



ECONOMIC DEVELOPMENT QUARTERLY REPORT

JANUARY 2026

PREPARED BY



URBAN DEVELOPMENT DIVISION

www.cityofsalem.net/business/business-resources

urbandev@cityofsalem.net



PROJECTS COMPLETED: ELSINORE THEATRE

Urban Development worked with Planning and the Historic Landmarks Commission (HLC) to reinstitute the missing historic features grant that was approved by the Agency in 2003.

This was a limited competitive grant that was funded by the Riverfront Downtown Urban Renewal Area Capital Improvement Grant Program. Applicants submitted letters of interest between July 2024 and November 15, 2024.

The HLC selected three projects to fund based on the character defining feature of the historic elements, community benefit and ability to complete the project.

The Elsinore Theatre was awarded \$92,000 of the \$187,000 total project cost to add a new blade sign that is nearly identical to the former 1928 sign and architectural crown to the top of the building. The improvements were unveiled at an event on September 12.





PROJECTS: NEW TRASH CANS COMING DOWNTOWN

New trash cans are coming to the downtown! The current trash cans have become worn and are unable to handle the current trash disposal needs.

The design of the current cans does not accommodate the variety of trash needs in downtown, allows for a display of trash instead of deposit, and are challenging to clean.

The design of the new cans addresses some of the current short comings of the current cans. The design does not allow for piling of trash on the exterior, has a larger opening for disposal, and the door features a chute. The sides of the cans are designed with flat smooth surface, allowing for the possibility of wrapping the cans in art much like the utility boxes downtown.

There are no current plans to reduce the number of cans downtown, but to redistribute the cans for broader accessibility. Removal of the old trash cans and installation of the new cans is scheduled to begin in early 2026.





SEDCOR: PROVIDING LOCAL ECONOMIC DEVELOPMENT ASSISTANCE

Don Pancho, a growing local food processing company, has relocated from NE Salem to the former NORPAC facility off Madrona Avenue SE. Don Pancho makes tortillas and tortilla chips. They are remodeling their 300,000 square foot building to meet current and future business needs.

Local company, RainSweet, was acquired by Scenic Fruit Company of Gresham. Scenic Fruit processes a range of Individually Quick Frozen (IQF) fruits and vegetables, offers full-service operations and employs over 400 people during peak season. They are currently upgrading their facility and production capacity. SEDCOR is working with Business Oregon, ODA, and OMEP for economic incentives and workforce development.

J's Teriyaki, a Salem-based business, has developed a business-to-customer model for sauces that has tripled their teriyaki sauce and salad dressing sales. SEDCOR connected them to Launch Mid Valley to help with business planning, co-packing, market connections, and access to capital as they work to bring their product to market.

The 9th cohort of the Latino Microenterprise Development Program, teaching skills for starting and growing businesses, recently graduated 33. Over 250 have completed the program since its inception. Business Oregon granted funds to help the program continue.

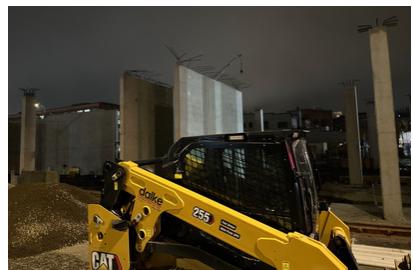


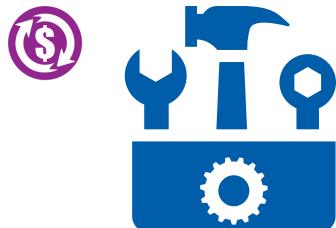


ECONOMIC DEVELOPMENT TOOLBOX: CITIZEN APARTMENTS

The site off Chemeketa Street NE and High Street NE is bustling with construction crews. Cranes, heavy equipment, and concrete columns are now visible. Deacon Development will replace the former surface parking lot with a mixed-use building that will include over 100 housing units. These units will be a mix of studio apartments and one and two-bedroom units. Fifteen percent of them will be affordable.

On November 27, 2023, the Urban Renewal Agency approved an exception to the Riverfront Downtown Urban Renewal Area Capital Improvement Grant maximum based on the estimated \$27 million improvement cost and mixed-use housing. The project activates a highly visible downtown location and will be a great addition to the area.





ECONOMIC DEVELOPMENT TOOLBOX: STEEL BRIDGE COFFEE

A growing small business is spurring improvements to an existing building in West Salem on Ruge Street. The work being done will allow large scale coffee bean roasting and processing to be done in house and add jobs.

Steel Bridge Coffee received a \$19,000 West Salem Urban Renewal Area grant to help offset the \$96,000 cost for the building remodel and manufacturing equipment. Construction work started in the summer and should be complete early 2026.

