

LA JOYA GARDENS INVESTMENT OPPORTUNITIES

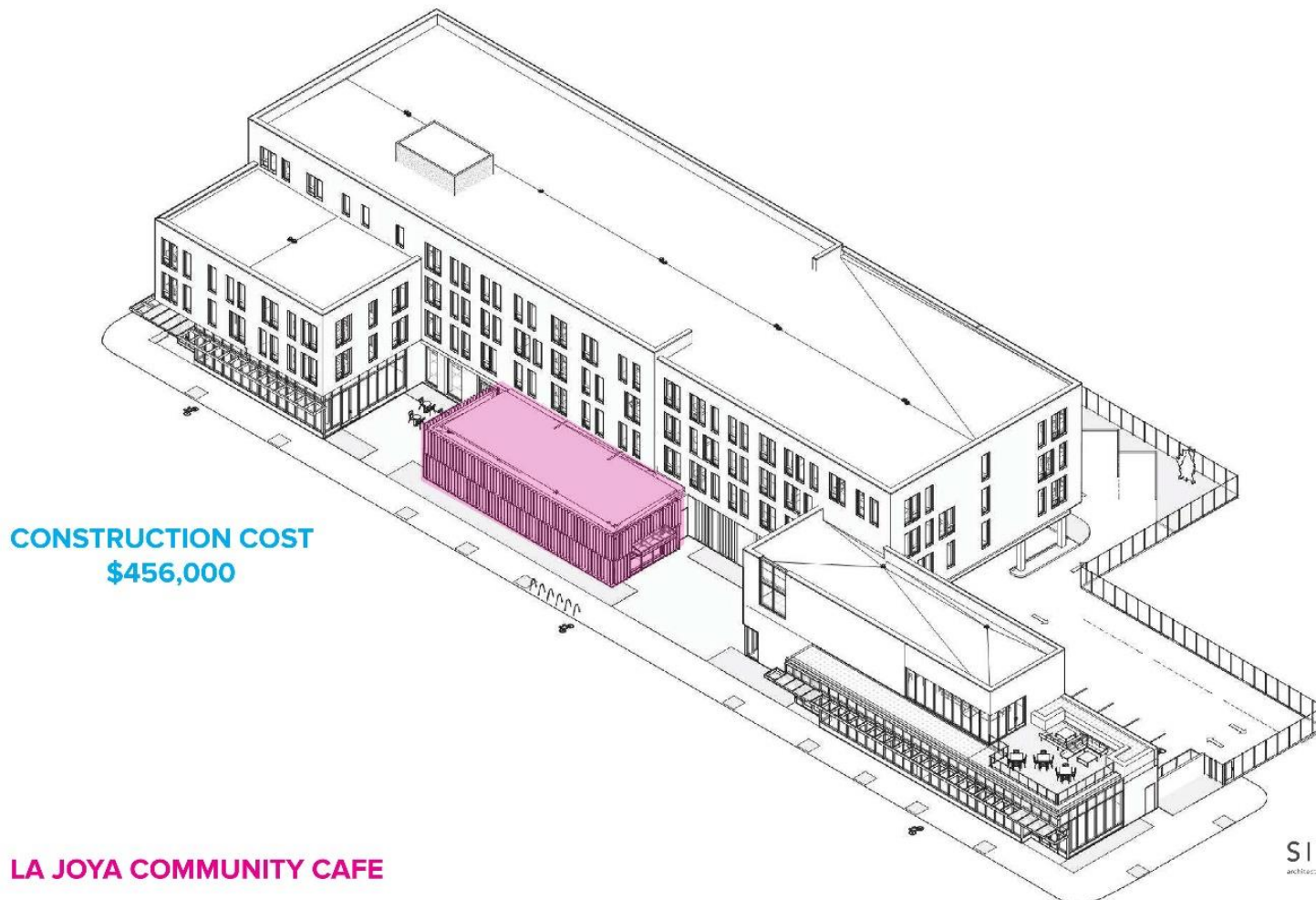
La Joya Gardens is a \$19M mixed-use, mixed-income development project co-developed by the Southwest Detroit Business Association and two Community Development Financial Institutions (CDFIs) Cinnaire and Invest Detroit. The project will include a total of 53 residential units (40 affordable and 13 market rate) and just over 7,600 sq. ft. of ground floor retail and community spaces. The project is scheduled to break ground in early 2021.

NAMING OPPORTUNITIES

The development team is currently looking for investors who can help close the financing gap of up to \$1.5M through either a grant to the project or a marketing investment in return for naming rights for any of three spaces that will be used on a frequent basis by tenants, community residents or both. Construction costs are provided as a guide to the discussion of naming rights and a negotiated gift level.

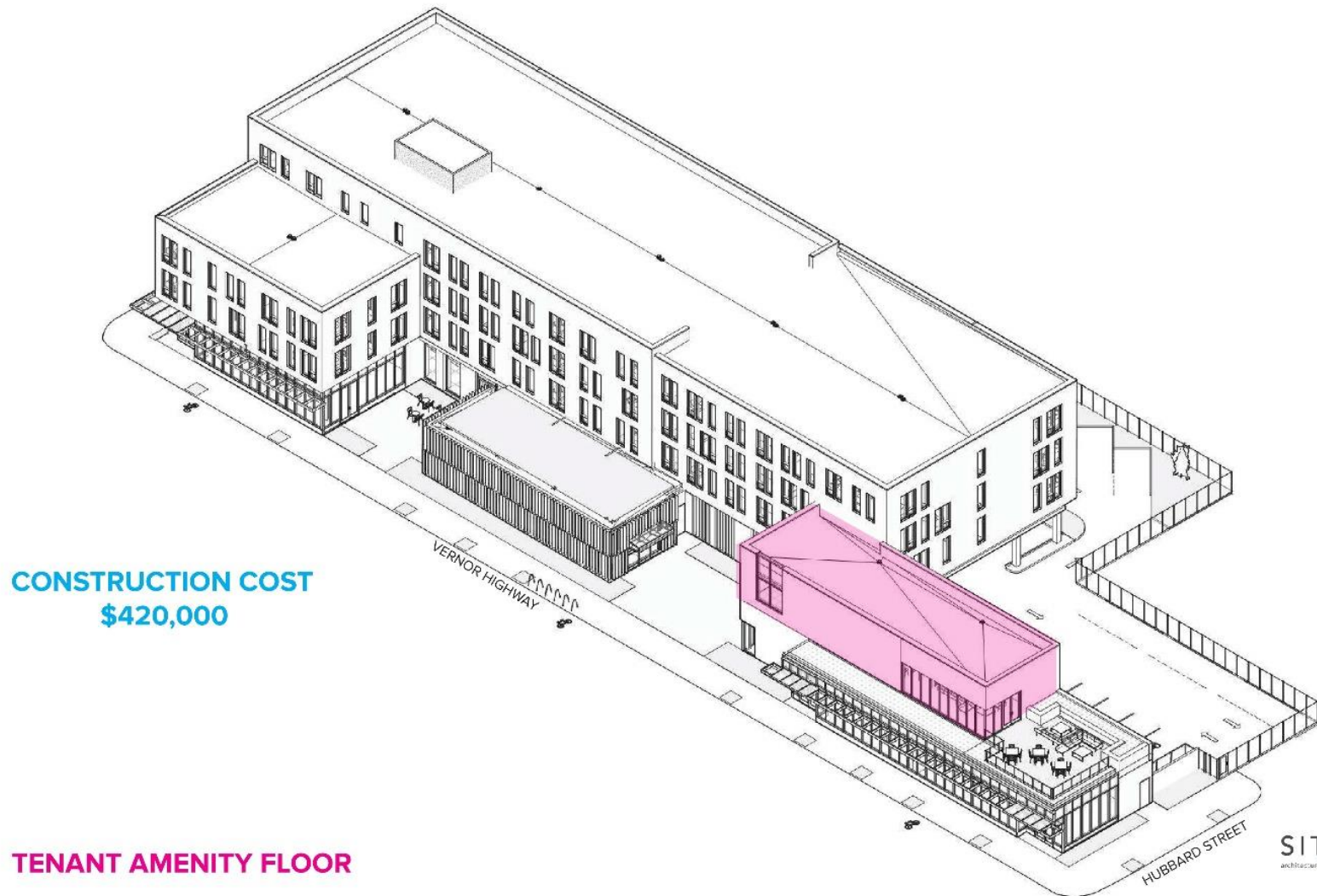
COMMUNITY CAFÉ

The community café space will be housed in the center building of the complex with access to the street from the east and west ends of the building as well as from the resident towers located directly behind the commercial space. A “community café” has consistently been the number one demand for retail use in every resident survey of the neighborhoods along W. Vernor Hwy. since a coffee shop known as Café con Leche (*Coffee with Milk*) closed several years ago. The community space will be partially occupied by a small café/sandwich shop and will be designed to allow for residents of the building and the surrounding neighborhoods to gather for coffee and light meals, and to host activities such as community meetings, book clubs, art displays and other social activities. The Southwest Detroit Business Association will manage the commercial tenants located on the building’s ground floor as well as activities in the Community Café.



TENANT AMENITIES FLOOR

The tenant amenity space will be located on the second floor of the building on the east end of the development and will include a lounge area that has seating, tables, and modern electronics for the residents to meet, work, and entertain, along with a fitness center where residents can exercise and a small, private conference room for resident meetings.



SECOND FLOOR GREEN ROOFTOP TERRACE

The terrace is an outdoor patio area with a green roof and seating, bordered by ornamental fencing. It's located above the first-floor commercial space on the east end of the development. This outdoor area will provide an opportunity for residents to gather and relax while enjoying spectacular views of the Michigan Central Station looking northeast and of the Detroit river looking south. The river view will soon be punctuated with "two distinct international bridge crossings" into Canada!

