



Building Social Capital Through Vibrant Events and Community Engagement in Downtown Saline.

At Saline Main Street, we believe community engagement is the cornerstone of a thriving city.

2025 EDITION

SALINE MAIN STREET 734.717.7406 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
6	Restaurants
5	Retail stores
171.3k	Visitors

Saline Main Street is making a real difference.

Through organized events, volunteer initiatives, and cultural programs, Saline Main Street drives both economic and social vitality. Our goal is for every gathering to support local businesses, attract visitors, and encourage residents to stay and invest in our city. By building social capital, we're creating a resilient and interconnected community for generations to come. Saline Main Street understands the critical role a vibrant downtown plays as the heart of this city that stands as a beacon of pride and prosperity for everyone who calls this place home.

Downtown's Goals

- To complete updating the 109 Cultural Exchange to be able to fulfill its best use and provide the community another reason to come to downtown Saline.
- To combine efforts with City of Saline and work with MDOT on traffic calming solutions on Michigan Avenue in downtown.
- To better communicate the goals, mission, and purpose of Saline Main Street to our community.



TRANSFORMING SALINE'S DOWNTOWN



After much controversy regarding its boundaries, the Saline Social District opened in late November 2024, just in time for the Cocoa Crawl and Holiday Parade.



DropTop Pizza finally opened in late October 2024, bringing fresh ingredients and high quality Detroit-style pizza to downtown Saline. DropTop Pizza was the recipient of a 2024 Match on Main Grant.



RMD The Studio was just one of the new businesses in downtown Saline to benefit from the Saline Main Street sign grant in 2024. Rod Marsh was able to help pay for the updated awning and decals on his windows and door.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT
\$248,826

Program to date: \$1,964,827



4

Façade & Building Improvements
Program to date: 56



3

New Businesses
Program to date: 36

Community Profile

Saline | 2024



Population
8,683



Households
3,888



Average HH Income
\$91,947



Median Age
44.8 years



Housing Units
4,202



93% Housing is occupied
69% Owner-occupied
23% Renter-occupied

Main Street is Helping Businesses Thrive

- Organizing quality community events that draw foot traffic and visitors to downtown Saline.
- Providing access to grants and resources for small businesses.
- Offering training and services to help local business excel.
- Working with the city to update processes and implement services to help small businesses succeed.
- Facilitating monthly meetings with downtown business and property owners to increase communication.

"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	9,698	34,084	282,580
Households	4,180	13,388	115,695
Average HH Income	\$95,808	\$124,708	\$83,490

In-demand Businesses

Food & Drink

Italian restaurant
Breakfast/brunch restaurant
Deli/sandwich shop
Asian restaurant
Casual dining eatery

Shopping & Retail

Specialty foods
General/variety store
Arts, crafts, and hobbies
Cards and gifts
Vintage/repurposed goods

Oktoberfest 2024: Bringing People Together

Saline Main Street celebrated the 19th annual Oktoberfest in 2024, and we were excited to bring people together from many different backgrounds and areas of the world to raise a pint and celebrate our region's prevalent German heritage. Bringing people together is a large part of our mission and purpose, and Oktoberfest is just one of the ways we accomplish these goals.



VOLUNTEER SPOTLIGHT

"I'm a people person at heart. I used to work in restaurants all the time, and volunteering gives me the opportunity to be in that service role again, and also just meet people and get to know them on a personal level. Honestly, one of the better ways to get to know people is to volunteer for Saline Main Street. We have a huge volunteer community. We have a lot of different opportunities for people. You know, it's not just a festival, it's not just Salty Summer Sounds. If you want to be around a lot of people, get involved with Saline Main Street, because we're a very diverse group."

—Jerry Cotner, owner, Cotner Services LLC;
Board Member



2024 Pulse of Downtown



- 85%** Visit downtown Saline most often for dining
- 30%** Described recent trends in downtown Saline as steady to improving
- 53%** Said the frequency of their visits to downtown Saline increased or stayed the same during the past year

Social Connection



5,500+
Facebook Followers



1,555+
Instagram Followers

Volunteer Connection



2,156
Volunteer hours in 2023–2024



71,091
Volunteer hours
(Program to date)

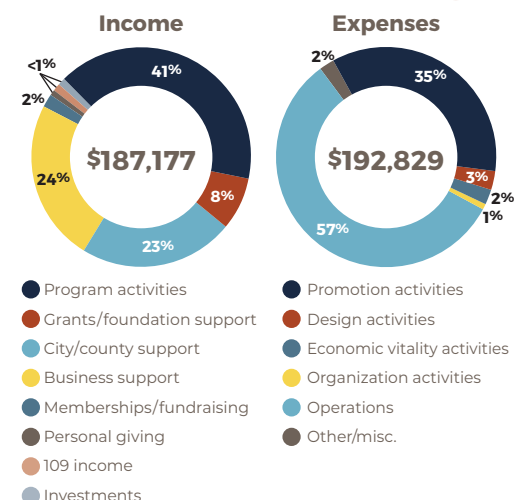


\$68,108
Volunteer hours in 2023–2024



\$2,245,765
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Saline Main Street Events
2023-24

13,519

Est. event attendance

- Ladies' Night Out
- Trunk or Treat
- Salty Summer Sounds
- Murder/Mystery Crawl
- Oktoberfest
- Golf Outing



Our first annual golf outing was a big hit!



Our corporate sponsor, Liebherr, showing up in a big way at Trunk or Treat



Mayor Marl (right) and Councilman Jack Ceo (left) serving up traditional German food at the 2024 Oktoberfest.



Detroit Social Club brought the sounds to our Salty Summer Sounds in July 2024.

"The Michigan Main Street program has been an invaluable resource in helping Saline preserve its small-town charm while fostering economic growth and community engagement. The program has provided us with the tools, resources, and expertise to build a more resilient and thriving Saline, and we look forward to continuing this partnership to enhance our community for years to come."

—Jill Durnen, Owner, Hartman Insurance; Board President

Saline's Board of Directors

President: Jill Durnen

Treasurer: Jennifer Preston

Member: Tracy Marion

Vice President: Katie Spence

Member: Karen Carrigan

Member: Shelly Rankin

Secretary:

Rebecca Schneider

Member: Jerry Cotner

Member: Lindsay Gibson

Executive Director:

Mary Dettling

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total
Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total
Public Investment

\$152,552,988

Program to date



30,094

2023-24
Volunteer
Hours

922,796

Program to date



136

2023-24
New
Businesses

2,033

Program to date



117

2023-24
Façade & Building
Improvements

2,934

Program to date

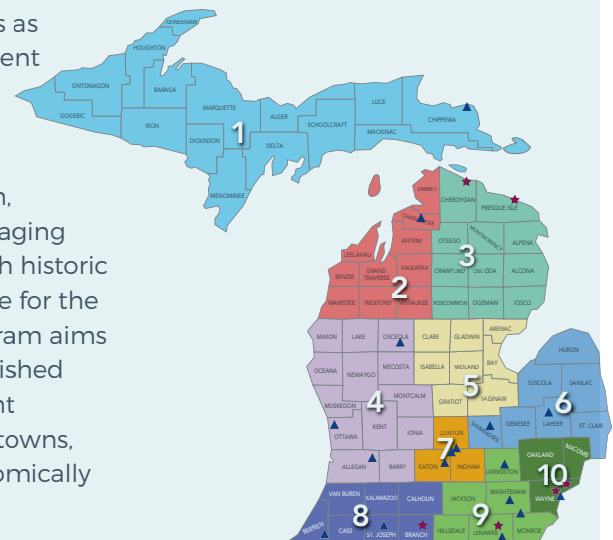


Michigan Main Street

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
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