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.

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.
Stakeholders actively participated during the community meetings for the Bagley Avenue and West Vernor streetscape projects. Both projects include enhanced lighting, and Bagley Avenue will also incorporate brick pavers, plantings, and decorations.

“Finding Your Way to Mexicantown,” a proposal to design and implement multilingual wayfinding (a top priority for Mexicantown), is one of the 12 semi-finalists of the FORD City:One Michigan Central Station Challenge.

Two Mexicantown businesses were awarded Façade Improvement Matching Grants, which included financial incentives, architectural design services, and technical assistance to improve their commercial storefronts.

Main Street is Helping Businesses Thrive

- Façade Improvement Matching grant program
- Design and architectural assistance
- Match on Main grant program
- 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

“We want Mexicantown to be more exposed as a destination, regionally. We are very excited to share our culture, our diversity, and our strengths.”

—Gloria Rosas-Baiocco, Mexicantown Main Street, Advisory Board and EV Committee Member, Xochi’s Gift Shop, Owner

Mexicantown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>1 Mile</th>
<th>3 Miles</th>
<th>5 Miles</th>
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<tbody>
<tr>
<td>Population</td>
<td>9,317</td>
<td>90,684</td>
<td>229,597</td>
</tr>
<tr>
<td>Households</td>
<td>4,068</td>
<td>37,214</td>
<td>89,035</td>
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<tr>
<td>Median HH Income</td>
<td>$29,373</td>
<td>$26,816</td>
<td>$25,741</td>
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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 by Keeping Our Traditions Alive!

Mexicantown Main Street, located in Southwest Detroit, has a long history of self-reliance, which has been sustained through generations of immigrant entrepreneurs and cultural traditions and practices. This has created a sense of place and cultural identity for our local businesses and the community they serve. Those traditions have helped us create a strong foundation and identity, which contributes to a sense of belonging that enables people to connect, celebrate diversity, and unite.

“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
Southwest Detroit Business Association, Board Director; The Ideal Group, Assistant to Chairman

2019 Pulse of Mexicantown

81% 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

3420+ Facebook Followers
1250+ Instagram Followers
900+ Twitter Followers

Volunteer Connection

794 Volunteer hours in 2018-2019
794 Volunteer hours (Program to date)
$19,730 Volunteer value in 2018-2019
$19,730 Volunteer value (Program to date)

In the Numbers

Income
Expenses

$112,995
$112,995

Grants/foundation support
Promotion activities
Business support
Design activities
Personal giving
Economic vitality activities
Organization activities
Operations

Singing villancicos (Latin carols) is part of Las Posadas, a beautiful Mexicantown tradition.
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!

$19,426,752
2018–19 Total Private Investment

$306,022,126
Program to date

$10,352,395
2018–19 Total Public Investment

$99,427,926
Program to date

109
2018–19 New Businesses

1,408
Program to date

100
2018–19 Façade Improvements

1,388
Program to date

49,092
2018–19 Volunteer Hours

739,831
Program to date

“We’re thrilled about the energy and excitement that is happening in Mexicantown! For me, it’s about giving back, and helping to make sure that this wonderful walkable community continues to move forward.”

—Michael Odom, Southwest Detroit Business Association, Board Chair

Our Communities

Southwest Detroit Business Association Board of Directors

Chair: Michael Odom
Vice Chair: Tonia Patino
Treasurer: Steve Weiner
Director: Merlton Brandenburg
Director: Marifer Calleja
Director: Paula Carethers
Director: Mike Droze

Director: Joe Gappy
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Director: Jacci G. Woods

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