PROJECT PROPOSAL

THE
APARECIÓ
COMMONS
AT HINSDALE STATION

PROJECT NAME: APARECIÓ COMMONS

ORGANIZATION: THE APARECIÓ FOUNDATION, NFP.

PRESENTATION DATE: 22ND JUN 2025

HINSDALE VILLAGE BOARD PRESENTATION

Dear Village Board of *TRUSTEES,*



Jessica George
Hinsdale Resident
Founder & Executive Director,
The Apareció Foundation
Publisher, Félix Magazine

The space we're asking to steward is not just square footage—it's potential. The kind of potential that sits idle unless someone sees it, activates it, and commits to making it matter.

For over 15 years, I've led The Apareció Foundation with that philosophy: mission rooted, strategy aligned, action taken. We've grown from a mentorship pilot into a national nonprofit with three social enterprises, over 1,200 students served, and a holiday program that's now fed more than 300+ families. And yet, this is the first time we've had the opportunity to bring that work home—to Hinsdale.

The Apareció Commons at Hinsdale Station is about more than civic programming or charitable retail. It's about what happens when design, equity, and purpose meet in a public space—and how that intersection can benefit the entire community. Whether it's the commuter grabbing a breakfast box, the family attending a mentorship talk, or the student receiving a donated gift curated by a neighbor, this space is built to serve Hinsdale's values in action.

We aren't requesting public capital. We're investing our own. Through in-kind design, operations supported by earned revenue, and a clear framework for review, this proposal asks only for access—and offers in return an activated, tax-generating, low-impact civic asset.

I'm deeply grateful for your time and for your commitment to Hinsdale's future. We would be honored to present this project to you in person and begin building something enduring—together.

Executive *SUMMARY*

The Apareció Commons at Hinsdale Station is a nonprofit concept store and community hub designed to transform a highly visible, currently vacant Village-owned space into a civic asset with measurable value. Operated by The Apareció Foundation and led by longtime Hinsdale resident Jessica George, the Commons blends purpose-driven retail, youth mentorship, cultural programming, and community engagement—while generating sales tax revenue and requiring no public funding.

This project is not theoretical. The Apareció Foundation has:

- Supported over 1,200 students through mentorship and education programs
- Provided meals to more than 300 families through our Holiday Meal Box Program
- Raised over $300,000 in private funding and in-kind support
- Operated Hasana retail locations in New York and Chicago, with successful capsule launches, dinner series, and public events
- Partnered with media, design, and philanthropic networks through Félix Magazine and Monger Reserve

With that infrastructure built, we are ready to bring our national model home—to Hinsdale.

Key Benefits to the Village

The Commons is not just a storefront. It is a daily, tangible demonstration of what can happen when mission meets design, and when a civic space is used to empower, connect, and give back. From ready-to-enjoy gourmet goods and capsule fashion collections to mentorship talks and kit-packing volunteer events, this project offers residents a space to shop, give, gather, and grow.

- Daily activation of a vacant, Village-owned historic space
- Taxable retail operations
- High-quality commuter offerings and weekend retail
- Educational programs open to the public
- Volunteer and youth engagement opportunities
- Civic storytelling and local visibility via Félix Magazine
- 100% privately funded buildout and operations

Request Summary

We respectfully request a three-year, donation-based lease of the former Casa Margarita space, with phased access to the adjacent ticketing office as community demand expands. A performance review at 18 months will evaluate impact based on open hours, civic use, programming delivery, and sales tax contributions.

We welcome the opportunity to present this project in person and demonstrate how this space can serve the Village every day—with no cost and lasting return.