



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.

2022 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 luminarias of southwest Detroit are outdoor dining structures resembling Mexican luminarias. A functional and attractive solution to assist SWD-Mexicantown businesses during the pandemic.



The new Mexicantown light pole banners will promote and beautify our commercial corridors, provide a sense of place, and make all people feel welcomed.



The SWD-Mexicantown multilingual wayfinding and gateway signage will encourage residents and visitors to better connect with the vibrant and culturally diverse communities of Mexicantown and Corktown.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT
\$30,000

Program to date: \$76,405



1 Façade & Building Improvements
Program to date: 7



1 New Businesses
Program to date: 5

Community Profile

Mexicantown-Hubbard | 2021



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

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

“Southwest Detroit is a unique cultural and geographical gem, and the Mexicantown Main Street program highlights, honors, and promotes heritage, diversity, economic development, and unity among neighbors and visitors.”

—Juan Carlos Dueweke-Perez, founder of Featherstone Moments; Promotion Committee Member

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	\$25,000	\$30,000	\$30,000

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 during Day of the Dead

El Dia de Muertos, 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.



VOLUNTEER SPOTLIGHT

"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 Hernandez,
Mexicantown Main Street
Promotion Committee Member;
Mexicantown Bakery owner



Social Connection



4,340+
Facebook Followers



2,160+
Instagram Followers

Volunteer Connection



408
Volunteer hours in 2020–2021



1,704
Volunteer hours
(Program to date)

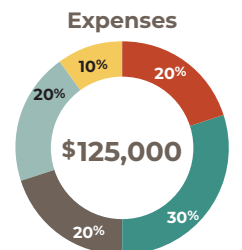
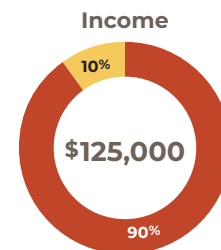


\$10,987
Volunteer value in 2020–2021



\$45,889
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- Other/misc.
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

Southwest Detroit Business Association Board of Directors

Chair: Michael Odum
Vice Chair: Tonia Patino
Treasurer: Steve Weiner
Secretary: John Serda
Member: Merlton Brandenburg
Member: Marifer Calleja
Member: Mike Droze
Member: Joe Gappy
Member: Sylvia Gucken
Member: Sandra X. Gutierrez
Member: Donald Hanchon
Member: Michael Lynch
Member: Whitney Walton
SDBA, Director of Business District Dev.;
Mexicantown Main Street Director:
Myrna Segura-Beltchenko

MEXICANTOWN ALIVE

Mexicantown-Hubbard
Communities Main Street
Events 2020-21

3,000

Est. event attendance

- 2020 Virtual & Business Day of the Dead Holiday
- 2021 Virtual & Business Cinco de Mayo Celebration
- 2021 Virtual & Business Hispanic Heritage Month
- 2020-21 Mexicantown Latino Cultural Center Events



2020 Day of the Dead holiday



2021 Cinco de Mayo celebration



2021 Hispanic Heritage Month celebration



2021 Mexicantown Latino Cultural Center Events

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.

“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 Main Street, Director;
SDBA, Director of Business District Development

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total
Private Investment

\$346,519,759

Program to date



\$12,929,313

2020-21 Total
Public Investment

\$128,919,620

Program to date



37,197

2020-21 Volunteer Hours

810,704

Program to date



127

2020-21 New Businesses

1,622 Program to date

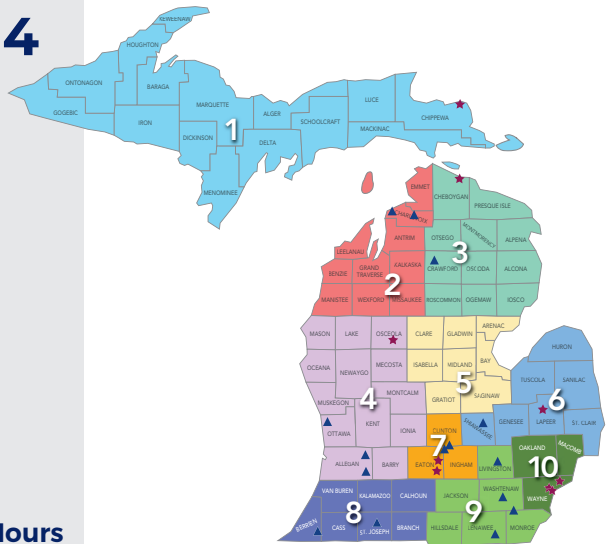


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2020-21 Façade &
Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028