



Mayor Letter 6/16/17

Historical Spanish Village Attracts New Tenants

Carefree has made progress in recent years to enhance its downtown “core” for the enjoyment of the town’s residents and visitors. With more than a half dozen land lords in town, there have been questions by residents as to what the future plans are with buildings not owned by the town and if new tenants are being pursued.

One such well known property, recently purchased, is historic Spanish Village. Since being acquired, it has received a renovation and is now experiencing a resurgence of viable tenants interested in the culture and activity generated by the new landlord, Raskin & Associates. The new tenants are actively promoting their businesses and generating walk-in traffic that is turning into sales. Furthermore, the Raskin’s are building a new website and creating a strong social media presence to support the success of all the businesses who choose to call Spanish Village home.

For example, the new ***Fearless Art Works gallery***, has lined-up events not only for this summer but all-year-round. Owner and artist, Michelle Micalizzi, is “activating” her 2,212 sq. foot space by creating not only an art gallery but a space for good works of every kind connecting art + business + community. Adjacent to the original ***Black Mountain Coffee Shop***, longtime resident, Cesar Chacon, will soon be opening a new bakery ***La Boulangerie***. Nanci Kelleher, a local designer specializing in southwestern desert style, has decorated her space with rich handbags, old doors, fabrics, pillows and unique one-of-a-kind pieces at ***Hermosa Interiors and Design***. Her neighbor is world renowned artist, Ray Villafane of ***Villafane Studios***, who was asked by Raskin to create a unique sand sculpture in the courtyard area for visitors to take pictures and enjoy. ***Adelante***, an art gallery currently situated at el Pedregal will be moving over in the fall, discovering Spanish Village as an attractive cultural hub, like it has been in years past. The history at the Village goes back as far as one of the original tenants, ***Desert Treasures***, who still, after 44 years, still retails rock, fossils and jewelry gifts. There is also a promise of a new restaurant in the fall and as soon as I know the name I will let everyone know. Interest is due to Raskin’s ability, as an experienced landlord, to fill the space and work with tenants to provide a culture that promotes events and entrepreneurship. He believes that his success is tied to their success.

The new culture and “vibe” of the historic Spanish Village is very promising, attractive and exciting to the entire community. As the Mayor, I’m pleased to see entrepreneurs working together to make their businesses thrive. People attract people and that’s in alignment with our core marketing strategy of executing signature events that support building a strong economic engine while maintaining the culture, cultivating social opportunities and taking advantage of the unparalleled landscapes of Carefree.

For more on Spanish Village and its tenants please go to VisitCarefree.com.

