



historic  
**Saline**  
small town  
Michigan  
flavor

# Discover Downtown Saline's small town Michigan flavor!

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

2021 EDITION

SALINE MAIN STREET 734.717.7406 [salinemainstreet.org](http://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
- 85%** 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 — a wonderful place to visit or call home!

### Downtown Saline'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



We at Saline Main Street are 100% devoted to the recovery of our downtown small biz community. We started fundraising on Day 1 of the pandemic, **securing over \$43K for small business relief with crowdfunds, telethons, campaigns and a t-shirt drive.**



We welcome and invite minority, immigrant and LGBTQ entrepreneurs and vendors who want to set up shop **in Downtown Saline, an inclusive place where we cultivate opportunity for everyone equally** and band together against hatred, injustice and inequity.



We believe that creativity is a key factor in economic revitalization — that the **presence of arts and culture can promote restoration and healing.** The 109 Cultural Exchange is our initiative to engage creatives in our recovery from COVID-19 and to propel our efforts forward.

## REINVESTMENT STATS 2019–2020

PANDEMIC REINVESTMENT  
**\$43,000**

Private investment to date \$1.6M



**2** Façade & Building Improvements  
Program to date: 43



**0** New Businesses  
Program to date: 26

## Community Profile

Saline | 2020



Population  
**9,549**



Households  
**4,019**



Average HH Income  
**\$107,236**



Median Age  
**40 years**



Housing Units  
**4,109**



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

## Main Street is supporting recovery.

- \$43K small biz relief during COVID-19
- Communication of reliable info
- Grant application support
- Stimulus money access support
- Fire pits and winterization
- Be Bloomin' downtown greening
- Veterans and active military tribute banners
- Liaison between biz community and city / county / state
- Recovery zone signage and wayfinding
- Reopening and marketing

"We absolutely love being part of Downtown Saline and its welcoming community! Our Mod Squad team appreciates the support of Saline Main Street and their continued efforts to add vitality and events that drive business to our hometown. In such unprecedented times, Holli and her crew have gone above and beyond for our Saline area businesses."

—Renee Fonseca, Owner and Founder, Mod Squad Salon

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	9,458	17,584	183,072
Households	3,991	6,775	77,864
Average 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 During COVID-19

People came together all 2020 to support our small businesses and enjoy the repurposed block of South Ann Arbor Street that became a groovy public gathering space! From plein air artists to cyclists — foodies eating outdoors to craft beer lovers. We relished taking over the yellow lines and dug how much it calmed vehicular traffic while making our downtown walkable and sidewalks livelier! Dubbed the “Umbrella Square Recovery Zone,” this block became a safe area to be social. People snagged every opportunity to come support our downtown businesses and connecting here just made it that much better!



## VOLUNTEER SPOTLIGHT

“Part of the reason that I volunteer at the 109 Cultural Exchange [with Saline Main Street] is a shared vision for how the arts can energize a community—especially in a post COVID world.”

—John Anderson, Artist/Critic



## Pre-COVID 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



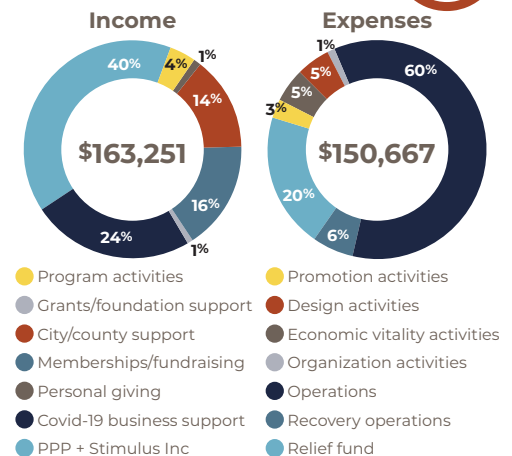
- 4,125+** Facebook Followers
- 1,070+** Instagram Followers
- 1,205+** Twitter Followers

## Volunteer Connection



- 3,625** Volunteer hours in 2019–2020
- 53,067** Volunteer hours (Program to date)
- \$93,489** Volunteer value in 2019–2020
- \$1,368,598** Volunteer value (Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Saline Main Street  
COVID Relief & Events

## 5,498

Est. Civic Participation

- Great COVID-19 Gift Card Giveaway
- Saturdays in Saline
- Downtown Saline Virtual Tip Jar
- Michigan Downtown Day
- Sounds in the Streets (Grant)
- Saline-a-Thon
- Shake It Out Saline T-shirt Drive
- Small Business Saturday
- Small Biz Reboot for Downtown Saline
- Holidays by the Campfire



University of Michigan Antique Auto Rally



Downtown Day Michigan Window Painting



Eating Outdoors This Winter



Saline Main Street Fire Pits Winterization

# 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!



**\$13,851,279**

2019–20 Total  
Private Investment

**\$319,873,405**

Program to date



**\$16,562,381**

2019–20 Total  
Public Investment

**\$115,990,307**

Program to date



**33,676**

2019–20 Volunteer Hours

**773,507**

Program to date



**87**

2019–20 New Businesses

**1,495**

Program to date



**149**

2019–20 Façade &  
Building Improvements

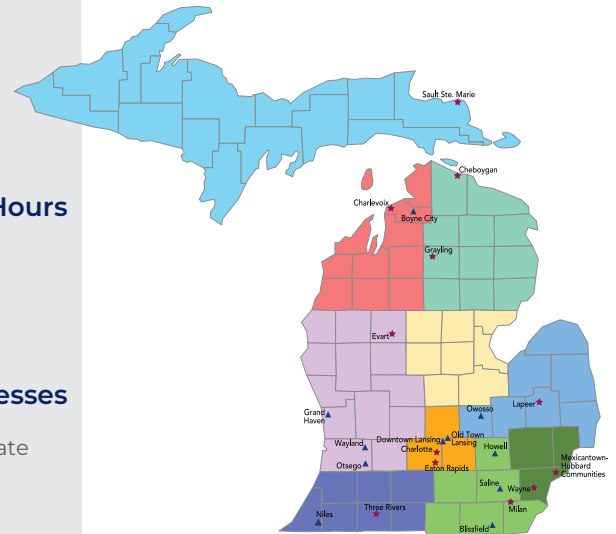
**2,356**

Program to date

“Coretta Scott King once 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 feel 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 Karen Carrigan
- Director Jim Park
- Director Shelley Rankin
- Director Katie Spence