



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.

2024 EDITION

SOUTHWEST DETROIT BUSINESS ASSOCIATION

313.842.0986

southwestdetroit.com



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

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



El Club's façade renovation consisted of new awnings, new signage, and the installation of glass blocks for the windows. The front door of the building and sandstone were replaced. The front door also consisted of a new paint job. Total private and public investment for this project was \$18,639.



These interactive wayfinding kiosks are a game-changer, offering real-time transit feeds, local business directories, emergency calling, alerts, job postings, opinion polls, and more! Connecting, informing, and empowering our Mexicantown community!



Construction continues at La Joya Gardens, a project that will help fill in missing retail activity and offer more affordable housing options to the Detroit community. La Joya Gardens is a \$23.8 million, four-story, mixed-use, mixed-income development offering 53 residential units and 7,000 square feet of commercial space.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$29,609

Program to date: \$596,014



3

Façade & Building Improvements
Program to date: 11



0

New Businesses
Program to date: 6

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

Mexicantown Drive Time Markets

	5 minutes	10 minutes	20 minutes
Population	18,603	166,856	1,165,539
Households	7,062	70,548	462,383
Median HH Income	\$38,453	\$33,095	\$45,795

Community Profile

Mexicantown-Hubbard | 2023



Population
18,603



Households
7,062



Median HH Income
\$38,453



Median Age
31.7 years



Housing Units
8,992



78% Housing is occupied
35% Owner-occupied
43% Renter-occupied

In-demand Businesses

Food & Drink

- Coffee shop
- Breakfast/brunch restaurant
- Brewery or brewpub
- Healthy menu eatery
- Deli/sandwich shop

Shopping & Retail

- Mexican-made ceramic tiles and other home artisan interior design products
- Arts, crafts and hobbies
- Bookstore
- Vintage/repurposed goods
- General/variety store

Connecting during SWD- Mexicantown Cultural Events!

The Cinco de Mayo Parade & Fiesta, Hispanic Heritage Month, Día de Muertos, and other cultural and heritage celebrations have been bringing people together for decades. These Southwest Detroit and Mexicantown events have supported the creation of a strong community culture and identity, which contributes to a sense of belonging that empowers people to connect, celebrate diversity, and unite.



HISTORY SPOTLIGHT

Mexicantown Community Development Corporation unveiled the first Michigan historical marker honoring Tejano community, which was placed in the Mexicantown corridor in southwest Detroit, marking the first Latinx community in Michigan to have a historical marker representing our culture in the state.



2023 Pulse of Mexicantown

56% Visit Mexicantown most often for dining

47% Described recent trends in Mexicantown as improving or making progress.

25% Said the frequency of their visits to Mexicantown increased during the past year.

Social Connection

4,500+
Facebook Followers

2,200+
Instagram Followers

Volunteer Connection

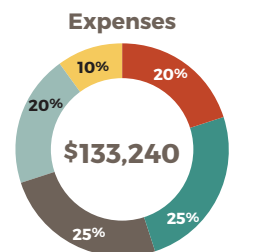
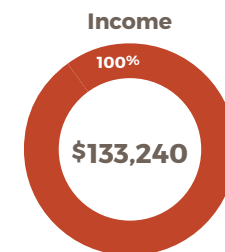
439
Volunteer hours in 2022–2023

2,677
Volunteer hours
(Program to date)

\$13,236
Volunteer value in 2022–2023

\$80,712
Volunteer value
(Program to date)

In the Numbers



● Grants/foundation support

● Promotion activities
● Design activities
● Economic vitality activities
● Organization activities
● Operations

MEXICANTOWN ALIVE

Mexicantown-Hubbard
Communities Main Street
Events 2022-23

9,750

Est. event attendance

- Day of the Dead Celebration
- Cinco de Mayo Fiesta & Parade
- Mexicantown Latin Galeria Events
- Cultural Events at Plaza del Sol
- Business-Hispanic Heritage Month Celebration
- Events at FREC-Mexicantown Mercado
- Southwest Holiday Fest



Day of the Dead



Southwest Holiday Fest



Cinco de Mayo Parade



Heritage Month tours

“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, SDBA Board Director; Mexicantown Main Street Advisory Board Co-chair; The Ideal Group, Assistant to Chair

Southwest Detroit Business Association Board of Directors

Chair: Tonia Patino

Director: Alondra

Director: Elias Gutierrez

Co-chair: Ahmad Hasan

Carter-Alvizo

Director: Sandra Gutierrez

Treasurer: Steve Weiner

Director: Joe Gappy

Director: Shelley Holderbaum

Director: Merlton Brandenburg

Director: Sylvia Gucken

Director: Whitney Walton

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022-23 Total
Private Investment

\$424,613,279

Program to date



\$9,639,829

2022-23 Total
Public Investment

\$146,697,645

Program to date



40,812

2022-23
Volunteer
Hours

892,702

Program to date



144

2022-23
New
Businesses

1,897

Program to date



144

2022-23
Façade & Building
Improvements

2,817

Program to date

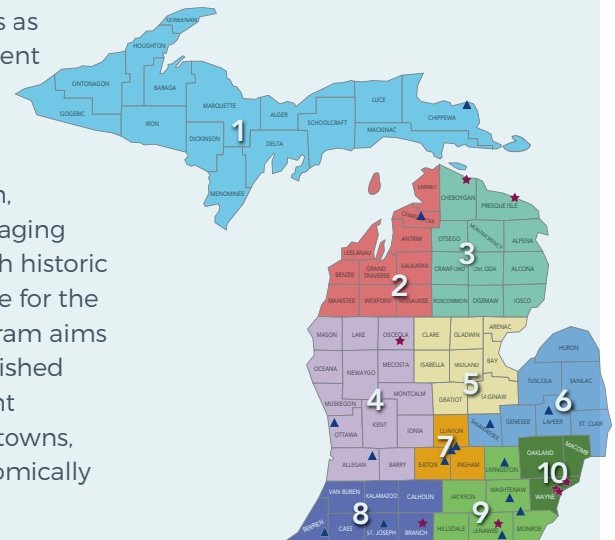


Michigan Main Street

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.

Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

www.miplace.org