

# 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.

2023 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
- 17** Restaurants
- 49** Retail stores
- 14%** Storefront vacancy rate
- 49%** Property value increase (from 1986–2022)

## 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



The Mole Hole was one of six downtown businesses awarded a sign improvement/replacement grant to fund the new signage for their businesses. Our Main Street program looks forward to continuing grant programs like this to help preserve and revitalize features of our local businesses.



Volunteers and runners gathered for a great cause on June 11, as they ran through the historic Soo Locks Park in the annual Rock the Locks 5K. This event is one of many that helps fund future events for the community, as well as development opportunities for our historic downtown district.



Co-Ed Flowers and Gifts were recipients of MEDC's Match on Main grant this year, allowing them to relocate and expand their business in the heart of our downtown. Owner, Annette Shilts, stands proudly in the store's new location at 724 Ashmun Street in this picture.

## REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT  
**\$10,000**

Program to date: \$1,369,267



**Façade & Building Improvements**  
Program to date: 26



**New Businesses**  
Program to date: 24

## Main Street is Helping Businesses Thrive

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

"I'm a long-time supporter of downtown Sault Ste. Marie because, quite frankly, it's amazing! We have SO much to offer in our downtown district: incredible history and architecture; locally owned coffee shops and restaurants; unique retail options; important goods and services; entertainment; and more. Where else in the world can you grab a cup of coffee while you watch a freighter glide by? We are unique, we are historic and we are awesome!"

—Danna Sanderson, Owner, The Foundary and Heritage Outdoors

## Community Profile

Sault Ste. Marie | 2022



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

## 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

# Community Restores Historic Soo Theatre

Over the last year, more than 130 area donors and dozens of volunteers came together to bring the historic Soo Theatre back to life. This building, situated in the heart of our downtown, is one of our most historical buildings and brings the community so much happiness. By working together, our donors and volunteers were able to restore the exterior, enhancing its beauty and making it safer for gatherings!



## VOLUNTEER SPOTLIGHT

"Volunteers are the backbone of our community. With their contributions, Sault Ste. Marie is gaining strides towards a vibrant downtown providing meaningful opportunities for community members and economic drivers for small businesses. I'm proud to be a volunteer for Sault Ste. Marie, working to make my community better one hour at a time."

— Mariah Goos, SBDC, Business Consultant



## 2022 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



**9,400+**  
Facebook Followers

**1,753+**  
Instagram Followers

## Volunteer Connection



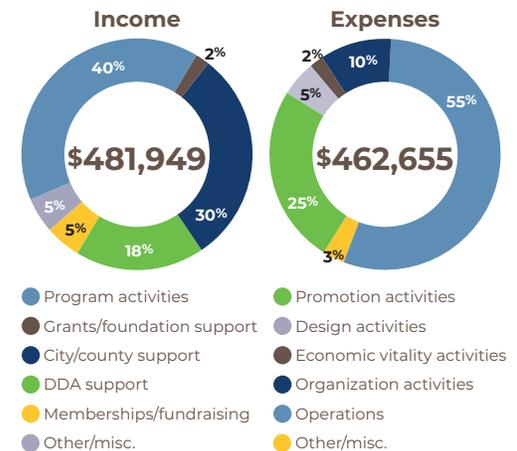
**336**  
Volunteer hours in 2021–2022

**5,045**  
Volunteer hours  
(Program to date)

**\$9,526**  
Volunteer value in 2021–2022

**\$143,026**  
Volunteer value  
(Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Sault Ste. Marie  
Main Street Events 2021-22

# 5,000

Est. event attendance

- Ladies' Night Out
- Rock the Locks 5k
- Music in the Park
- Sidewalk Sales on Ashmun Street
- New Year's Eve Anchor Drop
- Halloween Spooktacular
- Parade of Lights
- Restaurant Week
- Shop Small Saturday
- I-500 Pub Crawl



Music in the Park



I-500 Pub Crawl



2022 New Year's Eve Anchor Drop



Shop Small Saturday

"The support and resources that Michigan Main Street provides to our Sault Ste. Marie Main Street program is invaluable. From technical assistance to specialized trainings to grant programs, MMS gives our downtown the support it needs to not only preserve and revitalize physical infrastructure, but also, to grow and prosper as a community at large."

—Stephanie Sprecker, Sault Ste. Marie DDA/Main Street Executive Director

## Sault Ste. Marie's Board of Directors

President: Allison Youngs  
Vice-chair: Craig Cooper  
Member: Sue Anne Wilks  
Member: Raymond Bell

Member: Tom Fornicola  
Member: Brian Chapman  
Member: Jessica Johnston

Member: Debbie Jones  
Executive Director:  
Stephanie Sprecker

# 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

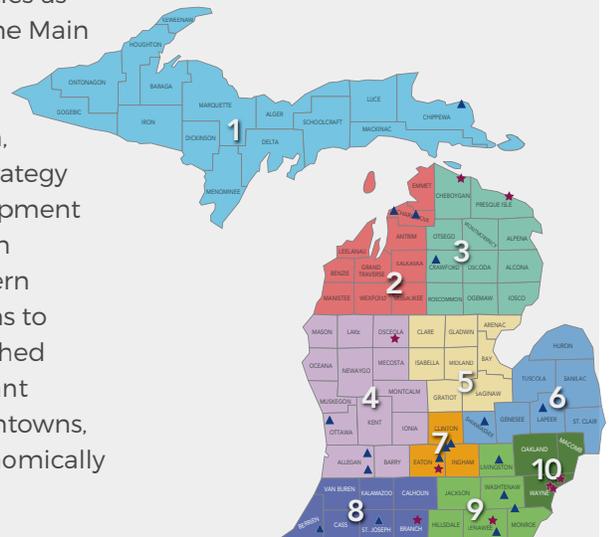


## Michigan Main Street

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