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BIMONTHLY  
NEWSLETTER**

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**INSIDE  
THIS ISSUE**

<b>Haunted Happenings</b>	<b>2</b>
<b>Halloween Picture</b>	<b>2</b>
<b>Working For You</b>	<b>3</b>

# FYI SALEM

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## From the Mayor's Desk



Photo Courtesy: John Andrews

Dear Friends,

October is finally here. Today begins the busiest month of the year here in our great city of Salem.

We have prepared since the end of last October for this exciting time of the year.

We jump right into the festivities with the Haunted Happenings Grand Parade Thursday, October 1. This year's theme is world peace. There looks to be a break in the weather for the 6:30 p.m. start, but the parade will occur, rain or shine.

This year's Grand Marshall is Aiden Wright, who should be an example to all of us. He's a hero in my book. At

seven years-old, he knew to do the right thing when he found \$8,000 in cash at Memorial Park. He brought it to his uncle and the pair were able to reunite

the rightful owner with the cash.

Friday is Mayor's Night out where there will be fun opportunities for all ages. There will be a special trick or treat where people can go around to local businesses in the downtown area from 5:30 to 7:30 p.m.

Other events Friday include magic and talent shows, performances, a cider tasting and free admission to many Salem attractions for Salem residents.

Saturday is the Haunted Biz Baz Street Fair hosted by the Salem Chamber of Commerce. It runs all day on the Essex Street Pedestrian Mall.

As always, I want to thank Special Events Coordinator Ellen Talkowsky for pulling

everything together. Also, a big kudos goes out to our Police Department for keeping everyone safe. They are instrumental in ensuring everyone has a safe and enjoyable October.

Have

[www.hauntedhappenings.org](http://www.hauntedhappenings.org) stored in your bookmarks, as well as following [@GetThruOctober](https://twitter.com/GetThruOctober) and [@HauntedHappenings](https://twitter.com/HauntedHappenings) on Twitter to keep you prepared and informed this month.

It was also terrific to see all the hard work of people across the city come together to ensure a wonderful visit from the Balmoral Cruise Ship last week.

The many visitors that descended off the boat and into our city loved the shops, restaurants and museums that they patronized.

Lastly, congratulations to the Salem High School football team for winning its first game of the season last Friday night. It was a 19-7 triumph over Northeast Conference rival Saugus.

*Kim Driscoll*

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# Haunted Happenings

Haunted Happenings is a month long celebration of Halloween in Salem.

The series of events start off with Thursday's Haunted Happenings Grand Parade. The parade, always slated for the first Thursday of October, will occur rain or shine.

This year's theme is world peace. The Grand Marshall of the parade is Aiden Wright, the local seven year-old who found \$8,000 at Memorial Park and returned the cash to the rightful owner.

Friday is highlighted by

Mayor's Night Out where Salem residents can enjoy free admission to several local museums and shops.

Downtown Trick or Treating is slated for 5:30 p.m. to 7:30 p.m. on Friday night. Everyone will gather at the East India Fountain on the Pedestrian Mall and go from there.

Saturday is the day-long Haunted Biz Baz Street Fair hosted by the Salem Chamber of Commerce.

For a full listing of events throughout the month of October, visit Destination Salem's Event Calen-

dar at [http://events.salem.org/group/salem\\_haunted\\_happenings/calendar/month/2015/10](http://events.salem.org/group/salem_haunted_happenings/calendar/month/2015/10).

Destination Salem, in conjunction with the Salem Police Department, has come up with a set of rules and guidelines for residents and visitors to follow during the month of October. They can be found here at [http://hauntedhappenings.org/images/uploads/halloween\\_guidelines.pdf](http://hauntedhappenings.org/images/uploads/halloween_guidelines.pdf).



# Working for You: Kate Fox



Destination Salem Executive Director Kate Fox is in her second stint with the organization that helps promote and market tourism for the City of Salem.

Fox worked for Destination Salem from 1998-2002 and returned in 2007 to her current position. In between she worked at Essex National Heritage.

Originally from Rye, NY, Fox oversees a three-person department, including herself. Her staff includes Sales Manager Stacia Cooper and Administrative Assistant Nicole Demboski.

Fox said she enjoys the many different interlocking cultures that Salem offers.

"The diversity of Salem," said Fox, when asked what her favorite part of the job was. "There are so many different attributes. It is such a rich market to promote."

Fox explained that there are two types of visitors that her office looks to attract to Salem.

First are what the industry calls traditional leisure tourists.

"Traditional leisure tourists come from over 50 miles away," Fox said.

Destination Salem also works to bring people from nearby locales to the city to shop and dine at local businesses.

Fox said that her office also

works with LGBT and international groups to attract a broader array of visitors.

Fox credited Cooper with dealing with the day-to-day consumer while she interacts more with requests from media and groups.

"Media all over the world write about Salem. We typically get one to two media requests per day. Australia, Japan, China and the UK are the most frequent [foreign countries] to call," said Fox.

Local media also take an undertaking to cover Salem.

"The [Fox 25] Zip Trip was good. They covered a ton of stuff. Mayor Driscoll, and [Salem State] President Patricia Meservey all were interviewed live. They did a pre-show interview with me," explained Fox.

Salem Veteran's Agent Kim Emerling was billed the "local hero" during the Zip Trip show.

"Chronicle will be re-airing an episode from two years ago on Friday night. It was a great overview of Salem beyond just Halloween," Fox added.

Destination Salem also plays an important role in Haunted Happenings and all the goings on during the month of October leading up to Halloween.

"We try to keep the strings

together and pull it all together," said Fox.

Fox explained that Salem is an easy city to market with all of its thriving restaurants and shops.

"We have over 200 shops and restaurants in downtown, according to Salem Main Streets," said Fox.

When asked the most common request for restaurant recommendations, Fox didn't hesitate.

"I think, like it is in most of New England, the most common question is where to get the best seafood."

Destination Salem puts out three publications yearly — the Salem Guide, the Motorcoach Map and the Haunted Happenings Guide.

The Destination Salem Board is a group that pulls together many interested stakeholders in the city. President Thomas MacDonald, Vice President Karen Scalia, Second Vice President Jim Hurrell and Treasurer Susan Lippman head up the board.

There are 12 other members of the board, including Mayor Driscoll, Councilor William Legault and Chamber of Commerce Executive Director Rinus Oosthoek.

## **October 2015: Planned Road Closures and Parking Restrictions in Salem**

**October weekends:** Essex St from Hawthorne Blvd to New Liberty St will be closed to through traffic and no on-street parking will be allowed. Access to Museum Place garage will be via Brown St only.

**October 1:** Haunted Happenings Parade starts at 6:30pm at Shetland Office Park on Congress St. Anticipate traffic delays on Rte 114 and Rte 1A. Rte 1A from Derby St to Brown St will be closed to traffic from 6pm to 9pm. Other road closures are Congress St, Washington St, Essex St from Washington St to Union St, Central St, Front St, and Washington Sq W, N, and S. There will be no parking tow zones along the entire parade route.

**October 3:** CDH Road Race starts at 9am at Forest River Park and will finish at approximately 11am at the park. The route consists of Clifton Ave, Lafayette St, Mill St, Canal St, Loring Ave, and West Ave. No road closures are planned, however expect traffic delays in the area.

**October 3 and 4:** Haunted Happenings BizBaz. There will be no parking at the meters along the portion of Essex St between Hawthorne Blvd and New Liberty St beginning at 6am on Oct 4 through Oct 5 at 9pm. This section of Essex St will also be closed to through traffic from 9am to 9pm on Saturday and Sunday.

**October 17:** Salem YMCA Witch City 5K road race starts at 9am at the Salem Willows. No road closures are planned, however anticipate traffic delays along the following roadways: Memorial Dr, Essex St, Rte 1A, Rte 114 including Hawthorne Blvd, Derby St, and Fort Ave, ending at Restaurant Row.

**October 18:** Witch Ride Motorcycle Ride. Rte 114 and Rte 1A will be impacted, but not closed to traffic, from Marblehead to New Derby St. Rte 1A, including Derby St, will be closed to traffic between Lafayette St and Congress St. Congress St will also be closed to traffic. Anticipate road closures and traffic delays from noon to 3pm. There will be a no parking tow zone on Derby St between Lafayette and Congress St from 11am to 3pm.

**October 20:** The Seabourn Quest cruise ship arrives at the Footprint dock. The Salem Wharf parking lot on Blaney St will be closed during the ship's one-day visit.

**October 31:** Devil's Chase road race starts at 8am at the Salem Willows soccer field on Fort Ave. No road closures are planned, however expect traffic delays until 10:30am on the following roadways: Fort Ave, Derby St, Szetela Ln, Webb St, Andrews St, Washington Sq, Essex St, Charter St, Derby St, Winter Island Rd, Columbus Ave, Restaurant Row, and Memorial Dr. Several no parking tow zones will be posted on Memorial Dr, Victory Rd, and Larkin Ln.

**October 31:** Halloween events will include multiple road closures and heavy traffic delays for the entire day and night. Expect major traffic delays on Rte 114 and Rte 1A. Downtown streets will close to all traffic no later than 4pm. Road closures include: Essex St at Crombie St and Barton Sq to Union St, Washington St from New Derby St to Bridge St, Federal St from St. Peter's St to North St, Washington Sq N and W from Essex St to Brown St, Hawthorne Blvd, Derby St, Rte. 1A, Congress St near Pickering Wharf, Charter St, Central St, Front St, and Lafayette St from New Derby St to Front St. Bridge St at the Bypass Rd will also close to all traffic between the westerly overpass ramps and the Bypass Rd from 9:30pm to 11:30pm for the closing fireworks.

All information above is subject to change. The Salem Police Department will close any street at any time if they determine that a public safety issue exists.