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.

State of MEXICANTOWN

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

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

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

Mexicantown Drive Time Markets

<table>
<thead>
<tr>
<th>1 Mile</th>
<th>3 Miles</th>
<th>5 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,819</td>
<td>6,620</td>
</tr>
<tr>
<td>Households</td>
<td>732</td>
<td>2,460</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$25,000</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

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.

“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

Volunteer Connection

Volunteer hours in 2020–2021
408
Volunteer hours (Program to date)
1,704
Volunteer value in 2020–2021
$10,987
Volunteer value (Program to date)
$45,889

In the Numbers

Expenses
Income
$125,000 $125,000

Grants/foundation support
Promotion activities
10% 20%

Other/misc.
Design activities
10% 20%

Economic vitality activities
Organization activities
30% 10%

Operations

Southwest Detroit Business Association Board of Directors

Chair: Michael Odom
Vice Chair: Tonia Patino
Treasurer: Steve Weiner
Secretary: John Serda
Member: Merlton Brandenberg
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
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

143
2020–21 Façade & Building Improvements

2,499
Program to date