

FOR IMMEDIATE RELEASE:

Cherokee Street celebrates designation of Hispanic/Latino Cultural District: La Calle Cherokee

Saturday, September 16th 7:00pm
Fiestas Patrias, Cherokee Street

In honor of over 40 years of the Hispanic/Latino cultural and economic contributions to the revitalization of Cherokee Street and the surrounding neighborhoods, the Cherokee Station Special Business District, Cherokee Street Business Association, Hispanic Chamber of Commerce, and members of the Cherokee Street Hispanic/Latino Community proudly designate Cherokee Street, from Gravois to Jefferson as “Calle Cherokee.” This designation celebrates and commemorates the contributions of all residents and business Owners of Hispanic/Latino descent and recognizes the importance of promoting and preserving that heritage through an honorary designation.

Cherokee Street is home to the largest concentration of Hispanic/Latino owned and operated bakeries, restaurants, shops and grocers in St. Louis City. The Hispanic population in the neighborhoods immediately surrounding Cherokee (Benton Park West, Gravois Park and Dutchtown) have collectively seen a steady increase from 438 Hispanic residents in the year 1990, to more than 2000 Hispanic residents in the year 2015 – a 357 percentage change and growing.

“Since the 1980s, Hispanics have been growing their presence on Cherokee Street and surrounding areas – establishing successful businesses and sparking a new era of commerce for the street,” said Karlos Ramirez, President and CEO of the Hispanic Chamber of Commerce of Metropolitan St. Louis. “It is appropriate that a place already widely-identified as a hub of Hispanic/Latino culture be celebrated for its contributions to the community.”

Cherokee Street has made enormous contributions to St. Louis’ cultural identity; the neighborhood’s Hispanic/Latino cultural heritage is felt far beyond our city boundaries. This designation honors history and nurtures the Hispanic/Latino community for the next generation. This is the first step in preserving the Hispanic and Latino legacy and officially designating Cherokee Street as a hub for Hispanic/Latino culture. More events, a sign and celebration will come in the following months.

This cultural designation will be recognized by the Board of Aldermen and Mayor Lyda Krewson through a resolution and commencement ceremony during the Mexican Independence Celebration on Cherokee Street; Fiestas Patrias, which will take place at 7 p.m. Saturday Sept. 16. M. Leticia Seitz, Director of Fiestas Patrias STL, representatives from Latinos En Axion STL; the Hispanic Chamber of Commerce of Metropolitan St. Louis; the St. Louis Mosaic Project; the Mexican Consulate; and Alderpersons Cara

Spencer and Dan Gunther, will take part in the commencement during the traditional El Grito de Dolores at Fiestas Patrias.

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