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.

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.
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.

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

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (not including Canada)</td>
<td>8,091</td>
<td>11,882</td>
<td>14,500</td>
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<tr>
<td>Households</td>
<td>3,683</td>
<td>5,437</td>
<td>6,528</td>
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<td>Median HH Income</td>
<td>$52,704</td>
<td>$50,785</td>
<td>$56,873</td>
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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

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
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.

—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

Income

Expenses

Program activities
City/county support
DDA support
Business support
Other

Promotion activities
Design activities
Organization activities
Operations
Other

$211,600
$222,400

24%
24%
41%
7%
7%
12%
16%
29%
24%
12%
41%
7%
7%
43%
43%
62%
43%
7%
7%
24%
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

Sault Ste. Marie’s Board of Directors
Chair: Larry Jacques
Vice Chair: Allison Youngs
Treasurer: Debbie Jones
Secretary: Scott Parker
City Manager: Brian Chapman
Member: Tom Fornicola
Member: Tara Kelgar
Member: Les Townsend