

Mobilize Maine at AVCOG  
Discovery Phase - Assets

Category	Resource	City/Town	Industry Relationship	How can this resource be leveraged?	What is the value of the leverage?	Who will benefit from the leverage of the resource?	What resources are missing to fully leverage the resource?	Comments
Cultural & Historical	Bethel Historical Society	Bethel	Tourism	Attract cultural tourists	Tourism dollars	businesses, educators, historians	Stronger connections to Bethel business community and library	BHS is the leading regional historical center in Western Maine and Northern NE
Cultural & Historical	Dempsey Challenge	Lewiston-Auburn	Tourism, (Amusements, gambling, and recreation)	Build on the recognition - see stats Turn into a world-class event	Money to the region;	increased traffic at the airport; hotels and restaurants	Just need to keep marketing it and adding to it; building other events around it	
Cultural & Historical	Historic Inn Experience		Tourism, (Accommodation)					Bethel Inn named one of the top 10 romantic inns in the country, highly recommended for cross country skiing
Cultural & Historical	Laura Eastman Performing Arts Center		Tourism, (Performing arts, museums, and related activities)	Draw additional visitors; leverage with other performance arts venues in the region	Additional dollars to the region			World-class Gould, Hebron and Fryeburg - underutilized assets, especially during the summer. ski resorts
Cultural & Historical	Most complete documented history of the industrial revolution in New England	Lewiston	Tourism, (Performing arts, museums, and related activities)	Cultural tourism opportunities	tourism dollars	tourists Schools, museums, local citizens archivists	Archivists Resources - financing	Records of Bates Mill, Union Water Power, Franklin Co, best records (even better than Lowell's) of US industrialization including textile industry and urban hydro
Cultural & Historical	Museum LA		Tourism, (Performing arts, museums, and related activities)	Attract cultural tourists	Schools Tourists Community			award winning exhibits in New England
Cultural & Historical	Narrow Gauge Railroad - Philips	Farmington	Tourism	leverage with other NG railroads	tourism	tourists; Attract train enthusiasts	Leverage it with the other narrow gauge railroads in the State; expand trackage; capital	
Cultural & Historical	The Public Theatre		Tourism, (Performing arts, museums, and related activities)		Additional 17,000 attendees per year	leverage with the active tourists visiting the broader region - cross market restaurants and lodging facilities	Money - \$500,000 Marketing - Branding the whole region for arts and culture Collaboration	Recognized by national funders Quality of actors

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Cultural & Historical	Unique Performing Arts Centers		Tourism	Draw more performances and people	Jobs and additional tourism dollars	arts community, residents, region	Collaboration among venues and collaboration with tourism industry	Skye, Stone Mountain, Deertrees, Celebration Barn, Oddfellows, summer theatre
Excellence	Bates College		Education	Draw more people to region; attract graduates to live here	Jobs	Community, businesses	Jobs for graduates	Ranked one of the top 25 liberal arts colleges in the country along with Bowdoin and Colby
Excellence	Brigeen Farm		Natural Resources, (Agriculture Services)					
Excellence	Central Maine Heart & Vascular Institute		Healthcare, (Hospitals)	teaching; innovation; R&D	Jobs	consumers		award winning for outcomes
Excellence	Franklin Community Health Network	Farmington	Healthcare	Draw good doctors come here for quality of life	Jobs in the network for people in Franklin County	People in communities in Franklin County	Broadband; Technology infrastructure Continued funding and reimbursement from the State	Healthy Community Coalition-mobile health van going to communities to provide preventative care State of the art healthcare facility and equipment; provide much of all needed medical services locally including dermatology, ortho and surgery; EICU with Maine Med
Excellence	High Quality Private Schools		Education					Gould Academy, Hebron Academy, Fryeburg Academy
Excellence	National Competitions at Black Mountains		Tourism	Draw additional competitions, more visitors to region, recognition of region for skiing experiences	money and jobs	area communities, ski industry		
Excellence	Nordic Skiing Trails		Tourism, (Amusements, gambling, and recreation)	Attracting more visitors, skiing to the region	Income to the businesses, jobs	businesses, citizens, visitors		More Nordic skiing within the three counties than any other region. Black Mountain brings in national Nordic skiing competitions.

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Excellence	Quality of Place Collective Asset		Tourism					The people and their way of life is what makes the quality of place, buildings are hundreds of years old, history and culture of the people - value in our old traditions.
Excellence	Stephens Memorial Hospital		Healthcare, (Hospitals)					Won national award for excellence in rural healthcare
Excellence	The Lewiston Maineiacs Quebec Major Junior Hockey Team	Lewiston	Tourism, (Performing arts, museums, and related activities)	leverage team presence to attract additional events	additional dollars to the community; new jobs; new visitors	residents, visitors, private sector	marketing and ability to attract more events; more hotel space and parking	Only Quebec Major Junior Hockey Team in the US
Excellence	Traditional Maine Summer Camps		Tourism	Attracting out of staters who send their kids to camp to consider Maine for vacation, business and residence.	Jobs, increase in population, new dollars to the region		Marketing	Seeds of Peace
Excellence	UMF - One of America's Best Colleges	Farmington	Education		Attract more students	Community; College; State		UMF is named as one of America's Best Colleges by US News & World Report for the last 13 consecutive years (1998-2010); UMF has received accolades as a "College of Distinction" from the 2008-2009 in the "Colleges of Distinction Guidebook"; Named one of 20 Schools That Foster Student Success in National Survey of Student Engagement (NSSE) a book that identifies schools that serve as models of educational effectiveness.

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Excellence	World's Tallest Snowperson		Tourism	packaging with lodging; shopping in corridors	more tourists; more money to local businesses; recognition through advertising	communities; businesses	engaged sponsors to help it be done again	
Government	Raising Aspirations - Gear up Program		Education	NTL - Summer training sessions for educators				
Human & Skills	5 Higher Ed Institutions in L/A		Education	attract young college students to area		communities; post secondary institutions; businesses	Co	In L/A there are : Andover College; USM L/A; CMCC; Bates and CMSON
Human & Skills	Franklin County Healthiest County in Maine		Healthcare					
Human & Skills	LHS- Largest Number of HS kids in same facility	Lewiston	Education	Access to a large number of youth to develop younger workers; cost effective way to develop aspirations; promote development of youth	Attract young workers	community, educators, businesses, post secondary institutions	Availability of high wage jobs for educated and innovative workers	1400 LHS students; 1400 LRTC students and 100+ 16-20 yr old enrolled in adult ed classes all at LHS
Human & Skills	Rangeley craftsmen and artists	Rangeley	Other				cooperatives - bringing them together and marketing them	unique high-level craftsmen and artists; Rangeley Boat
Human & Skills	UMF - Chinese Language Expertise		Education	Offer additional programs to students from around the State; offer summer language arts programs focused on Chinese to attract students that are in international studies to come to Farmington to learn for the summer.	Draw more people to UMF	students; business; university	Need to further define the expertise and how it can be leveraged; increase broadband capacity;	UMF has the most faculty in the State ready and able to teach Chinese; Chinese is a needed language in the global economy

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Infrastructure	Canal System - Lewiston		Tourism, (Performing arts, museums, and related activities)	Utilize canal system for recreation and education - an attraction	tourism dollars;	Tourists; residents; business	planning for utilization; funding to support concept and designs	
Infrastructure	Closest Double stack Capacity in	Auburn	Transportation & Utilities, (Rail Transportation)	Distribution point to the customer base One haul rates from Halifax to ... - offering cheaper bulk transportation rates - fastest, cheapest way to get to the region - have seen a shift in customer delivery patterns Lack of congestion - quantify what that is			Lack of collaboration among railroads - good cooperation among class 1 It's a monopoly State recognition and support of this asset Infrastructure once it leaves Auburn - derailments, engines, number of cars available, high-speed rail	
Infrastructure	Dominance of TDL Sector		Transportation & Utilities	Value added service providers including Savage/Safe Handling, warehouses, truck servicing companies, FTZ, US Customs Port. Our unique marketing position - a port with many TDL assets without congestion of traffic.	Jobs. According to a recent CEI/DOL study, well over 500 people in Lewiston-Auburn alone are employed in these industries.	Railroad, trucking companies, warehousing firms, local retailers, any business that transports goods and raw materials	More market research on the act strategic advantage of shipping products here via St Lawrence & Atlantic vs. other east coast and west coast ports.	L/A has the distinct advantage of connecting with Canadian National rail and access to deep sea ports in Vancouver and Halifax, thereby connecting us to Europe and Asia

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Infrastructure	Port of Auburn	Auburn	Manufacturing, (Wood Product Manufacturing), (Machinery manufacturing), Natural Resources, (Agriculture - Crops), Transportation & Utilities, (Rail Transportation), (Truck Transportation)	Connection to movement of goods from/to east coast west coast Single carrier Double Stack, Foreign Trade Zone				
Infrastructure	Vacant Wood Product Factories		Other	Attracting new industries e.g. wood pellet, compressed logs, biomass to vacant mill sites	jobs; new added value to wood products	communities; residents; wood products industry	marketing, dollars for clean up renovation; people	Asset -proximity to the wood source Buildings are ready to go Oxford County
Innovation	Franklin County Learning Center		Education	Incubator for businesses;	Create jobs;	students; employers		Mt Blue HS - reconstruction for innovation learning center; Unique learning center in the state focused on innovation in bio medical, composites, agricultural programs); Integrated 9-12 and community college vocational center with progressive models
Innovation	Savage - Safe Handling	Auburn	Manufacturing, (Chemical manufacturing)					Only one in Maine offering this service
Innovation	Specialty Plastics		Manufacturing, (Plastics and rubber products manufacturing)	cluster suppliers - expand regional output and distribution	jobs	Business; individuals for new jobs		

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Knowledge	Franklin Area Health Education Center	Farmington	Healthcare	retain and attract people to the industry; offer additional training and courses	jobs in healthcare	healthcare industry; doctors; employees; community		One of 4 AHEC sites in the state of Maine. Provides many services for employees, such as continuing education; collaborates with Maine colleges to offer on-site clinical experiences and courses for health care professions at Franklin Memorial Hospital.
Knowledge	Franklin County Community College Network		Education	Increase higher education participation at affordable rates	knowledge	all employers and residents in Franklin County	more support for existing opportunities	
Knowledge	Outdoor Recreation Business Admin Program at UMF	Farmington	Education	Create new skilled people who can establish and operate businesses in the recreation industry		Students; recreation community and tourism industry	jobs for people after graduation	Newly developed program at UMF designed with input from industry leaders
Natural	10 of Maine's 14 Highest Peaks	Phillips	Tourism, (Amusements, gambling, and recreation)	international appeal; geo caching; packaged tourism		guides; hikers; sports camps; motorized and non motorized recreation; tourists nature tourism	significant large landscape conservation; New Zealand South Island Model; connect Bigelow Preserve, Mount Blue, Tumbledown, Saddleback and Mt. Abram backcountry; needs more infrastructure like Maine Huts & Trails to attract hikers, skiers; lack of east-west transportation infrastructure; no bike trails;	Geographically unique; 10 of Maine's 14 highest peaks above 4000 ft. are located in this region; ecological study available at matf.org
Natural	Androscoggin River		Manufacturing, (Wood Product Manufacturing)	Energy Water Tourism Activities		Pulp & Paper Mills Lodging operators Tour Operators	Operating Plan for State Park Greenway Model	Rated one of the top twenty-five rivers in the world for smallmouth bass fishing

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Natural	Appalachian Trail		Natural Resources, Tourism	Attract more visitors to the region	Dollars to tourism economy;	Visitors; communities near the trail		Many of Maine's highest 4000ft peaks are in or near this region; 100's of peaks over 1000ft (80% of Maine's mountains)
Natural	Black Mountain		Tourism	Attract Nordic skiers and visitors; expansion of facilities	New dollars to the region	Residents, ski industry, skiers	Dollars for expansion of facilities; marketing	Famous for its Nordic skiing facilities, and has hosted several national cross-country skiing championships on its trails. The cross-country trails were designed by Rumford native and two-time Olympian Chummy Broomhall, who also designed the cross country trails for the 1960 Winter Olympics in Squaw Valley, California and the 1980 Winter Olympics at Lake Placid, New York.
Natural	Diversity of Agricultural Opportunities		Natural Resources	Organic Expand agricultural sector Close proximity to major markets Market Maine - has prime grazing lands in the U.S.	\$25 million opportunity	Farmers, local citizens, transportation, restaurants Refuge population - business ownership and employment	Future Farmers Financing Processing capacity Friendly Regulations - Federal animal I.D. issue - imposes too much of a financial hardship - could Maine come up with an alternative I.D. process?	
Natural	Green Thumbs Farms		Natural Resources, (Agriculture - Crops)	Expand markets	Jobs and added value to crops - potatoes	consumers, farmers		High quality potatoes that are used in Cold River Vodka
Natural	Highest Ground in Maine		Tourism	tourism opportunities				This region has the highest ground - distinctive and most distant views are from here
Natural	Maple Syrup		Natural Resources	new value added opportunities	Business opportunities jobs	consumers;		Most maple trees in the State

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Natural	Northern Forest Canoe Trail		Tourism, (Amusements, gambling, and recreation)	attract people to communities near the trail; promote complimentary tourism experiences; bring additional visitors to the region	Jobs in local communities; additional money to communities from visitors	Citizens, visitors,	Packages and itineraries that bring together this resource with business to capitalize on visitors	Large lake systems and rivers are navigable/portage-able; marked by signage; maps are available; landowner permission for use along the trail and campsite along the trail
Natural	Organic Blueberries - Peace & Plenty Farms	Phillips	Natural Resources	wine making; other added value opportunities				Gourmet organic blueberries - MOFGA Certified Organic; effective harvesting practices; PYO experience;
Natural	Panning for Gold - Swift River		Tourism					waterfalls in River Valley Area - Pennecook Falls - top five water falls
Natural	Rock hounding - Gems		Natural Resources	marketing the vast resources available in the region; mines, gold panning, trading, museums, jewelry	attract visitors; educational opportunities for children	Jewelry stores, citizens, visitors	Educating people that we have this natural resource here, Funds to create the spaces to do this i.e. get the school kids to visit them schools to offer geology programs	one third of all minerals in the world are found here. 80,000 rock hounders visit the area every year. History component
Natural	Sandy River Valley - 1st Garden of Maine		Natural Resources, (Agriculture - Crops)	create new opportunities around age - organic	jobs	community; businesses	establish a farmers coop; marketing	efforts underway to establish a farmers coop
Natural	Ski Industry		Tourism	Leverage the resource that is available to make 4 season	Jobs, dollars to communities; more visitors to region			
Natural	Specialty Hardwoods - River Valley		Natural Resources	New value added uses for the wood	Jobs; particularly furniture making	loggers; wood products industry		Density of the fiber of the hardwood is desirable for furniture manufacturers - birch, rock maple, poplar
Natural	Unique species of trees		Manufacturing, (Wood Product Manufacturing), Natural Resources, (Forestry)				Figure out how to manage use and build capacity in forest resources	

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Natural	Waterfalls in River Valley Area - Pennecook Falls		Tourism, Other	Attract visitors				Pennecook Falls - one of the top five water falls
Natural	Wood Fiber		Natural Resources, (Forestry)	Strength of wood fiber - You can brand it - Maine Wood Innovation behind the product development Looking for other potential alternatives - other uses for the fiber Nano technologies Story to tell - competitive advantage craftsmanship behind papermaking - now it's a science	Sale of carbon credits	Rail, trucking, chemical suppliers, other inputs - clay Loggers warehousing landowners intellectual resources recreational quality of place chain of custody	Energy - can't produce without energy collaboration between the mills and others - How to brand so they can all benefit Better more equitable financing for the harvesting side - difficult to get the funding needed for the equipment Local ownership/social ownership make it more sustainable stronger identification with local economy CLP - certified logging professionals - improve/expand upon existing program	