Discover Downtown Saline’s small town Michigan flavor!
Always bold, never bland. The perfect pinch of home.

Saline Main Street is making a real difference.
Saline Main Street is a 501(c)(3) nonprofit dedicated to guiding Downtown Saline toward its most vibrant future! Our organization serves as a cultural and commercial nexus for entrepreneurship, innovation, entertainment and the arts. The Main Street District is branded by charming streetscapes flanked by classic Michigan architecture and rich natural history. Authenticity and friendliness make Downtown Saline an extraordinary location for work, enterprise and investment—and a wonderful place to call home.

Downtown’s Goals
• Engage the community in identifying and describing Downtown Saline’s heart and soul.
• Ensure that community values and historic character are central to planning and development initiatives.
• Introduce and cultivate art and the creative economy as an intrinsic part of the downtown commercial ecosystem.
• Collaborate with city, state and local decision-makers to create better design and connectivity across Michigan Avenue and the Four Corners.

State of DOWNTOWN

5 Blocks
19.7 Acres
72 Parcels
44 Parcel owners
386 Public parking spaces
40 First-floor storefronts
31 Residential units
506 Employed in district
13 Restaurants
7 Retail stores
95% Store occupancy rate
TRANSFORMING SALINE’S DOWNTOWN

Founded The 109 Cultural Exchange, a people’s space. Created a partnership with the Historical Society, Saline Post, and Salt Valley Arts to restore this historic downtown venue and coordinate arts and cultural events.

Instituted robust civic engagement with Be Bloomin’ and our 2019 Boulevard Banner Series. The Student Artscape Competition, Veterans & Active Military Tribute, and Salt City Color Blocks attracted thousands to our downtown.

Partnered with the Small Business Development Center to strengthen our economic base by developing business plans with three of our downtown entrepreneurs and securing needed capital with CEED micro loans.

Main Street Helps Businesses Thrive

- Design Sign Grant Program
- Business and property owner monthly meet-ups
- Downtown business engagement
- Small Business Saturday champion
- Community planning and development
- Business planning services
- Micro loan consulting
- SMILE Fund (Business Donor Program)
- Placemaking community and retail events
- Match on Main pilot program

“We at Carrigan Café love Downtown Saline and are very happy here. It feels like family. We support Main Street and participate in their events, because they celebrate who we are and what we do—and we’re glad to be part of it!”

—Karen and Jason Carrigan, Owners, Carrigan Café

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT

$16,974
Program to date: $1,564,176

3 Façade Improvements
Program to date: 16

1 New Businesses
Program to date: 26

Community Profile

Saline | 2019

Population 9,449
Households 3,987
Median HH Income $102,951
Median Age 40 years
Housing Units 4,067

98% Housing is occupied
71% Owner-occupied
29% Renter-occupied

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>9,458</td>
<td>17,584</td>
<td>183,072</td>
</tr>
<tr>
<td>Households</td>
<td>3,991</td>
<td>6,775</td>
<td>77,864</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$102,935</td>
<td>$120,667</td>
<td>$99,207</td>
</tr>
</tbody>
</table>

In-demand Businesses

Shopping & Retail
- Art store
- Bookstore
- Micro grocery
- General store/hardware
- Vintage/repurposed goods

Food & Drink
- Asian cuisine
- Breakfast bistro
- Italian restaurant
- Food trucks
- Health food café
Connecting with Live Music

Salty Summer Sounds is our free outdoor concert that transforms Downtown Saline into a lively street festival all summer long. Every Thursday night, from June through August, folks come from miles around to groove on a new headliner performance. Live music has become central to Saline Main Street’s strategic plan for attracting diverse, energetic communities to the downtown. The success of this street festival led to the opening of The 109 Cultural Exchange.

“Creating a vibrant center for our town filled with arts and culture is what makes Saline Main Street such a great organization. We volunteer because we believe a diverse and lively downtown is vital for our family, our business and our entire community.”

—Mark Hensel, Owner & Head Instructor at Downtown Dojo; Jennifer Hensel, ED Marketing Communications at University of Michigan College of Engineering
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!

- 11,721
  Est. event attendance
- $19,426,752
  2018–19 Total Private Investment
- $306,022,126
  Program to date
- $10,352,395
  2018–19 Total Public Investment
- $99,427,926
  Program to date
- 109
  2018–19 New Businesses
- 1,408
  Program to date
- 100
  2018–19 Façade Improvements
- 1,388
  Program to date
- 49,092
  2018–19 Volunteer Hours
- 739,831
  Program to date

“Coretta Scott King said, ‘The greatness of a community is most accurately measured by the compassionate actions of its members.’ I have always been proud to say I am a third-generation Salinian, and volunteering with Main Street and people from all backgrounds with the common goal to make downtown a better place, that’s when I felt like a true part of this community.”

—Jill Durnen, Saline Main Street Board President

Saline’s Board of Directors
President: Jill Durnen
Secretary: Rebecca Schneider
Treasurer: Joy Ely
Director: John Ambrose
Director: Karen Carrigan
Director: Chris Kochmanski
Director: Jim Park
Director: Shelley Rankin
Director: Katie Spence

DOWNTOWN ALIVE
Saline Main Street Events 2018–19

Real Impact
The numbers prove it!

- 11,721
  Est. event attendance
- $19,426,752
  2018–19 Total Private Investment
- $306,022,126
  Program to date
- $10,352,395
  2018–19 Total Public Investment
- $99,427,926
  Program to date
- 109
  2018–19 New Businesses
- 1,408
  Program to date
- 100
  2018–19 Façade Improvements
- 1,388
  Program to date
- 49,092
  2018–19 Volunteer Hours
- 739,831
  Program to date

“Coretta Scott King said, ‘The greatness of a community is most accurately measured by the compassionate actions of its members.’ I have always been proud to say I am a third-generation Salinian, and volunteering with Main Street and people from all backgrounds with the common goal to make downtown a better place, that’s when I felt like a true part of this community.”

—Jill Durnen, Saline Main Street Board President

Saline’s Board of Directors
President: Jill Durnen
Secretary: Rebecca Schneider
Treasurer: Joy Ely
Director: John Ambrose
Director: Karen Carrigan
Director: Chris Kochmanski
Director: Jim Park
Director: Shelley Rankin
Director: Katie Spence

Three Rivers
Wayne
Grayling
Charlevoix
Sault Ste. Marie
Cheboygan
Lapeer
Charlotte
Eaton Rapids
Evart
Mexicantown–Hubbard
Downtown Lansing
Otsego
Lansing
Wayland
Hart
Grand Haven
Howell
Owosso
Blissfield
Saline
Downtown Lansing
Niles
Boyne City
Old Town
Lansing
Wayland
Hart

Be the Light! Yogacentric on the yellow lines

Entrepreneur kids open shop on Lemonade Day

Thunderwüde plays Celtic in Saline’s Northside

Volkswagen buses line up at Oktoberfest

Be the Light! Yogacentric on the yellow lines

www.miplace.org

Select Level ▲ Master Level