



**2019
ANNUAL
REPORT**

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Photos on Cover Page: (Clockwise starting top left): Southwest Detroit More Than a Place Exhibit, La Joya Gardens rendering, Ballet Folklórico de Detroit performing at More Than a Place Exhibit, SDBA staff and consultants at the 2019 Community Investment Breakfast

Annual Report Photo Credits: Most photos in the 2019 annual report were taken by Featherstone Moments. Other photo credits include Freddy Diaz and Greg Sadler

Established in 1957, the Southwest Detroit Business Association (SDBA) is a coalition of businesses and community interests committed to facilitating the development of a stable, economically healthy and vibrant Southwest Detroit. We accomplish this by employing strategies that support existing business and industrial enterprises, enhance the climate for public and private investment and economic growth, and foster economic development in Detroit.



STAFF MEMBERS

Robert Dewaelsche
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Vice President

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Program Manager, Small Business Advocacy Center

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Executive Assistant

Juan Gutierrez
AmeriCorps Green Infrastructure Associate

Greg Mangan
Real Estate Advocate Manager

Cynthia Preciado
CDBG Coordinator, COMPÁS

Norma Preciado
Administrative Director, COMPÁS

Keith Rodgerson
Project Manager, Façade Improvement

Olga Ortiz Rodriguez
Senior Business Manager

Myrna Segura
Director of Business District Development

BOARD OF DIRECTORS

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Edw. C. Levy Co.

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Michael F. Droze
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Prince Valley Market

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The Ideal Group

Sandra X. Gutierrez
JPMorgan Chase

Bishop Donald Hanchon
Archdiocese of Detroit

Michael Lynch
DTE Energy, Retired

Whitney Walton
Marathon Petroleum

Jacci Woods
MotorCity Casino Hotel

Robert Dewaelsche
President, SDBA

SMALL BUSINESS SUPPORT

Advisory Services

The SDBA provides bilingual coaching and technical assistance to local entrepreneurs. This capacity building helps existing and new small businesses grow and succeed, addressing a vast array of needs, including assistance with business plans, LLC registration, city permits, licenses, certifications, accounting practices, and insurance.

10 entrepreneurs

Completed ServSafe training

16 new businesses

Opened in Southwest Detroit

219 entrepreneurs

Received technical assistance and coaching

394 coaching sessions

Conducted one-on-one with entrepreneurs

Pictured below: 7 of the ServSafe trainees



SMALL BUSINESS SUPPORT

Small Business Advocacy Center

The Small Business Advocacy Center (SBAC), launched by the SDBA in 2015, increases economic opportunities and racial equity in the public contracting process by preparing local minority contractors and residents to obtain jobs and contracts with major construction projects in Detroit and the metropolitan area. Support includes networking events, one-on-one intensive coaching, and placement into apprenticeships, trainings with certification, and jobs.

152 individuals

Residents who secured employment

\$4,151,311 in earnings

Among individuals in the workforce served

\$11,583,000 in revenue

Financial growth among 173 business participants

Major Funders

- W.K. Kellogg Foundation
- Ralph C. Wilson, Jr. Foundation
- Bank of America Charitable Foundation
- DTE Energy Foundation



Hispanic Contractors Association

Officially launched May of 2019 in collaboration with the Michigan Hispanic Chamber of Commerce, the Michigan Hispanic Contractors Association (MI-HCA) is an advocacy organization that builds the capacity of its members through bilingual training and one-on-one support, resource sharing, and investment to ensure immigrant Spanish-speaking contractors have equitable access to capital and bonding.

66 members

MI-HCA members in 2019

220 attendees

Across 3 capacity building trainings



SMALL BUSINESS SUPPORT

Business Improvement District

Funded by its members through property assessments, the West Vernor & Springwells Business Improvement District (BID) maintains, improves, and enhances the shopping district to create a clean, welcoming, and secure place for residents and visitors. BID services include secondary employment police patrols, graffiti removal, weekly maintenance of 100 litter baskets, sidewalk and curb cleaning, and flower painting and upkeep. The BID also has a matching reimbursable grant program for businesses that add a mural to their building.



270 members

Active member businesses of the BID

375 miles

Distance of sidewalk swept

421 removals

Instances of graffiti eliminated

14,520 gallons

Litter removed from the district



Pictured left:

Mural by Freddy Diaz (@SWFreddy)

SMALL BUSINESS SUPPORT

Façade Improvement

Seven business owners received technical assistance and architectural design support to improve their commercial storefronts. The projects involved façade design, masonry work, and mural paintings, as well as new awnings, signage, windows, doors, lighting fixtures, and metal guardrails. These improvements helped these businesses and property owners make economical changes that correct any code violations and have a big visual impact in the community.

5 businesses

Completed façade improvement projects

29 design support sessions

Assistance provided to 7 business owners

\$145,000

Investment into the 5 completed projects

Major Funder

JPMorgan Chase Foundation

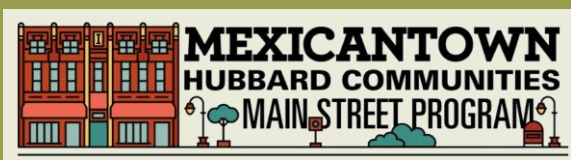




SMALL BUSINESS SUPPORT

Mexicantown Main Street Program

Since 2018, the Mexicantown-Hubbard Communities Main Street Program, administered by the SDBA, began implementing a comprehensive, commercial district economic development plan to revitalize, strengthen, market, and promote the Mexicantown Main Street and Business District. The program follows the state and national Main Street model's approach: organization, promotion, design, and economic vitality.



4 small businesses

New businesses opened in Mexicantown

200 stakeholders

Residents and businesses engaged in planning

\$112,995

Private investment into the program

Major Funders

- Bank of America Charitable Foundation
- JPMorgan Chase Foundation
- Michigan Economic Development Corporation (MEDC) Main Street Program (in-kind)

REAL ESTATE DEVELOPMENT

La Joya Gardens

The SDBA and its development partners made significant progress in securing the necessary financing and City of Detroit approvals to build La Joya Gardens – a \$19 million, mixed-income, mixed-use project on W. Vernor at Hubbard (just east of Clark Park). The team began planning with a 6-month "participatory design" phase in which more than 200 local stakeholders met with the architects in a series of meetings and focus groups. Residents and local businesses voiced their suggestions and voted on the building's design elements and types of businesses and community services they would like to see. Groundbreaking is expected in 2020.

53 residential units

Total units, 40 affordable and 13 market rate

6,013 square feet

Area for 3 retail spaces on the ground floor

Project Partners

- Development team: Cinnaire and Invest Detroit
- Architecture firm: SITIO
- Community outreach support: 511 Design

Major Funders

- Michigan State Housing Development Authority (MSHDA)
- City of Detroit Affordable Housing Leverage Fund with the Local Initiatives Support Corporation (LISC)
- Invest Detroit Strategic Neighborhood Fund



Street view from W Vernor Hwy

REAL ESTATE DEVELOPMENT

Second Floor Renovation

The second floors of three buildings on W. Vernor and Springwells had been vacant for decades. The SDBA incentivized and supervised the renovations of the spaces to address multiple community concerns: safety in the business district (increased foot traffic and eyes on the street), growing demand for rental housing, increasing residential customer base for local businesses, and income stability for the individual property owners. Before these units were renovated, these property owners experienced no profits or even losses every year in value from these spaces.

12 apartments

Affordable, quality housing units renovated

\$105,000

New revenue to 3 property owners annually

\$840,000

Annual income of 24 tenants, recirculated locally

Major Funders

- Kresge Foundation (KIP-D)
- JPMorgan Chase Service Corps (in-kind)



First Floor White Boxing

The SDBA is working with three local property owners on W. Vernor to incentivize and supervise the renovations of their space so local businesses can move in. Once funding is secured (planned for 2020), these spaces will be built out for a bakery, yoga studio, and doctor's office.

GREEN SUSTAINABILITY

Stormwater Garden

The SDBA completed the stormwater garden project behind the SDBA's main office in the Rebert Building on W Vernor Hwy. The SDBA implemented a bioretention basin to capture stormwater runoff from the building to manage flood water. As an extension to this project, the SDBA is in the planning phase of addressing the stormwater drainage issue utilizing one or more economic incentives.



4,410 cubic feet

Storage capacity of the raingarden

400,000 gallons

Raingarden's average absorbency of stormwater annually

\$1,445 in savings

The SDBA's annual savings in drainage fees

Major Funders

- Detroit Water & Sewerage Department (Capital Matching Grant)
- Detroit Future City
- Comerica Charitable Foundation
- Detroit Collaborative Design Center

ARTS & CULTURAL ENRICHMENT

COMPÁS Youth Program

The Center of Music & Performing Arts-Southwest (COMPÁS) teaches local youth (3 to 16 years old) in 15 art forms, including ballet, flamenco, keyboard, guitar, Mexican folklore, as well as performance and voice lessons. Among 20 parents interviewed, 100% noticed their child's attitude and academics both improved since participating in COMPÁS and 95% noticed their child's behavior improved. Parents noted their child is more social, motivated, and responsible since participating.



83 students

Learned music and performing arts

150 attendees

Attended the COMPÁS annual recital

756 classes

Completed sessions by students

Major Funders

- City of Detroit Community Development Block Grants
- Michigan Council for Arts and Cultural Affairs
- Erb Foundation
- Kresge Foundation





ARTS & CULTURAL ENRICHMENT

Southwest Detroit: More Than a Place

The SDBA led a collaboration of local community organizations to showcase local artifacts recognizing the rich multicultural history of Southwest Detroit. Those with a historical connection to the area were encouraged to share meaningful, historically significant artifacts. This one-of-a-kind exhibit hosted at the Detroit Historical Museum instilled a sense of recognition and pride among current and former residents, who were overjoyed to share their stories. This exhibit was emotional for those native to the area because it acknowledged Southwest Detroit's rich cultural diversity.

246 artifacts

Memorabilia contributed by residents and businesses

2,000 guests

Visitors at the exhibit



Major Funders

- The Ideal Group
- Linzie & Jon Rimanelli
- Along with contributions from more than 50 community supporters



In loving memory of the event planner and dear friend, Monica Casarez, who passed away on April 11, 2020

BUSINESS DISTRICT MARKETING

Restaurant Week



The SDBA sponsored the 2nd Annual Southwest Detroit Restaurant Week. Of the 24 restaurants participating, every single one gained new customers, many of whom have been repeat customers since. To learn more, visit swdetroitrestaurantweek.com

Small Biz Saturday



The SDBA partnered with the Detroit Economic Growth Corporation (DEGC) and the Corktown Business Association to promote local retailers and restaurants during the busiest shopping time of the year. On the Saturday after Black Friday, 33 small businesses participated in the 2nd Annual Small Business Saturday event.

SAVOR SW App



Developed in 2018, the SAVOR Southwest mobile app promotes local businesses and serves as a platform for residents and visitors to discover local businesses, restaurants, news, and events. 350 businesses submitted their events, promotions, and news.

BUSINESS DISTRICT MARKETING

Run of the Dead

The Annual Run of the Dead event attracted 476 participants from across the metropolitan area – 100 more runners than last year. This event, which continues to grow in number of runners each year, offers a unique experience by immersing runners in the local culture while promoting businesses and programs in the community. The event was covered by three news stations and participants received swag bags and health checks from the event's vendors.

476 runners

Run of the Dead runner participants

1,987 miles

Total distance run among participants

\$11,900 in local spending

Money spent at local restaurants after the event

\$12,113 in donations

Proceeds donated to support COMPÁS



MAJOR FUNDERS

Bank of America Charitable Foundation

City of Detroit

Comerica Charitable Foundation

CSX Transportation

Detroit Future City

DTE Energy Foundation

Fred A. and Barbara M. Erb Family Foundation

JPMorgan Chase Charitable Foundation

Kresge Foundation

Marathon Petroleum

Michigan Council for the Arts and Cultural Affairs (MCACA)

New Economy Initiative (NEI)

Ralph C. Wilson, Jr. Foundation

Ralph C. Wilson, Jr. Legacy Fund in partnership with

The Community Foundation for Southeast Michigan

U.S. Forest Service-Great Lakes Restoration Initiative

W. K. Kellogg Foundation

Major funders include program contributions of \$5,000 or more

CONSULTANTS

Achieve Group, Inc.

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Creative Outlook

Featherstone Moments

Leading Edge Business Solutions

Marx Layne & Company

Mission Lift

Puente Cultural Integration

Sphinx Consulting

The Bryant Agency

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Learn more at www.SouthwestDetroit.com