

Amy Johnson

From: Jameson Gideon <Jameson@SalemChamber.org>
Sent: Monday, January 12, 2026 4:32 PM
To: CityRecorder; Courtney Knox Busch
Cc: tom@salemchamber.org
Subject: [EXTERNAL]Materials for Salem Chamber Report for Council (1/12)
Attachments: SACC_Council Presentation One-Pager_1_12_26.pdf

Dear Office of City Recorder and Courtney Knox Busch,

Please find the attached document accompanying the Salem Chamber report this evening to be included in Council packets.

Thank you.

Best regards,
Jameson

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Oregon's Economic Context Has Changed

Prepared for the Salem City Council | Salem Area Chamber of Commerce

For decades, economic growth in Oregon was assumed. Today, economists and policymakers across the spectrum agree that growth is no longer automatic – and that decisions made at the local level matter more than ever.

Recent work by the Oregon Business Plan, EcoNorthwest, the Urban Land Institute, and Governor Tina Kotek's newly released Prosperity Initiative all point to the same conclusion: this is a moment for restraint, focus, and intentional decision-making.



What Small Businesses Are Experiencing

Small businesses in Salem are navigating a challenging economic environment, including:

- Rising operating and compliance costs
- Slower consumer activity and tighter margins
- Ongoing workforce constraints
- Increased sensitivity to local taxes, fees, and permitting delays

In this environment, even well-intended policy changes can have unintended consequences.



Areas of Broad Agreement

Across economists, state leadership, and the local business community, there is growing agreement around three practical principles:

- Avoid new local taxes, fees, or regulatory burdens that increase costs or uncertainty
- Improve permitting efficiency, predictability, and processing timelines
- Support safe, clean, and functional commercial areas that attract customers and workers

These are stabilizing principles, not expansionary ones.



Statewide Alignment

This perspective is not unique to the business community:

- The Oregon Business Plan has warned that unmanaged policy choices risk long-term stagnation
- EcoNorthwest and Urban Land Institute research highlight the outsized role of local decision-making in business confidence
- Governor Tina Kotek, in late 2025, unveiled her New Prosperity Initiative, emphasizing regulatory streamlining, economic competitiveness, and caution against policies that unintentionally push investment elsewhere

Together, these voices reflect a shared understanding that local decisions now carry statewide economic consequences.





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A Practical Request for the Coming Year

As a practical expression of the “do no harm” principle, the Salem Area Chamber of Commerce respectfully asks the City Council to:

- Commit to no new business-related taxes or fee increases during the coming year
- Focus on efficiency, predictability, and economic stability during this period

This request is about maintaining balance — not reducing services, and not limiting future policy options.



Why This Matters

Small businesses are not asking for special treatment. They are asking for a stable, predictable environment in which to invest, hire, and serve this community.

thwest

• Urban Land Institute – Portland

• Gov. Tina Kotek’s Prosperity Initiative (December 2025)

All sources are publicly available. Additional information is available upon request.

Sources Referenced:

- Oregon Business Plan
- ECONorthwest
- Urban Land Institute – Portland
- Gov. Tina Kotek’s Prosperity Initiative (December 2025)
- Salem-Keizer Retail Market Analytics Report (2025)
- Willamette Valley Multiple Listings Residential Market Statistics (2025)

*All sources are publicly available.
Additional information is available
upon request.*

