



# Building the Blueprint for Vibrancy

Saline Main Street brings people and ideas together to shape a vibrant downtown—proving that community involvement is the solution.

2026 EDITION

SALINE MAIN STREET

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salinemainstreet.org



## State of DOWNTOWN

**5** Blocks

**19.7** Acres

**72** Parcels

**44** Parcel owners

**386** Public parking spaces

**40** First-floor storefronts

**30** Residential units

**6** Restaurants

**6** Retail stores

**173k** Visitors (2024)

**700k** Visits (2024)

**12.5%** Store vacancy rate

## Saline Main Street is making a real difference.

In 2025, Saline Main Street turned imagination into impact—transforming spaces, supporting small businesses, and welcoming new voices to the heart of downtown. From the Art Underfoot mural in Leather Bucket Alley, to comedy nights, summer concerts, and our 20th anniversary of Saline Oktoberfest, our community proved that the greatest strength of Saline is its people—growing together, one vibrant idea at a time. Through strategic investment, creative placemaking, and community-powered action, Saline Main Street turned possibilities into progress across every corner of downtown.

### Downtown's Goals

- Collaborate with the city to further streamline the permitting process and strengthen communication channels for entrepreneurs launching new businesses downtown.
- Highlight downtown's rich history, distinctive architecture, and legacy businesses to share the stories that define Saline's unique character.
- Reestablish volunteer teams and committees to advance the Four Points of the Main Street Approach®: organization, promotion, design, and economic vitality.



# TRANSFORMING SALINE'S DOWNTOWN



With the help of Michigan Main Street, MEDC, and in partnership with City of Saline and Curtis Wallace Art, we brought history to life through a community art project in Leather Bucket Alley.



We celebrated the 20th anniversary of Saline's Oktoberfest with record crowds and revenue—with all profit going back to Saline Main Street in our efforts to support our downtown community.



In 2025, we updated our volunteer t-shirts, recognizing that our volunteers are “The Solution” to making our downtown thrive. Our amazing volunteers bring warmth and inspiration to all that we do at Saline Main Street.

## REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT  
**\$98,348**

Program to date: \$2,063,175



**3** Façade & Building Improvements  
Program to date: 59



**2** New Businesses  
Program to date: 38

## Community Profile

Saline | 2024



Population  
**8,683**



Households  
**3,888**



Average HH Income  
**\$91,947**



Median Age  
**44.8 years**



Housing Units  
**4,202**



**93%** Housing is occupied  
**69%** Owner-occupied  
**23%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Promoting downtown businesses through coordinated marketing campaigns, shared social media storytelling, cross-business collaborations, and special promotions that amplify visibility and support sales.
- Implementing public art, beautification projects, and alleyway activations that enhance the downtown experience, increase dwell time, and make Saline a more attractive and welcoming destination for shoppers and visitors.
- Providing foot-traffic recaps, event impact snapshots, and consumer feedback to help inform businesses on best practices for hours, staffing, and product mix.
- Creating and managing programming such as festivals, concerts, Ladies' Night Out, and cultural events at The 109 that bring residents and visitors downtown and increase customer traffic for local businesses.
- Hosting monthly business and property owners (BPO) meetings to strengthen communication, share timely updates, and gather meaningful feedback that informs downtown priorities.
- Coordinating with the city and partners on permitting, signage, parking, and construction timing—elevating shared needs and reducing friction for businesses new and old.

“We were involved in the Main Street program from the very beginning. I was on the board for quite a while. It's pretty easy to buy into the concept that if your downtown core is thriving, then the whole community thrives. Having a place where everyone can gather for a sense of community is important.

What's good for downtown is good for everyone, and the Main Street program acts as an advocate for what's best to do next. When Michigan Avenue was closed for a total redo, Main Street gathered a tremendous amount of research and tactics that would help businesses survive. It brought businesses together as a team, and we didn't really lose any through that whole thing, which was amazing. During COVID, the resources that Main Street helped us find—money, advocacy, ways to still maintain business—we got out of that pretty unscathed. That's a testament to the program and proof that it works.”

—Walter MacNeil, Owner, Mac's Acadian Seafood Shack

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	9,698	34,084	282,580
Households	4,180	13,388	115,695
Average HH Income	\$95,808	\$124,708	\$83,490

## In-demand Businesses

### Food & Drink

Italian restaurant  
Breakfast/brunch restaurant  
Deli/sandwich shop  
Asian restaurant  
Casual dining eatery

### Shopping & Retail

Specialty foods  
General/variety store  
Arts, crafts, and hobbies  
Cards and gifts  
Vintage/repurposed goods



# Building Vibrancy Through Participation

In Leather Bucket Alley, imagination became reality one brushstroke at a time. “Art Underfoot” brought together community leaders, neighbors, and families who believed that an underutilized space could become something beautiful. Their time, their hands, and even their footprints turned possibility into place—reminding us that people are the true architects of vibrancy, and that when we create together, downtown’s future becomes brighter than any one of us could imagine alone.



## VOLUNTEER SPOTLIGHT

“I joined Saline Main Street because I wanted to give back to the city I grew up in. As the daughter of a former mayor, I learned early on how meaningful it is to invest your time and energy into making your community vibrant, welcoming, and a place you’re proud to call home. My husband and I are raising our kids with that same spirit—to love where you live. I truly believe everyone on the Saline Main Street board shares that same love for our city. Whether we live right in Saline or nearby, we all care deeply about this community and want everyone to feel the same pride and connection we do. Volunteering alongside like-minded people strengthens that sense of belonging and helps keep Saline the kind of place people want to visit, spend time in, and ultimately call home.”

—Tracy Marion, Director, Saline Main Street Board



## 2024 Pulse of Downtown



- 85%** Visit downtown Saline most often for dining
- 30%** Described recent trends in downtown Saline as steady to improving
- 53%** Said the frequency of their visits to downtown Saline increased or stayed the same during the past year.

## Social Connection



**6,170+**  
Facebook Followers



**1,835+**  
Instagram Followers

## Volunteer Connection



**1,980**  
Volunteer hours in 2024–2025



**73,071**  
Volunteer hours  
(Program to date)

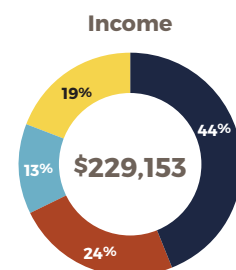


**\$65,083**  
Volunteer hours in 2024–2025

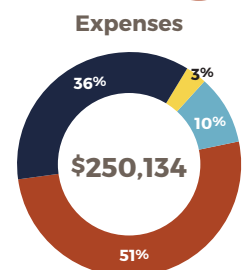


**\$2,401,844**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Business support



- Promotion activities
- Design activities
- Economic vitality activities
- Operations



# DOWNTOWN ALIVE

Saline Main Street Events  
2024-25

# 25,985

Est. event attendance

- XOYO Downtown Extravaganza
- Ladies' Night Out
- Salty Summer Sounds
- Oktoberfest
- Comedy Nights
- Golf Outing
- Trunk or Treat
- Saline After Dark
- Cocoa Crawl



Record crowds helped us celebrate our 20th Oktoberfest!



In the newly updated 109 Cultural Exchange, we started hosting events, kicking off with regular comedy nights.



The Oscar Meyer Wiener Mobile brought even more flavor to our Salty Summer Sounds last summer.



Saline Main Street volunteers truly bring our downtown alive!

"Michigan Main Street gives communities like ours the structure, strategy, and support to make real change. Saline Main Street and our volunteers bring that to life every day—connecting people, businesses, and ideas to build a downtown that reflects our shared pride and possibility."

—Mary Dettling, Executive Director, Saline Main Street

## Saline's Board of Directors

President: Jill Durnen

Treasurer: Jennifer Preston

Member: Tracy Marion

Vice President: Katie Spence

Member: Karen Carrigan

Member: Joe Halsch

Secretary:

Rebecca Schneider

Member: Jerry Cotner

Member: Lindsay Gibson

Executive Director:

Mary Dettling

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

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



**\$9,179,872**

2024-25 Total  
Private Investment

**\$482,929,076**

Program to date



**\$12,898,910**

2024-25 Total  
Public Investment

**\$165,451,898**

Program to date



**29,220**

2024-25  
Volunteer  
Hours

**952,016**

Program to date



**93**

2024-25  
New  
Businesses

**2,126**

Program to date



**83**

2024-25  
Façade & Building  
Improvements

**3,017**

Program to date

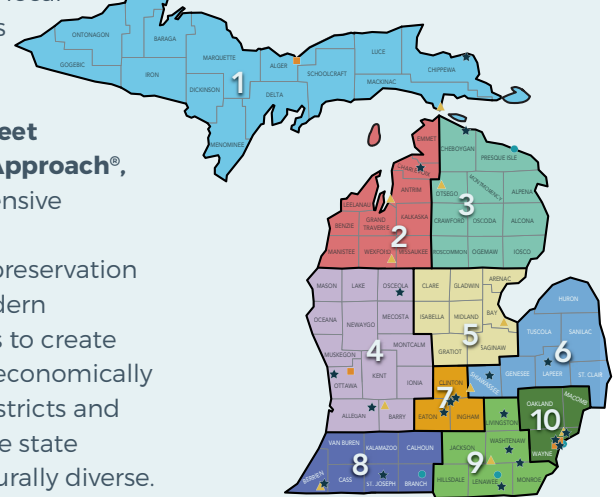


## Michigan Main Street

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



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

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