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.

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.
- Increase profitability of downtown businesses, expand store hours, increase International Bridge traffic, and increase downtown hotel room nights.
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/retention

“Opening a business in “Downtown Soo” hasn’t just referred to our location, but more so, a community to which we feel we belong. During the planning phase, we knew we wanted to be downtown specifically, where the history, nostalgia, and foundation of our area are kept safe. Where visitors explore and locals frequent. Being able to participate in organized downtown events has brought such great publicity to our storefronts which wouldn’t have happened otherwise. These events have contributed to our best days in business thus far! The community support of downtown Soo, especially in times like these, has been more than we ever hoped—and we’re looking forward to many more years of growth here.”

—Meghan Hanna, FNP, Business Owner, Prim Aesthetics

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 (not including Canada)</td>
<td>8,091</td>
<td>11,882</td>
<td>14,500</td>
</tr>
<tr>
<td>Households</td>
<td>3,683</td>
<td>5,437</td>
<td>6,528</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$52,704</td>
<td>$50,785</td>
<td>$56,873</td>
</tr>
</tbody>
</table>

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

**Community Profile**

Sault Ste. Marie | 2021

- 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

**Façade & Building Improvements**

Program to date: 25

**New Businesses**

Program to date: 24

**PRIVATE INVESTMENT**

$15,522
Program to date: $1,359,267

**Program to date:**

- 3 Façade & Building Improvements
- 8 New Businesses

Volunteers from the community and LSSU Club Hockey sprung into action as the seasons changed and gathered to beautify the sidewalks of downtown planting flowers throughout the raised beds and planters.

With the help and creativity of several volunteers and local sponsors, many crosswalks murals through out downtown Sault received a fresh coat of paint and a new creative touch.

The Soo Locks Candy Shop and Heritage Outdoors are two of several new businesses to open this past year. Each were recipients of MEDC’s Match on Main grant. We look forward to improving more vacancies and opening more new businesses with resources similar to this available to downtown properties.

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LSSU Volunteers Leave Their Mark

“Welcome Week” for Lake Superior State University draws students from across the country. We want them to know downtown Sault is their home too. This year, incoming students quickly got involved with downtown Sault volunteering and left their mark improving raised flower beds with an LSSU mural.

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Volunteer Connection

- **537** Volunteer hours in 2020–2021
- **4,709** Volunteer hours (Program to date)
- **$14,448** Volunteer value in 2020–2021
- **$126,813** Volunteer value (Program to date)

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In the Numbers

- **Income**
  - Program activities: 30%
  - Grants/foundation support: 25%
  - City/county support: 5%
  - DDA support: 5%
  - Memberships/fundraising: 5%
  - Other/misc: 15%
  - Total Income: **$557,200**

- **Expenses**
  - Program activities: 40%
  - Promotion activities: 2%
  - Design activities: 10%
  - Economic vitality activities: 5%
  - Organization activities: 5%
  - Operations: 5%
  - Other/misc: 5%
  - Total Expenses: **$605,700**

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Volunteer Spotlight

“Volunteering comes second nature to me and it reminds me of my childhood. As a young child, I attended city-wide clean up, participated in events like the Fourth of July or shopped at sidewalk sales. As an adult, I continue participate in those same events, sometimes in a deeper capacity by volunteering! Our community is so small; if we work together, we can make events great. Many hands make light work and it brings me great joy knowing I can give back to my community. Volunteering is a full circle opportunity to pass along memories to the next generation of caring community citizens!”

—Sabrina Neveu, Children and Teen Services, Bayliss Public Library

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Sault Ste. Marie’s Board of Directors

- President: Allison Youngs
- Vice-chair: Larry Jaques
- Treasurer: Debbie Jones
- Director: Kayla Gugin
- Member: Les Townsend
- Member: Tom Fornicola
- Member: Tara Kelgar
- Member: Cathy Howell
- Member: Brian Chapman
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.

“As a new(ish) board member, I’m still learning all the inner workings of all the programs and support Sault Ste. Marie Main Street provides. With that said, one of the most important things I have seen are the grant opportunities for Main Street businesses that allow for facade updates and expansion. It has been a critical piece in helping to revitalize Sault Ste. Marie’s downtown area.”

—Cathy Howell, Sault Ste. Marie Main Street Board Member

Real Impact. The numbers prove it!

- $26,646,354 2020–21 Total Private Investment
- $346,519,759 Program to date
- $12,929,313 2020–21 Total Public Investment
- $128,919,620 Program to date
- 37,197 2020–21 Volunteer Hours
- 810,704 Program to date
- 127 2020–21 New Businesses
- 1,622 Program to date
- 143 2020–21 Façade & Building Improvements
- 2,499 Program to date

Our Communities

Select Level

Master Level

www.miplace.org