



Join us in the heart of Salt City, Michigan!

Always bold, never bland.
The perfect pinch of home.

2023 EDITION

SALINE MAIN STREET

734.717.7406

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
474	Employed in district
12	Restaurants
7	Retail stores
90%	Store occupancy rate

Saline Main Street is making a real difference.

Saline Main Street is a 501(c)(3) nonprofit dedicated to guiding our downtown toward its most vibrant future! We uphold an inclusive place where everyone is welcome—a community that holds steadfast to the standard of equity in entrepreneurship and opportunities underscored by civic pride and an affinity to buy and sell local. Authenticity and friendliness make downtown Saline an extraordinary location for work, business and human scale investment—and a wonderful place to visit or call home!

Downtown's Goals

- Focus on building a three-point framework for bringing the community together via arts and cultural events, food establishments and boutique exploring in the downtown district.
- Create a walkable and friendly environment that feels safe and inviting for all modes of mobility. From bikes to wheelchairs, strollers to feet—downtown Saline begs for recreating and exploring.
- Make downtown Saline the place to find creative, interesting, fulfilling employment and opportunities that meet the aspirations of a broad range of people. Diversity and welcoming are at the heart of our center small business district.



TRANSFORMING SALINE'S DOWNTOWN



Jenny and McPherson Local celebrated five years of retail innovation this year! Housed in an historic haunted library, this cool shopkeeper hosts a unique experience and all Michigan-made goods.



Brecon Grille celebrated 20 years in 2022! Owner Paul Geragosian makes folks feel like local celebrities with amazing food and hospitality. He was a major community leader during the Covid-19 crisis.



Hartman Insurance crossed a major milestone celebrating 75 years as well! This family-owned agency has represented the very heart and soul of downtown Saline throughout four generations.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$101,536

Program to date: \$1,683,681



5

Façade & Building Improvements
Program to date: 50



2

New Businesses
Program to date: 32

Community Profile

Saline | 2022



Population

8,886



Households

3,912



Average HH Income

\$89,148



Median Age

43.7 years



Housing Units

4,224



93% Housing is occupied

72% Owner-occupied

21% Renter-occupied

Main Street is Helping Businesses Thrive

- Multilingual website and directory
- Cultural events at the 109
- Strategic community development
- Entrepreneurial support with SBDC
- Legacy-making with Salt Valley Arts
- Working with MDOT for road safety
- Organizing quality community events
- Engagement through design and branding
- Partnering with local musicians
- Making downtown Saline a destination

“Our community thrives on having people come to our city to enjoy dining, shopping, or going to events here, so for me, the idea of having a welcoming, inclusive community is directly translated into success for our community. People feel welcomed and know this is a safe place to visit.”

—Grace Wu, Volunteer Coordinator for Saline Main Street

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	10,322	33,945	287,339
Households	4,464	13,293	114,874
Average HH Income	\$91,426	\$124,142	\$80,803

In-demand Businesses

Food & Drink

Italian restaurant
Deli/sandwich shop
Asian cuisine
Breakfast
Brick-oven pizzeria

Shopping & Retail

Cheese, wine and specialty foods
Arts, crafts and hobbies
Clothing/department store
Neighborhood grocery
Antiques and furniture

Celebrating 10 Years of Main Street

Saline Main Street launched a strong community alliance in 2012 that has brought many enthusiastic partners, volunteers and local groups together in the heart of this friendly downtown. Ten years of strategic planning and innovation have stoked an exciting energy among locals and pioneers. Through thick and thin, Saline Main Street has been the engine driving a remarkable revitalization reflected in the people who have sparked this downtown's vitality and will preserve its heritage for years to come!



DIRECTOR SPOTLIGHT

"I am proud to be the new director for Saline Main Street. Saline has a very small town appeal with how welcoming and warm business owners are, and I look forward to serving the community!"

—Mary Dettling, Executive Director, Saline Main Street



2022 Pulse of Downtown



- 84%** Visit downtown Saline most often for dining
- 11%** Described recent trends in downtown Saline as improving or making progress.
- 15%** Said the frequency of their visits to downtown Saline increased during the past year.

Social Connection



4,500+
Facebook Followers



1,370+
Instagram Followers

Volunteer Connection



5,860
Volunteer hours in 2021–2022



64,564
Volunteer hours
(Program to date)

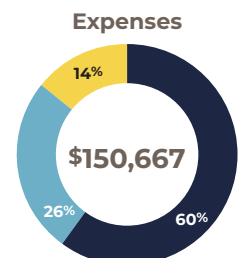
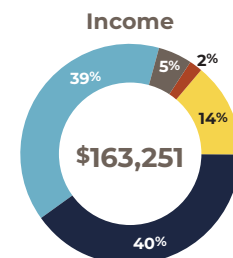


\$116,131
Volunteer value in 2021–2022



\$1,830,389
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Memberships/fundraising
- PPP
- Operations
- EV/outreach
- Events/design

DOWNTOWN ALIVE

Saline Main Street Events
2021-22

18,057

Est. event attendance

- Salty Summer Sounds
- Spinning Dot Theatre
- Oktoberfest
- Last of the Red Hot Lovers
- Trunk or Treat
- Mind the Gap Productions
- Cocoa Crawl
- Salt Valley Arts
- Fabulous February
- Arti Gras
- Art at the 109



Drummer for Noah Hogan's quartet during Salty Summer Sounds



Award-winning cast of Last of the Red Hot Lovers produced by Mind the Gap Productions



Volunteers at the Art Exhibit by Azriel Wotten called "Processes"



Performers at the 2022 Trunk or Treat

"Things are getting back to normal after all the changes we had with COVID. Now is a good time to survey the community and work with the city and chamber and other organizations and try to understand what they want to see from Main Street. We want a vital downtown. We want to help the businesses that are already here and bring new businesses in."

—Jill Durnen, Saline Main Street Board President

Saline's Board of Directors

President: Jill Durnen

Secretary: Rebecca Schneider

Treasurer: Jennifer Preston

Director: Katie Spence

Director: Shelley Rankin

Director: Karen Carrigan

Director: Lorissa Lowe

Director: Lisa Roberts

Director: Jeff Fansler

Director: Jennifer McPherson

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

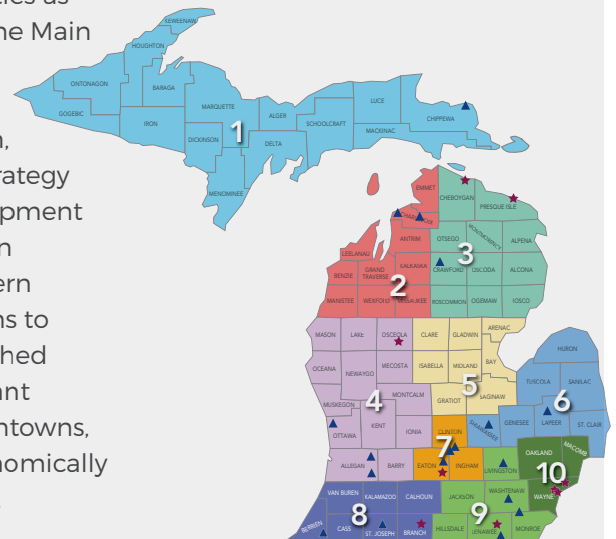


Michigan Main Street

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



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



Select Level



Master Level

www.miplace.org