



ECONOMIC DEVELOPMENT QUARTERLY REPORT

MAY 2025

PREPARED BY



URBAN DEVELOPMENT DIVISION

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DOWNTOWN: UTILITY WRAPS

In an effort to bring more color and art to the downtown area, while also helping to deter graffiti, a project is underway to wrap existing utility boxes throughout the downtown with a variety of art from the City's extensive art collection. The current utility boxes populate many of the intersections downtown, and with their solid grey color, often provide a canvas for graffiti. Twenty utility boxes have been wrapped, with the goal of enhancing downtown's ongoing streetscape improvements and providing exposure to a variety of artists.



The chosen art for the various wraps can also be seen in a larger format at the Library, Civic Center and the Convention Center. They showcase the work of artists including; Thomas Cappuccio, Eileen Cotter Howell, Richard Thompson, Betty LaDuke, Carl Hall and Nancy Lindburg. Each utility wrap has a QR code which takes you to the Salem Public Arts website, from there you can take a virtual tour of all of Salem's featured public art.





SED COR/OUTREACH: ENTREPRENEURIAL ECOSYSTEM DEVELOPMENT

The **Regional Innovation Hub** continues to coordinate three Coffee Clubs for Entrepreneurs in Salem. These clubs meet monthly and provide an opportunity for businesses and start-ups to network and discuss issues about starting and running a business.

The Salem and Salem BIPOC/Women Coffee Clubs average 17 and 18 participants monthly, while the Salem Pride club attracts around 4 entrepreneurs. These clubs are hosted by volunteer businesses, with another business facilitating the discussion.

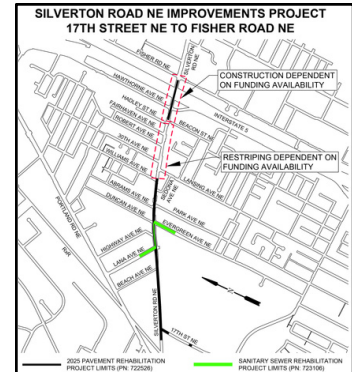
SED COR staff and Innovation Hub contractors assist with setting up the clubs and developing topics for discussion, and they also attend on a regular basis.





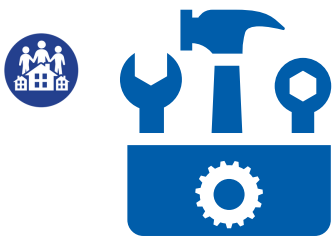
PROJECT FEATURE: SILVERTON RD CORRIDOR

The City has multiple improvement projects kicking off along the Silverton Road Corridor where different sources of funds were able to leverage a larger overall project. Design began in July 2023. Construction is anticipated to begin in summer 2025, and be complete at the end of 2026.



- **Silverton Road sanitary sewer rehabilitation project will rehab three sections of sanitary sewer mains on Silverton Road, Lana Avenue and Evergreen Avenue.** This project is being funded with Public Works utility funds.
- **Pavement rehabilitation to rehabilitate asphalt and upgrade ADA ramps on Silverton Road from 17th Street NE to Williams Avenue NE.** Additional areas on Silverton Road may be included depending on funding. This project is being funded through the 2022 Safety and Livability Bond.
- **New turn lane from Silverton Road to 17th Street will improve access and safety for pedestrians and motorists.** This project is being funded through Urban Renewal funds.





ECONOMIC DEVELOPMENT TOOLBOX

Renovations are complete of the former Whitlock's building located at 455 Court St NE where the Riverfront Downtown Capital Improvement Grant helped pay to enhance this historic building. Renovations included a new elevator and upper floor accessibility improvements for eight new multi-family dwellings.

There was also significant construction to structurally fortify the building and restore historic elements where two new business tenants have opened. The new businesses are Winslow Boutique and Top Drawer Boutique's new sister store called Dittos Wear. Winslow Boutique provides formal wear and Dittos Wear sells a range of clothes and accessories.

