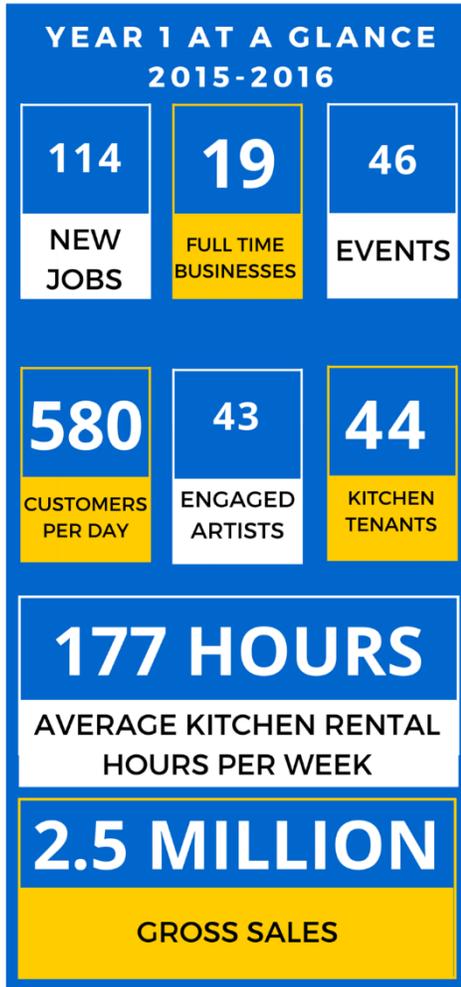




Public Market and Community Kitchen



Hacienda CDC’s Portland Mercado and Micro Mercantes Kitchen celebrated their first full year of operations in April, 2016 with live performances, the launch of “El Mercadito” mini market, kids activities and thousands of Portlanders! The mission of the project to help small businesses grow while bringing together diverse cultures has surpassed expectations as the development has become a recognized part of the Portland tapestry. Hacienda is proud of the community of business owners, employees, supporters, performers and customers that has formed here. What follows is a short summary of key statistics that summarize the first year of operations from April 2015 – April 2016 at 7238 SE Foster Road.

Community Culture

The Portland Mercado has created opportunity for 19 full-time businesses and has also welcomed numerous temporary vendors and performers during more than 40 cultural events held throughout the year. During the four main quarterly events, an average of 3,000 visitors per event came to celebrate Latin American culture and heritage. Over 30 unique artists and performers, and more than 30 small-scale



temporary vendors increased their exposure and economic opportunity by performing or selling here throughout the year.

With plans to continue to create a vibrant international Latino market that welcomes diversity, arts and culture, we are happy to have worked with entrepreneurs and artists from over 20 countries including Mexico, El Salvador, Venezuela, Cuba, Guatemala, Argentina, Puerto Rico, Haiti, Nicaragua, Colombia, and more.

*Pictured Above: Oscar “Tito” Amaya Hernandez of Inka Jam, Grupo Latitudes & Titocharango Arts and Crafts. Photo by Ronit Photography.





Photo by Pete Eckert.

Job Creation and Economic Opportunity

Located in a former bank and previously a used car lot, Portland Mercado and Micro Mercantes Kitchen, along with community, governmental and private sector partners, have transformed a vacant building and lot into an economic and cultural engine for the neighborhood and the region's Latino communities.

The 19 full-time businesses in the Mercado were joined by 44 businesses that rented affordable space

in Micro Mercantes Kitchen. At the end of the first year, a survey of these businesses found that they are currently employing 109 people, including the jobs that owners of businesses are performing. Of these new jobs created, 48 are full-time and 61 are part-time jobs.

Hacienda's Portland Mercado and Micro Mercantes Kitchen support five positions, three full-time staff members, and two part-time janitorial and maintenance staff, for a total of 114 jobs created or sustained in the Portland Mercado. This number far exceeds projections for the project. In all, the business and job creation during the first year of operations resulted in an estimated \$2.5 million in revenue.

"Whatever Hacienda CDC tried to create at Portland Mercado by bringing diverse people together, they have done it. My employees are from Argentina, Mexico, Venezuela and Chile, and the Latino community is coming together as Portlanders. I'm the little business incubator inside the big one."

-Fernando Rodriguez, Owner Fernando's Alegria

Micro Mercantes' Kitchen with a Mission

The Micro Mercantes Kitchen has had a very busy first year with 44 start-up businesses growing their enterprise in the community space. The kitchen has a mission to serve low income people of color, particularly women and Latinos. 85% of businesses identified as women operated, Latinos or people of color, while 70% reported income at 80% or below the median family income. A continued partnership with the Food Innovation Center allows for culinary trainings twice monthly, complimenting other micro-enterprise work under the shared name of Micro Mercantes which also offers 1 on 1 advising, referrals, access to capital and trainings in Spanish and English. The kitchen has generated over \$90,000 in program income to support our growing business development program. The current rate at \$14.50 an hour for most renters is designed to achieve our mission to help businesses with barriers succeed.



Photo by Anders Leagjeld. Mixteca, food cart owners and kitchen tenant

