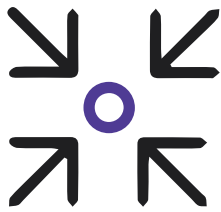


November 2021 – August 2022

# Backing International Small Restaurants in Mexico City



Apoyamos a tu lugar  
de encuentro



Presented by:



# Index

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# Introduction

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In partnership with IDA Foundation and Fundación Placemaking México, American Express selected ten winners of the “Backing International Small Restaurants” program.

It supports the reactivation and economic recovery of ten independent and culturally significant restaurants in Mexico City. Focused on those that belong to underrepresented groups and that, in their proposal, sought to generate community.

The program supports each restaurant with the equivalent in pesos of US\$7,500 for adaptations and renovations. These changes economically activate their establishments post-pandemic from January until August 2022.



# Selection process

On November 22, 2021, an invitation to participate\* was launched so that independent restaurants that support disadvantaged groups can participate. It covers the communities of Escandón, Condesa, Hipódromo, Roma Norte and Roma Sur, with the opportunity to receive support to restore their economic vitality after the pandemic.

The invitation appeared on Placemaking Mexico's official website, American Express, the media and social networks.



## Publication in local media

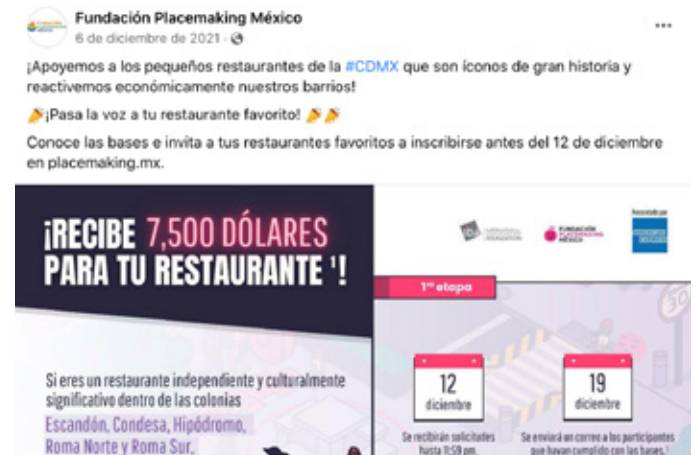


## Publication in national media



## Post on Twitter

## Publication on Placemaking Mexico's official website



## Post on Facebook

\*Invitation to participate on page 55



We distributed **550 flyers** to restaurants in the participating neighborhoods.

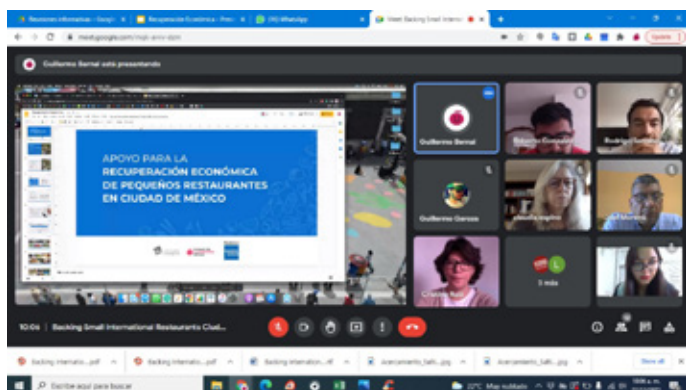
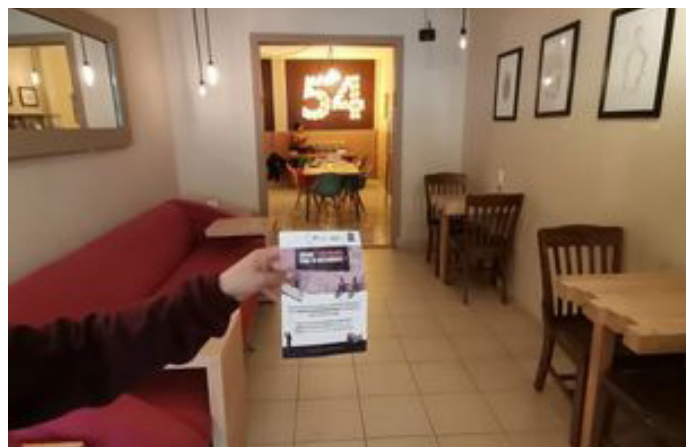
The **thirty-one restaurants** that applied with their documents in order, participated in informative sessions for the second stage. There, they shared how they would like to use the grant and how these actions would help their community.

In the two informative sessions, we shared with them base formats\* for their letter of motives and the submission of their documents.

Consideration with the surrounding community was a key factor in the selection of the 10 winning restaurants and how their actions supported them. Also, to consider maximizing the benefits of the grant.



Flyers distributed to restaurants



Informative session with restaurants



Session's presentation

\*Base format on page 56

# CONGRATULATIONS to the 10 winners of Backing International Small Restaurants!



# Summary impact

---

10

RESTAURANTS

2

MUNICIPALITIES

Underrepresented groups supported:

10

WOMEN  
RESTAURANT  
OWNERS

2

MIGRANT  
RESTAURANT  
OWNERS

3

LGBT+  
COMMUNITY

With:

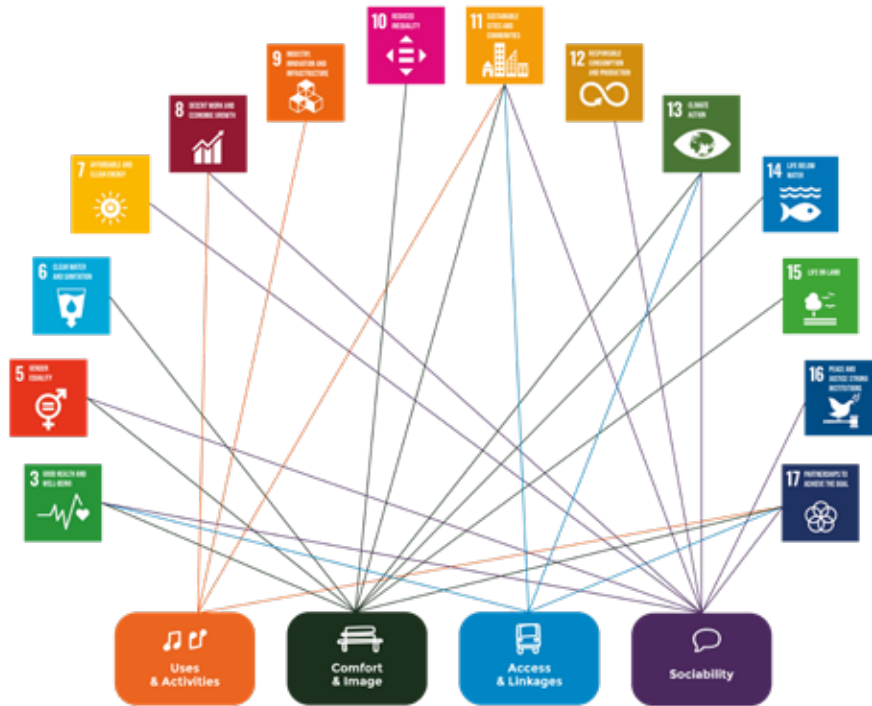
\$75,000

DIRECT INVESTMENT FROM AMEX

149 total actions



# Evaluation criteria



Great public spaces are where celebrations happen, social and economic exchanges occur, friends run into each other, and cultures mix.

They generally share the following four qualities: they are **accessible**; people are engaged in **activities** there; the space is **comfortable** and has a good image; and it is a **sociable** place: one where people meet each other. (**PPS**)

We considered the relationship between the four qualities of Placemaking with the Sustainable Development Goals to generate the evaluation criteria.

To determine the benefit of the actions implemented in the restaurants, we surveyed **5 diners and 2 employees** every month with questions that answered these four qualities of Placemaking.

To see how the implemented actions generated economic growth, the owners provided us with monthly results of several **Key Performance Indicators** such as:

- Revenue
- Full-time employees
- Part-time employees
- Max capacity of the restaurant
- Number of customers served in-person and online
- Social media following
- Media Mentions
- Footfall

# Doña Vero

56 19 15 45 44 📞  
restaurante@donavero.com.mx ✉️  
Av. Monterrey 313, Col. Roma Sur, 📍  
Alcaldía Cuauhtémoc, 06760, CDMX



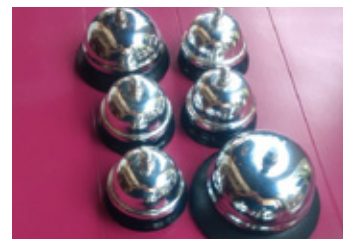
Doña Vero is a business with soul. Led by the head of the family and traditional chef, Doña Vero is the engine for the growth and sustenance of 10 families that depend on her.

Winner of several gastronomic awards for its delicious Mexican dishes, Doña Vero, has been a business representing the recovery and resilience of Mexican cuisine for over a decade.



# Actions\*

- Online Store implementation
- Online store services
- Clay crafts
- Floor materials
- Tables and chairs
- Maintenance online store
- Breakfast for children and families with a tour to the Axolote Museum, Mexico City (April 30)
- Uniforms
- Awning
- Bells
- Floor laying
- Iron door
- Museum entrance
- Flashings
- Paint
- Terrace lamps and spotlights
- Maintenance Material
- Uniform buttons
- Storytelling Drag (Event)
- Refrigerator Repair
- Paint
- Braille menus
- Wall Restorer
- Material Maintenance
- Lead-Free Mud
- Flags
- Terrace paint
- Blenders
- Salon Paint
- Bar Torch
- Table protectors
- Bar Blender
- Pewter Dishes
- Microwave Oven
- Serving Trays
- Uniform Patches
- Point of Sale
- Neon Sign
- Sign Language Interpreter
- Photo Shoot



\*Financial breakdown on page 57

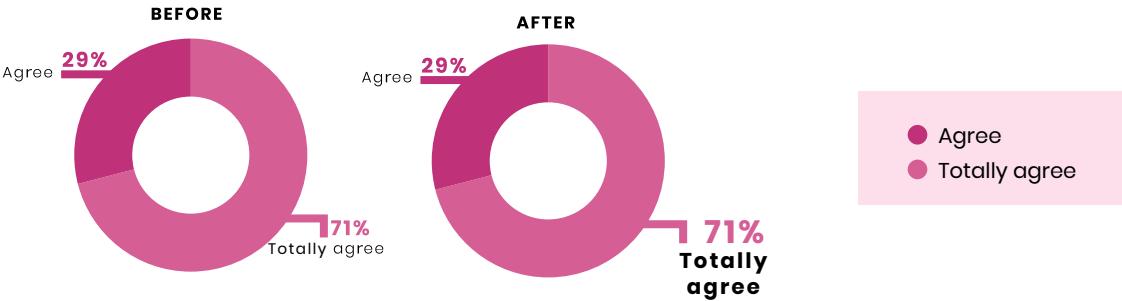


# Indicators

(Before and after the actions)

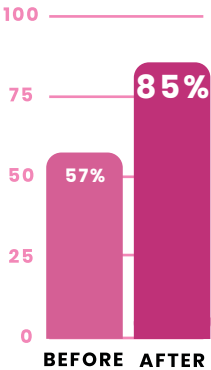
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

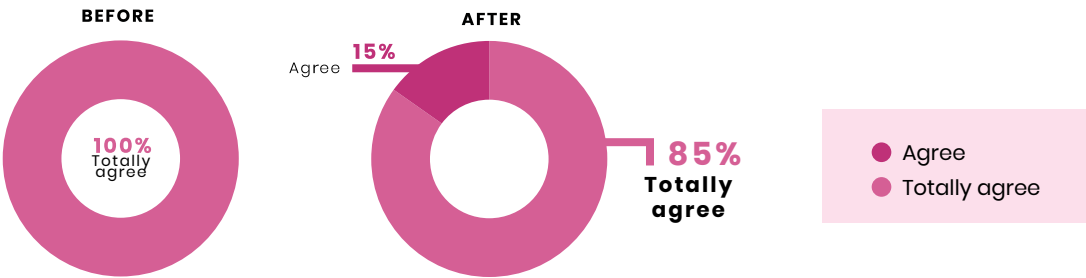


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	57%	100%
Safe	15%	71%
Well maintained	15%	85%
Good condition of furniture	15%	85%

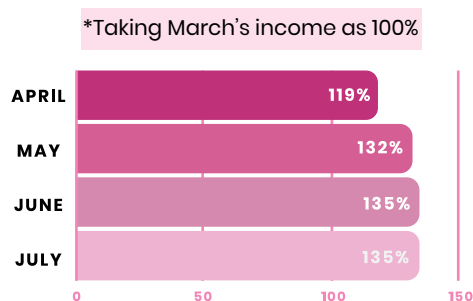
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

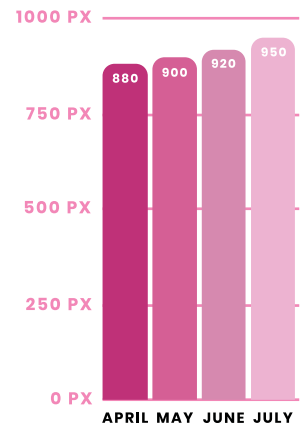


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



More diners see it as a place to do extra activities and it is seen as **more attractive and safer**. Its profits grew by **35%**, as well as the number of diners and followers on social media.

“ The service is wonderful, and the food is delicious.”

-Diner's opinion



## Before and after





# La Cebolla Morada

55 59 08 92 02  
condesa@lacebollamorada.com  
Av. Nuevo Leon 221, Col. Hipódromo Condesa,  
Alcaldía Cuauhtémoc, 06100, CDMX

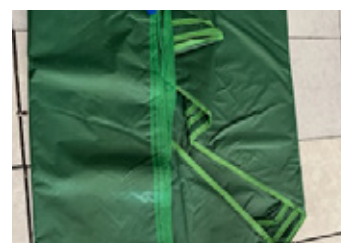
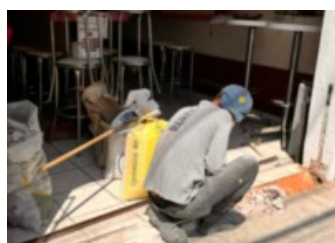
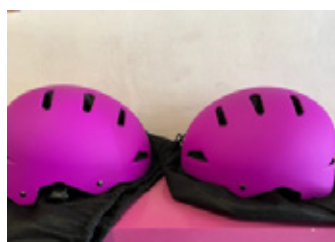
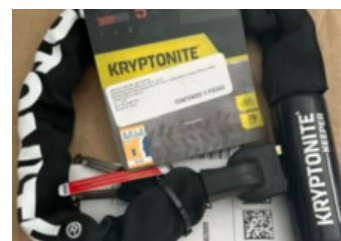
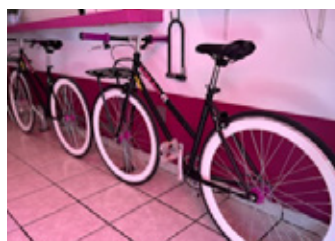


This restaurant is part of a 100% female cycling community, regardless of age, physical condition, or sexual orientation. Here you will enjoy a delicious cochinita pibil, a typical dish of Mexican gastronomy.

La Cebolla Morada is a meeting point for different communities that want to interact, work and eat in a space with its own identity.

## Actions\*

- Folding tent
- Heavy duty containers
- Lamps and maintenance
- Bike racks
- Tent clips
- Pet hooks
- Remodeling of entrance step
- Bicycle lock
- Luggage rack
- Tarp
- Delivery bikes
- Bicycle lights
- Bike helmets
- Design flyers
- Flyers
- Ozone Purifier
- Design and vinyl
- Urban cycling course
- Benches
- Containers



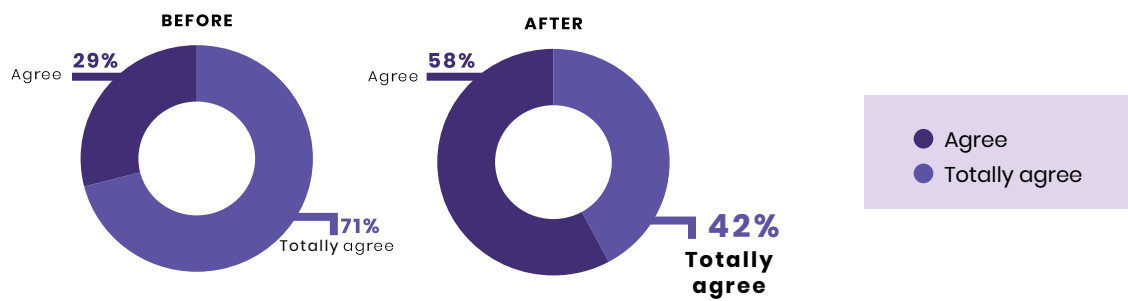
\*Financial breakdown on page 58

# Indicators

(Before and after the actions)

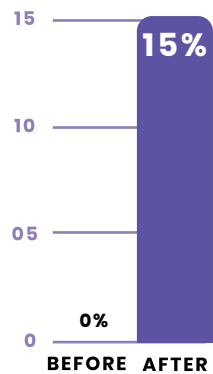
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

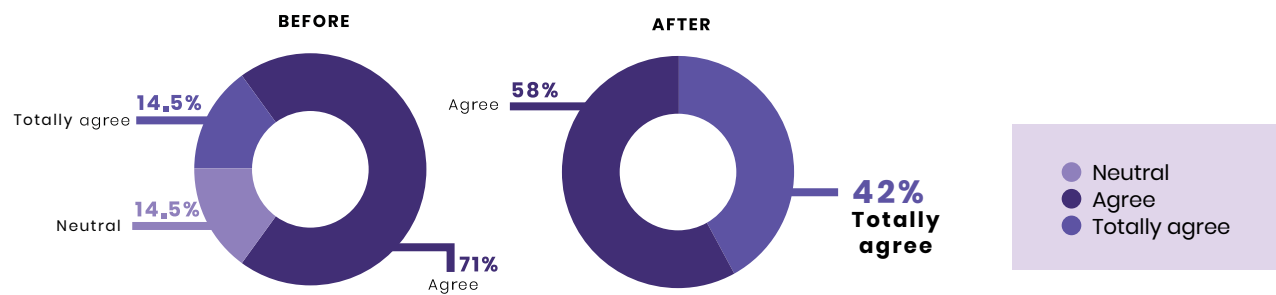


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	28%	85%
Safe	57%	85%
Well maintained	15%	85%
Good condition of furniture	15%	85%

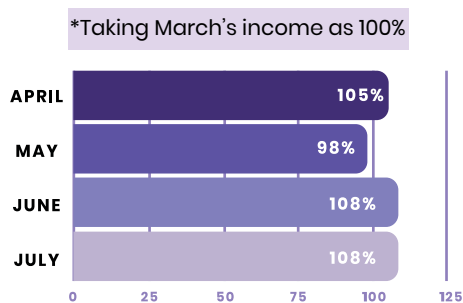
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

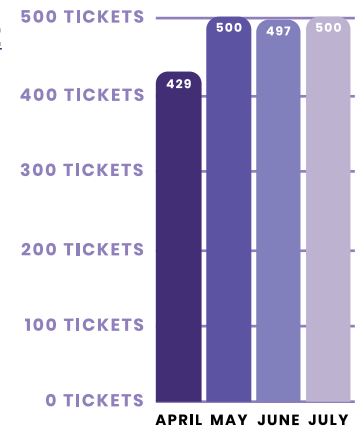


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



It is perceived as a **more attractive place**, with **good maintenance**, increasing its profits by **8%** and the number of diners by **16%**.

“ We’ve been coming here for years. We cross almost half the city just for this cochinita.”

–Diner’s opinion





# Before and after



# Creperie de la Paix

55 52 86 00 97  
hola@creperiedelapaix.com.mx  
Av. Michoacán 103 D, Col. La Condesa, Alcaldía  
Cuauhtémoc,, 06140, CDMX



Creperie de la Paix has been a recognized business for its meeting and safe environment for women and children of the neighborhood.

It is under the management of two women who have always taken into account the needs of their community by creating green spaces, planting trees, and facilitating the area for cyclists of the neighborhood.

## Actions\*

- Fiberglass insulation
- Bar
- Awning
- Interior sign
- Menus
- Carpentry and painting
- Tempered glass for bar
- Painting
- Exterior display
- Baby changing table
- Space recovery (planters, benches, vegetation placement, and painting)
- Labor to recover space
- Awning Glass

\*Financial breakdown on page 59

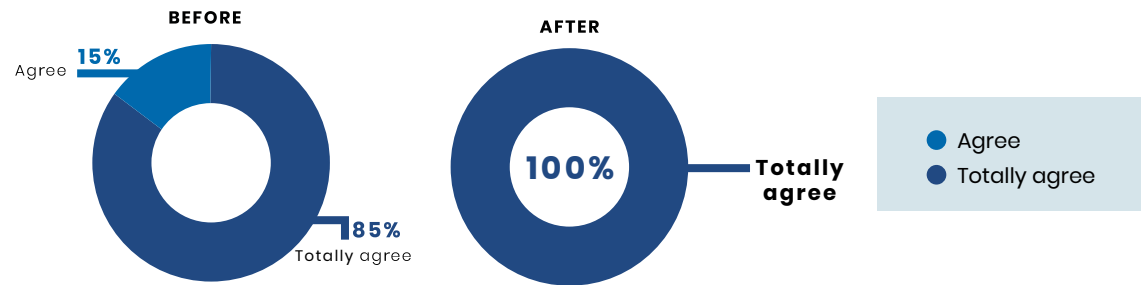


# Indicators

(Before and after the actions)

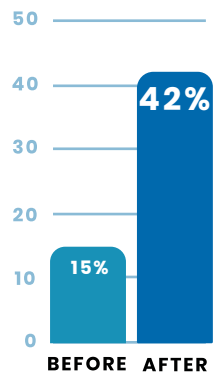
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

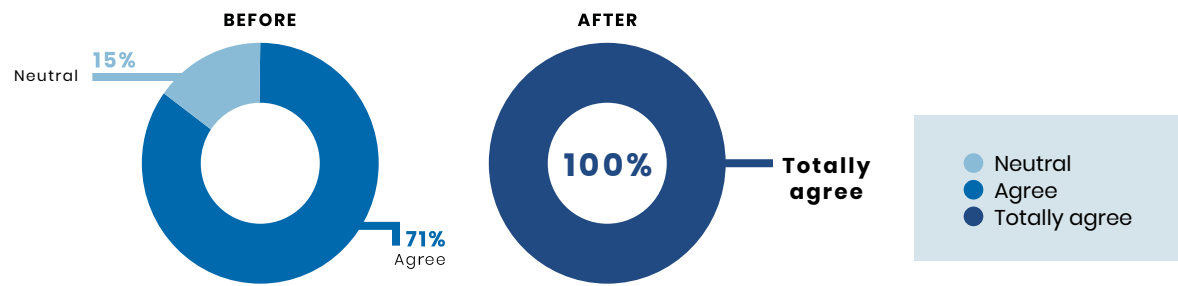


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	57%	85%
Safe	85%	85%
Well maintained	42%	71%
Good condition of furniture	42%	85%

## SOCIABILITY:

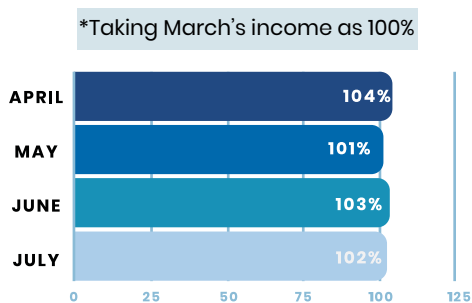
Is there a mix of age, gender and ethnic groups within the restaurant?



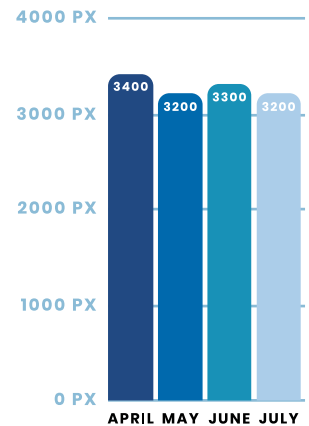


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



It is considered a **more attractive** and **safer place**.  
Now the diners see there is a **significant mix of age, gender, and ethnic groups** in the restaurant.

“  
We’ve been  
coming here  
for many years  
because we love  
the food.”

-Diner’s opinion



## Before and after





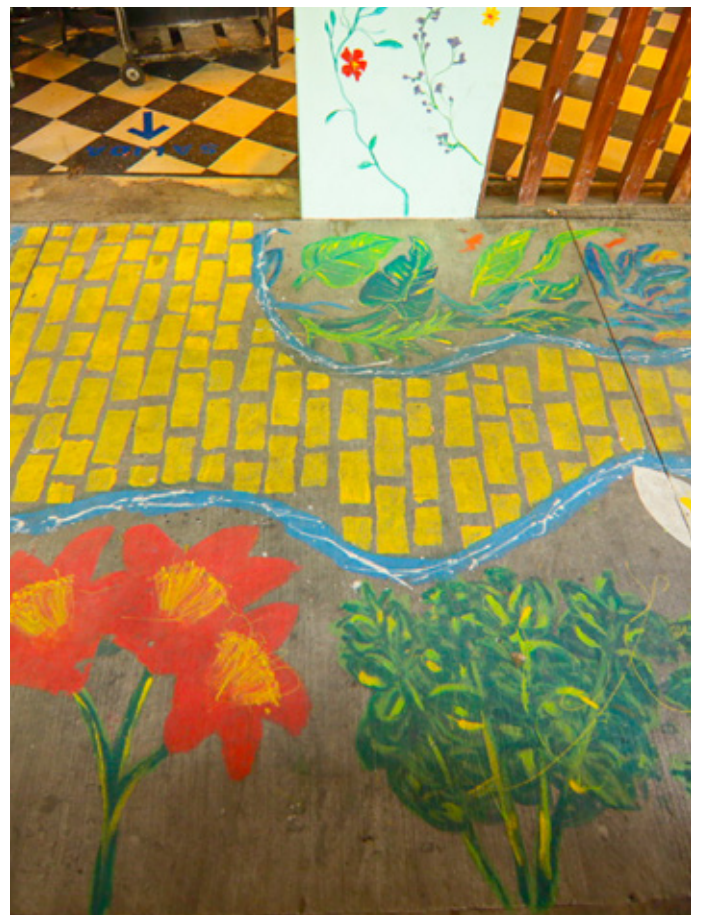
# Peces

55 8596 9004 📞  
pescaderiapeses@gmail.com ✉️  
Jalapa 237, Col. Roma Sur, Alcaldía 📍  
Cuauhtémoc, 06760, CDMX



For 21 years, Peces has been a meeting point on current political issues in Mexico.

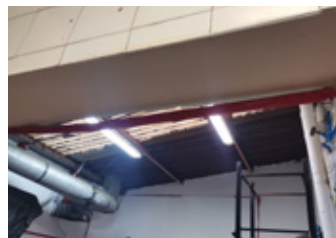
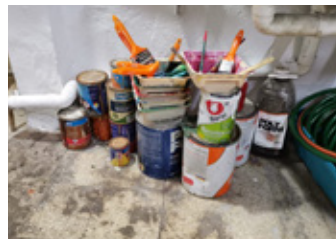
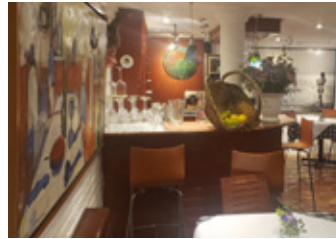
It has also brought together underrepresented groups and different communities involved in culture, permaculture, community, LGBTTI+ activism, feminism, music, and visual arts.





# Actions\*

- Ceiling Fan
- Metal curtain repair
- Kitchen ceiling repair
- Awning repair
- Tables repair
- Planters
- Painting
- Electrical material
- Acrylic kitchen
- Twenty Outdoor chairs
- Wood Screws
- Light Box
- High Voltage Connection Set
- Brushes and thinner
- Shelf bracket set
- Revision of hood system
- Outdoor chair
- Dishwasher and salon equipment
- Repair material
- Comex paint
- Lamps
- Electrical installation
- Hood system
- Water filters
- Condenser
- Labor and painting
- Air meter
- Kitchen extractor
- Hardware (for painting use)
- Air conditioning
- Kitchen tile
- Hardware ( for installations)



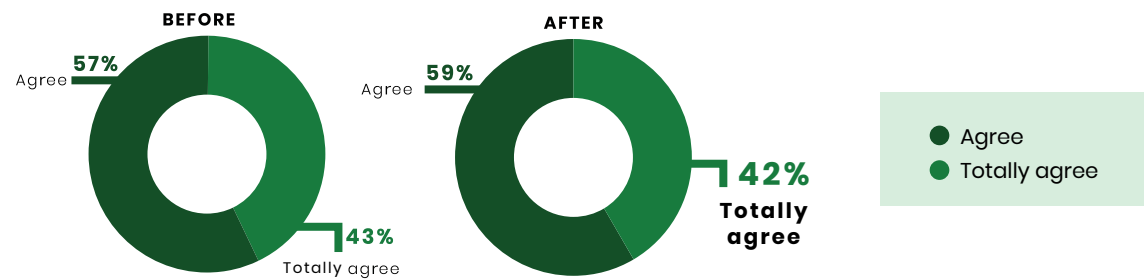
\*Financial breakdown on page 60

# Indicators

(Before and after the actions)

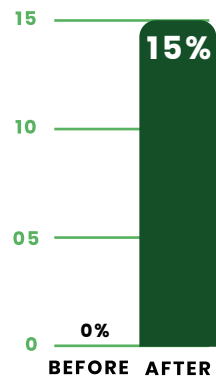
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

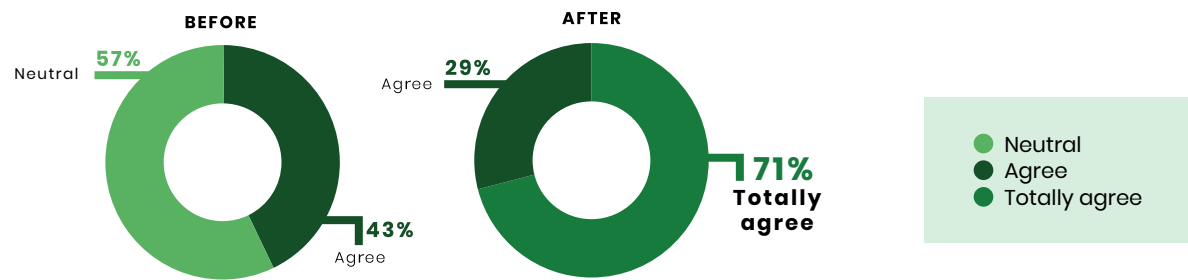


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	15%	71%
Safe	42%	71%
Well maintained	15%	71%
Good condition of furniture	15%	85%

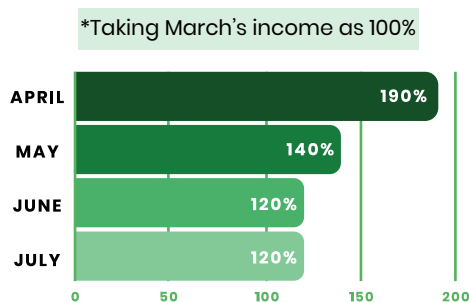
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

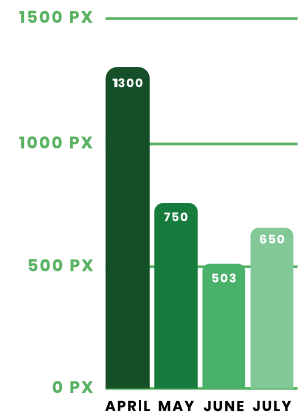


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



They made a consistent profit of **20%** more during the implementation compared to March. Diners now perceive the restaurant as a **well-maintained** and **safe place** to visit. They had a **significant increase** in their social media followers.

“

The best service  
and the tastiest  
seafood you can  
find in the area.”

-Diner's opinion





## Before and after





# Café 54

55 7160 2433   
contacto.cafe54@gmail.com   
Arquitectos 54, Col Escandón I Sección,  
Alcaldía Miguel Hidalgo, 11800, CDMX 

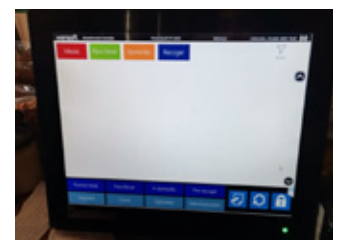
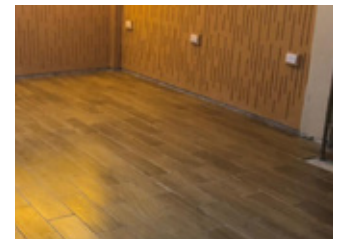


Managed and operated by a married couple, this family business stayed afloat during the pandemic with resources from their own home and labor, all for not having to lay off any of their employees.

They have built a strong community with their neighbors, whom they supported during difficult times.

## Actions\*

- Step removal
- Floor replacement
- Decorative wooden walls
- Awning
- Awning lighting
- Point of Sale
- Acapulco Chairs
- Sunshades
- Repair of kitchen equipment
- Equipment



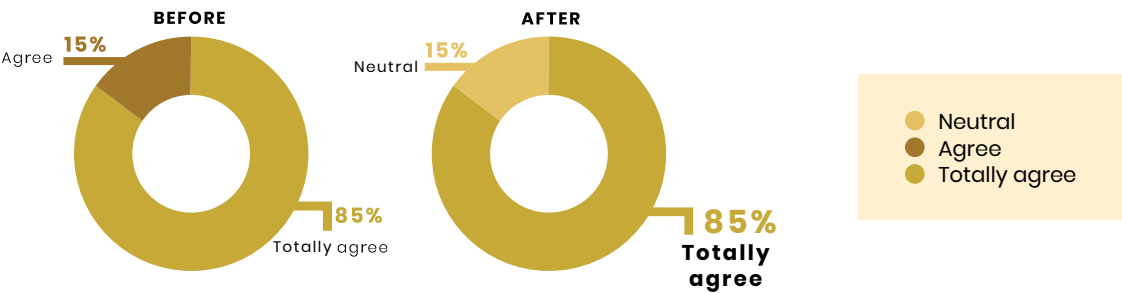
\*Financial breakdown on page 61

# Indicators

(Before and after the actions)

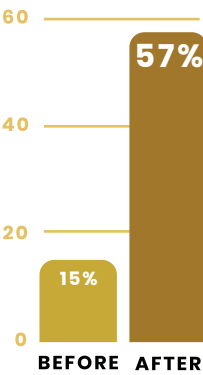
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

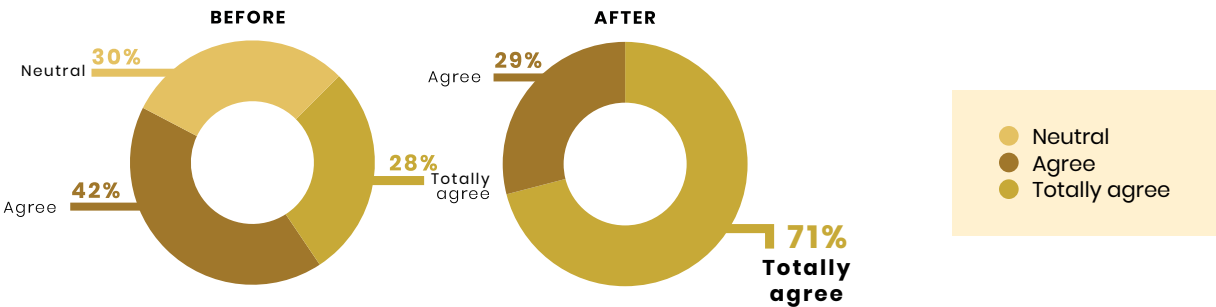


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	71%	85%
Safe	100%	85%
Well maintained	28%	71%
Good condition of furniture	42%	85%

## SOCIABILITY:

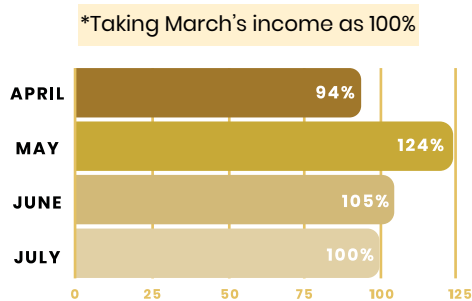
Is there a mix of age, gender and ethnic groups within the restaurant?



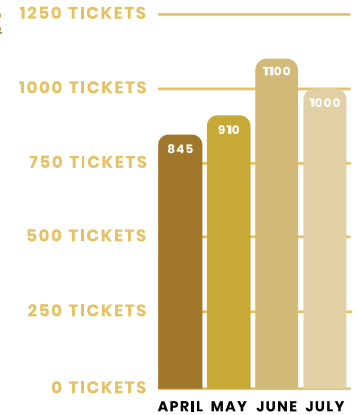


# Key Performance Indicators

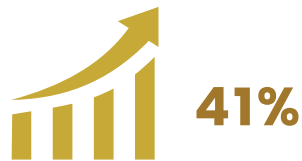
## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



Compared to March, their number of visitors increased by **20%**. Diners noticed that it is **more attractive, safer, and well-maintained**, perfect for spending time with family, and a great place to go to work. There was an increase of **41%** in the number of people who follow them on social media.

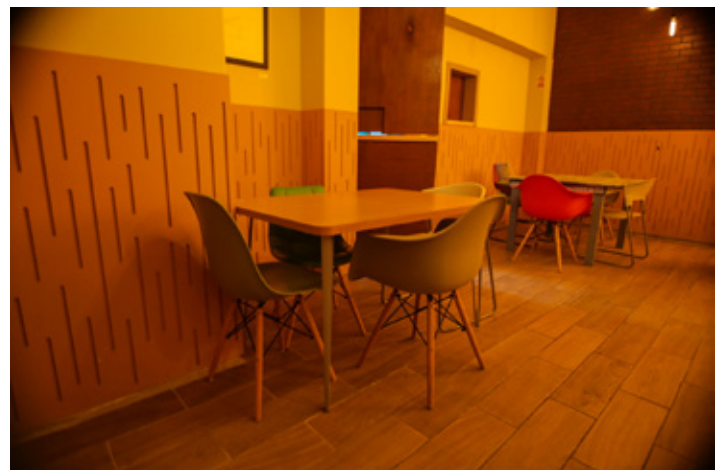
“

We like coming here to work and it's also a good place to get together with the family.”

-Diner's opinion



## Before and after





# La Pitahaya Vegana

55 1334 4541   
hola@lapitahayavegana.mx   
Querétaro 90, Col. Roma Norte, Alcaldía   
Cuauhtémoc, 06700, CDMX



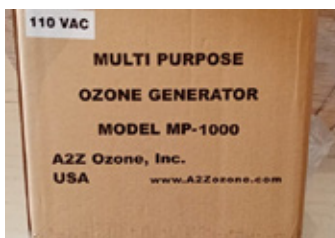
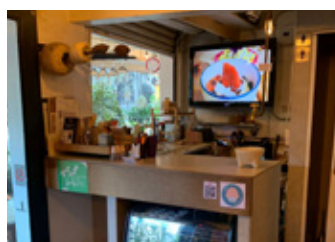
Founded in part by a family of Venezuelan migrants and mainly women, this pet-friendly restaurant offers healthy food to underrepresented groups. La Pitahaya Vegana includes gluten-sensitive, diabetic, senior citizens, and strict vegetarians options.

With a zero waste culture and care for the environment, this restaurant is free of animal products, chemicals, dyes, preservatives, and packaged or canned industrial products.

## Actions\*

- Improvement of the cash register area
- Space measurement
- Ozone generator
- Citrus juicer
- Kneader
- Manual tortilla machine
- Water filter

\*Financial breakdown on page 62



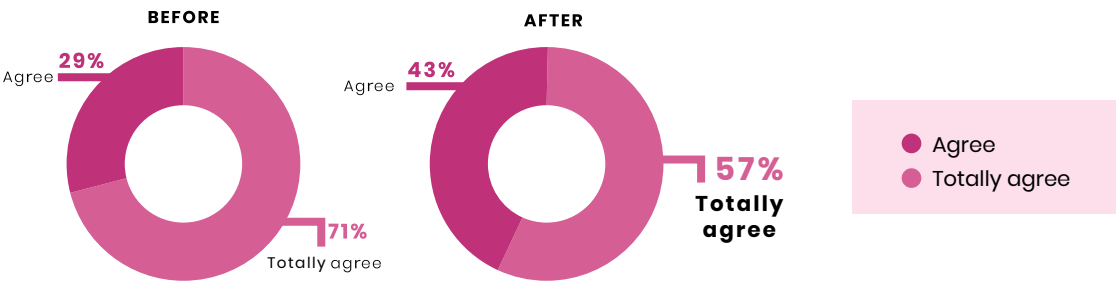


# Indicators

(Before and after the actions)

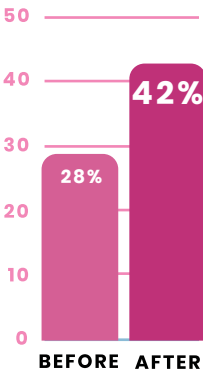
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

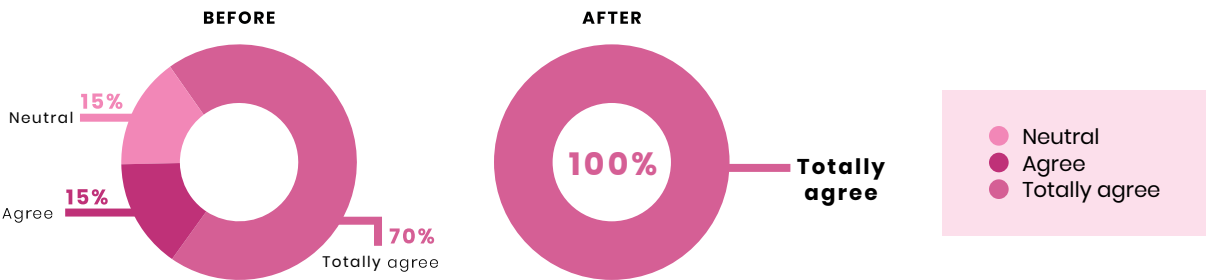


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Attractive	42%	100%
Safe	42%	71%
Well maintained	15%	100%
Good condition of furniture	15%	85%

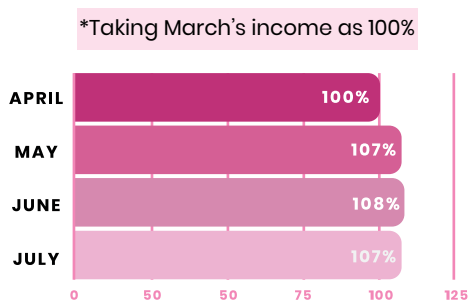
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

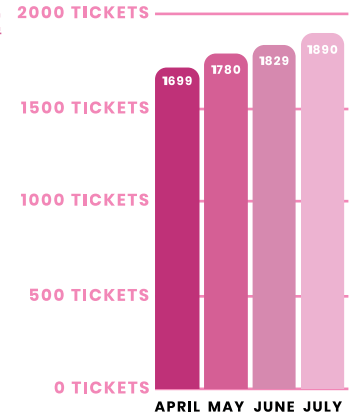


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



Diners are now seeing **more people of all ages, genders, and races**. They had a steady growth of about **200 followers per month** on their social networks. Also, compared to March, sales maintained a **7% increase**.

“

“I’m here to buy my girlfriend’s favorite food which is from here.”

-Diner’s opinion



## Before and after







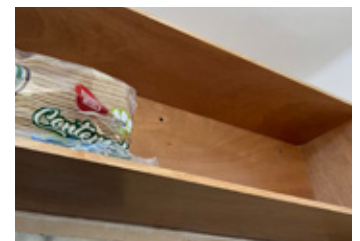
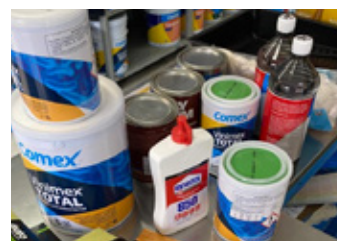
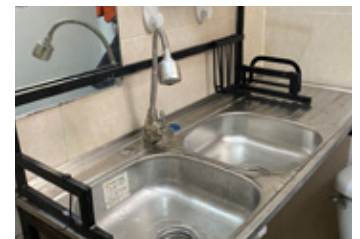
Located in the Escandón community, this fully inclusive restaurant represents a safe place. In Venivé, women can hear their voices and express themselves without stereotypes.

Formed by a multicultural team of migrant women, they have created a diverse and healthy gastronomic proposal that includes vegan, vegetarian, and gluten-free options. Venivé is also the headquarters of the First Route of Diversity.

## Actions\*

- PayClip
- Kitchen equipment
- Ikea
- Bicycle lock
- Refrigerator repair
- Tables and chairs
- Comex paint
- Telephone
- Blackboard paint
- Electric Grill
- Washing area
- Painting
- Carpentry (shelves, cash drawer, reinforced bar, movable shelf, and cabinet reinforcement)
- Water Filter
- Baskets and storage boxes

\*Financial breakdown on page 63

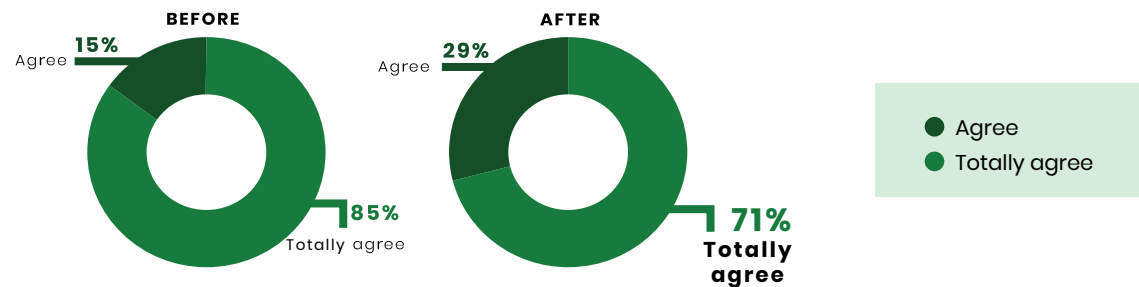


# Indicators

(Before and after the actions)

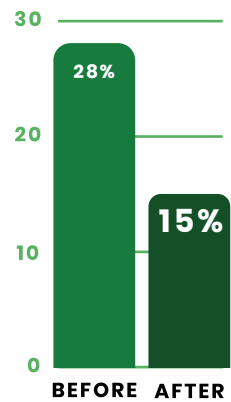
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

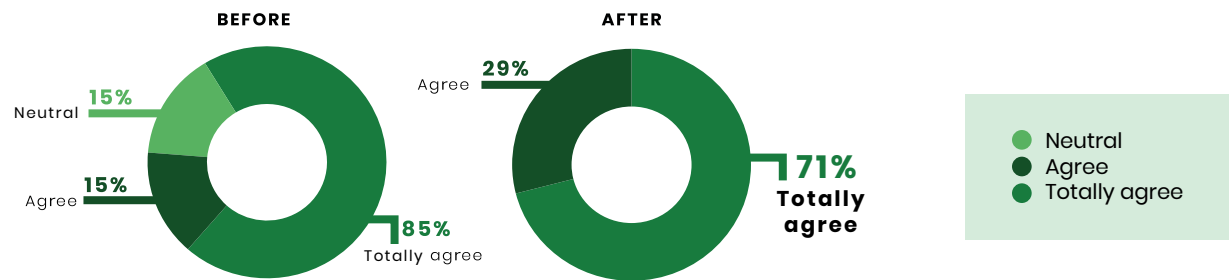


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	28%	71%
Safe	42%	42%
Well maintained	15%	85%
Good condition of furniture	28%	71%

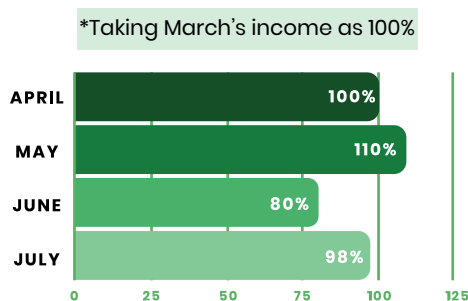
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

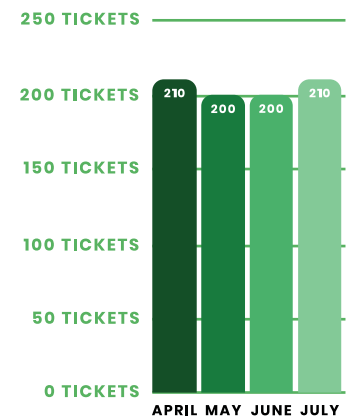


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



It achieved **growth** in its Instagram followers. The restaurant maintains a steady sales of **200 tickets per month**. Diners find the place **more comfortable, better furnished, and well maintained**.

“100% we will be back, this is our first time, and everything is excellent.”

-Diner's opinion





## Before and after





# Cevichi Bichi

55 1490 2172  
cevichibichi@gmail.com  
Iztaccihuatl 20 Local 4, Col. Hipódromo,  
Alcaldía Cuauhtémoc, 06170, CDMX



Cevichi Bichi brings the typical cuisine of Mexico northwest to Mexico City: ceviche. They also offer ceviche options without animal protein.

Believers in the power of team value for the benefit of their community, this restaurant has created a network of synergy among businesses in the area under the slogan "Todos Somos Compas" (We are all Compas).

## Actions\*

- Upright freezer
- Redesign in menus
- Terrace
- Citrus Machine

\*Financial breakdown on page 64

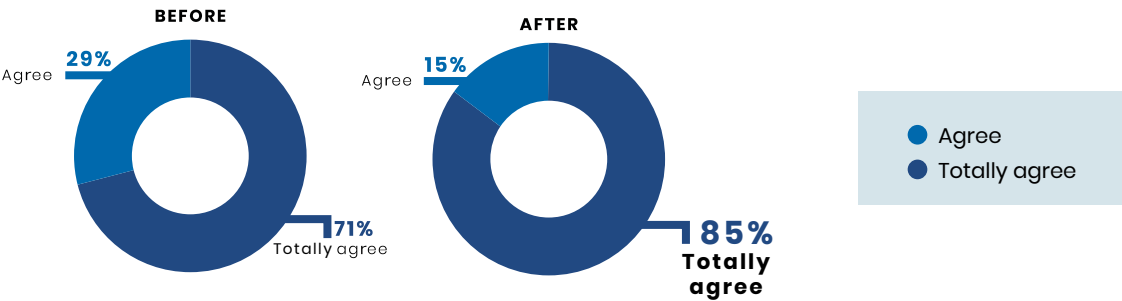


# Indicators

(Before and after the actions)

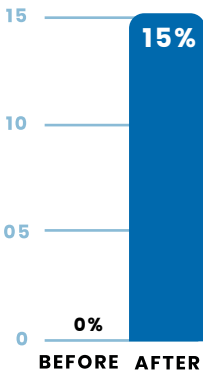
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

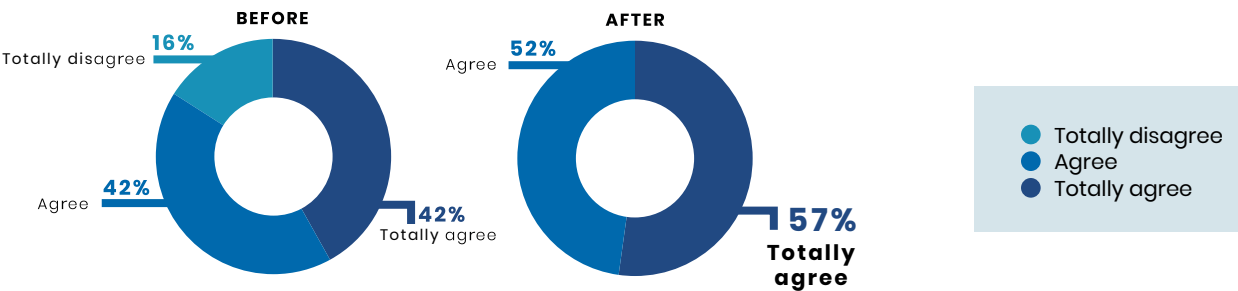


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	28%	100%
Safe	71%	85%
Well maintained	57%	85%
Good condition of furniture	15%	100%

## SOCIABILITY:

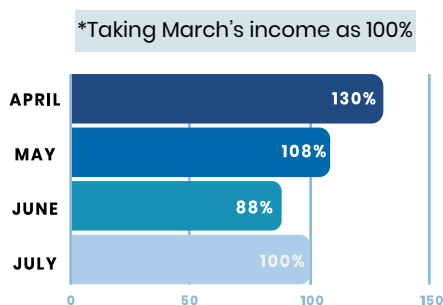
Is there a mix of age, gender and ethnic groups within the restaurant?



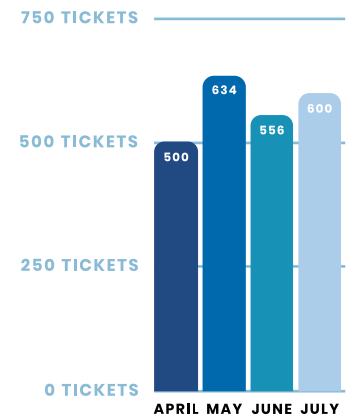


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



Diners believe that the restaurant is much **more attractive, safer, better maintained,** and **well-furnished.**

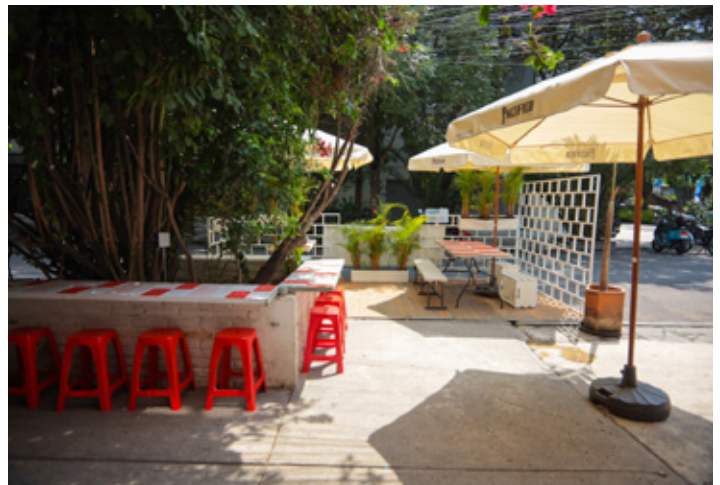
“

The food is good,  
and the service  
is pretty nice. It's  
fast too.”

-Diner's opinion



## Before and after





# Hudson TapRoom

55 8841 5056   
Av. Progreso 46, Col. Escandón I Sección,  
Alcaldía Miguel Hidalgo, 11800, CDMX 



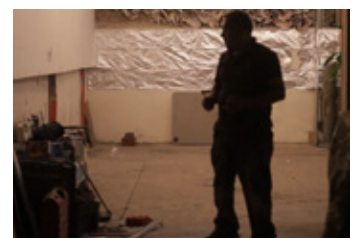
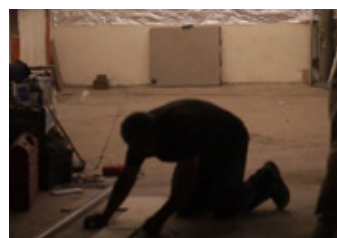
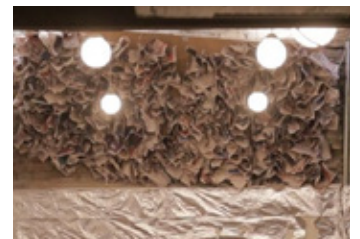
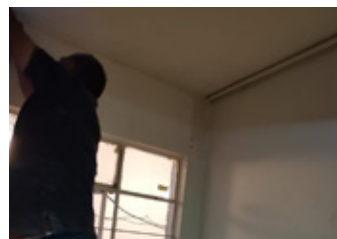
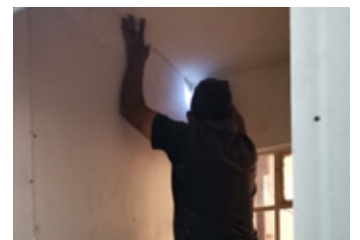
Hudson Taproom is a craft beer place that takes up the idea of the neighborhood brewery where everyone is welcome and well taken care of.

Besides excellent beer, it also provides good service and community support by welcoming local talent to its forums.

## Actions\*

- Refrigeration room
- Maintenance work (bathroom installation and recovery of space for forum)

\*Financial breakdown on page 65



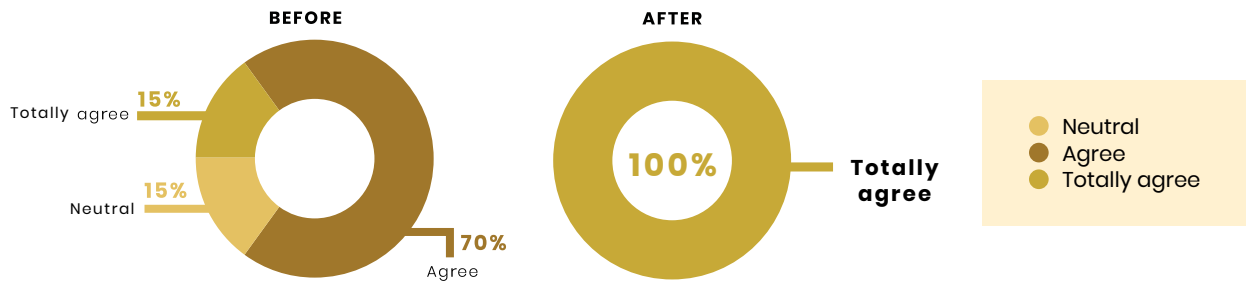


# Indicators

(Before and after the actions)

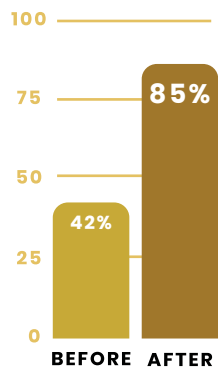
## ACCESS AND LINKAGES:

The entrance welcomes you positively



## USES AND ACTIVITIES:

Would you like to develop an extra activity in the establishment (event, workshop, course)?

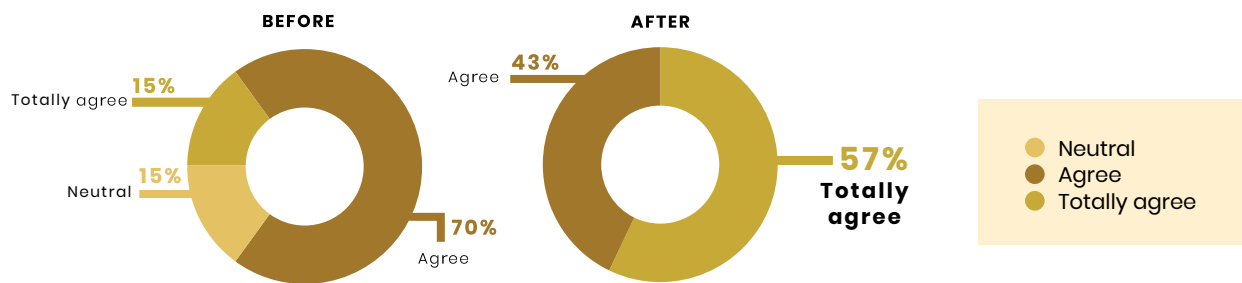


## COMFORT AND IMAGE:

DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Atractive	15%	42%
Safe	57%	42%
Well maintained	0%	71%
Good condition of furniture	0%	71%

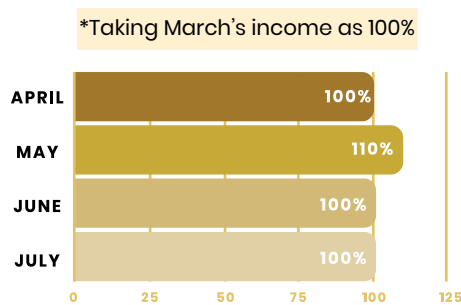
## SOCIABILITY:

Is there a mix of age, gender and ethnic groups within the restaurant?

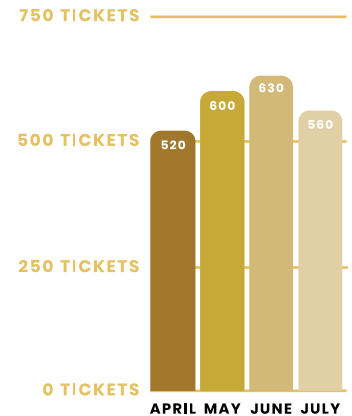


# Key Performance Indicators

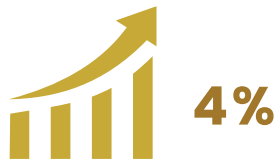
## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



It is now considered a place where people can do extra activities and a **great meeting point**. Diners now see a **well-maintained** restaurant with a **welcoming entrance and more people of all ages, genders, and ethnic groups**.

“ Good food  
and excellent  
environment to  
meet with friends.”

-Diner's opinion



## Before and after

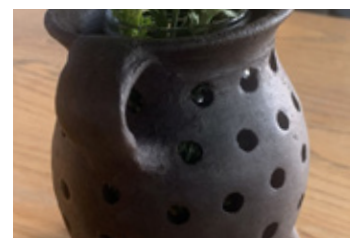
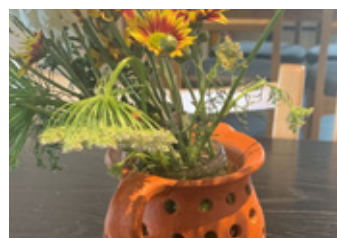
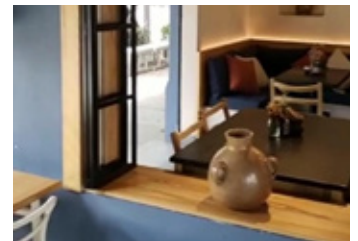
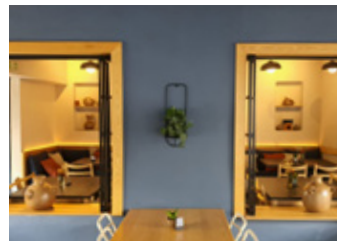






MUX preserves inherited techniques of traditional Mexican cuisine, seeking to connect with communities with ancestral traditions to recreate the traditions and celebrate life.

This establishment values the work of the producers and artisans who work with them and decorate the restaurant with tableware, vases, and decorative elements. They have a curated bar with distillates from every state, from Sonora to Chiapas.



## Actions\*

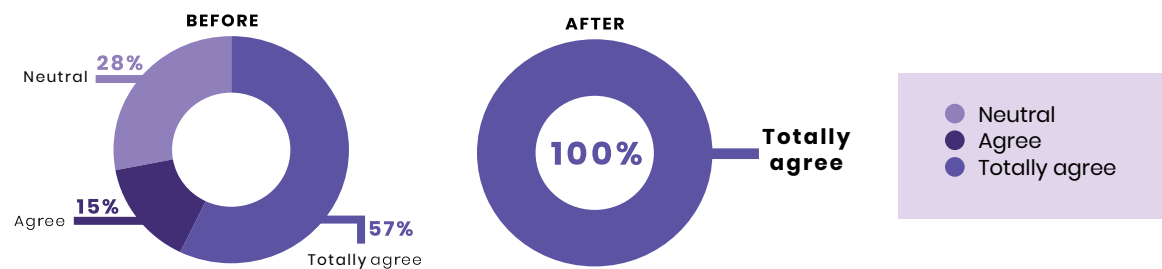
- Iron windows and glass door
- Crafts
- Payment Artisans (180 pcs)
- Planters Repair

\*Financial breakdown on page 66

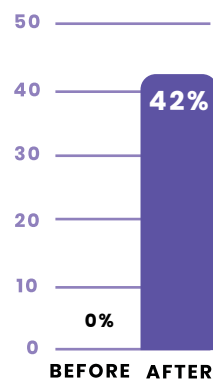
# Indicators

(Before and after the actions)

**ACCESS AND LINKAGES:**  
The entrance welcomes you positively



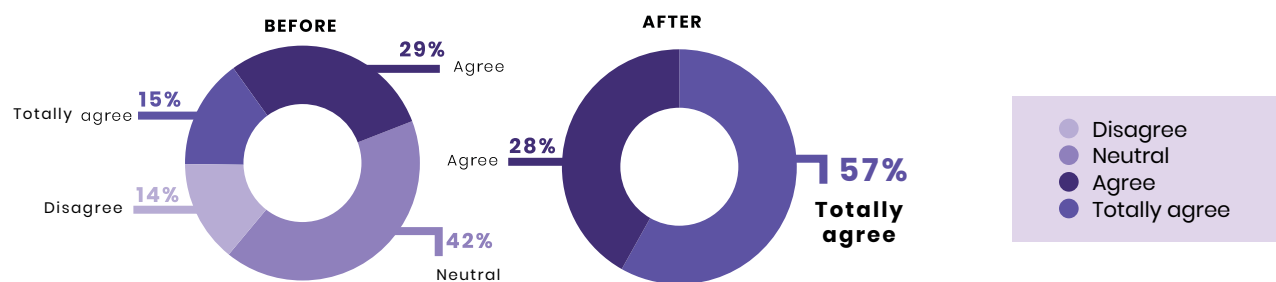
**USES AND ACTIVITIES:**  
Would you like to develop an extra activity in the establishment (event, workshop, course)?



**COMFORT AND IMAGE:**

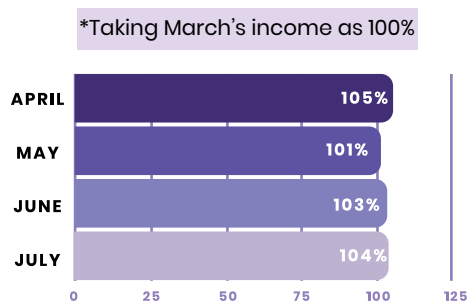
DO YOU CONSIDER IT TO BE AN ESTABLISHMENT...	BEFORE	AFTER
Attractive	42%	100%
Safe	28%	85%
Well maintained	42%	100%
Good condition of furniture	71%	100%

**SOCIABILITY:**  
Is there a mix of age, gender and ethnic groups within the restaurant?

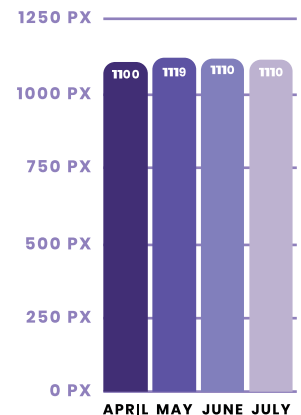


# Key Performance Indicators

## REVENUE:



## NUMBER OF DINERS: (in restaurant)



## INCREASE IN SOCIAL MEDIA FOLLOWERS: Instagram



The restaurant's social media had a **notable growth**. Diners now perceive it as a place with **excellent maintenance, safer and ideal to have a moment with friends**, which allowed them to increase their profits by **4%** and increase the number of visitors during the program's implementation period.

“ I love coming here with different people to get them to know this place.”

-Diner's opinion







## Before and after



# Integration events



To generate community with the winners of Backing International Small Restaurants, we held a get-together where each participant shared their story, the actions taken with the support, how it benefited their restaurant, and their experience with the program.

They also listened to the experience and advice of Ramsés Luévano, partner of the IMBISS restaurant, who is an entrepreneur and has managed different restaurants.

At the end of their presentation, they shared their most iconic dishes and favorite recipes.







There was also a tour with Congresswomen Mariana Gómez del Campo, Ana Villagrán, Frida Guillén, and Mayor Sandra Cuevas, where the winners showed them how they used the grant and shared how it helped them recover after the pandemic.

The visited restaurants also received a symbolic check.







# Appendix

## 1. Invitation to participate



### Backing International Small Restaurants Convocatoria

IDA Foundation y Fundación Placemaking México en colaboración con American Express convocan a propietarios de restaurantes de las colonias Roma, Condesa y Escandón a participar en el programa "Backing International Small Restaurants" para recibir un apoyo de 7,500 dólares y asesoría técnica para la mejora de sus establecimientos.

**Backing International Small Restaurants** es un nuevo programa que busca ayudar a restaurantes y bares independientes, culturalmente significativos de la Ciudad de México y a grupos poco representados, para que puedan recuperarse después de las afectaciones económicas a raíz de la pandemia.

#### PRIMERA ETAPA

Los establecimientos que quieran participar deberán cumplir con los siguientes requisitos para poder ser candidatos:

1. Deberá estar localizado dentro de las colonias Escandón, Condesa, Roma Norte y Roma Sur:  
  
Norte: Avenida Chapultepec; Este: Avenida Cuauhtemoc; Sur: Viaducto Miguel Alemán; Oeste: Circuito Bicentenario (Av. José Vasconcelos).
1. El establecimiento tiene que presentar todos los permisos necesarios y estar al corriente con el SAT:
  1. Certificado de uso de suelo
  2. Aviso de funcionamiento mercantil
  3. Protección civil
  4. Ciudad al aire libre (opcional)
  5. Opinión del cumplimiento de obligaciones fiscales positiva a la fecha de postulación.
1. Deben estar en servicio continuamente
2. El establecimiento debe ser propio, pequeño e independiente. No podrán participar restaurantes en franquicia de más de 5 locales.
3. Tener ingresos anuales menores a 20 millones de pesos mexicanos (un millón de dólares).
4. Presentar carátula de estados de cuenta bancario.

El registro de los documentos deberá realizarse en línea hasta el 12 de diciembre de 2021 en la liga disponible en la página [www.placemaking.mx](http://www.placemaking.mx)

El 19 de diciembre se anunciará a cada participante quiénes son los candidatos para pasar a la segunda etapa.



## SEGUNDA ETAPA

Después de ser seleccionados como candidatos, los participantes serán evaluados por el consejo conformado por IDA Foundation, Fundación Placemaking México y American Express del 19 de diciembre al 30 de enero de 2022.

Para la evaluación de los criterios de selección, los participantes deberán enviar un documento en donde describan cómo cumplen con los siguientes puntos:

- El establecimiento es operado o pertenece a grupos poco representados (mujeres, adultos mayores, comunidad LGBT+, personas con discapacidad, etcétera) (20%).
- El establecimiento contribuye a la identidad de su comunidad (se valorará la antigüedad y los lazos comunitarios existentes) (20%).
- De qué forma usarían el recurso para activar su negocio y cómo esto permitirá impactar a la comunidad colindante (60%).

Los participantes ganadores serán dados a conocer en febrero de 2022 en una ceremonia organizada por American Express México.

Si tienes dudas, escríbenos a [recuperacion@placemaking.mx](mailto:recuperacion@placemaking.mx)

*\*Todos los datos proporcionados en esta convocatoria están sujetos al [aviso de privacidad de Fundación Placemaking México A.C.](#), disponible en la página [www.placemaking.mx](http://www.placemaking.mx).*

## 2. Base format

Nombre del Restaurante		15 de enero de 2022					
	Concepto	Precio por unidad	Cantidad	Precio Total	Contacto proveedor		Soporte
1	Sillas	\$500.00	20	\$10,000.00	Muebleria Xima.com	Pagina de Facebook	Link cotización
2	Mesas	\$1,200.00	5	\$6,000.00	Muebleria Xima.com	Pagina de Facebook	Link cotización
3	Rampa entada	\$30,000.00	1	\$30,000.00	Maestro Juan	Telefono	Link cotización
4	Diseño de carta	\$2,000.00	1	\$2,000.00	DiseñoPR	Instragram y Facebook	Link cotización
5	Impresion de cartas	\$50.00	20	\$1,000.00	DiseñoPR	Instragram y Facebook	Link cotización
6	Concierto banda local	\$12,000.00	1	\$12,000.00	Dilroymx	Instragram y Facebook	Link cotización
5	Asesoría para huerto	\$12,000.00	1	\$12,000.00	<a href="http://Elhuertitofeliz.com">Elhuertitofeliz.com</a>	Pagina de Facebook	Link cotización
8	Huerto	\$25,000.00	1	\$25,000.00	<a href="http://Elhuertitofeliz.com">Elhuertitofeliz.com</a>	Pagina de Facebook	Link cotización
9	Estacionamiento para Bicicletas	\$20,000.00	1	\$20,000.00	<a href="http://BikeSpine.com">BikeSpine.com</a>	Pagina de Facebook	Link cotización
10	Remodelacion de terraza	\$30,000.00	1	\$30,000.00	<a href="http://TerrazaCdmx.com">TerrazaCdmx.com</a>	Instragram y Facebook	Link cotización
11	Bebedores para perros	\$1,000.00	2	\$2,000.00	<a href="http://Pet-kat.com">Pet-kat.com</a>	Instragram y Facebook	Link cotización
Total				\$150,000.00			

# Financial appendix

## 1. Doña Vero

		AMOUNT	DEPOSIT DATE
1	First Deposit	\$97,672.45	03-31-22

	ITEM	AMOUNT	DATE
1	Online Store implementation	\$540.00	04-19-22
2	Online store services	\$600.00	04-19-22
3	Clay crafts	\$1,720.00	04-19-22
4	Floor materials	\$6,516.64	04-26-22
5	Tables and chairs	\$2,160.00	04-26-22
6	Maintenance Online Store	\$6,688.00	04-26-22
7	Breakfast for children and families with tour to the Axolote Museum, Mexico City (April 30)	\$4,000.00	04-28-22
8	Uniforms	\$1,370.00	05-02-22
9	Uniforms	\$1,405.00	05-02-22
10	Awning	\$23,549.00	05-02-22
11	Bells	\$486.00	05-02-22
12	Floor laying	\$7,200.00	05-02-22
13	Iron door	\$2,500.00	05-02-22
14	Museum entrance	\$2,378.00	05-09-22
15	Flashings	\$3,982.00	05-17-22
16	Paint	\$3,659.00	05-17-22
17	Terrace lamps and spotlights	\$3,150.00	05-17-22
18	Maintenance Material	\$1,937.00	05-17-22
19	Uniform buttons	\$1,430.00	05-17-22
20	Storytelling Drag (Event)	\$1,400.00	05-17-22
21	Refrigerator Repair	\$1,100.00	05-17-22
22	Paint	\$960.00	05-17-22
23	Braille menus	\$550.00	05-17-22
24	Wall Restorer	\$138.00	05-17-22
25	Material Maintenance	\$86.00	05-17-22
TOTAL		\$98,504.64	

		INCOME	DATE
1	Second Deposit	\$48,836.23	06-24-22
2	Remaining Part One	-\$832.19	
TOTAL		\$48,004.04	

	ITEM	EXPENSES	DATE
1	Craft dishes	\$9,000.00	7-21-22
2	Flags	\$265.00	7-21-22
3	Terrace painting	\$4,014.00	7-21-22
4	Kitchen Blender	\$3,798.00	7-21-22
5	Hall painting	\$380.00	7-21-22
6	Bar Torch	\$597.00	7-21-22
7	Table protector	\$159.00	7-21-22
8	Bar Blender	\$2,200.00	7-21-22
9	Pewter plates	\$1,601.00	7-21-22
10	Microwave	\$1,612.00	7-21-22
11	Service Tray	\$1,208.00	7-21-22
12	Uniforms patches	\$700.00	7-21-22
13	Point of Sale	\$8,695.00	7-21-22
14	Neon Sign	\$4,350.00	7-26-22
15	Sign Language	\$1,000.00	7-26-22
16	Photo Session	\$8,500.00	7-26-22
TOTAL		\$48,079.00	

EXTRA INVESTMENT		\$74.96	
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## 2. La Cebolla Morada

		AMOUNT	DEPOSIT DATE
1	<b>First Deposit</b>	<b>\$97,672.45</b>	03-31-22

	ITEM	AMOUNT	DATE
1	Folding tent	\$1,499.00	04-04-22
2	Heavy duty containers	\$17,111.42	04-05-22
3	Lamps and maintenance	\$8,844.00	04-06-22
4	Bike racks	\$1,531.20	04-06-22
5	Tent Clips	\$369.00	04-06-22
6	Pet hooks	\$664.70	04-06-22
7	Entrance step remodeling	\$24,325.87	04-20-22
8	Bicycle lock	\$834.50	04-20-22
9	Luggage rack	\$1,880.22	04-20-22
10	Tarp	\$649.00	04-25-22
11	Delivery bikes	\$13,130.00	04-25-22
12	Bicycle lights	\$299.00	04-25-22
13	Bike helmets	\$718.00	04-29-22
14	Flyers	\$1,371.00	04-29-22
15	Design flyers	\$2,761.65	04-29-22
16	Ozone Purifier	\$6,250.00	04-29-22
17	Flyers	\$1,028.00	04-29-22
18	Design and vinyls	\$21,120.00	04-29-22
<b>TOTAL</b>		<b>\$102,386.56</b>	

		AMOUNT	DEPOSIT DATE
1	<b>Second Deposit</b>	<b>\$48,836.23</b>	06-24-22
2	<b>Remaining Part One</b>	<b>-\$4,714.11</b>	
<b>TOTAL</b>		<b>\$44,122.12</b>	

	ITEM	AMOUNT	DATE
1	Urban cycling course	\$11,700.00	06-28-22
2	Benches	\$29,793.72	06-30-22
3	Containers	\$3,333.84	06-30-22
<b>TOTAL</b>		<b>\$44,827.56</b>	

<b>EXTRA INVESTMENT</b>		<b>\$705.44</b>	
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### 3. Creperie de la Paix

		AMOUNT	DEPOSIT DATE
1	First Deposit	\$97,672.45	03-31-22

	ITEM	AMOUNT	DATE
1	Fiberglass Insulation	\$2,040.00	04-12-22
2	Bar	\$7,000.00	04-12-22
3	Awning	\$42,636.38	05-03-22
4	Interior sign	\$2,668.00	05-13-22
5	Carpentry and painting	\$15,776.00	05-31-22
6	Tempered glass for bar	\$3,367.00	05-31-22
7	Painting	\$3,788.00	05-31-22
8	Exterior display	\$2,784.00	06-05-22
9			
TOTAL		\$80,059.38	

		INCOME	DATE
1	Second Deposit	\$48,836.23	06-24-22
2	Remaining Part One	\$17,613.07	
TOTAL		\$66,449.30	

	ITEM	EXPENSES	DATE
1	Baby changing table	\$6,500.00	7-07-22
2	Plants	\$9,680.00	7-14-22
		\$800.00	7-14-22
		\$800.00	7-14-22
3	Awning glass	\$24,360.00	7-14-22
4			
5	Orchard	\$8,375.00	7-14-22
6	Paint urban space	\$198.00	7-14-22
7		\$184.50	7-14-22
8		\$1,049.60	7-14-22
9		\$156.40	7-14-22
10		\$2,069.50	7-14-22
11		\$672.50	7-14-22
12		\$1,331.00	7-14-22
13	Cleaning urban space	\$4,500.00	7-14-22
14	Painting urban space	\$11,700.00	7-20-22
TOTAL		\$72,386.50	

EXTRA INVESTMENT		\$5,937.20	
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## 4. Peces

		AMOUNT	DEPOSIT DATE
1	First Deposit	\$97,672.45	03-31-22

	ITEM	AMOUNT	DATE
1	Ceiling Fan	\$1,745.00	04-04-22
2	Metal curtain repair	\$6,380.00	04-05-22
3	Kitchen ceiling repair	\$962.00	04-05-22
4	Kitchen ceiling repair	\$2,043.99	04-06-22
5	Awning repair	\$7,000.00	04-11-22
6	Tables repair	\$1,700.00	04-11-22
7	Planters	\$5,000.00	04-11-22
8	Painting	\$2,429.00	04-12-22
9	Electrical material	\$2,200.00	04-26-22
10	Acrylic kitchen	\$169.91	04-26-22
11	Twenty Outdoor chairs	\$13,779.03	04-26-22
12	Wood Screws	\$202.00	04-26-22
13	Light Box	\$502.00	04-26-22
14	High Voltage Connection Set	\$304.00	04-26-22
15	Brushes and thinner	\$271.00	04-26-22
16	Shelf bracket set	\$34.00	04-26-22
17	Revision of hood system	\$2,800.00	04-26-22
18	Outdoor chair	\$817.00	04-26-22
19	Dish washer and salon equipment	\$1,866.99	04-26-22
20	Comex paint	\$3,127.00	04-26-22
21	Repair material	\$4,460.00	04-26-22
22	Comex paint	\$605.00	04-26-22
23	Lamps	\$378.00	04-26-22
24	Electrical installation	\$9,926.12	04-26-22
25	Hood system	\$5,000.00	04-26-22
26	Water filters	\$400.00	04-26-22
27	Condenser	\$5,220.00	04-26-22
28	Labor and painting	\$7,500.00	26-04-22
29	Air meter	\$200.00	26-04-22
30	Kitchen extractor	\$400.00	26-04-22
31	Hardware (for painting use)	\$289.00	26-04-22
32	Air conditioning	\$6,894.00	26-04-22
33	Kitchen tile	\$796.00	26-04-22
34	Hardware ( for installations)	\$290.00	04-26-22
TOTAL		\$95,691.04	

		INCOME	DATE
1	Second Deposit	\$48,836.23	06-26-22
2	Remaining Part One	\$1,981.41	
TOTAL		\$50,817.64	

	ITEM	EXPENSES	DATE
1	Payment of awning	\$16,000.00	06-28-22
2	Uniforms	\$7,360.00	07-04-22
3	Kitchen Blender	\$3,820.00	07-04-22
4	Jars	\$586.00	07-04-22
5	Microwave	\$3,229.00	07-11-22
7	Lamp Installation	\$308.00	07-27-22
8	Bar Lamps	\$855.00	07-27-22
9	Pepper mill	\$586.00	07-27-22
10	Stage Lamps	\$310.00	07-27-22
11	Electric Material	\$2,420.00	07-27-22
12	Trash can	\$1,610.00	07-27-22
13	Wine Glass	\$1,090.00	07-27-22
14	Matini Glass	\$1,597.66	07-27-22
16	Exterior Wall Painting	\$12,000.00	07-29-22
TOTAL		\$51,771.66	

EXTRA INVESTMENT		\$954.02	
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## 5. Café 54

		AMOUNT	DEPOSIT DATE
1	<b>First Deposit</b>	<b>\$97,672.45</b>	<b>03-31-22</b>

	ITEM	AMOUNT	DATE
1	Step removal	\$800.00	04-10-22
2	Floor replacement	\$46,529.00	04-14-22
3	Decorative wooden walls	\$28,751.00	04-18-22
4	Awning lighting	\$5,063.00	04-19-22
5	Awning	\$9,200.00	04-20-22
	<b>TOTAL</b>	<b>\$90,343.00</b>	

		INCOME	DATE
1	<b>Second Deposit</b>	<b>\$48,836.23</b>	<b>06-24-22</b>
2	<b>Remaining Part One</b>	<b>\$7,329.45</b>	
	<b>TOTAL</b>	<b>\$56,165.68</b>	

	ITEM	EXPENSES	DATE
1	Point of Sale	\$21,023.12	06-28-22
2	Acapulco Chairs	\$12,500.00	06-30-22
3	Sunshades	\$2,797.98	06-30-22
4	Repair of kitchen equipment	\$13,572.00	06-30-22
5	Repair of kitchen equipment (Material)	\$11,924.00	06-30-22
	<b>TOTAL</b>	<b>\$81,817.10</b>	

	<b>EXTRA INVESTMENT</b>	<b>\$5,651.42</b>	
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## 6. La Pitahaya Vegana

		AMOUT	DEPOSIT DATE
1	<b>First Deposit</b>	<b>\$97,672.45</b>	03-31-22

	ITEM	AMOUNT	DATE
1	Improvement of the cash register area	\$25,590.87	04-18-22
2	Space measurement	\$1,250.00	04-18-22
3	Ozone generator	\$8,829.76	04-18-22
4	Citrus juicer	\$7,607.28	04-18-22
5	Kneader	\$23,036.44	04-22-22
6	Manual tortilla machine	\$21,335.00	04-22-22
7	Manual tortilla machine	\$17,000.00	04-22-22
	<b>TOTAL</b>	<b>\$104,649.35</b>	

		INCOME	DATE
1	<b>Second Deposit</b>	<b>\$48,836.23</b>	06-24-22
2	<b>Remaining Part One</b>	<b>-\$6,976.90</b>	
	<b>TOTAL</b>	<b>\$41,859.33</b>	

	ITEM	EXPENSES	DATE
1	Water filter	\$86,930.46	07-05-22
	<b>TOTAL</b>	<b>\$86,930.46</b>	

	<b>EXTRA INVESTMENT</b>	<b>\$45,071.13</b>	
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## 7. Venivé

		AMOUNT	DEPOSIT DATE
1	First Deposit	\$97,672.45	03-31-22

	ITEM	AMOUNT	DATE
1	PayClip	\$999.00	04-18-22
2	Kitchen equipment	\$11,328.00	04-18-22
3	Kitchen equipment	\$24,036.60	04-18-22
4	Ikea	\$3,616.00	05-02-22
5	Bicycle lock	\$500.00	05-02-22
6	Refrigerator repair	\$480.00	05-02-22
7	Tables and chairs	\$8,100.00	05-02-22
8	Comex paint	\$2,483.78	05-02-22
9	Telephone	\$14,499.00	05-02-22
10	Blackboard paint	\$889.51	05-02-22
11	Electric Grill	\$4,450.00	05-19-22
12	Washing area	\$2,470.00	05-19-22
13	Painting	\$7,600.00	05-19-22
	Carpentry (shelves, cash drawer, reinforced bar, movable shelf and cabinet reinforcement)		
14		\$12,500.00	05-19-22
15	Water Filter	\$4,118.00	05-19-22
16	Baskets and storage boxes	\$1,022.99	05-19-22
TOTAL		\$99,092.88	

		INCOME	DATE
1	Second Deposit	\$48,836.23	06-24-22
2	Remaining Part One	-\$1,420.43	
TOTAL		\$47,415.80	

	ITEM	EXPENSES	DATE
1	Advance electrical installation	\$1,500.00	27-Jul-22
2	Refrigerator	\$15,573.68	27-Jul-22
3	Ladder	\$999.00	27-Jul-22
4	Planters	\$3,600.00	27-Jul-22
5	Plants	\$1,100.00	27-Jul-22
6	Electrical installation	\$10,200.00	27-Jul-22
7	Installation security camera	\$1,500.00	27-Jul-22
8	Delivery bikes	\$5,500.00	27-Jul-22
9	Bike racks	\$1,508.96	27-Jul-22
10	Indoor security camera	\$928.00	27-Jul-22
11	Outdoor security camera	\$1,247.00	27-Jul-22
12	Memories security camera	\$1,548.00	27-Jul-22
13	Desert cabinet repair	\$3,000.00	27-Jul-22
14	Dog waterer	\$500.00	27-Jul-22
TOTAL		\$48,704.64	

EXTRA INVESTMENT		\$1,288.84	
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## 8. Cevichi Bichi

		AMOUNT	DEPOSIT DATE
1	First Deposit	\$97,672.45	03-31-22

	ITEM	AMOUNT	DATE
1	Upright freezer	\$26,833.00	04-02-22
2	Redesign in menus	\$4,303.60	04-06-22
3	Terrace advance	\$26,100.00	04-11-22
4	Terrace	\$26,100.00	04-22-22
TOTAL		\$83,336.60	

		INCOME	DATE
1	Second Deposit	\$48,836.23	06-24-22
2	Remaining Part One	\$14,335.85	
TOTAL		\$63,172.08	

	ITEM	EXPENSES	DATE
1	Citrus Machine	\$70,771.60	25-Jul-22
TOTAL		\$70,771.60	

EXTRA INVESTMENT		\$7,599.52	
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## 9. Hudson Taproom

		AMOUNT	DEPOSIT DATE
1	<b>First Deposit</b>	<b>\$97,672.45</b>	03-31-22

	ITEM	AMOUNT	DATE
1	Refrigeration room	80,000.00	04-14-22
2	Maintenance work (bathroom installation and recovery of space for forum)	25,280.00	04-14-22
	<b>TOTAL</b>	<b>105,280.00</b>	

		INCOME	DEPOSIT DATE
1	<b>Second Deposit</b>	<b>\$48,836.23</b>	06-24-22
2	<b>Remaining Part One</b>	<b>-\$7,607.55</b>	
	<b>TOTAL</b>	<b>\$41,228.68</b>	

	ITEM	AMOUNT	DATE
1	Awning	\$35,000.00	07-25-22
2	24 Chairs	\$9,550.00	07-25-22
	<b>TOTAL</b>	<b>\$44,550.00</b>	

	<b>EXTRA INVESTMENT</b>	<b>\$3,321.32</b>	
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## 10. Mux

		AMOUNT	DEPOSIT DATE
1	<b>First Deposit</b>	<b>\$97,672.45</b>	05-05-22

	ITEM	AMOUNT	DATE
1	Iron windows and glass door	\$53,360.00	05-15-22
2	Crafts	\$5,840.00	05-15-22
3	Payment Artisans (180 pcs)	\$23,655.00	05-17-22
4	Planters Repair	\$11,600.00	05-17-22
5	Planters Repair	\$4,582.00	06-15-22
	<b>TOTAL</b>	<b>\$99,037.00</b>	

		AMOUNT	DEPOSIT DATE
1	<b>Second Deposit</b>	<b>\$48,836.23</b>	07-08-22
2	<b>Remaining Part One</b>	<b>-\$1,364.55</b>	
	<b>TOTAL</b>	<b>\$47,471.68</b>	

	ITEM	AMOUNT	DATE
1	Pergola and Benches	\$48,900.50	08-26-22
	<b>TOTAL</b>	<b>\$49,900.50</b>	

	<b>EXTRA INVESTMENT</b>	<b>\$1,428.82</b>	
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