

A KPCF SUCCESS STORY: Hacienda CDC

The Kaiser Permanente Community Fund (KPCF) at the Northwest Health Foundation was founded in 2004 with an initial \$28 million investment by Kaiser Permanente to improve conditions for health.

**2008-15
KPCF Funded
Hacienda CDC
for \$250,000**

HDCD receives funding from multiple sources.

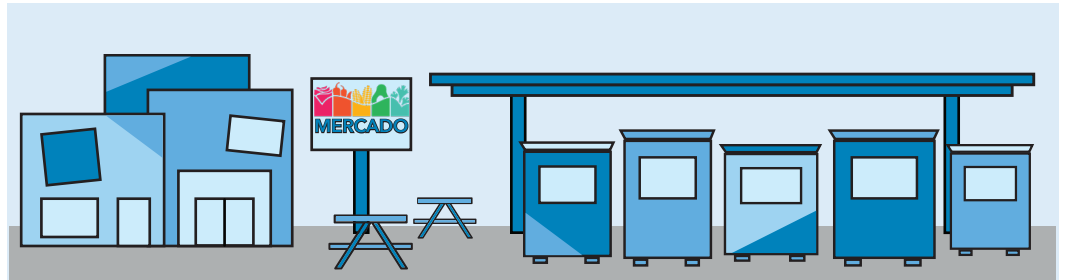
Hacienda CDC is a Latino Community Development Corporation that strengthens families by providing affordable housing, homeownership support, economic advancement and educational opportunities.



2015

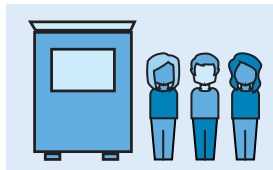
Hacienda CDC opened the Portland Mercado on April 2015 by raising \$3 million from multiple funders, including KPCF.

The Portland Mercado is a public market that provides affordable retail spaces for small businesses to launch and grow, supports an incubator Portland Mercado Cocina, and brings together diverse cultures through art, entertainment and food. The Mercado was inspired by entrepreneurship, Latino cultural history and heritage, traditional and local foods, social enterprise, vibrant cultures, and public markets throughout the world.



Impact

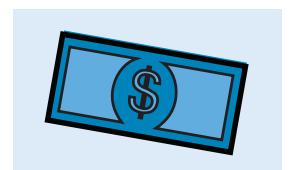
In the first year of operation (April 2015-2016), the Portland Mercado incubated new small businesses and created economic opportunities for women, Latinos, and other people of color.



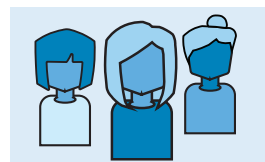
580 customers (on average) visit the Mercado each day



19 full time and **44** start-up small businesses operate at the Mercado



\$90,000 generated by the Portland Mercado Cocina Program annually is used to support small business development



90% of businesses are operated by women, Latinos, and/or people of color

109

people employed (48 full-time and 61 part-time) by businesses at the Mercado

\$6.0m

in gross revenue generated by the **19 full-time** small businesses in first 3 years of operation