



DOWNTOWN  
*Saline*<sup>™</sup>  
SMALL  
TOWN  
MICHIGAN  
FLAVOR

# Discover Downtown Saline's small town Michigan flavor!

Always bold, never bland.  
The perfect pinch of home.

2020 EDITION

SALINE MAIN STREET 734.717.7406 [salinemainstreet.org](http://salinemainstreet.org)



## State of DOWNTOWN

<b>5</b>	Blocks
<b>19.7</b>	Acres
<b>72</b>	Parcels
<b>44</b>	Parcel owners
<b>386</b>	Public parking spaces
<b>40</b>	First-floor storefronts
<b>31</b>	Residential units
<b>506</b>	Employed in district
<b>13</b>	Restaurants
<b>7</b>	Retail stores
<b>95%</b>	Store occupancy rate

## 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.



# 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.

## 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

## 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

## 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

	5 Minutes	10 Minutes	20 Minutes
Population	9,458	17,584	183,072
Households	3,991	6,775	77,864
Median HH Income	\$102,935	\$120,667	\$99,207

## 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.



## 2019 Pulse of Downtown



- 90%** Visit Downtown Saline most often for dining
- 49%** Described recent trends in Downtown Saline as improving or making progress.
- 23%** Said the frequency of their visits to Downtown Saline increased during the past year.

## Social Connection



- 3,520+** Facebook Followers
- 970+** Instagram Followers
- 1,215+** Twitter Followers

## Volunteer Connection



- 7,118** Volunteer hours in 2018-2019
- 49,662** Volunteer hours (Program to date)
- \$176,882** Volunteer value in 2018-2019
- \$1,234,101** Volunteer value (Program to date)

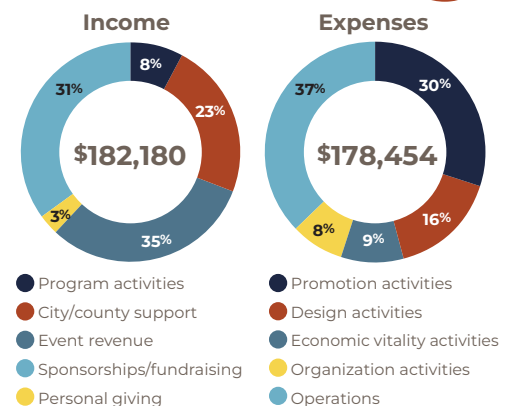
## VOLUNTEER SPOTLIGHT

"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



## In the Numbers



# DOWNTOWN ALIVE

Saline Main Street Events  
2018-19

# 11,721

Est. event attendance

- Saline Main Street Presents Oktoberfest
- Ladies Night Out | Bee a Queen
- Salty Summer Sounds
- Trunk or Treat on Main Street
- Lemonade Day
- Small Business Saturday in Downtown Saline



Thunderwüde plays Celtic in Saline's Northside



Volkswagen buses line up at Oktoberfest



Entrepreneur kids open shop on Lemonade Day



Be the Light! Yogacentric on the yellow lines

# 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!



### \$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

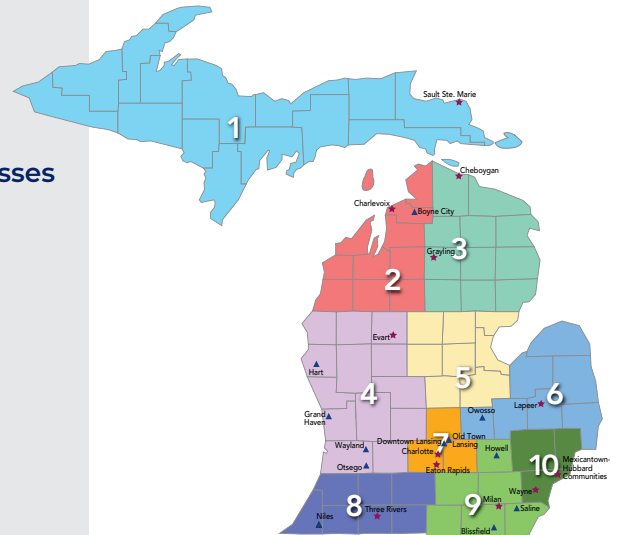
### 739,831

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

## Our Communities



★ Select Level ▲ Master Level



## 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