



# Economic Growth Initiatives

Issue Two | Summer 2008

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## THE SALEM PARTNERSHIP

*A private/public membership organization directly involved in determining the outcome of issues critical to the greater Salem Community*

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# Where Innovation and Art Meet

The following is a **Creative Economy Market Analysis and Economic Development Action Plan for the 28 cities and towns on the North Shore:**

## Key Research Findings :

- **Over 2,200 enterprises.** The North Shore region has a strong presence in both the innovative and cultural segments of the creative economy encompassing both for profit businesses and non-profit organizations.
- **Between 17,000 and 20,000 people work in the North Shore Creative Economy.** This includes a diverse mix of full-time, part-time, contract workers and sole proprietorships.
- **The Creative Economy represents 10% to 12% of total private sector (non-government) employment, which is larger than the share of biotech and manufacturing industries in the Boston metro economy at 2% and 7% respectively.**
- **North Shore creative economy enterprises conservatively contribute over \$3 billion in annual sales.**

Research Findings Continued on Next Page...

## Research Findings Continued:

- **Five (5) creative clusters account for 56% of all of the creative economy enterprises:**
  1. **Design** (including computer systems and software design)
  2. **Business and Management Consulting**
  3. **Engineering/Research and Development**
  4. **Artists**
  5. **Advertising**
- **Ten (10) cities and towns account for 73% of all of the creative economy enterprises.** However, creative economy enterprises are located in all 28 cities and towns. This geographic diversity is a regional asset.
- **A survey of over 200 enterprises revealed that on average, almost half of the customers of creative economy enterprises are located outside of the North Shore.** Moreover, almost a quarter of customers are located outside of Massachusetts, indicating that the creative economy is part of the Commonwealth's all-important export economy.
- **65% of creative economy enterprises surveyed use contract or consultant resources.** Creative economy organizations are flexible in their staffing.

## Action Plan:

- **Regionalization Strategy** – This initiative will cultivate partnerships with local governments, economic development intermediaries and regional stakeholders.
- **Convergence Strategy** – Will focus on bringing enterprises and individuals together in virtual or physical environments to foster creative collaboration.
- **Support and Development Strategy** – Focus will be on nurturing growth through investing in and expanding access to the knowledge, management skills, workforce and capital needed to start and grow a successful enterprise.
- **Marketing Strategy** – Develop recognition of the North Shore as a unique and competitive center of creative economy activity.

This report was commissioned by The Enterprise Center at SSC, The Creative Economy Association of the North Shore and The Salem Partnership. The report was prepared by ConsultEcon in association with Karl Seidman Consulting Services. The full report can be found on:

# Salem Welcomes Cruise Ships

## The City Continues to Develop Its Port

Once again, Salem will be a “Port of Call” as two ships carrying up to 100 passengers each are scheduled to arrive at the Blaney St. Dock this summer. The American Canadian Caribbean Line (ACCL), based in Warren, R.I., will be calling on Salem for the first time since 2004. “The Grand Caribe” will arrive in Salem on July 7 and 8, the first stop on ACCL’s “Historic New England” tour. After a 24-hour visit, the cruise will depart for points north including Gloucester, Newburyport, Portsmouth, and Portland. A second Salem visit is scheduled for August 17 – 18.

“The Salem Ferry’s first run is scheduled for Friday, May 23rd.”

Cruise passengers should find Salem to be a more accommodating port than in 2004 when the ship was required to moor out in the harbor and passengers were shuttled into Central Wharf. This time the Grand Caribe will be dockside at the Blaney St. facility and passengers will have a choice of landside transportation options. Destination Salem, Salem’s tourism & marketing organization, has already been in touch with cruise line officials and has offered to coordinate Salem tours or excursions for passengers.

City Planning staff and tourism officials are creating a marketing piece on the Port of Salem and are beginning outreach to cruise lines featuring small and medium-sized cruise ships in preparation for the Salem Port Expansion planned for Blaney Street -- Look for more cruise ships in Salem’s future!

Salem commuters and residents are counting the days until the Salem Ferry opens for business for its third season. The Salem Ferry’s first run is scheduled for Friday, May 23rd. City officials are hoping the Ferry will continue to grow as it did over its first two years of operation. Last season, the Ferry nearly doubled its number of riders over season one. This year, it will be easier than ever to take the Ferry, since ticketing can now be done online at [www.salemferry.com](http://www.salemferry.com).

## 2008 Schedules

### Spring and Fall

May 23 - June 20 and Sept. 9 - Nov. 2

Depart Salem	Arrive Boston	Depart Boston	Arrive Salem
7:00*	7:45*	9:00*	9:45*
10:00	10:45	11:00	11:45
12:00	12:45	1:00	1:45
2:00	2:45	3:00	3:45
4:00	4:45	5:10	6:00
6:10	7:00	7:10	7:55
8:00***	8:45***	10:00***	10:45***

\* Monday - Friday only

\*\*\* Friday and Saturday only

### Summer

June 21 - Sept. 8

Depart Salem	Arrive Boston	Depart Boston	Arrive Salem
7:00*	7:45*	-	-
8:00**	8:45**	9:00	9:45
10:00	10:45	11:00	11:45
12:00	12:45	1:00	1:45
2:00	2:45	3:00	3:45
4:00	4:45	5:10	6:00
6:10	7:00	7:10	7:55
8:00	8:45	10:00	10:45
10:00***	10:45***	11:00***	11:45***

\* Monday - Friday only

\*\* Saturday and Sunday only

\*\*\* Friday and Saturday only

# F1rstJobs 2008

## North Shore Businesses Can Help Increase Teen Employment Rate

The North Shore Workforce Investment Board and North Shore Career Centers announce the opening of our F1rstJobs 2008 program. F1rstJobs addresses the growing challenge for teens to find summer employment. Due to economic and social changes the percent of teens employed in the summer months has dropped dramatically across Massachusetts and the nation. Through F1rstJobs, the WIB and Career Centers are working to reverse this trend so that teens can gain the work experience needed to develop solid work habits, make informed career decisions, and remain focused on completing their education and entering the adult work force.

### Statistics (Summer 2007):

- Over 700 teens applied for employment and received job preparation training
- Over 200 teens found employment directly through F1rstJobs
- Teens worked in local banks, law firms, retail establishments, hospitality companies, and manufacturers.
- Through funds raised from private companies, philanthropies, and government agencies, teens worked in various community services opportunities at local non-profits.

Teens who participate in F1rstJobs must attend workshops where they learn how to find, get, and keep a job. Once they complete these workshops, they are eligible to apply for jobs listed by area employers. Employers interview and hire only teens that they feel are appropriate for the positions that they list. Companies hiring teens must pay at least minimum wage, which is currently \$8.00 per hour.

This year, teen applicants are coming in to the Career Centers at the same if not higher rates! Staff from the Career Centers are visiting schools on a daily basis, recruiting teens and hosting workshops in conjunction with school schedules.

Companies can participate in F1rst Jobs by offering to hire teens for short-term employment and/or by making a tax deductible contribution to the effort. The North Shore Workforce Investment Board and North Shore Career Centers work hard to make it easy for companies to hire teens – don't hesitate to call and learn more about it!

#### For Teens:

Visit:  
North Shore Youth Career Center  
181 Union Street in Lynn  
or  
North Shore Career Center of Salem at  
70 Washington Street in Salem to sign up  
for workshops

Call:  
Donna Condon at 781-593-0585

#### For Employers:

Visit:  
North Shore Youth Career Center  
181 Union Street in Lynn  
or  
North Shore Career Center of Salem at  
70 Washington Street in Salem

Call:  
Mary Sarris at 978-741-3805