

The City of Salem

Creating Livability, a Vibrant Economy, and a Healthy Environment

Mayor Janet Taylor, City of Salem

The City of Salem is grateful for its dynamic partners who are driven to make incredible things happen in our community. The ability to forge partnerships between public and private entities is crucial to economic development. The City's relationship with the public and private sector allows us to think outside the box and explore creative partnerships, leverage our valuable resources, and remove barriers to private investment.

Job Creation

Salem is privileged to work with partners like **SEDCOR, Oregon Economic and Community Development Department** and **Portland General Electric**, and others, to create jobs in our community. Salem recently attracted a very prestigious renewable energy manufacturer. In October, **SANYO Solar of Oregon, LLC** became the City's first renewable energy manufacturer. SANYO plans to make an \$80 million local investment by constructing a plant for the manufacturing of silicon ingot and solar wafers on 19.77 acres in the new **Salem Renewable Energy and Technology Park** on Gaffin Road. SANYO plans to hire 200 employees by December, 2010.

Established in 2005, the **Mill Creek Industrial Park Urban Renewal Area** encompasses 828 acres of land designed for regional economic development in the Salem and Mid-Willamette area. The goal is to stimulate economic development through the creation of job opportunities, create revenues for state programs, tax revenues for the state and local jurisdictions, and implement a new employment center consistent with City and State livability policies.



Photo by Nicole Wahlberg

The **Mill Creek Corporate Center**, located within the Mill Creek Urban Renewal Area, is comprised of 600 acres in SE Salem along Kuebler Boulevard, with easy access to Highway 22 and Interstate 5. When completed, the Mill Creek Corporate

Center is projected to generate \$400 million in private investment, and create over 5,000 new jobs in the next 15-20 years. **FedEx Ground**, a subsidiary of **FedEx Corporation**, recently opened a new 50,000 square foot, state-of-the-art distribution center and became the Corporate Center's first tenant. In a joint partnership between the **City of Salem**, the **State of Oregon**, and **Capstone Partners**, plans are now underway for the construction of 600,000 square feet of buildings. As early as Summer 2009, Capstone



Photo by Ron Cooper

Downtown Salem on First Wednesday.

partners will develop a high-quality business park, investing as much as \$50 million in the Mill Creek Urban Renewal Area. The company will build \$5 million worth of new streets and other infrastructure, with tenants to begin occupying space in 2010.

The City of Salem is also proud to be a part of a partnership that provides specialty training programs that are designed for individuals to take steps towards self sufficiency and wealth creation. Two distinct economic development programs are the **Interface** and the **MERIT** micro enterprise programs. Interface is targeted to low income Hispanic residents interested in starting their own business and MERIT is open to all low to moderate income individuals. The City is proud to be a partner with **Chemeketa Small Business Development Center, Salem-Keizer Community Development Corporation**, and **Polk Community Development Corporation** for these programs.

Vibrant Downtown

The City of Salem is working with partners like **Go Downtown, Vision 2020**, and the **Salem Area Chamber of Commerce** to revitalize Downtown Salem and create a vibrant environment to work, shop, and live.

Vision 2020 is a community-wide process that is working to shape the future of Salem's City Center. Community members have been working hard since Summer 2007 to distinguish Salem and determine the future of the heart of the City - downtown, north downtown and the Edgewater/Wallace area of West Salem. The goal is to enhance Salem and create a revitalized, welcoming, and vibrant community gathering place, a magnet for visitors, where unique, distinctive establishments are waiting to be discovered. The team is working to create a City Center that bustles from morning to night with a diverse array of special places to shop, live, work, and enjoy entertainment. Now, that vision may be just around the corner!

Multi-use developments that incorporate retail and residential opportunities are increasing throughout downtown Salem. A new urban setting, where Salem residents can work, live, and learn - **295 Church Street** - is scheduled to open on December 18th, the 295 Church Street project will offer 27 downtown condominiums and 1,800 square feet of retail space. It will also be home to the City of Salem's **Information Technology Department** and **Capital**



Kayakers under Union Street Railroad Bridge

Community Television's new studios. Several other private urban residential developments are under construction including **The Rivers** which will feature 27 residential units, and **The Meridian** which will feature a six story office complex and luxury condominiums.

Salem anxiously awaits the Spring 2009 opening of another community development – the **Kroc Center**. The Center will feature pools, fitness centers, an outdoor amphitheater, an outdoor sports field, a child development center, an auditorium, a chapel, event spaces, and classrooms.

Livability

Scheduled to open in early 2009, the **Union Street Railroad Bridge** will soon connect West Salem, downtown, and two large parks - **Wallace Marine Park** and **Riverfront Park** - for pedestrians and bicyclists, providing needed multimodal access for families, commuters, visitors, and recreationists who live, work, and play in Salem.

We are all aware of the economic challenges our country is facing, but in the Salem area we will continue to look to the future. This approach, along with the optimism needed for success, is one of the factors in our current economic stability. By continuing to invest in our infrastructure, and positioning ourselves to capture opportunities that arise, we will prosper and provide the choices in jobs, recreation, and housing that our community requires. 🏠

Salem Demographics

Incorporated: 1860

Area: 48 square miles

Population: 152,290 (2007)

Population Growth 2000-05: 7.5%

Salem MSA (Marion & Polk Counties): 373,335 (2006)

Median Age: 33.1 (2006)

Salem Area Employment 2006 (*)

	No. of Businesses	Annual Average Employment	Total Payroll	Average Pay
Natural Resources/Mining	158	3,858	\$76,769,127	\$19,899
Construction	795	5,161	\$204,627,180	\$39,649
Manufacturing	273	7,464	\$255,005,970	\$34,165
Wholesale Trade	290	2,111	\$94,620,674	\$44,823
Retail Trade	779	12,149	\$295,519,707	\$24,325
Transportation, Warehousing, Utilities	137	2,084	\$83,149,174	\$39,899
Information	84	1,101	\$47,707,122	\$43,331
Financial Activities	789	4,716	\$207,513,874	\$44,002
Professional/Business Serv.	1007	10,267	\$352,623,815	\$34,345
Private Education/Health Services	749	12,936	\$521,637,991	\$40,325
Leisure/Hospitality	552	8,376	\$114,744,152	\$13,699
Other Services	816	3,560	\$80,502,980	\$22,613
Total Private	6429	73,783	\$2,334,421,766	\$31,639
Federal Government		996	\$52,888,481	\$53,101
State Government		28,077	\$849,383,778	\$30,252
Local Government		10,374	\$410,355,921	\$39,556
Total		113,230	\$3,647,049,946	\$32,209

(*) All businesses using Salem as a mailing address.
Source: Oregon Employment Department



Providing Planning and Department Services to meet Salem's Utility Needs for the Next 50 Years and Beyond

Water: In your home, providing water for your morning shower, coffee and meals.

Transportation: On the streets as you commute to and from work, the store or recreational activities.

Wastewater: Keeping it out of site and out of mind, from the flush to a hush.

Engineering: Providing infrastructure for a working community.

Stormwater: Working to keep Salem's creeks clean and flowing smoothly.

www.cityofsalem.net and select **PUBLIC WORKS**
or contact Mike Gotterba at **503-588-6347**

Salem Offers Opportunities for Everyone

Irene Bernards, Tourism Marketing and PR Director
Travel Salem

Founded in 1841, Salem is one of the west's oldest cities and a historic center in the Willamette Valley attracting travelers and settlers for over 150 years. Salem is nestled along the **Willamette River**, which served the region as the first thoroughfare transporting passengers and goods between the cities of Eugene, Albany, Salem and Portland.

Bordered by the Willamette River is Salem's downtown historic district (listed in the National Register of Historic Places). This bustling and energized downtown is a mix of historic landmarks such as the **Reed Opera House** and the **Historic Elsinore Theater**, a 1926 Tudor Gothic movie palace. Downtown also offers an array of delicious eateries, one-of-a-kind shops, upscale salons, major department stores, boutiques, galleries and multi-cultural exhibits. Many businesses are housed in buildings that are rich in architecture and design and built at the turn of the Twentieth Century. The ambiance of downtown provides a relaxing setting for outdoor seating, live music, outdoor concerts, and an array of signature wines from the region.

Salem's **Riverfront Park** borders Historic Downtown Salem and adds to the amenities of downtown with breathtaking views of the Willamette River; an outdoor amphitheater for concerts and community events; the **Salem Riverfront Carousel**; **A.C. Gilbert's Discovery Village**, which is an interactive children's museum and the **Willamette Queen Sternwheeler**. The park offers acres of green space for picnics as well as manicured jogging and bicycle paths.

Willamette University established in 1842, is situated at the edge of downtown and across the street from the **State Capitol** building. Students, area residents and visitors alike enjoy the University's **Hallie Ford Museum of Art**, as well as its sport events, cultural offerings and gardens that are located among the campus' historic buildings.

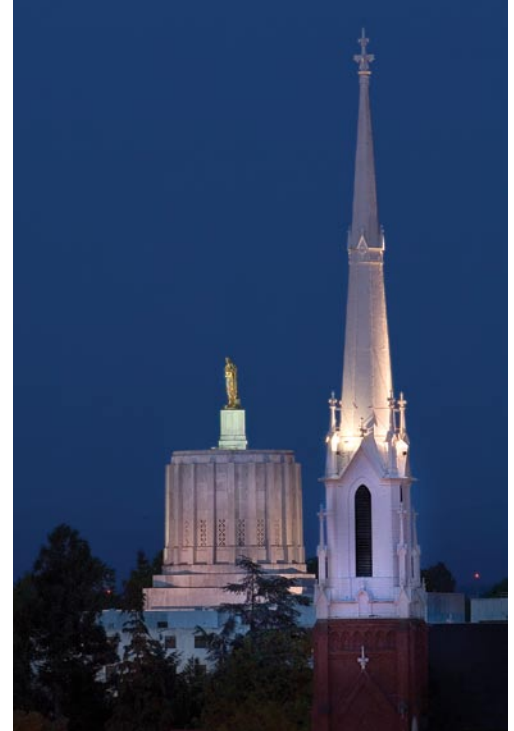


Photo by Ron Cooper

Impressive state government buildings border the city's historic downtown area. Built in 1938, the **Oregon State Capitol Building** houses Oregon's Legislature, as well as the offices of the Governor, Secretary of State and State Treasurer. Adorned with Depression Era art and highlighted by four types of marble, this example of Modern Greek architecture is listed on the National Register of Historic Places.

Just a few blocks from downtown are the **Mission Mill Museum** and the **Marion County Historical Society Museum**. The Historical Society houses exhibits on the Kalapuyan Indian culture, as well as the story of Marion County. The Mission Mill Museum complex contains beautiful grounds, a millstream, and 14 historic structures that interpret Western Oregon's settlement and industry.

Some of Oregon's finest examples of Italianate and Queen Anne architecture can be found in Salem. Built in 1878, **Bush House** is an Italianate-style Victorian mansion set in the lush Bush's Pasture Park and was the home and farm of pioneer newspaper publisher, banker and entrepreneur Asahel Bush II. Bordering Bush's Pasture Park to the east is **Historic Deepwood Estate** with Queen Anne-style architecture and registered on the National Register of Historic Places, this spectacular 1894 residence features fine oak woodwork, stained glass, a multi-gabled carriage house and over five acres of English-style gardens and nature paths.

www.travelsalem.com 

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Your Guide To

World Class Products

- Ricoh • Lexmark
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Printer Management

- Guaranteed Cartridge Price Protection
- Guaranteed Uptime and Response Time

Multi-Function Systems

- Complete Network Compatibility
- Secure and State-of-the-Art

Mailing Systems

- Folders and Inserters
- Postage Meters

Color Printing

- Next Generation Digital Color Printing
- Proofing and Short Run Color Solutions

Production Printing

- Industry's Fastest Digital Printing Systems
- Offset Quality



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