DOWNTOWN
Sault
Sainte
Marie

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.

2020 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

Engaged Redevelopment Ready Community®

Select Level Main Street

TRANSFORMING SAULT STE. MARIE'S DOWNTOWN

Launched marketing partnership program, resulting in increased exposure for local and regional businesses, increased revenues for Main Street, and increased attendance at events and festivals.

Launched partnership with Sault Ste. Marie, Ontario Downtown Association to jointly promote retail, nightlife, entertainment and events.

Partnered with the Chippewa County Community Foundation to create a garden sponsorship program, resulting in substantial improvements to public green spaces.

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT

$285,380

Program to date: $498,017

4 **Façade Improvements**
Program to date: 9

8 **New Businesses**
Program to date: 13

Community Profile

City of Sault Ste. Marie | 2019

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 and retention

"[Sault Ste. Marie Main Street] supports small businesses through the personal connection it encourages between business owners and our community. The support felt through downtown events fosters this connection by creating the energy of 'Local Love.'"

—Tara Kelgar, Owner, Phat Boutique

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

Connecting with the University

More than 60 Lake Superior State University students worked on projects throughout downtown, making an incredible and lasting impact. Applying Michigan Main Street's "Lighter, Quicker, Cheaper" approach to public space improvement, students worked to improve two alleyways, installing overhead lighting, artwork, and bistro tables. Another team of students created a new "angel wing" mural, and also cleaned sidewalks. A final team of students overhauled the downtown bus shelter, removing graffiti and weeds; installing benches; and applying fresh paint.

VOLUNTEER SPOTLIGHT

"I understand how vitally important a strong downtown is for a successful community; the opportunities to help are limitless and the results are often immediate—a perfect combination for this volunteer!"

—Danna Sanderson, Owner, The Foundary

2019 Pulse of Downtown

68% Visit downtown Sault Ste. Marie most often for dining

43% Visited the Sault Ste. Marie Farmers' Market during the past year.

22% Said the frequency of their visits to downtown Sault Ste. Marie increased during the past year.

Social Connection

6,500+ Facebook Followers

1,330+ Instagram Followers

700+ Twitter Followers

Volunteer Connection

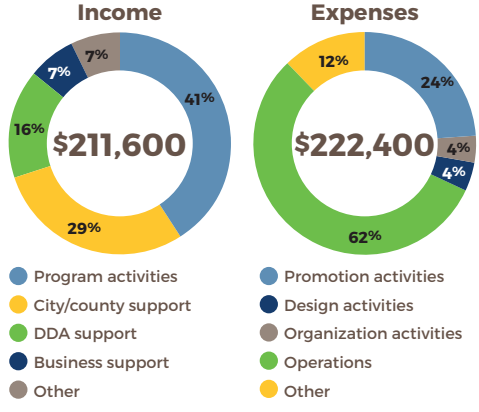
1,974 Volunteer hours in 2018–2019

3,559 Volunteer hours (Program to date)

$49,054 Volunteer value in 2018–2019

$88,441 Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Sault Ste. Marie Main Street Events 2018–19

29,682

Est. event attendance

- Music in the Park
- Sidewalk sales
- Parker ACE Hardware Parade of Lights
- Halloween Spooktacular
- Fall Festival
- Small Business Saturday
- Christmas Open House
- Ladies' Night Out
- Moloney's Michigan Beerfest
- New Year's Eve Celebration

Rock the Locks 5k race underway

People painting the pavement on Portage

Great fun splashing at sidewalk sales

1,000s attended the Halloween Spooktakular

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

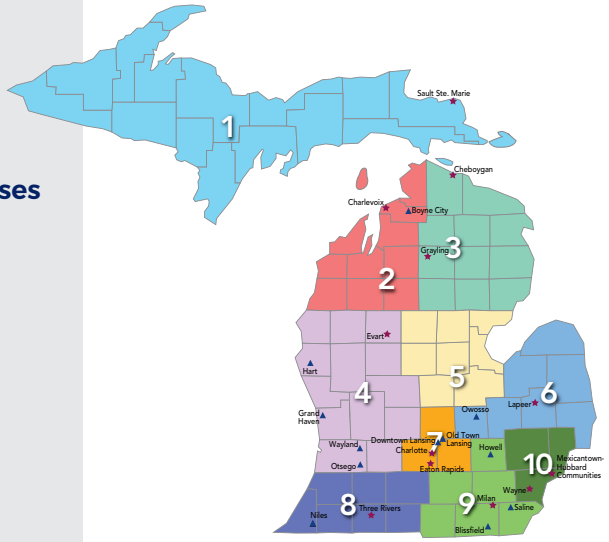
100
2018–19 Façade Improvements
1,388
Program to date

49,092
2018–19 Volunteer Hours
739,831
Program to date

"The Mainstreet network lets us collaborate with unique individuals who are also making the same journey to build stronger communities. When doing something a little bit bigger, that network of support makes the difference."

—Larry Jacques, Sault Ste. Marie Main Street/ Downtown Development Authority Chair

Our Communities



★ Select Level ▲ Master Level

Sault Ste. Marie's Board of Directors

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