

Mobilize Eastern Maine

From Statewide Initiative to Local Involvement



Mobilize Maine

- Statewide Initiative
- Regional Approach to Asset-based Economic Development
- Local Private/Public Partnership for Regional Success

Asset Based Approach

- Asset Mapping Teams
 - Data Collection
 - Short Term Wins/Strategic Initiatives
- 
- Identify our Resources
- Focus our Development

Mobilize Eastern Maine

- 23 Communities Representing Greater Bangor
- Private Business
- Regional Economic Development Organizations

Regional Partners in Economic Development

- Regional Municipalities
- Action Committee of 50
- Access Atlantica
- Bangor Region Development Alliance
- Target Development Corporation
- Bangor Region Chamber of Commerce



Mobilize Eastern Maine

- Large, Inclusive Membership
 - Open to Regional Business and Community Members
- Smaller Defined Leadership Team
 - Private Business Leaders
 - Regional ED Organization Leadership



Mobilize Eastern Maine

- Strategic Growth Initiatives Committee
- Sector Committees
- Various Ad-hoc Committees

Mobilize Eastern Maine

Organizational Chart



Mobilize Eastern Maine

Organizational Chart



⋮

Mobilize Maine
Leadership Team

Regional Vision
Team

Goal Setting
Team



Our Regional Vision

- By 2020, we will ensure the region's economy grows so that the people who live here enjoy a median household income equal to or greater than the national average.
- We will transform the region's economy by building on our strengths in forest products, tourism, education and small business innovation and by capturing new opportunities in bioscience, business conferencing and advanced manufacturing.
- Among the many ways we will support these efforts is to invest in high quality data transmission, transportation, education and workforce development.
- By working with one another, our region's economy will be innovative, vibrant and sustainable, fostering a diverse and collaborative community where people, young and old, choose to live, work and play.

Mobilize Eastern Maine

Organizational Chart



⋮

Mobilize Maine
Leadership Team

Regional Vision
Team

Goal Setting
Team





Mobilize Maine

2015 Greater Bangor Region Goals

By concentrating on local assets we can develop a robust economic development strategy enabling us to prepare for and respond to our changing world. Collaboratively advancing the unique opportunities we have here in our region will position us for a great future.

Working together, by 2015, we will see significant, positive changes in our economy and in our region.

| <i>EMDC Greater Bangor Region</i> | <i>Baseline 2008</i> | <i>2015 Goal</i> | <i>Change</i> |
|--------------------------------------|----------------------|------------------|---------------|
| Population | 108,950 | 116,577 | +7.0% |
| Employable Population (16 and older) | 89,727 | 94,213 | +5.0% |
| Labor Participation Rate | 60.9% | 63.5% | +1.04% |
| Total Employed | 54,643 | 59,825 | +9.4% (5,182) |
| Average Wage | \$32,376 | \$45,000 | +38.9% |
| Total Region Wages | \$1.76B | \$2.69B | +52.8% |
| Per Capita Income | \$32,239 | \$50,000 | +55% |
| Regional GDP | \$5.8B | \$8.8B | +52% |
| Internet Subscribers | 40% (43,580) | 60% (69,946) | +50% (26,366) |
| Bachelors Degrees 25 & Over | 20,339 | 27,457 | +35% (7,118) |
| <i>Regional Specific Goals</i> | <i>Baseline 2008</i> | <i>2015 Goal</i> | <i>Change</i> |
| 17-24 year old without HS Diploma | 20% | 15% | |
| 20-44 population | 35.6% (38,786) | 38% (44,299) | +5,513 |
| Associate Degrees 25 & Over | 10.6% (7,767) | 15% (12,065) | +4,298 |



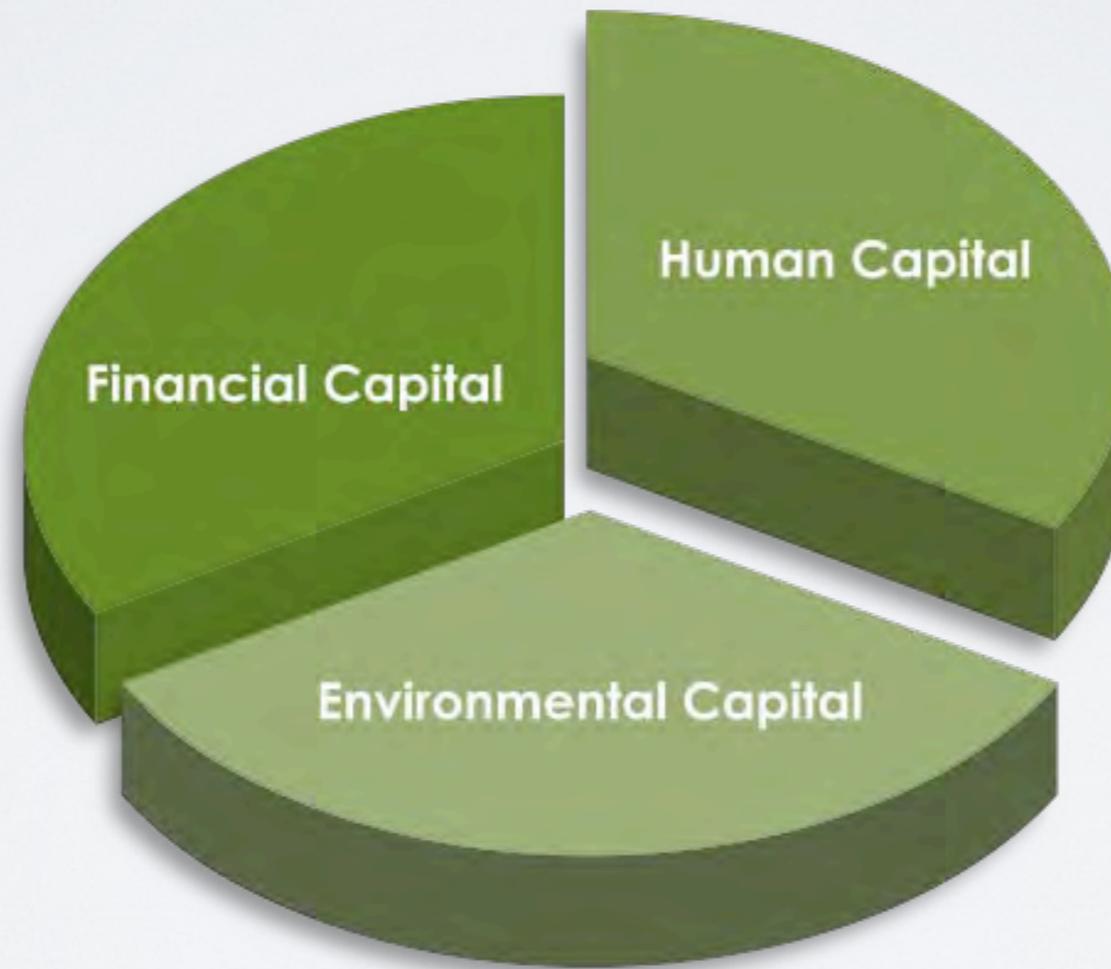
Mobilize Eastern Maine

Organizational Chart



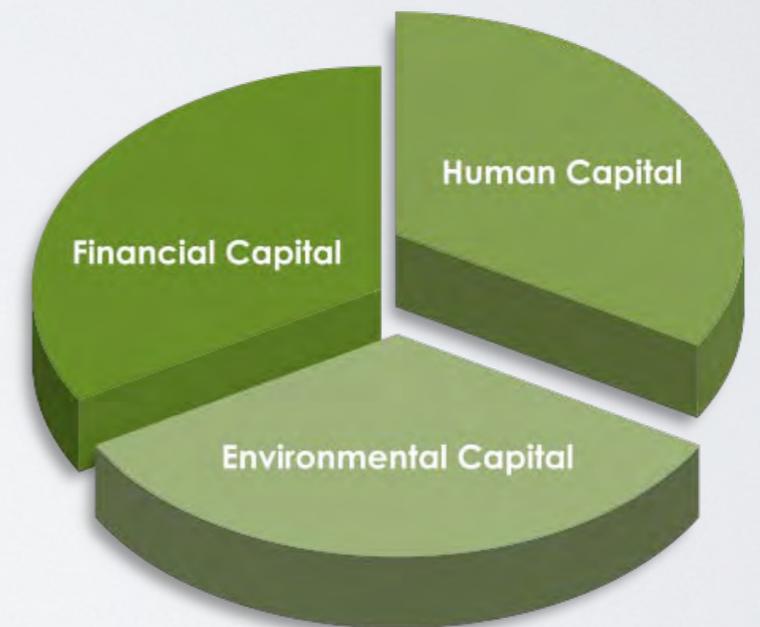
Maximizing Capital

Assessing
Our Capital



Emphasis on Collaboration

- Financial Capital Development
 - Local venture capital/Sidecar Fund creation
- Environmental Capital Development
 - Asset-based prioritization
- Human Capital Development
 - Business/Workforce integration



Mobilize Eastern Maine

Organizational Chart



Mobilize Maine Leadership Team

Regional Vision Team

Goal Setting Team

Center for Community Capital

Strategic Growth Initiatives (Short Term Wins)

Various Ad-Hoc Teams

Sector Team (Advanced Manufacturing)

Sector Team (Forestry)

Sector Team (Bioscience)

Sector Team (Recreational and Business Tourism)

Sector Team (Small Business Innovation)



Industry Sector Selection

- Existing Industry Identification
- Emerging Industry Identification
- Industry Leader Listening Sessions

Existing Industry Assets

forest products
transportation
education
recreational tourism

Emerging Industry Assets

biomedicine
research and technology
business conferencing
data transmission

Regional Vision Sample

Sector Objectives

- Tourism Industry

- Develop workgroup to focus on development/upgrade of tourism facilities in the region by 3/30/2011
- Support BCVB in developing a comprehensive tourism database by 12/31/2011 that includes attractions and potential developments.
- Construction of a new conference/convention center capable of holding 1,500 attendees in multi-day event by 2014.



Getting Involvement

Keeping Engagement

Getting Involvement

- Multiple Regional Participants
- Private Sector Driven

Keeping Engagement

- Keep Communication Constant
- Offering Continued Support of Other's Activities
- Stealing Thunder
Leveraging success under the MEM moniker

Sophomore Struggles

- Celebrating Wins Appropriately
- Maintaining a Sense of Urgency
- Incorporating Mobilize Eastern Maine into the economic development community

Single Regional Vision is the Key

- Measurable Action Steps by Sector
- Measurable Benchmarks by Sector

Continued Private Sector Engagement

- Regular Mobilize Maine regional meetings
- Development of additional regional Mobilize Maine efforts



Mobilize Maine 2015 Greater Bangor Region Goals

By concentrating on local assets we can develop a robust economic development strategy enabling us to prepare for and respond to our changing world. Collaboratively advancing the unique opportunities we have here in our region will position us for a great future.

Working together, by 2015, we will see significant, positive changes in our economy and in our region.

| EMDC Greater Bangor Region | Baseline 2008 | 2015 Goal | Change |
|--------------------------------------|----------------|--------------|---------------|
| Population | 108,950 | 116,577 | +7.0% |
| Employable Population (16 and older) | 89,727 | 94,213 | +5.0% |
| Labor Participation Rate | 60.9% | 63.5% | +1.04% |
| Total Employed | 54,643 | 59,825 | +9.4% (5,182) |
| Average Wage | \$32,376 | \$45,000 | +38.9% |
| Total Region Wages | \$1.76B | \$2.69B | +52.8% |
| Per Capita Income | \$32,239 | \$50,000 | +55% |
| Regional GDP | \$5.8B | \$8.8B | +52% |
| Internet Subscribers | 40% (43,580) | 60% (69,946) | +50% (26,366) |
| Bachelors Degrees 25 & Over | 20,339 | 27,457 | +35% (7,118) |
| Regional Specific Goals | Baseline 2008 | 2015 Goal | Change |
| 17-24 year olds without HS Diploma | 20% | 15% | |
| 20-44 population | 35.6% (38,786) | 38% (44,290) | +5,513 |
| Associate Degrees 25 & Over | 10.6% (7,767) | 16% (12,065) | +4,298 |




www.mobilizeeasternmaine.org
www.emdc.org

Owning the Umbrella

- Brand development
- Staff support
- Funding strategies