Community Economic Development to revitalize, uplift and empower

April 2013
The Portland Mercado’s Mission: The Portland Mercado will be an economic development project based on Latino cultural heritage that brings together diverse cultures through entertainment, art and food.

La misión del Mercado de Portland: El Mercado Latino será una oportunidad de desarrollo económico con herencia cultural latina integrando diversas culturas a través del entretenimiento, la artesanía y la comida
Introduction
Hacienda CDC: Who are we?

- Oregon’s largest Latino-led nonprofit
- City of Portland’s only Latino CDC
- Entering our 20th year of service to Portland’s Latino community
Hacienda CDC is:
Why a Latino Public Market?
National Unemployment: 2000 - 2011
Wealth, Credit and Assets

- Latinos have just more than 5% the net worth of Anglos nationally.
- Latinos at every quintile of wealth have lower home-ownership rates and higher mortgage loan rejection rates than Anglos in the same quintile.
- Even Latinos with good credit scores often get high interest loans.
Latino Population Statistics

PORTLAND-HILLSBORO-VANCOUVER MSA:
Total Population Growth + 15.5%
Latino Population Growth + 69.3%

% Latino Population in Metro Area:
2000 – 7.4%
2011 – 11.0%

Today 26% of area Latinos live at or below the poverty level

There are over 230,000 Latinos in Portland metro 4-County region
Entrepreneurial Spirit

Latinos are 1 ½ times more likely than non-Latinos to start a business
Case Study
Mercado Central - Minneapolis, MN

- Incubated or Expanded 40 businesses
- Community-owned
- Revitalized the Lake Street District
- Regional attraction
Research
Key Intercept Survey Findings in 2011 (nearly 250 Latinos surveyed)

• **82%** are interested in owning a business in a new Mercado.

• **Culturally specific** produce, prepared products, and brands are difficult to locate consistently.

• **70%** would open a food preparation business.

• **55%** of people have been previously paid using skills they would apply to their business.

• People are **willing to drive** long distances to do business at a culturally specific site.
March and October 2011 Vision Workshops
Key Results from Workshops

• People gained a sense of momentum and ownership in the Mercado project
• Site selection criteria were established
• Vendor mix criteria were established
• A community group (later to become the Asamblea) was formed
• Specific programming and desired design elements were identified
Primary Market Shops
High quality, clean, welcoming space
Green Features and Adaptive Re-use
Town Center, Complementary Uses, Parks nearby
Art, Cultural, and Community Education Facilities
Who’s Involved?
The Portland Mercado is the Asamblea:
Mesa Directiva and Asamblea
The Mercado is currently supported by:

- An **$789,000** Construction grant from the Dept of Health and Human Services
- **$100,000** in funding for 3:1 matching Individual Development Accounts specifically for **Mercado Business Owners**
- **Hacienda**’s own unrestricted funds
- **T.A.** from National Association of Latino Community Asset Builders (NALCAB) and Latino Economic Development Center (LEDC) of Minneapolis
1. Hacienda has enrolled 16 future Mercado business owners in our IDA program, with projected savings and match of almost $142,000 for these businesses start up costs.

2. These 16 businesses are all enrolled in Hacienda’s culturally-specific micro-enterprise training program, including business training class 10-week *Arrancando Mi Negocio*, one-on-one technical assistance and coaching, monthly *Asamblea* meetings, access to Hacienda micro-enterprise network *Enlaces* and (for food businesses) specialized training and access to farmers markets via Micro-Mercantes.
Human Resources

- Hacienda’s CED Director and 4.5 micro-enterprise/financial education & IDA staff
- Development Consultant Jeana Woolley
- Scott Edwards Architects
- Latino entrepreneurs (“La Asamblea”)
- The **Americorps VISTA** program
- Community supporters, including Depave and neighborhood associations near the site
Micro-enterprise support and other grants from:

- Chase Bank, Paul G. Allen Family Foundation, the Murdock Trust, Kaiser Permanente Community Fund (of NW Health Foundation), the Catholic Campaign for Human Development, and the Economic Opportunities Initiative of the Portland Development Commission
Among its many supporters are:

Portland Mayor Charlie Hales
Senator Ron Wyden
Congressman Earl Blumenauer,
PDC Director Patrick Quinton as well as many others
Where to Build?
Site selection conceptual methodology

Minimum Program Elements
- Permitted uses
- Lot size
- Transit access
- Roadway access
- High visibility

Land and Development Costs
- Special Enterprise Zones / URAs / Distressed areas
- Public ownership

Mercado Attractors
- Access to open space
- Latino population clusters
- Hacienda service area
- Areas prone to gentrification

Recommended sites
SE 72nd and Foster Road, Lents URA
Site Features

• Adaptive Re-Use of 6,500 square foot building
• .75 acre lot allows for outdoor plaza and commercial activity
• Owned by PDC in Lents URA
• On transit line, near Mt Scott Community Center
• On Foster Road, key commercial corridor for City of Portland
Lents URA

It fits our **site selection criteria:**

- Uses are **permitted**
- Lot size is **appropriate**
- Has access to **transit and roadways**
- Has potential for high **visibility**
- It is in a **URA** and in **public ownership**
- There is access to **open space** nearby
- It is near many **Latino population clusters** and area **inventory shows high demand for Latino products**
- It is in an area possibly prone to **gentrification**
More on Why **Lents URA Site**

- There is a strong Hispanic presence in the local business mix: Over 50 Latino restaurants/food trucks and other small Latino businesses such as small stores and service providers as well as baker/butcher, within 8 minutes of site.
- On Foster Road, highly visible site with 12,000 cars going by daily and on major transit line
- Close to East Portland Latino population centers
- Help catalyze key Foster Road commercial corridor
Development Timeline

1. Finalize Design with Scott Edwards (June 2013)
2. Hire GC and construction permits (summer 2013)
3. Secure any needed financing and finalize agreement for land with PDC (summer 2013)
4. Ongoing Mercado Business training (summer 2013-summer 2014), including participation in Micro-Mercantes Social Enterprise Program (www.micromercantes.com)
5. Hire Market Manager (January 2014)
6. Construction begins (October-November 2013)
7. Opening Day! (Late spring or early summer 2014)
Questions?

See www.portlandmercado.com for more information or reach Nathan Teske at nteske@haciendacdc.org or (503) 459-725