

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.

2021 EDITION

SAULT STE. MARIE MAIN STREET/DDA

906.635.6973

downtownsault.org



State of DOWNTOWN

- 20** Blocks
- 120** Acres
- 254** Parcels
- 166** Parcel owners
- 1,300** Public parking spots
- 151** First-floor storefronts
- 175** Residential units
- 2,360** Workers employed
- 17** Restaurants
- 48** Retail stores
- 14%** Storefront vacancy rate
- 49%** Property value increase (from 1986-2020)

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 of what downtown Sault Ste. Marie has to offer.
- Articulate and build upon the sense of place that defines downtown Sault Ste. Marie.
- Increase profitability of downtown businesses, expand store hours, increase International Bridge traffic, and increase downtown hotel room nights.



TRANSFORMING SAULT STE. MARIE'S DOWNTOWN



We teamed up with the MEDC to educate and assist business owners with Covid-19 relief grants, resulting in over \$145,000 for downtown business owners.



We have continued to build our connection with Lake Superior State University students, collaborating on volunteer opportunities to provide services throughout downtown.



We found success in hosting virtual shopping events for small businesses to stay open as a response to Covid-19.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$845,729

Program to date: \$1,343,745



3

Façade & Building Improvements
Program to date: 22



3

New Businesses
Program to date: 16

Community Profile

Sault Ste. Marie | 2019



Population
13,353



Households
6,035



Median HH Income
\$43,662



Median Age
33.37 years



Housing Units
6,506



93% Housing is occupied
3,286 Owner-occupied
6,035 Renter-occupied

Main Street is Helping Businesses Thrive

- Web and social media marketing
- Downtown directory and brochures
- Market, rental and sales data
- Small Business Saturday champion
- Retail networking events
- State grant programs
- Design assistance
- Business recruitment and retention

"[Sault Ste. Marie Main Street] supports small businesses through the personal connection it encourages between business owners and our community. The support felt through downtown events fosters this connection by creating the energy of 'Local Love.'"

—Tara Kelgar, Owner, Phat Boutique

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population (not including Canada)	8,091	11,882	14,500
Households	3,683	5,437	6,528
Median HH Income	\$52,704	\$50,785	\$56,873

In-demand Businesses

Shopping & Retail

- Book store
- Arts/crafts/hobby store
- General/variety store
- Women's clothing
- Sporting goods/outdoor store

Food & Drink

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

Connecting Community through Downtown Beautification during Covid-19

We partnered with the Chippewa County Community Foundation to beautify downtown Sault Ste. Marie and provide spaces for community member to gather safely with regards to social distancing guidelines. This year, our partnership fostered over \$20,000 to these efforts, bringing outdoor seating and interactive art to our parks and gardens.



2019 Pulse of Downtown



68% Visit downtown Sault Ste. Marie most often for dining

50% Described recent trends in downtown Sault Ste. Marie as improving or making progress.

22% Said the frequency of their visits to downtown Sault Ste. Marie increased during the past year.

Social Connection



7,560+
Facebook Followers

1,605+
Instagram Followers

770+
Twitter Followers

Volunteer Connection



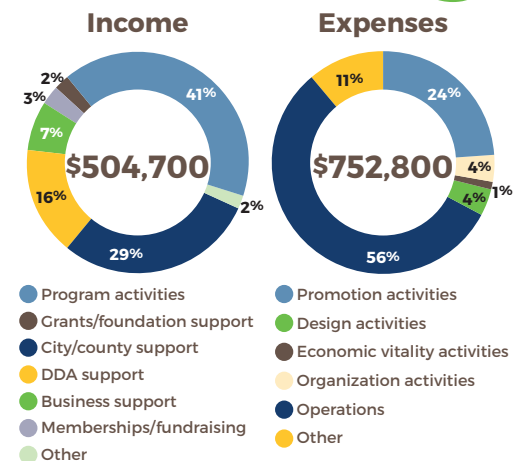
613.5
Volunteer hours in 2019-2020

4,173
Volunteer hours
(Program to date)

\$15,822
Volunteer value in 2019-2020

\$107,622
Volunteer value
(Program to date)

In the Numbers



VOLUNTEER SPOTLIGHT

“Getting involved downtown was a huge benefit for my business. It has lead me to many important connections and lasting relationships as well as gaining access to resources that help me continue to be a successful business owner.”

—Jill Rambo, Owner, Little Gift Shop



DOWNTOWN ALIVE

Sault Ste. Marie
Main Street Events 2019-20

8,655

Est. event attendance

- Parker ACE Hardware Parade of Lights
- Sidewalk sales
- Restaurant week
- Small Business Saturday
- Christmas open house
- MI Buy Nearby Weekend
- I-500 Pub Crawl
- Penguin Parade
- Virtual shopping nights
- New Year's Eve Celebration



Rock the Locks 5k



March of the Penguins



I-500 fans



Parker's Parade of Lights

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!

 **\$13,851,279**
2019-20 Total
Private Investment
\$319,873,405
Program to date

 **\$16,562,381**
2019-20 Total
Public Investment
\$115,990,307
Program to date

 **33,676**
2019-20 Volunteer Hours
773,507
Program to date

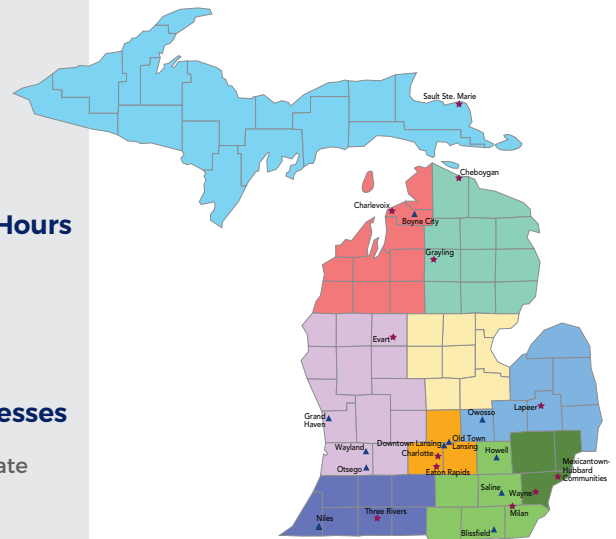
 **87**
2019-20 New Businesses
1,495 Program to date

 **149**
2019-20 Façade &
Building Improvements
2,356 Program to date

“The community driven Main Street approach has been an asset to us as we navigate through the economics of small town America during a global pandemic.”

—Allison Youngs, Sault Ste. Marie Main Street/
Downtown Development Authority Chair

Our Communities



★ Select Level

▲ Master Level

Sault Ste. Marie's Board of Directors

Chair: Allison Youngs	Member: Tom Fornicola
Vice Chair: Larry Jacques	Member: Tara Kelgar
Treasurer: Debbie Jones	Member: Les Townsend
Secretary: Scott Parker	Member: Cathy Howell
City Manager: Brian Chapman	City Commission: Abby Baker

