



# Experience Michigan's 'Original' Main Street!

Marvel at the mighty Soo Locks, encounter freighters at arm's length, and explore our terrific mix of entertainment, nightlife and shopping.

2024 EDITION

SAULT STE. MARIE MAIN STREET

906.635.6973

downtownsault.org



## State of DOWNTOWN

**20** Blocks

**120** Acres

**254** Parcels

**166** Parcel owners

**1,300** Public parking spots

**152** First-floor storefronts

**167** Residential units

**18** Restaurants

**49** Retail stores

**10%** Storefront vacancy rate

**49%** Property value increase  
(from 1986–2023)

## Sault Ste. Marie Main Street is making a real difference.

**Sault Ste. Marie Main Street**, a program of the downtown development authority, is leading the charge to transform the downtown into an internationally renowned, lively, full and year-round commercial district; a place with a diversity of experiences and entertainment options that invites and welcomes the active engagement of residents and visitors alike.

### Downtown's Goals

- Expand and enhance awareness for what downtown Sault Ste. Marie has to offer.
- Articulate and build upon the sense of place that defines downtown Sault Ste. Marie.



Sault Ste. Marie  
**Main Street**

# TRANSFORMING SAULT STE. MARIE'S DOWNTOWN



Downtown business, Soo Co-op Credit Union, organized the first annual "Soo Co-op Credit Union Downtown Cleanup Day" on June 19, where other community volunteers joined. This was the first of many going forward to ensure our downtown stays vibrant and beautiful.



Prim Aesthetics was the recipient of MEDC's Match on Main grant this year, which provided them the opportunity to purchase a new hydrafacial machine. The machine created a new service for Prim that was the first of its kind to the area.



A new event, titled "Friday Nights at Dusk," was created over the summer in partnership with Nicolet Bank and Lake Superior State University. Every Friday night for six weeks, a family-friendly movie was played outdoors at dusk. It was a great addition to our event line-up and well received by attendees.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT  
**\$415,800**

Program to date: \$1,785,067



**2** Façade & Building Improvements  
Program to date: 28



**6** New Businesses  
Program to date: 30

## Community Profile

Sault Ste. Marie | 2023



Population  
**12,982**



Households  
**5,586**



Median HH Income  
**\$42,193**



Median Age  
**35 years**



Housing Units  
**6,252**



**90%** Housing is occupied  
**47%** Owner-occupied  
**43%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Match on Main Funding program
- Small Business Saturday Champion
- Sign grant program
- Crosswalk mural program
- Design assistance
- Market data
- Business recruitment and retention
- Web and social media marketing
- Retail networking events

"A vibrant downtown is nostalgic. Our downtown has history of business, community, and collaboration. The feeling you get when you shop, dine, and support our downtown is one that reminds you of a time when people took time to get to know each other. The feelings of BELONGING is what our downtown offers to our members. I am proud to be a part of a downtown that offers a feeling of nostalgia, not only to our community members, but to the tourists that visit each year. We are unique, we are growing, we are downtown Sault!"

—Tara Kelgar, Owner, Phat Boutique at 404 Ashmun Street

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population (not including Canada)	8,621	13,175	17,935
Households	3,684	5,653	7,569
Median HH Income	\$40,144	\$42,813	\$48,663

## In-demand Businesses

### Food & Drink

- Bakery
- Italian restaurant
- Steak house
- Breakfast/brunch restaurant
- Healthy menu eatery

### Shopping & Retail

- Specialty foods
- Book store
- Arts/crafts/hobby store
- Sporting goods/outdoor store
- General/variety store

# Bringing Back the Arts

For years, crosswalk mural art has played an integral role in our Main Street program. Adding color to our downtown, these murals have helped define the uniqueness that is Sault Ste. Marie Main Street. Since the COVID-19 pandemic hit, there was a pause in their implementation; but this summer, volunteers and donors worked together to bring these murals back to life! Next spring, even more will be added along with other streetscape art to liven up our district.



## 2023 Pulse of Downtown



**75%** Visit downtown Sault Ste. Marie most often for dining

**42%** Said the frequency of downtown Sault Ste Marie visits have increased or stayed about the same during the past year

**36%** Described recent trends in downtown Sault Ste Marie as improving or making progress and/or steady or holding its own

## Social Connection



**10,000+**  
Facebook Followers

**1,750+**  
Instagram Followers

## Volunteer Connection



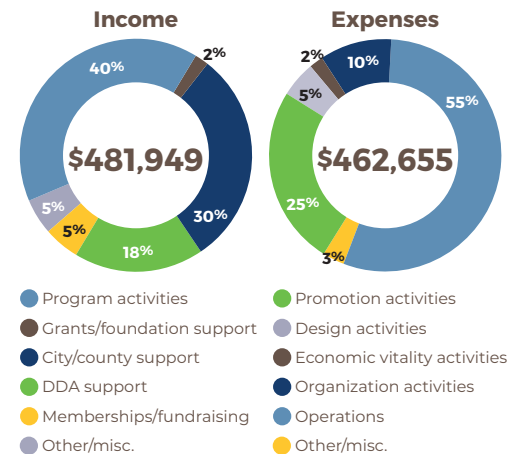
**1,105**  
Volunteer hours in 2022–2023

**6,150**  
Volunteer hours  
(Program to date)

**\$33,316**  
Volunteer value in 2022–2023

**\$185,423**  
Volunteer value  
(Program to date)

## In the Numbers



## VOLUNTEER SPOTLIGHT

“It is wonderful seeing changes occurring in our small town. There are so many dedicated volunteers in the Sault, especially around downtown beautification projects. I get considerable gratification dedicating just an hour or two of time intermittently. Giving a little bit of one’s time is fun when an individual’s passion is matched with a volunteer opportunity and it makes one’s soul grow.”

—Tom Root, Retired Project Manager NISC



# DOWNTOWN ALIVE

Sault Ste. Marie  
Main Street Events 2022-23

# 14,225

Est. event attendance

- New Year's Eve Anchor Drop
- I-500 Pub Crawl
- Ladies' Night Out
- Halloween Spooktacular
- Sidewalk Sales on Ashmun Street
- Music in the Park
- Parade of Lights
- Small Business Saturday
- Holiday Open House
- Friday Nights at Dusk



New Year's Eve Anchor Drop



Ladies' Night Out



Music in the Park



Small Business Saturday

**“What I love most about the Main Street program is its ability to give back to the community. Success is built on our drive to make the downtown and the entire community a better place, where people both want to visit and reside.”**

—Craig Cooper, Sault Ste. Marie Main Street Board Chair

## Sault Ste. Marie's Board of Directors

President: Craig Cooper

Member: Sue Anne Wilks

Executive Director:

Vice-chair: Ray Bell

Member: Wilda Hopper

Stephanie Sprecker

Secretary: Jessica Johnston

Member: Amy Goetz

Admin. Asst.:

Member: Jordan Chisholm

Member: Brian Chapman

Riley Gilman

Member: Mark Savoie

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment



**\$9,639,829**

2022-23 Total Public Investment

**\$424,613,279**

Program to date

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

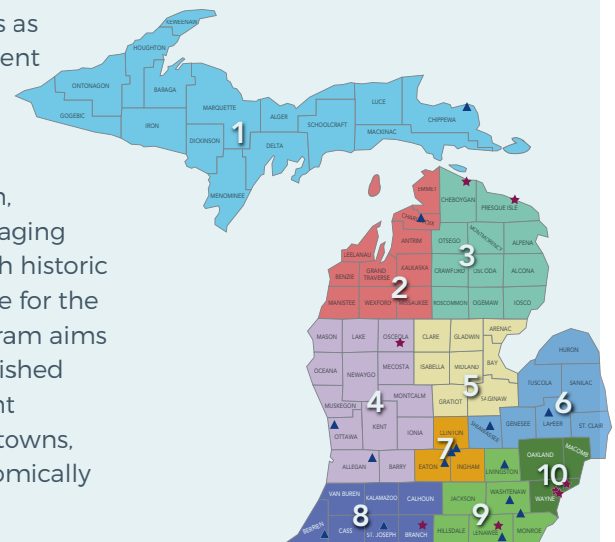


## Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

## Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

[www.miplace.org](http://www.miplace.org)