



SEPTEMBER 2019

# EL MERCADO @ CENTRO VILLA 25

EXECUTIVE SUMMARY

Prepared by:  
Northeast Ohio Hispanic Center for  
Economic Development



## THE VISION: LA VISION HISPANA

**La Villa Hispana (LVH)** is our plan to make the quarter-mile radius around the intersection of W.25th and Clark, the cultural and commercial hub of Northeast Ohio's Hispanic communities. In total, the 15 projects in LVH represent a **\$54.5 million** investment in the Clark-Fulton neighborhood.

However, communities are more than the buildings in a geographically defined area. Buildings—even masterfully repurposed buildings—are just four walls, windows and doors. What turns space into Place, is People. And what turns a place into a destination is Meaning—an unpredictable factor that is difficult to define, and nearly impossible to quantify. In a neighborhood context, Meaning is made by the people who live there. The places that mean the most to us as residents and members of a community reflect our values, our worldviews, and our distinct cultural sensibilities.

**La Villa Hispana** is a prototype of a new way—an innovative attempt to model comprehensive, conscientious and culturally responsive community-economic development. It is an investment in the soul of our neighborhood.



# CENTRO VILLA 25

CULTURE • COMMUNITY • COMMERCE

## THE PIECES

01 COMMERCIAL KITCHEN + FOOD-BASED BUSINESS INCUBATOR

02 GALLERIA + MARKETPLACE + STOREFRONT RETAIL + RESTAURANT

03 EDUCATION PROGRAMMING + WORKFORCE DEVELOPMENT

04 COMMUNITY ECONOMIC DEVELOPMENT (HBC + METROWEST SHARED SPACE)

05 LA PLAZA + PARKING LOT



## THE CATALYST: CENTRO VILLA 25

The **CENTRO VILLA 25** project represents a monumental step towards realizing this vision. This \$14 million adaptive reuse of the former HJ Weber building, will become the physical embodiment of La Villa Hispana's unifying principles: Community + Culture + Commerce.

As the foundational and catalytic development anchor in La Villa Hispana, **CENTRO VILLA 25** will be a thriving 51, 490 square foot culturally-responsive public market with space for 21 microenterprises within a previously vacant factory on one of Cleveland's most heavily traveled thoroughfare. **CENTRO VILLA 25** will create a distribution outlet for food-producing entrepreneurs, goods-producing entrepreneurs, and service entrepreneurs. It will also house offices and retail for other small businesses, community-serving organizations, a restaurant, and a commercial kitchen.

**CENTRO VILLA 25** leverages the Community's unique—though underutilized and underappreciated—assets: intergenerational grassroots leaders, community-serving anchor institutions, available commercial space and industrious neighborhood entrepreneurs..



## THE IMPACT

From conception to implementation, CENTRO VILLA 25 is a rare example of a genuinely **community-driven economic development** project. The anticipated impacts of the project's construction, operations + programming will significantly advance neighborhood reinvestment and equitable economic development priorities across the region.

Once completed, CENTRO VILLA 25 will:

- **Create/expand 60 sustainable employment and business opportunities**, with at least **45 employment and business opportunities for recipients of Temporary Assistance for Needy Families (TANF)** and other individuals whose income does not exceed 125 percent of the federal poverty level that did not previously exist;
- **Increase self-sufficiency** of individuals and families with low-income;
- **Attract additional investment**;
- **Improve the quality of life** in both the Clark Fulton neighborhood and the City of Cleveland.

**Table II: Economic Impact from El Mercado's Construction and Operation**

	Average Annual Employment	Cumulative Labor Income	Cumulative Value Added	Cumulative Output	Cumulative State and Local Taxes	Cumulative Federal Tax
<b>Construction and Renovation (2018-2019)</b>						
<b>Cleveland</b>	46 jobs	\$6.0M	\$7.9M	\$12.6M	\$0.3M	\$0.9M
<b>Cuyahoga County</b>	56 jobs	\$7.2M	\$10.0M	\$15.8M	\$0.6M	\$1.3M
<b>Ohio</b>	86 jobs	\$10.2M	\$15.4M	\$28.4M	\$1.1M	\$2.1M
<b>Operation (2020-2026)</b>						
<b>Cleveland</b>	119 jobs	\$26.9M	\$38.0M	\$50.4M	\$2.4M	\$4.1M
<b>Cuyahoga County</b>	146 jobs	\$35.4M	\$56.7M	\$87.5M	\$5.6M	\$7.3M
<b>Ohio</b>	189 jobs	\$43.6M	\$67.7M	\$114.7M	\$5.8M	\$9.8M

# THE PLAYERS

DEVELOPMENT TEAM, PARTNERS + KEY COLLABORATORS



**NORTHEAST OHIO  
CENTER FOR ECONOMIC  
DEVELOPMENT  
(NEOHCED)**  
PROJECT OWNER &  
CO-DEVELOPER



**DETROIT SHOREWAY  
COMMUNITY  
DEVELOPMENT  
ORGANIZATION  
(DSCDO)**  
CO-DEVELOPER



**THIRDSPACE  
ACTION LAB**  
CAPITAL CAMPAIGN  
STRATEGIST

All three organizations have a common goal to act as a catalyst for the Clark-Fulton community and revitalize the commercial and retail district. **Detroit Shoreway Community Development Organization's (DSCDO) commercial real estate expertise is valuable to the CENTRO VILLA 25 project.**

#### **Mission**

**NEOHCED:** To provide educational and developmental support for the economic and business growth and advancement of the Hispanic Community in Northeast Ohio

**DSCDO:** Through collaboration, DSCDO guides the physical, economic and social development of the neighborhoods it serves toward an improved quality of life.

**ThirdSpace Action Lab:** Prototyping creative place-based solutions to complex socioeconomic problems using human-centered insights.

#### **DEVELOPMENT PARTNERS**

**Hispanic Business Center:** Owner + Operator  
**DSCDO:** Co-Developer  
**Artesa Building Group:** Construction Manager  
**City Architecture:** Lead Architect  
**ThirdSpace Action Lab:** Capital Campaign Coordinator

#### **KEY COLLABORATORS**

Northeast Ohio Hispanic Chamber of Commerce  
Esperanza  
Hispanic Alliance  
MetroWest Development



# CENTRO VILLA 25 BUILDOUT

PROJECT COMPONENT	COST
<b>PART 01</b> COMMERCIAL KITCHEN + FOOD-BASED BUSINESS INCUBATOR	\$1,491,420
<b>PHASE 02</b> GALLERIA + MARKETPLACE + STOREFRONT RETAIL + RESTAURANT	\$4,544,834
<b>PHASE 03</b> EDUCATION PROGRAMMING + WORKFORCE DEVELOPMENT	\$4,141,955
<b>PHASE 04</b> COMMUNITY ECONOMIC DEVELOPMENT (HBC + METROWEST SHARED SPACE):	\$3,468,880
<b>PHASE 05</b> LA PLAZA + PARKING LOT	\$211,581
<b>TOTAL PROJECT COSTS</b>	<b>\$ 13,860,000</b>





## ABOUT NEOHCED

The **Northeast Ohio Hispanic Center for Economic Development (NEOHCED)** was created to support the needs of the Latino business community. NEOHCED provides technical assistance and training to individuals looking to start, build, or grow their businesses.

The Center has recently broadened the scope of its services to include training for Community Development Organizations committed to alleviating neighborhood blight and poverty by revitalizing and stabilizing retail districts.



**SEPTEMBER 2019**

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CENTRO VILLA 25**

**EXECUTIVE  
SUMMARY**

**NEOHCED**

NORTHEAST OHIO  
HISPANIC CENTER FOR ECONOMIC DEVELOPMENT