



# Saline: Where Time-Honored Traditions Season Tomorrow's Dreams

Join us in creating a legacy, crafting a flavorful future, and savoring every moment.

2024 EDITION

SALINE MAIN STREET

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salinemainstreet.org



## State of DOWNTOWN

- 5** Blocks
- 19.7** Acres
- 72** Parcels
- 44** Parcel owners
- 386** Public parking spaces
- 40** First-floor storefronts
- 30** Residential units
- 474** Employed in district
- 6** Restaurants
- 8** Retail stores
- 83%** Store occupancy rate

## Saline Main Street is making a real difference.

Our community is working to leave a legacy that reaches far beyond our city limits. Together, we will breathe new life into our downtown, celebrating our unique heritage while building a vibrant, inclusive, and sustainable community for generations to come. Businesses, community members, and government unite our efforts and collective vision to create a Main Street that stands as a beacon of pride and prosperity, setting an inspiring example for other communities around the world.

### Downtown's Goals

- Be an attractive destination for talent and entrepreneurs.
- Create an environment that is friendly to families, businesses, and other stakeholders.
- Provide resources and educational opportunities help the community and businesses innovate.



# TRANSFORMING SALINE'S DOWNTOWN



We brought back a traditional favorite in May of 2023, hosting a “Ladies’ Night Out” and bringing hundreds of women downtown to explore, shop, and dine the unique flavors Saline offers.



Whitepine Studios expanded in 2023, bringing extra zest with the opening of a gallery space displaying professional art as well as hosting more classes for all ages designed to “Inspire the Artist Within.”



Experimenting with new recipes for success, downtown Saline businesses started themed “Fourth Fridays”— including the first downtown collaborative Pride event. After all, diversity is the best seasoning!

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

**\$32,320**

Program to date: \$1,716,001



**2**

**Façade & Building Improvements**

Program to date: 52



**1**

**New Businesses**

Program to date: 33

## Community Profile

Saline | 2023



Population

**8,886**



Households

**3,912**



Average HH Income

**\$89,148**



Median Age

**43.7 years**



Housing Units

**4,224**



93% Housing is occupied

72% Owner-occupied

21% Renter-occupied

## Main Street is Helping Businesses Thrive

- Promoting Fourth Fridays to increase foot traffic downtown
- Organizing quality community events
- Organizing training opportunities for businesses and entrepreneurs
- Partnering with local artists
- Building a positive relationship with the city to improve communication
- Programming the Saline Small Business Summit to bring innovative training to local businesses
- Working directly with entrepreneurs to help bring their vision to life

“I love being a part of Saline's community! The people are welcoming and fun. I am welcomed everyday by someone saying 'I am so glad you are back' or 'the café is not the same without you.' I put a box of sidewalk chalk outside my business and see all ages drawing side-by-side. It is also wonderful to see people over 65 hopping on the hopscotch board on the way to a fancy dinner with their spouse. I could not have been open these last nine years without the assistance of Saline Main Street! They bring the people and fun to my door. This is why I asked to be back on the board and am helping with events and giving my time back to the community and families. I mean, who doesn't like dressing up in a warm costume as a Care Bear for Trunk or Treat and seeing the kids smile and hear them giggle?!!”

—Karen Carrigan, Owner, Carrigan Café

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	10,322	33,945	287,339
Households	4,464	13,293	114,874
Average HH Income	\$91,426	\$124,142	\$80,803

## In-demand Businesses

### Food & Drink

Italian restaurant  
Deli/sandwich shop  
Asian cuisine  
Breakfast  
Brick-oven pizzeria

### Shopping & Retail

Cheese, wine and specialty foods  
Arts, crafts and hobbies  
Clothing/department store  
Neighborhood grocery  
Antiques and furniture

# Salty Summer Sounds: A Seasoned Tradition

Saline Main Street took over the planning and programming of this popular downtown music series in 2012 when we organized. Since then, we've seen many local and talented musicians grace our stage on the street, bringing out community members of all ages and backgrounds to enjoy the connection that only music can provide.



## 2023 Pulse of Downtown



- 84%** Visit downtown Saline most often for dining
- 11%** Described recent trends in downtown Saline as improving or making progress.
- 15%** Said the frequency of their visits to downtown Saline increased during the past year.

## Social Connection



**4,500+**  
Facebook Followers



**1,370+**  
Instagram Followers

## Volunteer Connection



**4,371**  
Volunteer hours in 2022–2023



**68,935**  
Volunteer hours  
(Program to date)



**\$131,786**  
Volunteer value in 2022–2023



**\$2,078,390**  
Volunteer value  
(Program to date)



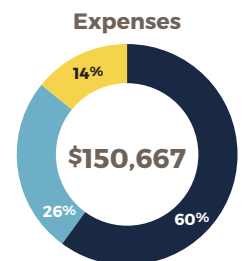
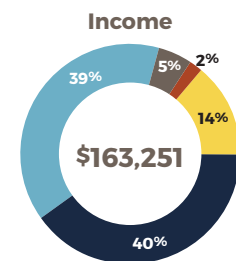
## VOLUNTEER SPOTLIGHT

“The best thing about volunteering with Saline Main Street is the people! I started helping out in 2019 after I moved to the city, thinking it would be a great way to make new friends, and goodness has it worked! I love especially pitching in for Salty Summer Sounds and I’m counting down the days until Oktoberfest when I’ll be working in the beer tent. The awesome part is that I always feel super appreciated as a volunteer.”

—Dan Burgess, Volunteer,  
Saline Main Street



## In the Numbers



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

# DOWNTOWN ALIVE

Saline Main Street Events  
2022-23

# 26,015

Est. event attendance

- Ladies' Night Out
- Trunk or Treat
- Salty Summer Sounds
- Cocoa Crawl
- Oktoberfest
- Fabulous February
- Fourth Fridays



Pop-up at McPherson Local during Fourth Fridays



"Real Housewives of Saline" during Flower Power! Ladies' Night Out 2023



Festmeister Jack Ceo pouring beer from the Golden Keg at the 18th Annual Oktoberfest



Our volunteers are essential for always adding flavor at Salty Summer Sounds

**"In the past year since I became the director for Saline Main Street, I have been blown away by the community's passion for their city. Ensuring there is vibrancy in downtown is super important for the overall health of Saline, and I am grateful for the framework and resources Michigan Main Street provides to support our goals."**

—Mary Dettling, Executive Director, Saline Main Street

## Saline's Board of Directors

President: Jill Durnen  
Secretary: Katie Spence  
Treasurer: Rebecca Schneider

Member: Shelly Rankin  
Member: Jeff Fansler  
Member: Jerry Cotner  
Member: Karen Carrigan

Member: Jennifer McPherson  
Executive Director: Mary Dettling

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

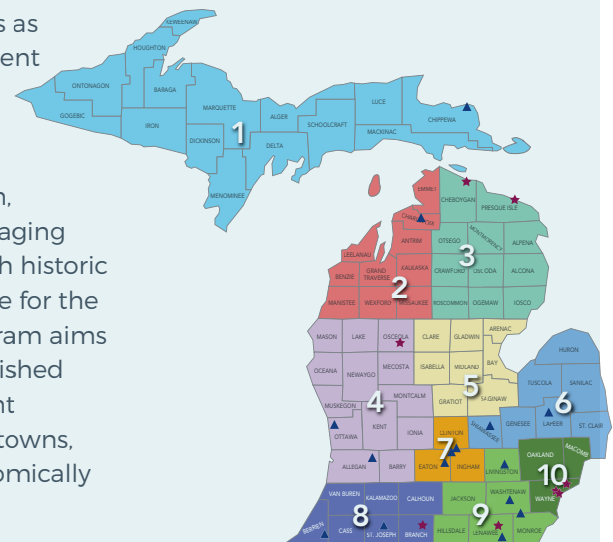


## Michigan Main Street

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 MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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