

# SALEM MAIN STREETS

## Existing Business Resources

### **Salem Main Streets, [www.salemmainstreets.org](http://www.salemmainstreets.org)**

Continued revitalization of downtown Salem as a year-round retail, dining, and cultural destination through business retention, recruitment, and promotion of the downtown district.

- Primarily business-to-resident and direct business support
- Focuses on economic and community development specifically in the downtown
- Follows national Main Streets Four-Point approach – Economic Vitality, Design, Promotion, Organization
- Grants/sponsorship/donation structure

### **Salem Chamber of Commerce, [www.salem-chamber.org](http://www.salem-chamber.org)**

The Salem Chamber serves as the voice for member businesses, representing, advocating and working to enhance the business and civic environment.

- Primarily business-to-business (networking, promotion, etc.)
- Serves all of Salem, representing issues that impact business (legislation, policy, etc.)
- Membership structure

### **Destination Salem, [www.salem.org](http://www.salem.org)**

Destination Salem is the official destination marketing organization for the City of Salem.

- Primarily business-to-tourist, Salem's advocate in tourism industry
- Produces Salem Guide/Haunted Happenings Guide/[salem.org/hauntedhappenings.org](http://salem.org/hauntedhappenings.org)
- Represents Salem in issues that impact tourism (travel, communication, etc.)
- Advertising structure
- Note: NPS Visitors Center now only carries Destination Salem guide and North of Boston guide

### **City of Salem – Planning and Community Development, [www.salem.com/planning-and-community-development](http://www.salem.com/planning-and-community-development)**

- Doing Business in Salem – guidance navigating city depts and requirements
- Small Business Financial Assistance
  - Small Business Loan Program
  - Storefront Improvement Program
- Commercial Design Guidelines

**Enterprise Center at Salem State, <https://enterprisectr.org/>**

- Business training and seminars, many for free (also online!)
- Business plan competition
- Peer groups/tracks – CEO groups, Million Dollar Woman, Local Food Initiative

**North Shore Alliance for Economic Development / Small Business Development Center**

- Supports regional economy
- One-on-one business advice

**Creative Salem, [www.creativesalem.com](http://www.creativesalem.com)**

Creative Salem ensures that creativity and the arts are a relevant part of the daily community and small business life while also educating people on the importance arts and creativity play in the community.

- Partners with many community organizations by providing promotional services
- Specializing in content creation and marketing for small creative economy businesses
- Creates network and opportunities for working artists
- Client and membership structure

**Salem Partnership, [www.salempartnership.org](http://www.salempartnership.org)**

Facilitates collaboration between businesses, non-profit organizations and government in projects related to the revitalization and restoration of the City of Salem and its general vicinity

- Addresses macroeconomic concerns throughout the city (“ports and courts”, education, transportation, etc.)
- Membership structure

*As of August 2017*