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Hilltop Matters

Neighborhood and commercial news on West Broad Street and beyond

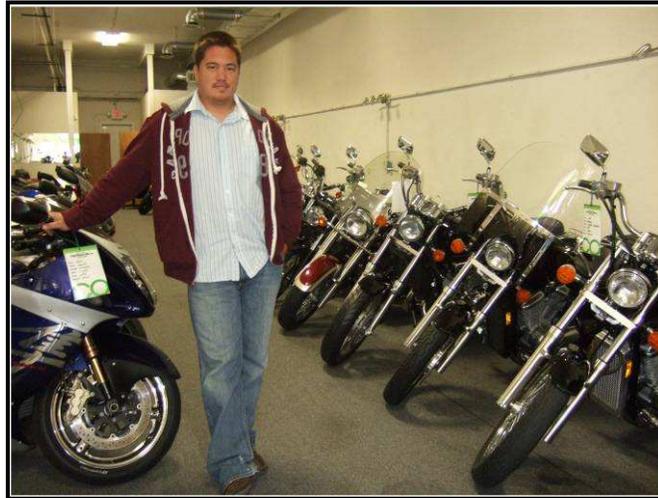
The best year so far

Cycle Co. thrives in heart of Hilltop's Highland West area

Autumn is the slow season for the Cycle Co., but Andy Carroll is not complaining. Instead, he's buying motorcycles to sell next year.

"Business is good," Carroll said of his motorcycle resale shop at 2360 W. Broad St. "This is my best year so far. We've sold more than 200 motorcycles, and the year's not over."

Carroll sells online, mainly to out-of-town customers. "We're easy to find – just a mile off the highway. Half of our business is to people who have never even been to Columbus."



What recession? Andy Carroll finds his customers on the Internet, and they travel to the Hilltop to complete the sale. Carroll reports three years of growth for the Cycle Co.

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A store for hat lovers and boot lovers

La Chaparrita caters to Latino men with sense of style



Pedro Saucedo sells fine boots.

Columbus was the land of opportunity when Pedro Saucedo moved from Chicago five years ago to open La Chaparrita, a boots, clothing and music store at 2655 W. Broad St. Two years later, he opened a second store on Cleveland Avenue to better reach the north and east ends of the area's Latino market.

About 90 percent of his customers are Latino. The store's great selection of Wrangler jeans also attracts a share of non-Hispanic customers. Boots range from basic, sturdy brands for work to fine-crafted specimens in alligator and ostrich skin. Stetson is the main brand in a wide selection of Western-style hats.

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Corn shocks and kids from Highland

A Garden Party

Young people worked hard to help make the Highland Community Garden central Ohio's 2009 Community Garden of the Year. On right is Sedrick Dessin, 10, winner of the Paul B. Redman Youth Leadership Award for his community garden efforts at the Highland garden. In this photo, the children are getting ready for the Uptown on the Hilltop Parade Nov. 1.

The half-acre garden just south of West Broad Street involved families and youth and yielded more than 3,500 pounds of fresh produce donated to the Hilltop community.

Want to start or support a community garden on the Hilltop? Contact Dan Downing at 614-272-1312 for more information. To learn more about the Highland project, visit this blog site:
<http://highlandavenuecommunitygarden.blogspot.com/>

Cycle Co. enjoys favorable spot on National Road

(Continued) Since he's in the business of transportation, Carroll also takes advantage of his shop's location along the Historic National Road. If a customer is from Dayton or other nearby communities, Carroll encourages them to travel the National Road on U.S. 40.

"I tell them to stay on Route 40 the whole way. That way they travel the National Road, which is not as busy as I-70."

Carroll attributes his success in part to affordable rent. "We can park 50 motorcycles in this building. Where else on Broad Street can I park 50 motorcycles? That's why we're here."

La Chaparrita sells practical and fancy clothes, boots

(Continued) The store caters mainly to Latino men, with smaller lines for women and children. The formula of high-end hats and boots, along with practical denim and other clothes, has worked well. "There wasn't any store like this in Columbus back then," said Saucedo, a native of Mexico who lived in Chicago for 25 years and managed stores there.

Why the name *La Chaparrita*? In Spanish, the word means "little lady" or "short lady."

Saucedo says he named the store after his daughter Emily, now 10. Sometimes, he says, customers ask "Where is *la chaparrita*?" "When my daughter is here, she says, 'I'm *la chaparrita*. This is my store.'"

Learn more about the Highland West area of West Broad Street and the city's efforts to revitalize it. Visit: www.hilltopbusinessassociation.org

Get published in Hilltop Business Association's new community directory

The HBA will publish a new community directory in January 2010. The businesses in the Neighborhood Commercial Revitalization area of West Broad Street (between Highland and Hague avenues) will have their own business guide section in the directory, to be distributed to Hilltop businesses and residents.

All Hilltop businesses on the Hilltop are encouraged to join the HBA by Dec. 15 to be listed in the 2010 directory. Dec. 15 also is the deadline for placing an ad. For more information, please visit:

www.hilltopbusinessassociation.org

Questions about this newsletter? Contact Kathy Hoke, editor, 614-276-5562.