



# Economic Growth Initiatives

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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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## Greetings

The City of Salem is known for its rich history. With one million visitors each year, tourists come to see our world famous museums and architecture, and learn about the infamous Salem Witchcraft Trials of 1692.

However, Salem has developed into a lively urban community, rich in culture, arts and diversity. Known as the “hub” of the North Shore, Salem is bustling with commerce, development and endless opportunities. Perfectly situated just 16 miles from Boston, with regular commuter rail service to North Station in 30 minutes and seasonal ferry service to Rowes Wharf, Salem is the ideal location for new and expanding businesses.

The following is an overview of the economic opportunities in the great city that is Salem.

## Salem Courts Project

As Mayor Kimberley Driscoll has stated on numerous occasions, “There is no single project more important to the long-term economic well-being of downtown Salem than the expansion and restoration of the courts complex.” A new state-of-the-art facility will be built and the probate and family court building will be renovated, which will serve not only the greater North Shore community, but will present an architecturally exciting gateway into Salem.

Courts Continued on Next Page...

A preliminary study was completed in 2004 which proposed a “court campus” in order to offer enhanced security and comprehensive services, and take advantage of shared resources. Funding for the project was announced in July 2005. Architects Goody, Clancy & Associates, who bring extensive experience working with historic preservation, courthouses in historic areas, and direct experience in Salem, were selected as the architects and are presently in the design phase of the project. This will be a landmark project for Salem, and includes the incorporation of an 1803 church to be used as a new law library. Issues related to historic streetscapes, scale and context of the area have been given special attention to ensure that the project fits within Salem’s historic character. The study has been certified and design is at the 30% stage. There will be continuing opportunities for input on the project. A public meeting will be held in early March and construction will also begin during early March. The anticipated completion date is 2011.

# Salem Ports

Revitalizing Salem’s Harbor

## Mission:

To reclaim Salem’s identity as a vibrant seaport and make use of its waterfront for a variety of commercial and recreational waterside activities. Ensure high quality land side facilities necessary to support these activities in an environmentally beneficial and economically sustainable level. Such waterside activities and land side facilities should preserve the City’s distinguishing historic character and ultimately enhance the quality of life in the City for residents, visitors and businesses.

[View the Harbor Plan online:](#)

[Click Here for Plan](#)

[For news and updates:](#)

[Visit Salem.com](#)

## *The Salem Harbor Plan seeks:*

- To improve public access to the waterfront, activate the water’s edge and watersheet, marine infrastructure, water transportation, and marine commerce in an economically sustainable manner.
- To establish high standards of environmental quality so that the results are beneficial to the landside and waterside resources of Salem Harbor.
- To ensure improvements that preserve the distinguishing historic character of Salem.
- To enhance the quality of the life and the physical environment for residents, visitors and businesses.

## Update

The Harbor Plan Implementation Committee unanimously approved a final draft of the Salem Harbor Plan Update on January 22, 2008 after approximately a year of work on the Plan. The Mayor then submitted the plan to the Executive Office of Energy and Environmental Affairs (EOEEA) for State approval. A public hearing on the Plan was held in Salem by EOEEA on February 12, 2008 and we now await final approval by the Secretary of the EOEEA. Final adoption of this plan will pave the way for development of the waterfront in a manner and framework supported by the city.

# Salem Main Streets

Breathing New Life into Downtown Salem

Established in 2001, the goal of Salem Main Streets (SMS) is to assist in the revitalization of downtown Salem as a vibrant year-round retail, dining and cultural destination through business recruitment, retention and the promotion of downtown Salem.

## Main Streets' Goals:

- Increase the number and diversity of ground floor retail stores to strengthen Salem as a unique shopping destination with specialty retail that differentiates it from major shopping centers.
- Establish Salem as the North Shore's premier dining and entertainment center with increased restaurants, entertainment options, and nighttime activities.
- Improve the environment for businesses to start, locate and succeed in Salem through on-going training and technical assistance resources.
- Expand downtown's market share for retail, dining and entertainment spending among trade area residents, Salem State College Students and daytime workers.
- Increase annual tourist visitation to Salem - especially during the off-peak spring and fall shoulder months.
- Make the experience of visiting and shopping downtown more convenient, pleasurable and interesting.

Since Salem Main Streets (SMS) was brought to Salem, it has assisted Salem businesses in their development and continuance. From helping business owners connect with the proper resources to ribbon cuttings, SMS guides entrepreneurs through the proper steps and does everything possible to ensure their success.

Salem Main Streets maintains an open dialogue with area businesses to get a sense of their issues and concerns. This can include everything from snow removal to parking issues. These issues are then worked on with municipal officials in a collaborative environment. In addition to SMS's communication with downtown businesses, they work to create events and promotions aimed at drawing residents from the surrounding area to downtown Salem. SMS manager, Jennifer Bell says, "We try to make sure that the businesses are getting the most out of our services."

## Contacts:

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[Salem Main Streets Events](#)

[Salem Main Streets Homepage](#)

The fact that SMS is located in the Salem Chamber of Commerce helps form a seamless transition between business needs and community outreach. It should be noted that membership to the Salem Chamber of Commerce is encouraged, but not required to receive assistance from SMS.

For the past five years Salem has been **the** hot spot for businesses on the North Shore. Retail vacancy rates are minimal and SMS is committed to getting entrepreneurs started in the right direction, while there is still room!

# Success In Salem

## Tax Increment Financing Projects at 96 Swampscott Road

Tax Increment Financing (TIF) is an economic development tool used to create jobs and encourage business expansion. The TIF program allows the city to offer new or expanding businesses a property tax exemption on their annual tax assessment. This also opens the door for potential state tax incentives.

In 2007, the Salem City Council, at the request of the Mayor, voted to grant TIF's to three businesses locating at 96 Swampscott Road, a new industrial park, resulting in 153 quality permanent jobs being relocated or created in the City of Salem. The value of the full taxation in five years represents a 61 to 119% increase in annual tax revenue generated from the current base value. With TIF, a city may grant property tax exemptions of up to 100 percent of the new tax revenues generated by a new development. These new tax revenues are known as the tax increment. The exemptions apply to the increment for no more than 20 years during which time the base property taxes continue to be paid.

The economic benefit of each business is as follows:

### Groom Construction Company

- \$1.725 million investment in the purchase and development
- Generation of \$30,539 in ultimate annual tax revenue (an increase of 61% over the current base value)
- Relocation of 71 existing permanent full-time jobs to Salem
- Creation of at least 28 permanent full-time jobs in Salem over the next 5 years. Projection of creating 22 additional permanent full-time jobs in the next 10 years
- Assistance in revitalizing part of a formally abandoned, deteriorating structure

### Doyle Sailmakers

- \$2.382 million investment in purchase, development and equipment
- Generation of \$45,600 in ultimate annual tax revenue (an increase of 68% over the current base value.)
- Relocation of 31 existing permanent full time jobs in Salem
- Creation of at least 12 permanent jobs in Salem
- Relocation of an internationally respected company that will bring visibility to Salem and high-end clientele to Salem hotels, restaurants, and other retail businesses
- Assistance in revitalizing part of a formerly abandoned, deteriorating structure

### Falmer Associates, Inc.

- \$1.5 million investment in purchase, development, and equipment
- Generation of \$14,533 in ultimate annual tax revenue (an increase of 119% over the current base value)
- Relocation of 4 existing permanent full-time jobs to Salem
- Creation of at least 7 permanent full-time jobs in Salem
- Assistance in revitalizing part of a formally abandoned, deteriorating structure
- Assistance to a 45 year old, family-run company that will contribute to the revitalization of Salem's industrial sector

# Be Successful in Salem

## The Guide to Doing Business in Salem

“Often, the most difficult part of opening or expanding a new business is getting started. The City of Salem is committed to your success and we are here to help you get started and assist you as you work through your licensing and permitting. We encourage you to ask as many questions as needed as you move forward...”

-From *Doing Business in Salem* : [Click Here for Guide](#)

This easy-to-use guide provides step-by-step information on licensing and permitting for your business. It also includes resources for financial and technical assistance. In November 2007 the Massachusetts Association of Regional Planning Agencies (MARPA) cited the Salem guide as an exceptional example that should be considered a model for other Massachusetts cities and towns.

### Contact:

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### Things to Consider:

- Zoning: Consult the City of Salem Zoning Ordinance to make sure that your business/property meets the zoning requirements for the site. You may need a permit.
- Building Permit: If you will be undertaking any construction, you will likely need a building permit
- Signage: If your business needs a sign, you will need to apply for a sign permit. This process can take up to three months, so inquire early to ensure that you can get your sign installed by your opening.
- Financial Aid and Technical Assistance: The City of Salem is host to a number of dedicated agencies committed to providing quality technical assistance to Salem businesses. In addition, direct loans and grant assistance are offered to qualified businesses.
- Business Certificate: This will allow you to open a bank account and prevent others from using your business name.

## 1-Stop Service

### Making Salem Development Friendly with Pre-Permitting

To facilitate new development in Salem, the City of Salem offers developers a valuable service—1-Stop preliminary development review. 1-Stop brings together department heads and staff representing planning, conservation, building, fire, engineering, and health. At the 1-Stop meetings, developers present their preliminary plans and get instant feedback, as well as information on permitting requirements and approval processes. These early discussions help to avoid problems while shortening the development time line and saving money.

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