NEOHICED and NEOHCC served individuals across Ohio through its readied catalog of recorded trainings.

The fastest growing segment was Latino (US Census 2020). During the pandemic, work settings, propelled individuals to find alternative solutions. Latino small business owners have been affected by a combination of stay-at-home mandate, loss of employment, barriers to advancement within traditional work environments, and a need to innovate and adapt.

The drive for business ownership grew for Hispanics in Ohio during the COVID Pandemic. The Northeast Ohio Hispanic Center for Economic Development (NEOHCED) is committed to equitable asset building in Cleveland’s Latino, and other underserved communities, by providing economic and entrepreneurial technical assistance, training, and advocacy.

The Northeast Ohio Hispanic Business Center for Economic Development (NEOHBCC) is the fastest growing segment of Latino (US Census 2020). NEOHBCC is a membership driven organization with exclusive benefits, procurement opportunities and heightened market visibility. NEOHBCC has fostered business growth opportunities for Hispanic businesses.

For close to 40 years, the Northeast Ohio Hispanic Chamber of Commerce (NEOHICED) has formed business opportunities for Latino entrepreneurs and helped businesses in the regional Latino market. NEOHCC is a member-driven organization that works to build economic capacity of our members.

The ability for business ownership grew for Hispanics in Ohio during the COVID Pandemic. The contribution of stay-at-home mandates, loss of employment, barriers to advancement within traditional work environments, and a need to innovate and adapt, have driven the drive for business ownership.

For Latino small business owners, these challenges have been exacerbated by language barriers, lack of financial resources, and lack of understanding of the business process. The NEOHCC and NEOHBCC are committed to providing the resources and support needed to help our members succeed.

The Latino community has a rich and distinct history and is one of the fastest growing population segments in Cleveland. The Latino community has a significant and growing representation of Hispanic businesses in Ohio. The Latino community has a rich and distinct history and is one of the fastest growing population segments in Cleveland.

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La Villa Hispana (“La Villa”) embodies the long-cultivated collective memory of the La Villa of a farm, as well as the simultaneous presence of a vibrant cultural community. Our purpose is to re-educate the economic and community fabric of Cleveland’s Clark-Fulton neighborhood.

CentroVilla25 is on the historical registry of the U.S. Department of the Interior and a National Historic Landmark. The former La Villa Park was designated as a historic district in 1994 by both the City of Cleveland and the National Register of Historic Places. The former La Villa High School was designated a National Historic Landmark in 2007.

CentroVilla25 is an historic and handsome project within La Villa Historic District. CentroVilla25, a residential development, is located in the La Villa Historic District and is part of the community fabric.

CentroVilla25 is located in the Clark-Fulton neighborhood, the site of a former Brazilian agricultural community, is part of the community fabric. The project is designed by the architecture firm of CLS Architects.

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numerous anchor institutions including Metro Fulton neighborhood. This partnerships to manifest the possibility of creating development of a thriving retail district, and investment in La Villa Hispana, encourage the sustainable local economy, promote additional

Poverty Rate
Food Desert

BUILDING OUR FUTURE
Nearly 50,000 of Cleveland’s residents (13%) are Latinos. Clark-Fulton is the home of Ohio’s densest population of Hispanic residents; over 50% (US Census 2020).

The Clark-Fulton neighborhood is a community with a rich history and is one of Cleveland’s main thoroughfares. In the mid-1800s, German, Czech, Italian, Slav, and Polish immigrants settled in the Clark-Fulton neighborhood to be near the factories and breweries. Since 1990, the demographic shift in Clark-Fulton has resulted in a significant and growing representation of Hispanic residents.

**The Latino community has deep roots in our region.** In the late 1940’s, Puerto Rican men were recruited to Northeast Ohio under an economic development program initiated by the U.S. government after World War II and have been in Cleveland and Lorain for at least 80 years. Residents recall discussions around a multi-faceted approach as far back as four decades ago.

La Villa Hispana (“La Villa”) embodies the long-cultivated collective vision for a vibrant, authentic, and inclusive Latino cultural district in the heart of the Clark-Fulton neighborhood that will serve as both an anchor and a magnet. La Villa will tell our individual and collective stories.

CentroVilla25 is the first physical manifestation of this vision. In 2018, The Northeast Ohio Hispanic Business Center for Economic Development collaborated with the Detroit Shoreway Community Development Organization, now known as Northwest Neighborhoods, to redevelop the intersection of W.25th and Clark Avenue into a vibrant commercial district, celebrating the cultural diversity of the Hispanic community. These efforts are part of a larger vision of the West 25th Street corridor Strategic Plan. Developed with extensive community input, the Plan calls for enhanced cultural facilities, more parks, and public spaces, safe bike routes and greenways, and programs to lift small, locally owned businesses in subsectors of the neighborhood, each with its own distinctive character, housing types, and prices.

CentroVilla25 is an historic and keystone project within La Villa Hispana district. NEOHCED acquired the property in 2019 and will own and manage the facility post-construction.

Clark-Fulton Neighborhood within transit-oriented development. **CV25 is located on the RTA new line to nurture ridership, investment, and economic activity.**

The drive for business ownership grew for Hispanics in Ohio during the COVID Pandemic. The combination of stay-at-home mandate, loss of employment, barriers to advancement within tradition work settings, propelled individuals to find alternative solutions. Latino small business owners have been the fastest growing segment 34% vs. 1% non-Latino (US Census 2020). During the pandemic, the NEOHCED and NEOHCC served individuals across Ohio through its readied catalog of recorded trainings.

For close to 40 years, the Northeast Ohio Hispanic Chamber of Commerce (NEOHCC) has fostered business growth opportunities for Latino entrepreneurs and helps businesses tap into the regional Latino market. NEOHCC is a membership driven organization with exclusive benefits, procurement opportunities and heightened market visibility.

For close to 40 years, the Northeast Ohio Hispanic Center for Economic Development (NEOHCED) is committed to equitable asset building in Cleveland’s Latino, and other underserved communities, by providing economic and entrepreneurial technical assistance, training, and advocacy.

The Northeast Ohio Hispanic Center for Economic Development (NEOHCED) hosts Ohio’s only Latino Small Business Development Centers (SBDC). The SBDC specializes in providing Spanish bilingual business development services to pre-venture, startup, and existing businesses.

**HBC 5 YEAR IMPACT**

<table>
<thead>
<tr>
<th>2,380</th>
<th>87%</th>
<th>51%</th>
<th>13.4 MM</th>
<th>6.3 MM</th>
<th>8,310</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENTS SERVED</td>
<td>MINORITY</td>
<td>FEMALE</td>
<td>CAPITAL FORMATION</td>
<td>SALES GROWTH</td>
<td>COUNSELING HOURS</td>
</tr>
</tbody>
</table>

**HBC COVID IMPACT**

<table>
<thead>
<tr>
<th>1,030</th>
<th>80%</th>
<th>52%</th>
<th>2.3 MM</th>
<th>3.6 MM</th>
<th>2,608</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENTS SERVED</td>
<td>MINORITY</td>
<td>FEMALE</td>
<td>CAPITAL FORMATION</td>
<td>SALES GROWTH</td>
<td>COUNSELING HOURS</td>
</tr>
</tbody>
</table>
A transformative opportunity exists to create a sustainable local economy, promote additional investment in La Villa Hispana, encourage the development of a thriving retail district, and generate economic opportunity for residents. This vision can only be sustained through meaningful partnerships to manifest the possibility of creating generational wealth through business ownership and commerce.

The **Clark-Fulton neighborhood** is home to numerous anchor institutions including Metro Health (nationally ranked with over 7,000 employees), Nestle/LJ Minor (one of the “World’s Most Admired Food Companies” according to Fortune magazine), Cleveland Metroparks Zoo (a 136-year-old, 183-acre zoo), the West Side Market (the oldest operating indoor/outdoor market in Cleveland), two large steelmaking facilities (ArcelorMittal22 and Heidtman Steel).

The Clark-Fulton Neighborhood is challenged by four factors where CentroVilla25 intends to fill the gap.

### Clark-Fulton Neighborhood

- **Unemployment**
  - 39.9% poverty rate
  - >1.5x national average

- **USDA Food Desert**
  - Lack of white box commercial space

### Community & Economic Impact

- **CentroVilla25** will address food insecurity in the community by housing a specialty grocery store, fresh produce vendors and a food hall.

- A Commercial kitchen will be available for neighborhood restaurants, caterers, and food trucks.

- Other products/services provided throughout the 20 micro-retail kiosks marketplace.

- **The Galleria + Plaza** will serve as a community gathering place for arts & culture and business showcase.

- On-site business development assistance will be available through NEOHCED; A portion of the kiosks will serve as a business incubator.

- CentroVilla25 will house: NEOHCED & NEOHCC, MetroWest CDO, Cleveland Housing Network Office, Latino Specialty Grocer and a health care resource center.

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Source: “Economic Impact of the La Villa Hispana and El Mercado Projects,” August 2018, [www.levin.urban.csuohio.edu/ced/](http://www.levin.urban.csuohio.edu/ced/)

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**CULTURE**

The Tapestry of Northeast Ohio includes the vibrancy of Hispanics. The culture is beautiful and magnetic.

The Clark-Fulton Neighborhood of Cleveland, Ohio is made up of residents, businesses and workers. CentroVilla25’s authentic, distinctive character unites all under one roof. All who live and work here and visitors to our great city will experience the synergy.

In Cleveland, Puerto Ricans make up the largest part of the Spanish-speaking population. Mexicans are the second largest but there are growing communities from Peru, Guatemala, Nicaragua and Colombia and other countries. (https://case.edu/ech/articles/h/hispanic-community)

All are immensely proud of their respective traditions and customs; each with varying degrees of differences. Hispanics are united by a strong family and religious orientation, language and abundant festivities. All 22 countries tracing their origins to Spain will be represented in CentroVilla25.

**COMMUNITY**

The mission of La Villa Hispana is to be the economic and cultural center district of the Hispanic community in Greater Cleveland. CentroVilla25 is the foundational development within district.

“When I think about CentroVilla25, I share that my mom was a natural entrepreneur that cleaned houses and sold food. If she would have had the opportunity to have a space at an affordable price and the tools to help her business grow, our economic status would’ve been different; we possibly would not have struggled as much. We would have been able to build wealth!”

Jasmin Santana
Cleveland City Councilwoman Ward 14 & Majority Whip

Survey respondents indicated that food and specialty/cultural items are some of the major factors that would attract them to CentroVilla25.

40% of respondents indicated that a café or dine-in restaurant was the number one business missing from their community.

20% of respondents indicated that event/community gathering space, grocery store, and retail shops were missing from their community.

**COMMERCE**

Economic Impact from CentroVilla25’s Construction and Operation

<table>
<thead>
<tr>
<th>Average Employment</th>
<th>Cumulative Labor Income</th>
<th>Cumulative Value Added</th>
<th>Cumulative Output</th>
<th>Cumulative State and Local Taxes</th>
<th>Cumulative Federal Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction and Renovation (Over Two Years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>46 jobs</td>
<td>$6.0M</td>
<td>$12.0M</td>
<td>$0.3M</td>
<td>$0.9M</td>
</tr>
<tr>
<td>Cuyahoga County</td>
<td>56 jobs</td>
<td>$7.2M</td>
<td>$15.8M</td>
<td>$0.6M</td>
<td>$1.3M</td>
</tr>
<tr>
<td>Ohio</td>
<td>86 jobs</td>
<td>$10.2M</td>
<td>$28.4M</td>
<td>$1.1M</td>
<td>$2.1M</td>
</tr>
<tr>
<td>Operation (Over Five Years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>119 jobs</td>
<td>$26.9M</td>
<td>$50.4M</td>
<td>$2.4M</td>
<td>$4.5M</td>
</tr>
<tr>
<td>Cuyahoga County</td>
<td>146 jobs</td>
<td>$35.4M</td>
<td>$56.7M</td>
<td>$5.6M</td>
<td>$7.9M</td>
</tr>
<tr>
<td>Ohio</td>
<td>189 jobs</td>
<td>$43.6M</td>
<td>$67.7M</td>
<td>$5.8M</td>
<td>$9.6M</td>
</tr>
</tbody>
</table>


CentroVilla25 unites the old, the new and the future of art & crafts, food & drink, health & well-being, and year-round celebrations with family, friends and the opportunity to make new friends.

When I think about CentroVilla25, I share that my mom was a natural entrepreneur that cleaned houses and sold food. If she would have had the opportunity to have a space at an affordable price and the tools to help her business grow, our economic status would’ve been different; we possibly would not have struggled as much. We would have been able to build wealth!

Jasmin Santana
Cleveland City Councilwoman Ward 14 & Majority Whip
BECOME PART OF THE ENERGY AND ENTHUSIASM TO:

CELEBRATE OUR ROOTS
EMBRACE A CREATIVE SPIRIT
BUILD A COLLECTIVE SENSE OF PLACE

IT WILL TRULY TAKE A VILLAGE TO ACHIEVE THE FULL POTENTIAL OF CENTROVILLA25

Total CV25 Cost: $10.2 Million
Construction Costs: $9.7M + Endowment $500K
Already Raised $5.2 Million
True Gap $5 Million

The Goal of The CV25 Capital Campaign = $5M

- Individuals $535,000
- Corporations $815,000
- Foundations & Public $3,650,000

CV25 Price Tag per Section/Feature

<table>
<thead>
<tr>
<th>CV25 Price Tag per Section/Feature</th>
<th>Cost Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketplace + Galleria</td>
<td>$5,150,000</td>
</tr>
<tr>
<td>Specialty Grocer</td>
<td>$590,000</td>
</tr>
<tr>
<td>Commercial Kitchen</td>
<td>$2,005,000</td>
</tr>
<tr>
<td>Community + Economic Development + Resource Center</td>
<td>$1,910,000</td>
</tr>
<tr>
<td>Construction Costs Sub-Total</td>
<td>$9,655,000</td>
</tr>
<tr>
<td>Endowment/Operating Reserve</td>
<td>$500,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$10,155,000</td>
</tr>
</tbody>
</table>

CV25 Timeline
- Resource Development/Fundraising: 12-18 months
- Financial Closing/Groundbreaking: Anticipated, Spring/Summer 2022
- Construction period: 12-18 months
- Grand Opening: Spring/Summer 2023

CentroVilla25 Confirmed Tenants
- NEOHCED and NEOHCC
- MetroWest CDO
- Cleveland Housing Neighborhood Office
- Latino Specialty Grocer

Choose to be part of CENTROVILLA25 for:

OUR FAMILIES
OUR NEIGHBORHOOD
OUR BUSINESSES & ORGANIZATIONS
OUR CITY OF CLEVELAND, OHIO

CentroVilla25 capital campaign offers opportunity for special donor recognition

216-281-4422
info@hbcenter.org

To make an online contribution:

With your help, CentroVilla25 will transform a dream into legacy and showcase the Hispanic community within the vibrant tapestry of Northeast Ohio for decades to come.

THANK YOU FOR YOUR CONTRIBUTION AND WE’LL SEE YOU AT CENTROVILLA25!
YOUR GIFT MAY QUALIFY AS A CHARITABLE DEDUCTION. PLEASE CONSULT WITH YOUR TAX ADVISER
PROJECT TEAM

Owner  The Northeast Ohio Hispanic Business Center for Economic Development
Developers  NEOHCED & Northwest Neighborhoods (FKA Detroit Shoreway CDO)
Financing  Cleveland Development Advisors
New Market Advisor  Your CFO Resource, Betsy Figgie
Architect  RDL Architects
Construction Manager  Cleveland Construction
Legal  Baker Hostetler
Accounting  Novogradac & Company

CENTROVILLA25 CAPITAL CAMPAIGN HOST COMMITTEE

Paul Dolan  
Cleveland Guardians MLB

Len Komoroski  
Rock Entertainment Group/Cleveland Cavaliers

Mario Peña  
Ernst & Young

Ray Leach  
JumpStart, Inc.

Dick Pogue  
Jones Day

José Féliciano Sr.  
Community Leader

Kareem Maine  
General Motors

Maria Pujana  
Community Leader, Business Owner, Retired MD and Professor

Ray Leach  
JumpStart, Inc.

Adrian Maldonado  
Adrian Maldonado & Associates Inc.

Carrie Rosenfelt  
Huntington Bank

Chris Gorman  
KeyBank

Don Malone  
The Cleveland Clinic

José Vasquéz  
Quez Media Marketing

Kathryn Hall  
Jack’s Entertainment

Randell McShepard  
RPM International

Lorraine Vega  
Community Leader, Retired, Philanthropic Foundation

Alex Johnson  
Cuyahoga Community College

Juan Molina Crespo  
Consultamos, LLC

José Villanueva  
Community Leader, Retired Judge, Common Pleas Court

CENTROVILLA25 CAPITAL CAMPAIGN STEERING COMMITTEE

Millie Carballo  

Irwin Lowenstein  

Irwin Caraballo*

Irwin Caraballo*

Irwin Caraballo*

Irwin Caraballo*

Irwin Lowenstein  

Esbeey Madera  

Sara Gonzalez*

Sara Gonzalez*

Sara Gonzalez*

Sara Gonzalez*

Amanda Mendez  

Elizabeth Marengo*

Elizabeth Marengo*

Elizabeth Marengo*

Elizabeth Marengo*

Samuel Noyola  

Maggie Rivera-Tuma*

Maggie Rivera-Tuma*

Maggie Rivera-Tuma*

Maggie Rivera-Tuma*

Jasmin Santana  

Ezekiel Rodriguez*

Ezekiel Rodriguez*

Ezekiel Rodriguez*

Ezekiel Rodriguez*

Gladys Santiago  

John Slavik*

John Slavik*

John Slavik*

John Slavik*

Martin Sweeney  

Sara Jo Smith*

Sara Jo Smith*

Sara Jo Smith*

Sara Jo Smith*

Lorraine Vega  

José Vasquéz*

José Vasquéz*

José Vasquéz*

José Vasquéz*

*  NEO Hispanic Business Center Board

**  NEO Hispanic Chamber of Commerce Board

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