



April 10, 2020

Dear Salem Business Owner;

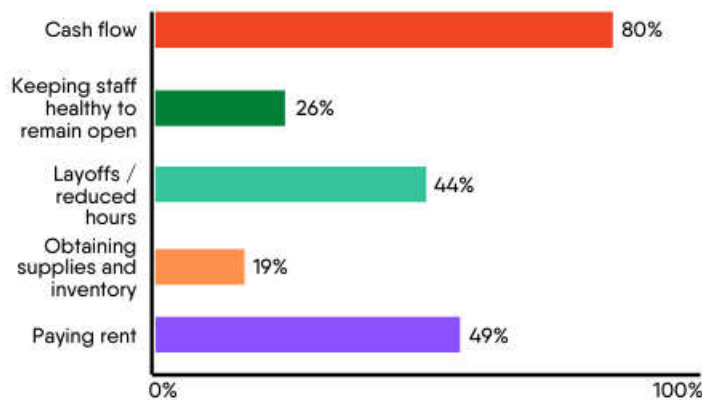
Thank you for participating in the Coronavirus Impact Survey that was issued on March 23. So much has changed for all of us since then, but your feedback and the data collected through the survey is contributing to the City’s revitalization and recovery efforts.

The first step in Salem’s economic recovery efforts was the creation of an **Economic Development Recovery and Revitalization (EDRR) Task Force**. Steered by the City of Salem Planning Department and comprised of the Salem Chamber of Commerce, Salem Main Streets, Salem Partnership, Creative Collective, the Enterprise Center, Destination Salem, and City Councillor Christine Madore, this group is meeting weekly to determine short and long term needs for the business community and strategize revitalization efforts once the stay-at-home advisories are lifted. Beginning this week, the EDRR will provide updates to the business community regarding available opportunities, assistance, and best practices.

We know that Salem is dealing with two crises: the public health crisis and the economic crisis, and we know that cities like Salem across the country are grappling with the same challenges. We all agree that the health and safety of our family, employees, and the community is and should be the priority, but that does not make the immense financial impacts any less challenging or impactful.

More than 200 businesses responded to the survey, and you told us that 46% of businesses in Salem are not confident they can survive a closure if it extends into May. The primary concerns highlighted by the survey are cash flow, paying rent, layoffs, the health of staff, and inventory.

Salem Small Business Concerns



As the EDRR works to find ways to support our business community, we will share information on webinars that you may find helpful. Much of this information, and more, is available at Salem.com/together. If you know of webinars or informational calls being hosted by your industry association or an organization you work with, please let us know and we will add it to our

list of business learning opportunities. We will share upcoming webinars and tutorials with you as we learn of them.

If you would like to sign up for future emails from the EDRR, please contact Kate Newhall-Smith at knewhallsmith@salem.com, or any of the task force members. Thank you for completing our first survey. We hope you are doing well, and we look forward to seeing you soon.

Best wishes,

The Salem Economic Development Recovery & Revitalization Team

Tom Daniel
City of Salem
tdaniel@salem.com

Kate Newhall-Smith
City of Salem
knewhallsmith@salem.com

Christine Madore
Salem City Councillor
cmadore@Salem.com

John Andrews
Creative Collective
john@creativecollectivema.com

Kate Fox
Destination Salem
kfox@salem.org

Laura Swanson
Enterprise Center at Salem
State University
lswanson@enterprisectr.org

Rinus Oosthoek
Salem Chamber of Commerce
rinus@salem-chamber.org

Kylie Sullivan
Salem Main Streets
kylie@salemmainstreets.org

Beth Debski
Salem Partnership
bdebski@salempartnership.org