



**DOWNTOWN**  
*Saline*  
**SMALL TOWN**  
**MICHIGAN**  
*Flavor*

# Indulge in Downtown Saline's small town Michigan flavor!

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

2022 EDITION

SALINE MAIN STREET

734.717.7406

salinemainstreet.org



## 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
- 92%** Store occupancy rate

## Saline Main Street is making a real difference.

Saline Main Street is a 501(c)(3) nonprofit dedicated to guiding our downtown toward its most vibrant future! Our organization serves as a cultural and commercial hub for entrepreneurship, innovation, entertainment and the arts. Downtown Saline is an inclusive place where everyone is welcome—a brick and mortar community that holds steadfast to the standard of equity in entrepreneurship and opportunities underscored by civic pride, midwestern kindness and an affinity to buy and sell local. Authenticity and friendliness make Downtown Saline an extraordinary location for work, small biz enterprise and human scale investment—and a wonderful place to visit or call home!

### Downtown's Goals

- Establish Downtown Saline as a diverse and inclusive brick and mortar community where everyone who works, lives or visits feels welcomed and valued.
- Ensure that heart and soul 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.



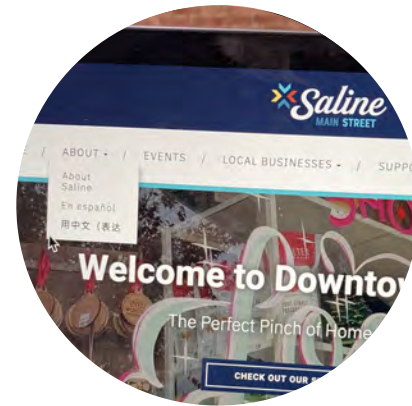
# TRANSFORMING SALINE'S DOWNTOWN



In 2021, we attracted three new businesses, helped an existing shop expand, and incubated a yoga studio at The 109 Cultural Exchange. Here, we “tossed the salt” for prosperity with Bill & Lindsey at Fine Print Bookshop!



Last year we mitigated losses incurred during the pandemic by helping our brick-and-mortars apply for relief support, such as the Restaurant Revitalization Fund and SBDC grants — resources to adapt and grow.



We also built a multilingual website with a format that's super user-friendly! Translated for Arabic, Chinese and Spanish speakers, the site extends welcoming to our multicultural neighbors in Ann Arbor and beyond!

## REINVESTMENT STATS 2020–2021

### PRIVATE INVESTMENT

# \$1,157

Program to date: \$1,582,145



# 2

**Façade & Building Improvements**  
Program to date:45



# 4

**New Businesses**  
Program to date:30

## Community Profile

Saline | 2021



Population  
**9,594**



Households  
**4,004**



Average HH Income  
**\$100,468**



Median Age  
**40 years**



Housing Units  
**4,109**



**97%** Housing is occupied  
**71%** Owner-occupied  
**29%** Renter-occupied

## Main Street is Helping Businesses Thrive

- The 109 Cultural Exchange
- Saline Small Biz Virtual Summit
- Business planning with SBDC
- Placemaking community events
- Luminous Saline Public Art project
- Art gallery and black box theatre
- Marketing and online development
- BeBloomin' downtown greening
- Small business incubation
- Business owner ESL outreach

“Whitepine Studios is thrilled to be a part of Downtown Saline’s vibrant business community! We work very hard to achieve our mission for bringing artists and students together in a sustainable yet creative setting. We appreciate all the efforts of Saline Main Street to support our vision.”

—Joanne Dence, Owner/Director of Whitepine Studios

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,444	27,306	249,390
Households	3,055	12,346	99,792
Average HH Income	\$133,852	\$107,917	\$107,870

## 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 Over the Yellow Lines

In the wake of 2020's COVID-19 pandemic, we as an organization asked our downtown businesses and locals if some of the changes we made to adapt were worth keeping.

An increased demand for outdoor activities and service areas laid the foundation for Saline Main Street to implement a street closure in the heart of downtown. Dubbed "Umbrella Square," we reinstated this temporary public space which calmed traffic and attracted more than 500 people each night to our Salty Summer Sounds concert series!

All week long, people came for great food, shopping, live music, parties, games and meet-ups. Everyone had a wonderful time being outdoors!

Umbrella Square was very much the place to be —  
#overtheyellowlines #nocarsthanx



## VOLUNTEER SPOTLIGHT

"I have always said that there's something special about Saline, and the people at Saline Main Street keep that belief alive! When Covid hit our community, Main Street's incredible leadership inspired me to support their municipal work and recovery efforts for those in need."

—Diane Mukkala, Director  
Saline Leadership Institute



## Social Connection



**4,615+**

Facebook Followers



**1,235+**

Instagram Followers



**1,230+**

Twitter Followers

## Volunteer Connection



**5,637**

Volunteer hours in 2020–2021



**58,704**

Volunteer hours  
(Program to date)



**\$151,804**

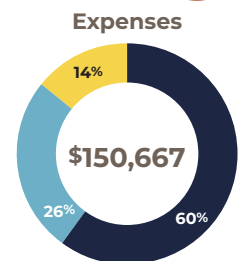
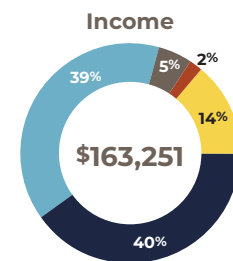
Volunteer value in 2020–2021



**\$1,580,899**

Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Memberships/fundraising
- PPP
- Operations
- EV/outreach
- Events/design

## Saline's Board of Directors

- President Jill Durnen
- Secretary Rebecca Schneider
- Treasurer Joy Ely
- Executive Director Holli Andrews
- Director Karen Carrigan
- Director Lorissa Lowe
- Director Katie Spence
- Director Shelley Rankin
- Director Lisa Roberts

# DOWNTOWN ALIVE

Saline Main Street Events  
2020-21

# 14,422

Est. event attendance

- Salty Summer Sounds Concerts
- Winter Wonderland Weekend
- Oktoberfest
- The 109 CX
- Trunk or Treat
- Luminous Saline



Luminous Saline Project



Detroit Special at Umbrella Square



McPherson Local at Trunk or Treat



Salty Summer Sounds Returns

# 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.

**“Our downtown is re-emerging like a flower through the concrete—and we at Saline Main Street have fought tooth and nail to cultivate this renaissance. I’m super grateful for our volunteers and to all of you who love local. #saltcity #perfectpinchofhome #everyoneiswelcomehere!”**

—Holli Andrews, Saline Main Street Executive Director

## Real Impact. Our Communities

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

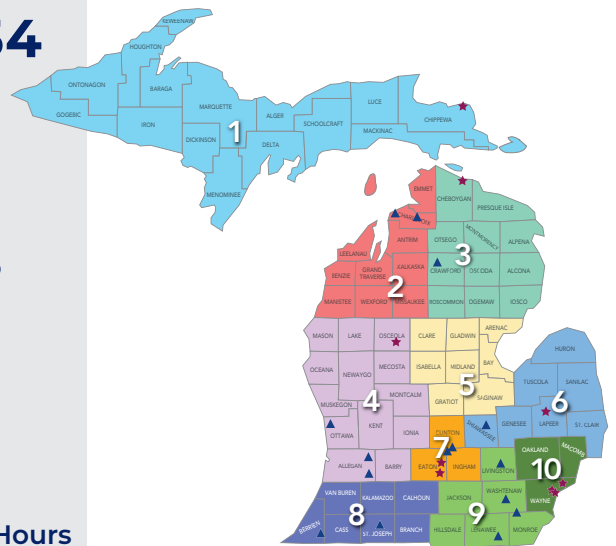
**810,704**  
Program to date

 **127**  
2020-21 New Businesses

**1,622** Program to date

 **143**  
2020-21 Façade & Building Improvements

**2,499** Program to date



★ Select Level    ▲ Master Level



[www.miplace.org](http://www.miplace.org)

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