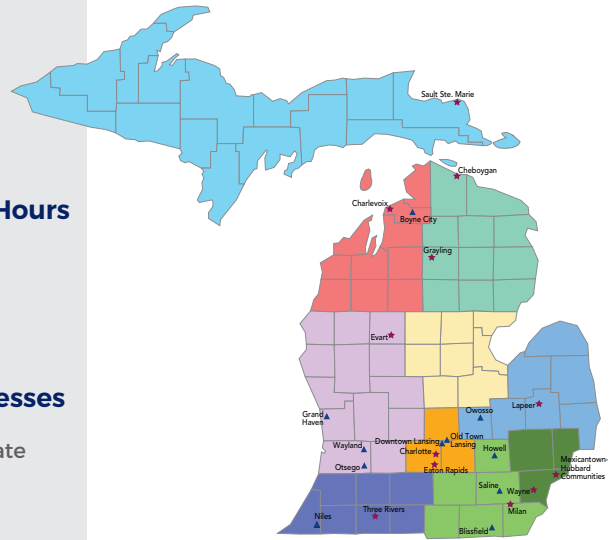
2,356

Program to date

“By designing and implementing a revitalization strategy that reflects the history and celebration of our culturally diverse community, we are creating a more welcoming, accessible, inclusive, and respectful environment for all.”

—Myrna Segura-Beltchenko,
Mexicantown-Hubbard Communities
Main Street, Director; SDBA, Director of
Business District Development

Our Communities



★ Select Level

▲ Master Level



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