

Salem Sustainable Comprehensive Plan



**Economic
Development**

**Historic
Preservation**

Education

**Parks &
Recreation**

Housing

**Community
Services**

**Infrastructure
&
Transportation**



Background

- First Impression of Salem
- Involvement by broad community
- Arriving at shared community vision
- Development of integrated sections of plan by resident/expert workgroups
 - Economic Development
 - Housing
 - Education
 - Historic
 - Infrastructure/Transportation
 - Parks and Recreation
 - Community Services



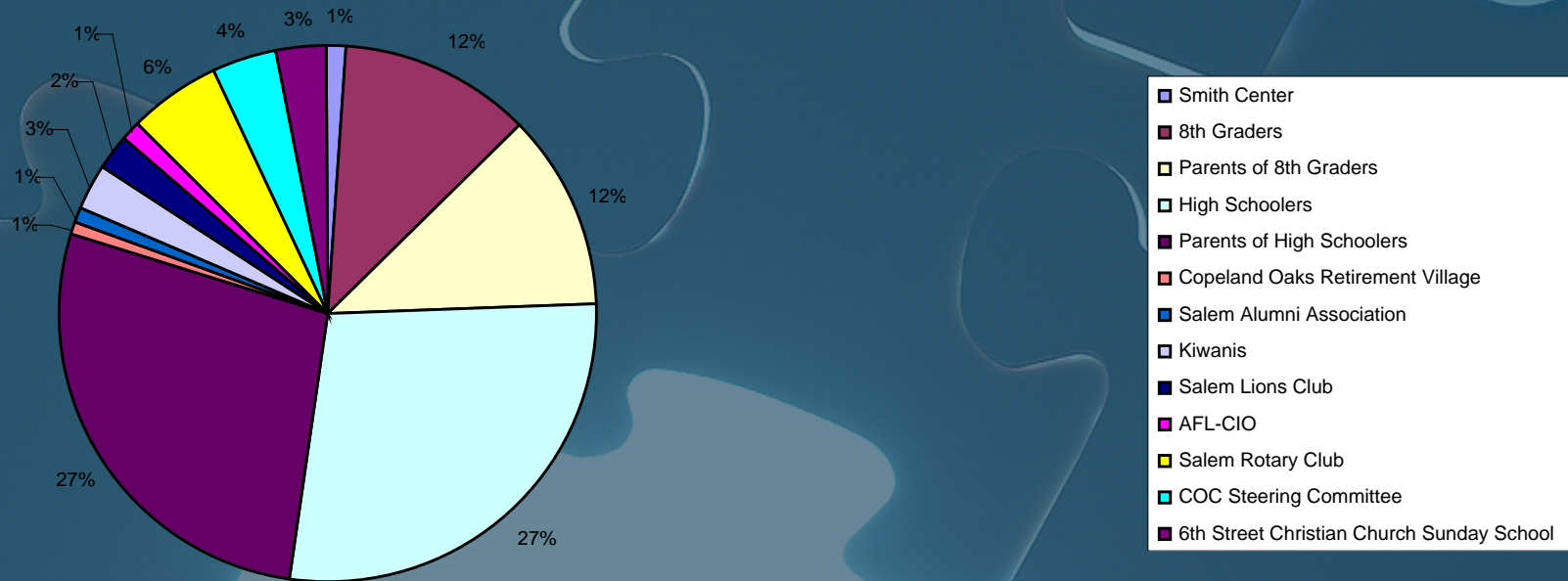
Salem Area Comp Plan Steering Committee

Dan Moore
Audrey Null
Alma Apicella
Geoff Goll
Earl Schory II
Barb Loudon
Bob Sebo
Captain Chip Johnson
Clyde Brown
Dave Nestic
David Mollenkoff
David Ventresco
Debbie Pietrzak
Diane Kloss
Dr. Kristen Fig
Dr. Jeff Nolte
Dwayne Moore
Eloise Traina
Nancy McCoy
Nick Bush
Sondra O'Donnell
Steve Faber

Frank Coy
Fred Palmer
Gary Abrams
George Hays
Gina Dermotta
Greg Bestic
Jean Spencer
Jerry Wolford
Karen Carter
Kathy Hendricks
Kathy Monteleone
Kim Goll
Larry Bowerstock
Lori Thayer
Marguerite Miller
Mark Flake
Mary Lou Popa
Mary Ann Theis
Matt Bender
Mike Grimstead
Tom Eddinger
Tony Maroni
Victoria Curran

Breakdown of Participants

N=1084





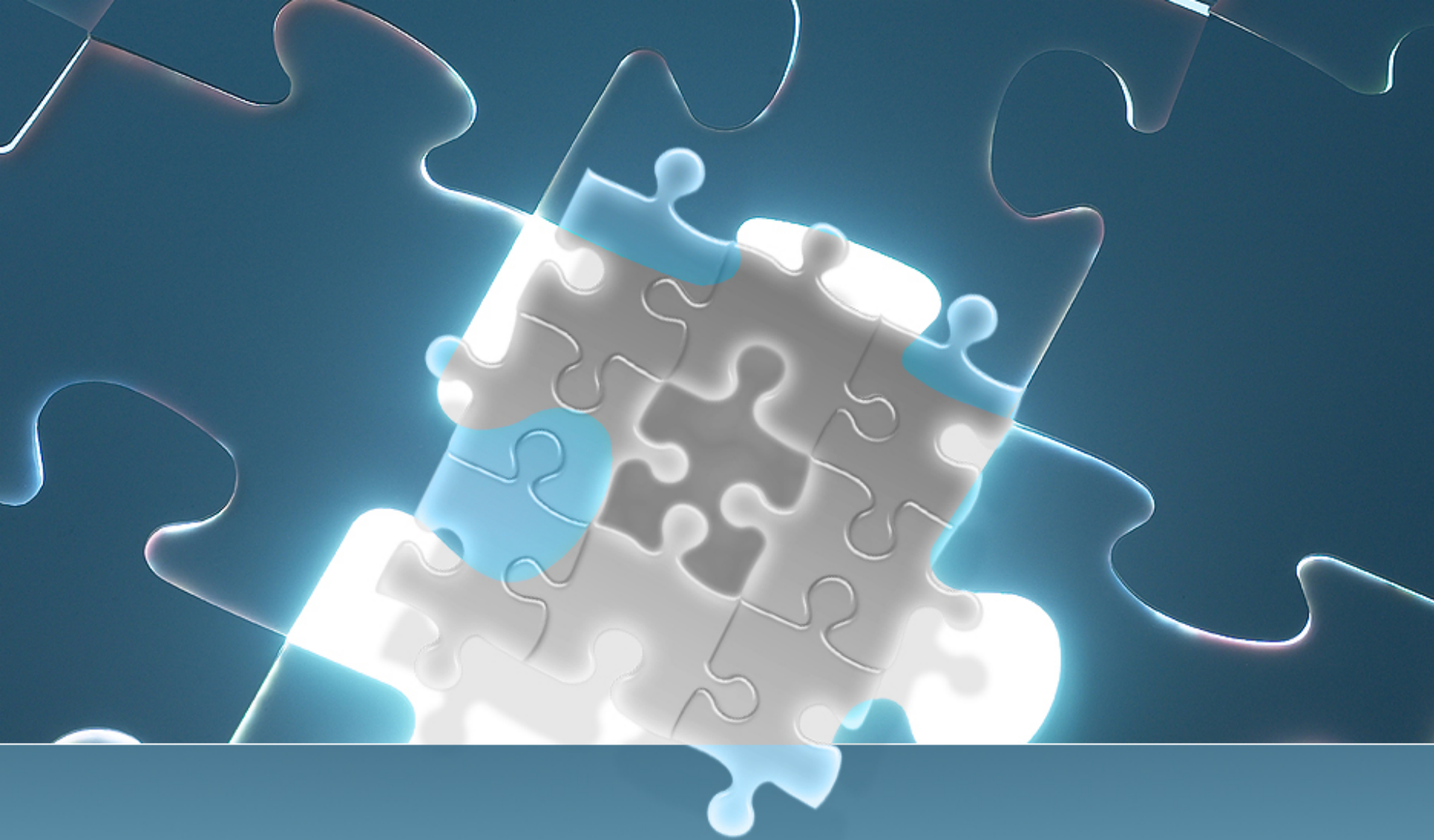
Economic Impact of Comprehensive Plan

- Business Attraction:

Location-seeking companies expect authorized plan for communities future

Examples: Honda's consideration of Van Wert County

City of Kent downtown retail development



Knowledge Based Economy



High Growth Entrepreneurs

- Desire to build a large highly visible and valuable firm

Source: Jason Henderson, Federal Reserve Bank of Kansas City



Industrial Labor Force

- Has problem solving skills
- Is innovative and creative



Innovation Philadelphia

- Cultivating the For-Profit Creative Economy
- Attracting & Retaining Young Professionals
- Fostering Entrepreneurism & New Ideas
- \$60 billion economic impact

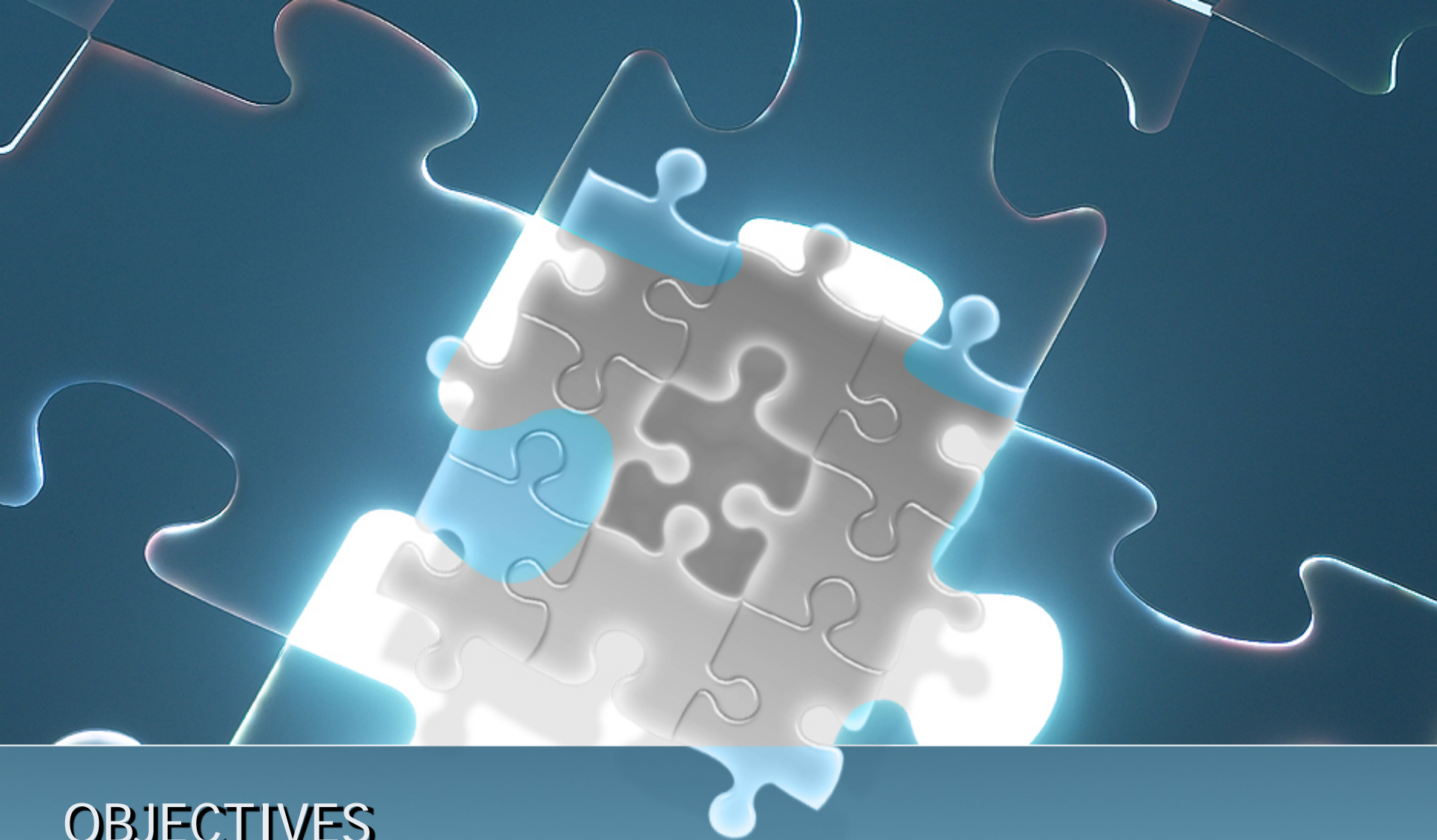
<http://www.innovationphiladelphia.com/>



Community Characteristics to Support High Growth Entrepreneurs

- High-quality labor force
- Universities
- Local Amenities
- Infrastructure
- Location near metro areas
- Interaction leading to sharing of information

Source: Henderson & Abraham, Can Rural America Support a Knowledge Economy, Federal Reserve Bank of Kansas City



OBJECTIVES

Salem Sustainable Comprehensive Plan

Economic Development Section: Chair David Mollenkoff



Objective

Focus an economic development approach on a long term horizon

- Build an Entrepreneur Friendly Community to support high growth firms
- Build a diverse economic
- Secure businesses that fit the social and environmental goals of Salem



Objective:

Capitalize on Salem's unique assets and infrastructure to attract investment

- Build from the current economic base: Health Care, Higher Education, Entrepreneur Based Industry
- Link Salem Alumni Association to economic development
- Study potential positive leverage points like import substitution and commuter workforce



Objective

Position Salem to be a Regional Economic Leader

- Begin with partnerships between Salem & Perry Township
- Partner with regional economic development initiatives such as NorTech, Team NEO, Columbiana Port Authority, Fund for Our Economic Future and Youngstown Incubator



Objective

Build community leadership & support to achieve excellence in the local school system

- Provide support to stimulate knowledge-based workforce for local manufacturing
- Collaborate with Kent State University Salem to establish curriculum to meet local business needs



Objective

Establish Strong Public/Private Partnerships

- Foster the linkages between local government, non-profits and private sector organizations
- Create a Salem Economic Development Office



Salem Economic Development Office Structure

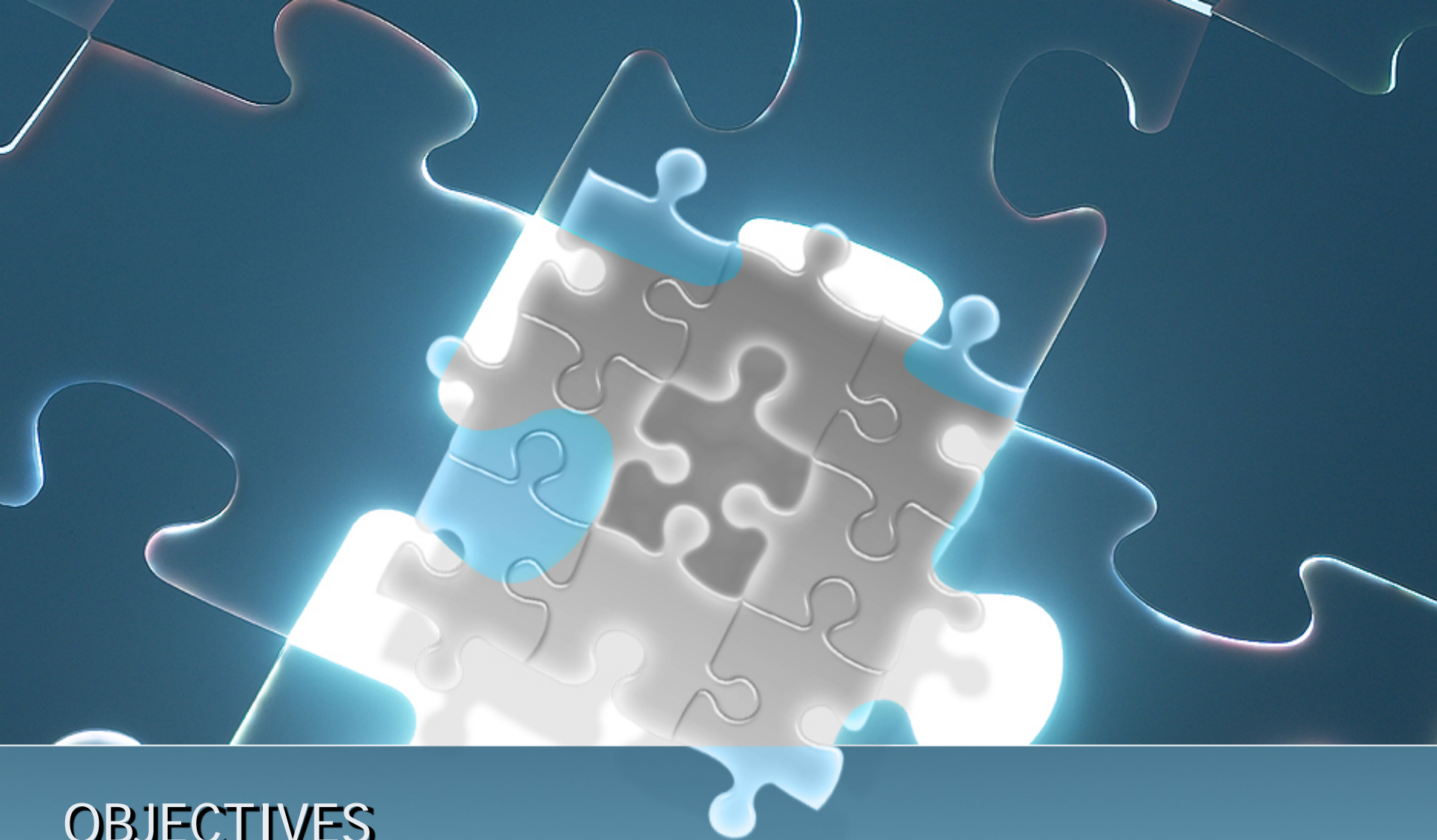
Joint effort of local government and private sector

- Office funded through contributions of government, non-profits and business
- Office operated by a Board of Directors representative of the funding sources
- Economic Development Executive reports to the Board of Directors



Salem Economic Development Office Roles

- Support for Entrepreneur Existing Businesses
- Support for Entrepreneur Start-ups
- Monitor local business climate to identify interventions and business development opportunities including targeting new business start-ups



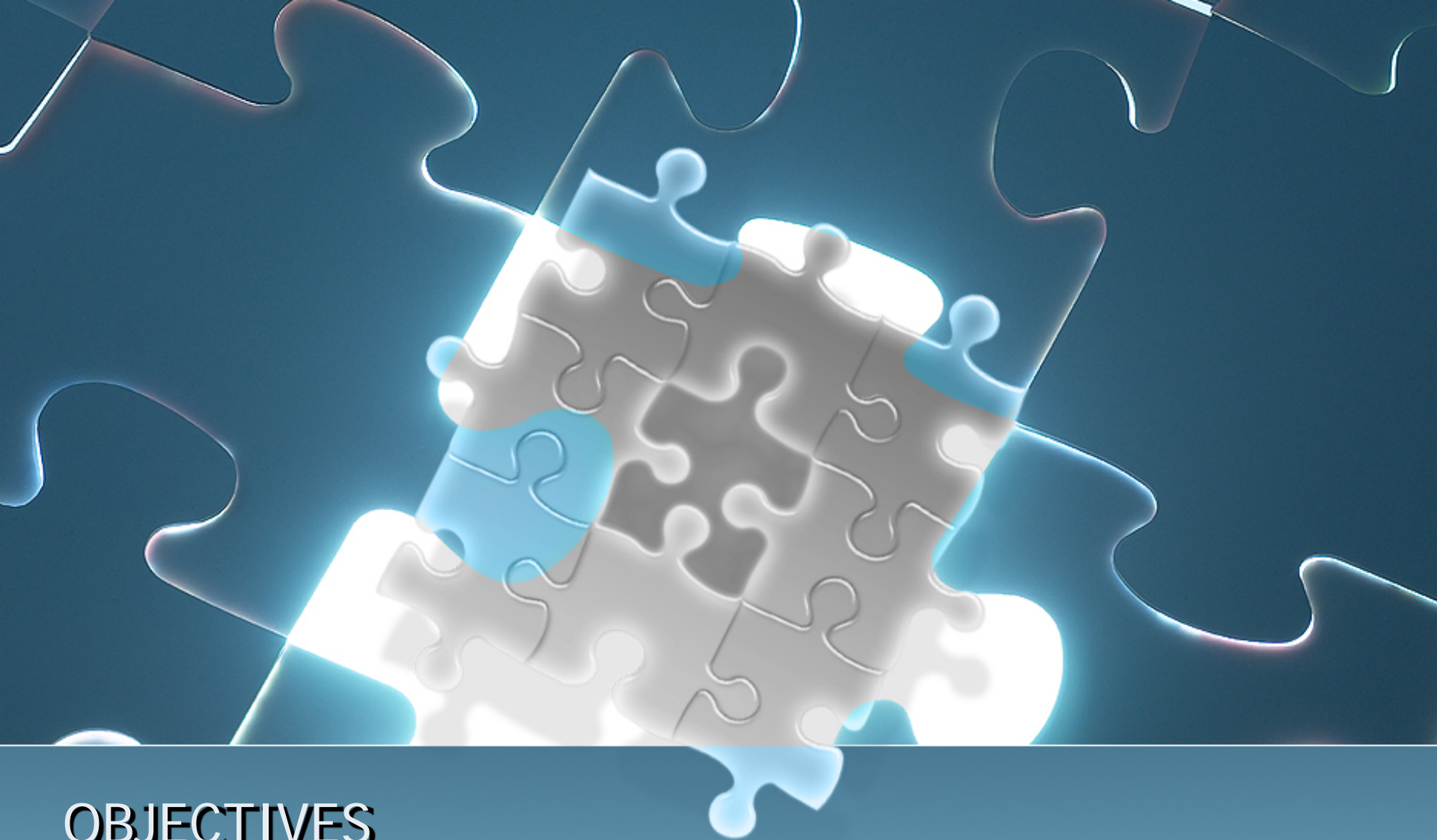
OBJECTIVES

Salem Sustainable Comprehensive Plan
Housing Section: Chair Kathy Hendricks



Objectives

- Improve existing housing stock and increase home ownership to assure neighborhood stabilization
- Current subdivisions provide available lots for new construction



OBJECTIVES

Salem Sustainable Comprehensive Plan
Education Section: Chair Myra Moss



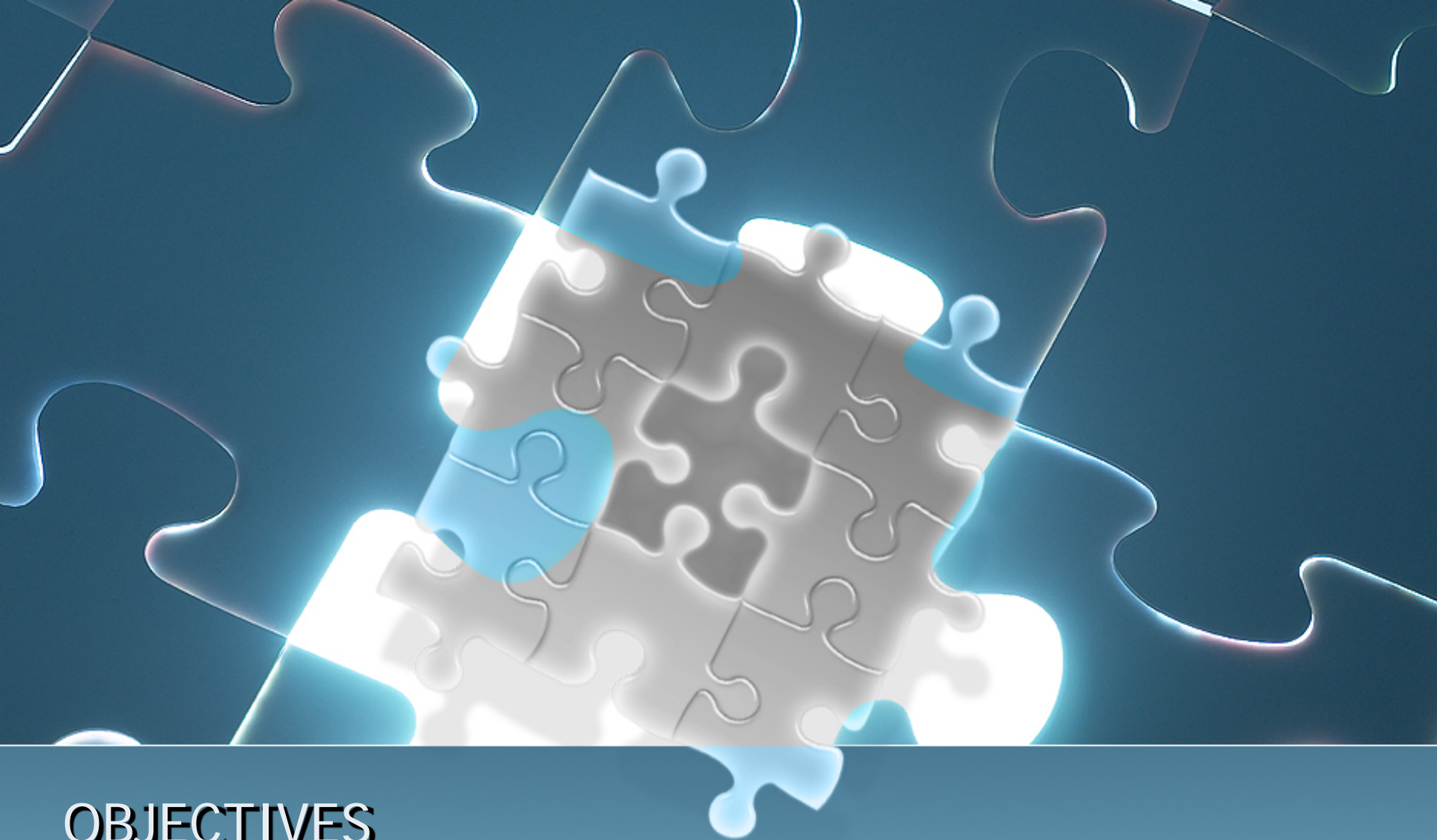
Objectives

- Improve the academic achievement of Salem graduates
- Salem community is an effective model of collaboration with the local school district
- Youth have opportunities to learn to be community and business leaders



Objectives

- Programs and financing to assist Salem youth take full advantages of educational opportunities at Kent State University Salem
- Design curriculum at Kent State University Salem to meet the specific job knowledge required for targeted job market



OBJECTIVES

Salem Sustainable Comprehensive Plan

Historic Preservation Section: George Hays



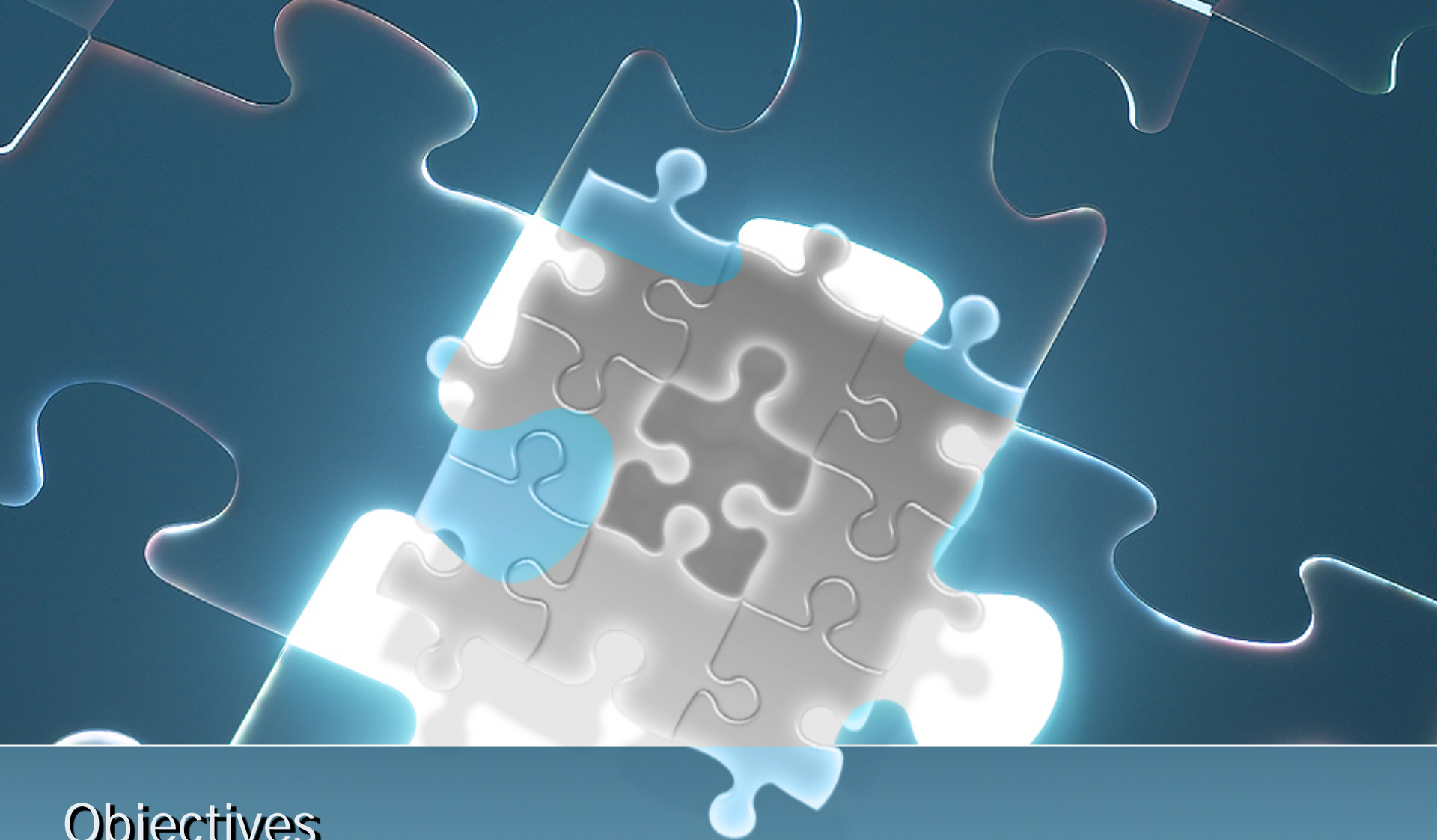
Objectives

- Review & update Central Business District facade improvement program
- Encourage the design, drafting & adoption of architectural standards
- Place responsibility for identifying government funding under Salem Economic Development Executive
- Encourage adaptive reuse of historic structures for business purposes



Objectives

- Support studies to document benefit of tourism for economic development
- Explore feasibility of participating in the Progress Fund to stimulate business development through coaching & capital
- Promote appreciation & knowledge of the arts to stimulate development of art community



Objectives

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Infrastructure/Transportation Section: Chairs Mark Flake & Fred Vogel



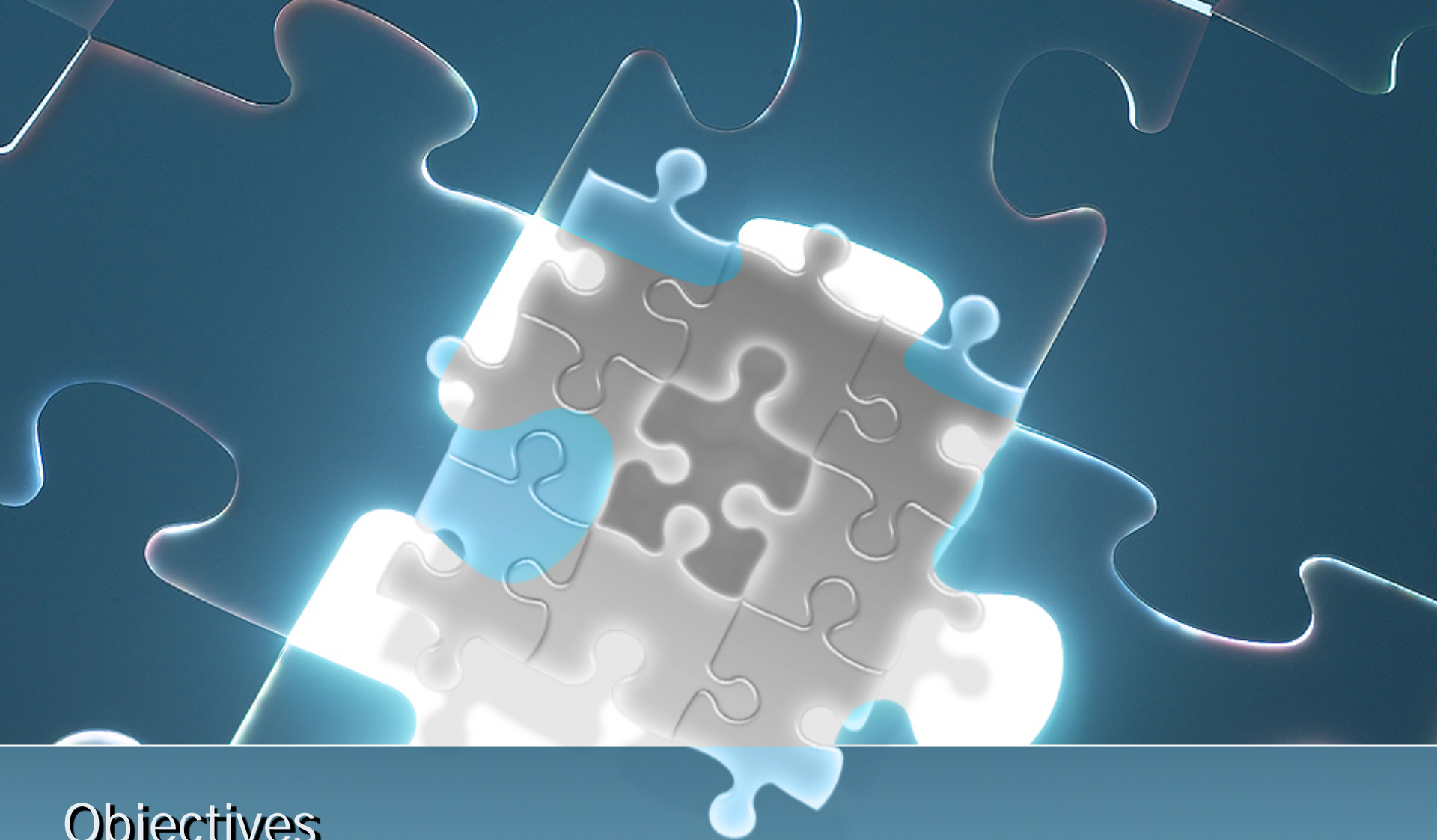
Objectives

- Prepare water & wastewater services for future growth in residential & business areas
- Design joint economic development districts & cooperative economic development agreements between Salem & Perry Township to provide water & sewer
- Enhance financial revenue generation opportunities for water system in order to maintain reasonable rates for Salem residents & businesses
- Develop solutions to wastewater phosphorous situation
- Expand Salem bike path network within the community & connect to regional bike paths



Objectives

- Salem plays supportive role to public & private providers in development of a high speed internet network that serves area businesses with affordable options
- Telecommunication system supports 21st century economy
- Explore the American Municipal Power electrical aggregation program as an option for low cost power
- Participate in regional effort to urge completion of Route 62 to four lanes
- Support infrastructure improvements needed to expand the two current industrial parks



Objectives

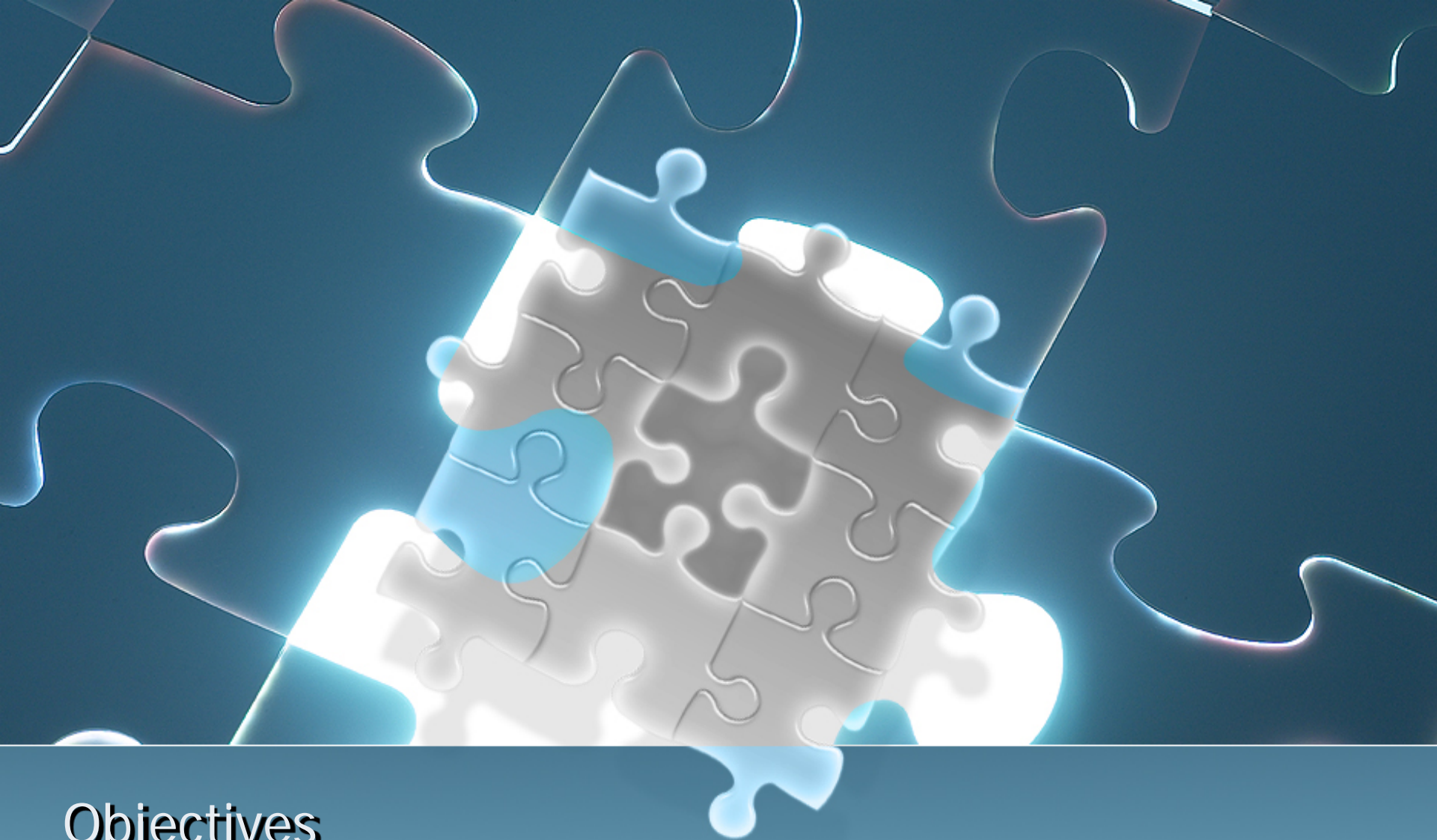
Salem Sustainable Comprehensive Plan

Parks & Recreation Section: Chairs Dwayne Moore & Steve Faber



Objectives

- Expand Waterworth Memorial Park with a nature area
- Expand existing tennis courts, ball fields, basketball courts, pavilions and acreage of park system
- Maintain and upgrade pool
- Provide work experiences for youth
- Obtain capital improvement funds through land development under ORC



Objectives

Salem Sustainable Comprehensive Plan

Community Services Section: Chair Victoria Curran & Gina Dermotta



Objectives

- Provide leadership experiences for area youth
- Increase higher education attainment within socio-economic demographics of first generation attendees
- Provide mentorship programs to keep youth in college
- Maintain a local job bank



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Source: Henderson & Abraham, Can Rural America Support a Knowledge Economy, Federal Reserve Bank of Kansas City



Ohio State University Extension Sustainable Development Center

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