

Business District Block Event Application

L306-50014

(NOTE: Complete all sections. Incomplete applications will be returned to the applicant.)

Applicant Name Cooperativa Mercado Central, Inc. Organization Cooperativa Mercado Central, Inc.

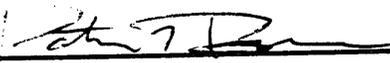
Address 1515 East Lake Street Zip Code 55407 Ward 9

Phone Numbers Patricia Brown, 612-728-5485, Elizabeth George, 612-728-5417 Fax (612) 728-5402

E-mail Address pbrown@ndc-mn.org

Additional Block Event Requirements can be found in the Block Event Ordinance, Chapter 455.

I agree to abide by the Block Event Ordinance Chapter 455 Yes No
I swear that all the information contained in this application is correct Yes No

Signature of Applicant 

Date of Event Thursday September 15, 2005 Application Fee \$250
Rain Date (next day following event date only) Yes No

Time of Event
From 7:00pm (Weekdays: No earlier than 6 PM . Weekends: No earlier that 10 AM)
To 11:30pm (No later than 10:30PM)

Location: I request permission to close the following street East Lake Street
From Bloomington Avenue South To 15th Avenue South

Activities planned for the event:
Traditional Mexican dance troupe, Mariachi Band, Historical Mexican film, Call for independence from Mexican Consulate, live feed from Mexico City of the Mexican Independence celebration there. See attached Event Description for more details.

Send:
Email to: eventservices@ci.minneapolis.mn.us
Fax to: 612-673-3399
Mail to: Minneapolis Licenses and Consumer Services, 350 S 5th Street - Room 1-C
Minneapolis MN 55415-1391

Payment must be received with the application. Or, if the application is faxed or mailed, payment must be received within 3 days of submission.

For office use only: Application Postmarked or Date Stamped 8/11/05 Fee Paid \$ 250.00
Bond Received Yes No Insurance Received Yes No

Public Works Director Approval _____ Date _____
Conditions if any:

Police Chief Approval _____ Date _____
Conditions if any:

Council Member Informational Copy _____ Date Sent: _____

Block Event Number L306-50014

MERCADO CENTRAL

MEXICAN INDEPENDENCE DAY CELEBRATION 2005

Event Description

MERCADO CENTRAL OVERVIEW:

The Cooperativa Mercado Central (CMC), located at Bloomington Avenue and East Lake Street in Minneapolis, opened for business on July 31, 1999. More than three years in development, the Mercado was a collaborative project developed by Project for Pride in Living, Interfaith Action/Catholic Charities, Whittier Community Development Corporation, and Neighborhood Development Center, Inc. The Mercado is a cooperatively-owned retail incubator with 45 member-vendors, the majority of whom are graduates of NDC's Spanish language training classes.

The Mercado has become a vibrant gathering place for the Twin Cities, drawing hundreds of visitors of diverse ethnicity, nationality, and language every day. Called a "model of community collaboration" (Leonard Inskip, *Star Tribune*), the Mercado been recognized in the *Star Tribune*, *Pioneer Press*, *City Pages*, *La Voz Latina* and other media for its powerful positive impact on the Bloomington-Lake area.

Most recently the Mercado Central was featured in the latest workbook in the Asset Based Community Development Series, "Building the Mercado Central". The book tells the Mercado Central's story-- a story of a Latino community in Minneapolis that believed in its own capacity to transform its collective vision of home and neighborhood into reality. The resulting retail business cooperative and incubator reflects the Latino tradition of a centrally located public marketplace that provides opportunities for meeting and civic engagement, economic activity and entrepreneurship, and cultural expression through the arts and dance.

EVENT SUMMARY:

The Cooperativa Mercado Central, Inc. is seen within the Latino community as an organization that provides opportunities to celebrate various Latin-American cultural events as they are done traditionally in the countries of origin. Mexican Independence day, September 16th, is one of the holidays that is most important to the Mexican immigrant community in Minnesota. The Mexican immigrant community makes up more than half of the overall Hispanic community within the state of Minnesota. The Mercado Central, together with the Mexican Consular office in Minnesota, would like to celebrate Mexican Independence Day in the traditional way as is explained below.

On September 15th in Mexico the "Grito de Independencia" or the "Call for Independence" is celebrated. The first call for independence was issued by Curate Miguel Hidalgo in the city of Dolores, Guanajuato on the evening of September 15th 1810. For hundreds of years now, on the night of September 15th all over the world, Mexicans come together at the same time to give the call or "Grito".

Traditionally, families will come together on the night of the 15th in homes or at small festivals to eat traditional Mexican food, hear traditional songs and music, and watch historical

Mexican films. Starting at around 10:00pm they begin to watch the live coverage of the event in the city center in Mexico City. Every year in Mexico City in front of the government palace, the President of the Republic of Mexico comes out to lead the Call. He calls to the people as was done hundreds of years before "*Viva Hidalgo, Viva Morelos, Vivan los héroes de la independencia, Viva México*" and the Mexican flag is waved in glory of the triumph of Independence of Mexico from the French so many years ago.

This is one of the most important cultural and civic celebrations of the year for most Mexicans.

The event that will be held by the Mercado Central in combination with the Mexican Consulate of Minnesota will follow these traditions. The event will include a main stage with a variety of live performances, a variety of food and retail vendors, and large screen where we will play a historical Mexican movie and then have the live feed from Univision of the events occurring in Mexico City. Prior to the call from President Vicente Fox in Mexico, the Consular General of Mexico for the State of Minnesota, Nathan Wolf, will lead a call at the event.

Mainstage: The main stage will have performances from a Mariachi band, a traditional dance group, will have movie screens for the playing of a historical film, and will be the place from which Consular General Nathan Wolf leads the traditional call.

Food Area: Mercado Central and nearby restaurants will be invited to set-up stands and sell food at the event. Applications will only be accepted from City of Minneapolis licensed restaurants within close vicinity of the event. The restaurants that we expect will participate are the following: Tortilleria La Perla, Manny's Tortas, Taqueria La Hacienda, Cafeteria La Loma, Cocina El Mexicano, Reyna de los Jugos, Me Gusta Restaurant, Restaurant Guayaquil, Panaderia San Miguel, Supermercado El Mexicano, and La Poblanita—these are all restaurants/food manufacturers with City of Minneapolis Department of Health licenses that are within a one block radius of the event.

No alcoholic beverages will be sold or allowed on the event premises.

Security at Event: In addition to any city requirements, the Mercado Central will use its contracted security services and have 2 to 3 off duty police officers, and 2 to 3 Talon Security guards present throughout the evening with a minimum of 6 present at any given time, along with event staff. All will be communicating via radios during the event.

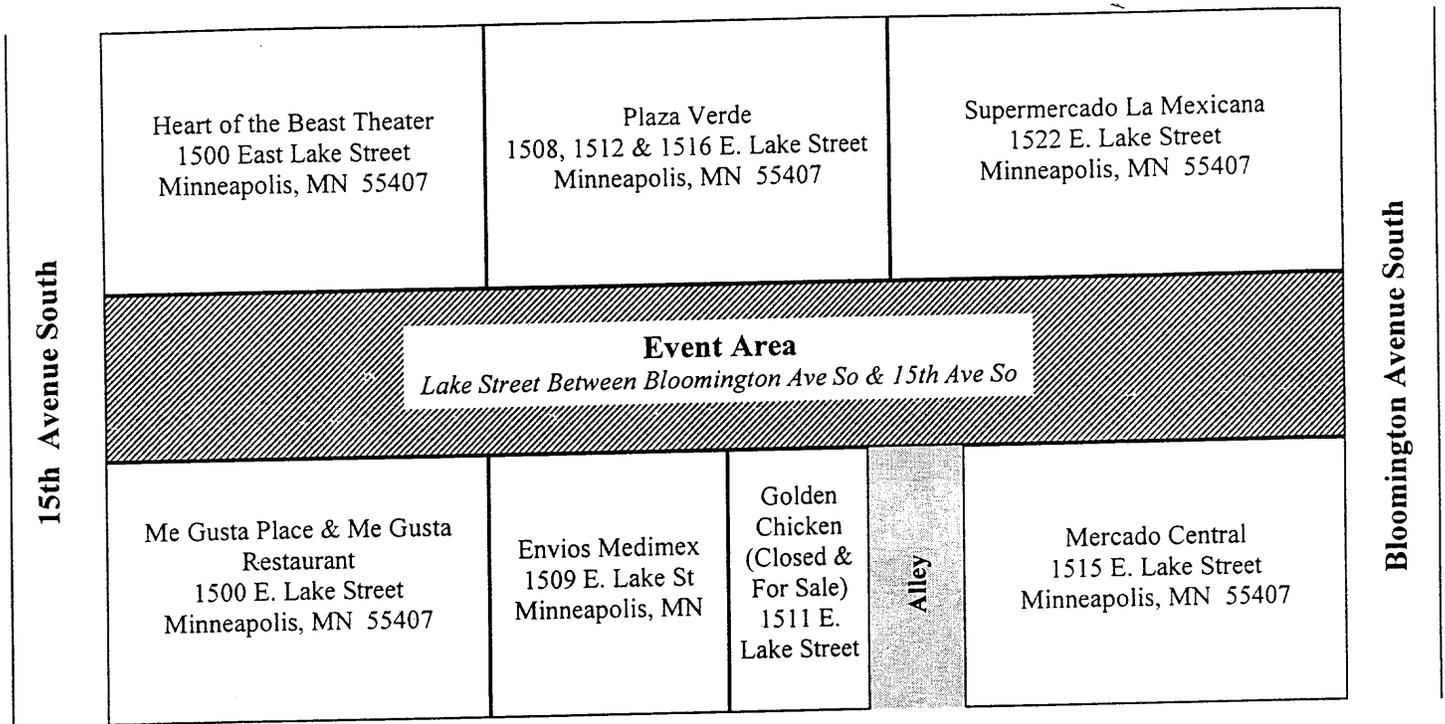
Contracted Cleanings Staff: In addition to our regularly contracted cleaning services, we have organized a group of 40 volunteers that will assist in the prompt clean-up of the street.

ATTENDANCE PROFILE:

The Cooperativa Mercado Central, Inc. fifth anniversary celebration, which will be open to the public, will be attended by the following:

- the Latino community from throughout the 5 county metro area (the Mercado Central draws customers from all over the state of Minnesota and Wisconsin);
- the greater Minneapolis community;
- elected officials;
- media representatives including live coverage on the local Univision station, other local news stations and Radio La Que Buena.

MERCADO CENTRAL
MEXICAN INDEPENDENCE DAY CELEBRATION 2005
Map of Street to be closed, List of Businesses, Contact Names & Numbers



Neighborhood Business Contact Information:

- 1) Heart of the Beast Theatre, Kathee Foran, Exec. Director, 612-721-2535
- 2) Plaza Verde, Mihailo Temali, Owner's Representative, 651-379-8426
- 3) Supermercado La Mexicana, Jose Lala, Owner, 612-221-6528
- 4) Me Gusta Place & Me Gusta Restaurant, Ernesto Reyes, Owner, 612-827-3256
- 5) Envios Medimex, Ernesto Reyes, Owner, 612-827-3256
- 6) Golden Chicken (Store Closed & Vacant, cannot contact owner)
- 7) Mercado Central, Elizabeth George, President, 612-728-5417