

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.

2022 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
167	Residential units
2,349	Workers employed
17	Restaurants
48	Retail stores
14%	Storefront vacancy rate
49%	Property value increase (from 1986–2019)

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.



Sault Ste. Marie
Main Street

TRANSFORMING SAULT STE. MARIE'S DOWNTOWN



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.

REINVESTMENT STATS 2020-2021

PRIVATE INVESTMENT

\$15,522

Program to date: \$1,359,267



3

Façade & Building Improvements
Program to date: 25



8

New Businesses
Program to date: 24

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

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

	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

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.



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



Social Connection



8,500+
Facebook Followers



1,710+
Instagram Followers

Volunteer Connection



537
Volunteer hours in 2020–2021



4,709
Volunteer hours
(Program to date)

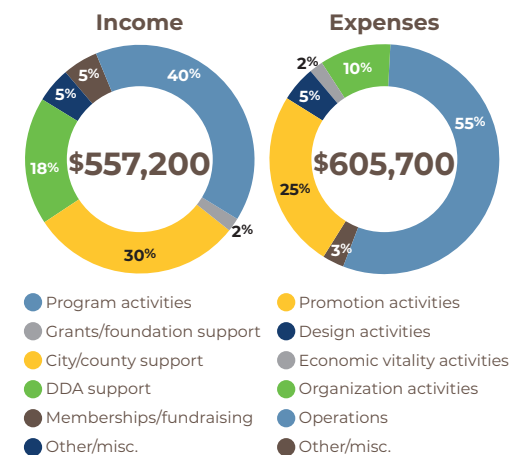


\$14,448
Volunteer value in 2020–2021



\$126,813
Volunteer value
(Program to date)

In the Numbers



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

DOWNTOWN ALIVE

Sault Ste. Marie
Main Street Events 2020-21

5,000

Est. event attendance

- Restaurant Week
- Parade of Lights
- Virtual Holiday Open House
- New Years Eve Ball Drop
- Ladies' Night Out
- Rock the Locks 5k
- Sidewalk Sales on Ashmun Street
- Music in the Park



Holiday Parade of Lights



Sidewalk Sales on Ashmun Street



Rock the Locks 5k



Music in the Park

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.

“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

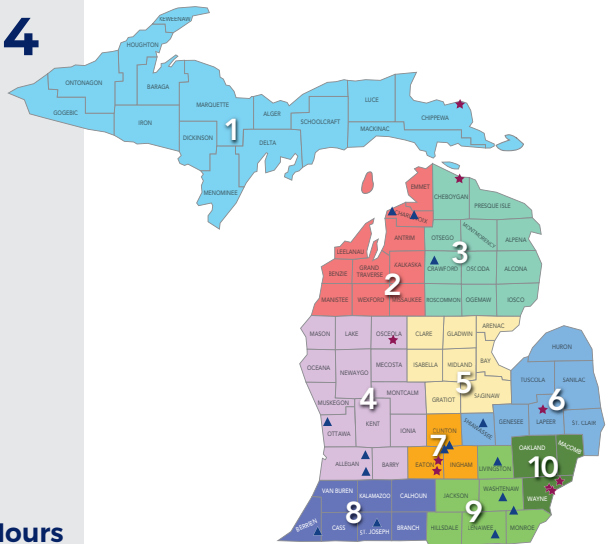


143

2020-21 Façade &
Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

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