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Sault Ste. Marie Main Street

A NEW LOOK!

BY LINDSAY ELLIS

Recently, the Downtown Development Authority adopted a new look as part of re-branding services provided on behalf of the Michigan Main Street Program! A diverse group of community stakeholders met with Ben Muldrow of Arnett Muldrow and Associates; a creative planning firm, back in June for an extensive yet concentrated two days of identification, strategy and implementation of re-branding Downtown Sault Ste. Marie as an organization and destination. Forthcoming marketing materials will include our refreshed designs! Be on the lookout!

A NOTE FROM THE DIRECTOR

BY JUSTIN KNEPPER

The summer of 2019 has been a whirlwind. My work has primarily centered around major construction projects and planning for even more construction next year. This year alone, more than \$16 million in historic rehabilitation, facade reconstruction, apartment remodeling, and new construction has commenced! You can see major projects underway at Arfstrom Pharmacy (415 Ashmun), The Alpha Bar (105 W. Portage), and the old Cadillac Building (411 W. Portage). You can see construction at full steam along Moloney Alley - the Osborn Commons 64 unit apartment project has begun as well. I'm so proud of our property owners investing their finances into their historic buildings, and our emerging local and regional developers planning and starting new construction projects. Sault Ste. Marie is indeed the "place to be."

This year has also been a year of conflict; growth and change carry some consequences. Old and new sometimes clash. I work to remember that everyone's voice matters; whether you've been in business for 20 years or two - whether you're new to town or have grown up here your entire life - or whether you've been employed in local government for your entire career or are just starting out - there is room for all voices. We need to work to create a positive culture and environment for continued creativity. We need to strive to encourage entrepreneurs to take chances. But we also need to show respect to those who have brought us this far.

I hope each of us in Downtown Sault Ste. Marie can look around, shake our neighbor's hand, and say "thank you" for what you've done or what you're doing to make our community a better place.



SUMMER EVENTS RECAP

BY LINDSAY ELLIS, MAIN STREET COORDINATOR

New events and returning staples supplied an abundance of opportunities for downtown recreation this summer! If you did not *Rock the Locks*, you missed a terrific inaugural event which brought 270 runners and walkers, of all ages and abilities, on an attractive 3 mile journey. The race began and ended at scenic Brady Park, with entertainment along the way. Rock the Locks took place in June of this year.

Sidewalk Sales also initiated an occasion for amusement downtown as hundreds gathered for two full days of shopping, activities, entertainment and performances during this longstanding event in Sault Ste. Marie.

For craft beer enthusiasts, *Moloney's Michigan Beerfest* brought fourth a tasting opportunity to sample libations from sixteen of Michigan's finest craft brewers!

Each event ushered in its own niche opportunity to create vibrancy, economic impact and community engagement downtown. I offer a sincere thank you to our sponsors, various community partners, and countless volunteers who aided in strides towards the growth of our downtown efforts through events and festivals. Looking ahead to coming months, cooler weather will bring the warmth of holiday events offering possibilities for all ages to experience the magic of downtown!



INAUGURAL ROCK THE LOCKS 5K, June 15, 2019

EVENTS CON'T



MUSIC IN THE PARK

BY ALLISON YOUNGS

Another season of Music in the Park is in the books. We had nine returning groups this year, with the Petoskey Steel Drum band, always a favorite, bringing 2,100 spectators to the Park. Thanks to the Sault Ste. Marie Convention and Visitor's Bureau, we were able to bring back a favorite from last year, Night of Native Music. We ended the season with two newcomers, Conga Se Menne, a Finnish reggae band out of Marquette and the Good Cookies from Lansing. Our new rain location when the Soo Theatre is booked, Central United Methodist Church, proved to have outstanding acoustics when weather brought Lise White and the Gordon Lightfoot Tribute Band indoors. Through the generosity of donations from those attending and our sponsors we are able to bring a variety of music to the park every summer. Thank you to the volunteers, sponsors and attendees for making this year another successful season, Music in the Park will return June 2020.



DESIGN COMMITTEE UPDATE

INFORMATION COLLABORATIVELY PROVIDED BY: DANNA SANDERSON & DEBBIE JONES

The Garden Sponsorship program has had another very successful year. With the hiring of a landscape expert, the program has been able to revitalize most of the major downtown gardens. The results are incredible and the reaction from the public has been positive. We are very thankful to the garden sponsors for making these improvements possible. The downtown planters have been a beautiful addition to the community for several months. Although fall is fast approaching, the planters are still going strong and should continue to add beauty well into September. The Design Committee is already starting to think ahead to winter, and will soon be looking for volunteers to assist with decorating our downtown for the holiday season.

THANK YOU 2019 GARDEN SPONSORS!

CHIPPEWA COUNTY COMMUNITY FOUNDATION

DTE FOUNDATION

STATE FARM INSURANCE - LISA MANSFIELD

STATE FARM INSURANCE - KRISTY HARWOOD-
CAUSLEY

SOO CO-OP CREDIT UNION

EDWARD JONES INVESTMENTS - JOSHUA
MACDONALD

FEDERAL EMPLOYEES OF CHIPPEWA COUNTY
CREDIT UNION

CHIPPEWA COUNTY CREDIT UNION

SMITH AND COMPANY REAL ESTATE

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CENTURY 21

OLD MISSION BANK

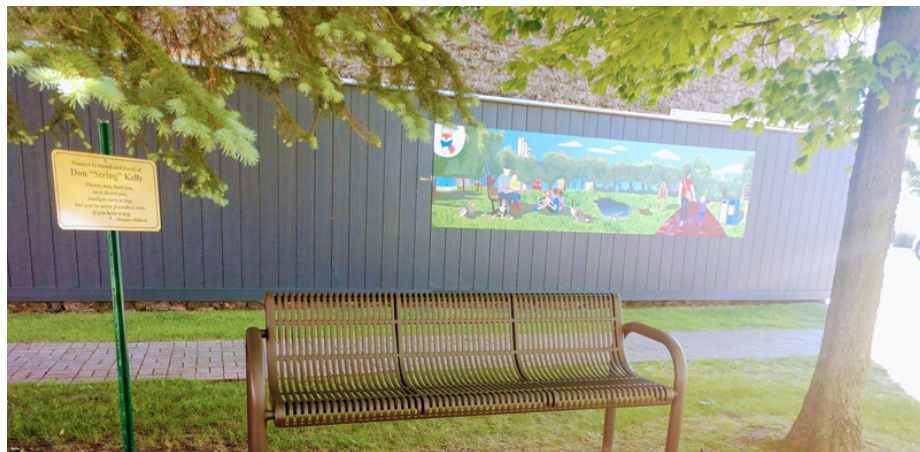


MURALS, MAKEOVERS AND FACE LIFTS OH MY!

In case you missed it, take a look at these amazing projects, both new and refreshed, that garnered attention downtown this summer! From temporary art installations to fresh coats of paint, to murals and place making efforts; we are proud of the many improvements, with the aid of inspiring partners, being made downtown!



Hundreds of Mandalas adorn the side of Barish's downtown serving as a temporary art installation, compliments of artist Elizabeth Shaffer.



Mini mural on the side of Three One Three on Ashmun coordinated by United Way of the EUP to promote reading downtown.



Facade renovations, an interior remodel and a beautiful mural on the side of the Merchants Bar coordinated by owners Jim & Marcy Smith



Volunteers freshening up crosswalk art in 1 of 5 different areas downtown during annual re-paint the pavement efforts.



Resident Advisors from Lake Superior State University partnered with the DDA for an outstanding alley makeover between Barish's and Gym 906.



MURALS, MAKEOVERS AND FACE LIFTS OH MY! CONT'D



Also during LSSU service day, incoming freshmen decorated the side of a downtown building providing photos opportunities through public art displays!



Downtown business owner and investor, Danna Sanderson, spawned the idea for "project wing art!" Have you located both sets of wings downtown?

Lake Superior State University incoming freshmen gave the downtown bus shelter a face-lift during service day!



DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Downtown Development Authority General Purpose:

Our board is responsible for providing leadership, general administrative direction and support to the DDA, including any related entities established to implement downtown projects. These responsibilities include, but are not limited to, overseeing and coordinating the implementation of the Downtown Development Plans and Tax Increment Financing Plans, organizing marketing, promotion, recruitment and retention strategies for businesses within the downtown, and related organizational, administration and coordination of related duties.

For additional details on the over site of the DDA manager and board of directors visit:

<https://www.saultcity.com/downtown-development-authority-1>

Downtown Manager, Justin Knepper

Staff / Main Street Coordinator, Lindsay Ellis

Board President, Larry Jacques - Sault Tribe of Chippewa Indians Director of Strategic Planning

Treasurer, Debbie Jones - Executive Director Chippewa County Community Foundation

Secretary/Downtown Business Owner, Scott Parker -Parker ACE Hardware

Downtown Resident/Volunteer - Allison Youngs

Downtown Business Owner, Danna Sanderson - The Foundary

Downtown Business Owner, Tara Kelgar - Phat Boutique

Downtown Business Owner, Les Townsend - Island Books & Crafts

Downtown Business Owner, Tom Fornicola - Subway

City Commission Liaison , Abby Baker

DOWNTOWN DEVELOPMENT AUTHORITY

BOARD OF DIRECTORS

MEET ON THE SECOND WEDNESDAY OF EACH MONTH

8 AM

CITY COMMISSION CHAMBERS

THANK YOU
2019
MAIN STREET SPONSORS

Presenting Sponsors



Partnering Sponsors



Supporting Sponsors

