

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.

2020 EDITION

SOUTHWEST DETROIT BUSINESS ASSOCIATION

313.842.0986



State of MEXICANTOWN

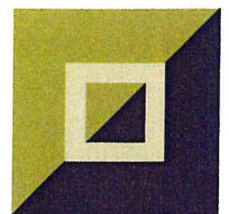
22	Blocks
18	Acres
71	Parcels
59	Parcel owners
400	Public parking spaces
76	First-floor storefronts
59	Residential units
559	Employed in district
22	Restaurants
6	Retail stores
50%	Storefront vacancy rate
1.5%	Property value increase (est. One-year increase 2018-19)

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.



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Select Level Main Street

TRANSFORMING MEXICANTOWN-HUBBARD'S MAIN STREET



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.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT
\$26,405

Program to date: \$26,405



5

Façade Improvements
Program to date: 5



3

New Businesses
Program to date: 3

Community Profile

Mexicantown-Hubbard | 2019



Population
9,317



Households
4,068



Median HH Income
\$29,373



Median Age
38.4 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
- 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

	1 Mile	3 Miles	5 Miles
Population	9,317	90,684	229,597
Households	4,068	37,214	89,035
Median HH Income	\$29,373	\$26,816	\$25,741

In-demand Businesses

Shopping & Retail

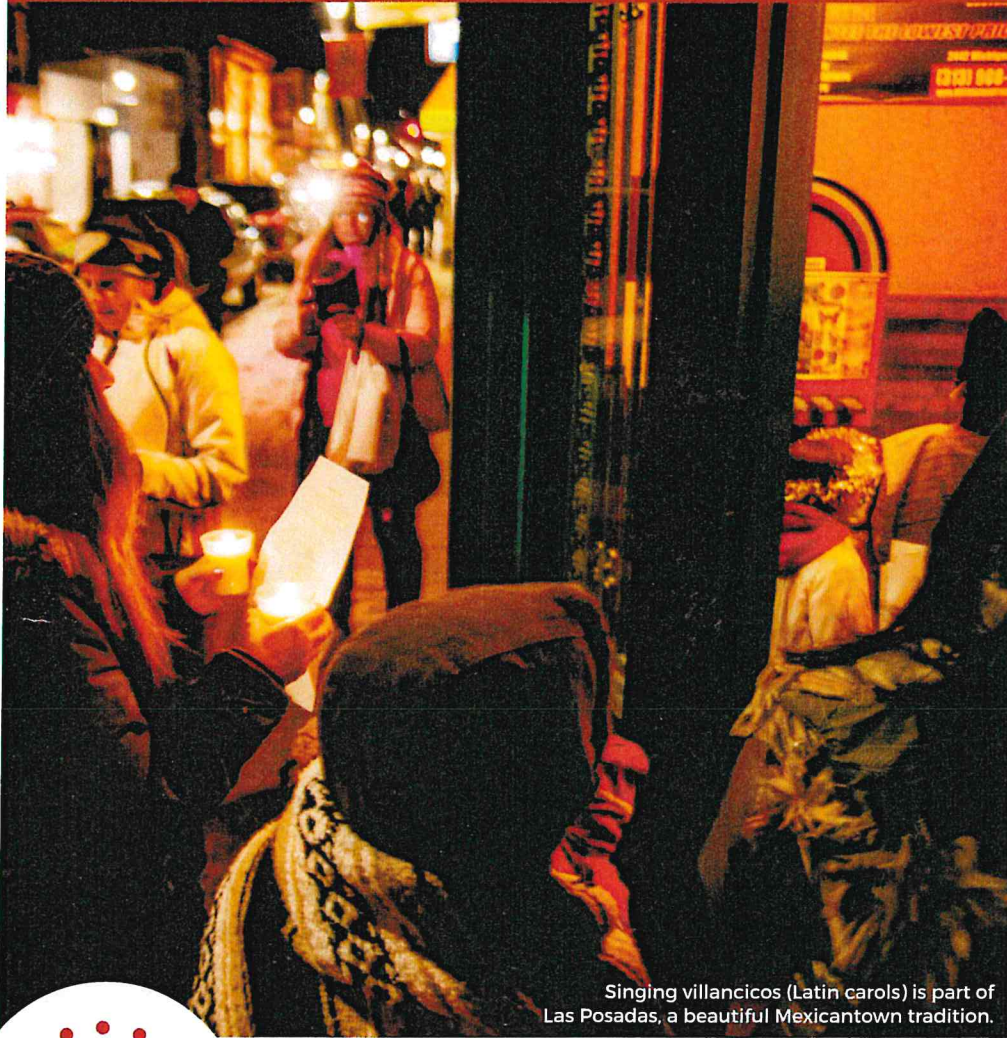
Mexican-made ceramic tiles and other home artisan interior design products
Arts, crafts and hobbies
Bookstore
More specialty foods
Vintage/repurposed goods

Food & Drink

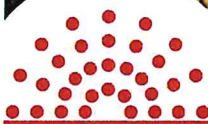
Coffee shop
Breakfast/brunch restaurant
Healthy menu eatery
Mexican restaurant
Bakery

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.



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



VOLUNTEER SPOTLIGHT

"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.

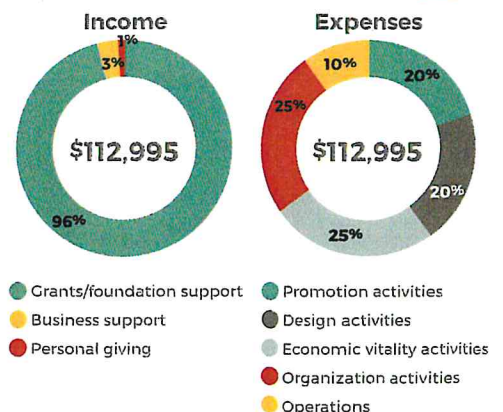
Social Connection

- 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



MEXICANTOWN ALIVE

Mexicantown-Hubbard
Communities Main Street
Events 2018-19

11,500

Est. event attendance

- Cinco de Mayo parade
- Cinco de Mayo Fiesta
- Day of the Dead Celebration
- Mexicantown Latino Cultural Center Events
- Southwest Holiday Festival
- Holey Mole! contest
- Summer Events at the FREC-Mexicantown Mercado
- Hispanic Heritage Month celebration
- TeamGM Cares week
- Small Business Saturday



Cinco de Mayo parade



Mexicantown Latino Cultural Center



Day of the Dead celebration



Southwest Holiday Fest

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

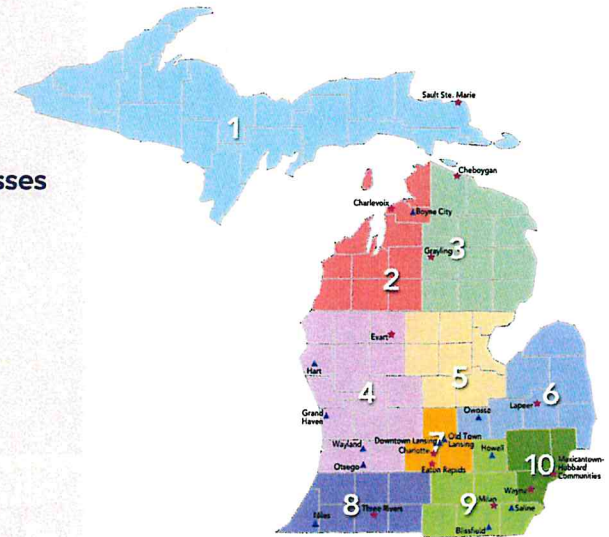
739,831

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



★ Select Level

▲ Master Level



Southwest Detroit Business Association Board of Directors

Chair: Michael Odom
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Treasurer: Steve Weiner
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