

# Salem Main Street Roars Back to Life!



With the support of Mayor Driscoll, the Salem Chamber of Commerce, the Salem Partnership, and the support of financial institutions and real estate companies/developers, Salem Main Streets is roaring back to life.

Salem Main Streets was founded in 2001 by the City of Salem and a coalition of downtown businesses and area residents. It is modeled after the highly successful community revitalization program developed by the National Trust for Historic Preservation.

A downtown reflects how the community sees itself — a critical factor in business retention and recruitment efforts. The downtown provides a significant portion of the community's tax base, and is an indispensable shopping and service center, as well as the historic core of the city. It represents a vast amount of public and private investment, City Hall, the Court complex, heritage destinations, major tourist draws, a working waterfront and marina's, and most importantly, provides a sense of community and place.

**The Main Street Four-Point Approach™** is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas — Design, Economic Restructuring, Promotion, and Organization — that are combined to address all of the commercial district's needs.

**Organization** – Building collaborative partnerships between a broad range of groups, organizations and constituents who need to be involved in the downtown's revitalization.

**Promotion** – Changing people's attitudes toward the commercial district and marketing the district to residents, investors, visitors and others.

**Economic Restructuring** – Studying and strengthening the downtown's economic base and working to gradually expand it by helping existing businesses become stronger.

**Design** – Improving the physical appearance of the commercial district and advocating for the improvement, historic preservation and re-use of existing buildings and architecture. Design improvements include buildings, streets, sidewalks, signs, parking, and all other aspects of the physical environment.

Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic.

The Salem Chamber of Commerce and Salem Main Streets will work closely together to implement the recommendations put forward by the 2007 Salem Retail Market Study and Action Plan (by Karl F. Seidman Consulting Services). The goal is to revitalize downtown Salem as a vibrant year-round retail, dining and cultural destination.

For more information regarding Salem Main Streets, or to volunteer, please contact Jennifer Bell, the new Main Streets manager, at 978-744-0004, or e-mail: [salemmainstreets@salem-chamber.org](mailto:salemmainstreets@salem-chamber.org).



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